

Business Improvement Areas Community Meeting

Tacoma – Hilltop District

April 30, 2024

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Agenda

- Welcome & Introductions
- Process Update
 - Proctor
 - Sixth Avenue
 - Point Ruston
 - Hilltop
- Business Plan
- Next Steps

Welcome & Introductions



ANDRÉS MANTILLA
(HE/HIM)
PARTNER & PROJECT
DIRECTOR



JENNIE KOVALCIK
(SHE/HER)
PROJECT MANAGER

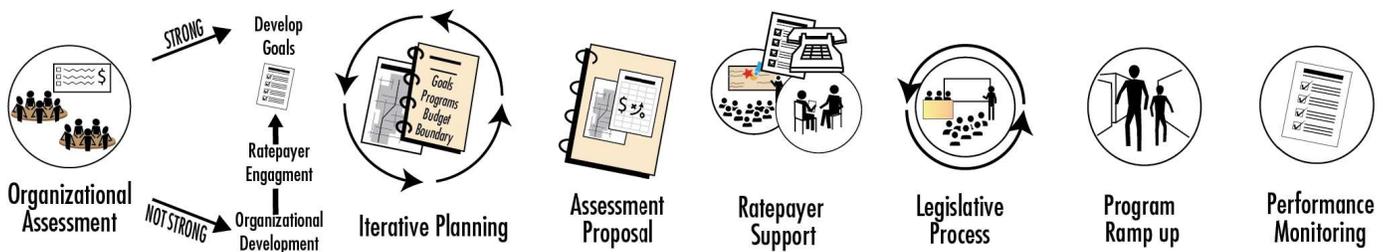


SKYLAR BENSON
(SHE/HER)
PROJECT ASSOCIATE

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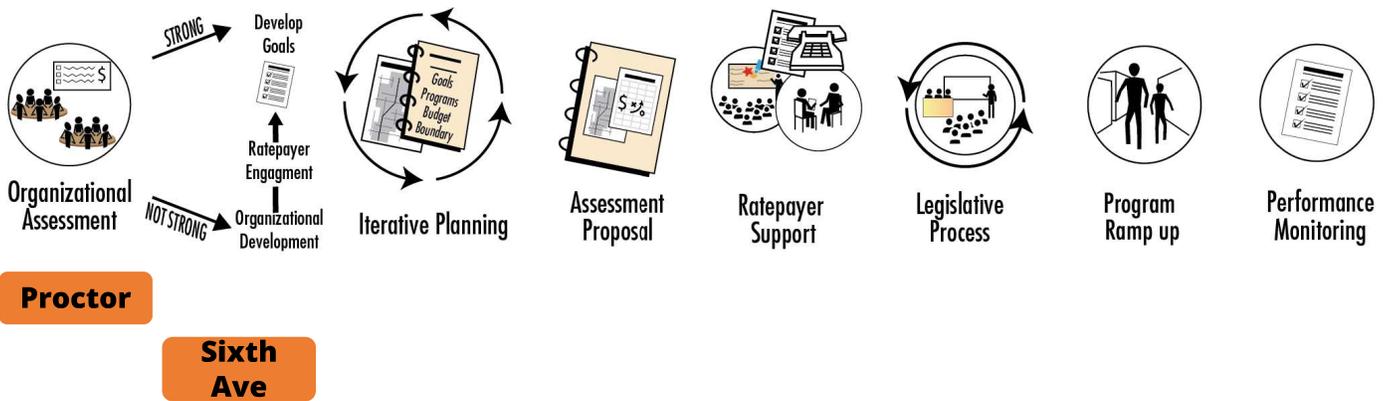
Process Update



Process Update



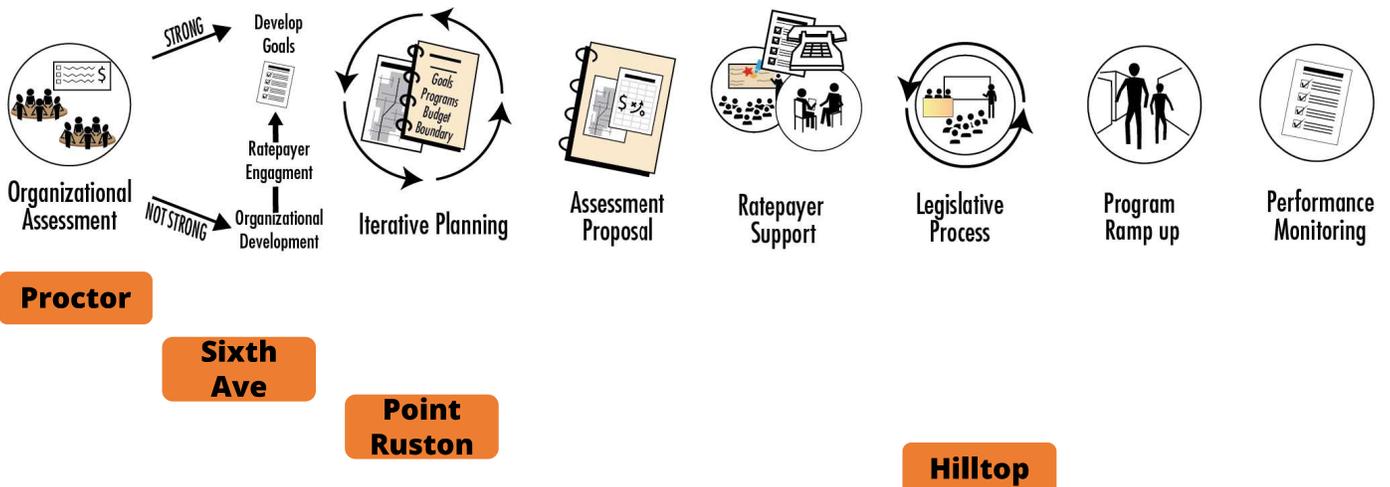
Process Update



Process Update



Process Update



Work to Date - Hilltop

- Intentional community engagement process
- Individual & group conversations with...
 - Property Owners
 - Business Owners
 - Community Members
 - Residents
- On the ground outreach
- City of Tacoma developers & artist meetings
- Open House



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Work to Date - Hilltop

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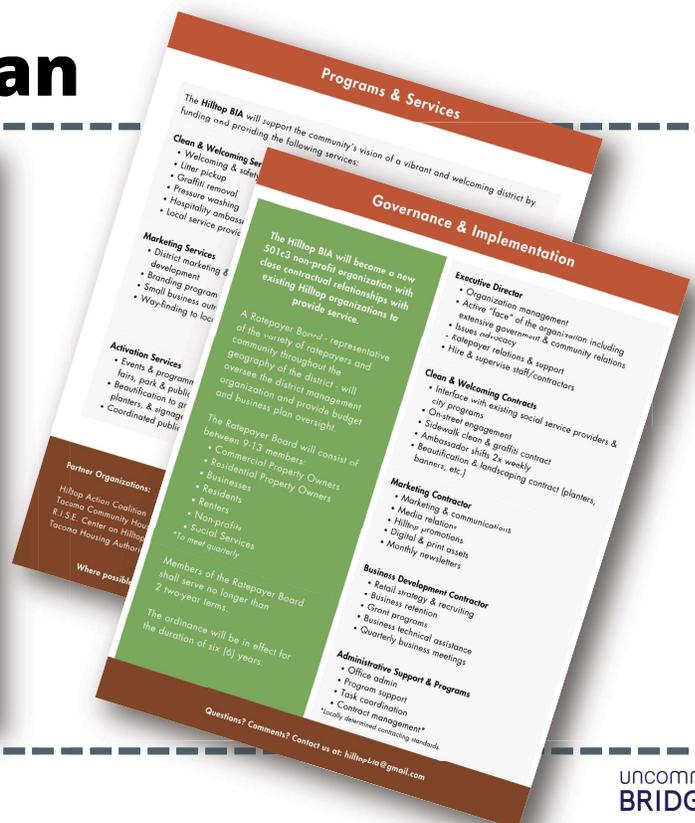
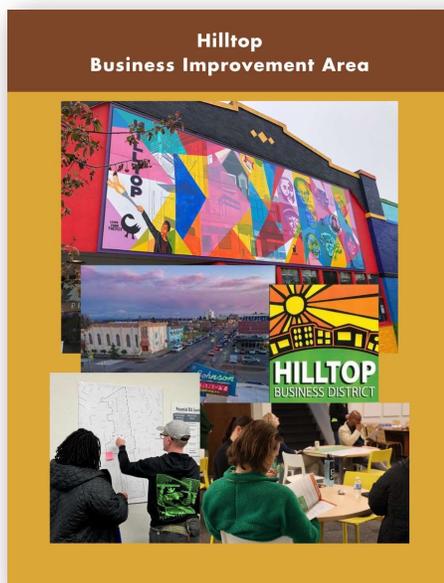
~ 22 months
40+ meetings
120+ engaged

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Hilltop Business Plan



DRAFT

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BIA Services

Clean & Welcoming Services

- Safe & welcoming services
- Litter pickup/graffiti
- Pressure washing
- Hospitality Ambassadors
- Police or security partnership
- Partner with local service providers

Activation Services

- Street fairs and events
- Beautification, green infrastructure, planters, signs
- Park & public space activations – People’s Park
- Coordinated public art
- Support policies that are beneficial to Hilltop

Business Support Services

- Business technical assistance
- Legacy business support
- Retail recruitment (address vacancies)
- Business resources & information
- Data and analysis

Marketing Services

- District marketing
- Outreach & engagement to local businesses
- Wayfinding to local businesses

Administration Support

- Partnership coordination
- Contract services + local hire
- Convening and relationship with City and other governments

Provide bandwidth & funding to existing organizations

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Hilltop Business Plan

- ❑ DRAFT Shared with Core Group Meeting & Open House - early April
- ❑ Key Considerations & Feedback
 - Special rate for low-income housing, non-profits, & legacy businesses
 - Board make-up inclusive of community seats
 - Ambassador code of conduct & training
 - Local contracting with existing partners
 - New non-profit to manage
 - Service area zones

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Hilltop Business Plan

- ❑ Legacy Businesses – definition
 - A legacy business has been a part of the neighborhood for at least 20 years, employ 10 or less full-time equivalent employees, are independent firms which can have a multi-generational component and serve a community function that goes above and beyond the simple sale of goods and services. Legacy businesses provide linkage to the community they serve and have a lasting community role.

Hilltop Business Plan

Board Make-Up

- 13 total individuals
 - North end property owner or designee
 - South end property owner or designee
 - Property owner of designee within the business district boundary
 - Property owner of designee within the business district boundary
 - Medical
 - Medical
 - Community group
 - Community group
 - Hilltop Neighborhood Business District Association Board Member
 - 4 at-large property owner or designee

Next Steps

Proctor

- BIA 101 presentation

Sixth Avenue

- Reconvene stakeholders

Point Ruston

- Assessment scenarios
- Services
- Outreach

South Tacoma

- Re-engaging in community with Neighborhood Planning Team

Hilltop

- Revised business plan
 - Core Group affirmations around key questions – May
 - Council & Petitioning Process – July

Next Steps

Questions?