

Seattle City Council
Office of the City Clerk
600 Fourth Avenue
Seattle, WA 98104

January 9, 2025

Dear Councilmembers,

Seattle wants more **collaboration, unity, and accountability** so that many more of us may contribute to—and enjoy living in—a safe and thriving city and region.

Please accept this letter as part of my application for the appointment to the vacant District 2 position on Seattle City Council. I meet the requirements outlined by the City Charter for this appointment and wish to share a little bit about who I am and what I would bring to the table when it comes to advancing **public safety**, supporting a **vibrant local economy**, and addressing our **homelessness crisis** until we elect the next District 2 councilmember.

Nearly four decades ago, my family and I **came to the United States as refugees from war-torn Cambodia**. My parents found themselves in a foreign land, without language or job skills, and they were reliant upon government assistance and social services to feed, shelter, and clothe our young family. As a child, I had one foot in two different worlds: the one inside my home and the one outside of my home. I adapted to and **navigated various systems, unspoken rules, and expectations**—frequently on behalf of my parents and younger siblings since I spoke the most English. Oftentimes, this looked like attending medical appointments with my parents and serving as an interpreter, filling out forms, or joining my younger siblings' parent-teacher conferences. **These experiences taught me to become an advocate for others early in life**. We were very fortunate to have had many people around us open doors and lend support long enough so that our inherent resilience and determination enabled my parents to open our first donut shop in Los Angeles—our first taste of the American Dream—and **my first glimpses of what it takes to be a small business owner**.

After graduating from Seattle University, I became **a resident of First Hill, Capitol Hill, and the Central District for about 15 years**. While looking for stable, full-time employment, I lived in subsidized housing, worked at Starbucks as a barista to access health insurance, and relied on tips for grocery money. During this period of my life, I also took part in the **revival of the Capitol Hill Community Council** and served as a Washington state delegate for Hillary Clinton during her 2008 presidential campaign as a relatively new voter. Over the last 12 years or so, I've worked at several local nonprofits with a variety of missions that address food security, chronic homelessness, civic engagement, youth development, and access to mental health. I've also served on nonprofit boards, including for **Friends of**

Little Sài Gòn, which has been on the frontlines of addressing the impacts of our homelessness crisis, addiction epidemic, and public safety challenges as a city.

In 2017, my husband and I bought and moved into our home in Southeast Seattle. We became part of the local small business community when my family moved in with us and acquired **King Donuts** that same year. Our multi-generational household operated this legacy business on Rainier Avenue through the pandemic and did our best to keep this Southend gem afloat by working 12+ hour days. After finding **a way forward amid rising costs, labor shortages, high rent, and fatalities by gunfire** just steps from our building, we decided to move a few blocks north when our lease ended. We planted flowers and renovated our new space with support from the City of Seattle's Tenant Improvement Fund. When a **4 a.m. phone call informed us that the shop had been broken into and that we had been robbed**, we were relieved that nobody on the team was hurt. The prior instances of having our flowers pulled out, planters overturned, and windows shattered paled in comparison to this violation of a space where my young nieces and nephews would visit my mother as she greeted customers like old friends.

As we approached January 1, 2025, my husband and I sat down to adjust employee wage rates in our payroll system, our conversation was about how we could be equitable to our small team. We calculated the percentage increase and applied it to our kitchen staff to show our appreciation for their contributions. **We brainstormed ways to sell more donuts** instead of talking about how much to raise our prices.

I'm excited for the opportunity to represent **one of our city's most diverse and dynamic districts** in this transitional role. I would bring **my lived experience as a member of the immigrant, Asian American, and LGBTQ+ communities**, and professional experiences as a **small business owner** and **nonprofit professional** to the policy making table. I look forward to connecting with fellow residents and business owners of District 2 so that our voices, hopes, and concerns are heard as we continue to navigate our post-pandemic world during a year when key decisions will be made that will shape our city and region for the next decade and beyond. The issues in front of us are complex, and I believe **it is imperative to avoid either/or thinking** that often pits us against each other.

Advancing Public Safety

We must utilize a comprehensive array of prevention, intervention, and diversion tools to ensure everyone in Seattle feels their person and property are safe. To reach the outcomes we need, we can leverage technology, enhance public transit and road/sidewalk safety, invest in social and human services, and continue to work toward more accountable and fully resourced law enforcement.

Supporting a Vibrant Local Economy

A thriving city must have diverse economic opportunities—from immigrant, BIPOC, and women-owned small businesses to cultural institutions, world class corporations, and everything in between. It is vital that we bring small business owners, labor unions,

workers, creative professionals, and business executives to the table to generate solutions to ensure Seattle is a place that can grow responsibly so people who already live here can stay and flourish, and newcomers can build a life and contribute to our dynamic city.

Addressing our Homelessness Crisis

Tackling our housing affordability crisis is a complex task. In addition to legally required upzoning and incentivizing density to increase housing stock, we must prioritize the humanity of our unhoused neighbors by treating substance use disorders as a public health issue rather than a legal one whenever possible. We must also continue to work with the King County Regional Homelessness Authority, other municipalities, nonprofits, and the private sector to develop a regional and comprehensive response for sustainable results.

Thank you for your consideration of my application. I am hopeful for an opportunity to share my professional and lived experience in service to our great city as we prepare to adopt our next Comprehensive Plan, address the impacts of Total Compensation, and navigate Sound Transit 3's impacts on our Chinatown-International District and Little Saigon neighborhoods.

Sincerely,

Hong Chhuor

HONG CHHUOR, CFRE

EMPLOYMENT EXPERIENCE (SELECT)

Chief Development and Communications Officer, Friends of the Children-Seattle (6/2023 – Present)

- Oversee all aspects of fundraising and communications at a \$4.6M organization.
- Rebuilt a team of six from the ground up during my first 14 months in the role.
- Grew revenue by more than \$400K vs the prior year by focusing on relationships and storytelling.

Managing Director, Golden Sweets LLC, DBA King Donuts (11/2017 – Present)

- Serve as managing member of a family-owned small business and oversee finances and external relations.
- Ensure that a legacy business remains a cherished community hub in a neighborhood that is home to many immigrants and refugees.

Director of Internal Communications, Plymouth Housing (1/2023 – 6/2023)

- Developed and led strategic communications activities to support a \$50M+ organization in a period of significant growth during and post-pandemic. Additional roles held include:
 - Director of Communications (9/2021 – 12/2022)
 - Interim Director of Communications (5/2021 – 9/2021)
 - Temporary Senior Communications Manager (1/2021 – 5/2021)

Interim Special Events and Stewardship Manager, El Centro de la Raza (8/2020 – 1/2021)

- Served as project manager for agency's pivot to virtual gala while engaging in donor and sponsor stewardship during the COVID-19 pandemic.

Associate Director of Development, Seattle Opera (2/2019 – 9/2020)

- Led annual giving program and implementation of donor-related events and activities.
- Initiated a multi-year fundraising plan to serve evolving donor base of a \$40M+ organization.
- Supervised stewardship and events team and development operations team.

Communications Manager, Asian Counseling and Referral Service (4/2015 – 2/2019)

- Developed and led marketing and public relations activities for a \$30M+ organization.
- Represented ACRS at various community events and served as the agency's spokesperson.
- Developed and executed organization's 45th anniversary multi-channel campaign and a gala that nearly doubled the prior year's event revenue.

Communications Coordinator, Tilth Alliance (6/2012 – 4/2015)

- Expanded outreach and engagement through email, web, and social media.
- Launched and managed agency's first blog, and created digital content including shortform videos, photos, and multi-channel campaigns.
- Created marketing materials to promote programs and events using Adobe CS tools including InDesign, Illustrator, Photoshop and Lightroom.
- Evaluated and reported on reach and effectiveness of electronic communications.

VOLUNTEER EXPERIENCE

Nonprofit Board Service

- **Co-President**, *AFP Advancement Northwest* (2025, board member 2022 – present)
- **Secretary**, *Friends of Little Sài Gòn* (2022 – present)
- **Director**, *Asian Counseling and Referral Service* (2022 – November 2024)

Community Volunteering

Planning Committee Member, *AFP AdvNW Forum on Strategic Fundraising* (2017 – 2020)

- Assisted with building conference program and recruiting presenters
- Provided input on event marketing and materials
- Served as an ambassador during the two-day conference
- Reviewed post-event feedback to plan improvements for future years

Vice-President, *Capitol Hill Community Council* (6/2009 – 6/2010)

- Led organizational development and strategic planning
- Collaborated with nonprofits, city government, and other community groups
- Set agendas and facilitated community meetings
- Recruited and trained new community leaders
- Planned events and engaged in fundraising

Co-Chair, *Unpaving Paradise Committee, CHCC* (9/2008 – 6/2010)

- Secured over \$160,000 in funding for a local park/P-patch
- Collaborated with various city agencies and architects on vision for park use

Treasurer & Secretary, *CHCC* (6/2008 – 6/2009)

- Coordinated council's AP/AR and general fund administration
- Managed council communications and physical records
- Recorded meeting minutes and posted them to website

EDUCATION

St. Mary's University Twickenham – London, UK (2011)

Post-Graduate Certificate – International Business Practice, *with Merit*

Seattle University – Seattle, WA (2005)

Bachelor of Arts in Business Administration – Business Economics, *Magna Cum Laude*

Bachelor of Arts – History with Departmental Honors, *Magna Cum Laude*

Designations, Awards, and Professional Development: Certified Fund Raising Executive (CFRE, current), Glass Leadership Institute (ADL PNW, 2022), Leadership Discovery Program (Executive Development Institute, 2016), U.S. Fulbright Grantee (2007)

INTERESTS & HOBBIES

Travel, performing arts, books, film, fashion, photography, gardening, cooking, singing, fiber arts, modern dance, yoga, bowling, community advocacy, and volunteering.



City of Seattle

FINANCIAL INTEREST STATEMENT AND ADDRESS VERIFICATION CANDIDATES FOR COUNCIL DISTRICT 2

All City of Seattle officials and employees are subject to the provisions of Seattle Municipal Code (SMC), Chapter 4.16, (the "Ethics Code"). The purpose of the Ethics Code is to ensure that no public office is used for personal gain; and that the public have confidence in the integrity of its government. An individual with certain financial interests may be prohibited from participating in City business, as specified in the Ethics Code. Please click [HERE](#) to see SMC 4.16.070, a list of prohibited conduct.

The City Council is interested in knowing whether you have any financial interests that could be an issue with your service on the Council. Please answer the following questions to the best of your ability. Answering "Yes" does not necessarily disqualify you from consideration:

1. Do you, or any member of your family, **receive compensation** from any person or entity that engaged in any transactions or activities with Seattle City government in the past five years? ☒ No ☐ Yes, please complete item 1 on page 2.
2. Do you, or any member of your family, have a **direct financial interest** in any person or entity that engaged in any transactions or activities with Seattle City government in the past five years? ☐ No ☒ Yes, please complete item 2 on page 2.
3. Have you, or any member of your family, served in the past five years as an officer, director, trustee, or employee of an entity that engaged in any transactions or activities with Seattle City government? ☐ No ☒ Yes, please complete item 3 on page 2.
4. After referencing SMC 4.16.070, do you have any other relationships, employment history or financial interests that you feel could be an issue with your service on the Council under the Ethics Code? ☒ No ☐ Yes, please complete item 4 on page 3.

In order to be eligible for appointment to Council Position 2, you must be a resident of District 2 for at least 120 days (City Charter Article IV, Sec. 2; Article XIX). Please confirm your eligibility by clearly printing your current residential address and affirming the length of your residency at that address:

Street Address: [REDACTED]
Zip Code: [REDACTED]
Resident at this address since: 2017

Name of Candidate (as registered with King County Elections): Hong Chhuor

I certify under penalty of perjury under the laws of the State of Washington that the information provided on this page and on page 2 and on all attached sheets is true and correct and that I have made reasonable inquiry to determine the truth, accuracy, and completeness of my responses.

Signature: 

Signed at Seattle, Washington

(City or other location must be filled in.)

Date: January 9, 2025

Note: If you are appointed to the City Council, you will be required to complete a "Personal Financial Affairs Statement" on a form provided by the Seattle Ethics and Elections Commission (SEEC). You can see SEEC Form F1 by clicking [HERE](#).

EXPLANATIONS FOR RESPONSES ON PAGE 1: *(Use additional sheets if necessary. For assistance, please call the Seattle Ethics and Elections Commission at 206-684-8500.)*

1. Please provide the name and address of each person or entity for which you answered Yes on page 1

Name: _____
Address: _____

2. Please provide the name and address of each entity for which you answered Yes on page 1.

Name:	Hong Chhuor	Kien Sok
Address:	_____	_____
	_____	_____

3. Please indicate (i) the name of the person holding the position (you or an immediate family member); (ii) the title of the office, directorship, trusteeship or employment held; and (iii) the name and address of the entity.

Person holding the position:	Hong Chhuor	Hong Chhuor
Position held with entity:	Officer	Managing Director
Entity name:	Friends of the Children-Seattle	King Donuts
Entity address:	_____	_____

4. Please describe the relationships, employment history or financial interests for which you answered YES on page 1.

Question 2:

My family business (King Donuts) received an award from the City of Seattle's Tenant Improvement Fund.

Question 3:

I serve as the Chief Development and Communications Officer for a nonprofit that receives funding from the City of Seattle's Department of Education and Early Learning.

Additionally, see note about King Donuts above.