




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Jessica Toon		
Board/Commission Name: Seattle Music Commission		Position Title: Member
<input type="checkbox"/> Appointment OR <input checked="" 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: * 9/1/2022 to 8/31/2025 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: Ballard/Phinney	Zip Code: 98117	Contact Phone No.: [REDACTED]
Background: Born and raised in Seattle, Jessica has dedicated her career to developing and supporting creative communities through mission-driven arts and culture organizations. In the early 2000s, she co-owned and operated independent record label Made in Mexico Records with singer-songwriter Damien Jurado. Following, she spent several years as the Director of Marketing and Communications for the Seattle International Film Festival, the largest film festival in the US. In 2010, she was recruited to lead the strategic brand marketing and community building initiatives at the Paul Allen-founded Experience Music Project (now Museum of Pop Culture), where she served as Director of Marketing and Audience Development. Leaving the museum after seven years, she took a senior executive role with a blockchain and cryptocurrency pioneer where she developed and managed a portfolio of creative investments and philanthropic initiatives; she continues to serve as a strategic advisor for high-profile projects in the space where art and technology meet. Jessica joined the Recording Academy/GRAMMYS in 2019 as its Executive Director for the Pacific Northwest Chapter, serving the music communities of Washington, Oregon, Idaho, Hawaii, Alaska, Montana, Wyoming, and Western Canada.		
Authorizing Signature (original signature):  Date Signed (appointed): 8/18/2022		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

JESSICA TOON

MARKETER
BRAND STRATEGIST
COLLABORATOR

Senior executive marketing and communications leader with a strong track record of driving growth.

Passionate about bringing brands to life both on and offline.

Dedicated to developing audience, building community, connecting with consumers, and deepening engagement.

Enthusiastic about building thriving, cohesive teams of empowered individual contributors.

CONTACT



WORK HISTORY AT-A-GLANCE

- **Recording Academy/GRAMMYS | 2019-present**
Executive Director, Pacific Northwest Chapter
- **Strategic Advisor and Consultant | 2019-present**
Specialization in strategic planning, branding, and multi channel marketing campaign development
- **New Alchemy | 2018**
Chief Marketing Officer
Director of Executive Marketing and Brand Strategy
- **Museum of Pop Culture (MoPOP)/EMP | 2010-2017**
Director of Marketing and Audience Development
- **Seattle International Film Festival (SIFF) | 2006-2010**
Director of Marketing and Communications
- **Made in Mexico Records | 2004-2008**
Co Owner, Chief Marketing Officer, Head of A&R
- **Lakeside School | 1998-2006**
Interim Director of Marketing and Communications
Senior Manager of Marketing and Communications
- **Community Services for the Blind | 1995-1998**
Assistant Director of Marketing and Communications

RECENT PROFESSIONAL EXPERIENCE

Executive Director

Recording Academy / GRAMMY Awards
December 2019 Present

As Executive Director of the Pacific Northwest Chapter, I oversee governance, membership, programming, community outreach, advocacy, GRAMMY Awards activation, and other Academy and affiliate business throughout Alaska, Hawaii, Idaho, Montana, Oregon, Washington, Wyoming, and Western Canada.

Highlights include:

- Led a strategic development effort to successfully implement a balanced Board of Governors which achieved gender parity, and is representative of the diverse geography, craft, genre, ethnicity, and age of working artists within the region
- Increased membership base by 18% in year one
- Organized and led a group of more than 200 artists advocating for the CASE Act, the CARES Act, Save Our Stages, the HITS Act, PRO Consent Decrees, copyright laws, and many other initiatives that support and protect the rights of creators
- Facilitated relief funding and services to artists throughout region, including addiction recovery and mental health through MusiCares

AWARDS AND RECOGNITION

American Advertising Awards
(Seattle + District ADDYs)

2016: 1 Gold

2015: 1 Gold, 1 Silver

2014: 1 Silver

2013: 2 Silver

2012: 1 Gold, 1 Silver

2010: 1 Gold

2008: 1 Gold

2007: 1 Silver

American Alliance of
Museums Advertising Awards

2015: First Prize

VOLUNTEERISM

Feeding America/Food Lifeline:

Fresh Rescue

2014 2018

Upstream Music Fest + Summit:

Host Committee Member

2016 2018

Seattle Sound Magazine:

Contributing Editor and Writer

2006 2007

Chief Marketing Officer

Director of Executive Marketing and Brand Strategy

New Alchemy

May 2018 – December 2018

Reporting directly to the Founder/Chairman of the Board, I led all corporate marketing, communications, and brand efforts for leading edge global fintech company.

Highlights include:

- Partnered with engineering to develop go to market strategies for innovative blockchain tech projects
- Worked with the sales team to overhaul sales funnel and lead generation strategy, resulting in 25% increase of qualified leads at a 10% reduction of spend
- Stewarded relationships with potential LPs and closed more than \$50MM for Hedgefund
- Developed and executed integrated marketing and PR campaigns in US, China, and Europe
- Created brand architecture for Founder, including PR and awareness campaigns, crisis communications, legacy planning, cultural investments, incubator programs, and philanthropic initiatives

Director of Marketing and Audience Development

Museum of Pop Culture (MoPOP)/EMP Museum

August 2010 – March 2017

As a senior leader reporting directly to the CEO, I was directly responsible for annual earned revenues of \$19M, and for guiding the strategic marketing, communications, creative, brand positioning, audience development, membership, and public events supporting the 363 day a year museum. I led a team of 26 professionals as we launched more than 40 world class exhibitions and thousands of events, fundraisers, and community programs, each requiring high performing and innovative multi channel campaigns.

Highlights include:

- 55% growth in ticketed admissions and 52% growth in event attendance
- 41% growth in new members and 48% growth in loyalty/retention
- 198% growth in earned media value and 674% growth in social engagement
- Launched a comprehensive, award winning rename and rebrand to Museum of Pop Culture
- Helped to deliver financial sustainability, eliminating reliance on Founder funding while continuing to increase programmatic impact

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 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 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 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	9/1/22	8/31/25	2	Mayor
1	F	2	16.	Commissioner	Caseyann McKay	9/1/22	8/31/25	2	City Council
3	M	3	17.	Commissioner	Jovino Santos Neto	9/1/22	8/31/25	2	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	9/1/22	8/31/25	2	Mayor
6	F	5	20.	Commissioner	Denise Burnside	9/1/22	8/31/25	2	City Council
6	M	6	21.	Commissioner	Nick Vaerewyck	9/1/22	8/31/25	2	Mayor

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.*