




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Denise Burnside</i>		
Board/Commission Name: <i>Seattle Music Commission</i>		Position Title: <i>Member</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input checked="" type="checkbox"/> Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other:	Date Appointed:	Term of Position: * 9/1/2019 to 8/31/2022 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: Matthews Beach	Zip Code: 98125	Contact Phone No.: [REDACTED]
<p>Background: Denise Burnside was born in Seattle and grew up across the water in Bremerton. By 13, she was taking the ferry over to Seattle to go to Skoochies and Gorilla Gardens. She attended Concordia University in Montreal, studying contemporary dance, performing in a touring dance troupe, and playing bass in an all-girl punk band called Bite.</p> <p>In the mid-90s, Denise returned to Seattle. Working at the Pike Place Market and playing music led her to meet the crew that were re-opening The Showbox as a music venue. She stuck around doing whatever odd job she could until they hired her full time. Denise worked her way up (box office, security, production, booking) to General Manager.</p> <p>After building The Showbox into a flourishing venue over almost 9 years, she did freelance bookkeeping for entities including the Vera Project, which brought her to KEXP. Over her 11.5 years at KEXP, Denise built their business and finance departments, events department (notably co-creating Concerts at the Mural with Seattle Center), and directed the vision, design, and construction of KEXP's new home at Seattle Center.</p> <p>Denise co-founded the Clock-Out Lounge, addressing a gap in entertainment venues on Beacon Hill. The venue has quickly turned into a cultural cornerstone for community and musicians alike. While bringing the Clock-Out to life, Denise earned a Leadership Executive MBA from Seattle University.</p> <p>Now Executive Director of SMASH, Seattle Musicians Access to Sustainable Healthcare, Denise is growing the movement the help musicians lead healthy and creative lives in Seattle and the Puget Sound region, preserving our unique local culture, through access to health and well-being services for musicians.</p>		
Authorizing Signature (original signature): 	Appointing Signatory: Tammy Morales Councilmember, City of Seattle	

*Term begin and end date is fixed and tied to the position and not the appointment date.

DENISE BURNSIDE

Business Leader | Operations Management | Growth Strategy

SUMMARY

Strategic business leader with expertise in operational management, identifying business and customer needs, and partnering with stakeholders. Directs teams across finance, HR, IT, and business intelligence. Proven ability to define organizational vision and strategy while leading cross-functional teams into achieving goals. Tested in process improvements to reduce costs while enhancing efficiency, revenue, and growth.

CORE COMPETENCIES

- Strategic Planning
- Strategic Initiatives
- Staff Development
- Revenue Growth
- Business Plan Development
- Process Improvements
- Executive Advising
- Cross-Team Collaboration
- Project/Program Management
- Change Management
- Financial Oversight
- Team Leadership

CAREER PROGRESSION

SMASH/SEATTLE MUSICIANS ACCESS TO SUSTAINABLE HEALTHCARE – SEATTLE, WA

EXECUTIVE DIRECTOR ■ 2020 – PRESENT

Inaugural Executive Director for start up non-profit supporting limited income working musicians access medical, dental, and mental health services. Developing partnerships, health services, funding sources, information management and administrative structure.

- **Business builder:** Served 267% more musicians and increased revenue 98% in first year.
- **Researched and launched** mental health therapy services quickly in response to the pandemic.
- Developed **collaborative vision building**, goal setting and budget creation to drive growth and keep the organization on track.
- **Creative problem solver:** took the virtual fundraising concept to a new level by creating a mission driven showcase of diverse local musicians by collaborating with a large team of creatives, including music directors, curators, audio producers and film directors and lifted up the voices of a wide range of artists while raising critical funds for the organization.

CLOCK-OUT LOUNGE – SEATTLE, WA

FOUNDER/CO-OWNER ■ 2016 – PRESENT

Founder of regionally innovative business model. Establish operational systems, hire & train employees, direct management team and monitor progress to ensure achievement of organizational goals.

- **Business founder** and developer of **business plan and strategy** and pitch. Secured \$270K seed investment.
- **Research and negotiations:** Secured favorable negotiation results for business location and price, securing 20 year lease with set rent escalation.
- **Demonstrated strong industry knowledge and vision**, receiving excellent opening reviews from the Seattle Times, City Arts, Seattle Weekly, and The Stranger.
- Produce internal reports to **track and monitor** performance, revenue, and expenses.

KEXP – SEATTLE, WA

CHIEF OPERATING OFFICER & CHIEF FINANCIAL OFFICER ■ 2015 – 2016

DIRECTOR, BUSINESS & OPERATIONS ■ 2005 – 2015

Cross-managed senior management team in developing annual budgets, organizational strategy, and strategic initiatives including facility vision, design, and execution.

- **Grew revenue by \$10.4M** with 18% operating and capital budget compound annual growth rate.
- Leader of **\$15M** multi-faceted strategic program from concept to grand opening.

- › Improved operational and financial performance by collaborating cross-departmentally to enhance workflows and establish business intelligence department.
- › Oversaw restructure of **donor information management** through a partnership with Microsoft and external partners to develop, design, and execute custom CRM solutions for Development and Business Support Departments.
- › Built and maintained **strong business relationships** with partners, governments, and vendors to manage key negotiations and achieve positive outcomes for the organization.
- › Presented quarterly reports to Board of Directors featuring customer usage analytics, revenue margin, expenses, sales, and donations.
- › Strategized with departments on KPIs and collected data to utilize internally and externally to further organizational mission.
- › Established all financial, HR, and compensation systems.
- › Mediated issues between employees and managers to maintain successful working partnerships.

BURNSIDE CONSULTING— SEATTLE, WA
PRESIDENT, CONSULTANT ■ 2003 – 2005

Consultant to firms in areas of legal, retail, wholesale, and non-profit. Assisted organizations in achieving goals through accounting, payroll, and HR management.

- › Secured high-profile client, Seattle radio network KEXP, establishing and executing accounting, human resources, payroll, data processing, and audit procedures.
- › Provided bookkeeping services for the Vera Project

THE SHOWBOX – SEATTLE, WA
GENERAL MANAGER ■ 1999 – 2003
JILL OF ALL TRADES ■ 1996 – 1998

Part of the team that built The Showbox as it reemerged as a music and entertainment venue into the historic space it is now.

EDUCATION

SEATTLE UNIVERSITY
Leadership Executive MBA

UNIVERSITY OF WASHINGTON
Certificate in Program Management

CITY UNIVERSITY
Certificate in Leadership

SKILLS

- | | | |
|--------------------------|---------------|---------------------------|
| • Microsoft Office Suite | • QuickBooks | • GSuite |
| • Upserve POS | • Tableau | • ADP Payroll System |
| • Slack | • CRM Systems | • Budgeting & Forecasting |
| • Effective Negotiations | • Reporting | • Data Analysis |



Seattle Music Commission

21 Members: Pursuant to *Ordinance 124422*, all members subject to City Council confirmation, 3-year terms:

- 10 City Council-appointed
- 11 Mayor-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	1	1.	Commissioner	Joleen Hughes	9/1/20	8/31/23	2	Mayor
6	F	5	2.	Commissioner	Sue Ennis	9/1/20	8/31/23	2	City Council
6	M	n/a	3.	Commissioner	Andrew Joslyn	9/1/20	8/31/23	1	Mayor
6	M	2	4.	Commissioner	Jason Clackley	9/1/20	8/31/23	1	City Council
6	F	2	5.	Commissioner	Anne Berry O'Dowd	9/1/20	8/31/23	1	Mayor
9	M	n/a	6.	Commissioner	Eric Lilavois	9/1/20	8/31/23	1	City Council
2	M	5	7.	Commissioner	Terry Morgan	9/1/21	8/31/24	2	Mayor
2	F	2	8.	Commissioner	Bunnie Marie Moore	9/1/21	8/31/24	1	City Council
3	F	6	9.	Commissioner	Paula Nava Madrigal	9/1/21	8/31/24	2	Mayor
2	F	3	10.	Chair	Sharlese J. Metcalf	9/1/18	8/31/21	2	City Council
3	F	3	11.	Commissioner	Kitty Wu	9/1/21	8/31/24	2	Mayor
2	F	1	12.	Commissioner	Adra D. D. Boo	9/1/21	8/31/24	1	City Council
7	M	2	13.	Commissioner	Keola Kama	9/1/21	8/31/24	1	Mayor
1	M	7	14.	Commissioner	Nate Omdal	9/1/21	8/31/24	2	City Council
6	F	7	15.	Commissioner	Shannon Welles	9/1/19	8/31/22	1	Mayor
1	F	2	16.	Commissioner	Caseyann McKay	9/1/19	8/31/22	1	City Council
3	M	3	17.	Commissioner	Jovino Santos Neto	9/1/19	8/31/22	1	Mayor
1	M	2	18.	Commissioner	Daniel D. Pak	9/1/19	8/31/22	2	City Council
6	F	6	19.	Commissioner	Jessica Toon	9/1/19	8/31/22	1	Mayor
6	F	5	20.	Commissioner	Denise Burnside	9/1/19	8/31/22	1	City Council
6	M	6	21.	Commissioner	Nick Vaerewyck	9/1/19	8/31/22	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	SELF-IDENTIFIED DIVERSITY CHART				(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	5	6			0	1	3			6	1		0
Council	4	6			3	3	0			3	0		1
Other													
Total	9	12			3	4	3			9	1		1

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
 - **G List gender identity, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown
 - RD Residential Council District number 1 through 7 or N/A
- Diversity information is self-identified and voluntary.*