

**REVIEWED**

*By City Clerk's Office at 10:00 am, Apr 20, 2021*

## **Santa Monica Travel and Tourism, Inc. Applicant**

**Natasha A Millman**

**Application Date: 04/20/21**

**Reside in Santa Monica: yes**

**If yes, number of years: 2**

**Work in Santa Monica: no**

**If yes, number of years:**

### **INTERESTS AND EXPERIENCE**

#### **Current or prior service on city boards/commissions:**

I was born in Santa Monica and am excited to live here as an adult and wish to become more involved in the community. As a 27 year old I believe I can bring a fresh perspective working on city boards/commissions in Santa Monica and I want to be in a position to help the community to the best of my ability.

#### **Community activities:**

I am currently working on building snack kits/hygiene bags for People Concern while working to become more involved in community organizations as they accept volunteers post covid.

#### **Qualifications, experience, education, and technical or professional requirements:**

I have a Bachelor of Science in Journalism from the University of Colorado Boulder. A Certificate in International Business I obtained while studying abroad in Southern France and a minor in Communications. I have been working in marketing, sales, and event planning for 8 years. My experience lies mostly in the entertainment industry, working in event marketing, sales, and advertising. While in Colorado I worked in public relations at a social impact firm and managed the marketing and communications for a non-profit to increase fundraising outreach goals.

#### **Areas of demonstrated expertise:**

Strategic Planning - Experienced in marketing strategy and strategic partnerships, including monthly/quarterly content plans. Lead generation and business development.

Fundraising - Full cycle Sales Executive managing lead generation to close. Worked at the CU Boulder fundraising call center and reached out to prospects and alumni for donations.

Event Management - Managing production budgets. Hiring onsite staff. Overseeing guest outreach, confirmations, and arrivals onsite. Talent and speaker outreach and booking.

Marketing - Event marketing, social media marketing, strategy/brand marketing.

#### **Goals:**

My goals are to learn the community stakeholders in Santa Monica, how to use fundraising for

community programs and initiatives, and hone my skills and expertise while learning how to best use them for philanthropic efforts.

**Vision:**

I want to learn from senior members of the board how we can, as residents, support our community and continue to create a place that we not only want to live but others want to visit. Santa Monica belongs to all of us in its own special way and as equal shareholders in the community its our responsibility to continue the legacy for generations to come. As we adjust into post COVID-19 life, tourism will be a critical part of restoring our local economy and I believe my experience would complement community efforts well.

**Personal Qualities:**

As the oldest of five kids, I spent the majority of my life navigating different and difficult personalities while managing the emotions and conflicts of all involved. This provided me the background that I leveraged working in celebrity talent booking, wrangling, and now direct client management. When working with celebrity talent in stressful situations, specifically events, it is important to manage expectations and provide details on what can and cannot be done within the realm of your ability. While anyone can promise the world and under deliver. I have found it is much more effective to under promise if you can guarantee results. Talent and executives often find themselves the center of their own universe, surrounded by publicists, managers, agents, lawyers and assistants, and while that may only be a portion of your day or event, it is your responsibility to ensure each of these people feel important and taken care of, no matter where they fall in relation to your most important duty.

**Will you be able to commit the necessary time to perform your duties if appointed to the board?**

Yes

**How did you learn about the vacancy in this board or commission? (select all that apply)**

On the City's website (smgov.net or santamonica.gov)

Social Media- Facebook, Twitter, NextDoor, Youtube

**BUSINESS INFORMATION**

Occupation: Strategic Partnerships Manager

Business name:

Business address:

Business phone: