



TO: Elizabeth Pauli, City Manager
FROM: Council Member Olgy Diaz
COPY: City Council and Clerk
SUBJECT: Resolution – A resolution directing the creation of a special event equity toolkit – October 3, 2023
DATE: October 10, 2023

SUMMARY AND PURPOSE:

A Resolution directing the City Manager to create an equity toolkit for special events for community use as a public education tool.
[Council Member Diaz]

COUNCIL SPONSORS:

Council Members Diaz, Hines, and Rumbaugh.

BACKGROUND:

The Council Member’s Recommendation is Based On:

This resolution directs the City Manager to produce an equity toolkit for special events as a public education tool. This toolkit should be shared with the public in strategic locations so individuals seeking event funding or event planning information from the City have access to this tool and can utilize it to increase equity at their events. The equity toolkit should approach equity holistically (Including review of race, disability, LGBTQIA+, etc.). The tools provided in the toolkit should align with scoring mechanisms for our special event funding grants.

COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

CM Diaz has heard from community groups that plan local events. They’ve reported that different organizations have been using different models to incorporate equity in their events, and it would be helpful to have unified language and tools.

2025 STRATEGIC PRIORITIES:

Equity and Accessibility: (Mandatory)

The City of Tacoma provides grants to fund special events in the City of Tacoma designed to be open and accessible to our entire community. Scoring for these grants includes measuring equity. Educating event organizers on steps they can take to create more equitable events will allow for more transparency in our event scoring process and making these applications more accessible to the entire community. In turn, organizations will also have the tools and resources to plan more intentionally equitable events that reflect the diverse communities and cultures throughout the city.

Civic Engagement: Equity Index Score: Moderate Opportunity

Increase the number of residents who participate civically through volunteering and voting.
Representation at public meetings will reflect the diversity of the Tacoma community

Livability: Equity Index Score: Moderate Opportunity

Improve access and proximity by residents to diverse income levels and race/ethnicity to community facilities, services, infrastructure, and employment.
Increase positive public perception of safety and overall quality of life.



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

A special event equity toolkit will assist event planners in having a more positive impact on the entire community, and increase representation at public events to reflect the diversity of the Tacoma community. More equitable events will provide more community services to diverse residents. More inclusive events will also increase the positive public perception of Tacoma.

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 make a special events equity toolkit	Conserves City resources for other priorities	Does not provide educational tool for community events that will increase equitable outcomes

EVALUATION AND FOLLOW UP:

The published version of the special events equity toolkit should be shared with Council Members, as well as published to strategic webpages, shared with past special event grant applicants, and community organizations that regularly apply for event funding from the City. The City should consider utilizing the special event equity toolkit as an outreach tool to promote special events funding opportunities with Women/Minority Business Enterprises and other organizations.

SPONSOR RECOMMENDATION:

Sponsors recommend Council passes this resolution to direct the City Manager to create a special event equity toolkit.

FISCAL IMPACT:

This policy would require staff support from Tacoma Venues and Events and Office of Equity and Human Rights. This directive would have a flexible timeline to allow implementation to be incorporated into ongoing efforts to review and improve the event grant program and to minimize financial and programmatic impacts.