



MEMORANDUM

LAUREL LUNT PRUSSING, MAYOR

384-2456

March 16, 2006

TO: Council Members

FROM: Laurel Lunt Prussing, Mayor

RE: Appointment of Economic Development Manager

With this memo, I am recommending the appointment of Tom Carrino to the position of Economic Development Manager, Community Development Department. This appointment will be on the agenda for the March 20, 2006 City Council Meeting.

Mr. Carrino's accomplishments are highlighted on the attached resume.

Based upon these qualifications, I am pleased to submit the appointment of Thomas R. Carrino to the position of Economic Development Manager, Community Development Department for your confirmation. Mr. Carrino's appointment will be effective on or around May 16, 2006.



MEMORANDUM

TO: Laurel Lunt Prussing, Mayor

FROM: Bruce Walden, Chief Administrative Officer

DATE: March 16, 2006

RE: Appointment of Economic Development Manager

I am writing to convey the staff recommendation regarding an appointment to Economic Development Manager. The staff recommends appointment of Tom Carrino.

Mr. Carrino is currently the Manager of Economic Development for the City of Cocoa, Florida where he manages the City's business recruitment and retention efforts, marketing strategies and a brownfields redevelopment program. He also represents the City before commissions, boards, and numerous business groups. He holds a Bachelor's degree in Political Science and a Master's of Public Administration from the University of Central Florida.

Mr. Carrino is recommended for appointment to be effective on or around May 16, 2006 at a salary of \$66,000 per year.

Bruce K. Walden
CHIEF ADMINISTRATIVE OFFICER

Thomas R. Carrino, Jr.

16032 Corner Lake Drive
Orlando, FL, 32820
(407) 568-0800
tcnc7474@aol.com

Objective:

My experience in both the public sector and private sector have prepared me for the unique challenges associated with a position in economic development to include marketing, business recruitment, business retention, and networking with other economic development agencies.

Work Experience:

2004-Present **City of Cocoa: Cocoa, FL**
Economic Development Manager
Community Development Department

- Manage the City's business assistance programs such as the Small Business Assistance Program, Tax Abatement Program, Foreign Trade Zone Program, Federal HUBZone Program, Florida Enterprise Zone programs, and the State and Federal Brownfields program
- Coordinate the City's business recruitment and business retention efforts
- Manage the City's marketing strategy to maximize exposure on a limited marketing budget to include organizing special events, arranging media buys, and developing marketing materials
- Manage the City's aggressive annexation program, to include organizing public meetings, preparing agenda items, coordinating with planning and zoning regarding future land use and zoning issues, coordinating with county and state agencies for smooth transition of newly annexed properties, and the application of cost comparison software to outline the differences for municipal fees and charges between the City and the County
- Primary point of contact to coordinate the City's Brownfields Redevelopment program with the Florida Department of Environmental Protection and the Federal Environmental Protection Agency
- Primary point of contact between major private sector interests (residential/non-residential developers, businesses, and property owners) and Cocoa City Council and administration
- Primary point of contact with other economic development entities such as the Space Coast Economic Development Commission, Cocoa Enterprise Center, local chambers of commerce, local realtors, developers, and workforce development agencies
- Formulating and administer the budget for the Office of Economic Development
- Attend and present materials at public meetings to include Cocoa City Council, district/town hall meetings, Enterprise Zone Development

Agency, and community meetings to educate the public, council members, and board members on economic development issues

4/04-10/04

City of Cocoa: Cocoa, FL

Events Manager in the Office of the City Manager

Interim Stadium Manager in the Office of the City Manager

- Formulate the budget for the new Municipal Stadium Division within the Office of the City Manager
- Coordinate with representatives of Cocoa High School regarding the operation of the Municipal Stadium for upcoming high school events
- Organized sponsorships and logistics for the Cocoa Municipal Stadium Grand Opening event
- Initiated procedures to organize routine stadium operations to include the hiring of staff, acquisition of equipment, and assistance in the process for awarding maintenance contracts for the facility

2002-2004

City of Cocoa: Cocoa, FL

Economic Development Specialist in the Office of Economic Development

- Coordinate Cocoa's new annexation program, including the application of new cost comparison software to outline the differences for municipal fees and charges between the City and the County
- Coordinate relationships with other economic development entities such as the Space Coast Economic Development Commission, Cocoa Enterprise Center, local chambers of commerce, local realtors, developers, and workforce development agencies
- Prepare agenda items to go before City Council related to annexations, development agreements, and new economic programs and incentives
- Administer business assistance programs such as the Small Business Assistance Program, Tax Abatement Program, Foreign Trade Zone Program, Federal HUBZone Program, and Florida Enterprise Zone programs
- Assistance in formulating the budget for the new Office of Economic Development and development of performance measures to gauge the efficiency and effectiveness of service delivery for the office
- Develop an understanding of the City's future land use and zoning regulations to assist the private sector in the development process
- Development of a marketing strategy to maximize exposure on a limited marketing budget to include organizing special events, arranging media buys, and developing marketing materials
- Provide business retention and recruitment services to include site selection assistance, facilitating business-to-business contacts, the application and explanation of pertinent business assistance programs, and assistance to the private sector in navigating the sometimes complex public process
- Attend and present materials at public meetings to include Cocoa City Council, the Cocoa Community Redevelopment Agency, the Diamond Square Community Redevelopment Agency, the US 1 Corridor Community Redevelopment Agency, Enterprise Zone Development

Agency, and District and community meetings to educate the public, council members, and board members on economic development issues

- 2002 Spring **City of Orlando: Orlando, FL**
Intern with the Office of Economic Development
- Assisted the Mayor's Business Assistance Team with small business assistance cases
 - Coordinated cooperative marketing campaign between the City of Orlando and the Metro Orlando Economic Development Commission
 - Research and duties related to the Orlando's aggressive annexation program
 - Attended local community meetings related to annexation issues
 - Extensive property research relating to various municipal fees and charges
- 1996- 2002 **Rainforest Café Inc. at Downtown Disney: Orlando, FL**
National and In-house Trainer
- Responsible for training up to 50 individuals at new locations around the world
 - Responsible for conveying not only mechanics of job but corporate philosophy and procedures as well
 - Opened Las Vegas and Costa Mesa locations
 - Turned down Vancouver, Chicago, New York, and New Jersey locations to pursue my education at the University of Central Florida
- Navigator and Navigator Assistant**
- Responsible for creating a Disney-like atmosphere to ensure an enjoyable guest experience
 - Ensuring the smooth operation of the bar on a day-to-day basis.
- 2000 Spring **Independent Study University of Central Florida: Orlando, FL**
Research Assistant to Dr. Aubrey Jewett of the Political Science Department
- Locate data pertaining to a study of presidential foreign policy
 - Input, categorize, and evaluate data using Microsoft Office, Word, and Excel
- 1999 Spring **WESH Channel 2: Orlando, FL**
Intern with news department at local NBC affiliate
- Assigned to the local political and technology correspondent, Ed Heiland
 - Assisted in the newsroom, in the field, and with production
 - Duties included news gathering, research, and editing
- 1992-1995 **Charles E. Smith Center at the George Washington University: Washington, DC**
Logistics, Facilities, Event, and Operations Supervisor

- Supervised the day to day operations of the university health and wellness center as well as various parks and facilities related to varsity athletics and student health and wellness activities
- Organized special events such as wellness expos, concerts, celebrity appearances, and banquets
- Supervised and trained crews of up to 300 people at the largest venue on the GWU campus for concerts, varsity NCAA athletic events, and banquets
- Responsible for the logistics of acquiring, setting up, and taking down the equipment necessary to put on the various events at the Smith Center

1989-1992 **Loews Seacourt 10: Toms River, NJ**
Service Supervisor

- Responsible for the supervision of crews of up to 30 people in the ushering, concessions, and cashiering aspects of a local 10 screen movie theater.
- Responsible for the training of new staff

Education:

Graduate Study

2000-2002 **University of Central Florida: Orlando, FL**

- Graduated August 2002 with Master of Public Administration (MPA)
- College of Health and Public Affairs Department of Public Administration
- Certificate in Urban and Regional Planning in progress
- GPA: 4.0
- Fully funded through a Graduate Merit Fellowship

Undergraduate Study

1997-2000 **University of Central Florida: Orlando, FL**

- Graduated May 2000 Honors Magna Cum Laude
- Major: Political Science
- Minor: Mass Communication
- GPA: 4.0
- University Honors Program
- Provost Scholarship Award
- Dean's List and President's List each semester 1997-2000

1992-1993 **The George Washington University: Washington, DC**

- Major International Affairs
- GPA: 3.7
- University Honors Program
- Presidential Honors Scholarship

High School

1988-1992 **Toms River High School East: Toms River, NJ**

- GPA: 3.9 ranked 14th out of 498
- New Jersey Distinguished Scholar

- Edward J. Blaustein Distinguished Scholar

Volunteer Work:

1999 Summer **Salvation Army: Orlando, FL**

- Cook and serve food at the Salvation Army Men's Lodge

1992-1994 **Miriam's Kitchen: Washington, DC**

- Help cook and serve food at a local kitchen dedicated to feeding the homeless