



TO: Elizabeth Pauli, City Manager
FROM: Kim Bedier, Director, Tacoma Venues & Events
COPY: City Council and City Clerk
SUBJECT: Ordinance - Renaming Public Assembly Facilities Department – August 22, 2017
DATE: August 2, 2017

SUMMARY:

Proposed revisions to the Tacoma Municipal Code to formally change the name of the Public Assembly Facilities Department to Tacoma Venues & Events department to better reflect current activities and align with industry terminology.

STRATEGIC POLICY PRIORITY:

The strategic policy priorities aligned with this action are:

- Cultivate a vibrant cultural sector that fosters a creative, cohesive community.
- Outstanding stewardship of the natural and built environment.

BACKGROUND:

The Public Assembly Facilities Department is directly responsible for the operations of the Tacoma Dome and the Greater Tacoma Convention Center, and facilitates the operations of Cheney Stadium and City-owned theaters through management contracts. It also partners with Travel Tacoma and South Sound Sports, among others, to promote Tacoma as a destination.

As part of its management of the Tacoma Dome and the Convention Center, department staff is charged with maintaining and filling the event calendars of both venues. Occasionally the department will promote its own events in the venues, for example the Tacoma Guitar Festival.

The Public Assembly Facilities Department proposed updating the name of the department through the 2017-2018 Budget process. The term “Public Assembly Facilities” is quite dated and the more commonly used industry term is now “venues”. “Tacoma Venues & Events” more closely aligns the name of the department with the range of activities performed by the department now and in the future, and with current industry terminology. Examples of similar departments in other cities include “Orlando Venues” and “Denver Arts & Venues”.

ISSUE:

An ordinance is required to amend Sections 1.06.2701, 1.34.300 and 1.34.390 of the Tacoma Municipal Code which currently reference “Public Assembly Facilities”, in order to rename the Public Assembly Facilities Department, the Tacoma Venues & Events department.

ALTERNATIVES:

The City Council could choose to not change the name of the department.

RECOMMENDATION:

Staff recommends that the City Council approve the proposed revisions to the Tacoma Municipal Code, formally changing the name of the Public Assembly Facilities Department to the Tacoma Venues & Events department.

FISCAL IMPACT:

There is no fiscal impact.