



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Nick Vaerewyck		
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	Zip Code: 98107	Contact Phone No. [REDACTED]
Background: Nick Vaerewyck is Vice President of Programming at Climate Pledge Arena and is responsible for the strategic content programming of all concerts, family shows, and special events, as well as facilitating the NHL hockey and WNBA basketball schedules at the new facility. Prior to Climate Pledge Arena, Nick spent four years with Brooklyn Sports and Entertainment at the Nassau Veterans Memorial Coliseum on Long Island, NY as its SVP of Programming and Business Operations overseeing the reopening of the facility following a \$180M renovation. Before Long Island, Nick was at the Talking Stick Resort Arena in Phoenix, AZ as its Director of Event Booking after beginning as the Assistant Controller for both the Arena and Comerica Theatre. Recently, he was honored as a 2020 VenuesNow Generation Next recipient. Originally from Dallas, TX, Nick moved to Arizona and graduated with a Bachelor of Arts in Accountancy from Northern Arizona University. He now resides in the Ballard neighborhood with his wife, Nikki, and two sons.		
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.

SUMMARY

Financially educated venue leader with proven results in programming venue content including concerts, sporting events, and family shows. Experience in finance and accounting. Fosters synergy among key personnel and boosts performance of overall venue. Led cutting-edge initiatives and created new content to improve key performance measures, capturing additional revenue opportunities.

EXPERIENCE

Climate Pledge Arena

July 2020 – Present

Vice President, Programming

- Lead for the day-to-day management and schedule maximization for the Climate Pledge Arena calendar.
- Actively engages with industry content providers, prepare consumer & collegiate athletic bids, and develop non-traditional opportunities with ownership and strategic partners ultimately culminating in 200+ events per year.
- Directly negotiates terms and contracting with arena clients, including license fee, merchandise rates, sponsorship rights, premium seating, experiential sales initiatives, and more.
- Collaborates with arena and team marketing and partnerships departments to maximize ticket sales and promotional opportunities for events.
- Strategically plans events with internal departments at Climate Pledge Arena and arena clients.
- Proactively maintain relationships with agents, promoters, and industry professionals in addition to local influencers, politicians, media, CVB, and sports commission.
- Devise the industry narrative for the building that proves successful and useful for content providers decision-making.

BSE Global, Nassau Coliseum

July 2016 – July 2020

Vice President, Programming

- Led facility reopening, including programming the opening quarter, creating the \$1.5M developmental budget and developing opening marketing plan.
- Achieved #1 in the United States in Billboard Magazine and VenueNow for venues between 10,000 and 15,000 for 2017 and 2018.
- Achieved 2017 Pollstar year-end ranking of #20 in the United States, while being open for only 9 months. Previous ranking prior to renovation was #77. Year-end 2018 results finished #18. Current ranking Q1 2019 #7 in US.
- Lead venue's booking, event finance, and day-to-day marketing teams.
- Managed events calendar, negotiated terms and contracts for the Nassau Coliseum's 77 acres of property, including the arena, exhibition hall, plaza, and open lots, producing \$10M in revenue annually maximizing calendar and property flexibility.
- Cultivated 50+ events annually through tent-pole properties including haunted house Blood Manor, ATP 250 Tournament New York Open, Longines Masters Series, Empire State Fair, Fine Wine and Food Festival, and more.
- Collaborated with building partnerships to understand business objectives and increased building revenue potential by creating annual events including the Key Foods Supermarket Show, Newsday Travel Expo, and more.
- Worked closely with event operations to maximize property opportunities, regularly hosting multiple ticketed events within one day.
- Oversaw property branding and marketing efforts to the community, developing trade opportunities and local media relationships.
- Conceived new revenue opportunities and improved fan experiences through Ticketmaster upsells including VIP Lounge access, prepaid parking, and more, culminating in \$400K of additional revenue

NICK VAEREWYCK

- Managed BSE's relationship with facilities operator AEG and is authority for the execution of BSE's vision of the venue experience for the patron including the guest service, security, and venue cleanliness.
- Functioned as BSE spokesperson for media and other community events.

US Airways Center/Phoenix Suns

September 2007- July 2016

Director, Event Booking

- Lead arena booking, special events, and arena marketing teams and initiatives
- Coordinated calendar, negotiate terms and contracts for the arena hosting over 130 sporting, concert, and family show events annually.
- Increased the Arena's Pollstar year-end ranking from unranked in 2009, to 38 Worldwide, 14 in the USA for 2013. SEP Left building ranked 13th for 1st quarter 2015.
- Increased non-sports team event revenue by 100% from 2009-2016, achieved best results in venue's 20-year history for the 2011-2012 fiscal year, 2012-2013, 2013-2014, & again in 2014-2015.
- Maximized limited ancillary spaces including the pavilion and plaza.
- Conceived new revenue opportunities, improved fan experience, and increased building partner value through Ticketmaster upsells including parking and hotels reservations
- Responsible for handling over \$15M year to year for settlements of all concerts, family shows, and other events for the arena, including event cash requests and special tax situations.

US Airways Center/Phoenix Suns

December 2006 – July 2011

Assistant Controller of Facilities and Events

- Prepared and analyzed budgets for the arena.
- Created in-depth analysis for ticketing bid process, which increased building ticket rebate revenue by 15%.
- Prepared monthly ownership reports with overview of projected concert revenues.
- Prepare & analyze variances of monthly financial statements for the arena. Identify areas of concern; and found ways to reduce costs and more accurately and frequently forecast.

EDUCATION

Northern Arizona University

Bachelor of Science in Accountancy

International Association of Venue Management

Venue Management School

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.*