

EXHIBIT LIST

HEARING DATE: March 10, 2016 at 9:30 a. m.

FILE NUMBER & NAME: (124.1363) City of Tacoma

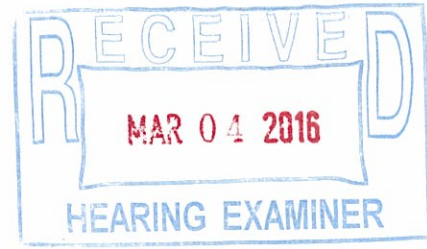


EXHIBIT NUMBER	EXHIBIT DESCRIPTION	SUBMITTED BY	A	E	W	COMMENT
Ex. 1	Preliminary Staff Report	COT/RPS	X			
Ex. 2	Aerial Maps	COT/RPS	X			
Ex. 3	Environmental Services Comments via email	COT/RPS	X			
Ex. 4	Tacoma Water (Distribution) Comments via email	COT/RPS	X			
Ex. 5	PW/Traffic Engineering Comments via email	COT/RPS	X			
Ex. 6	Puget Sound Energy Comments via email	COT/RPS	X			
Ex. 7	Real Property Services, In-Lieu Assessment fee Comments	COT/RPS	X			
Ex. 8	Tacoma Fire Comments via email	COT/RPS	X			
Ex. 9	Tacoma Power Comments via email	COT/RPS	X			
Ex. 10	Click! Network Comments via email	COT/RPS	X			
Ex. 11	Comcast Comments via email	COT/RPS	X			
Ex. 12	CenturyLink Comments via email	COT/RPS	X			
EX. 13	FEASIBILITY STUDY	" "	X			
EX. 14	RESOLUTION No. 38529	" "	X			

KEY

A = Admitted

E = Excluded

W = Withdrawn

ORIGINAL

PRELIMINARY REPORT

PREPARED FOR THE HEARING EXAMINER BY REAL PROPERTY SERVICES

For the Hearing to be Held
Thursday, March 10, 2016 at 9:30 AM

PETITIONER: CITY OF TACOMA

FILE NO. 124.1363

A. SUMMARY OF REQUEST:

Real Property Services has received a petition to vacate the north 125 feet of the southerly 215 feet of Broadway, lying north of South 17th Street, for future development. The area is shown on the attached map, Exhibit 2.

B. GENERAL INFORMATION:

1. Legal Description of Vacation:

A portion of the Northwest quarter of the Southwest quarter of Section 4, Township 20 North, Range 03 East, W.M. more particularly described as follows:

That portion of Broadway abutting Lots 19 through 23, inclusive, Block 1506; and abutting Lots 19 through 23, inclusive, Block 1505, Map of New Tacoma, Washington Territory, according to the Plat thereof as recorded February 3, 1875, records of Pierce County Auditor;

Situate in the City of Tacoma, County of Pierce, State of Washington.

2. Notification:

9.22.060 NOTICE OF PUBLIC HEARING The Public Works Department shall cause a 30-day notice to be given of the pendency of the petition by written notice posted in three of the most public places in the City, a like notice in a conspicuous place on the street or alley sought to be vacated, a like notice in a newspaper of general circulation in the City, and a like notice to the legal property owners of all property abutting the right of way requested for vacation as enumerated on the applicant's vacation petition, and to any other interested parties of record. In addition to posting notices of the hearing, the Public Works Department shall mail a copy of the notice to all owners and occupants of the property which lies within 300 feet of the street or alley to be vacated. The said notice shall contain the statement that a petition has been filed to vacate the street or alley described in the notice, together with a statement of the time and place fixed for the hearing of the petition.

In all cases where the proceeding is initiated by the City Council without a petition having been signed by the owners of more than two-thirds of the property abutting upon the part of the street or alley sought to be vacated, notice shall be sent as provided above. Failure to send notice by mail to any such property owner where the current address for such property owner is not a matter of public record shall not invalidate any proceedings in connection with the proposed street vacation.

C. PUBLIC NOTICE:

Real Property Services in conjunction with the City of Tacoma Clerk's office issued the following public notice:

The Public Hearing Notice was posted January 27, 2016:

1. Placed yellow public notice sign at the northwest corner of the intersection of South 17th and Broadway.
2. Place yellow public notice sign 206 feet north of the northeast corner of the intersection of South 17th Street and Broadway.
3. Public notice memo placed into the glass display case located on the second floor of the Municipal Building abutting the City Clerk's Office.
4. Public notice memo placed into the glass display case located on the first floor of the Municipal building abutting the Finance Department.
5. Public notice memo advertised on the City of Tacoma web site at address:
<http://www.cityoftacoma.org/page.aspx?nid=596>
6. Public Notice advertised in the Daily Index newspaper.
7. Public Notice mailed to all parties of record within the 500 feet of vacation request.
8. Public Notice advertised on Municipal Television Channel 12.

D. PURPOSE OF REQUEST:

The Petitioner plans on acquiring the north 125 feet of the southerly 215 feet of Broadway, lying north of South 17th Street, for future development.

E. HISTORY:

The City of Tacoma acquired the ~~alley~~^{street} right of way proposed to be vacated within the Map of New Tacoma, Washington Territory, recorded February 3, 1875.

F. PHYSICAL LAND CHARACTERISTICS:

Broadway is a level 80 foot wide fully built right of way with sidewalk, curb and gutter. It serves The Greater Tacoma Convention Center and the Carlton Building, which is leased by the University of Washington, Tacoma.

G. APPLICABLE SECTIONS OF THE OFFICIAL CODE OF THE CITY OF TACOMA:

9.22.010 PETITION TO VACATE AUTHORIZED: The owners of an interest in any real estate abutting on any street or alley who may desire to vacate any street or alley, or any part thereof, shall petition to the City Council to make vacation in the manner hereafter provided in this chapter and pursuant to RCW 35.79 or the City Council may itself initiate by Resolution such vacation procedure. The City Council shall require the petitioners to compensate the City in an amount which equals one-half of the appraisal value of the area vacated; provided that if the street or alley has been a public right of way for 25 years or more, the City shall be compensated in an amount equal to the full appraised value of the area vacated; provided that when the vacation is initiated by the City or the City Council deems it to be in the best interest of the City, all or any portion of such compensation may be waived. Except as provided below, one-half of the revenue received hereunder shall be devoted to the acquisition, improvement, and maintenance of public open space land and one-half may be devoted to transportation projects and the management and maintenance of other City owned lands and unimproved rights-of-way.

In the case of vacations of rights-of-way in the tide flats area, defined as easterly of the Thea Foss Waterway (inclusive of the Murray Morgan Bridge), northerly of State Route 509 and westerly of Marine View Drive, the total revenue received hereunder shall be devoted to transportation projects in the tide flats area.

9.22.040 PUBLIC'S RIGHT TO TRAVEL – UTILITIES: Vacation of any portion of a street that is designated as an arterial under Section 11.05.490 of the Municipal Code shall be of a minor nature only and shall not unreasonably limit the public's right to travel upon said street or interfere with the ancillary right to occupy said street for utility purposes.

CRITERIA: Section 9.22.070 of the Official Code of the City of Tacoma. The following criteria have been considered:

1. That the vacation will provide a public benefit and/or will be for a public purpose.
2. That the right-of-way vacation shall not adversely affect the street pattern or circulation of the immediate area or the community as a whole.
3. That the public need shall not be adversely affected.
4. That the right-of-way is not contemplated or needed for future public use.

5. That no abutting owner becomes landlocked or his access will not be substantially impaired; i.e., there must be an alternative mode of ingress and egress, even if less convenient.
6. That vacation of right-of-way shall not be in violation of RCW 35.79.035

Regarding the above Criteria, Real Property Services finds the following:

1. The vacation is a public benefit because:
 - a. It will facilitate the City's plans for future economic development for the area.
 - b. Once the property is developed and is no longer in City ownership or control, it will return it to the tax rolls.
2. City of Tacoma Traffic Engineering has been consulted regarding this petition and does not object to the vacation as long as conditions are met.
3. The proposed street vacation will not adversely affect future need for the Broadway right of way as long as Traffic's comments are met.
4. The proposed vacate area is not contemplated or needed for future public use.
5. No abutting owner becomes landlocked nor will their access be substantially impaired.
6. The vacate area is not close to a body of water as contemplated under RCW 35.79.035.

H. ADDITIONAL INFORMATION:

The area to be vacated has not been assessed for sanitary sewers and is subject to a Connection Charge In-Lieu-of-Assessment per T.M.C. 12.08.350. Should the petitioner wish to clear this item from title, please contact Sue Simpson of the Public Works Department, Real Property Services, at 591-5529 for the assessment amount. Please note that the ordinance establishing the rate of assessment is updated every few years, and the amount quoted may increase in the future. When the petitioner has submitted a development plan, an in lieu of amount will be computed.

I. PROJECT RECOMMENDATIONS:

As part of the City's review process for street vacation petitions, notice of this application was mailed to various City departments as well as many outside quasi-governmental agencies. These agencies, as noted below, have provided comments and recommended conditions to the Real Property Services Division. These comments, where appropriate, have been incorporated in the "Recommended Conditions of Approval" section of this preliminary report.

Preliminary Report – Exhibit 1
Aerial Maps (2) – Exhibit 2
Plat Map, New Tacoma – Not Available

Recommended Conditions:

- 1) RPS/Payment of Fees – No Exhibit Necessary
- 2) City Utility Easement:
 - a. Environmental Services – Exhibit 3
 - b. Tacoma Water (Distribution) – Exhibit 4
- 3) Puget Sound Energy – Exhibit 6

Advisory Comments

RPS/In-Lieu – No Objection, In-Lieu Assessment fee - Exhibit 7
PW/Traffic Engineering – Exhibit 5

Tacoma Fire– No Objection – Exhibit 8
Tacoma Power – No Objection – Exhibit 9
Click! Network – No Objection – Exhibit 10
Comcast – No Objection – Exhibit 11
CenturyLink – No Objection – Exhibit 12

J. RECOMMENDED CONDITIONS OF APPROVAL:

Should this street vacation request be approved, the Real Property Services Division recommends that the following conditions be made conditions of approval for this street vacation petition.

1. PAYMENT OF FEES

The petitioner shall compensate the City in an amount equal to the full appraised value of the area vacated. One-half of the revenue received shall be devoted to the acquisition, improvement and maintenance of public open space land and one-half may be devoted to transportation projects and /or management and maintenance of other City owned lands and unimproved rights-of-way. *TMC 9.22.010*

Note: City is requesting waiver of market value fees.

2. CITY EASEMENT RESERVATIONS:

Reservation of a utility easement over the vacate area for the City of Tacoma for maintenance, repair, construction, and replacement of existing and future above ground and underground utilities.

Note: This reservation is required to cover the Environmental Services request for a 20 foot utility easement (10 feet on either side of the pipe) if they pipe is not

relocated before final reading of the ordinance to vacate the subject property and for and Tacoma Water's request to retain a 20 foot water main easement. (Exhibits 3 & 4)

3. PUGET SOUND ENERGY (PSE)

- a. Please contact Marilyn Danby at (253) 476-6451 regarding PSE's comments.
- b. PSE has no objection; however, it has an existing 2 inch MPEI main located within the proposed vacate area. PSE will need to obtain an easement to cover this existing line.

K. ADVISORY COMMENTS:

4. RPS/IN-LIEU

- a. Please contact Sue Simpson at (253) 591-5529 regarding RPS's comments.
- b. RPS has no objection; however, an in-lieu of assessment of \$1,512.15 is due at this time or at time of development. If the petitioner chooses to wait, the amount due may increase.

5. PW/TRAFFIC ENGINEERING

- a. Please contact Jennifer Kammerzell at (253) 591-5511 regarding Traffic's comments.
- b. The proposed partial length vacation of Broadway north of South 17th Street poses a traffic engineering/public access concern. The proposal to only vacate the northern portion of the alley, and with the anticipation that this vacated portion will not remain unobstructed and open for public travel, it means the vacation will create a discontinuity in the existing street and the circulation/parcel access it provides. Therefore, an appropriately designed/sized turn-around (hammerhead/branch style, modified from standard if need be), and any easements required to accommodate such design that deviates from the current development and access, would need to be provided at the north end of the remaining publicly accessible south portion of the street. The primary purpose for the turnaround is safety of drivers and pedestrians. If no turnaround is provided, vehicles have to back down the street to exit back to the South 17th Street. This is a hazard to the driver that has to back out, vehicles turning into the street, and pedestrians/bicyclists crossing the street.

At the time of sale or development, Traffic will require a turnaround, in public ROW or through a public easement, to address the concern.

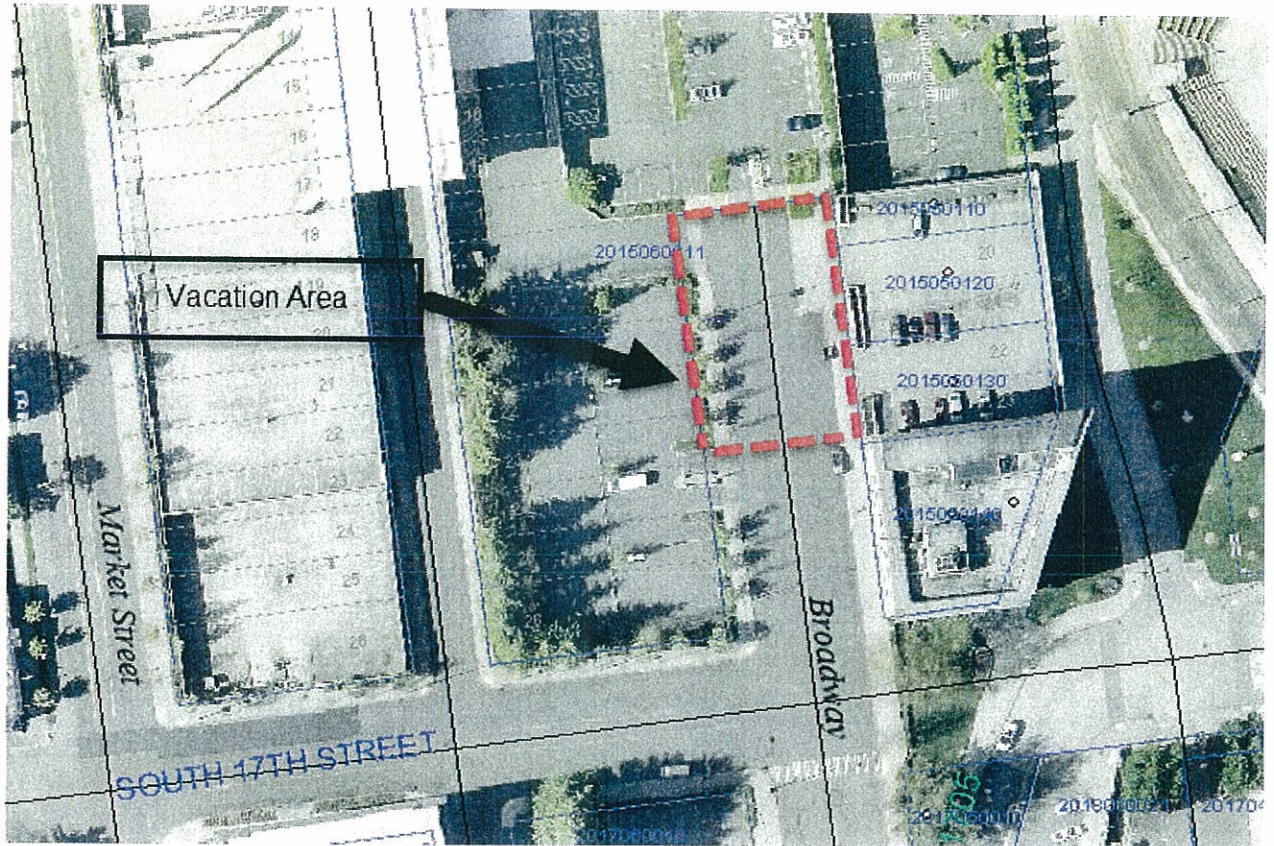
RCW 46. 61. 605 Limitations on backing, states:

- (1) the driver of a vehicle shall not back the same unless such movement can be made with safety and without interfering with other traffic.
- (2) The driver of a vehicle shall not back the same upon any shoulder or roadway of any limited access highway.

6. NO OBJECTION

No objection or additional comment was received from Tacoma Fire, Tacoma Power, Click! Network, Comcast and CenturyLink.

ATTACHMENT: Vacation Jacket containing all pertinent maps and papers.



CITY OF TACOMA

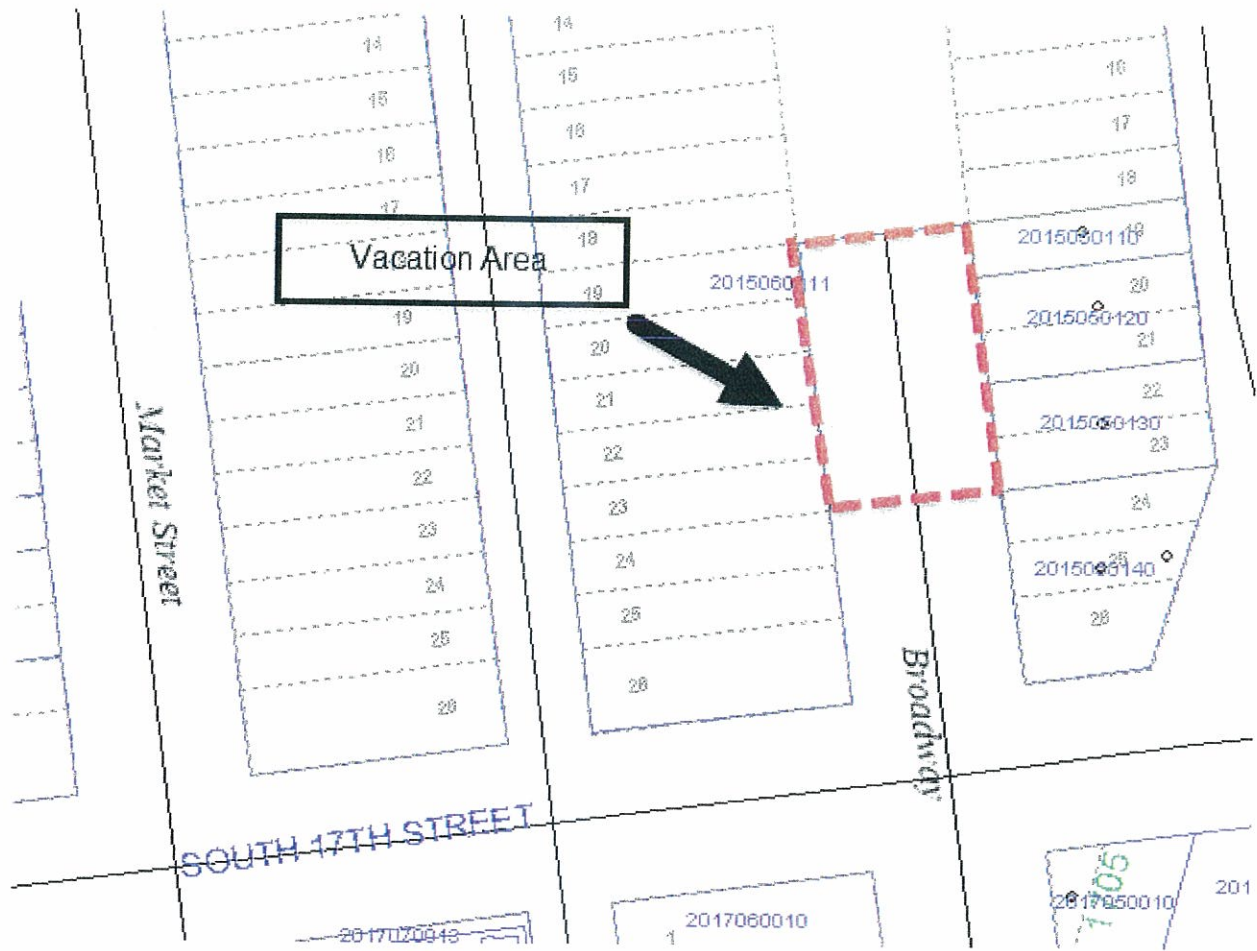
STREET VACATION NO. 124.1363

THE NORTH 125 FT. OF THE SLY 215 FEET OF BROADWAY, LYING NLY OF SOUTH 17TH STREET

SW 1/4 SEC. 04, T20N, R3E

NOT TO SCALE

Exhibit 2



CITY OF TACOMA

STREET VACATION NO. 124.1363

THE NORTH 125 FT. OF THE SLY 215 FEET OF BROADWAY, LYING NLY OF SOUTH 17TH STREET

SW 1/4 SEC. 4, T20N, R3E

NOT TO SCALE



TO: ALL CONCERNED AGENCIES & DEPARTMENTS

**FROM: TROY STEVENS
PUBLIC WORKS /REAL PROPERTY SERVICES**

SUBJECT: STREET VACATION REQUEST NO. 124.1363

DATE: December 15, 2015

The City of Tacoma is petitioning to vacate a portion Broadway Avenue lying northerly of South 17th Street for a hotel development, as shown on the vicinity maps attached to this email.

In order to be considered, your comments must be received by **Real Property Services, TMB, Room 737, by January 5, 2016**. If your comments are not received by that date, it will be understood that the office you represent has no interest in this matter.

- Attachment(s)
- AT&T Broadband
- Pierce Transit
- Puget Sound Energy
- Qwest Communications
- Fire Department
- Police Department
- TPU/Power/T&D
- TPU/Water/LID
- PW/Director (3)
- PW/BLUS (2)
- PW/Construction
- PW/Engineering
- PW/Engineering/LID
- PW/Engineering/Traffic
- PW/Environmental Services
- PW/Solid Waste
- PW/Street & Grounds
- Tacoma Economic Development
- Click! Network

RESPONSE

No Objections

Comments Attached

12-31-15 Date

[Signature] Signature

ENVIRONMENTAL SERVICES Department

TO: Troy Stevens, Public Works/Real Property Services

FROM: Environmental Services, Science & Engineering

SUBJECT: Street Vacation Request NO. 124.1363

DATE: December 31, 2015

Environmental Services has a 12-inch storm water pipe (SAP #6258883) within the requested street vacation.

If the pipe segment is not scheduled to be relocated Environmental Services would require a standard 10 foot utility easement agreement for access to conduct any required maintenance or repairs on this segment of wastewater pipe.

A handwritten signature in black ink, appearing to read "Rod Rossi". The signature is written in a cursive style with a large initial "R" and a long horizontal stroke.

Rod Rossi

Stevens, Troy

From: Rossi, Rod
Sent: Thursday, December 31, 2015 11:02 AM
To: Stevens, Troy
Cc: McLeod, Bonnie
Subject: Street Vacation Request 124.1363
Attachments: Department Response Vaca req 124.1363.pdf; Vacation Response.pdf

Hi Troy,

I have attached the ES departments response with comments to the street vacation request.

Let me know if you have any questions.

Rod Rossi
City of Tacoma - Environmental Services
Science & Engineering
326 East D St
Tacoma, WA 98421
(253)502-2127

Stevens, Troy

From: Angel, Jesse
Sent: Wednesday, December 16, 2015 10:59 AM
To: Muller, Gregory
Cc: Volkhardt, Greg; Vaughan, Stuart
Subject: RE: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Greg,

Below are the comments for Water Distribution:

Tacoma Water has an existing water main and appurtenances located in the proposed vacation area. The existing water mains and appurtenances need to remain in service, unobstructed, and accessible at all times.

A 20-foot water main easement shall be reserved over the entire length of the water main, fire hydrant, service laterals and meters and within the proposed street vacation. The petitioners Professional Land Surveyor shall prepare and submit the legal description of the easement to Tacoma Water for review and processing.

If existing water facilities need to be relocated or adjusted due to improvements for this proposal they will be relocated by Tacoma Water at the owners' expense.

Advisory comment: Future development of the parcels to the north will likely require additional easements for water mains to serve the properties.

Thanks,

Jesse Angel - Utility Service Specialist

Tacoma Water
3628 S. 35th St.
Tacoma, WA 98409-3192
253-502-8280 OFFICE
253-380-2614 CELL
253-502-8694 FAX
[Tacoma Water Website](#)

From: Muller, Gregory
Sent: Tuesday, December 15, 2015 4:30 PM
To: Van Allen, Rick; Glassy, Thad; Vaughan, Stuart; Angel, Jesse; Mounivong, Vince
Cc: Martinson, John; Volkhardt, Greg
Subject: FW: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Gentlemen,

Please see following e-mail and attachments for the street vacation request, and send your comments/questions my direction.

Thank you.

Greg Muller,
Real Estate Officer

Exhibit 4

Tacoma Public Utilities
Phone: (253) 502-8256
Fax: (253) 502-8539

From: Stevens, Troy

Sent: Tuesday, December 15, 2015 3:15 PM

To: Barnett, Elliott; Bateman, Joy; Ben Han; Boczar, Sue; Boudet, Brian; Cantrel, Aaron; Cornforth, Ronda; Coyne, Richard; Danby, Marilyn; Erickson, Ryan; Fields, Donni (Donni.J.Fields@centurylink.com); Howatson, James; Johnson, David (PDS); Kammerzell, Jennifer; Larson, Chris; Muller, Gregory; Reynolds, Tanara ; Seaman, Chris; Simpson, Sue; Site Development Group ; Standley, Steven; Trohimovich, Merita

Cc: Stevens, Troy

Subject: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Agency Reviewer,

Please review the attached memo and map exhibits for the proposed Street Vacation Petition 124.1363, as requested by the City of Tacoma, and provide comments for your respective utility/agency **on or before January 5, 2016**. Responses received later than January 5, 2016 risk NOT being incorporated into the vacation action.

Please email me with any questions you may have.

Thank you,

Troy Stevens

City of Tacoma, Public Works
Sr. Real Estate Specialist
(253) 591-5535
tstevens@ci.tacoma.wa.us

Stevens, Troy

From: Kammerzell, Jennifer
Sent: Thursday, March 03, 2016 4:16 PM
To: Stevens, Troy
Cc: Price, Richard; Walkowiak, Ellen (Elly)
Subject: Clarification RE: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Troy,

Traffic provides the following *advisory comments* for Street Vacation 124.1363.

The proposed partial length vacation of Broadway north of South 17th Street poses a traffic engineering/public access concern. The proposal to only vacate the northern portion of the alley, and with the anticipation that this vacated portion will not remain unobstructed and open for public travel, it means the vacation will create a discontinuity in the existing street and the circulation/parcel access it provides. Therefore, an appropriately designed/sized turn-around (hammerhead/branch style, modified from standard if need be), and any easements required to accommodate such design that deviates from the current development and access, would need to be provided at the north end of the remaining publicly accessible south portion of the street. The primary purpose for the turnaround is safety of drivers and pedestrians. If no turnaround is provided, vehicles have to back down the street to exit back to the South 17th Street. This is a hazard to the driver that has to back out, vehicles turning into the street, and pedestrians/bicyclists crossing the street.

At the time of sale or development, Traffic will require a turnaround, in public ROW or through a public easement, to address the concern.

RCW 46. 61. 605 Limitations on backing, states (1) the driver of a vehicle shall not back the same unless such movement can be made with safety and without interfering with other traffic. (2) The driver of a vehicle shall not back the same upon any shoulder or roadway of any limited access highway.

Jennifer Kammerzell

Senior Engineer

City of Tacoma Public Works Engineering

From: Stevens, Troy
Sent: Tuesday, December 15, 2015 3:15 PM
To: Barnett, Elliott; Bateman, Joy; Ben Han; Boczar, Sue; Boudet, Brian; Cantrel, Aaron; Cornforth, Ronda; Coyne, Richard; Danby, Marilynn; Erickson, Ryan; Fields, Donni (Donni.J.Fields@centurylink.com); Howatson, James; Johnson, David (PDS); Kammerzell, Jennifer; Larson, Chris; Muller, Gregory; Reynolds, Tanara ; Seaman, Chris; Simpson, Sue; Site Development Group ; Standley, Steven; Trohimovich, Merita
Cc: Stevens, Troy
Subject: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Agency Reviewer,

Please review the attached memo and map exhibits for the proposed Street Vacation Petition 124.1363, as requested by the City of Tacoma, and provide comments for your respective utility/agency **on or before January 5, 2016**. Responses received later than January 5, 2016 risk NOT being incorporated into the vacation action.

Please email me with any questions you may have.

Thank you,

Troy Stevens

City of Tacoma, Public Works

Sr. Real Estate Specialist

(253) 591-5535

tstevens@ci.tacoma.wa.us

Stevens, Troy

From: Danby, Marilyn M <marilynn.danby@pse.com>
Sent: Wednesday, December 23, 2015 1:09 PM
To: Stevens, Troy
Subject: RE: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Troy, PSE has an existing 2 in MPEI gas main located within the proposed vacated area. PSE will need to obtain an easement to cover this existing line. Please provide a legal description for the vacated area in order for us to prepare an easement for signature.

Thanks

Marilynn

Marilynn M. Danby SR/WA
Senior Real Estate Representative
Puget Sound Energy
3130 South 38th Street
Tacoma, Wa 98409
Work: 253/476-6451
Work Cell: 253/905-4668
e-mail: marilynn.danby@pse.com

From: Stevens, Troy [<mailto:tstevens@ci.tacoma.wa.us>]
Sent: Tuesday, December 15, 2015 3:15 PM
To: Barnett, Elliott; Bateman, Joy; Ben Han; Boczar, Sue; Boudet, Brian; Cantrel, Aaron; Cornforth, Ronda; Coyne, Richard; Danby, Marilyn M; Erickson, Ryan; Fields, Donni (Donni.J.Fields@centurylink.com); Howatson, James; Johnson, David (PDS); Kammerzell, Jennifer; Larson, Chris; Muller, Gregory; Reynolds, Tanara ; Seaman, Chris; Simpson, Sue; Site Development Group ; Standley, Steven; Trohimovich, Merita
Cc: Stevens, Troy
Subject: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Agency Reviewer,

Please review the attached memo and map exhibits for the proposed Street Vacation Petition 124.1363, as requested by the City of Tacoma, and provide comments for your respective utility/agency **on or before January 5, 2016**. Responses received later than January 5, 2016 risk NOT being incorporated into the vacation action.

Please email me with any questions you may have.

Thank you,

Troy Stevens

City of Tacoma, Public Works
Sr. Real Estate Specialist
(253) 591-5535
tstevens@ci.tacoma.wa.us

Exhibit 6



TO: ALL CONCERNED AGENCIES & DEPARTMENTS

**FROM: TROY STEVENS
PUBLIC WORKS /REAL PROPERTY SERVICES**

SUBJECT: STREET VACATION REQUEST NO. 124.1363

DATE: December 15, 2015

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- Fire Department
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- PW/Engineering
- PW/Engineering/LID
- PW/Engineering/Traffic
- PW/Environmental Services
- PW/Solid Waste
- PW/Street & Grounds
- Tacoma Economic Development
- Click! Network

RESPONSE

_____ No Objections

_____ Comments Attached

2/12/16 _____ Date

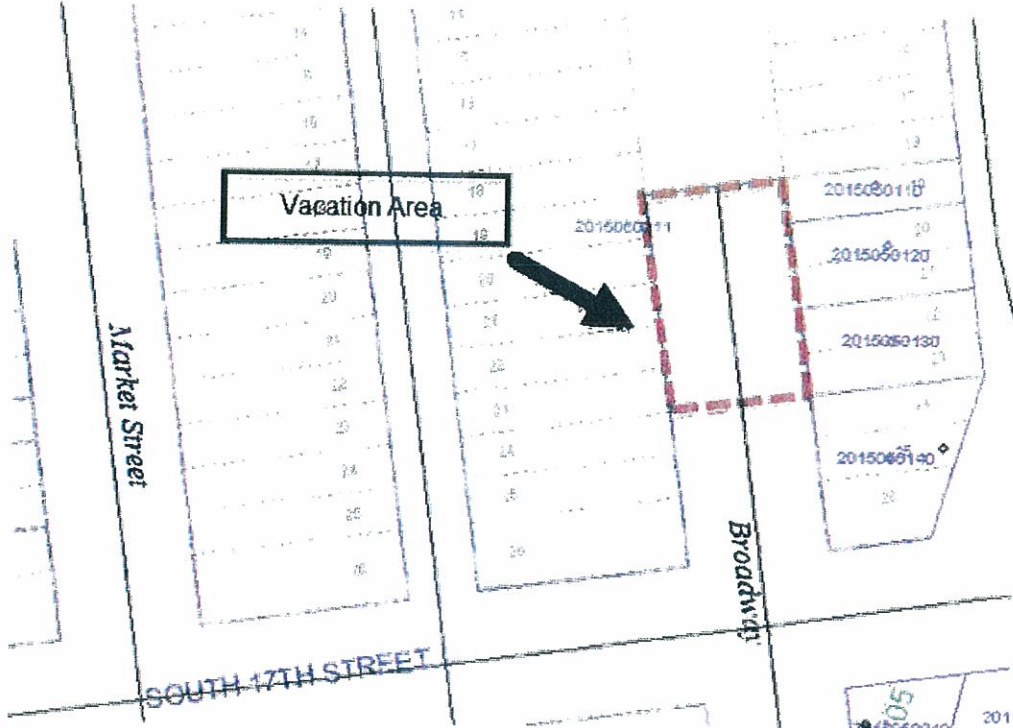
Eve Sp... _____ Signature

PW/RPS _____ Department

*IN LIEU OF ASSESSMENT
\$1,512.¹⁵*



Scale



50
201

Stevens, Troy

From: Simpson, Sue
Sent: Friday, February 12, 2016 11:50 AM
To: Stevens, Troy
Subject: Vac Request 124.1363
Attachments: 124.1363.pdf

Stevens, Troy

From: Seaman, Chris
Sent: Thursday, December 31, 2015 11:11 AM
To: Stevens, Troy
Subject: RE: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Troy,

TFD has no objections to the vacation.

Regards,
CHRIS SEAMAN, P.E.
Senior Engineer
Tacoma Fire Department | Prevention Division
901 Fawcett Avenue | Tacoma, WA 98402
253.591.5503 | cseaman@cityoftacoma.org



Please note: in order to accommodate training needs, Planning and Development Services will be making temporary service changes to inspection requests, lobby hours, and pre-application services. See the [Tacoma Permits Message Board](#) for more information.

From: Stevens, Troy
Sent: Tuesday, December 15, 2015 3:15 PM
To: Barnett, Elliott; Bateman, Joy; Ben Han; Boczar, Sue; Boudet, Brian; Cantrel, Aaron; Cornforth, Ronda; Coyne, Richard; Danby, Marilyn; Erickson, Ryan; Fields, Donni (Donni.J.Fields@centurylink.com); Howatson, James; Johnson, David (PDS); Kammerzell, Jennifer; Larson, Chris; Muller, Gregory; Reynolds, Tanara ; Seaman, Chris; Simpson, Sue; Site Development Group ; Standley, Steven; Trohimovich, Merita
Cc: Stevens, Troy
Subject: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

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Please email me with any questions you may have.

Thank you,

Troy Stevens

City of Tacoma, Public Works
Sr. Real Estate Specialist
(253) 591-5535
tstevens@ci.tacoma.wa.us

Exhibit 8

Stevens, Troy

From: Barrutia, Rich
Sent: Wednesday, December 16, 2015 1:19 PM
To: Glassy, Thad; Muller, Gregory
Cc: Horodyski, Greg; Stevens, Troy
Subject: Re: eIFW: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Tacoma Power has no objection to the vacation request if it is to accommodate the Convention Center Hotel project. We have submitted coordinated plans to serve the CCH project via this corridor with UG power.

Sent from my iPhone

On Dec 16, 2015, at 8:29 AM, "Glassy, Thad" <TGLASSY@ci.tacoma.wa.us> wrote:

> I'm with Rick. I see nothing, whatever Rich B comes up with sounds good to me.

>

> Thad

>

> From: Van Allen, Rick

> Sent: Wednesday, December 16, 2015 7:04 AM

> To: Barrutia, Rich

> Cc: Muller, Gregory; Mounivong, Vince; Martinson, John; Glassy, Thad

> Subject: FW: Street Vacation 124.1363 - Comments DUE January 5, 2016 -

> City of Tacoma Petitioner

>

> Sorry Rich, this time with the attachments.

>

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> Vince, can you respond to Greg and Rich on this for Click?

>

> Rick Van Allen | Tacoma Power

> T&D Electrical Services - New Services Engineering

> P: (253) 502-8076 | F: (253) 502-8659

> <http://www.mytpu.org/tacomapower/permitting><<http://www.mytpu.org/tacomapower/permitting/>>

>

>

>

> From: Muller, Gregory

> Sent: Tuesday, December 15, 2015 4:30 PM

> To: Van Allen, Rick; Glassy, Thad; Vaughan, Stuart; Angel, Jesse;

> Mounivong, Vince

> Cc: Martinson, John; Volkhardt, Greg

> Subject: FW: Street Vacation 124.1363 - Comments DUE January 5, 2016 -

> City of Tacoma Petitioner

>

Exhibit 9

> Gentlemen,
>
> Please see following e-mail and attachments for the street vacation request, and send your comments/questions my
direction.
>
> Thank you.
>
> Greg Muller,
> Real Estate Officer
> Tacoma Public Utilities
> Phone: (253) 502-8256
> Fax: (253) 502-8539
>
>
> From: Stevens, Troy
> Sent: Tuesday, December 15, 2015 3:15 PM
> To: Barnett, Elliott; Bateman, Joy; Ben Han; Boczar, Sue; Boudet,
> Brian; Cantrel, Aaron; Cornforth, Ronda; Coyne, Richard; Danby,
> Marilyn; Erickson, Ryan; Fields, Donni
> (Donni.J.Fields@centurylink.com<<mailto:Donni.J.Fields@centurylink.com>>
>); Howatson, James; Johnson, David (PDS); Kammerzell, Jennifer;
> Larson, Chris; Muller, Gregory; Reynolds, Tanara ; Seaman, Chris;
> Simpson, Sue; Site Development Group ; Standley, Steven; Trohimovich,
> Merita
> Cc: Stevens, Troy
> Subject: Street Vacation 124.1363 - Comments DUE January 5, 2016 -
> City of Tacoma Petitioner
>
> Agency Reviewer,
>
> Please review the attached memo and map exhibits for the proposed Street Vacation Petition 124.1363, as requested
by the City of Tacoma, and provide comments for your respective utility/agency on or before January 5, 2016.
Responses received later than January 5, 2016 risk NOT being incorporated into the vacation action.
>
> Please email me with any questions you may have.
>
> Thank you,
>
> Troy Stevens
> City of Tacoma, Public Works
> Sr. Real Estate Specialist
> (253) 591-5535
> tstevens@ci.tacoma.wa.us<<mailto:tstevens@ci.tacoma.wa.us>>
>
>
>
>
> <Map Frame Aerial - Map 1 (CoT_Yareton) 12_15_2015.doc> <Map Frame
> Aerial - Map 2 (Yareton) 12_15_2015.doc> <SV 124.1363 Agency Comments
> Memo (Yareton) 12_15_2015.doc>

Stevens, Troy

From: Glassy, Thad
Sent: Wednesday, December 16, 2015 8:30 AM
To: Muller, Gregory
Cc: Barrutia, Rich
Subject: eFW: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner
Attachments: Map Frame Aerial - Map 1 (CoT_Yareton) 12_15_2015.doc; Map Frame Aerial - Map 2 (Yareton) 12_15_2015.doc; SV 124.1363 Agency Comments Memo (Yareton) 12_15_2015.doc

I'm with Rick. I see nothing, whatever Rich B comes up with sounds good to me.

Thad

From: Van Allen, Rick
Sent: Wednesday, December 16, 2015 7:04 AM
To: Barrutia, Rich
Cc: Muller, Gregory; Mounivong, Vince; Martinson, John; Glassy, Thad
Subject: FW: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

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T&D Electrical Services - New Services Engineering
P: (253) 502-8076 | F: (253) 502-8659
<http://www.mytpu.org/tacomapower/permitting>

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Sent: Tuesday, December 15, 2015 4:30 PM
To: Van Allen, Rick; Glassy, Thad; Vaughan, Stuart; Angel, Jesse; Mounivong, Vince
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Real Estate Officer
Tacoma Public Utilities

Phone: (253) 502-8256

Fax: (253) 502-8539

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Sent: Tuesday, December 15, 2015 3:15 PM

To: Barnett, Elliott; Bateman, Joy; Ben Han; Boczar, Sue; Boudet, Brian; Cantrel, Aaron; Cornforth, Ronda; Coyne, Richard; Danby, Marilyn; Erickson, Ryan; Fields, Donni (Donni.J.Fields@centurylink.com); Howatson, James; Johnson, David (PDS); Kammerzell, Jennifer; Larson, Chris; Muller, Gregory; Reynolds, Tanara ; Seaman, Chris; Simpson, Sue; Site Development Group ; Standley, Steven; Trohimovich, Merita

Cc: Stevens, Troy

Subject: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

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Please email me with any questions you may have.

Thank you,

Troy Stevens

City of Tacoma, Public Works

Sr. Real Estate Specialist

(253) 591-5535

tstevens@ci.tacoma.wa.us

Stevens, Troy

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Sent: Wednesday, December 16, 2015 7:04 AM
To: Barrutia, Rich
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Troy Stevens

City of Tacoma, Public Works

Sr. Real Estate Specialist

(253) 591-5535

tstevens@ci.tacoma.wa.us

Stevens, Troy

From: Mounivong, Vince
Sent: Monday, December 21, 2015 7:41 AM
To: Van Allen, Rick; Barrutia, Rich
Cc: Muller, Gregory; Martinson, John; Glassy, Thad
Subject: RE: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

Greg,

Click has no facilities in proposed area.

Thanks,

Vince Mounivong

Tacoma Power/Click Network - HFC Engineering
Planning & Design Technician
O: (253) 502-8868
M: (253) 389-1811
vmounivong@cityoftacoma.org

From: Van Allen, Rick
Sent: Wednesday, December 16, 2015 7:04 AM
To: Barrutia, Rich
Cc: Muller, Gregory; Mounivong, Vince; Martinson, John; Glassy, Thad
Subject: FW: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

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Troy Stevens

City of Tacoma, Public Works
Sr. Real Estate Specialist
(253) 591-5535
tstevens@ci.tacoma.wa.us

Stevens, Troy

From: Cantrel, Aaron R <Aaron_Cantrel@cable.comcast.com>
Sent: Wednesday, December 16, 2015 8:26 AM
To: Stevens, Troy
Subject: RE: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner
Attachments: SV 124 1363 Agency Comments Memo (Yareton)-Comcast.doc

Let me know if you need any further info. Have a Great Holiday.

From: Stevens, Troy [<mailto:tstevens@ci.tacoma.wa.us>]
Sent: Tuesday, December 15, 2015 3:15 PM
To: Barnett, Elliott <elliott.barnett@ci.tacoma.wa.us>; Bateman, Joy <Joy.Bateman@CenturyLink.com>; Ben Han <bhan@piercetransit.org>; Boczar, Sue <SBoczar@ci.tacoma.wa.us>; Boudet, Brian <BBOUDET@ci.tacoma.wa.us>; Cantrel, Aaron R <Aaron_Cantrel@cable.comcast.com>; Cornforth, Ronda <rcornforth@cityoftacoma.org>; Coyne, Richard <RCOYNE@ci.tacoma.wa.us>; Danby, Marilyn <marilynn.danby@pse.com>; Erickson, Ryan <RErickso@ci.tacoma.wa.us>; Fields, Donni (Donni.J.Fields@centurylink.com) <Donni.J.Fields@centurylink.com>; Howatson, James <JHOWATSO@ci.tacoma.wa.us>; Johnson, David (PDS) <DJohnson2@ci.tacoma.wa.us>; Kammerzell, Jennifer <jkammerzell@ci.tacoma.wa.us>; Larson, Chris <CLARSON@ci.tacoma.wa.us>; Muller, Gregory <GMuller@ci.tacoma.wa.us>; Reynolds, Tanara <tvreyno@qwest.com>; Seaman, Chris <cseaman@ci.tacoma.wa.us>; Simpson, Sue <SSIMPSON@ci.tacoma.wa.us>; Site Development Group <SiteDevelopment@cityoftacoma.org>; Standley, Steven <sstandle@ci.tacoma.wa.us>; Trohimovich, Merita <MPollard@ci.tacoma.wa.us>
Cc: Stevens, Troy <tstevens@ci.tacoma.wa.us>
Subject: Street Vacation 124.1363 - Comments DUE January 5, 2016 - City of Tacoma Petitioner

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Thank you,

Troy Stevens

City of Tacoma, Public Works
Sr. Real Estate Specialist
(253) 591-5535
tstevens@ci.tacoma.wa.us



TO: ALL CONCERNED AGENCIES & DEPARTMENTS

**FROM: TROY STEVENS
PUBLIC WORKS /REAL PROPERTY SERVICES**

SUBJECT: STREET VACATION REQUEST NO. 124.1363

DATE: December 15, 2015

The City of Tacoma is petitioning to vacate a portion Broadway Avenue lying northerly of South 17th Street for a hotel development, as shown on the vicinity maps attached to this email.

In order to be considered, your comments must be received by **Real Property Services, TMB, Room 737, by January 5, 2016**. If your comments are not received by that date, it will be understood that the office you represent has no interest in this matter.

- Attachment(s)
- AT&T Broadband
 - Pierce Transit
 - Puget Sound Energy
 - Qwest Communications
 - Fire Department
 - Police Department
 - TPU/Power/T&D
 - TPU/Water/LID
 - PW/Director (3)
 - PW/BLUS (2)
 - PW/Construction
 - PW/Engineering
 - PW/Engineering/LID
 - PW/Engineering/Traffic
 - PW/Environmental Services
 - PW/Solid Waste
 - PW/Street & Grounds
 - Tacoma Economic Development
 - Click! Network

RESPONSE

No Objections

Comments Attached

____12/16/2015_____ Date

____Aaron Cantrell _____ Signature

____Planning & Design_____ Department

- Comcast has no facilities in this Vacation Area

Stevens, Troy

From: Neisler, Nick <Nick.Neisler@centurylink.com>
Sent: Friday, December 18, 2015 12:46 PM
To: Stevens, Troy
Subject: CenturyLink No Objection Letter P770293 Street Vacation 124.1363
Attachments: P770293 No Objection Letter_executed.pdf

Troy,

Please see the attached no objection letter for 124.1363

Thank you,

Nick Neisler

CenturyLink Right of Way

Network Real Estate

8021 SW Capitol Hill Rd | Portland, OR | 97219

C:503.504.1462 | F: Pending

Nick.Neisler@CenturyLink.com

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This communication is the property of CenturyLink and may contain confidential or privileged information. Unauthorized use of this communication is strictly prohibited and may be unlawful. If you have received this communication in error, please immediately notify the sender by reply e-mail and destroy all copies of the communication and any attachments.



CenturyLink
6700 Via Austii Parkway
Las Vegas, Nevada 89119
(702) 244 7055

December 17th, 2015

SV 124.1363
No Reservations

City of Tacoma
Public Works
ATTN: Troy Stevens
Sr. Real Estate Specialist
(253)-591-5535

SUBJECT: SV 124.1363
Project Name: Tacoma, WA CBL Vacation #SV 124.1363 (S 17th St & Broadway)

Re: Request by City of City of Tacoma to vacate and abandon easements of interest.

Dear Mr. Stevens:

QWEST CORPORATION d/b/a CENTURYLINK has reviewed the request for the subject vacation and has determined that it has no objections with respect to the areas proposed for vacation.

It is the intent and understanding of CenturyLink that this Vacation shall not reduce our rights to any other existing easement or rights we have on this site or in the area.

This vacation response is submitted **WITH THE STIPULATION** that if CenturyLink facilities are found within the vacated area as described, the Applicant will relocate the facilities at Applicant's expense and within guidelines set by CenturyLink and all regulating entities. All relocations will be done under the supervision of a CenturyLink Inspector.

Respectfully,

Tommy Sassone
CenturyLink Network Real Estate
7145 E 1st St
Scottsdale Arizona 85251

**GREATER TACOMA CONVENTION
CENTER
FEASIBILITY STUDY**

MARKET ANALYSIS

AUGUST 2000

PROPERTY COUNSELORS

EXH. 13

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I. INTRODUCTION AND SUMMARY

INTRODUCTION

The City of Tacoma is planning for the development of a new regional convention center as one of several projects intended to stimulate the revitalization and redevelopment of the Downtown Tacoma and greater Tacoma area. The City has purchased a site between South 15th, South 17th, Pacific and Market. The preliminary program calls for:

50,000 Square Foot Exhibit Hall

25,000 Square Feet of Breakout Meeting Rooms

Variety of Public Spaces

Associated Parking

The City solicited for proposals for general contractor/construction management services as well as co-development of private uses. The City selected a proposal that meets the preliminary program and also provides a 400 room hotel, related commercial development and housing on Pacific Avenue.

The City now needs to refine the facility program in order to proceed with design and a financing program. An analysis of the market for convention center events will provide the information required for both the program and the projection of financial performance. The financial projections will follow in a subsequent phase of the feasibility analysis.

This report documents the results of the market analysis. It is organized in eight sections:

- I. Introduction and Summary
- II. Tacoma/Pierce County Attributes
- III. Meetings Industry Trends and Conditions
- IV. Survey of Potential Users
- V. Analysis of Competitive Facilities
- VI. Market Opportunity and Potential Demand
- VII. Conclusions and Recommendations

Appendix

The contents of each section are summarized in the remainder of this section.

SUMMARY

TACOMA/PIERCE COUNTY ATTRIBUTES

Pierce County is the second largest county, in terms of population, in Washington, and Tacoma is the third largest city. The area has recently attracted a number of high tech companies, and the City's reputation as the "Wired City" is beginning to attract new internet related businesses. Public investment in Downtown Tacoma has already resulted in major projects such as the State Historical Museum, Union Station, the University of Washington Tacoma Campus, and redevelopment of the Foss Waterway. Projects scheduled for the future include the Museum of Glass, The Glass Bridge, the Harold LeMay Auto Museum, a new Tacoma Art Museum, and a number of private commercial developments.

MEETING TRENDS AND CONDITIONS

Existing meeting facilities in Washington State and the Pacific Northwest range from large public facilities with the capacity for exhibitions or meetings for 2,000 delegates or more; to medium sized public facilities and large hotels with capacity for meetings of 800 – 1,000; and smaller hotels with capacity for meetings with 200 to 500 delegates. Virtually all public facilities in the region have expanded in the past three years or are planning to expand.

SURVEY OF POTENTIAL USERS

A telephone survey was conducted of meeting planners of a range of State, regional and national groups. Forty-seven of the 60 planners participating in the survey, indicated they would be interested in holding their large meeting (generally an annual convention) in Tacoma.

The primary concern of virtually all meeting planners is the availability of an adequate number of hotel rooms adjacent to the meeting facility in Tacoma. This challenge would be addressed with the development of a 400 room hotel as part of the project and/or 225 room expansion of the Sheraton Hotel.

COMPETITIVE FACILITIES

With expansion of existing facilities in the region, competitive positioning will change. The Oregon Convention Center is planning to expand its exhibit hall from 150,000 square feet to 265,000 square feet. The Washington State Convention and Trade Center is expanding to provide 202,000 square feet of exhibit space in two halls connected by a wide sky bridge. The Spokane Center is planning to expand its facility from a 40,000 square foot main hall to 100,000 square feet. Bellevue is planning to expand its main hall from

36,000 to 60,000 square feet and add a ballroom. Yakima is expanding to provide a 27,000 square foot main hall and supporting break-out room space.

MARKET OPPORTUNITY AND POTENTIAL DEMAND

The appropriate sized facility is related to the availability of nearby hotel rooms.

With no additional adjacent hotels:

- 18,000 square foot main hall
- 9,000 square feet breakout space

With 250 room Sheraton expansion:

- 27,000 square foot main hall
- 14,000 square feet breakout space including ballroom configuration

With 400 room headquarters hotel:

- 33,000 square foot main hall
- 17,000 square feet breakout space including ballroom configuration

With 400 room headquarters hotel and 250 room Sheraton expansion:

- 49,000 square foot main hall
- 22,000 square feet breakout space including ballroom configuration

A facility at the high end of the range would capture over 80 percent of the potential meeting demand identified in the survey.

The important features to be incorporated in the design are:

- State of the art telecommunications and audio visual
- Adequate parking on-site and at adjacent hotels to meet needs of Meeting and Trade Show attendees. Assuming one-third of attendees commute by car, one-third drive and park in a hotel, one-third arrive by air and shuttle, the parking requirement would still reach 650 cars for the largest size alternative.

There is no expressed need for the following facilities:

- A fixed seat lecture hall was not a priority of survey respondents.
- An exhibit hall with exceptional floor loads and provision for major trucks and equipment is not a priority as long as facilities are available at the Tacoma Dome for major shows.

The proposed facility at any of the size alternatives should be competitive within the market and attract 30 – 40 conventions and 8 – 18 trade and consumer shows annually. Total events would range from 240 to more than 300. The average attendance for conventions is projected to be:

18,000 SF Main Hall:	700 Attendees
27,000 SF Main Hall	925
33,000 SF Main Hall	1,200
49,000 SF Main Hall	1,625

The facility should be marketed to regional and national groups as:

A state of the art, readily accessible facility, in a stimulating metropolitan area, with affordable costs of lodging, facilities rental, parking and entertainment.

RECOMMENDATION

The Greater Tacoma Area Convention Center should be planned and designed to provide a 49,000 main hall and 25,000 square feet of meeting space including a banquet configuration.

- If additional hotel rooms are not available near the site at the time the facility opens, the Center will need to adjust its marketing strategy to target local and single day events until new rooms are available.
- The Center should be designed to provide the potential to double in size at some time in the future.

The City should proceed with additional studies to refine plans and implementation efforts:

- Business Plan addressing all aspects of the project.
- Overall tourism planning to add support for local hotel industry.
- Marketing Plan to address possible interim and long term strategies.
- Ongoing market analysis of Bicentennial Pavilion and co-development uses.
- Pre-opening staffing plan and project office.

II. TACOMA/PIERCE COUNTY ATTRIBUTES

The economic and development characteristics of Pierce County and Tacoma will largely determine the potential for expanded convention activity. These attributes are discussed in this section in terms of:

Economic and Demographic Characteristics

Development Conditions and Attractions

Hotel Capacity

Local Meeting Activity

ECONOMIC AND DEMOGRAPHIC CHARACTERISTICS

POPULATION

Tacoma and Pierce County are a major population center in the State of Washington. As shown in Table II-1, Pierce County is the second most populous county in the State, and Tacoma is the third largest city, virtually equal in size to Spokane.

Table II-1

Population of Washington Cities and Counties – 1999

<u>Cities</u>	
1. Seattle	540,500
2. Spokane	189,200
3. Tacoma	187,200
4. Vancouver	135,100
5. Bellevue	106,200
6. Everett	86,730
7. Federal Way	76,910
8. Kent	73,060
9. Yakima	65,500
10. Bellingham	64,070
11. Lakewood	63,820

Counties	
1. King	1,677,000
2. Pierce	700,000
3. Snohomish	583,300
4. Spokane	414,500
5. Clark	337,000
6. Kitsap	229,700
7. Yakima	212,300
8. Thurston	202,700
9. Whatcom	161,300
10 Benton	138,900

Source: State of Washington Office of Financial Management

The County and City will likely maintain these positions as projected population growth continues at rates comparable to the State as a whole over the next decade.

Table II-2
Population Growth
Pierce County and State of Washington

	1990	1999	Projected 2010
Pierce County	586,203	700,000	812,002
Washington	4,866,663	5,757,400	6,693,325
Avg. Annual Growth	1990 – 1999	1999 – 2010	
Pierce County	2.0%	1.4%	
Washington	1.9	1.4	

Source: State of Washington Office of Financial Management
Property Counselors

EMPLOYMENT

Employment in Pierce County is concentrated in the services, government and retail sectors as shown in Table II-3. Higher wage manufacturing jobs are also well represented. However, the largest employers are generally government or institutional organizations. As shown in Table II-4, of the 25 largest employers, only six are private firms and three of those are retail or restaurant chains. The other three private firms are noteworthy in their contribution to the economy. Boeing, with its parts manufacturing facility in Frederickson and Intel, with its engineering and assembly operations in Dupont, both developed state of the art facilities in Pierce County within the last decade.

The Frank Russell Company is known nationally and internationally as a financial services firm. Tacoma is beginning to attract high tech start up firms. While such firms do not show up on the list of main employers, they are an important part of the emerging information-based economy. This trend is largely a result of the City's investment in a fiber optic network, contributing to its nickname of the Wired City.

Table II-3
Pierce County Economic Data
Covered Employment and Wages by Industry, 1998

Industry	Average Employment	Average Wage
Ag, Forest/Fishing	2,987	\$17,880
Mining	166	33,820
Construction	12,533	32,292
Manufacturing	25,016	36,994
Transportation, Communication, & Public Utilities	8,336	37,160
Wholesale Trade	11,551	34,117
Retail Trade	45,276	16,602
Finance, Insurance, & Real Estate	12,336	35,594
Services	63,757	22,692
Government	46,306	33,838
Pierce County Total	228,264	27,493

Source: Tacoma Pierce County Economic Development Board

The influence of the military facilities is important to this study in two respects. The military has been a stable source of employment in the area for many years. More specifically, the presence of these facilities contributes to the large number of military reunions which are held in the area.

DEVELOPMENT CONDITIONS AND ATTRACTIONS

The City of Tacoma has invested millions of dollars in Downtown Tacoma to improve conditions and stimulate development. In the 1980s, a mixed-use complex (Tacoma Center) was developed at the south end of the downtown business district and the Tacoma Dome stadium was constructed near Interstate 5. A massive demolition and clean-up of industrial sites on the Thea Foss Waterway was begun, with the long-run goal of creating a mixed-use urban neighborhood containing office, retail, residential, hotel, and cultural facilities on the waterfront. The Tacoma Spur freeway (Interstate 705) was built to improve access to the CBD. In 1990, the historic Union Station was

Table II-4
Pierce County Major Employers - 1999

Organization	# of Employees	Industry
1 US Army Fort Lewis (Military/Civilian)	19,726/4,920	Military
2 US Air Force McChord (Military/Civilian)	3,507/2,033	Military
3 Tacoma Public Schools	3,392	Education
4 Multicare Health System	3,281	Health Services
5 Madigan Army Medical Center (Military/Civilian)	1,340/1,460	Military
6 Pierce County Government	2,695	Gvt./Public Offices
7 Franciscan Health System (Includes St. Joseph Medical Center, St. Clare Hospital, & Franciscan Care Center at Tacoma)	2,306	Health Services
8 Western State Hospital	1,846	Health Services
9 Tacoma, City of (Does not include Tacoma Public Utilities)	1,830	Gvt./Public Offices
10 Good Samaritan Hospital	1,800	Health Services
11 Puyallup Tribe (Does not include smoke shops)	1,795	Indian Tribe
12 Puyallup School District	1,711	Education
13 Safeway Stores, Inc.	1,526	Retail Grocer
14 Clover Park School district	1,520	Education
15 Bethel School District	1,338	Education
16 Boeing Company, The (Fredrickson Site)	1,300	Aerospace
17 Intel Corporation	1,300	Computer Electronics
18 WA State Dept. of Social and Health Services	1,275	Social/Health Services
19 US Postal Service (Tacoma)	1,230	Gvt./Public Offices
20 Fred Meyer Stores (FTE not available, includes PT)	1,206	Retail Store
21 Frank Russell Company	1,133	Investment Management
22 Rainier School	1,050	Education
23 Sumner School District	1,000	Education
24 Tacoma Public Utilities	970	Public Utility
25 McDonald's Restaurants (Corporate Stores Only)	910	Fast Food

Source: Tacoma Pierce County Economic Development Board

renovated and expanded to provide a new federal courthouse for Tacoma. Recent and ongoing development activity is summarized in the following paragraphs.

1. The new, 110,000–square foot **Washington State Historical Society Museum** was completed in 1996 immediately south of Union Station at 1991 Pacific Avenue. This building, which was designed to complement the historic station building, cost \$40.8 million and has 40,000 square feet of exhibit space in two major galleries, a history lab, a 215–seat auditorium, an outdoor amphitheater, and a cafe.
2. In mid–1997, the **University of Washington** opened phase one of its first branch campus in a 46–acre area bounded by Pacific Avenue, Tacoma Avenue, South 17th Street, and South 21st Street. The new campus includes a mix of new buildings and conversions of several historic loft buildings in the area. The first phase totals 190,000 square feet in three buildings, housing an initial enrollment of about 1,250. A \$36.4 million second phase is currently under way to renovate additional buildings at 17th and Jefferson, and 21st and Pacific to provide more academic space. By 2010, the campus is expected to have about 6,000 students. The size of the UW project should have a substantial impact on the surrounding neighborhood.
3. Also in 1997, a new **State Route 509 freeway** was completed to replace 11th Street as the through route connecting downtown Tacoma with the Port Industrial district, Northeast Tacoma, and Federal Way. The new freeway allowed the Port to remove the bridge over the Blair Waterway, opening the way to widen and deepen the waterway to accommodate development of new container shipping terminals.
4. The **Museum of Glass** is a 60,000 square foot museum that is to be located on the shore of the Thea Foss Waterway. The project, which will feature the art of Tacoma native Dale Chihuly, will include display galleries, a glass making shop, educational facilities, libraries, archives, and a restaurant. The projected cost of the project is \$73.6 million. Construction began this summer. The target opening date for the museum is mid–2002.
5. **Thea Foss Waterway redevelopment** Phase I of this project involves clean–up of contamination on 26 acres of city–owned property and construction of Thea’s Park, a two–acre waterfront park at the mouth of the waterway. Future phases include the Museum of Glass, 400 residential units, a 284–room hotel, retail space, restaurants, a boardwalk along the waterfront, additional parks, and a \$50+ million regional aquarium. The City of Tacoma is contributing \$13.5 million to the project, with the remaining \$90 million coming from private developers.
6. As part of the Foss Waterway redevelopment and Chihuly museum, the **Bridge of Glass**, a 470–foot pedestrian overpass, is proposed to connect the Union Station area with the waterway. The bridge will include several pavilions that will house a permanent display of Dale Chihuly’s glass art, donated by the artist.

7. The **Tacoma Dome Transit Center** is located at Puyallup Avenue, 25th Street, and F and G Streets, opposite the Freighthouse Square shopping mall. The first phase consisted of a six-story, 360,000 square foot, 1,200-stall Parking garage with a transit center and boarding platforms that opened in October 1997 and currently serves as the terminus of Pierce Transit's Seattle Express buses. Phase 2, which currently is under construction, will add another 1,200 Parking stalls in a 7-level, \$18.5 million structure which is set for completion in September 2000. The project also includes street improvements and a covered pedestrian connection to the 30-store Freighthouse Square. It will become Tacoma's intermodal transportation hub serving Amtrak, Pierce Transit, Sound Transit Express, Sounder Commuter Rail, and Link Light Rail lines, as well as airport shuttles and intercity bus lines such as Greyhound.
8. **Mass Transit.** A 20-block light rail line is to be constructed between the Tacoma Dome Transit Center and the downtown theater district. This \$51 million project is part of the Regional Transit Authority's \$3.9 billion multi-modal transit system for the Puget Sound region. The new 1.6-mile Tacoma Link line is to be completed in 2002 and will be the first segment of the light rail system to open. Preliminary plans call for the line to begin at the Tacoma Dome Transit Center, then run west along Puyallup Avenue, then north along Pacific Avenue to South 17th Street, where it will jog over to Commerce Street and continue to its north terminus at South 9th Street. Stations will be located at the UW Campus, at each terminus, and at 15th and 25th Streets. The route and station locations are subject to change as the system is planned in detail.
9. The **Harold LeMay Museum** is proposed for 14 acres adjacent to the Tacoma Dome. This 251,000-square-foot facility will house one of the largest collections of vintage automobiles in the world assembled by Tacoma resident Harold LeMay. The museum will feature a 10-story glass tower with a 350-car gallery, and a three-level Parking garage. The City is seeking funding to develop the project, which is tentatively set for completion between 2002 and 2005.
10. The **Tacoma Art Museum** has secured a site on the east side of Pacific Avenue at South 16th Street, immediately north of Union Station, for a new 50,000-square-foot facility and Parking garage to replace its current 22,000-square foot cramped in the heart of downtown. Construction of the new museum is set to begin in late 2000 with completion set for 2003. The City Council has approved \$3.5 million in cash and a city-owned site valued at \$1.7 million as its contribution to the project. Total project cost is \$25 million.

All of the major development projects listed above are being undertaken by the public sector or with substantial public sector involvement. Other private-sector projects are proposed or under way Downtown:

11. A portion of the old Schoenfeld Building at South 15th Street has been converted into the **Tacoma Technology Center**, a "co-location" center which provides specialized rental space for computer and communications equipment. The facility will serve as a

fiber optic and Internet hub that connects directly into the City of Tacoma’s Click fiber–optic system and other fiber optic rings installed by private providers.

12. Immediately south of the Luzon Building are two blocks of parking lots in the area bounded by Pacific Avenue, Commerce Street, South 13th Street, and South 15th Street. Pierce County bought the site seven years ago with the intent of developing a county office building there. The County has declared the site surplus and solicited proposals from private developers. **Opus Northwest** will build Pacific Steps, a \$60 million project combining retail space, offices, parking and entertainment uses.

Each of these developments will contribute to the overall attractions of Downtown Tacoma as a convention location.

HOTEL ROOM INVENTORY

Availability of hotel rooms is a key attribute affecting a community’s ability to attract meetings. Table II-5 lists the major hotels in the County. As shown, there are approximately 3,200 hotel rooms. Of those, over half are in Tacoma with a second major concentration in Fife.

Table II-5
Tacoma Pierce County
Hotel Room Inventory

	Number
Tacoma	
Sheraton	319
La Quinta	158
Ramada	160
Days Inn	123
Holiday Inn Express	78
Tacoma Inn	149
Comfort Inn	91
Motel Six	120
Sherwood Inn	115
Shilo	132
Tacoma Express	145
Extended Stay of America	109
Subtotal	1,699

Fife	
Executive Inn	138
Motel Six	120
Ramada	98
Royal Coachman	94
Hometel	107
Days Inn	185
Comfort Inn	70
Extended Stay of America	104
Subtotal	<u>916</u>
Lakewood	
Lakewood Motor Inn	78
Knights Inn	77
Quality Inn	103
Subtotal	<u>258</u>
Gig Harbor	
Inn at Gig Harbor	64
Western Inn	53
Subtotal	<u>117</u>
Puyallup	
Park Plaza Hotel	100
Holiday Inn Express	96
Subtotal	<u>196</u>
Total	<u>3,186</u>

Source: Tacoma Pierce County Visitors and Convention Bureau
Property Counselors

Of the Tacoma hotels, only the Sheraton is in the Downtown Core. The Ramada and La Quinta are located at the south edge of Downtown by the Tacoma Dome. Many of the other rooms are located in South Tacoma off Interstate 5.

Only a portion of the rooms are available as a convention block as most hotels reserve a portion of their rooms for regular commercial travelers or full price “rack-rate” guests. Using a typical factor of 65 percent for the portion of rooms available for a convention block, the total convention capacity can be summarized as follows:

Downtown Core	205 Rooms
Greater Downtown	410
County-Wide	2,100

As shown, the number of convention rooms in the Core is quite limited, but there is a large inventory City- and County-wide.

There are new hotels planned or under construction. The 100-room Silver Cloud is under construction on Ruston Way north of Downtown. A specialty hotel is planned for the Luzon Building as described earlier. A 150 room hotel is planned on the Foss Waterway. The Sheraton has proposed a 250-room expansion. There is a proposal for a 400-room Marriott Hotel as part of the convention center project. If all of these projects were built, 940 rooms would be added to the existing 3,186 rooms in the County.

LOCAL MEETING ACTIVITY

Tacoma and Pierce County have an active convention and visitor bureau and are established meeting destinations. The level of activity is at least partly a function of the meeting facilities that are available. The characteristics of the largest six facilities are shown in Table II-6 as reported in the VCB Meeting Facilities Guide.

The facilities range from the multipurpose Tacoma Dome to the two private convention hotels. It is important to note that the Bicentennial Pavilion and the Sheraton meeting facilities are operated jointly by the Sheraton, and are often used together for larger events.

Table II-6

Capacity of Major Meeting Facilities in Tacoma/Pierce County

	Largest Room (SF)	Banquet Capacity	8 x 10 Booths
Tacoma Dome			
Arena	130,000	N/A	500
Exhibit Hall	30,000	1,700	160
Sheraton Hotel	5,724	450	31
Bicentennial Pavilion	14,336	980	98
Landmark Convention Center	12,285	900	56
Executive Inn	7,700	650	49
Western Washington Fairgrounds Pavilion	25,000	1,600	116

Source: Tacoma Pierce County Visitor and Convention Bureau, Meeting Facilities Guide

As shown, the exhibition facilities can accommodate up to 1,700 people for a meal function and 160 – 500 booths for a trade or consumer show. The convention facilities can accommodate up to approximately 1,000 people for a meal function. These capacities are much greater than the number of hotel rooms in proximity to any of the meeting facilities.

The Tacoma Pierce County Convention and Visitors Bureau reported the following level of activity for 1999.

	Number	Total Attendance
Groups	74	106,859
Events	2	25,000
Tours	7	262
Total	83	132,121

An analysis of the Bureau's Convention Calendar for 2000 provides information on the types of groups and events attracted to the area. Table II-7 summarizes the characteristics of 60 events listed in the Year 2000 Calendar. Of the 60 events, 19 were conventions or conferences, 19 were sports tournaments or competitions, and 13 were reunions (mostly military). While festivals, shows, and sports events had attendance levels in excess of 10,000, the average attendance at conventions was 287. Such events generally serve overnight visitors, and this attendance level is consistent with the size of the potential room block available in proximity to any meeting facility.

In terms of geographic scope, a large number of the events are national. The most popular venue is the Sheraton/Bicentennial Pavilion followed by the Tacoma Dome and the Executive Inn in Fife.

Table II-7
Tacoma Pierce County
Convention Calendar
All Events 2000

	Number	Avg. Attendance	Avg. Room Nights
Events by Type			
Convention/Conference	19	287	111
Reunions	13	170	69
Sports	19	11,753	8
Seminars/Meetings	6	49	24
Trade Show	1	15,000	320
Consumer Show	1	18,000	50
Festival	1	10,000	275
	60	4,571	66

Events by Scope

	Number	% of Total
International	2	3.3%
National	22	36.7
Regional	8	13.3
State	28	46.7
	<hr/> 60	<hr/> 100.00

Events by Facility

Sheraton/Bicentennial	18	30.0%
Tacoma Dome	7	11.7
Executive Inn	5	8.3
Inn at Gig Harbor	4	6.7
Holiday Inn	3	5.0
La Quinta	7	11.7
Misc. Sports Facility	10	16.7
Misc. Hotels	5	8.3
Not Determined	1	1.7
	<hr/> 60	<hr/> 100.0

Source: Tacoma Pierce County Visitors and Convention Bureau, 2000 Convention Calendar

Table II-8 provides a summary of the characteristics of the 19 conventions and conferences. As shown, 85 percent of these events are state or regional in scope, but the area does attract some national and international activity. Ninety-five percent of the conventions have 500 or fewer attendees. Sixty-three percent of the conventions require fewer than 100 hotel rooms, and 95 percent require fewer than 500 rooms on the peak day.

Table II-8
Tacoma Pierce County
Convention Calendar
Conventions/Conferences 2000

	Number	% of Total
By Geographic Scope		
International	1	5.3%
National	2	10.5
Regional	5	26.3
State	11	57.9
	19	100.0
By Number of Attendees		
0 – 100	3	15.8%
101 – 250	7	36.8
251 – 500	8	42.1
501 – 750	1	5.3
750 or More	0	
	19	100.0
By Facility		
Sheraton	12	63.2%
Executive Inn	2	10.5
Inn at Gig Harbor	3	15.8
La Quinta	1	5.3
Park Plaza	1	5.3
	19	100.0
By Peak Room Nights		
0 – 50	5	26.3%
51 – 100	7	36.8
101 – 150	2	10.5
151 – 200	1	5.3
201 – 250	3	15.8
251 – 300	1	5.3
	19	100.0

Source: Tacoma Pierce County Visitors and Convention Bureau, 2000 Convention Calendar

III. MEETING INDUSTRY TRENDS AND CONDITIONS

The meeting industry is well established, but constantly changing. Any new meeting facility must respond to the needs of meeting planners, while competing with other public and private facilities. This section describes the meeting industry trends and the market conditions which a facility would have to respond to. The industry is described in terms of:

Meeting Industry Trends

Regional Meetings Market

NATIONAL TRENDS

Meetings and Conventions Magazine conducts a survey of its members every two years and provides a useful summary of the entire meeting market as well as a consistent source of data. *Meetings and Conventions Magazine* estimates that their membership represents 70% of active corporate meeting planners and 100% of active association meeting planners. Survey results are presented below related to number and type of meetings.

Table III-1 presents data on number of meetings by type over the past 12 years. Events are categorized as corporate, association, and convention. Corporate meetings are meetings bringing together employees of a limited number of private businesses. Association meetings bring together attendees from a variety of business or public agencies, all with a common interest. Conventions are large gatherings sponsored by either corporations or associations, generally on an annual basis.

As shown, corporate meetings are the largest component of the market in terms of both number of meetings and total attendance. However, corporate meetings are generally smaller in terms of average attendance than association meetings. Both the number and attendance at corporate and association meetings declined from 1993 to 1995, in spite of the booming economy. Corporations have continued to reduce costs to maximize profitability. Association meetings and attendance dropped by a greater amount in 1995, but recovered somewhat in 1997. Convention attendance showed an increase in 1995, but a decline in 1997.

**Table III-1
National Meeting Statistics**

	1983	1985	1987	1989	1991	1993	1995	1997
Number of Meetings								
Corporate	713,800	706,100	807,200	866,800	806,200	801,300	797,100	783,900
Associations	147,800	185,400	181,700	186,600	215,000	206,500	175,600	189,500
Conventions	11,600	12,200	12,700	12,600	10,200	11,800	10,900	11,300
Attendance (000's)								
Corporate	36,800	39,800	47,300	58,400	49,600	55,100	49,300	49,900
Associations	14,400	18,200	16,300	21,700	22,600	18,700	15,100	17,900
Conventions	12,100	13,500	10,700	13,600	8,600	10,700	13,000	11,700
Average Meeting Size								
Corporate	52	56	59	67	62	69	62	64
Associations	97	98	90	116	105	91	86	94
Conventions	1,043	1,107	843	1,079	843	907	1,193	1,035

Source: *Meetings and Conventions Magazine.*

Breakdown of Meetings by Purpose

	% of Total	Avg. Attdn.
Corporate		
Training Seminars	28%	41
Management Meetings	23%	42
Professional/Technical	13%	108
Regional Sales Meetings	12%	51
Incentive Trips	9%	104
National Sales Meetings	5%	139
New Product Introduction	5%	63
Stockholder Meetings	2%	101
Other Meetings	2%	198
Associations		
Educational Seminars	39%	119
Board Meetings	21%	36
Professional/Technical	17%	130
Reg./Loc. Chapter Meetings	15%	146
Other Meetings	8%	221

Source: *Meetings and Conventions Magazine - 1990 Meetings Market Report.*

As shown, there is a wide variety of corporate meetings, ranging from training sessions to sales meetings to incentive trips. Average attendance varies with geographic scope, with national sales meetings and stockholder meetings having the largest attendance on average. The range of association meetings is somewhat narrower. Board meetings are the smallest, while educational or technical meetings are larger, and chapter meetings are larger still. In summary, the meeting market is far more than simply annual conventions.

REGIONAL MEETING MARKET

EXISTING MEETING FACILITIES

Table II-2 provides a summary of major meeting facilities in the Pacific Northwest by size. Generally, the larger facilities are publicly owned convention centers. However, there are large hotels in the major cities which offer meeting and exhibit space comparable in size to the public facilities in medium sized communities. Overall facilities fall into three general size categories:

- Public facilities with capacity of 2,000 attendees or more. These facilities may be referred to as convention and/or trade centers and can accommodate large meetings or shows with exhibits.
- Medium sized public facilities and large hotels with capacities of 800 attendees or more. The public facilities are usually referred to as conference or convention centers.
- Smaller hotels with capacities of 200 attendees or more.

The medium sized public convention centers provide relevant examples for Tacoma. The characteristics of these facilities are shown in Table III-3.

Table III-2
Summary of Facility Characteristics
Major Meeting Facilities

Region & Facility	Largest Room (Sq. Ft.)	Banquet Capacity (Seats)
Seattle, WA		
WA State Conv & Trade Ctr	100,000	5,500
Stadium Exhibition Center	185,720	N/A
Sea-Tac Doubletree	13,600	1,470
Sheraton Hotel	14,000	1,190
Westin Hotel	18,030	1,710
Spokane, WA		
Convention Center	40,000	3,200
Doubletree	10,800	1,000
Cavanaugh's	10,235	1,000
Bellevue, WA		
Meydenbauer Center	36,000	2,000
Bellevue Doubletree	9,652	1,000
Tacoma, WA		
Conv Ctr/Sheraton Hotel	14,815	1,000
Tacoma Dome Exhibition Hall	30,000	1,700
Yakima, WA		
SunDome	86,000	3,000
Convention Center	23,560	1,600
Tri-Cities, WA		
Trade Recreation Agriculture and Convention (TRAC)	40,000	3,000
Pasco Doubletree	12,800	900
Portland, OR		
Oregon Convention Center	150,000	7,500
Marriott Hotel	14,144	1,200
Hilton Hotel	11,587	1,200
Benson Hotel	7,176	500
Eugene, OR		
Lane County Convention Center	42,000	3,000
Eugene Conv Ctr/Hilton	11,800	1,000
Seaside, OR		
Convention Center	15,250	1,450
Boise, ID		
Boise Center	25,134	2,000

Source: Property Counselors

**Table III-3
Characteristics of Selected Competitive Meeting Facilities**

	Spokane	Meydenbauer	Yakima	Tacoma Convention Center	Wenatchee	Eugene	Seaside	Boise
Main Exhibit Area								
Square Feet	40,000	36,000	23,560	14,815	10,080	11,600	20,000	25,134
Banquet Seating	3,200		1,600	1,000	1,000	1,200	1,100	1,800
Exhibit Booths	200	180	150		100	100	120	137
Meeting Rooms								
Total Square Feet	18,500	12,000				4,580	5,000	15,715
Number	15	9	Subdivide	6	9	8	8	8
Other	270 Seat Theater	411 Seat Theater			11,310 SF Exhibit Hall			322 Seat Auditorium
Owned By	City of Spokane	City of Bellevue	City of Yakima	City of Tacoma	City of Wenatchee	City of Eugene	City of Seaside	Boise Auditorium District
Managed By	City of Spokane	Bellevue Convention Center Authority	Yakima CVB	Tacoma Sheraton	West Coast Hotels	Eugene Hilton	City of Seaside	Boise Auditorium District
Marketed By	Spokane CVB	East King County CVB	Yakima CVB	Tacoma Sheraton	West Coast Hotels	Eugene Hilton	Seaside CVB	Boise Auditorium District

Source: Property Counselors

The Spokane Convention Center and International Agricultural Trade Center is the major convention facility in eastern Washington. It includes an exhibition hall (the convention center itself, remaining from the 1976 Spokane Expo) and the Ag Trade building, built in 1989 to provide a ballroom and break-out space to supplement the Convention Center.

The Meydenbauer Center is the newest convention center in the state. It opened in the fall of 1993 and is similar in size to the Spokane facility.

Yakima Center is a well established and popular center located in downtown Yakima and opened in 1976. It recently expanded to provide a 24,000-square foot main hall, but relies on an adjacent hotel for break-out space.

The Tacoma Convention Center (Bicentennial Pavilion) is one of two public meeting facilities in Tacoma, the other being the Tacoma Dome Exhibit Hall. The facility is operated by the adjacent Sheraton Hotel.

The Wenatchee Convention Center is a publicly owned building operated by an adjacent hotel. It was recently expanded to provide additional breakout space.

Eugene Conference Center is one of the most popular conference facilities in Oregon outside of Portland. It competes with Washington facilities for regional meetings.

The Seaside Convention Center is also a popular meeting site in Oregon. It is one of the oldest facilities in the region, originally developed in the 1960s, but has been updated in the late 1980s.

The Boise Center is a popular public center in Idaho and offers an example of a facility sized somewhere between Meydenbauer and Seaside.

A comparison of the facilities supports several conclusions:

- The main exhibit or banquet areas vary in size from 10,080 square feet in Wenatchee to 40,000 square feet in Spokane—providing a range in seating capacity of 1,000 to 3,200. Use of the entire exhibit hall in the larger buildings for meetings is infrequent, however. More often, the uses requiring the full hall are trade or consumer shows. In those uses the relevant measure of capacity is number of booths. The booth counts shown are somewhat inconsistent because they are based on 8' x 10' booths in some cases and 10' x 10' booths in other cases. Generally, however, the range in size is 100 to 200 booths.
- The amount of break-out meeting space provided varies considerably. Yakima relies on an adjacent hotel for its break-out space, as well as subdivision of its ballroom. The other facilities offer additional meeting room space ranging in total

amount from 33% to 60% of the size of their exhibit hall or ballroom. Most successful facilities offer at least eight break-out rooms of varying sizes.

- Three of the facilities offer theater or auditorium space: 270 seats in Spokane, 411 seats in Bellevue and 322 seats in Boise. The Meydenbauer Theater was designed to serve as a true performing arts facility. In terms of its use for convention groups, the General Manager of the Boise Center reports that the auditorium there is a strong point in marketing the building, but is actually the least used space in the building.
- The buildings are operated under any of three general approaches: by a city department; by a special purpose public entity such as the Bellevue Convention Center Authority or Boise Auditorium District; or by a private contractor such as the Hilton Hotel in Eugene, West Coast Hotels in Wenatchee, or the Convention and Visitors Bureau in Yakima.
- The facilities are generally marketed on a cooperative basis by the local convention and visitors bureau and the building itself. The visitors bureau is often responsible for long-range marketing (events 18 months or more in the future), and the building itself for short-term business.

The most successful facilities are those which are most responsive to user needs:

- Spokane offers a range of spaces from a small theater to extensive meeting and conference rooms and exhibit areas which can be subdivided into various sized spaces. State-of-the-art sound and audio-visual equipment is available.
- Meydenbauer is a new facility in an urban location with a range of specialized meeting facilities.
- Yakima is a well established facility in eastern Washington, but relatively close in terms of driving distance from Puget Sound, and is sized to meet the needs of a large portion of state meetings.
- The Eugene Conference Center/Hilton Hotel is properly sized to serve a large share of the meetings market, offers a range of large and small meeting rooms, is virtually a part of a headquarters hotel, and is adjacent to urban amenities including a performing arts center.
- The Seaside Convention Center is a popular coastal location, sized to meet the market and recently updated to offer a quality atmosphere.
- Boise is an attractive facility in a capital city, but is has suffered a bit in its ability to attract regional conventions because it lacks a concentration of hotels in the downtown area.

DEMAND FOR MEETING SPACE

It is virtually impossible to provide a comprehensive picture of meeting activity in the region. It is estimated that there are over 2,000 associations in Washington. Each of those associations may hold five or more meetings each year, a total of approximately 10,000 meetings. If there were four off-site corporate meetings for every one association meeting, there would be approximately 50,000 meetings altogether. The level of meeting activity in Oregon is approximately one-half that in Washington, and other states in the region have proportionally less.

The meeting profiles of members of the Washington State Society of Association Executives provide some insight into typical meeting patterns. While most of these organizations are Statewide in scope, some are regional. The Society has 139 regular members. Fifty-nine of those provided profiles to the Society. Table III-5 summarizes the characteristics of these organizations.

- Fifty-seven percent of the large meetings of each organization have 250 or fewer delegates. Eighty percent have 500 or fewer delegates. (In comparison, 95 percent of current meetings in Tacoma Pierce County have 500 or fewer attendees).
- Eighty percent of the large meetings have 250 or fewer peak hotel room nights (rooms required on the busiest night), and 90 percent have fewer than 500 room nights. (Ninety-five percent of current meetings in Tacoma Pierce County have fewer than 500 room nights.)
- Three fourths of groups required exhibit space for their meetings. Forty-three percent required 5,000 square feet or less. Eighty percent required 10,000 square feet or less.
- Fall and spring are the preferred seasons for holding meetings.

Table III-4
Washington State Association Executives
Membership Meeting Profile

By Attendance:

Attendees	Major Meetings	% of Total
0 – 100	7	13.7%
101 – 250	22	43.1
251 – 500	12	23.5
501 – 750	3	5.9
751 – 1,000	0	0
1,001 – 1,500	3	7.8
More than 1,500	4	5.9
Not Reporting	8	-
Total	59	100.0

By Peak Room Nights

Room Nights	Major Meetings	% of Total
0 – 100	22	50.0%
101 – 250	14	31.8
251 – 500	4	9.1
501 – 750	2	4.6
751 – 1,000	1	2.3
1,001 – 1,500	0	-
More than 1,500	1	2.3
Not Reporting	15	-
Total	59	100.0

Table III-4 Continued

By Exhibit Space Requirement:

Exhibit Space (SF)	Major Meetings	% of Total
0 – 1,000	5	12.2%
1,001 – 5,000	12	29.3
5,001 – 10,000	16	39.0
10,001 – 20,000	7	17.1
20,001 – 30,000	0	0
30,001 – 40,000	1	2.4
40,001 – 50,000	0	0
50,001 – 75,000	0	0
75,001 – 100,000	0	0
Not Reporting	13	-
Total	54	100.0

By Season:

Preferred Dates	Major Meetings	% of Total
Summer	13	22.8%
Fall	18	31.6
Winter	5	8.8
Spring	21	36.8
Not Reporting	2	-
Total	59	100.0

Average Days per Meeting 2.9

Average Number of Breakouts Required 5

Source: WSAE Member Profile

DEMAND FOR TRADE AND CONSUMER SHOW SPACE

Trade and consumer shows are events which occur over several days and feature exhibits. Consumer shows are generally open to the public, while trade shows are open to specific industry or trade groups.

Table III-5 summarizes the location and size of the events listed in the 1998 Washington State Trade Show and Services Guide. As shown, Seattle hosts 40 percent of the events listed. The primary venues are the Washington State Convention and Trade Center,

Seattle Center facilities, and the new Stadium Exhibition Hall. Other venues in the State include convention centers such as Meydenbauer Center in Bellevue, the Spokane Convention Center, and Yakima Center; and facilities like the Kitsap Pavilion in Silverdale, TRAC in Pasco, and Western Washington Fairgrounds which host large shows but few multiple day meetings.

As shown in the chart, the largest size categories are events with 200 exhibit booths or fewer. A booth is typically 10' x 10' or 10' x 8' and 100 booths require 32,000 – 40,000 square feet of gross floor area including circulation.

Table III-6 summarizes the characteristics of the shows in the Guide. Seventy percent of the shows were held in the months of October through March. The average duration of a show is 2.9 days. Sixty percent of the shows have attendance of 6,000 or fewer. Only 22.5 percent of shows are restricted to the trade or association members only.

Table III-5
Washington State Trade and Consumer Show Activity – 2000
By Location and Size

City	Facility	Number of Booths					Not Shown	Total
		0 to 100	101 to 200	201 to 300	301 to 500	Over 500		
Seattle	Washington State Convention and Trade Center	5	10	6	5	5		31
	Seattle Center	3	7	7	0	0		17
	Stadium Exhibition Center	1	3	0	3	4		11
		9	20	13	8	9	0	59
Spokane	Convention Center/Ag Trade Center	3	2	2				7
	Spokane Fairgrounds	0	1	3				4
	Spokane Arena	0	1	1				2
		3	4	6	0	0	0	13
Tacoma	Tacoma Dome	5	4	4		3		16
Yakima	Yakima Center	2	1	0				3
	SunDome/Fairgrounds	2	1	0		1		4
		4	2	0	0	1	0	7
Tri-Cities	TRAC	2	4	1				7
	Tri-Cities Coliseum	0	1	0				1
		2	5	1	0	0	0	8
Silverdale	Kitsap Pavilion/Fairgrounds	3	1	1				5
Bellevue	Meydenbauer Center	1	3	1				5
Puyallup	Western Washington Fair	2	0	1	3	0	1	7
Chehalis	Southwest Washington Fair	2	1		0	1		4
	Other	14	9	2	2	0		27
	Total	45	49	29	13	14	1	151

Source: Washington State Trade Show and Services Guide

Table III-6**Selected Characteristics of Washington Trade Shows
Based on 2000 Trade Show Guide**

Month Held		% of Total
January	23	15.2%
February	18	11.9
March	22	14.6
April	9	6.0
May	9	6.0
June	5	3.3
July	3	2.0
August	6	4.0
September	13	8.6
October	22	14.6
November	15	9.9
December	6	4.0
	151	100.0

Duration		% of Total
1	23	15.2%
2	38	25.2
3	55	36.4
4	18	11.9
5	11	7.3
6 or More	5	3.3
Not Shown	1	0.7
Total	151	100.0
Avg.	2.9	

Attendance		% of Total
0 – 1,000	15	9.9%
1,001 – 2,000	22	14.6
2,001 – 4,000	27	17.9
4,001 – 6,000	26	17.2
6,001 – 10,000	24	15.9
10,001 – 20,000	20	13.3
20,001 – 50,000	10	6.6
50,001 – 100,000	4	2.7
100,000 or More	3	2.0
	151	100.0

Open To:		% of Total
Public	34	22.5%
Trade/Members Only	34	22.5
Public and Trade	83	55.0
Total	151	100.0

Source: Washington State Trade Show and Services Guide
Property Counselors

IV. SURVEY OF POTENTIAL USERS

A survey of potential users is the best way to understand user requirements and their potential level of interest in a new or expanded facility. Such a survey is a key element of this market analysis. The survey and its results are presented in this section in terms of:

Survey Process

Survey Results

SURVEY PROCESS

The survey was conducted by telephone during the last of week of May and first four weeks of June 2000 from the Property Counselors office in Seattle. The survey included 14 broad questions. A copy of the survey form is included in an appendix of this report.

The contact list for the survey was derived from five sources:

Washington Society of Association Executives (WSAE)

National Trade and Professional Association (NATPA) directory, for organizations with northwest headquarters

Religious Conference Managers Association (RCMA)

Professional Convention Management Association contact list, provided to Tacoma/Pierce County VCB

Gold Mine contacts provided to Tacoma/Pierce County VCB

The combined contact list includes regional groups and national groups selected based on size criteria and meeting patterns. The overall number of groups on the contact list and the number of completed interviews as of the date of this draft is as follows:

	# of Contacts	Completed Interviews
WSAE	107	21
NATPA	114	4
RCMA	43	0
PCMA	22	12
Gold Mine	43	20
Referrals	8	2
	337	60

The survey should not be considered a random sample survey. First, the contact lists reflect some preselection. More importantly, those respondents who cooperate with the survey are much more likely to be interested in Tacoma as a meeting site, than those who don't respond. In spite of these qualifications, the survey responses do provide a useful sample of user requirements.

SURVEY RESULTS

Sixty organizations have cooperated with our survey to date. Of those, 47 expressed interest in holding their major annual event in Tacoma at some time in the future. The characteristics of all organizations and their meetings are shown in Table IV-1. As shown in the table, the groups reflect a range of local, state, regional, national and international scope. National and international groups represent one-third of the respondents. Only 17 percent of the groups had large meetings (usually the annual convention or show) with fewer than 250 delegates. Forty-two percent had fewer than 500 delegates, and 55 percent had 750 or fewer delegates. The groups are clearly larger than the groups considered in the statewide meetings market as shown in Section III, or the current experience of Tacoma with groups meeting in the local area.

On average, the groups require 584 hotel rooms on the peak night, and 16,600 square feet of exhibit space. Sixty percent of the events required exhibit space in addition to their meeting needs.

Table IV-1
Summary of Tacoma Survey Results
Requirements of Respondents

	All Respondents		Interested Respondents¹	
	Number	% of Total	Number	% of Total
By Geographic Scope				
Local/District	6	10.0%	4	8.5%
State	18	30.0	15	31.9
Regional	15	25.0	13	27.7
National	7	11.7	6	12.8
International	13	21.7	9	19.2
No Answer	1	1.7		
	60	100.0	47	100.0
By Attendance at Largest Meeting				
0 – 100 Attendees	2	3.9%	1	2.1%
101 – 250	7	13.5	7	14.9
251 – 500	13	25.0	11	23.4
501 – 750	7	13.5	7	14.9
751 – 1,000	5	9.6	5	10.6
1,001 – 1,500	5	9.6	5	10.6
1,501 – 2,000	1	1.9	1	2.1
2,001 – 3,000	4	7.7	4	8.5
3,001 – 5,000	5	9.6	5	10.6
Over 5,000	2	3.9	1	2.1
No Answer	8	-	0	0
	60	100.00	47	100.00

Average Hotel Requirement	584	425
Average Exhibit Requirement	16,600	10,600

1. Those respondents interested in holding their major events in Tacoma.

The characteristics of the groups that expressed interest is similar to the entire sample. The geographic scope is comparable, and the distribution by size is comparable. The average hotel requirement is somewhat smaller as is the average exhibit space required.

Table IV-2 provides additional detail on the hotel and exhibit space requirements of the interested organizations. Over 51 percent required a facility in or by a headquarters hotel, and an additional 19% would prefer such a facility. Only 30 percent do not require such

Table IV-2
Summary of Survey Results
Requirements of Interested Respondents

	No.	% of Total
Requirement for Headquarters Hotel		
Required	24	51.1
Desired	9	19.2
Not Required	13	27.7
No Comment	1	2.1
	47	100.0
By Hotel Peak Night Requirement		
0 – 100	10	21.3
101 – 200	8	17.0
201 – 300	9	19.2
301 – 400	5	10.6
401 – 500	3	6.4
501 – 600	2	4.3
601 – 800	3	6.4
801 – 1,000	3	6.4
1,001 – 1,500	3	6.4
1,501 – 2,000	1	2.1
Over 2,000	0	0
	47	100.00
By Exhibit Space Requirement		
None	14	29.8
1 – 5,000 SF	12	25.5
5,001 – 10,000	6	12.8
10,001 – 20,000	5	10.6
20,001 – 30,000	5	10.6
30,001 – 40,000	3	6.4
40,001 – 50,000	2	4.3
50,001 – 75,000	0	0
75,001 – 100,000	0	0
	47	100.0

a facility or did not comment. 57.5 percent of groups require 300 or fewer hotel rooms; 60 percent require 400 or fewer; and 75 percent require 500 or fewer rooms. For events other than trade shows, the number of peak room nights averaged 0.40 times the number of attendees. Seventy-nine percent of groups require 20,000 square feet or less of exhibit

space; and 89 percent require less than 30,000 square feet. These amounts are in addition to the space for meetings and/or meals.

It is interesting to consider the exhibit space requirements in relation to the size of the group. Table IV-3 summarizes the distribution of exhibit space requirements for three attendance ranges: 500 or fewer; 1,200 or fewer; and 1,600 or fewer. As shown, 15 of the 20 groups with 500 or fewer attendees required 10,000 square feet or less exhibit space. Twenty-eight of 34 groups with 1,200 or fewer attendees required 15,000 square feet or less, and 32 of 37 groups with 1,600 delegates or fewer required 25,000 square feet or less.

Table IV-3
Summary of Survey Results
Interested Respondents
Exhibit Space Requirements by Attendance Range

Exhibit Space	Attendees		
	0 – 500	0 – 1,200	0 – 1,600
None	6	9	10
1 – 5,000 SF	7	10	11
5,001 – 10,000 SF	2	4	4
10,001 – 15,000 SF	1	3	3
15,001 – 20,000 SF	1	2	2
20,001 – 25,000 SF	0	1	2
25,001 – 30,000 SF	2	2	2
30,001 – 40,000 SF	1	2	2
40,001 – 50,000 SF	0	1	1
	20	34	37

Table IV-4 provides a summary of interested respondents’ ratings of the factors important to them in selecting a location or a facility for their major meetings. As shown, availability of hotel rooms (3.8 out of 5) and cost of hotel rooms are the only factors scoring greater than 3 for a location. Rental price (4.4), proximity to hotels (4.3), and availability of break out space are the three strongest factors for selecting a facility. Also important are availability of exhibit space (3.8), availability of parking (3.0), and proximity to convention center (3.4). Proximity to restaurants and entertainment (3.3) also scored above 3. These responses are typical of responses by meeting planners in surveys, articles, and general conversation.

Table IV-4
Summary of Survey Results
Preferences of Interested Respondents

Importance of Factors
(1 – Unimportant to 5 – Very Important)

	Average
Location	
Transportation Cost	3.1
Availability of Hotel Rooms	4.0
Cost of Hotel Rooms	3.8
Distance From Members	2.9
Weather	2.6
Recreation Opportunities	2.2
Restaurants/Entertainment	3.0
Shopping/Sightseeing	2.7
Local Transportation	2.6
Glamorous Setting	2.4
Facility	
Availability of Convention Center	3.4
Availability of Exhibit Space	3.8
Availability of Break-Out Space	4.3
Availability of Parking	3.8
Rental Price	4.4
Proximity to Hotels	4.3
Proximity to Recreation	2.3
Proximity to Shopping/Sightseeing	2.5
Proximity to Restaurants/Entertainment	3.3

A competitive meeting facility must have an adequate number of affordable rooms nearby, and an adequate number of break out rooms and exhibit space. Any facility that can't offer those features will be at a competitive disadvantage to a facility that does.

The survey also addressed several specific requirements.

- Approximately two-thirds would like use of a dedicated ballroom.
- The most common size of break-out rooms is 50 – 150 person capacity. Ten breakout rooms is generally adequate, although many respondents desired more.
- There is no strong expressed demand for a fixed seat lecture hall.

- The greatest parking need was expressed by organizers of trade shows. The amount of parking required for other events was generally modest. Several respondents indicated need for recreational vehicle parking.
- Approximately half of respondents were aware of the recent cultural development in Downtown Tacoma.
- Virtually all respondents indicated a requirement for internet hook-ups in the exhibit hall and meeting rooms.
- Most respondents expressed their sound systems needs as standard. While many expressed willingness to rent a sound system for the main hall, most indicated that a house sound system should be available in the meeting rooms.
- Trade show operators indicated a desire to drive trucks on the exhibit hall floor. Otherwise respondents did not have any special demands for floor loading.
- Many respondents identified a business or copy center as an important amenity.
- The major use mentioned as desirable in the surrounding area was restaurants.

Twenty-four respondents indicated a willingness to participate in a focus group as planning for a new center proceeds.

V. ANALYSIS OF COMPETITIVE CENTERS

A new convention center in Tacoma will compete with facilities throughout the Pacific Northwest and to a lesser extent in other regions. Several of the regional facilities were described briefly in Section III. The major facilities in the Pacific Northwest are described in more detail in terms of both existing facilities and expansion plans.

EXISTING FACILITIES

The major convention facilities in Washington, Oregon, and Idaho are compared in Table V-1. The facilities differ widely in their physical capabilities.

- The main halls vary from a 150,000 square foot exhibit hall in the Oregon Center to a 23,568 square foot flexible space in Yakima. The Washington State Convention and Trade Center (WSCTC), Oregon Convention Center, Spokane, and Meydenbauer offer true exhibit halls, while the others are simply multipurpose meeting spaces. The large exhibit halls are generally divisible into 2 to 4 spaces, while the smaller halls serve a variety of meeting needs and are divisible into a larger number of spaces. The capacity for exhibition booths is variously expressed in terms of 8' x 10' or 10' x 10' booths. The overall capacity varies from 200 to over 800 booths.
- WSCTC, Oregon Convention Center, and Spokane all have dedicated ballrooms in addition to their main halls. The size of the ballroom varies from 18,300 SF to 39,000 SF, comparable in size to the main halls of the other facilities.
- Breakout Rooms vary from 60,000 square feet in the WSCTC to 6,800 in Spokane and only a small board room at Yakima. The ballroom is available as breakout space in Spokane and the Main Hall is available in Yakima. WSCTC and Oregon offer a large number of individual rooms for concurrent sessions.
- Fixed theater seating is available in three of the facilities, varying in amount from 270 at Spokane to 411 at Bellevue. The Bellevue facility is used as a fully appointed performing arts facility.

The utilization data for the buildings are broken out by convention/trade shows and other events. Buildings differ in how they classify and report utilization. The data shown are intended to reflect those events which attract overnight visitor activity, as opposed to attendance at local shows. The figures can be summarized as follows:

1. The number of convention and trade shows is often limited by the fact that there are only about 40 acceptable dates per year for such shows given the length of events and

the fact that few such events are held in the summer. In order to exceed that number, a facility has to serve concurrent events.

2. The average attendance at conventions and trade shows varies quite closely with the capacity of the facility, except in Yakima where there are frequently concurrent events.
3. While convention and trade shows generate the greatest economic impact to the community, they represent a small fraction of the total utilization of each building.

The trends in utilization at these buildings are quite positive.

- Yakima utilization in terms of attendance and event days was up 25 – 30 percent from 1998 to 1999.
- Meydenbauer convention activity increased in 1999, although the total number of events of all types was down.
- Boise has experienced an increase in the average size of events with the completion of a 250 room hotel on an adjacent block.
- The WSCTC has experienced a drop in total events, but that is the result of scheduling around a major expansion project.

**Table V-1
Facilities and Utilization of Major Facilities
in Pacific Northwest**

	Washington State Trade & Convention Center	Meydenbauer	Spokane	Yakima	Portland	Boise
Facilities						
Main Hall						
Total Square Feet	102,000	36,000	38,800	23,568	150,000	24,426
Divisible Into -	3	2	4	8	5	5
Booth Capacity	456	200	205	186	830	141
Ballroom						
Total Square Feet	39,500	None	18,300	None	25,200	None
Breakout Rooms						
Total Square Feet	60,000	12,000	6,800	Incl. Above	30,000	9,034
Divisible Into -	54	9	13		28	6
Fixed Seat Auditorium Seats	None	411	270	-	-	322
Utilization	(Year 1999)	(Year 1999)	(Year 1996)	(Year 1999)	(Year 1999)	(Year 1996)
Convention/Tradeshow						
Number	33	50	39	70 ¹	28 ²	33
Avg. Attendance	4,339	1,602	1,794	375	5,050	
Other Events						
Number	284	323		194 ¹		
Avg. Attendance	946	597		232		
Total						
Number	317	373	487	264 ¹		
Avg. Attendance	1,300	732	1,163	350		

¹ Derived from event days at 3 days per event for conventions and 1 day per event for other days.

² Derived from Portland Oregon Visitor Association Event Calendar

EXPANSION OF FACILITIES

All of the facilities listed in Table V-1 have major construction projects either planned or underway as summarized in Table V-2. In addition, Vancouver, Washington has plans for a new event center with an arena and convention facility. In the case of Spokane, Yakima, and Vancouver, the expansion plans are based on funding programs which take advantage of new funding authority granted in the 1999 session of the Washington State Legislature. Briefly, the State will provide a credit to qualifying jurisdictions of 0.033 percent of taxable retail sales in that jurisdiction to be applied to funding and operating a regional conference or event center. Key requirements are:

- County population under 1 million (thus excluding King County).
- Facility cost of at least \$10 million.
- Begin construction by January 1, 2003.

The latter requirement provides a measure of urgency to these projects. The first two effectively limit eligible jurisdictions to those outside King county and with high enough retail sales to fund a significant portion of the \$10 million minimum cost. Eligible jurisdictions are effectively limited to those in Clark, Kitsap, Pierce, Skagit, Spokane, Thurston, Whatcom, Yakima, and Benton counties. Everett is pursuing an event center with a sports emphasis. Kennewick, Thurston County, and Bellingham have considered projects in the past and may have an incentive to accelerate their projects in the future. In summary, there will certainly be a major increase in the amount of convention space available in the next five years.

Considering the specifics of the projects noted in Table V-2, there will be some changes in the relative position of communities with respect to the size of facilities.

- The Oregon Convention Center will maintain its position as the largest facility in the region.
- The Washington State Convention and Trade Center will pass the capacity of the existing Oregon building, but remain second in size. The main hall under the expanded configuration will consist of two halls connected by a wide skybridge. The new configuration may be more suitable to concurrent events than larger single shows.
- Spokane will grow in size to reach the size category that the WSCTC previously occupied.

Table V-2
Pacific Northwest Convention Facilities
Expansion Projects

	Main Hall at Completion (SF)	Other
Washington State Convention and Trade Center	207,000 ¹	Codevelopment Office Hotel Museum
Spokane Center	100,800	30,000 SF Ballroom 38,000 SF Breakout 800 Parking Spaces
Yakima Center	27,000	13,000 Breakout
Vancouver, WA	22,000	Multipurpose Arena 10,000 SF Breakout
Meydenbauer	60,000	24,000 Dedicated Ballroom Codevelopment Hotels Office
Oregon Convention Center	265,000	35,000 SF Ballroom 30,000 Additional Meeting Space 1,200 Parking Spaces
Boise	25,000	Additional Meeting Space 600 Car Garage

¹ Connected by Skybridge

- Meydenbauer will achieve a 67 percent expansion of its main hall, but more importantly will add a needed ballroom and additional breakout space. With the development of hotels on the adjacent site, the Center should be able to attract more and larger national groups.
- Yakima will increase the size of its main hall by approximately 3,000 SF, but more importantly will add breakout capability to supplement the use of the main hall for larger events.

While only the WSCTC expansion is underway at this time, it is unlikely that any of the other eligible projects will forgo the State funding which is available, so they will likely proceed in some form prior to January 1, 2003.

VI. MARKET OPPORTUNITY AND POTENTIAL DEMAND

The previous sections provide information on the demand for facilities by potential user groups and the supply of competitive facilities. This sections compares supply and demand to determine the potential competitive position of a new facility and its likely level of utilization. It is organized into three subsections.

Potential Sizing

Competitive Position

Potential Utilization

POTENTIAL SIZING

The optimal size of any facility is determined by a balance among user requirements, the size of the market, and availability of funds. The analysis of the third issue is beyond the scope of the market analysis, but the first two can be addressed directly. The results of the survey analysis support the following findings:

1. The primary factor in determining the marketability of a facility is the availability of hotel rooms in general, and a headquarters hotel in particular.
2. The facility must offer a main hall large enough to accommodate the meeting needs of attendees and the needs of associated exhibitors.
3. The facility must include sufficient breakout space to supplement the main hall.

A range of sizes of a main hall can be determined based on the amount of hotel rooms available and the associated meeting and exhibit needs. Table VI-1 summarizes this estimate. Currently the proposed facility would be served by the 319 room Sheraton Hotel. If the proposed Marriott Hotel is developed as part of the public/private venture, the number of rooms in proximity to the facility would be 619. If the Sheraton builds a 250 room second tower in conjunction with the new hotel, the total number of proximate rooms would be 969. This range reflects a broad range of future conditions. If the Sheraton expanded and the 400 room hotel were not built, the indicated facility capacity would fall between the first and second scenarios.

The number of rooms can be translated into facility sizing through several steps.

- The number of hotel rooms likely to be made available as a convention block is estimated as two-thirds of total rooms.
- The number of convention attendees is estimated as 2.5 attendees per available room based on the average relationships identified in the survey. The factor reflects both double occupancy and attendees who don't stay in hotels. As shown, the range in supportable attendees is 525 to 1,625.
- Required meeting space for plenary sessions or major meal functions is estimated as 15 square feet per attendee.
- The amount of complementary exhibit space is estimated based on the average requirements for groups expressed in the survey.
- The amount of breakout space is estimated as an amount comparable to the space needed for meetings in the hall. This will also allow all attendees to participate in concurrent breakout sessions as summarized in Table VI-1.

Given these factors, the space required for the main hall would range from 18,000 square feet to 49,000 square feet.

Table VI-1
Relationship of Main Hall Size and
Supporting Hotel Rooms

	Hotel Scenarios			
Total Rooms	319	569	719	969
Room Block	210	370	480	650
Potential Attendance	525	925	1,200	1,625
Required Meeting Space	7,875	13,875	18,000	24,375
Exhibit Space	<u>10,000</u>	<u>13,000</u>	<u>15,000</u>	<u>25,000</u>
Total Requirement – Main Hall	17,875	26,875	33,000	49,375
Supplementary Breakout Space	8,000	14,000	18,000	25,000

Facilities in this size range can accommodate differing percentages of the potential market of interested users, based on survey results and the profile of existing trade and consumer shows in the region.

18,000 SF Main Hall Serves:

- 68 percent of potential meetings without exhibits
- 43 percent of potential meetings with exhibits
- 30 percent of trade and consumer shows

27,000 to 33,000 SF Main Hall Serves:

- 81 percent of potential meetings without exhibits
- 72 percent of potential meetings with exhibits
- 60 percent of potential trade and consumer shows

50,000 SF Main Hall Serves:

- 89 percent of potential meetings without exhibits
- 79 percent of potential meetings with exhibits
- 82 percent of potential trade and consumer shows

These conclusions are based on significant assumptions about other potential features of the facilities:

- That it have state-of-the-art capacity for power, telecommunications, and audio-visual.
- That the facility and adjacent hotels have sufficient parking at a reasonable price to supplement parking available at adjacent hotels.
- That the breakout space include a large subdividable room that can serve as a ballroom for major meal functions, or that a headquarters hotel can meet that need.

ANALYSIS OF COMPETITIVE POSITION

The competitive position of a new facility can be determined by an analysis of the attributes of Tacoma and other Pacific Northwest communities.

Availability of Meeting Space: At the upper end of the range of potential sizing, the Tacoma facility would be larger than Yakima and Boise, but smaller than the expanded Bellevue and Spokane facilities.

Availability of Breakout Space: With breakout space sized at approximately 50 percent of the main hall and the space configured to provide a ballroom, the Tacoma facility would offer as much or more breakout space as comparably sized facilities.

Availability of Hotel Rooms: As shown in Table VI-3, Spokane, Seattle, and Portland all offer more hotel rooms in total, as well as nearby rooms (defined as one quarter mile walking distance). With the room additions at the high end of the range, Tacoma would have an advantage over Yakima, Boise and Spokane.

Hotel Room Rates: As shown in Table VI-3, rates in Tacoma and Pierce County are considerably below those in Downtown Seattle and Bellevue although they exceed those in Eastern Washington communities.

Distance from Delegates: Tacoma is well located in comparison to other Pacific Northwest communities to attract attendees from within the region and beyond.

Air Transportation: Tacoma is well served by the near-by Seattle Tacoma International Airport. The City does have a disadvantage because of the limited shuttle service between the airport and hotels.

Climate: Tacoma and Western Washington enjoy mild winters and springs and beautiful fall weather, although the climate does not match the weather in southern California locations.

Sightseeing/Shopping/Entertainment: With completion of the many planned projects in Downtown Tacoma, Tacoma will offer cultural and recreational attractions that compare favorably with the largest cities in the region.

The overall competitive position of the proposed facility can be summarized as:

a state-of-the-art, readily accessible facility, in a stimulating metropolitan area, with affordable costs of lodging, facility rental, parking, and entertainment.

Table VI-3
Comparison of Lodging Market Attributes

	Average Daily Room Rate	Hotel Rooms	
		Total	Within ¼ Mile
Tacoma	\$79	1,700	300
Seattle	128	26,000	6,000
Bellevue	111	2,500	400
Spokane	65	4,600	800
Yakima	65	1,600	400
Portland	103	16,000	1,300
Boise	70	4,000	600

Source: PKF Consulting, Trends in the Hotel Industry – Pacific Northwest, June 2000
Property Counselors

POTENTIAL UTILIZATION

The potential utilization of the facility is based on the following mix of events:

Conventions: Conventions and conferences by regional and national associations will be the major market segment given the level of interest expressed in the survey, and the potential economic impact of non-local multiple day attendance. Events utilizing exhibit space will be a significant portion of this activity.

Meetings: Smaller, single day meetings by local corporations and state associations will increase utilization of the facility during non-peak days and seasons.

Trade Shows: Moderate sized shows that can use a multi purpose main hall will provide strong economic impact.

Consumer Shows: The Convention Center could accommodate moderate sized gift shows, while large events with heavy exhibits and equipment can use the Tacoma Dome.

Events: Major community events requiring a range of size and type of gathering places for auctions, festivals, and performances should be regular users of the facility.

Receptions/Banquets: The facility will be the largest facility in the area for high quality meal functions. The existing Bicentennial Pavilion will still be available for smaller receptions and banquets.

The potential utilization of the proposed facility is summarized in Table VI-4.

Table VI-4
Projected Utilization

	Facility Scenario								
	Bellevue-1999			18,000 SF Hall			27,000 SF Hall		
	No.	Avg. Att.	Total Att.	No.	Avg. Att.	Total Att.	No.	Avg. Att.	Total Att.
Convention	29	1,390	40,320	30	700	21,000	32	925	29,600
Meetings	175	332	58,023	100	250	25,000	110	275	30,250
Tradeshows	21	1,896	39,822	6	600	3,600	8	800	6,400
Consumer Shows	6	7,083	42,500	2	4,000	8,000	3	5,000	15,000
Events	36	1,059	38,116	40	500	20,000	45	700	31,500
Banquets/Receptions	51	500	25,493	65	300	19,500	75	400	30,000
Total	318		244,274	243		97,100	273		142,750

	Facility Scenario					
	33,000 SF Hall			49,000 SF Hall		
	No.	Avg. Att.	Total Att.	No.	Avg. Att.	Total Att.
Convention	34	1,200	40,800	36	1,625	58,500
Meetings	120	300	36,000	120	300	36,000
Tradeshows	10	1,000	10,000	12	1,500	18,000
Consumer Shows	4	6,000	24,000	6	10,000	60,000
Events	50	800	40,000	50	1,000	50,000
Banquets/Receptions	80	500	40,000	80	600	48,000
Total	298		190,800	304		270,500

The utilization projections for each of these sizing scenarios are shown in comparison to the utilization for Meydenbauer Center in 1999.

- The projected utilization for conventions is based on the level of interest in the survey response at the size breaks shown.
- The projected meeting utilization is less than that at Bellevue because of the large number of meetings by the high tech companies in the Bellevue area.
- The projected trade and consumer show utilization is based at least partly on identified shows moving from the Tacoma Dome.
- The projected utilization for events such as festivals and sporting events is likely to exceed levels in Bellevue because of the current popularity of such uses.
- The projected demand for banquets and receptions reflects approximately one-half the level at the existing convention center in recent years. Current and new events will likely be spread among the convention center and hotel banquet facilities.

Stabilized utilization will be achieved in approximately 5 years. The conventions should reach that level quickly while the other events will build to that level more slowly.

If the larger facility is built and additional hotel rooms are not available near the site at the time the facility opens, the Center will need to adjust its marketing strategy to target local and single day events until new rooms are available.

All of these projections are based on assumptions about the facility and its operation.

- That hotel rooms are available as indicated.
- That plans for Downtown attractions come to fruition.
- That the facility is managed effectively and marketed aggressively.
- That the facility offers the state-of-the-art features described in earlier sections.
- That the main hall of the facility provide suitable acoustics, lighting, heating/ventilation/air conditioning and floor finishes for the range of events planned.
- That the final facility take full advantage of its site and the design is both distinctive and practical.

VII. CONCLUSIONS AND RECOMMENDATIONS

FINDINGS

1. The survey of meeting planners indicated a strong level of interest in a new facility in Tacoma.
2. With expansion of existing facilities and development of new meeting facilities in the region, a Greater Tacoma facility must offer a mix of features which respond to user requirements and desires.
3. The primary concern of virtually all meeting planners is the availability of an adequate number of hotel rooms adjacent to the meeting facility. This requirement will be the greatest challenge to a new facility in Tacoma. This challenge would be addressed with the development of a 400 room hotel as part of the project and/or expansion of the Sheraton Hotel with a 250 room second tower.
4. The appropriate sized facility is related to the availability of nearby hotel rooms.

With no additional adjacent hotels:

18,000 square foot main hall

8,000 square feet breakout space

With 250 room Sheraton expansion:

27,000 square foot main hall

14,000 square feet breakout space including ballroom configuration

With 400 room headquarters hotel:

33,000 square foot main hall

18,000 square feet breakout space including ballroom configuration

With 400 room headquarters hotel and Sheraton expansion:

49,000 square foot main hall

25,000 square feet breakout space including ballroom configuration

5. A facility at the high end of the range would capture over 80 percent of the potential meeting demand identified in the survey.
6. The important features to be incorporated in the design are:
 - State of the art telecommunications and audio visual

- Adequate parking on-site and at adjacent hotels to meet needs of Meeting and Trade Show attendees. Assuming one-third of attendees commute by car, one-third drive and park in a hotel, one-third arrive by air and shuttle, the parking requirement would still reach 650 cars for the largest size alternative.

There is no expressed need for the following facilities:

- A fixed seat lecture hall was not a priority of survey respondents.
 - An exhibit hall with exceptional floor loads and provision for major trucks and equipment is not a priority as long as facilities are available at the Tacoma Dome for major shows.
7. The proposed facility at any of the size alternatives should be competitive within the market and attract 30 – 40 conventions and 8 – 18 trade and consumer shows each year. Total events would range from 240 to 300. The average attendance for conventions is projected to be:

18,000 SF Main Hall:	700 Attendees
27,000 SF Main Hall	925
33,000 SF Main Hall	1,200
49,000 SF Main Hall	1,625

8. The facility should be marketed to regional and national groups as:

A state of the art, readily accessible facility, in a stimulating metropolitan area, with affordable costs of lodging, facilities rental, parking and entertainment.

9. The main hall of the facility should be flexible to accommodate both meetings and exhibits. This will require suitable acoustics, lighting, heating/ventilation/air conditioning, and floor surfaces .

10. All of these projections are based on assumptions about the facility and its operation.

- That hotel rooms are available as indicated.
- That plans for Downtown attractions come to fruition.
- That the facility is managed effectively and marketed aggressively.
- That the facility offers the state-of-the-art features described in earlier sections.
- The final facility take full advantage of its site and the design is both distinctive and practical.

MARKET ANALYSIS RECOMMENDATIONS

The findings of the market analysis should guide the design program of the facility and the next steps in the development process.

DESIGN PROGRAM

1. The convention center should be designed and marketed to regional and national groups as a state of the art, readily accessible facility, in a stimulating metropolitan area, with affordable costs of lodging, facilities rental, parking and entertainment.
2. The center should be designed for simultaneous events, with peak events slightly offset, in order to maximize hotel room nights.
3. The facility should be planned and designed to provide a 50,000 exhibit hall and 23,000 square feet of meeting space including a banquet configuration.
4. The exhibit hall should be designed to be column free and divisible in half. Design of the meeting room space should allow it to be subdivided several ways, including a stand alone ballroom.
5. If funding can be made available, the meeting room component should be increased by 10-15% to allow the facility to target the high-tech segment for conferences, product launches, and training events in addition to the broader convention market.
6. The facility should be designed in a manner that anticipates future expansion and doubling the exhibit hall in size to 100,000 square foot. An expanded exhibit hall of 100,000 square foot exhibit hall would equal the size of the largest exhibit hall currently at the Washington State Trade and Convention Center.

NEXT STEPS

1. A Business Plan for the convention center should be developed to reflect the Master Plan Development Proposal for the project and Market Analysis results.
2. In order to provide additional support for the hotel market beyond convention center lodging demand, the City should work with local hotels and the visitors bureau to increase market penetration in other segments, such as tourism and corporate use. A comprehensive plan for all market segments should be developed to increase year round occupancy rates.
3. The Marketing Plan for the convention center should recognize that the development of the local hotel market could lag behind opening of the Center. This may require an interim marketing strategy that targets more local and single

day events, rather than the desired market niche for conventions and conferences requiring over night stays.

4. Ongoing market analysis should be performed to help refine the Market Plan for the convention center and maximize co-development opportunities. This should include a market assessment of the highest and best use for the Bicentennial Pavilion.
5. Management and marketing staff should be assigned to the project as soon as possible to assure optimal design and startup operations. A project office should be established to provide project information and office space for staff.

APPENDIX
MEETING PLANNER SURVEY
INTERVIEW GUIDE

TACOMA CONVENTION CENTER

MEETING PLANNER SURVEY

Name: _____ Date: _____
 Organization: _____ Position: _____

Hello, my name is _____ of Property Counselors. We are conducting a survey for the City of Tacoma, Washington. The City is considering developing a larger convention center to serve the meeting needs of groups and organizations who can meet in the Pacific Northwest. We are conducting a survey of meeting planners and association executives to determine how a facility in Tacoma might meet their needs. Is this a convenient time to talk with you?

1. What is the geographic scope of your organization?

National Regional State District

2. What kinds of meetings does your organization hold each year: Provide the following information for each meeting or type of meeting (e.g., annual meeting, training, etc.):

Type:				
Number:				
Time of Year:				
Number of Days:				
Number of Attendees:				
Hotel Rooms Required:				
Exhibit Space Required:				
Break-outs: Number				
Break-outs: Sizes				

3. Where was your most recent meeting held? _____

Where have you held other meeting in the past or plan to hold them in the future?

What did you like or dislike about these locations or facilities? _____

Are you required to rotate your meetings geographically? _____

4. How important are each of the following factors to you in choosing a facility or location for your meetings? (On a scale of 1 to 5 with 5 being very important.)

	Not Important			Very Important	
Transportation Costs	1	2	3	4	5
Availability of Hotel Rooms	1	2	3	4	5
Cost of Hotel Rooms	1	2	3	4	5
Distance From Members	1	2	3	4	5
Climate/Weather	1	2	3	4	5
Recreational Facilities	1	2	3	4	5
Restaurants/Entertainment	1	2	3	4	5
Shopping/Sightseeing	1	2	3	4	5
Local Transportation (e.g., Taxi Services)	1	2	3	4	5
Glamorous/Popular Image	1	2	3	4	5

Availability of Convention Center	1	2	3	4	5
Availability of Exhibit Space	1	2	3	4	5
Availability of Break-Out Space	1	2	3	4	5
Availability of Parking	1	2	3	4	5
Price of Facility Rental	1	2	3	4	5
Proximity to Hotel Rooms	1	2	3	4	5
Proximity to Recreation	1	2	3	4	5
Proximity to Shopping/Sightseeing	1	2	3	4	5
Proximity to Restaurants/Entertainment	1	2	3	4	5
Other: _____	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5

5. What meals are usually included in your meeting format for your larger events?

6. Do you prefer a dedicated ballroom for your meal functions? _____

7. What size breakout meeting rooms do you require to support your larger events?

How many breakout rooms do you usually require? _____

8. Do you have any needs for a fixed seat lecture hall? _____

Do you require that your meeting facility be adjacent to a headquarters hotel? _____

9. What are your parking requirements? _____

10. What are your first impressions of the City of Tacoma?

Are you aware of the new commercial and cultural development taking place in Tacoma? _____

11. If Tacoma's convention facility were large enough to accommodate your group, would you consider the area as a location for future meetings?

Larger Meetings: Yes No

Smaller Meetings: Yes No

12. What are the most important features or services that should be incorporated into any convention center planned for Tacoma?

Telecommunications: _____

Power and Lighting: _____

Sound System: _____

Projection Equipment: _____

Floorloads and Rigging Capacity for Exhibition Uses: _____

Other Utilities or _____

Technology: _____

Other: _____

13. What are the features or services that should be available in the area immediately around any conference or convention center planned for Tacoma? (Examples include shopping, entertainment, and recreation.)

14. Would you be willing to participate in a focus group to discuss your requirements in more detail as design for the facility proceeds?



RESOLUTION NO. 38529

1 A RESOLUTION relating to economic development; adopting the *Policy for the*
2 *Sale/Disposition of City-owned General Government Real Property.*

3 WHEREAS this resolution was initiated by the City Council's request for
4 the development of a policy that establishes a framework for the disposition of
5 City-owned property, and

6 WHEREAS City laws and procedures govern the mechanisms for the
7 disposition of City-owned real property, which currently include three established
8 processes for surplus sale: (1) direct negotiated disposition; (2) request for
9 proposals; and (3) bid sale to the highest bidder, and

11 WHEREAS, following a series of four meetings with the Economic
12 Development Committee ("EDC") to discuss and revise the proposed policy
13 based on City Council feedback, City staff generated a proposed policy that will
14 establish: (1) guiding principles for the sale of City-owned property, which are
15 based on the core philosophy that the City should retain properties that meet its
16 property ownership objectives and sell properties that do not; (2) a system for
17 the classification of properties for sale, which is comprised of three tiers with
18 differing policy objectives and correlative disposition processes; and (3) guiding
19 principles for direct negotiated dispositions, and

22 WHEREAS, on August 7, 2012, the proposed policy document received a
23 "do pass" from the EDC; Now, Therefore,

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BE IT RESOLVED BY THE COUNCIL OF THE CITY OF TACOMA:

That the *Policy for the Sale/Disposition of City-owned General Government Property*, attached hereto as Exhibit "A" and by this reference incorporated herein, is hereby adopted.

Adopted AUG 21 2012

 M. Ford
Mayor

Attest:

 D. Seum
City Clerk

Approved as to form:

 JAC
Deputy City Attorney



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EXHIBIT "A"

Policy for the Sale/Disposition of City-owned General Government Real Property

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A. Background

The City owns a variety of properties to meet its objectives, including properties which site City buildings and facilities, parks, open spaces, tidelands, and rights-of-way. The City also owns properties which support specific community programs such as libraries, senior centers, public assembly facilities, and centers for performing arts. Further, the City owns certain properties which the City has either acquired or retained ownership for the specific purpose of redevelopment or for partnering with the private sector to redevelop. Lastly, the City owns certain properties which it has acquired over the course of the past 128 years since incorporation, and for which the City no longer has an interest in retaining ownership.

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Overall, the City should retain properties which meet its property ownership objectives and sell properties which do not.

B. Guiding Principles for the Sale of City-owned Property

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1. The City should retain ownership of properties necessary for conducting its business operations, supporting community and economic development initiatives, and for the preservation of public spaces and open space.
 2. The City should endeavor to sell those City-owned properties which do not meet the City's property ownership objectives. Among the City's goals in property dispositions are: private development which meets the City's economic development objectives, development of affordable housing, historic preservation, and increasing density and improving walkability in support of the City's Comprehensive Plan objectives.
 3. The City has three established processes for selling City-owned property: (1) direct negotiated disposition; (2) request for proposal process; and (3) bid sale to the highest bidder. Having several tools for the sale of City property gives the City useful options and flexibility when selling property to meet the needs of the City and community.
 4. City staff should *classify* its properties to be sold in order to help guide the determination of which sale process should be utilized for selling specific City properties. This classification is helpful because the City owns a variety of properties with varying levels of value and interest to the City and community. In sum, not all properties need to be sold the same way.
 5. The City should establish appropriate processes for notifying the City Council and the public prior to selling property. This notification will vary based on the classification of the property. This process shall be transparent to the Council and the public.



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2 **C. Property Classification**

3 Property that has been identified for sale or transfer will be classified into three tiers
4 with differing policy objectives. City staff will develop and maintain processes for each
5 property tier that are consistent with the policy objective.

6 **Tier 1** properties are generally those properties that: (1) are strategically located in the
7 downtown or a mixed-use center with high visibility; (2) are high value (greater than
8 \$500,000) and sizable (one-third of an acre or greater); (3) have the potential to
9 generate a high level of community interest due to substantial neighborhood or
10 City-wide impact that may result from their development; and (4) can be instrumental in
11 meeting the City's economic development goals and/or in implementing its key policies.

12 Overall goals for sale of these properties will be to achieve a reasonable return on
13 investment through such outcomes as: generate new property taxes, sales tax,
14 business and occupation taxes, and other taxes, generate new family wage jobs,
15 catalyze new private investment and/or leverage existing public facilities, minimize
16 public liability, implement City master plans, encourage density, and promote
17 sustainability.

18 **Tier 1 Disposition:** The process for property disposition will generally involve
19 outreach and high levels of participation. The Request for
20 Qualifications/Request for Proposals approach will be the preferred method of
21 disposition. Exceptions to this policy may include property sales to other public
22 entities and property transfers which are the result of public-private
23 development partnerships – in these situations, the property will likely be
24 conveyed via the direct negotiated disposition process.

25 The City will maintain an inventory of Tier 1 properties and the City's associated
26 objectives through its economic development strategy. Additional guidance on direct
negotiation is found in Section D of this policy.

Tier 2 properties are those properties which have some development potential, are
important to the surrounding neighborhood, and have a value greater than \$250,000,
but have no significant alignment with the City's economic development interests or
other City goals and policies.

Overall goals for sale of these properties will be to support goals and strategies of
applicable neighborhood councils and neighborhood business districts through such
outcomes as: increase affordable housing, improve the quality of life and property
values in the neighborhood, improve walkability, foster a safe environment for
residents, reduce crime and blight in the community, and increase tax revenue for the
City.

Tier 2 Disposition: Because of the importance to community stakeholders,
Tier 2 properties will likely be sold via a Request for Proposals or negotiated
disposition process to put the City in a better position to influence the future



1 use(s) of the property. Because of potential community impacts and interest,
2 there will be opportunities for community feedback and outreach and the City
3 has a vested interest in influencing the future use(s) of the property.

4 **Tier 3** properties are those properties which may be important to the adjacent or
5 surrounding property owners but have a minimal level of interest to the community at
6 large. Tier 3 properties will be sold to minimize the City's liability and turn ownership
7 back the private sector or to public partners. These properties include: remnant
8 parcels that have little or no financial value and may negatively impact the adjacent
9 owner; properties that would only be considered for acquisition by abutting neighbors;
10 vacant City parcels that have no operational, development, or open space potential to
11 the City; properties that by virtue of their location or functionality would be better owned
12 by another government agency; and other properties which have little financial value.

13 Overall goals for sale of these properties will be to reduce City liability for property
14 maintenance and operations, return underutilized properties to the tax rolls and private
15 ownership, and initiate sale and development that encourages improvement for the
16 neighboring residences.

17 **Tier 3 Disposition:** Tier 3 properties will likely be sold by direct negotiated sale
18 when selling to neighbors. In most other cases, Tier 3 properties will be sold
19 via bid-sale to the highest bidder. Because of the limited impact of these
20 property sales, community outreach efforts will generally be more direct and
21 limited.

22 **D. Guiding Principles for Direct Negotiated Dispositions**

23 City code allows the City, upon City Council authorization, to approve the negotiated
24 disposition of real property (see TMC 1.06.280). This authority provides the City with
25 substantial flexibility to sell property to governmental and nonprofit agencies, adjacent
26 property owners, and public-private development partners. While competitive selection
for surplus sales is ordinarily preferred, there are circumstances where direct
negotiation is in the best interests of the City. In considering whether a direct
negotiated disposition should be pursued, City staff will consider the following
guidelines, ranked in order of procedural clarity:

- 27 1. The City should consider selling surplus property directly to adjacent/abutting
28 property owners when the adjacent/abutting property owner(s) are the only
29 feasible or likely candidates for acquisition and when selling to another party
30 would have significant detrimental effects to the adjacent/abutting property
31 owners; and when selling to the adjacent/abutting property owner(s) will allow
32 for expansion and development of a profit or nonprofit enterprise increasing
33 economic and community improvement opportunities within the City; and further
34 when said sale is an ancillary component of a street vacation.
- 35 2. The City should consider selling surplus property directly to other governmental
36 agencies and nonprofit agencies when the proximity or functionality of said
surplus property improves the ability of the organization to achieve its mission



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- and where the City can achieve economic benefit through an increase in sales tax, admissions tax, or other revenues.
3. The City may transfer property to a City-formed Public Development Authority to develop according to a City-approved plan or development strategy.
 4. Where feasible, the City should consider selling surplus property suitable for housing directly to governmental and nonprofit agencies who will repurpose the property to include affordable housing, or to negotiate components of affordable housing in sale documents or development agreements.
 5. The City should consider selling surplus property directly to a private development partner when the conveyance of the property is an element of a public-private partnership agreement between the City and a third party that has been approved by the City Council and is necessary to achieve the desired development; and when (even if the City is not a development partner) the development will help the City achieve its economic development goals and is more suitable than existing alternatives and potential partners.
 6. In the circumstance where the City has previously completed a Request for Proposals process and an acceptable proposal was not received, the City may directly or through a third-party agent contact potential developers/investors and directly negotiate a sale.



REQUEST FOR
 ORDINANCE RESOLUTION

RECEIVED
August #:
Ord./Res. #:

13318
38529

AUG 09 2012

CITY CLERK'S OFFICE

1. DATE: August 8, 2012

2. SPONSORED BY: COUNCIL MEMBER(S) N/A

<p>3a. REQUESTING DEPARTMENT/DIVISION/PROGRAM PWD/Facilities Management/ Real Property Services</p> <p>3b. "DO PASS" FROM Economic Development Committee - August 7, 2012. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> To Committee as information only <input type="checkbox"/> Did not go before a Committee</p> <p>3c. DID THIS ITEM GO BEFORE THE PUBLIC UTILITY BOARD? <input type="checkbox"/> Yes, on <input checked="" type="checkbox"/> Not required</p>	<p>4a. CONTACT (for questions): Conor McCarthy Asst. Division Manager</p>	<p>PHONE: 253-591-5320</p>
	<p>4b. Person Presenting: Conor McCarthy Asst. Division Manager</p>	<p>PHONE: 253-591-5320</p>
	<p>4c. ATTORNEY: Jeff Capell Deputy City Attorney</p>	<p>PHONE: 253-591-5638</p>
<p><i>[Signature]</i> Richard E. McKinley, Public Works Director</p>	<p>N/A Jeff Litchfield, Interim Finance Director</p>	<p><i>[Signature]</i> Tansy Hayward, Asst. City Manager</p>

5. REQUESTED COUNCIL DATE: August 21, 2012

(If a specific council meeting date is required, explain why; i.e., grant application deadline, contract expiration date, required contract execution date, public notice or hearing required, etc.)

6. SUMMARY AGENDA TITLE: (A concise sentence, as it will appear on the Council agenda.)

Approve the Policy for the Sale/Disposition of City owned general government real property.

7. BACKGROUND INFORMATION/GENERAL DISCUSSION: (Why is this request necessary? Are there legal requirements? What are the viable alternatives? Who has been involved in the process?)

The City has laws and procedures which govern the mechanisms for the disposition of City owned real property, including three established processes for surplus sale: (1) direct negotiated disposition, (2) request for proposals, and (3) bid sale to the highest bidder.

While the City has established procedures for the sale of property, the City Council asked staff to develop a policy which establishes a framework for the disposition of City owned property..

This policy establishes (1) Guiding Principles for the Sale of City owned property; (2) Classification of properties for sale; and (3) Guiding Principles for Direct Negotiated Dispositions.

Overall, the City should retain properties which meet its property ownership objectives and sell properties which do not. Property for sale will be classified into three tiers with differing policy objectives and correlative disposition processes.

In addition, this policy will provide guidelines for staff to use when negotiating the disposition of real property. This authority provides the City with substantial flexibility to sell property to governmental and nonprofit agencies, adjacent property owners, and public-private development partners.

City staff has met with the Economic Development Committee (EDC) on four separate occasions to discuss and edit the policy based on Council feedback. A 'do pass' from the EDC was received on Tuesday August 7, 2012.

REQUEST (CONT)

CITY CLERK USE ONLY

Request #:	13318
Ord/Res #:	38529

8. LIST ALL MATERIAL AVAILABLE AS BACKUP INFORMATION FOR THE REQUEST AND INDICATE WHERE FILED:

Source Documents/Backup Material	Location of Document
Sale/Disposition of City Owned Property Policy	City Clerk's Office

9. WHICH OF THE CITY'S STRATEGIC GOALS DOES THIS ITEM SUPPORT? (CHECK THE GOAL THAT BEST APPLIES)

- A. A SAFE, CLEAN AND ATTRACTIVE COMMUNITY
- B. A DIVERSE, PRODUCTIVE AND SUSTAINABLE ECONOMY
- C. A HIGH-PERFORMING, OPEN AND ENGAGED GOVERNMENT

10. SUSTAINABILITY: Does this request meet the City's Sustainability Priorities? (check all that apply)

- Environment: improve regional and local ecological well-being.
- Equity: promote meeting basic needs and equitable access to opportunities for all city residents.
- Culture: improve the cultural and quality of life for all citizens.
- Economy: contribute to economic development and serve as a responsible steward of public resources.

Describe how this request supports the above sustainability priorities.

This policy encourages citizen participation and the consideration of community safety, neighborhood needs, and affordable housing when disposing of City owned property. This policy encourages the development of unused properties to generate new property taxes, sales tax, B&O and other taxes and generate new family wage jobs. In addition, this policy will encourage the return of underutilized properties to the tax rolls and private ownership.

11. IF THIS CONTRACT IS FOR AN AMOUNT OF \$200,000 OR LESS, EXPLAIN WHY IT NEEDS LEGISLATIVE APPROVAL:

12. FINANCIAL IMPACT: EXPENDITURE REVENUE

- A. NO IMPACT (NO FISCAL NOTE)
- B. YES, OVER \$100,000, Fiscal Note Attached
- C. YES, UNDER \$100,000, (NO FISCAL NOTE)

Provide funding source information below:

FUNDING SOURCE: (Enter amount of funding from each source)

Fund Number & Name:	State \$	City \$	Other \$	Total Amount
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If an expenditure, is it budgeted? Yes No Where? Cost Center:
Acct #:



City of Tacoma

Memorandum

TO: T.C. Broadnax
City Manager

FROM: Dick McKinley *DM*
Public Works Director

SUBJECT: Council Action Memo – Request for Resolution – August 21, 2012
Policy: Sale/Disposition of City-Owned Property

DATE: August 14, 2012

Public Works is requesting City Council to approve the Policy for the Sale/Disposition of City-owned general government real property.

Background

The City has laws and procedures which govern the mechanisms for the disposition of City-owned real property, including three established processes for surplus sale: (1) direct negotiated disposition; (2) request for proposals; and, (3) bid sale to the highest bidder.

While the City has established procedures for the sale of property, staff was asked to develop a policy which establishes framework for the disposition of City-owned property.

This policy establishes: (1) Guiding Principles for the Sale of City-owned property; (2) Classification of properties for sale; and, (3) Guiding Principles for Direct Negotiated Dispositions.

Overall, the City should retain properties which meet its property ownership objectives and sell properties which do not. Property for sale will be classified into three tiers with differing policy objectives and correlative disposition processes.

In addition, this policy will provide guidelines for staff to use when negotiating the disposition of real property. This authority provides the City with substantial flexibility to sell property to governmental and nonprofit agencies, adjacent property owners, and public-private development partners.

City staff has met with the Economic Development Committee (EDC) on four separate occasions to discuss and edit the policy based on Council feedback. A 'do-pass' from the EDC was received on Tuesday, August 7, 2012.

Resolution No. 38529

Adopted: AUG 21 2012

Maker of Motion: Lonergan

Seconded: Woodards

Voice Vote:

MEMBERS	AYES	NAYS	ABSTAIN	ABSENT
Mr. Boe	✓			
Mr. Campbell	✓			
Mr. Fey	✓			
Mr. Ibsen	✓			
Mr. Lonergan	✓			
Mr. Mello	✓			
Ms. Walker	✓			
Ms. Woodards	✓			
Mayor Strickland	✓			

Roll Call Vote:

MEMBERS	AYES	NAYS	ABSTAIN	ABSENT
Mr. Boe				
Mr. Campbell				
Mr. Fey				
Mr. Ibsen				
Mr. Lonergan				
Mr. Mello				
Ms. Walker				
Ms. Woodards				
Mayor Strickland				