DOWNTOWN
TACOMA
PARTNERSHIP

City of Tacoma
Economic Development Committee
March 23, 2021

# DOWNTOWN TACOMA BUSINESS IMPROVEMENT AREA

WHERE ARE WE IN 2017?

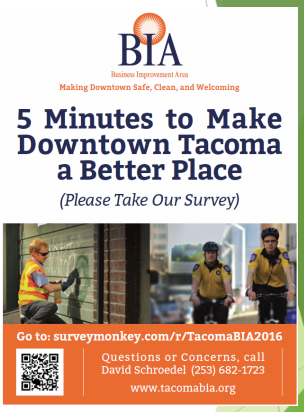
David Schroedel
BIA Manager
davids@tacomachamber.org

# A brief history: 2016-17

- **FY17 (5/16-4/17): Safe & Clean w/ a little beautification**
  - **Began to explore public perceptions and options for renewal**
  - **January Survey**
  - **BDS Planning on BIA Possibilities**

# 2016-17 BIA Survey

- 801 respondents
  - Great services, especially value:
    - Free LINK (3.65/4)
    - Weekly Street/Sidewalk Cleaning (3.42)
    - Security Patrols (3.38)
    - Graffiti Removal (3.37)
- But do more to:
  - Address homeless issues
  - Get more businesses
  - Give more reasons to go Downtown
  - Address transportation issues
  - Market your services and the community
  - Provide services throughout Downtown



# Washington BIA Activities:

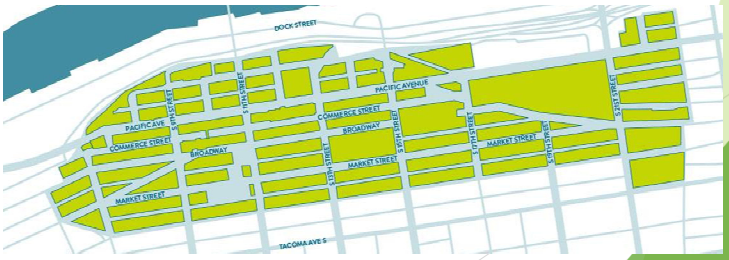
- Safe & Clean
- Beautification
- Advocacy & Economic Dev
- Marketing & Communication
- Events & Activation
- Transportation Management
- Homeless Services
- Research

| | DTP | DSP | DEA | DSA | PSA | BA | CID |
|---|---|---|---|---|---|---|---|
| Formed | 1988 | 1995 | 1995 | 1999 | 1983 | 2017 | 1994 |
| Blocks | 124 | 80 | 36 | 280 | 40 | 21 | 33 |
| Budget | $1.4M | $1.6M | $0.7M | $17.7M* | $1.3M | $1.1M | $0.6M |

DTP: Downtown Tacoma Partnership
DSP: Downtown Spokane Partnership
DEA: Downtown Everett Association
DSA: Downtown Seattle Association
PSA: Pioneer Square Alliance
BA: Ballard Alliance
CID: Chinatown International District

# A brief history: 2017-18

- **FY18: Safe & Clean and thoughts of the future**
  - **Provided contract safety team for Dome District**
  - **Renewal boundaries, scope, assessments, & advocacy**
    - **85 block area growing to 124 block area**
    - **Safety Team moving to 24hr/7dy coverage**
    - **Clean Team moving to 7 days per week coverage**
  - **Renewal vote: 74% of property owners responded with a 99% approval rate**



# A brief history: 2018-19

- **FY19: Renewal Expansion: 40+% Growth**
  - **Implementing 40% expansion & increased services**
  - **New Sweeper Purchase**
  - **Retail Study Support**

# A brief history: 2019-20

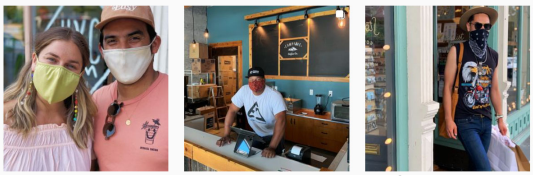
- **FY20: Safe, Clean, & <u>Welcoming</u>**
  - **Retail Advocate Position**
  - **BIA becomes Downtown Tacoma Partnership**
  - **Creating new property database & website**
  - **Managed Haul Crawl Day of Shopping**

BIA
Business Improvement Area

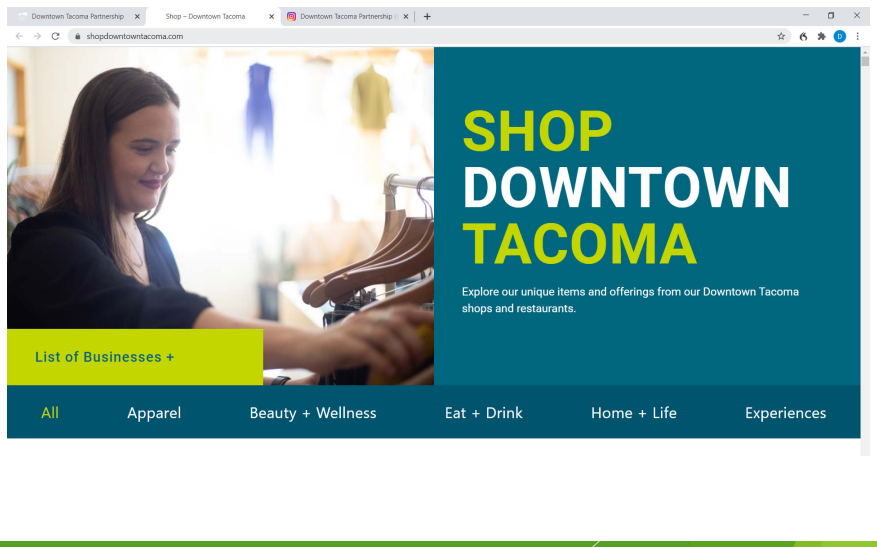
DOWNTOWN
TACOMA
PARTNERSHIP

# A brief history cont…

- **FY21: Managing through COVID**
  - **Staying Safe & Clean ourselves while serving the community**
  - **Communications emphasis**
  - **Business/Community Supports:**
    - **Rapid Mural Program, Hero Meals, Outdoor Seating, www.shopdowntowntacoma.com, 12 Days of Haul Crawl**

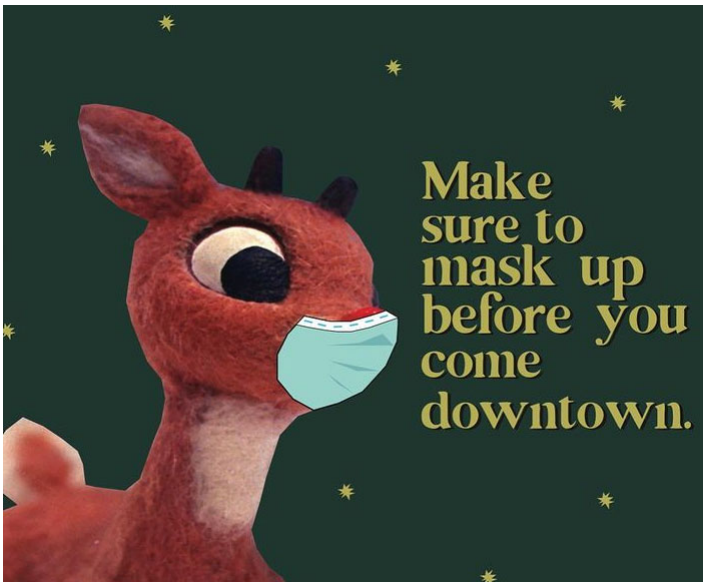


Philip Pavilion
FDC
BOULART


Downtown Tacoma Partnership
Shop – Downtown Tacoma
Downtown Tacoma Partnership
shopdowntowntacoma.com
SHOP
DOWNTOWN
TACOMA
Explore our unique items and offerings from our Downtown Tacoma shops and restaurants.
List of Businesses +
All
Apparel
Beauty + Wellness
Eat + Drink
Home + Life
Experiences

On the... 12th DAY of HAUL CRAWL
On the... 11th DAY of HAUL CRAWL
On the... 10th DAY of HAUL CRAWL
On the... 9th DAY of HAUL CRAWL
On the... 8th DAY of HAUL CRAWL

Virtual
Elf
on
the
Shelf


Make
sure to
mask up
before you
come
downtown.

## A brief history cont…

- FY17 (5/16-4/17): Safe & Clean w/ a little beautification
- FY18: Renewal & Expansion Effort w/ 99% Support
- FY19: Providing Services with 40%+ Growth
- FY20: Safe, Clean, & Welcoming to Small Business
- FY21: Thriving through COVID

…FY22: What's next?

# Washington BIA Activities:

- Safe & Clean
- Beautification
- Advocacy & Economic Dev
- Marketing & Communication
- Events & Activation
- Transportation Management
- Homeless Services
- Research

| | DTP | DSP | DEA | DSA | PSA | BA | CID |
|---|---|---|---|---|---|---|---|
| Formed | 1988 | 1995 | 1995 | 1999 | 1983 | 2017 | 1994 |
| Blocks | 124 | 80 | 36 | 280 | 40 | 21 | 33 |
| Budget | $1.4M | $1.6M | $0.7M | $17.7M* | $1.3M | $1.1M | $0.6M |

DTP: Downtown Tacoma Partnership
DSP: Downtown Spokane Partnership
DEA: Downtown Everett Association
DSA: Downtown Seattle Association
PSA: Pioneer Square Alliance
BA: Ballard Alliance
CID: Chinatown International District

| | DTP | DSP | DEA | DSA | PSA | BA | CID |
|---|---|---|---|---|---|---|---|
| Safe & Clean | ★ | ★ | ★ | ★ | | ★ | ★ |
| Beautification | ★ | ★ | ★ | ★ | ? | ★ | |
| Advocacy & Economic Dev | ★ | ★ | ? | ★ | ★ | ★ | ★ |
| Marketing/ Comm | ? | ★ | ? | ★ | ★ | ★ | ★ |
| Events & Activation | ? | ★ | ? | ★ | ★ | ★ | ★ |
| Transportation | ? | | ★ | ★ | | | |
| Homeless Services | | | | ★ | | | ★ |
| Research | | ? | | ★ | | | |
| Budget | $1.4M | $1.6M | $0.7M | $17.7M | $1.3M | $1.1M | $0.6M |

## COVID Impacts

CLOSED:
- Creative Forces
- Dunagan Brewing
- Evergreen Café
- House of Donuts
- Infinitea Café
- Pacific Grill
- Starbucks
- Straight from Philly
- Supernova
- The Swiss
- UrbanXChange
- Vasuda
- Watermark

OPENING:
- Black Label Vintage
- Campfire Coffee
- Little Radio
- Pho Tai
- Sunny's
- Your Friend Caroline
- Pending… Crisp Greens
- Pending… Rusty Goat
- Pending… Colvos Brewing

EXPANDING:
- Channing Baby Co
- The Studio

## 2021 and Beyond

- Safety is Number One Priority
  - Community Based Patrols
  - Dealing with Patterns of Problems
- Plan to Address Homelessness Activities
  - After COVID Planning
  - Not Just Downtown
- Returning to Downtown Tacoma
  - People in Offices
  - Activations & Reasons
  - Streateries
  - Development