




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Shaina Foley		
<b>Board/Commission Name:</b> Seattle Music Commission		<b>Position Title:</b> Member
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>City Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		<b>Term of Position: *</b> 9/1/2024 <b>to</b> 8/31/2027  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> Uptown/Lower Queen Anne	<b>Zip Code:</b> 98109	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Shaina Foley is a General Partner and General Manager for The Crocodile Venue complex in Belltown, Seattle.  Shaina humbly began her career volunteering as a street team member in the early 2000s for indie record labels Definitive Jux and Rhymesayers, paid with free admission to shows. Her journey accelerated as she organized and participated in DIY arts and live music events all over Seattle, sparking a passion for hosting events that led her to pursue a full-time career in live music that has flourished for over 20 years.  Shaina's expertise spans all facets of live music, event planning, and festival production. Her diverse portfolio includes roles at The Crocodile, Nectar Lounge, ReignCity, and Connors and Company, as well as contributions to major events like Bumbershoot, Capitol Hill Block Party, the Seattle Sounders' MLS Cup celebrations, and more. With a profound respect for Seattle's vibrant venue scene, Shaina has had the opportunity to work on nearly every major stage in the city.  In 2020, she brought her experience back to her indie venue roots amidst the challenges of COVID-19. Assisting with remodeling, expanding, and reopening of The Crocodile, adding Madame Lou's, Here-After, and Hotel Crocodile in a new 30,000-square-foot Belltown location. Recognized for her contributions, she was appointed as a member of the General Partnership in 2022. She is dedicated to steering The Crocodile towards continued success while maintaining its fierce independence and growing its positive community impact.  Throughout her career, Shaina has demonstrated unwavering resolve and a talent for delivering exceptional experiences, making her a respected leader in the industry.		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> Sara Nelson  Council President
<b>Date Signed (appointed):</b> 7-9-24		

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

# Shaina Foley

General Partner/ General Manager

## SUMMARY

I am a driven, self-motivated, and organized individual with extensive experience in concert production, venue management, event planning, management, and administration. I am committed to using my unique perspective as a venue operator to enhance the success and accessibility of music, art, and music education in King County.

## EXPERIENCE

### General Partner/ General Manager

#### The Crocodile Venues

2020 - Present

General Manager of Crocodile Venues overseeing all operations, strategy, and execution.

- Key decision maker in the reopening of The Crocodile in its new location.
- Develop and execute strategic plans to achieve business goals in newly expanded 30,000 sq foot venue space hosting 850+ shows and 250,000+ patrons annually.
- Control budgeting and financial management processes, including revenue forecasting, expense control, and profit maximization.
- Manage all venue policies and procedures daily for optimal operations.
- Develop institutional marketing strategies for The Crocodile Venues.
- Ensure compliance with legal and safety regulations, maintaining high venue standards.
- Lead venue participation with local and national independent venue organizations, including WANMA and NIVA.
- Leverage relationships with industry partners and in-house staff to host and facilitate education for future creative industry professionals through internships, shadow shifts, and presentations.

### Event Coordinator

#### Connors & Company

2016 - 2020 Seattle, WA

Lead Event Producer working on a diverse variety of corporate events, music festivals, conferences, concerts, brand engagements, food tasting events, parades, and more.

- Managed all financial elements of client events ranging from \$20,000 to \$1.5 Million, including quotes, budgets, vendor bids, contracts, and final billing.
- Worked with multiple Washington State and King County departments SFD, SPD, LCB, SDCI, Special Events, etc, to organize proper permits and licenses.
- Hired diverse and professional special event staff, including independent contractors, vendors, and union labor.
- Lead the creative event design process from conception to execution.
- Oversaw all technical design and day-of-show elements for all events, from eSports to large-scale concerts to festivals.
- Acted as Production Manager for all Connors and Company events, including the Washington State Fair Main Stage, Bumbershoot, Search Party, Great Pumpkin Beer Festival, DOORS @ The Paramount, Seattle Interactive Conference, Seattle Tattoo Expo, and more.

### Production Manager

#### The Crocodile - ReignCity - Nectar Lounge

2005 - 2018 Seattle, WA

Lead for all aspects of the Live Concert event production in advance and on-site, including pre-planning/ advancing, venue preparation, stage management, ticketing, house management, contracts, technical production, hospitality, and scheduling.

- Properly and efficiently schedule production crew, including front-of-house and technical staff.
- Acted as the main point of contact for performers, crew, and vendors.
- Supervised sound, lighting, and system repairs to maintain and preserve current venue equipment and ensure all systems were operational.
- Generate and complete artist settlements, vendor payments, collection of venue rental fees as needed, and bank deposits.

## STRENGTHS

### Strategic Vision

Planned and Executed an expansion strategy, increasing the number of venues managed by The Crocodile and their overall capacities during a global pandemic.

### Team Leadership

Built and currently lead a high-performing team of 180+ music industry and hospitality professionals from diverse backgrounds across multiple departments with an exceptional retention rate.

### Hospitality

Successfully set the tone to offer world-class hospitality to bands, their crew, their fans, our customers, and guests. Leading The Crocodile Venues to be one of Seattle's most respected independent venues.

### Community Engagement

Negotiated with shareholders and key staff members to welcome the first Bumbershoot cohort in collaboration with UC Theater. The Crocodile hosted workshops, shadow shifts, and on-site training to add much-needed talent to the creative workforce in King County, eventually hiring 6 of the cohort to work long-term jobs at The Crocodile Venues.

## SKILLS

Strategic Planning

Team Leadership

Community Engagement

Collaboration

Project Management

Venue Expansion

Permitting

Budgeting and Revenue Growth

Event Management

Stage Management

Microsoft Office Suite

Adobe Creative Suite

## REFERENCES

References Available Upon Request

# 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	Kelli Faryar	9/1/23	8/31/26	1	Mayor
6	M	2	2.	Commissioner	Nick Turner	9/1/23	8/31/26	1	City Council
6	M	n/a	3.	Commissioner	Andrew Joslyn	9/1/23	8/31/26	2	Mayor
6	M	2	4.	Chair	Jason Clackley	9/1/23	8/31/26	2	City Council
6	F	2	5.	Commissioner	Anne O'Dowd	9/1/23	8/31/26	2	Mayor
9	M	n/a	6.	Commissioner	Eric Lilavois	9/1/23	8/31/26	2	City Council
6	F	5	7.	Commissioner	Christina Frappia	9/1/24	8/31/27	1	Mayor
2	F	2	8.	Commissioner	Bunnie Marie Moore	9/1/24	8/31/27	2	City Council
	F	2	9.	Commissioner	Olivia D. Hamilton	9/1/24	8/31/27	1	Mayor
6	NB	3	10.	Commissioner	Andrea Friedman	9/1/22	8/31/25	1	City Council
2	M	1	11.	Commissioner	Jordan Leonard	9/1/24	8/31/27	1	Mayor
2	F	1	12.	Commissioner	Adra D. D. Boo	9/1/24	8/31/27	2	City Council
7	M	2	13.	Commissioner	Keola Kama	9/1/24	8/31/27	2	Mayor
6	F	6	14.	Commissioner	Shaina Foley	9/1/24	8/31/27	1	City Council
6	F	7	15.	Commissioner	Shannon Welles	9/1/22	8/31/25	2	Mayor
1	F	2	16.	Commissioner	Casey Carter	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
2	M	n/a	18.	Commissioner	Julius Robinson	9/1/22	8/31/25	1	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	7			0	1	3			6	1		0
Council	4	4		1	2	3	0			5	0		1
Other													
<b>Total</b>	<b>9</b>	<b>11</b>		<b>1</b>	<b>2</b>	<b>4</b>	<b>3</b>			<b>11</b>	<b>1</b>		<b>1</b>

## 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.*