



Neighborhood Business District Refresh

City of Tacoma | Community and Economic Development

Economic Development Committee

October 14, 2025



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REFRESH TOWARD THE FUTURE

- The Neighborhood Business District (NBD) program was created in 90s
- 14 Districts when program was codified in 2008
- Hilltop branded as "Upper Tacoma"
- Dome District, Oakland Madrona, Fern Hill, and South Tacoma the most active associations.



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REFRESH FOR RELEVANCY

- Complacency – unclear value of current program
- Capacity - use of public funds
- Improve – responsiveness
- Underutilized - local small business advocacy
- Unmet demand - special event, placemaking
- Unclear roles - CDA, NBD's, TNT, CED
- Time for – a *Business District* Program

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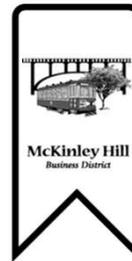
REFRESH FOR IMPACT

- Build capacity to convene, advocate & deploy funds
- Pilot administrative and operational support to CDA
- Increase technical assistance for special events
- Refocus CDA meetings to business district end users
- Increase opportunities for networking and placemaking
- Address business district need / opportunity with B.E.S.T. infrastructure and department staff expertise

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REFRESH THE POWER OF ASSOCIATION



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LISTENING AND LEARNING

- Reviewed past NBD program feedback
- Surveyed Cross-District Associations, NBDs, liaisons, and dissatisfied customers
- Piloted Tacoma Neighborhoods Together (TNT) engagement with NBDs

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CHANGE at THE SPEED of CAPACITY & TRUST



Timeline

- 9/17: Confirmed direction with CDA
- 9/17 to 10/10: Ongoing stakeholder feedback
- 10/14: Confirm direction with EDC
- Oct - Dec:
 - Create action plan for capacity & fund distribution challenges
 - Confirm key elements of a refreshed “Business District Program”
- 2026: Co-create updates to TMC 1.47



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