



**CITY OF TACOMA, WASHINGTON
OFFICE OF THE CITY COUNCIL
COUNCIL CONSIDERATION REQUEST**

TO: Deputy Mayor Blocker & Members of the City Council
FROM: Mayor Victoria Woodards and Chief Policy Analyst Melanie Harding
COPIES TO: Elizabeth Pauli, City Manager; Tadd Wille, Deputy City Mgr.; Bill Fosbre, City Attorney
SUBJECT: Council Contingency Request: South Sound Together
DATE: January 28, 2021

I ask for your support for a Council Contingency Fund expenditure for City membership in South Sound Together.

LEGISLATIVE INTENT:

Council Contingency Fund Request: South Sound Together (SST) is a community-minded group of business leaders seeking to promote the South Puget Sound as a good place for business and a great place to live. By bringing together key leaders from across the region and leveraging our investment of time and resources, South Sound Together aims to advance community and economic goals and tell the region's story. South Sound Together formed in 2015 and has undertaken a number of initiatives to showcase the South Sound as a good place for business and great place to live since that time, including the 'Live Like the Mountain's Out' campaign. The initiative's ongoing goals include engaging in partnerships and building community and positively impact the lifestyle and economy of South Sound.

The initiative was originally housed within the Tacoma News Tribune. In 2020, South Sound Together transitioned operations from The News Tribune, recommitted to community projects, and registered as a nonprofit corporation in Washington State. Greater Tacoma Community Foundation has been engaged as a fiscal agent for SST and holds their monetary assets.

Building on the South Sound Proud brand and past campaign success, SST will launch 'Proud Moments' throughout the South Sound in the spring of 2021.

A \$12,000 sponsorship/membership would provide the City with:

- A seat on the South Sound Together 2021 Board (to be filled by the Community & Economic Development Director or their delegate)
- Sponsorship of a non-profit to join the South Sound Together Board for a year
- Help steer the direction of the 2021 projects
- Inclusion in all presentations, promotions and marketing, including South Sound Together social media and South Sound Proud website

In fall 2020, the South Sound Together Executive Board created a list of non-profits to invite based on past participation and 2021 priorities (youth engagement, broader county engagement, sector diversification). The Board prioritized that list at their December meeting and then invited participation on a rolling basis as 2021 memberships were secured. To date, SST will include the following sponsored organizations: United Way of Pierce County, Bates Technical College, Tacoma Community College, Tacoma Urban League, and Tacoma Arts Live. Others are under consideration.

FUNDING REQUESTED:
\$ 12,000

ALIGNMENT WITH TACOMA 2025 KEY FOCUS AREAS:

This legislation, program, project, or event is best aligned with the following (Check all that apply):

Economy/Workforce: *Equity Index Score:* Moderate Opportunity
Increase the number of diverse livable wage jobs.
Increase positive public perception related to the Tacoma economy.



Livability: *Equity Index Score:* Moderate Opportunity
Increase positive public perception of safety and overall quality of life.

**In you have a question related to the Council Consideration Request, please contact Chief Policy Analyst to the Mayor
Melanie Harding at 253-591-5156 or melanie.harding@cityoftacoma.org.**

SUBMITTED FOR COUNCIL CONSIDERATION BY: 
Mayor Victoria Woodards

SUPPORTING COUNCIL MEMBERS SIGNATURES (2 SIGNATURES ONLY)

(Signatures demonstrate support to initiate discussion and consideration of the subject matter by City Council for potential policy development and staff guidance/direction.)

1.  POS# 2
2.  POS# 3