



Ray O'Connell, Mayor
City of Allentown
435 Hamilton St, 5th Floor
Allentown, PA 18101-1699
Office 610.437.7546
Fax 610.437.8730
Ray.OConnell@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Ray O'Connell *ROC*
Mayor

DATE: January 27, 2021

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following reappointment and appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Jon M. Clark	Arts Commission	01/03/2026
Sean King	Arts Commission	01/03/2026

Mr. King is currently a member of the Arts Commission. Mr. Clark is replacing Billy Mack who moved out of the city. I have attached their resumes for your review.

ROC/kal

Attachments

RECEIVED

JAN 04 2021

REQUEST FOR APPOINTMENT

DATE January 4, 2021

MAYOR'S OFFICE

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT

TO: Allentown Arts Commission

NAME: Sean King

HOME ADDRESS: 8885 Clearwater Circle

BUSINESS

ADDRESS: 523 North Seventh Street Allentown, PA 18102

TELEPHONE NO. (RESIDENCE) 610-554-0633 **BUSINESS** 610-554-0633

EMAIL: sean@culturalcoalitionofallentown.org

PRESENTLY EMPLOYED BY: Cultural Coalition of Allentown

JOB

TITLE: Managing Director

EMPLOYMENT (Prior): Ad Image Advertising; 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:

Board Member of Downtown Allentown Business Alliance;

Chair of the Downtown Allentown Business Alliance Marketing Committee;

Steering Committee of Upside Allentown; Arts & Culture Co-Chair

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD:

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

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

The Cultural Coalition of Allentown is an independent non-profit 501c3 whose vision is to create a vibrant, energetic and engaging Allentown with an abundance of diverse arts and cultural offerings including several signature initiatives.

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:

My second term on the Allentown Arts Commission will allow for us to continue the collaboration between the Cultural Coalition and the Commission by assisting in the improvement of the quality of life for Allentown residents as well as expansion of the economic development initiatives through the arts which have been established over the past several years. My experience in the non-profit arts organization sector and in the advertising and marketing space allows for me to work alongside my fellow Commissioners to advance the arts in Allentown for the benefit of artists, arts organizations, residents and guests of the City.

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 _____ 1 _____ AND THE YEAR YOU WERE FIRST APPOINTED _____ 2015 _____.

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 "J. Smith", written over a horizontal line.

Signature

January 4, 2021

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

Objective: To acquire a senior level position to leverage my 20 years of marketing and leadership experience to create new projects and programs with growth into new areas of operations by maximizing strategic partnerships and innovation.

Professional Experience

2015-Present - Managing Director: Cultural Coalition of Allentown.

Responsible for overall management and fundraising for the independent 501c3 organization based in Allentown whose vision is to create a vibrant, energetic and engaging Allentown with an abundance of diverse arts and cultural offerings. Leads a team of independent contractors and artists working with a Board of Directors to improve the quality of life and expand the economic impact of the arts through advocacy, data research and marketing in Allentown and the Lehigh Valley.

2013-Present – Speaker/Trainer

Speaker, panelist and host on the topic of arts marketing and the creative economy at several conferences and webinars each year focused on the arts, events and fundraising industries. Presentations and Workshops for the Americans for the Arts, PA Council on the Arts, Arts reach (New York & Toronto), National Creative Placemaking Annual Summit, PA Downtown Center, International Festival & Events Association.

2020-Present: Director of USBands

Overseeing the transition of the organization from one parent non-profit to a new non-profit organization. Responsible for aligning organizational and operational cultures as well as the team building, strategy and communications for 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.

2011-2015 – Director Marketing and Communications: Youth Education in the Arts

Responsible for the creation and execution of a comprehensive marketing plan for a \$5.5M non-profit organization. Leveraging multiple 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 a team of seven, the USSBA posted record levels of participation, income and net revenue during this three year period while directly reporting to the CEO.

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 overseeing merchandise operations including record levels of sales, management of all forms of communications including print, electronic and website and representative 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.

Volunteer Experience

Board of Directors & Marketing Chairperson – Downtown Allentown Business Alliance. Allentown is a city undergoing \$500 million in revitalization and urban renewal in one of the largest projects of it's type in the nation. Works with members of the business, arts and government in promoting the city through campaigns and events.

Upside Allentown - Arts & Culture Committee Co-Chair

Booster President - Northwestern Lehigh High School Marching Band 2018-Present

References Upon Request