

PETER VERBRUGGE

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SUMMARY OF SKILLS

- Successfully planned and executed over two thousand special events
- Proven track record of keeping large special events well-organized and their budgets "in the black"
- Set the two-highest annual fundraiser totals at current position @ WAVE Foundation.
- Helped grow Cascade Bicycle Club from 4500 to over 15,000 members in nine years
- Big-time "team player" who creates synergy and fosters collaboration and inclusiveness
- Respected leader who develops strong working relationships with city, state and federal municipalities plus other local arts organizations
- Managed large volunteer groups and experience managing staff successfully
- Produced five different Outdoor Cinema Series in Puget Sound from 1998-2008
- Strong history of producing top notch, media worthy and popular events
- Excelled in the production & promotion of new events/programs at every position
- Past experience in working with well-known artists, musician's & television personalities
- Became Part Time Metro transit operator in March 2017

EXPERIENCE

The WAVE Foundation Event Producer

2014 to present

- Produced Cycle the WAVE, The largest all-woman bike ride in Washington
- Grew event revenue from \$150k to 200k in first year
- Managed event sponsorship, surpassing \$100k+ in In-kind with 40+ companies, Including twenty top food & beverage related companies.
- Sold rest stop and established new Beer/Wine sponsorship packages
- Coordinated annual silent Auction & wine tasting event, including item procurement
- Sold and managed day of event gift-bag production & procurement (1000 bags)
- Managed event communication, event website content and all marketing materials

Cascade Bicycle Club Event Producer

2003 to 2014

- Grew "Bike To Work Day" from 7500 riders in 2003 to over 20,000 riders in 2011
- Developed one of the premier "Commuter Challenge" bike commute tracking program/contests in the U.S.A. Grew participation from 400 to 10,000 in only 6 years
- Produced and developed the club's first high-level fundraiser. The "Bike Breakfast" continues to draw business and political leaders from around the state each year.
- Started annual "Cyclefest Outdoor Cinema" in 2005, one of the largest Tour de France viewing parties in the U.S. and secured national TV OLN Network as a title sponsor
- Managed the "Seattle Bike Expo" (the longest running consumer bike show in U.S.).
- Developed a popular *Bicycle Film & Talk Series* including several sold-out shows at Intiman Theater, SIFF Uptown and REI Seattle.
- Produced multiple fashion-related runway style shows at the Seattle Bike Expo- including finding models, programming and emcee notes.
- 11 years' experience in a dynamic, fast paced non-profit environment, working tightly with event, communication, marketing and sponsorship departments to produce industry top events.

- Successfully produced and directed Cascade's first professional video in 2006: www.cascade.org/About/
- Interact with many major industry sponsors and assist with marketing on most of events; developing several custom marketing plans utilizing creative thinking skills
- Chaired two large volunteer/staff committees & represented CBC Events Department on Senior Leadership Team.
- Managed Vol appreciation party, Annual meeting, Board events & Staff holiday parties
- Member of several Strategic planning committee's during my tenure at the club
- One of only two staff invited to sit on 12-person Executive Director hiring committee

PEP Productions Inc. – Event & Artist Management
President and CEO

1998 to present

- Produced 3 sold-out "Three Crowns New Year's Eve" parties @ Swedish Club, Seattle
- Produced Seattle largest New Year's Eve party on the waterfront from 1999 to 2003 -One of the only successful large-scale millennium events on the west coast -4000 attendees; covered live by four TV network affiliates and front page photo on January 1st, 2000 edition of Seattle Times newspaper. Landed several big name sponsors, including *Absolut Vodka* as a title sponsor and four Radio stations.
- Produced five successful Outdoor Cinema Series in Pacific NW region including: Fremont Original Outdoor Cinema, West Seattle Walk-in series, Renton Cinema in the Park and Burien Parks & Rec Outdoor cinema
- Founded and produce the annual "Seattle Elvis Invitationals" for over 21 years- currently held at the Crocodile Café, Seattle, WA

Fremont Fair

1997-2003

Program Director

- Co-programmed multiple stages with many different genres of music for over 100,000 attendees Developed special themes and programs working with closely the show director including "Art Car Fest"
- Booked now famous national act, "Death Cab for Cutie" and "Presidents of the USA"
- Coordinated 100,000 attendees on site over weekend

Crocodile Café

1993 to 1999

- Responsible for booking original and eclectic talent, nationwide for over four years
- Developed working/personal relationships with many of the northwest media, including print, radio and television
- Set up sponsorship deals with top local and national companies, including many beverage companies.
- Constantly instigated fresh ideas for new club promotions, including a legendary Dan Savage Valentine's Day Wedding chapel, and several charity Drag shows.
- Coordinated special parties for Indigo Girls, Cheap Trick, Pearl Jam, REM and more.
- Described by original club owner as *"the best promotions and booking agent I ever hired"*

Northwest Folklife Festival
Programming

1997 and 1998

- Successfully programmed annual large-scale event with over 200,000 attendees
- Assisted in organizing, scheduling and managing over 1000 acts from many cultures, including American, world, folk music, dance
- Work closely with festival folklorist to coordinate presentation of festival special programs and video/DAT recording
- Skillfully met deadlines and maintained effective communication despite taxing and stressful work schedule

4TH of Jul-Ivars (Downtown Seattle fireworks extravaganza) 1999-2003

Muaic Manager

- Served as Programming Director from 2001 to 2003 Programmed four stages
- Worked closely with three major market Radio stations on promotions & talent booking.

Bite Back, Live at the Crocodile CD 1996

Producer

- Developed groundbreaking NW music project to promote club and raise money for charity. The Project received extensive coverage on TV and radio- sold 11,000 copies.
- Coordinated format, design and direction of total CD package
- Was the Project Manager for 12 sold-out live shows and numerous promotional events

Miracle on 34th Street Festival 1994 and 1995

Co-Organizer

- Produced two successful fundraisers for North West Aids Foundation generating over \$75,000 and involving over 250 volunteers, artists and musicians.
- Created innovative fun new event format of artist-designed miniature golf course partnered with national act music stages and beer festival.

The Casbah, 1989 to 1992

Owner/Promotions Manager

- Established San Diego's top venue for touring alternative acts-
- City of San Diego recognized club in 2014 for its 25th anniversary for special honors
- Voted in top twenty U.S clubs, Spin and Details magazines- WSJ article Dec 2016.
- Hosted many famous acts including Nirvana, Spin Doctors and Smashing Pumpkins
- Organized, arranged and promoted successful, innovative events at large venues with Casbah Productions, including many large, offsite theme/holiday style parties

The Pink Panther 1986 to 1990

Owner/Promotions Manager

- Introduced first bar owned and operated by members of San Diego's underground "alternative" rock scene. Promoted hugely successful venue for many years.
- Staged two 2500+ person Halloween fund raisers for Amnesty International

Kings Road Café 1980 to 1982

Pioneering Rock Promoter

- Created all-ages fashionable dance/showcase club at onset of career
- Booked many influential acts including Gogo's, Bangles, Husker du, Social Distortion, Fugazi, Cramps, Black Flag and X
- Formed San Diego's pioneering punk rock production company; "Dead or Alive"

Aesop's Tables Greek Café 1981 to 1991

General Manager

- Handled in excess of \$1 million in cash per year and directly supervised 40 employees
- Responsibilities included hiring, scheduling, payroll/banking, customer relations, employee harmony, and floor management

EDUCATION

A.A.S Degree, Applied Video Communications, Seattle Central Community College
Internship: Almost Live, King 5 Television (Top northwest comedy show)