



**TO:** Elizabeth Pauli, City Manager  
**FROM:** Christina Caan, Council Policy Analyst, City Manager's Office  
Melanie Harding, Assistant to the City Manager, City Manager's Office  
**COPY:** City Council and City Clerk  
**SUBJECT:** Resolution – Mitigating Impact of City's Light Rail Investment for Hilltop Street Fair and Stadium Business District Events – June 13, 2023  
**DATE:** June 7, 2023

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**SUMMARY AND PURPOSE:**

A resolution authorizing a Council Contingency Fund expenditure of \$20,000 to support efforts to mitigate the impact of the City's light rail investment for the Hilltop Street Fair and Stadium Business District events.

**COUNCIL SPONSORS:**

Council Member Keith Blocker, Deputy Mayor Kristina Walker, and Council Member Sarah Rumbaugh

**BACKGROUND:**

The Hilltop Business District Association (HBDA) is working with a diverse group of stakeholders to hold the Hilltop Street Fair, a widely anticipated and signature community tradition since 2014. This year's Hilltop Street Fair will take place on Saturday, August 26, 2023, from 11:00am—7:00pm. However, physical changes to the event's footprint are needed this year to accommodate the anticipated opening of the Hilltop Tacoma Link Extension (HTLE) of the Sound Transit Tacoma Line.

The HBDA does not currently have the event planning capacity to plan the Hilltop Street Fair on a disrupted footprint while also minimizing disruptions on MLK Jr Way from 9th-14th and 10th and L Street to other adjacent Hilltop locations. This funding is meant to build that capacity. The HBDA needs an event planner with specific logistical, safety, and regulatory planning skills to ensure the City's light rail investment does not unintentionally damage the ability of the Hilltop Street Fair to build and celebrate community.

This contingency fund request would provide a one-time investment of \$20,000 to hire an experienced event planner to work in partnership with the HBDA to adjust the event footprint while also leveraging community assets and promoting use of existing light rail to get to the event. This contingency fund request will also include monies for consultative services to the Stadium Business District for their growing Art and Wine Walk and/or other events that may be impacted by the HTLE rail lines. The impact to these events is likely to be less than the Hilltop Street Fair because Stadium Business District events will be held adjacent to the HTLE rail lines, therefore much of the funding will go toward the HBDA.

Contingency request funding will be used to:

- Advise on event logistics that maximizes community assets, while keeping off MLK and adhere to Sound Transit safety requirements
- Develop a traffic control plan approved by the Permit Office for 2023 and future events
- Create an event how-to manual (digital and hard copy) with tips on best practices such as timelines, so future event planners can replicate the work
- Manage permit process with local government and Sound Transit



- Assist in aligning the event with Sound Transit Grand Opening plans where possible
- Regular check in with community event leaders and assist in communications with the City and Sound Transit
- Load-in and day of event consulting support
- Consultative services to Stadium Business District for Art and Wine Walk/other events

### **COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:**

The Hilltop Street Fair began in 2014, with 5,000 people attending. By 2019, the event had grown, and attendance rose to 25,000. Impacts from community safety measures put the event on hold for 2020 and 2021, and in 2022 when the event was reintroduced, attendance was estimated at 8,000-10,000. The Hilltop Business District Association is working with a diverse group of planning and community members to continue the tradition. Cultural collaboration is important to the event producers and in support of that, The Asia Pacific Cultural Center is a fiscally responsible partner for this event and has shown great support for producing this signature event.

### **2025 STRATEGIC PRIORITIES**

#### **Equity and Accessibility:**

The Hilltop Business District Association (HBDA) is an open organization of businesses, nonprofits, universities, healthcare organizations and hospitals that serve the people of the Hilltop neighborhood in Tacoma. The HBDA believes every person has the right to a safe and welcoming community that values diversity, equity, and inclusion. The HBDA also promotes an environment in which each community member, volunteer, advocate, and employee must have equal access to solving community problems and acting on opportunities. The HBDA values the visible and invisible qualities that make each person who they are and believes a diversity of backgrounds, experiences, and perspectives make a stronger organization. The HBDA is also committed to engaging the community in ways that collectively promote unity and compassion.

The Hilltop Street Fair aims to foster genuine conditions for belonging. Activities included in the Hilltop Street Fair that advance equity and accessibility include:

- People's Park will emphasize international food, culture, immigration and refugees with a global BBQ and offerings by Tacoma's Sister Cities: Korean, Cuban, Chinese, Japanese and Italian recipes.
- Children's activities and dynamic performances on stage by diverse global and local performers.
- Culturally relevant art exhibitions including dancers and costumed entertainers from Latin countries.
- Music stage at 11th and MLK called the 1111 Stage and will feature up and coming local bands from Tacoma and near communities.
- Showcase local artistic talent and organizations such as TUPAC, fashion shows and various bands including Hip Hop.

#### **Economy/Workforce:** *Equity Index Score: Moderate Opportunity*

Increase the number of diverse livable wage jobs.

Increase the number of infrastructure projects and improvements that support existing and new business developments.

#### **Civic Engagement:** *Equity Index Score: Moderate Opportunity*

Increase the percentage of residents who believe they are able to have a positive impact on the community and express trust in the public institutions in Tacoma.



**Livability:** *Equity Index Score:* Moderate Opportunity  
 Increase positive public perception of safety and overall quality of life.

**Explain how your legislation will affect the selected indicator(s).**

This contingency fund will directly support the work of the HBDA and Stadium Business District to hold successful events that celebrate diversity and community in Tacoma without disruption from the City’s light rail investments. These types of events and festivals are also economic drivers for local communities, bringing residents and tourists to the Hilltop and Stadium Business Districts, who will patronize local businesses and support the local economy.

**ALTERNATIVES:**

Alternative(s)	Positive Impact(s)	Negative Impact(s)
Provide less funding	Preserve some additional contingency funds for other Council priorities.	Support from an event planner to provide logistical, safety, and regulatory planning elements would be limited.
Do not provide funding	Preserve contingency funds for other Council priorities.	The Hilltop Street Fair and Stadium Business District events would need to find alternative funding to adjust event footprints, be moved to new locations, or be postponed.

**EVALUATION AND FOLLOW UP:** These contingency funds are provided to ensure the City’s light rail investment does not unintentionally damage the ability of events hosted by the HBDA and the Stadium Business District to build and celebrate community, including through the longstanding yearly Hilltop Street Fair. These contingency funds are intended as a one-time funding source. Event organizers will be provided with information on how to apply for future grants and event funding opportunities at the City of Tacoma during standard application cycles. Following the event, the event planner will share lessons learned and best practices for improving the event the following year.

**STAFF/SPONSOR RECOMMENDATION:** Sponsors recommend providing \$20,000.00 to support the Hilltop Street Fair and the Stadium Business District for their growing Art and Wine Walk and/or other events that may be impacted by the HTLE rail lines.

**FISCAL IMPACT:**

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1. 1030 – Council Contingency Fund	660000		\$20,000
<b>TOTAL</b>			<b>\$20,000</b>



City of Tacoma

City Council Action Memorandum

**What Funding is being used to support the expense?**

Council Contingency Fund

**Are the expenditures and revenues planned and budgeted in this biennium's current budget?**

**NO, PLEASE EXPLAIN BELOW**

The Council Contingency Fund provides an established amount of funding each year for unbudgeted Council sponsored initiatives.

**Are there financial costs or other impacts of not implementing the legislation?**

No

**Will the legislation have an ongoing/recurring fiscal impact?**

No

**Will the legislation change the City's FTE/personnel counts?**

No

**ATTACHMENTS:**

None

## 2023 Council Contingency Commitments

<b>2023-2024</b>	\$	<b>225,000.00</b>
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**Resolution 41151**

<b>Council requested - South Sound together</b>	\$	<b>12,000.00</b>
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A Resolution authorizing 2023 membership in South Sound Together, in the amount of \$12,000.

**Resolution 41150**

<b>Council Requested - Welcoming Interactive Conference Participation Sponsorship</b>	\$	<b>4,800.00</b>
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Council Contingency Fund expenditure for \$4,800 to fund two Commission on Immigrant and Refugee Affairs' Members and a Council Member Participation in the 2023 Welcoming Interactive Conference

**Resolution 41163**

<b>Council Requested - Mayor's Youth Commission of Tacoma Youth Summit 2023</b>	\$	<b>5,000.00</b>
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Council Contingency Fund expenditure of \$5,000 to sponsor the Mayor's Youth Commission of Tacoma 2023 Youth Summit

**Resolution 41162**

<b>Council Requested - Raising Girls Care Package Initiative</b>	\$	<b>10,000.00</b>
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Council Contingency Fund expenditure for \$10,000 to fund the Raising Girls Non-Profit Organization's "One Bag Drive" to support the creation and distribution of 500 care bags with essential hygiene items to youth and young adults in Tacoma.

**Resolution 41161**

<b>Council Requested - Wheelstops</b>	\$	<b>12,500.00</b>
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Contingency Fund of \$12,500 expenditure to install wheelstops along South D street, from S. 72nd to S. 74th on the east side of the street.

**Resolution 41160**

<b>Council Requested - Khmer New Year Celebration</b>	\$	<b>10,000.00</b>
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Council Member Bushnell provides the attached Council Action memorandum for a Resolution authorizing the use of \$10,000 of Council contingency funding to support the first annual Khmer New Year Celebration.

**Resolution 41173**

<b>Council Requested - Mi Centro's First Domestic Violence &amp; Sexual Assault Conference</b>	\$	<b>20,000.00</b>
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A Council Contingency Fund expenditure to sponsor Mi Centro's First Domestic Violence & Sexual Assault conference for \$20,000.

**Resolution 41181**

<b>Together We End Gun Violence Conference</b>	\$	<b>10,000.00</b>
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A Council Contingency Fund expenditure of \$10,000 to sponsor the Together We End Gun Violence Conference.

**To Council June 13, 2023**

<b>Mitigating Impact of City's Light Rail Investment</b>	\$	<b>20,000.00</b>
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Council Contingency fund expenditure of \$20,000 to support efforts to mitigate the impact of the City's light rail investment for the Hilltop Street Fair and Stadium Business District events.

**To Council June 13, 2023**

<b>City of Tacoma 2023 Juneteenth Celebration</b>	\$	<b>2,500.00</b>
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Council Contingency Fund expenditure to sponsor the City's 2023 Juneteenth Celebration.

**To Council June 13, 2023**

<b>Summer Coding Workshop Series Sponsorship</b>	\$	<b>7,000.00</b>
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Council Contingency Fund expenditure of up to \$7,000 to sponsor the Summer Coding Workshop Series developed by the Lifelong Kindergarten group at the Massachusetts Institute of Technology Media Lab and hosted by Tacoma Public Libraries.

**To Study Session June, 13 2023**

<b>Buffalo Solider Museum Event Sponsorship</b>	\$	<b>6,000.00</b>
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Council contingency fund expenditure of \$6,000 to sponsor the Buffalo Soldiers Museum's event, "Honoring Our Military Labor Force."

<b>Starting Balance</b>	\$	<b>225,000.00</b>
<b>Total Amount Allocated</b>	\$	<b>119,800.00</b>
<b>Current Balance</b>	\$	<b>105,200.00</b>