



Economic Development Strategy
City of Tacoma | Community and Economic Development
Economic Development Committee
June 24, 2025

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Focus Area 8 Objective: Placemaking and City Image

-  **Strategy 8A:** Protect & Grow Cultural Assets
-  **Strategy 8B:** Leverage Tourism
-  **Strategy 8C:** Communicate Tacoma's Livability
-  **Strategy 8D:** Expand Hospitality Base
-  **Strategy 8E:** Improve Parking & Wayfinding
-  **Strategy 8F:** Brand & Communicate

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● ● ● ArtFull Tacoma: Arts Strategic Plan

-  **Strategy 1:** Grow and sustain the creative economy.
-  **Strategy 2:** Promote equity, diversity, and inclusiveness through the arts.
-  **Strategy 3:** Use public art to create active, accessible, and welcoming public places
-  **Strategy 4:** Strengthen Tacoma's creative ecosystem.
-  **Strategy 5:** Optimize performance and capacity of arts programming, services, and operations.

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● ● ● Strategy 1: Grow and sustain the creative economy



Arts at the Armory

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● ● ● **Strategy 2: Promote equity, diversity, and inclusiveness through the arts**



Pride in the Salish Sea, Natalie Dupille

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● ● ● **Strategy 3: Use public art to create active, accessible, and welcoming places**



*Northwest Basketweaving Designs,
Denise Reed and Sharron Nelson with Chris Duenas*

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● ● ● Strategy 4: Strengthen Tacoma's creative ecosystem



Ballet folklórico at Mi Centro's Cinco de Mayo. Photo by Joseph Cabrera.

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● ● ● Strategy 5: Optimize performance and capacity of arts programming, services, and operations



Arts Commissioners at their 2024 Annual retreat

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Focus Area 8: Planning Questions



1. Should Focus Area 8 be aligned with an updated version of ArtFull Tacoma?
2. Of the existing strategies in Focus Area 8, do any of the goals need to be relocated?
3. Of the existing ArtFull Tacoma strategies, which ones should be included in the plan?
4. How should affordability and access to space be considered?
5. Is there anything else that should be included?

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