



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Hien Taylor Hoang</i>		
Board/Commission Name: <i>Washington State Convention Center Public Facilities District Board</i>		Position Title: <i>Member</i>
X Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * 7/31/2020 to 7/30/2024 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Newcastle, King County</i>	Zip Code: <i>98059-3471</i>	Contact Phone No.: [REDACTED]
Background <ul style="list-style-type: none"> • Amazon, Inc., Head of Community Affairs, October 2020 – Present. • Taylor Hoang Restaurant, Owner, October 2017 – Present. • LA Regional Census Center – US Census Bureau, National Partnership Dir., January 2019-Sept.2020 • Cyclo Corporation, Co-founder/Owner, September 2002-April 2017 • Ethnic Business Coalition (EBC), Co-founder. Executive Director, November 2013-February 2019 Education: UW, Bachelor of Science – Business Marketing and Finance, 1998 Civic Engagement and Board Member of: <ul style="list-style-type: none"> - City of Seattle, Small Business Advisory Council, Co-Chair. UW, Chancellor’s Advisory Board. - Tabor 100, Advisory Board. Mary’s Place Homeless Shelter. Seattle Metro Chamber of Commerce. Downtown Seattle Association. 		
Authorizing Signature (original signature): <i>Bruce A. Harrell</i>		Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>
Date Signed (appointed): 3/3/2022		

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

Hien Taylor Hoang

Executive Summary

Self-directed and action-oriented leader with 20 + years of experience as a non-profit leader, community advocate, policy advisor and business owner with a successful track record in stakeholder management, organizational and business development. An effective and persuasive communicator with excellent relationship building skills and the ability to adapt quickly, work collaboratively with diverse groups, and execute on major projects.

Civic Engagement and Board Member of:

- City of Seattle, Small Business Advisory Council, Co-Chair
- University of Washington, Chancellor's Advisory Board
- Tabor 100, Advisory Board
- Mary's Place Homeless Shelter
- Seattle Metro Chamber of Commerce
- Downtown Seattle Association

Experience:

Head of Community Affairs

Amazon Inc.

October 2020-Present

Community Affairs lead for HQ1. Serve as a key member of Amazon's Public Policy team, supporting and driving engagement with local stakeholders, business organizations, and civic associations. Engage and foster relationships and partnerships in support of Amazon's presence in the Puget Sound region. Work in close collaboration with internal business partners to support business expansion and growth in the region. Lead philanthropic giving and social responsibility initiatives.

Owner

Taylor Hoang Restaurant

September 2017-Present

Owner of Taylor Hoang Restaurant, a hospitality group operating local and national food brands in the Pacific Northwest including Cyclo Corporation. Taylor Hoang Restaurant mission was to leverage collaboration and inclusive practices with stakeholders to achieve meaningful outcomes for our communities. Built partnership, led negotiation, technical support, and provided policy guidance between minority small businesses, Port of Seattle, labor unions, and FAA to increase contracting opportunities for businesses under the Airport Concession Disadvantage Business Enterprise (ACDBE) Program with Seatac Airport. Led outreach and engagement with local Business Districts, BIAs, and ethnic chambers of commerce to advocate for a citywide Small Business Advisory Council (SBAC). Appointed as co-chair of SBAC in 2018 and have succeeded in reforming Seattle's B&O tax for new businesses, eliminated Flowerpots permit fees and taxes, and centralized city's online small business information center.

National Partnership Program Director

Los Angeles Regional Census Center- US Census Bureau

January 2019- September 2020

Developed regional engagement plan with nonprofits, trade associations, businesses, faith-based groups, and community stakeholders to foster relationships and partnership in support of 2020 Census. Ensured equitable Census outreach and operational improvements to general population with specific focus towards immigrants, communities of color, people experiencing homelessness, children, and seniors. Provided strategic planning and

facilitated conversation between representatives from local and state government agencies, non-profit organizations, neighborhood groups, tribal, and community trusted voices to address critical census challenges: mistrust of government, negative press coverage, political strife, and loss of public's confidence. Resulted in statewide launch of #WashingtonCounts campaign with targeted outreach toolkits, webinars, press releases, and community engagement events to build trust and support of census.

Co-founder/Owner

Cyclo Corporation

September 2002-April 2017

Founded Cyclo Corporation, a hospitality group that operated Pho Cyclo Café, District One Saigon, and Maxwella Café. Managed company's strategic direction and development. Grew company's annual gross revenue from \$1.2m to over \$23.8m, with 8% increase year-over-year profit. Provided State and local labor policy and regulation oversight for 300+ staff members.

Ethnic Business Coalition

Executive Director

November 2013-February 2019

Co-founded and managed the Ethnic Business Coalition (EBC), a non-profit committed to developing, promoting, and improving the long-term growth, sustainability, and success of immigrant and minority-owned small businesses in the State of Washington. Built strategic network of 50+ stakeholders including partnership with Seattle Foundation, CDFIs, Seattle Chinatown International District Preservation Authority, Snohomish Economic Alliance, and University of Washington to support 400+ minority small businesses. Provided accountability, fiscal responsibility, Board of Director planning, staff management and strategic planning.

Education and Training:

University of Washington: *Bachelor of Science- Business Marketing and Finance, 1998*

Language Proficiency:

English and Vietnamese

Awards and Recognition:

- Puget Sound Business Journal: *Small Business Hero of the Year, 2019*
- Seattle Times: *Shining Examples of Giving, 2018*
- University of Washington: *Alumna of the Year, 2018*
- Northwest Asian Weekly: *Community Advocacy Award, 2017*
- National Restaurant Association Award: *Faces of Diversity Award, 2016*
- Friends of Little Saigon: *FLS Neighborhood Champion, 2016*

Washington State Convention Center – Public Facilities District

9 Members: Pursuant to RCW 36.100.020 and King County Ordinance 16883, 3 members subject to Seattle City Council confirmation, 4-year terms:

- 3 Appointed by the Governor
- 3 Appointed by the County Executive, confirmed by the County Council
- 3 Appointed by the Mayor, confirmed by the City Council
 - 1 mayoral appointment must represent organized labor, except that this requirement does not apply to the initial board

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Position	Appointed By
2	F	N/A	1.	Vice Chair	Deryl Brown-Archie	7/31/18	7/30/22	2	Law: Health, Insurance	County
6	M	N/A	2.	Chair	Frank K. Finneran	7/31/18	7/30/22	2	Hospitality	County
6	M	7	3.	Member	Terry J. McLaughlin	7/31/20	7/30/24	2	Sports, Events, Tourism	County
3	F	N/A	4.	Member	Susana Gonzalez-Murillo	7/31/20	7/30/24	3	Banking	Governor
6	M	7	5.	Member	Jerome L. Hillis	7/31/18	7/30/22	2	Law: Real Estate	Governor
6	M	7	6.	Member	Craig Schafer	7/31/20	7/30/24	2	Hospitality	Governor
6	F	2	7.	Member	Katie Garrow	7/31/18	7/30/22	1	Organized Labor	Mayor
2	M	2	8.	Member	Robert J. Flowers	7/31/18	7/30/22	3	Banking	Mayor
1	F	N/A	9.	Member	Hien Taylor Hoang	7/31/20	7/30/24	1	Business	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	<div style="display: flex; justify-content: space-around; font-weight: bold;"> (1) (2) (3) (4) (5) (6) (7) (8) (9) </div>													
	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	
Governor	2	1					1			2				
County Executive	2	1				1				2				
Mayor	1	2			1	1				1				
Total					1	2	1			5				

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
- **G List *gender*, 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 is voluntary.