




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Tom Florino		
Board/Commission Name: Seattle Film Commission		Position Title: Commercial producers or production companies (Position 4)
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: Fill in appointing authority		Term of Position: * 4/24/2024 to 4/23/2027 <input type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: Maple Valley	Zip Code: 98038	Contact Phone No.: [REDACTED]
Background: Tom Florino is the head of economic development policy for Amazon's Global Media & Entertainment (GME) division, including Amazon Studios, Prime Video, Amazon Music, Audible, Amazon Games, and Twitch. Tom is responsible for developing infrastructure and talent development partnerships with governments and local stakeholders to establish production hubs and elevate underserved and underrepresented communities. Tom also crafts training and sponsorship programs with film organizations, including the Association of Film Commissioners International (AFCI), the Cherokee Nation Film Office, and Veterans in Media & Entertainment (VME). Tom has had the opportunity to lead policy strategy for Amazon Studios Prime Video market entry in emerging locations, including Nigeria. Tom's experience also includes managing government relations in New Zealand for The Lord of the Rings: The Rings of Power, and leading policymaker engagement to support relocating the series to the UK. Tom has served on the Seattle Film Commission as Position 4 – Commercial producers or production companies since April 23, 2023. Tom chairs the Seattle Film Commission's Economic & Workforce Development priority committee, and participates in the Policy & Initiatives priority committee.		
Authorizing Signature (original signature):  Date Signed (appointed): 5/10/2024		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

*Term begin and end date is fixed and tied to the position and not the appointment date.

Tom Florino

- EXPERIENCE**
- AMAZON.COM – PUBLIC POLICY | ECONOMIC DEVELOPMENT**
- Director – Seattle, WA** **Oct. 2017-Present**
- Head of economic development policy for the Global Media & Entertainment (GME) division, including Amazon Studios, Prime Video, Amazon Music, Audible, Amazon Games, and Twitch
 - Lead global expansion policy strategy for Amazon, including GME, retail operations, corporate offices, devices manufacturing and supply chain operations, and emerging businesses (i.e. Zoox)
 - Develop infrastructure and talent development partnerships with governments and local stakeholders to establish production hubs and elevate underserved and underrepresented communities
 - Craft training & sponsorship programs with film organizations, including the Association of Film Commissioners International (AFCI), the Cherokee Nation Film Office, and Veterans in Media & Entertainment (VME)
 - Lead policy strategy for Amazon Studios | Prime Video market entry in emerging locations, including Nigeria
 - Managed government relations in New Zealand for *The Lord of the Rings: The Rings of Power*, and led policymaker engagement to support relocating the series to the UK
- NEWMARK KNIGHT FRANK – LOCATION STRATEGY AND ECONOMIC INCENTIVES ADVISORY**
- Managing Director – New York, NY** **Nov. 2016-Oct. 2017**
- Negotiated incentive agreements with state and local governments and utilities for clients across diverse industries (software/tech, e-commerce, B2B/B2C manufacturing, finance, pharma, telecom, energy, etc.)
 - Secured a \$48M incentives package for ASOS to create over 2,000 jobs and invest \$40M to establish a 1M square foot distribution center in Union City, Georgia
 - Managed the practice's outreach to the NYC startup community, including technology and biotech ventures
- ERNST & YOUNG LLP – BUSINESS INCENTIVES AND LOCATION INVESTMENT SERVICES**
- Senior Consultant – New York, NY** **April 2014-Nov. 2016**
- Project manager for Under Armour's \$4.25B headquarters relocation and expansion in Baltimore, MD
 - Project manager for Lego's \$1B site selection project for a US manufacturing and distribution facility
 - Successfully secured the following major incentives: Grow NJ Awards – \$51.54M for Seldat, \$23.43M for Chelten House, \$11.9M for BlackRock, \$8.33M for Corning, \$4.25M for H&M; NY Excelsior Awards – \$15M for Anheuser-Busch; \$5M for Snapchat; \$2M for View The Space; \$1.5M for Zocdoc
- NYC PARKING**
- Deputy Director, Finance (CFO) – New York, NY** **July 2012-April 2014**
- Managed \$210M in annual parking revenue from meters and municipal garages
 - Managed annual operating budget of \$51.2M and 10-year capital plan of \$47M
 - Created and improved financial controls, including SOPs for revenue reconciliation, P&L statements, and ROI metrics for new payment technology
- OFFICE OF MAYOR BLOOMBERG – MANAGEMENT & BUDGET (OMB): TRANSPORTATION & TRANSIT FINANCE**
- Manager – New York, NY** **Jan. 2009-July 2012**
- Managed development of FY10-13 budget savings for DOT (-\$234M) and Taxi & Limo Commission (-\$18M)
 - Directed allocation of \$266M in ARRA federal stimulus funds during DOT project evaluation and selection
 - Managed fiscal oversight and quarterly financial plans for DOT (\$817M) and TLC (\$38M) operating budgets
- DELOITTE TAX LLP – STATE STRATEGIC TAX REVIEW: CREDITS & INCENTIVES (C&I)**
- Consultant – New York, NY** **July 2007-Oct. 2008**
- Maintained \$100M tax incentive model and \$17M budget for a portfolio of 12 major C&I projects
 - Drafted an analytical report examining how negotiated tax incentives and statutory tax credits can promote green business practices and sustainable economic development
- EDUCATION**
- CORNELL UNIVERSITY, Ithaca, NY**
- Master's of Public Administration, 2007
 - Awarded a Merit Fellowship from the Cornell Institute for Public Affairs, 2005-2007
 - Awarded a Teaching Assistantship from the Department of Government, 2006-2007
- COLLEGE OF THE HOLY CROSS, Worcester, MA**
- Bachelor's of Arts in Political Science, 2005

Seattle Film Commission

11 Members: Pursuant to Ordinance 126678, *all* members subject to City Council confirmation, **3**-year terms however, initial terms shall be as follows:

1, 4, 7, and 10 shall be for one year; initial terms for positions 2, 5, 8, and 11 shall be for two years; and initial terms for positions 3, 6, and 9 shall be for three years.

- **5** City Council-appointed
- **5** Mayor-appointed
- **1** Other Appointing Authority-appointed (specify): Commission

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	5,6	1.	On-screen talent	Lowell Deo	4/24/2024	4/23/2027	1	Mayor
6	F	2	2.	Film industry labor unions	Melissa Matthies Purcell	4/24/2023	4/23/2025	1	Mayor
1	M	7	3.	Advertising and creative agencies	Michael Huang	4/24/2023	4/23/2026	1	Mayor
6	M	N/A	4.	Commercial producers or production companies	Tom Florino	4/24/2024	4/23/2027	1	Mayor
2	F	N/A	5.	Film schools, film programs, or film educators	Laura Jean Cronin	4/24/2023	4/23/2025	1	Mayor
1	M	4	6.	Post-production companies and personnel i.e., editors, composers, post-supervisors	Champ Ensminger	4/24/2023	4/23/2026	1	City Council
6	F	4	7.	Film production crew	Kat Ogden	4/24/2024	4/23/2027	1	City Council
6	F	4	8.	Film festivals or film content distribution companies	Beth Barrett	4/24/2023	4/23/2025	1	City Council
6	M	N/A	9.	Film location managers	Mark Freid	4/24/2023	4/23/2026	1	City Council
2	M	N/A	10	Film organizations for underrepresented communities	Anthony Tackett	4/24/2024	4/23/2027	1	City Council
1	M	4	11.	Immersive technology	Budi Mulyo	7/24/2023	7/23/2025	1	Commission

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	3	2			1	2				2								
Council	3	2			1	1				3								
Other					1													
Total																		

Key:

*D List the corresponding *Diversity Chart* number (1 through 9)

**G List *gender*, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.