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Date received 1/24/23 Initials KT



CITY OF CHARLOTTESVILLE

Application for Charlottesville City Council Appointed Member

*Applications must be received in the Office of the Clerk of Council
no later than 5 p.m. on January 30, 2023*

In accordance with City Charter Sec. 8, the City seeks qualified applicants for appointment to the Charlottesville City Council to fill the unexpired term of departing Councilor Magill. Pursuant to state and local law, qualified applicants must be a resident of the City of Charlottesville for at least thirty days prior to appointment to fill the vacant seat. All persons who are qualified voters of the City of Charlottesville shall be eligible for appointment to fill the unexpired term until December 31, 2023. The appointed council member shall, before entering upon the duties of their offices, take the oaths prescribed for all City Councilors under Virginia law and qualify before the Charlottesville Circuit Court.

CONTACT INFORMATION

Full Name Alex Bryant

Home Address [REDACTED] Charlottesville VA 22902

*You must be registered to vote in the City of Charlottesville. You can determine this by checking your voter card or by calling the Voter Registration Office at 434-970-3250.

Phone _____ Cell Phone [REDACTED]

Email [REDACTED]

QUALIFICATIONS

1. How long have you resided in the City of Charlottesville? 12 years
2. Have you ever been elected or appointed as an Officer or Commissioner for the City of Charlottesville? NO If so, please explain.
3. Please indicate why you are interested in serving on City Council:
See answer on attached page.

4. Please indicate areas of your experience and knowledge that you see as important for consideration of your application for appointment:

See answer on attached page.

5. Please list any relevant leadership skills or educational training:

See answer on attached page.

Indicate if you are attaching additional information pertinent to this application.

Attachments are provided

No attachments were necessary

Signature Alex Bryant Digitally signed by Alex Bryant
Date: 2023.01.24 13:47:53
-05'00' Date 1/24/23

Please be advised that upon submission, this application and supporting documents becomes a public record and may be published by the City of Charlottesville.

Return application to:

**Kyna Thomas, Clerk of Council
605 East Main Street
P.O. Box 911
Charlottesville, VA 22902**

OR

Clerk@charlottesville.gov

3. Please indicate why you are interested in serving on City Council:

As someone who has been deeply committed to serving my community, I am excited to be considered for the appointed member for city council for this year. I have a strong track record of working in and around the community, and I have spent many years researching and working with community leaders in similar sized small cities in order to better understand the unique challenges and opportunities we face.

An important quality that I bring to the table is a commitment to cultural humility. I understand the importance of approaching community engagement with an appreciation for the diverse backgrounds and experiences of the residents of Charlottesville. In my previous roles, I have been successful in fostering relationships with community leaders and stakeholders and I believe that this skill would be particularly valuable in this role.

My previous role leading the Ix Art Park Foundation rewarded me with an incredible entrepreneurial spirit in growing this 2-year-old nonprofit. I led a team of artists and educators in the creation of new sustainable programs that garnered broad support for the Art Park. My role leading the Art Park gave me first-hand experience of the power equitable public spaces have and how that positively impacts an area.

Before the Art Park, I served as the Managing Director of the Tom Tom Foundation whose flagship program featured 350 events over 7 days as part of a civic innovation summit where we recruited notable speakers such as John Cleese and Dan Rather as well as a diverse national lineup of mayors, civic leaders, activists, and academics. During my time at the Foundation, I led the initiative to partner with over 90 unique nonprofits and their leaders to showcase the diverse network of service that is unique to our City. Working one-on-one with community leaders meant that I saw the reality of the day to day for those who champion our community and work tirelessly to ensure that all citizens are uplifted and treasured.

I believe that with my combination of experience, knowledge, and dedication to authentic representation, I can make a meaningful and positive impact as a member of Charlottesville's City Council.

4. Please indicate areas of your experience and knowledge that you see as important for consideration of your application for appointment:

- 1) Nonprofit Management
- 2) Equity and Inclusion in Community Building
- 3) Servant Leadership and community facilitation and consensus building
- 4) Entrepreneurship & Economic Development
- 5) Creative Ecosystem Development / Tourism

5. Please list any relevant leadership skills or educational training:

- 1) Executive Director of Ix Art Park Foundation
- 2) Managing Director of Tom Tom Foundation
- 3) Director of Programs for VirginiaFIRST Robotics
- 4) Secretary, Big Brother Big Sisters of Central Blue Ridge
- 5) Secretary, African American Teaching Fellows
- 6) Co-Chair Clark District, Charlottesville Dems.
- 7) Board Member, Friends of Charlottesville
- 8) Leaders Lab (fmr. Leadership Charlottesville) Member 2022-2023
- 9) Unity Days Committee Member
- 10) Co-host Soul of Cville Festival (2021, 2022)
- 11) Co-host Asian Heritage Festival (May 2023)

Alex Bryant

[REDACTED], Charlottesville, VA 22902 | [REDACTED] | [REDACTED]

FIRST CHESAPEAKE

Director of Programs (October 2022 - Present)

- Oversees and administers 30 FIRST Chesapeake Tech Challenge and Robotics Competition programs in DC, Maryland, and Virginia.
- Provides direct mentor and team support for 512 robotics teams in DC, Maryland, and Virginia
- Increases direct community engagement and volunteer outreach to sponsors and organizations to grow/strengthen volunteer pool
- Approves all FIRST Chesapeake FTC and FRC team communications
- Works closely with Logistics Manager, Director of Volunteers, and other key stakeholders to ensure consistent quality events and timely and accurate communications
- Provides timely updates and edits to website
- Guarantees social media coverage at all FIRST Chesapeake robotics competitions
- Provides excellent customer service to all FIRST staff, volunteers, teams, sponsors, and the public
- Timely, gracious, and personalized support to FIRST Chesapeake FRC and FTC teams, coaches, and mentors
- Development of successful mentor training pilot and community/corporate engagement program

IX ART PARK FOUNDATION

Executive Director (January 2022 – October 2022); Associate Director (May 2021-December 2021)

- Direct Marketing Team on strategic messaging and storytelling, with a focus on brand image and voice in all communications.
- Lead annual marketing strategy and vision including brand reinforcement, email, direct mail, paid ads, press pitching, social media, and collaborative promotions. Lead on co-branding for collaborative programs.
- Communication & design consulting including strategic emails, impact reports, program recaps, audio & video editing, asset creation, and web design.
- Represent the Foundation in public settings, including speaking and media opportunities, including podcasts and industry interviews.
- Cultivate community collaborations and special programs to ensure mutual success and garner the largest impact while engaging novel audiences.
- Establish a robust marketing strategy designed to capture target audiences using a diverse array of marketing tools including traditional ads, digital ads, SEO, web engagement, and engaging content creation.
- Develop and execute an annual Operations plan in coordination with Art Park staff and board. Plan to include timelines, milestones, short and long-term goals, risks, the scope of work, and deliverables.
- Draft and propose the annual operating budget.
- Call and Run weekly staff meetings, and daily stand-ups to review project status, and assign new tasks. Ensure staff members complete their objectives and tasks in the timeframe permitted, and communicate to staff members if obligations are not fulfilled.
- Manage bookkeeper and communicate with a third-party accountant to intelligently review assets and financial numbers.
- Manage Human Resources including recruitment, hiring, and onboarding.
- Manage Information Technologies for the Foundation, including researching novel technologies and programs, overseeing new technology adoption, troubleshooting technical issues, and contracting vendors.
- Evaluate employee performance and submit annual raises.

- Manage the financial efficiency of the company.
- Manage the Board of Directors including preparing materials for meetings, liaising between the Leadership and Board, and overseeing committees and special projects.
- Position foundation for continued growth and relevance, informing strategies for grant, sponsor, artist, and organization cultivation.
- Set annual goals with staff for Sales, Development, Voice, and Branding.
- Design and Execute weekly community-driven events that further the mission of the foundation.
- Oversee the development and execution of 4 Signature Festivals.
- Provide sounding board guidance to programs and ensure “salable” products for attendees, funders, and stakeholders.
- Maintain Sponsorship CRM to track and cultivate sponsors.
- Lead in the execution of grants in conjunction with the communications coordinator.
- Work with the Board to maintain \$500,000 of existing and new sponsorships and donations.
- Develop Donor Strategy to facilitate new lines of revenue from supporters.
- Develop Continued Giving programs to facilitate additional fundraising and support.
- Generate & cultivate leads for new major gifts for the foundation.
- Oversee outreach to all past sponsors to ensure a 75% retention rate.

TOM TOM FOUNDATION

Managing Director (July 2019 – May 2021); Director of Operations (July 2018–July 2019); Project Manager (Nov. 2017–July 2018)

- Executive management of annual operations plans for foundation, including 300-event Summit & Festival, new product development, new business development, and strategic organizational development in coordination with executives and board, including budgets, timelines, goals & outcomes, milestone tracking, risks, staffing, and deliverables.
- Consulting on annual marketing strategy and vision including annual brand, email, direct mail, paid ads, press pitching, social media, and collaborative promotions. Lead on co-branding for collaborative programs.
- Communication & design consulting including strategic emails, impact reports, program recaps, audio & video editing, asset creation, and web design.
- All Human Resources functions, including recruitment, interviewing, onboarding, and additional support. Manage payroll and taxes in conjunction with key vendors.
- All Information Technologies functions, including identifying industry standards such as virtual programs & communications (live & recorded).
- Performance management for staff including continuing education and leadership development.
- Executive management of the Advisory Board, including preparing materials for meetings, liaising between the founder and board, and organizing special committees.
- Develop and execute the annual program plan for the Charlottesville-focused program, including community partner events (60+ annually) and cultural offerings including virtual workshops, roundtable discussions, and panels.
- Engage directly with local foundations and nonprofit organizations; cultivate new community partners, and elevate their missions & programs to a regional level.
- Represent the Foundation in public settings, including speaking and media opportunities.

THOMAS JEFFERSON FOUNDATION

*Heritage Harvest Festival, Planner
May 2015–November 2017*

- Designed and executed all programming of the annual Heritage Harvest Festival
- Cultivated and tracked sponsorship and grant fund-raising.
- Developed a marketing plan, which included brochure and website design and management.

- Handled production logistics and festival operations, including the creation and management of a \$185,000 budget and report generation and metric tracking.

BOARDS

- *Big Brother Big Sisters of the Central Blue Ridge, Secretary Board Member | May 2021 - Present*
- *African American Teaching Fellows, Board Member; Secretary | December 2020 - Present*
- *Friends of Charlottesville Downtown, Board Member; Secretary | January 2021 - Present*
- *Downtown Business Association of Charlottesville, President | Diversity, Equity & Inclusion Committee Member | May 2019 - January 2021*

COMMUNITY LEADERSHIP

- *Leaders Lab of Greater Charlottesville, Charlottesville Chamber of Commerce | Cohort of 2022*
- *UVA Children's Hospital Fundraising Committee Member | Aug 2021 - Present*
- *Unity Days Planning Committee, City of Charlottesville | February 2019 - February 2022*
- *Portrait of a Graduate Design Team Member, Albemarle County Public Schools | Aug 2020 - May 2021*

AWARDS: 2021 Cville Weekly 30 under 30

EDUCATION: The University of Virginia, Bachelor of Arts, Major in Music, Minor in Biology | 2015

SKILLS:

- Adobe C-Suite: Illustrator, Photoshop, InDesign, Premiere
- Web Editors: Wix, Wordpress, Squarespace, Shopify
- Email: Constant Contact, MailChimp, Outstand
- Google Analytics, Google Data Studio
- G-Suite, including Youtube
- Tableau Data Analytics
- CRM: Kindful, Salesforce, Alpine, Outstand, Hootsuite
- Microsoft Suite, Microsoft 365
- Photography, Videography + Drone Pilot
- Fundraising
- Team Building
- Collaboration
- Facilitation