



# CITY OF ALLENTOWN

No: 29567

## RESOLUTION

R - 2017

*Introduced by the Administration on October 18, 2017*

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Authorities, Boards, Commissions Appointments

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### ***Resolved by the Council of the City of Allentown, That***

City Council does hereby give advice and consent to the following appointment to the Arts Commission submitted to this Council by Mayor Ed Pawlowski.

Allentown City Council hereby approves the following appointment to the Arts Commission.

#### **ARTS COMMISSION**

Sean King

8885 Clearwater Circle

Fogelsville, PA 18051

**Term Expiration: 01/03/2021**

	Yea	Nay
Candida Affa	X	
Julio A. Guridy	X	
Daryl Hendricks, VP	X	
Roger MacLean		
David K. McGuire	X	
Cynthia Mota	X	
Ray O'Connell, Pres.	X	
TOTAL	6	0

***THIS IS TO CERTIFY, That the above copy of Resolution No. 29567 was adopted by the City Council of Allentown on the 18<sup>th</sup> day of October, 2017, and is on file in the City Clerk's Office.***

  
City Clerk



**Ed Pawlowski, Mayor**  
City of Allentown  
435 Hamilton St, 5th Floor  
Allentown, PA 18101-1699  
Office 610.437.7546  
Fax 610.437.8730  
Ed.Pawlowski@allentownpa.gov

**TO:** Michael Hanlon  
City Clerk

**FROM:** Ed Pawlowski *EP*  
Mayor

**DATE:** September 18, 2017

**SUBJECT:** Authorities, Boards, Commissions Appointments

Mayor Pawlowski has approved the following appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Sean King	Arts Commission	01/03/2021

Debora Roberson resigned her position on the Arts Commission. Sean King will be fulfilling her unexpired term.

EP/kal

Attachments

## REQUEST FOR APPOINTMENT

**DATE August 21, 2017**

**AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO:** Allentown Arts Commission

NAME: Sean King

**HOME ADDRESS:** 8885 Clearwater Circle Fogelsville, PA 18051

**BUSINESS ADDRESS:** 601 W. Hamilton Street Allentown, PA 18101

**TELEPHONE NO. (RESIDENCE)** 610.285.2988 **BUSINESS** 610.554.0633

EMAIL: sking.aspire@gmail.com

**PRESENTLY EMPLOYED BY:** Aspire Arts Marketing

**JOB TITLE:** Marketing Consultant

**EMPLOYMENT (Prior):** Director of Marketing Youth Education in the Arts

**EDUCATION:**  
**HIGH SCHOOL GRADUATE:**       X       YES        NO  
**COLLEGE OR UNIVERSITY GRADUATE**        YES       X       NO  
**DEGREE/FIELD OF STUDY** \_\_\_\_\_

**CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:**

**Marketing Chair for the Hamilton District Main Street Program, Advancement and**

**Administration for the Cultural Coalition of Allentown, Arts & Culture Co-Chair and**

### Steering Committee Member of Upside Allentown

**PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES HELD:**

DO YOU LIVE IN THE CITY OF ALLENTOWN: \_\_\_\_\_ YES \_\_\_\_\_ ☒ NO

HAVE YOU EVER BEEN ARRESTED?

\_\_\_\_\_ ☒ No \_\_\_\_\_

IF SO, WHY?

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

\_\_\_\_\_ ☒ No \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ARE YOU A REGISTERED VOTER: \_\_\_\_\_ ☒ YES \_\_\_\_\_ NO

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:

I have worked in the city of Allentown for over a decade as a staff member at a non-profit arts organization based in the city as well as served on numerous volunteer boards serving in the capacity of marketing and representing the arts and culture throughout the city. For the past 18 months, I served as the project manager for the Upside Allentown Arts & Culture strategic planning project and believe I can provide valuable insight and skill set to help the Arts Commission achieve its goals and those of the Mayor, City Council and administration in the accessibility, enjoyment and enrichment of the arts throughout Allentown.

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION: \_\_\_\_\_ YES \_\_\_\_\_ ☒ NO

IF YES,  
EXPLAIN: \_\_\_\_\_

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE HOW MANY TERMS YOU HAVE SERVED \_\_\_\_\_ AND THE YEAR YOU WERE FIRST APPOINTED \_\_\_\_\_.

**NOTE: This information will be used for making appointments to authorities, boards and commission and in the event you are appointed/reappointed, it may be used as a news release to identify you to the community.**

A handwritten signature in black ink, appearing to be "R. S.", written above a horizontal line.

**Signature**

**August 21, 2017**

**Date**

**Please forward this request for appointment, along with a resume to:**

**Mayor's Office  
City Hall  
435 Hamilton Street  
Allentown, PA 18101**

Sean King  
Phone: 610.554.0633  
E-mail: [sking.aspire@gmail.com](mailto:sking.aspire@gmail.com)

**Objective:** To leverage the knowledge and experience gained over two decades of serving the non-profit arts marketing and fundraising space to lead the development of a dynamic new organization committed to elevating arts and culture as a significant part of the economic redevelopment in the city of Allentown. Through this position, I seek to create and lead new marketing and fundraising projects, programs and initiatives by combining current resources, strategic partnerships, creativity and innovation resulting in growth for the arts in Allentown.

### **Professional Experience**

#### **2004-Present – Principal of Ad Image Advertising**

Full service advertising and marketing consultancy specializing in planning and execution of branding, marketing and corporate sponsorship services for a select number of local, regional and national small businesses and non-profit organizations.

#### **2013-Present – Principal of Aspire Arts & Events Marketing**

Speaker, panelist, blogger and host on the topics of marketing and fundraising at several conferences and webinars each year focused on the arts and events industries. Speaker at IFEA Annual Conference, Arts Reach Conference, Association of Fundraising Professionals, 92nd Street Y, Michigan Festivals & Events Association, Indiana Festivals & Events Association, and PA Downtown Center, NTEN Philadelphia Chapter and Civi Con. Trainer and Speaker for Americans for the Arts and PA Council on the Arts.

#### **2016-Present – Advancement & Administration of Cultural Coalition of Allentown**

Project Manager for the Arts & Culture 20:21 Plan and its implementation which has led to the founding of the Cultural Coalition of Allentown to communicate, coordinate and advocate for the arts in Allentown.

#### **2011-2015 – Director Marketing and Communications; Youth Education in the Arts**

Responsible for the creation and execution of a comprehensive marketing plan for a \$6M non-profit organization. Leveraging communication assets and channels and creating strategic and tactical plans for multiple programs, projects and special events for a diverse audience of educators, enthusiasts and students. Overall development and management of four key brands, fundraising and merchandise operations and overseeing growth and expansion elements in these programs. 2014 marked the highest levels of income for fundraising and merchandise sales in the history of the organization. Directly reporting to the CEO.

#### **2008-2011: Director of US Scholastic Band Association; Youth Education in the Arts**

Responsible for the operations, logistics and marketing of the largest scholastic music organization in the United States consisting of 140+ events in 20 states in excess of 700 participating schools and overall attendance of 300,000 individuals annually. Overseeing an office team of seven and adjunct team of 200, the USSBA posted all-time record levels of participation, income and net revenue during this three-year period while directly reporting to the CEO. Launched new program consisting of a dozen new events serving a new market.

2004-2008: Director of Marketing and Development; Youth Education in the Arts.  
Responsible for the marketing, development and corporate relations of a national non-profit musical youth organization. Role included management of all forms of communications including print, electronic and website and trade show design and representation. Corporate relations responsibilities included relationship management and activation as well as research and new business development with prospective partners. From 1999-2008 built the corporate relations department from zero to in excess of \$400K annually.

1990-2004: Founder and Owner of Ad Image Advertising  
Full service retail advertising agency serving small to medium sized businesses and non-profit organizations with annual marketing budgets of \$50K-\$1M. Led creative and sales teams in creating a virtual advertising agency of freelance and independent contractors to assist in the growth and development of businesses through efficient and effective advertising design and implementation.

#### Attendee/Participant

NTEN Conference (2012); Fast Company Innovation Uncensored (2013); Wharton/IBM Designing Leadership Workshop (2014); 99U Creative Conference NYC (2014); Capacity Interactive Digital Marketing Bootcamp (2016); numerous Seth Godin workshops/seminars

#### Volunteer Experience

2013-Current: Marketing Chairperson – Hamilton District Main Street Program of the Allentown Chamber of Commerce.

Works with members of the business, arts and government in promoting the city of Allentown through campaigns and events during a period when the city is experiencing \$1 billion in revitalization and urban renewal in one of the largest projects of its type in the nation.

2014-Current: Steering Committee and Arts & Culture Committee Co-Chairperson – Allentown, PA Upside Allentown Neighborhood Partner Project Center City Initiative.

Responsibility includes overseeing \$550,000 annual budget to revitalize the inner-city Allentown region as a member of the Steering Committee. As Co-Chair of the Arts & Culture Subcommittee facilitated the 15-month strategic planning process from budgeting, firm selection, needs assessment and delivery of final plan to define the arts in Pennsylvania's third-largest city.

2015-2016: Project Manager for the Upside Allentown Arts & Culture Planning Project:

As the Project Manager on the Arts & Culture Planning process, worked closely with the consulting firm on a daily and weekly basis to provide direction, feedback and engagement with the Allentown community. Organized and provided ongoing communication and meetings with the 12-member Stakeholders Leadership Group Executive Committee and 75-member Stakeholders Leadership Group. Assisted in the facilitation of the vision walls, public survey and community input session portions of the planning process and worked closely with the consultants on delivery of the final version of the plan.

2016-Current: Advisory Committee Member of the Americans for the Arts and Pennsylvania Council on the Arts: "Arts Marketing and Audience Engagement in the 21<sup>st</sup> Century: Building the Capacity of Pennsylvania's Cultural Sector." Serves as a committee member providing insight, research and feedback for this multi-year initiative to grow the arts in Pennsylvania and beyond.