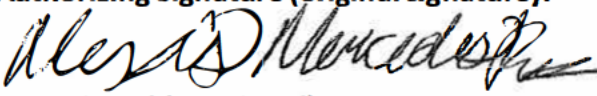




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Janice L. Jimenez		
Board/Commission Name: Seattle Music Commission		Position Title: Member
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: 9/1/2025 to 8/31/2028 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood Top Hat	Zip Code: 98168	Contact Phone No.: [REDACTED]
Background: I joined Climate Pledge Arena in 2021 and am the Senior Director of Marketing, overseeing a team of 4 people. My beginnings started at Honda Center, formerly Arrowhead Pond, in Anaheim, CA, interning mainly in the marketing department, but touching every department at the arena in some facet! Shortly after graduating from Cal State Fullerton, I joined the circus. Well not the real circus, but Feld Entertainment, the parent company for Ringling Bros and Barnum & Bailey. After 9 years there, I flipped over to Cirque du Soleil where I became the Director of Marketing. Opportunity called and I decided to venture on my own and became an independent contractor working on various positions, including but not limited to marketing, ticketing, accountant, front of house, for touring shows such as Harlem Globetrotters, Paw Patrol Live, Hot Wheels Monster Trucks Live and more. I was your quintessential Other Duties as Assigned employee! I currently live in Seattle with my pup Carl. When I'm not keeping busy at the dog park with Carl and his friends, I'm practicing vinyasa yoga to keep my mind clear!		
Authorizing Signature (original signature):  Date Signed (appointed): 3/24/26		Appointing Signatory: Alexis Mercedes Rinck City Councilmember

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

EXPERIENCE

- CLIMATE PLEDGE ARENA| Seattle, WA| Senior Director, Marketing 04/21 – Current
- Project Manage promoter marketing team needs in collaboration with marketing team
 - Advise promoters on research-backed marketing methods to improve sales
 - Negotiate, place and settle advertising campaign for promoters when requested
 - Strategically place media buys for arena shows in conjunction with market offerings and events
 - Work with marketing partnerships to create unique collaborations for events and partners
 - Facilitate meetings with all necessary stakeholders including licensees, clients and agents regarding project timelines and budgets
 - Communicate event information to internal stakeholders in a timely fashion
 - Ideate market-centric opportunities to promote shows
 - Apply project management practices in order to oversee multiple events with various key stakeholders and departments.
 - Collaborate with tenant teams to create relevant content promoting events in the arena
- MARKETING CONSULTANT| Seattle, WA| 10/15 – 04/21
- Recent Clients: Hot Wheels Ultimate Drive-Thru and Magic of Lights
- Owned the strategy and execution of comprehensive marketing plans for new touring product launches
 - Allocated, managed and tracked marketing budgets
 - Developed and maintained relationships with key arena personnel regarding customer experiences to create memorable experiences aligning with client initiatives
 - Proactively communicated financial settlement expectations to enable swift contract execution
 - Facilitated meetings with all necessary stakeholders including licensees, clients and agents regarding project timelines and budgets
 - Communicated efficiently and confidently with all stakeholders including licensees, clients and partners regarding project timelines and budgets
 - Utilized agile project management methodology to navigate unknown factors inherent with new product offerings in order to adhere to project schedules and effectively use client resources
 - Utilized data from sales trends and market analysis to influence a large array of stakeholders
 - Ensured message cohesion of primary and secondary communication on websites, social media, marketing collateral, public relations efforts
- CIRQUE DU SOLEIL |Montreal, QC; Seattle, WA| Director, Marketing North America 04/12 – 10/15
- Managed relationships with 3-5 agencies, 2 promoters and 50+ arenas.
 - Worked with internal teams; Corporate Marketing, Routing and Tours, Public Relations, Group Sales and Business Development, to ensure CDS brand alignment with touring messaging and creative
 - Expanded and maintained network of market contacts to further business endeavors
 - Identified, pursued and developed third party partnerships with local businesses, brands and influencers to maximize show visibility
 - Evaluated revenue forecasts and adjust forecasts based on current trends
 - Provided fiscal market status updates to senior management to influence company business decisions
 - Explored industry marketing trends and assess and implement plans to grow customer base
 - Charted marketing efforts from conception to execution for the newest touring show, Kurios
 - Exceeded ticket sales revenue goal by 12% every year
- FELD ENTERTAINMENT |Seattle, WA; Pacific NW- Focused| Director, Event Marketing and Sales 01/04 – 03/12
- Managed marketing budgets ranging from \$60K to \$260K, tailoring and allocating budgets as media landscapes evolved
 - Guided and supervised manager's marketing and sales campaigns through the west coast
 - Led a team of 2 promoters to generate \$9.7 million in revenue for 2011 across all properties
 - Established national, regional and local media, retail, civic and philanthropic relationships within markets to further the business
 - Evaluated revenue forecasts and provide methodical analysis to maximize profits for engagements

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON

Fullerton, CA

Bachelor of Arts in Communications, Bachelor of Arts in Spanish

May 2003

- Study Abroad Program- University of Madrid (Fall 2001- Spring 2002)

PROFESSIONAL DEVELOPMENT / VOLUNTEER WORK

Ruby Room and F-Factor, Board President and Director of Marketing

01/16 - 05/21

Ruby Room is a Washington State non-profit aiming to empowerment youth through fashion by channeling the strength of personal style as a tool for building self-confidence.

- Work closely with the Executive Director on marketing elements to increase exposure in the community
- Create community partnerships to further services in western Washington.
- In conjunction with the Executive Director plan, coordinate and execute annual fundraiser.

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
1	F	6	1.	Commissioner	Kelli Faryar	9/1/23	8/31/26	1	Mayor
2	M	6	2.	Commissioner	Nick Turner	9/1/23	8/31/26	1	City Council
n/a	M	6	3.	Commissioner	Andrew Joslyn	9/1/23	8/31/26	2	Mayor
2	M	6	4.	Chair	Jason Clackley	9/1/23	8/31/26	2	City Council
2	F	6	5.	Commissioner	Anne O’Dowd	9/1/23	8/31/26	2	Mayor
n/a	M	9	6.	Commissioner	Eric Lilavois	9/1/23	8/31/26	2	City Council
5	F	6	7.	Commissioner	Christina Frappia	9/1/24	8/31/27	1	Mayor
2	F	2	8.	Commissioner	Bunnie Moore	9/1/24	8/31/27	2	City Council
2	F	6	9.	Commissioner	Olivia Hamilton	9/1/24	8/31/27	1	Mayor
6	NB	6	10.	Commissioner	Andrea Friedman	9/1/25	8/31/28	2	City Council
1	M	2	11.	Commissioner	Jordan Leonard	9/1/24	8/31/27	1	Mayor
1	F	2	12.	Commissioner	Adra Boo	9/1/24	8/31/27	2	City Council
2	M	7	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
5	F	9	15.	Commissioner	Tina Marie Tyler	9/1/25	8/31/28	1	Mayor
5	M	6	16.	Commissioner	Ryan Patrick Devlin	9/1/25	8/31/28	1	City Council
3	M	6	17.	Commissioner	Seven Sky Spillios	9/1/25	8/31/28	1	Mayor
6	NB	6	18.	Commissioner	K.M. Van Petten	9/1/25	8/31/28	1	City Council
6	M	2	19.	Commissioner	Marshall Hugh Massengale	9/1/25	8/31/28	1	Mayor
n/a	F	7	20.	Commissioner	Janice L. Jimenez	9/1/25	8/31/28	1	City Council
			21.	Commissioner	Empty	9/1/25	8/31/28	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	5			0	1	0			6	1		1
Council	4	4		2	0	3	0			6	1		1
Other													
Total	9	11		2	0	4	0			12	2		2

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.*