

R. TONY SMITH

Pronouns: he/him/his

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HYBRID PROFESSIONAL: CONNECTOR, CAPTIVATOR AND PRODUCER

LEADER IN CREATING MEANINGFUL ALLIES AND EXPERIENCES BY PROPELLING PEOPLE, ORGANIZATIONS AND CAUSES.

Visionary connector and influencer of business and community relationships valued for ability to rally people behind a common goal. Resilient leader who unswervingly focuses on possibilities and opportunities. Combine diversified event production and fundraising experience with proven success and loyalty.

LEADERSHIP SKILLS

Communications/Marketing Campaigns	Fundraising / Development	Diversity / Equity / Inclusion
Strategic Partnerships & Planning	Project / Program Management	Creativity / Arts / Culture / Editing
Event Production / For-and-non-profit	Financial Analysis & Budgeting	Team Leadership & Development

CAREER ACHIEVEMENTS

- **Denver's Cupid**: Founder/Owner: The Only LGBTQ Matchmaking Service in Denver: 2020 - Present
- **Cherry Creek Arts Festival**: Marketing and Operations Director: Led full-scope marketing, public relations, media, branding, operations, festival and event production efforts on behalf of the award-winning year-round organization; designed, managed, and measured metrics for >\$900K multimedia budget
- **Denver City Council**: Candidate: Developed, launched, and ran campaign, earned 2,849 votes and raised \$62,700 in Denver's most active district after knocking on more than 4,900 doors, calling >4,700 households, sending >6,500 texts, mailing 30K pieces of literature, producing 10 Facebook videos viewed >10,000 minutes, and secured the endorsement of the National LGBTQ Victory Fund.
- **Federation of Gay Games**: Officer of Communications: Led worldwide efforts for Paris 2018 Gay Games 10, attracted 15,000 athletes, 20,000 spectators and 3,000 volunteers, as well as leadership for outreach and selection communications for the 2022 Gay Games 11 which culminated with selection of Hong Kong, international press releases and press conference in Paris.

PROFESSIONAL EXPERIENCE

CHERRY CREEK ARTS FESTIVAL | DENVER, CO | ANNUAL ATTENDANCE: 350,000

2000 – 2018

MARKETING AND OPERATIONS DIRECTOR

- Transformed organization from near bankruptcy to a \$2M annual budget with more than \$1M in reserves by instituting new accounting systems, actively managing relationships, and implementing holistic and innovative marketing solutions.
- Served as public spokesperson for live television, radio appearances and neighborhood organizations, created event, marketing, communications and sponsorship development strategy, managed PR firm, press releases
- Liaised with the Board of Directors, coordinated a \$1.6M budget, assisted with SCFD grant application, coordinated annual financial audit and on-site finance committee, sponsorship and event sales / development / support, donor management, solved problems, analyzed and researched data and trends
- Created and managed annual Opening Gala \$100K fundraiser, on-site Festival VIP club, variety of corporate special events along with overall festival operations, production and project management.
- Creation team, marketing, PR, finance and event operations for Cherry Creek North Food & Wine, Telluride Festival of the Arts, ArtDenver, Stanley Arts Festival.

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- Honored with five International Festival and Events Association Gold Grand Pinnacle Awards for marketing, public relations and event production excellence.
- Supervised numerous employees and volunteers, as well as administered benefits, payroll and contracts.

DENVER CITY COUNCIL DISTRICT 10 | DENVER, CO

2018 – 2019

CANDIDATE

Ran a campaign for Denver City Council, in the wake of the November 2016 elections, founded on the belief that all should be represented in their local government. Built and executed a grassroots campaign that included a cabinet, infrastructure, staffing, fundraising, marketing, website, yard signs, social media, news media, endorsements, debates, forums, door knocking, phone calls, public speaking and platform of current public health and wellness issues, historic preservation.



- Themes: “Connect – Engage – Serve”, “Neighbors First”, “You’ve Got To Meet Tony”
- Earned the right to endorse a fellow city council candidate, as well as the Mayor of Denver.

EARLY CAREER: CITY OF GATLINBURG: DEPARTMENT OF TOURISM AND CONVENTION CENTER

SPECIAL EVENTS MANAGER, OFFICE OF SPECIAL EVENTS

- Raised >\$66,400 for benefit events, generated \$130K in total sponsorship revenue, including a 3-year, \$90K agreement with Coca-Cola.
- Recognized with Southeast Tourism Society Top 20 Event Awards for Gatlinburg’s Winterfest, Christmas Parade, 4th of July Midnight Parade, Chili Cook-off, Mountains of Chocolate

EDUCATION, TRAINING, INSIGHT

Bachelor of Science (BS) in Business Operations

DeVry University, Decatur, GA

Summa Cum Laude

Additional Languages: Basic understanding of German, French, Spanish

Technological Overview: PC/MAC | Microsoft Office | WordPress | Constant Contact | Prezi | Eventbrite
Facebook/Instagram/Twitter/LinkedIn | File Maker | Google Drive | Dropbox | iPhoto | Sage BusinessWorks

StrengthsFinder: Woo, Connectedness, Positivity, Communication, Empathy

APPOINTMENTS

Denver Commission on Aging (Mayor Hancock) | 2018 – Present

Denver Parks and Recreation Advisory Board (Mayor Hancock) | 2018 – 2020

Denver Commission on Cultural Affairs (Mayor Hancock) | 2011 – 2017

- Advisory board to Denver Arts & Venues' cultural programs agency
 - Awareness and Engagement Committee, 2016 – 2017
 - Co-Chair, 2013 – 2014
 - Spring of 2014: instrumental in development and launch of “Imagine 2020,” Denver’s first cultural plan since 1989

Governor’s Council for Physical Fitness (Governor Ritter, Governor Hickenlooper) | 2010 – 2013

Denver LGBTQ Commission (Mayor Hickenlooper) | 2010 – 2011

BOARD MEMBERSHIP

Board Member: Gay Games Denver 2030 Bid Committee | 2024-present

Board of Directors At-large Delegate, Capitol Hill United Neighborhoods (CHUN) | 2018 – 2022

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Officer of Communications, Federation of Gay Games | 2014 – 2018

Board Member, Team Colorado of the Rockies | 2010 – 2014

Bid Committee, 2015 Denver North America Outgames

Board Member, GLBT Community Center of Colorado | 2005 – 2008, introduced two-day PrideFest

Board Member, Colorado Gay Volleyball Association | 2003 – 2010

- Operations Director, 25th Anniversary North American Gay Volleyball Championships, Denver | 2007
- President | 2006 – 2007, Vice President | 2005—2006

Board Member, Colorado Festivals and Events Association | 2003 – 2009, Treasurer | 2007

Board Member, Colorado Dragon Boat Festival | 2003 – 2007

VOLUNTEER & COMMUNITY LEADERSHIP

Member, Compete Magazine Sports Diversity Council | 2015 – Present

Member, Volleyball of the Rockies (VOTR) | 2012 – Present

Consultant/Telecast Script Writer/Parade Marshal, 9NEWS Parade of Lights | 2003 – Present

Member, Colorado and North America Gay Volleyball Associations | 2003 – Present

Member, Visit Denver LGBT Marketing Committee | 2009 – 2018

Producer, SportsFest | 2010 – 2015

International Champions Coordinator, Gay Games 9 | 2013 – 2014

Organizing Committee Member, Gay Bowl XII | 2012

Host Family, AYUSA Foreign Exchange Program | 2007 – 2009

Member, Denver Center for the Performing Arts Community Relations Council | 2004 – 2014

Member, Colorado and International Festivals and Events Associations | 2001 – 2018

Columnist, EXP Magazine | 2007, Alliance Magazine | 2007

HONORS & AWARDS

Rocky Mountain Community Association Above and Beyond Award (2017)

Compete Magazine Mark Bingham Athlete of the Year (2014)

PORTFOLIO OF WORK

Tony for Denver: <https://www.Facebook.com/TonyforDenver>

Cherry Creek Arts Festival Body of Work: <https://www.youtube.com/user/CherryCreekArtsFest>

2018 Cherry Creek Arts Festival Campaign: <https://www.youtube.com/watch?v=1TnWshd7W60>

Education: Student Art Buying Program: <https://www.youtube.com/watch?v=uFbiTsUOBuo>

Imagine 2020 Video, Denver's Cultural Plan: <https://vimeo.com/88187032>

Interviews:

Jul 2019: Capitol Hill United Neighborhoods: <https://www.youtube.com/watch?v=VQW9J1kiaE>

May 2019: North American Gay Volleyball Championships: <https://www.youtube.com/watch?v=XNGJejt4Uqs>

Apr 2019: AARP Civic Debate Series: Denver City Council: <https://youtu.be/BIHEPSkkeZo>

Sep 2017: CherryArts Festival at Stanley: https://www.youtube.com/watch?v=qJAVAcnBU_Q&t=90s

Jul 2011: Cherry Creek Arts Festival: <https://www.youtube.com/watch?v=gfasROYSTM8>

Jul 2010: Cherry Creek Arts Festival: <https://www.youtube.com/watch?v=LPbPIkmJmUg>