

Tacoma Venues and Events

2025-2026 Proposed Budget Work Session
October 2024

2025-2026 CITY OF TACOMA

**BIENNIAL OPERATING
& CAPITAL BUDGET**



Agenda

- Department Overview
- Financial Overview
- 2023-2024 Major Accomplishments
- Community Issues and Considerations
- 2025-2026 Services and Major Initiatives

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**BIENNIAL OPERATING
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Departmental Overview



Better Together: enriching lives in welcoming spaces.

Tacoma Dome

1983 – 22,000 capacity

Cheney Stadium

1960 / 2010 – 6,500 capacity – Tacoma Rainiers

Greater Tacoma Convention Center

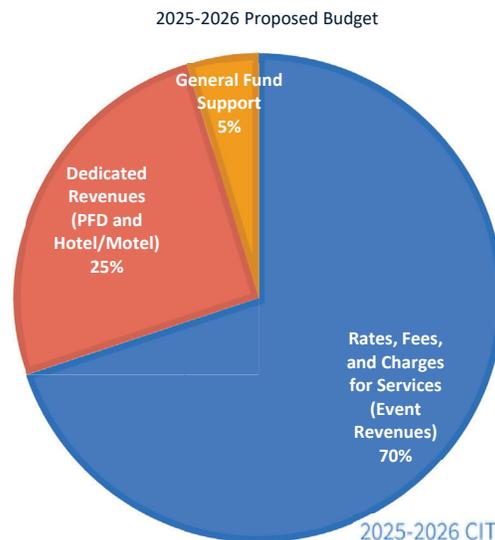
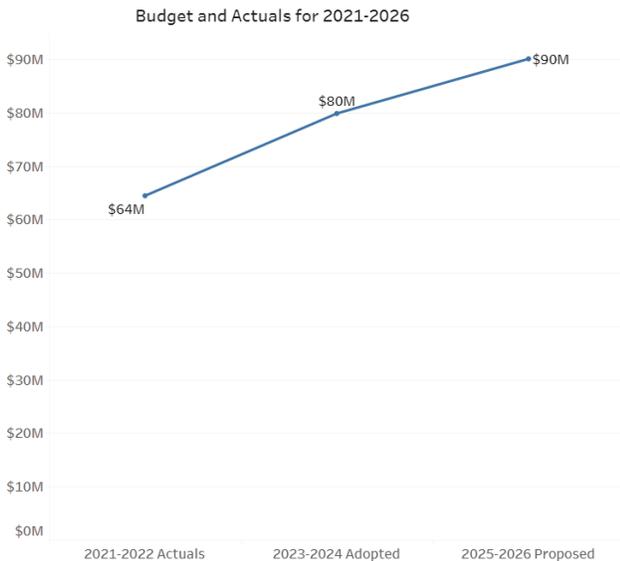
2004 – 115,000 sq.ft.

Tacoma Theaters

Pantages Theater 1918 / 2019 – 1,169 capacity
 Rialto Theater 1918 – 742 capacity
 Theater on the Square 1993 – 302 capacity
 ASM Global

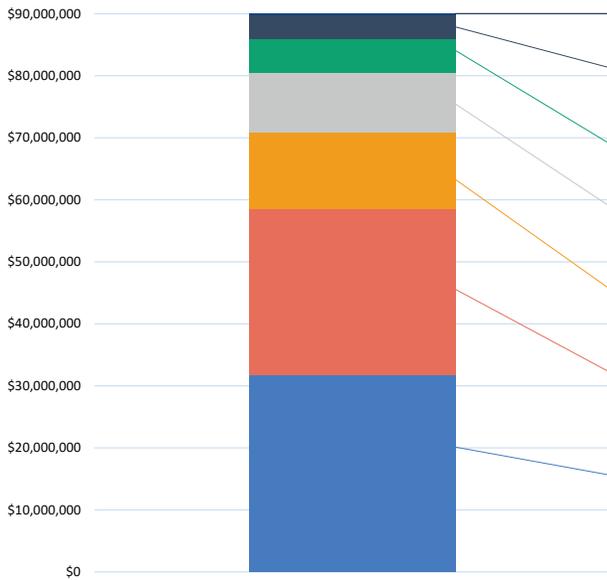
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BIENNIAL OPERATING & CAPITAL BUDGET

Financial Overview



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Financial Overview



- Special Events (<1%)**
 - Funded by General Fund, new Excise Tax in 25-26
- Tacoma City Theaters (4%)**
 - Funded by Event Revenues, General Fund Support, Real Estate Excise Tax
- Cheney Stadium (6%)**
 - Funded by Event Revenues, General Fund Support
- Hotel/Motel Tax (11%)**
 - Funded by tax on Hotel and Motel stays, funds restricted to GTCC
- Public Facilities District (14%)**
 - Funded by Sales Tax Rebate, funds restricted to GTCC
- Convention Center (30%)**
 - Funded by Event Revenues, PFD, Hotel/Motel Tax
- Tacoma Dome (35%)**
 - Funded by Event Revenues

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2023-2024 Major Accomplishments Milestones



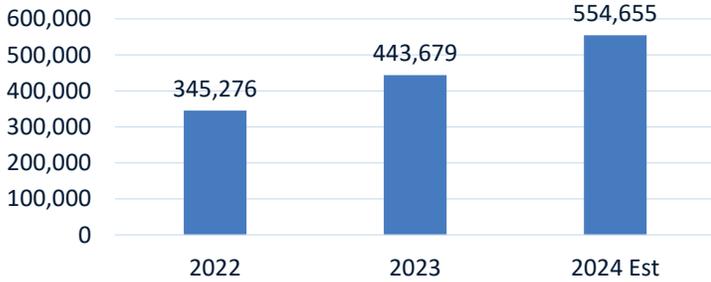
Tacoma Dome's
 40th Anniversary Celebration - 2023

Greater Tacoma Convention Center's
 20th Anniversary Celebration - 2024

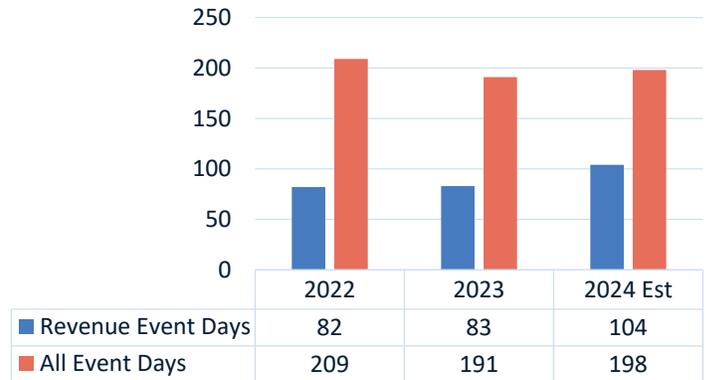


2023-2024 Major Accomplishments Tacoma Dome

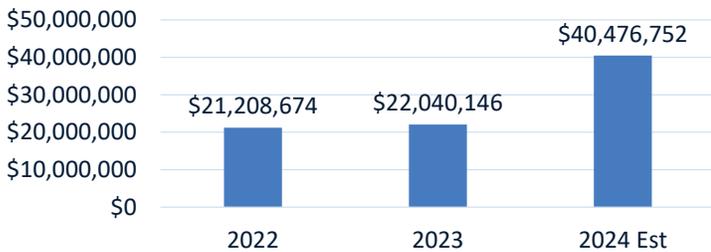
Tacoma Dome Attendance Trends



Tacoma Dome Event Trends



Tacoma Dome Gross Ticket Sales Trends

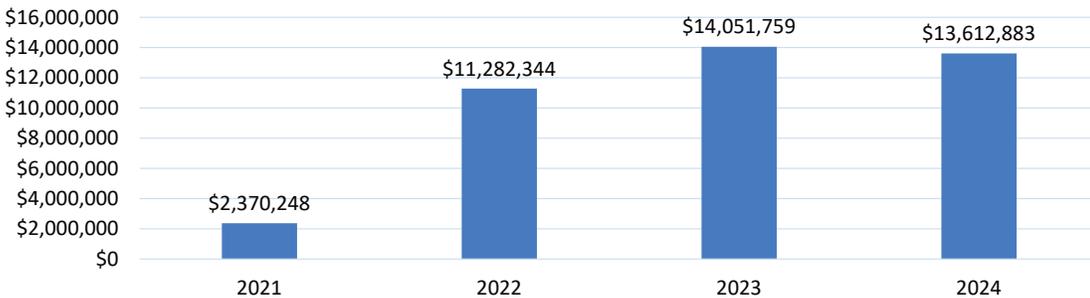


**Tacoma Dome 2023
Direct Economic Impact
\$49,355,843**

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2023-2024 Major Accomplishments Greater Tacoma Convention Center

YTD TOTAL ECONOMIC IMPACT as of 09/30/24



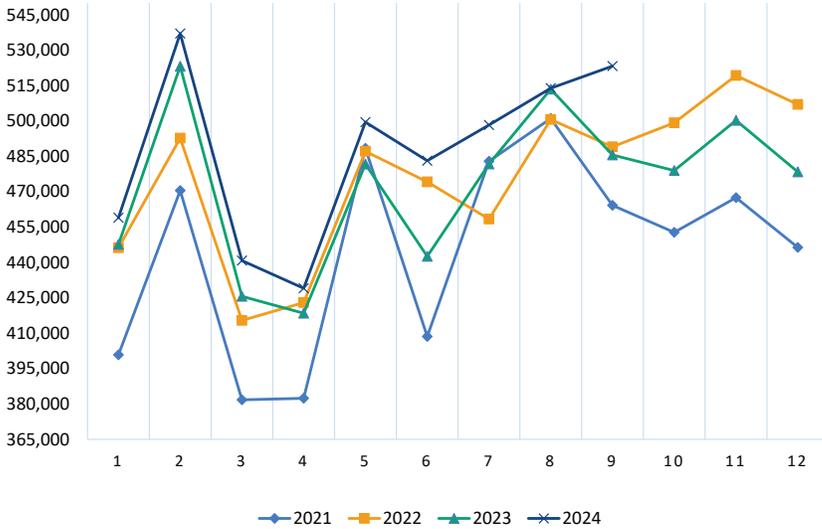
YTD TOTAL EVENT DAYS as of 09/30/24



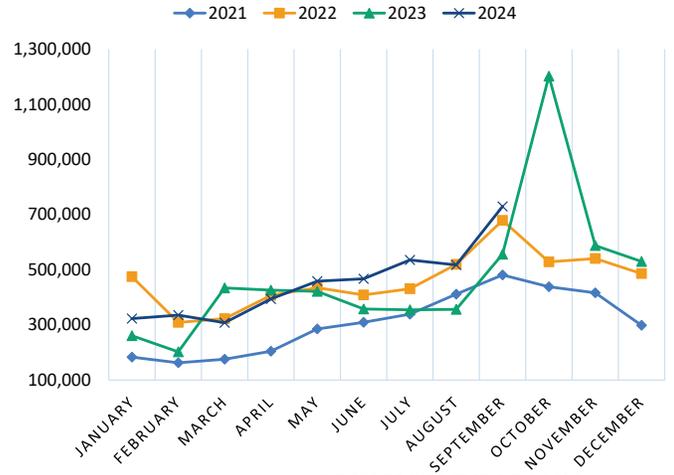
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2023-2024 Major Accomplishments Public Facilities District

PUBLIC FACILITIES DISTRICT REVENUE



HOTEL/MOTEL TAX REVENUE

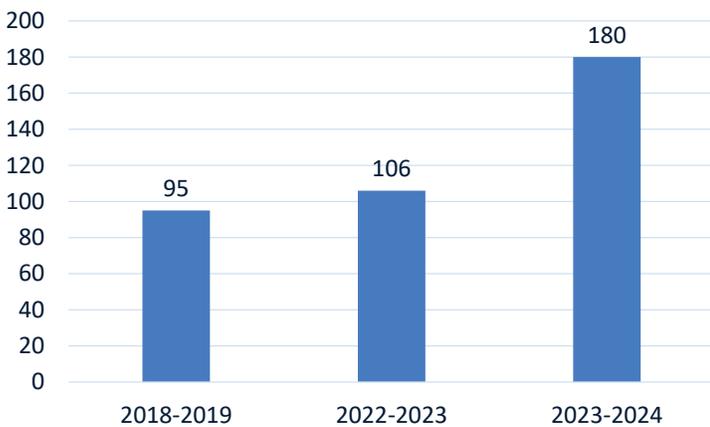


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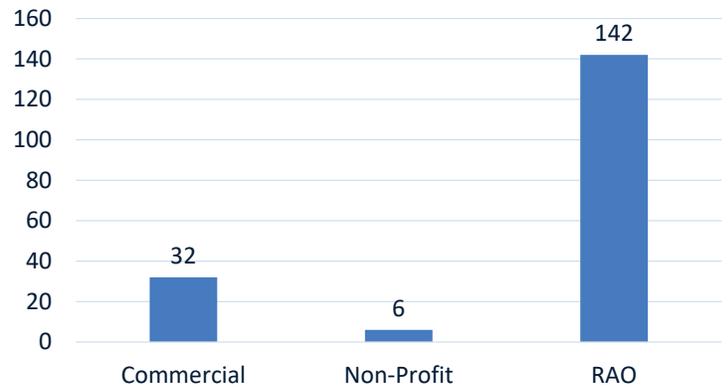
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2023-2024 Major Accomplishments Tacoma City Theaters

Tacoma City Theaters Event Days



**Tacoma City Theaters
2023-2024 Event Breakdown**



AVERAGE EVENT REVENUE

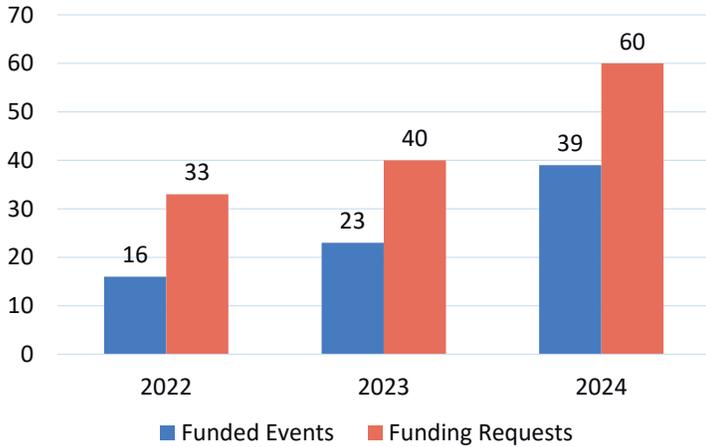
- RAO Pantages - \$6,454
- Commercial Pantages - \$22,789
- RAO Rialto - \$2,657
- Commercial Rialto - \$13,882

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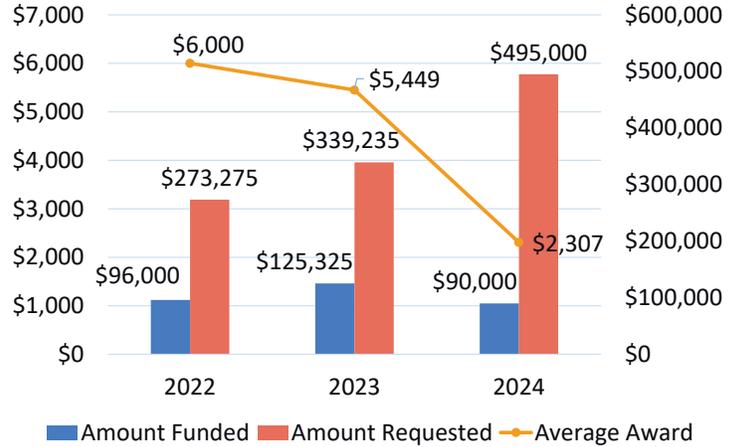
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2023-2024 Major Accomplishments Community Events

Number of Funding Requests Received vs. Funded



Funding Requests Received vs. Funded and Average Awards



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2023-2024 Major Accomplishments Capital & Major Projects

CAPITAL IMPROVEMENTS

- Facility Condition Assessments – Dome, GTCC, Theaters, Cheney
- Rialto Theater Roof Replacement & HVAC Improvements
- Rialto Carpeting (Historic Preservation Grant partnership)
- Pantages Fire Curtain & Rigging System
- Tacoma Dome & GTCC Security Cameras
- Tacoma Dome Fence Line
- Tacoma Dome Ramps
- Tacoma Dome Exterior Lighting Conversion to LED
- Tacoma Dome Clubs & Sensory Room Creation
- GTCC Furniture Installation
- GTCC Parking Lot Fencing
- Cheney Stadium Seating Bowl & Locker Rooms



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Community Issues and Considerations

Community Feedback

- City Events & Recognition Committee
- Community Event Producers
- Client, Promoter, Guest Surveys
- 1:1 meetings with Agents & Promoters
- 3rd Party Consultants
- 311 Comments
- T-Town Event



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Community Issues and Considerations

Community Interests

- Access
 - To Venues
 - To City Resources
 - To Diverse Programming
- Belief & Trust
 - Consistency in Services and Support
- Operational Effectiveness
 - Fiscal Responsibility
 - Infrastructure Stewardship

2025-2026 Budget Focus

- Fiscal Responsibility
- Community Support & Cultural Access
- Stewardship of Vital Infrastructure

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2025-2026 Services and Major Initiatives

Fiscal Responsibility

- **Balanced Budgets & Expense Management Related to Revenue**
 - Aligned Dome and GTCC Operating and Event Expenses
 - Dome Event Expenses Average 60% of Event Revenue & Account for 50% of all Dome Expenses
 - GTCC Event Expenses Average 55% of Event Revenue & Account for 30% of all GTCC Expenses
- **Reducing General Fund Obligation**
 - *Reduce Permit Operations Expenses for Special Events Budget (-\$13,951)*
 - *Excise Tax and Special Events (-\$381,000)*
- **Driving Greater Economic Impact**
 - Shifting Sales Focus



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2025-2026 Services and Major Initiatives

Community Support & Cultural Access

- **Diverse Programming Recruitment**
 - *Create Sales/Marketing Materials for Tacoma Dome Booking Operations (\$20,000)*
- **Language Access**
 - *Support Language Access in TVE Facilities (\$40,000)*
- **Venue Accessibility**
 - *Replace Outdated Signage in TVE Venues (\$350,000)*
 - Accessibility Support and Training



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2025-2026 Services and Major Initiatives

Community Support & Cultural Access

- Puyallup Tribe Art Engagement
 - Dome Exterior Capital Improvement & Security Project
- Community Event Support
 - *Excise Tax and Special Events (\$495,000)*
- Resident Arts and Cultural Organization Support
 - External Consultant Operating Review

Excise Tax Overview

- Food & Beverage Sellers at City Owned Indoor Venues
- Collection Begins 2025
- Distribution Begins 2026
 - City Recognition Celebrations
 - Community Event Grants
 - Community Event SkillShops
 - Other Potential Distributions TBD
- Estimated Annual Revenue - \$450k-\$600k



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2025-2026 Services and Major Initiatives

Stewardship of Vital Infrastructure

- Cheney Stadium Critical Infrastructure Investment
 - *Reimburse Cheney Stadium Structural Capital Improvements (\$2,000,000)*
- Greater Tacoma Convention Center Experience Investment
 - *Install Digital Signage Elevator Wrap in Greater Tacoma Convention Center (\$250,000)*
- Tacoma Dome Client/Artist Support Investment
 - *Improve Tacoma Dome Production Capabilities (\$900,000)*
- Tacoma Dome & Tacoma City Theaters Master Plan
 - External Consultant Master Plan Development & Feasibility



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2025-2026 Services and Major Initiatives

Stewardship of Vital Infrastructure

- Tacoma City Theaters Critical Infrastructure Investment
 - 2024-2025 Pantages Theater Elevator Replacement
 - 2025-2026 \$1,000,000 REET Capital Investment
- Ongoing Maintenance and Repair Investment
 - *Reseal & Paint Tacoma Dome Parking Lots (\$250,000)*
 - *Hire Additional Maintenance I Staff Position (+1FTE, \$174,000)*
 - *Tacoma Dome Quarterly Landscape Service (\$80,000)*



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