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CITY OF SEATTLE

2013 MAR -5 PM 2:19

CITY CLERK

City of Seattle
Notice of Appointment

Name: *Tom Anderson*		**Executive Appointment** ☒ **Reappointment** ☐ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: *Redmond*	**Zip Code:** *98052*	**Contact Phone No.:** *(206) 510-9160*
Appointed to: *Seattle Special Events Committee Citizen Advocate Representative*		**Date of Appointment:** *March 13, 2013*
Authority (Ord., Res.): *SMC 15.52.020 Committee membership*		**Term of Office:** **From:** *Confirmation* **To:** *April 1, 2014*

Background:

- *Tom Anderson has over twenty years of experience managing special events and promotions in the Puget Sound region, for Super Jock 'n Jill, an industry leader in running-walking footwear and fitness apparel and Seafair a nationally recognized community festival.*
- *Tom's current company AndEvents, Inc. owns the St. Patrick's Day Dash, and partners with the Detlef Schrempf Foundation to produce Seattle's largest and original St. Patrick's Day run & walk. Other clients include the National Alliance on Mental Illness, Colon Cancer Coalition, Prostate Conditions Education Council, and the Fred Hutchinson Cancer Research Center.*
- *Tom has been a Special Events Committee Citizen Advocate Representative since 2010.*
- *Tom is experienced in organizing events with attendance over 10,000 people.*

Authorizing Signature:	**Name and Title of Officer Making Appointment:** *Mayor Mike McGinn*

THOMAS C. ANDERSON

Core Competencies

Special Event Management
Sponsorship Sales and Client Relations
Logistics and Communication
Staff and Volunteer Management
Budgeting
Venue design
Retail Marketing and Promotions

Non-profit Development
Fundraising Strategies
Vision development
Program management
Board and community relations
Grant research

Experience

As an event and sponsorship manager, I have twenty years experience managing sponsorship accounts and promotions in the Puget Sound region for Seafair a nationally recognized, multi-event regional festival and Super Jock 'n Jill, an industry leader in running-walking footwear and fitness apparel.

As Director for the Seafair Foundation, I established the foundation vision, developed fundraising strategies, created events, managed programs, researched and wrote grants. Prior to that, I developed fundraising strategies, web content and communication tools as Campaign Director for the Northwest Parks Foundation.

AndEvents

AndEvents is my new company created with my wife Laura combining over twenty-eight years of experience producing events for Super Jock 'n Jill, Seafair and the Fred Hutchinson Cancer Research Center. AndEvents reflects professionalism and leadership in successfully managing our client's programs. Our focus is on building strong relationships, utilizing our non-profit background, producing safe, well-organized events for participants, creating valuable sponsorship opportunities and over-delivering on our clients' goals.

Employment History

Seafair, Seattle Washington
Foundation Director, 2008-2009

- Develop initial foundation strategies, mission, vision, budgets and communication.
- Manage all foundation fundraising efforts including special events, donor development, gift solicitation, grant research and proposals raising over $22,000.
- Manage foundation programs that support post-secondary education, college-preparedness, community celebrations and cultural diversity.
- Collaborate with foundation board, committees and volunteer organizations supporting foundation programs.
- Met all goals of inaugural foundation year: increased awareness for cultural, educational and community programs, established new donors, created unique fundraising events.

Sponsorship Director, 2007-2008

- Manage three-person staff to maintain $2.2 million in sponsorship accounts and develop new revenue opportunities.
- Build and maintain relations with sponsorship clients and civic organizations in support of Seafair events.

Northwest Parks Foundation, Redmond Washington, February-June 2007
Campaign Director

- Develop strategies for $500,000 capital campaign in Woodinville Washington.
- Design and produce fundraising materials and solicitation packets.
- Research prospects and corporate giving guidelines for fundraising campaign.
- Recruit and instruct steering committee members.
- Design layout and develop content for website.

Super Jock 'n Jill, Seattle Washington, 1991-2006
Promotions Manager

- Management team member responsible for decision-making and communication with staff of twenty-eight employees
- Management and design of regional advertising, promotional materials and in-store promotions, clinics, training runs, as well as outside sales opportunities such as expos.
- Participate in retail sales activity, interact with customers

Event Director

- Manage public fitness events including venue design, marketing and sponsorship to support budgets ranging from $15,000 to $400,000.
- Coordinate permit agreements with appropriate government agencies and property owners.
- Manage event staff, volunteers and subcontractors.
- Develop and maintain relationships with community partners and non-profit organizations.

St Patrick's Day Dash, Seattle Washington, 1997 – present
Co-Owner, Director and Consultant for Seattle's largest four mile fun run/walk.

- Develop and manage all aspects of operations from budgeting and bookkeeping, marketing, sponsorship, staff, volunteers to race day logistics.

Event Management & Volunteer Leadership

- Director – Super Jock 'n Jill Half Marathon, 1991-2007
- Committee Chair – Seattle Kids Marathon, 2001-2006
- Director - Catholic Youth Organization (CYO) Cross Country, 1993-2006

Organizations and Committees

- Member – Seattle Special Events Committee
- Member – Sammamish Forest Manors Maintenance and Architectural Committees
- Commissioner – Woodinville Parks Commission
- Presenter - Washington Festivals and Events Association
- Presenter - Seattle Sports & Events Council Promoters University
- Coach - Kenmore Little League, Lake Washington Youth Soccer
- Activities – Mountain Biking, Weight lifting, Golf, Skiing, Running

Education

University of Washington, Bachelor of Arts, Economics & Psychology

References

Available on request

SEATTLE SPECIAL EVENTS COMMITTEE

Four members: Per *SMC 15.52.020,* all subject to City Council confirmation, *one*-year terms

- *0* Appointed by City Council
- *4* Appointed by Mayor

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	F	1	Lisa Fraser	3/13/13	4/1/14	2	Citizen Advocate Representative	Mayor
6	M	2	Tom Anderson	3/13/13	4/1/14	2	Citizen Advocate Representative	Mayor
5	M	3	Oliver Little	3/13/13	4/1/14	1	Citizen Advocate Representative	Mayor
6	F	4	Phillipa Hoshko	3/13/13	4/1/14	1	Citizen Advocate Representative (Alt.)	Mayor
		5						
		6						
		7						
		8						
		9						

***Diversity**

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	2	2							1	3
Council										
Other Bodies										
Total	*2*	*2*							*1*	*3*

***Other includes diversity in any of the following: race, gender and/or ability*

SPECIAL EVENTS COMMITTEE

March 2013

The Special Events Committee is comprised of representatives from the following:

- The Mayor's office;
- The Budget Director;
- The Fire Chief;
- The Police Chief;
- The Superintendent of Parks & Recreation;
- The Director of Engineering, Construction and Land Use;
- Licenses and Consumer Affairs;
- The Department of Neighborhoods;
- A representative of the Municipality of Metropolitan Seattle; and
- Three citizen representatives (and one alternate) who serve a term of two-years
    - Appointed by the Mayor and confirmed by the council.

*** *"the Mayor shall appoint the Chair of the committee, who shall serve for a term of two years and may be reappointed. The incumbent Chair shall hold over at the expiration of his or her term until a successor is appointed and qualifies."*

D#	Name	Date Appointed	Term Expires	Term #	Position / Representative Of	Appointing Authority
(6) M	Lieutenant Tom Heun				Fire, Department of	
(6) M	Lieutenant Craig Aman				Medic One	
(6) M	Lieutenant Mark Kuehn				Seattle Police Department, Traffic Division	
(1) M	Lieutenant Eric Sano				Seattle Police Department, Traffic Division	
(1) M	Glenn Bartolome				King County Metro	
(6) M	Joel Lehn				Planning & Development, Department of	
(6) F	Cherie MacLeod				Revenue & Licensing/Consumer Affairs	
(6) M	Keith Ayling				Risk Management	
(6) F	JuliAnn Clifton				Seattle Center	
(6) M	Pat Kaufman				Seattle Public Utilities	
(6) M	Jeff Hodges				Parks and Recreation	
(6) M	Mike Shea				Transportation, Department of	
(2) F	Lieutenant Susan Blaker				Washington State Liquor Control Board	
(6) F	Beth Goldberg				Budget Director	Ordinance
(6) F	Michele Scoleri				Mayor's Office	Ordinance
(6) M	Jeff Stalter				Director of Engineering, Construction & Land Use (DPD)	Ordinance

D#	Name	Date Appointed	Term Expires	Term #	Position / Representative Of	Appointing Authority
(5) F	Brenda Strickland				Director of Revenue & Licensing/Consumer Affairs	Ordinance
(1) F	Karen Ko				Director, Department of Neighborhoods	Ordinance
(5) M	Captain Shata Stephenson				Fire Chief	Ordinance
(6) M	Chris Swenson				Mayor's Office	Ordinance
(0) _					Municipality of Metropolitan Seattle	Ordinance
(3) M	Chief John Diaz				Police Chief	Ordinance
(6) F	Rosemary Byrne				Seattle King County Health Department	Ordinance
(6) M	Joanne Orsucci				Superintendent of Parks & Recreation	Ordinance
(5) M	Oliver Little	03/13	04/01/14	1st	Citizen Advocate	Ordinance, Mayor
(6) F	Lisa Fraser	03/08	04/01/14	3rd	Citizen Advocate	Ordinance, Mayor
(6) M	Tom Anderson	03/08	04/01/14	3rd	Citizen Advocate	Ordinance, Mayor
(6) F	Phillipa Hoshko	03/13	04/01/14	1st	Citizen Advocate Alternate	Ordinance, Mayor

Diversity

Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic	(4) Native-American	(5) Other	(6) Caucasian
17	10	1		3	1	1	0	3	18