



TO: Elizabeth Pauli, City Manager
FROM: Melanie Harding, Chief Policy Analyst to the Mayor, City Manager's Office
COPY: City Council and City Clerk
SUBJECT: Resolution – Council Contingency Request for South Sound Together – 2/9/2021
DATE: February 2, 2021

SUMMARY AND PURPOSE:

A resolution authorizing 2021 membership in South Sound Together, in the amount of \$12,000, budgeted from the Council Contingency Fund.

COUNCIL SPONSORS:

Mayor Victoria Woodards
Deputy Mayor Keith Blocker
Councilmember Robert Thoms

BACKGROUND:

South Sound Together (SST) is a community-focused group of business and institutional leaders that promote the South Puget Sound as a good place for business and a great place to live. By bringing together key leaders from across the region and leveraging our investment of time and resources, South Sound Together aims to advance community and economic goals and tell the region's story. South Sound Together formed in 2015 and has undertaken a number of initiatives to showcase the South Sound -0 since that time, including the 'Live Like the Mountain's Out' campaign. The initiative's ongoing goals include engaging in partnerships and building community that will positively impact the lifestyle and economy of South Sound.

The initiative was originally hosted and facilitated by the Tacoma News Tribune. In 2020, South Sound Together transitioned operations from The News Tribune, recommitted to community projects, and registered as a nonprofit corporation in Washington State. Greater Tacoma Community Foundation has been engaged as a fiscal agent for SST and holds their monetary assets.

Building on the South Sound Proud brand and past campaign success, SST will launch 'Proud Moments' throughout the South Sound in the spring of 2021.

A \$12,000 sponsorship/membership would provide the City with:

- A seat on the South Sound Together 2021 Board (to be filled by the Community & Economic Development Director or their delegate)
- Sponsorship of a non-profit to join the South Sound Together Board for a year
- Help steer the direction of the 2021 projects
- Inclusion in all presentations, promotions and marketing, including South Sound Together social media and South Sound Proud website

In fall 2020, the South Sound Together Executive Board created a list of non-profits to invite based on past participation and 2021 priorities (youth engagement, broader county engagement, sector diversification). The Board prioritized that list at their December meeting and then invited participation on a rolling basis as 2021 memberships were secured. To date,



SST will include the following sponsored organizations: United Way of Pierce County, Bates Technical College, Tacoma Community College, Tacoma Urban League, and Tacoma Arts Live. Others are under consideration.

COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

South Sound Together plans and implements regional initiatives based on direction from a board that includes a collection of voices from business and non-profit leadership. Membership can be evaluated annually upon renewal for the value it adds to the City of Tacoma and how it takes into account the input of and impact on underrepresented communities' input.

2025 STRATEGIC PRIORITIES:

Equity and Accessibility: (Mandatory)

South Sound Together implements regional initiatives based on direction from a board that includes a collection of voices from business and non-profit leadership. The inclusion of non-profit voices that represent those disparately impacted by systemic racism and/or those who are traditionally marginalized or underserved provides a unique opportunity for community and economic development strategies that consider these perspectives. Membership provides City of Tacoma with a seat on the board and an opportunity to advocate for equity and accessibility in 2021 initiatives. Membership can be evaluated annually upon renewal based on equity and accessibility.

Economy/Workforce: Equity Index Score: Moderate Opportunity

Increase positive public perception related to the Tacoma economy.

Decrease the number of vacant properties downtown and in the neighborhood business districts.

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).

South Sound Together (SST) is a community-minded group of business leaders seeking to promote the South Puget Sound as a good place for business and a great place to live. By bringing together key leaders from across the region and leveraging our investment of time and resources, South Sound Together aims to advance community and economic goals and tell the region's story through a variety of initiatives. Membership provides City of Tacoma with a seat on the board and a voice in the 2021 initiatives.

ALTERNATIVES:

Presumably, your recommendation is not the only potential course of action; please discuss other alternatives or actions that City Council or staff could take. Please use table below.

Alternative(s)	Positive Impact(s)	Negative Impact(s)
1. Do not participate	Cost savings of \$12,000	City of Tacoma will not have influence nor enjoy the benefits of the 2021 South Sound Together Initiatives



EVALUATION AND FOLLOW UP:

Membership can be evaluated annually upon renewal. City of Tacoma can take part in conversations on success measures as a member of the board.

STAFF/SPONSOR RECOMMENDATION:

The sponsors recommend approval of this resolution authorizing 2021 membership in South Sound Together, in the amount of \$12,000, budgeted from the Council Contingency Fund.

FISCAL IMPACT:

Please provide a short summary of the fiscal impacts associated with the grant, agreement, policy action, or other action.

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1.Council Contingency	660000		\$12,000
2.			
TOTAL			\$12,000

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

Council Contingency Funds are explicitly set aside for expenditures not planned and budgeted in the biennial budget.

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

Choose an item.

The impacts of not implementing this economic development, marketing, and branding tool are difficult to determine. With a seat on the board, the Community & Economic Development Director or their delegate will be in a role to ensure that initiatives are tailored to provide the best possible outcomes and benefits for Tacoma.

Will the legislation have an ongoing/recurring fiscal impact?

Choose an item.

To Be Determined: Ongoing membership can be considered on an annual basis.

Will the legislation change the City’s FTE/personnel counts?

No

Existing staff will participate in this initiative.

ATTACHMENTS:

N/A