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C.F. 314059

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:** *September 9, 2014*
Authority (Ord., Res.): *SMC 15.52.020 Committee membership*		**Term of Office:** **From:** *Confirmation* **To:** *May 1, 2015*

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CITY OF SEATTLE
2014 SEP -9 PM 3:33
CITY CLERK

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 Appointments:** *Mayor Edward B. Murray*

THOMAS C. ANDERSON

[redacted], Redmond WA 98052 - [redacted] - [redacted]

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.

AndEvents

[redacted] NE, Redmond WA 98052 - [redacted]

AndEvents is an event management and consulting company whose principals have achieved success and longevity in the event community by owning, managing and representing sponsorship interests in many of the area's premier fitness and non-profit events.

AndEvents goal is to integrate our knowledge of events with strong community partnerships and a comprehensive plan to maximize sponsorship value and participant experience.

Principals

Thomas C. Anderson

Experienced event director and non-profit manager with regional connections built through twenty years of working on special events in the Seattle market.

Laura M. Anderson

Non-profit event specialist with experience as Capital Campaign Director, Fundraising Strategist, Event Manager and Volunteer coordinator.

Areas of Expertise

Non-profit Development

Fundraising strategies
Vision development
Program management
Board and community relations
Grant research and writing
Donor development

Special Event Management

Logistics and Communication
Staff and Volunteer management
Venue design and layout
Budget development
Sponsorship acquisition and client relations
Marketing and promotions
Community and neighborhood relations

Events – Current and Past

St Patrick's Day Dash, Seattle Washington

- Owner & Event Director for Seattle's largest four mile fun run/walk
- Develop and manage all aspects of operations including budgeting, marketing, promotions, sponsorship, staff, volunteers and race day logistics.
- Manage partnership with Detlef Schrempf Foundation in support of children's charities

Fred Hutchinson Cancer Research Center Climb to Fight Breast Cancer

- Manage all aspects of event from climber recruitment, fundraising strategies, peak selection, guide service contracts and communication.
- Develop volunteer committee roles and assignments
- Manage relationships and communication with FHCRC development department

SET the PACE for Prostate Cancer Run/Walk, Kirkland Washington

- Point person for all permits and neighborhood relations
- Design all staffing instructions and diagrams
- Manage event day timelines and volunteer support
- Oversee all event marketing and promotions.
- Manage partnership with Prostate Conditions Education Council, Centennial Colorado

National Alliance on Mental Illness (NAMI) Washington Walk, Kirkland Washington

- Develop route, equipment and staffing logistics for fund raising walk
- Design venue for traffic control, participant flow and equipment setup
- Create timelines, volunteer instructions and diagrams

Get Your Rear in Gear for Colon Cancer, Redmond Washington

- Develop route, equipment and staffing logistics for fund raising run/walk
- Design venue for traffic control, participant flow and equipment setup
- Create timelines, volunteer instructions and diagrams
- Support partnership with Colon Cancer Coalition, Minneapolis Minnesota

Eat. Run. Hope.

- Manage permits, venue, logistics for 5K run/walk and food tasting event featuring fourteen premier local chefs
- Manage relations with Fetal Hope Foundation, Littleton Colorado

Fred Hutchinson Cancer Research Center Legacy for Life Patient Reunion, Seattle Washington

- Manage all aspects of event from patient communication, educational workshops, committee communication, logistics, catering and entertainment.

Super Jock 'n Jill Half Marathon, Woodinville Washington

- Manage event staff, volunteers and subcontractors.
- Coordinate permit agreements with appropriate agencies and property owners.
- Solicit sponsors and in-kind contributors
- Develop and maintain relationships with stakeholders and non-profit partners.

Fred Hutchinson Cancer Research Center Shore Run and Walk, Seattle Washington

- Manage all aspects of event production, including sponsorship, marketing, staffing and city permits
- Report event progress to Fred Hutchinson Center, guilds and partners
- Develop and support team-building and fundraising programs

Seattle Kids Marathon, Seattle Washington

- Manage race day volunteers and route logistics
- Integrate event setup and operations with the Seattle Marathon family of events
- Create instructions, diagrams and timelines for marathon committee
- Promote event to schools and youth organizations to recruit participants

Catholic Youth Organization (CYO) Cross Country, Seattle Washington

- Coordinate event day schedules, volunteers, equipment requirements for three week series
- Design participant courses and spectator flow
- Provide leadership, communicate official judgments and competitive rulings

Local Event Management Clients

- ProMotion Events
  Whidbey Island Marathon, Washington Beer Commission Brewfest, Top Pot Doughnut Dash, 12k's Christmas, Kirkland Half Marathon, Iron Girl 5k/10k
- Orswell Events
  Mercer Island Half Marathon, Labor Day Half Marathon
- Lydeco
  Danskin Triathlon, Trek Women's Triathlon
- Competitor Group
  Rock 'n Roll Marathon, Seattle

Event Organizations and Committees

- City of Seattle Special Events Committee, Citizen Representative (current)

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	09/09/14	05/01/15	3	Citizen Advocate Representative	Mayor
6	M	2	Tom Anderson	09/09/14	05/01/15	3	Citizen Advocate Representative	Mayor
5	M	3	Oliver Little	09/09/14	05/01/15	2	Citizen Advocate Representative	Mayor
6	F	4	Philippa Hoshko	09/09/14	05/01/15	2	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*