



RESOLUTION NO. 39113

1 BY REQUEST OF COUNCIL MEMBER THOMS

2 A RESOLUTION relating to community and economic development; directing the
3 City Manager to work with staff to incorporate the "Theater District" label
4 and brand in its future community and economic development efforts, as
5 described in the North Downtown Subarea Plan of the City's
6 Comprehensive Plan.

7 WHEREAS the North Downtown Subarea Plan identifies the core of
8 Tacoma's Theater District as being located in the vicinity of South 9th and
9 Broadway Streets, and

10 WHEREAS organizations within and in proximity to the Theater District
11 create a cultural footprint, and include the Pantages and Rialto Theaters, the
12 Broadway Center for the Performing Arts, Theatre on the Square, Tacoma Youth
13 Theater, Grand Cinema, Pythian Temple, Urban Grace Church, Temple Theater,
14 and Tacoma Historical Society Museum, and

15 WHEREAS the Theater District is home to the City's core performing arts
16 organizations, including the Northwest Sinfonietta, Puget Sound Revels, Tacoma
17 City Ballet, Tacoma Little Theater, Tacoma Concert Band, Tacoma Opera, Tacoma
18 Philharmonic, Tacoma Symphony Orchestra, and Tacoma Youth Symphony
19 Association, and

20 WHEREAS the Theater District has, for the past 125 years, served a vital
21 role as the public gathering place for cultural and civic events, including the
22 Broadway Farmers' Market, First Night celebration, annual Christmas Tree
23 Lighting, Brew Five Three/Tacoma's Beer & Blues Festival, Daffodil Parade,
24
25
26



1 Tacoma Pride Festival, and multiple other events that draw thousands to the heart
2 of Downtown Tacoma, and

3 WHEREAS the Theater District Association brings together the collective
4 efforts of neighborhood residents, arts organizations, business and property
5 owners, churches, and social services dedicated to the development and
6 promotion of one of Tacoma's most dynamic mixed-use neighborhoods, and the
7 non-profit organizations that are located within and support the Theater District
8 generate \$18 million in economic impact annually, and

9 WHEREAS, over the past ten years, neighborhood activism has promoted
10 the development of the following projects: Opera Alley, Antique Row, Broadway
11 Local Improvement District, Spanish Steps, Tacoma-Kitakyushu Japan Sister City
12 Commemorative Garden, Spirit of Sarah Bernhardt Statue, Rialto Theater Art Wall,
13 the Crane mural, Ben Gilbert Park, historic photo mural and Gateway/Goddess
14 project, and

15
16
17 WHEREAS the culture and charm of the Theater District serves visitors,
18 residents and merchants alike, offering a variety of restaurants, live entertainment
19 venues, coffee shops, pubs, bookstores, antique shops, boutiques, art galleries,
20 spas, and professional services tucked within a variety of living spaces, and

21
22 WHEREAS the North Downtown Subarea Plan calls for the use of the
23 "Theater District" as a specific branding mechanism that is easily understood by
24 locals and tourists alike as a description of a vibrant and appealing area in
25 downtown Tacoma, and
26



1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26

WHEREAS the City Council desires to incorporate the Theater District label and brand in future community and economic development and marketing efforts, to promote and convey the Theater District’s entertainment attractions and cultural vibrancy; Now, Therefore,

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

That the City Council hereby directs the City Manager to work with staff to incorporate the “Theater District” label and brand in its future community and economic development efforts, as described in the North Downtown Subarea Plan of the City’s Comprehensive Plan.

Adopted _____

Mayor

Attest:

City Clerk

Approved as to form:

Deputy City Attorney