



**CITY OF TACOMA, WASHINGTON
OFFICE OF THE CITY COUNCIL
COUNCIL CONSIDERATION REQUEST**

TO: Mayor & City Council
FROM: Deputy Mayor Kristina Walker and Interim Council Policy Analyst
Raeshawna Ware
COPIES TO: Elizabeth Pauli, City Manager; Kurtis Kingsolver, Deputy City Manager; Bill
Fosbre, City Attorney
SUBJECT: **Resolution – City Membership in South Sound Together – March 07,
2023**
DATE: February 15, 2023

I ask for your support for a Council Contingency Fund expenditure for \$12,000 to fund the City of Tacoma Sponsorship/Membership on the South Sound 2023 Board.

LEGISLATIVE INTENT:

Council Contingency Fund Request:

South Sound Together (SST) is a community-minded group of business leaders seeking to promote 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 was formed in 2015 and has undertaken several initiatives to showcase South Sound as a good place for business and a great place to live since that time, including the 'Live Like the Mountain's Out' campaign. The initiative's ongoing goals include engaging in partnerships and building community and positively impacting the lifestyle and economy of South Sound.

The initiative was originally housed within 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.

A \$12,000 Mt. Rainier Sponsorship/Membership would provide the City with:

- A seat on the South Sound Together 2023 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 2023 projects
- Inclusion in all presentations, promotions, and marketing, including South Sound Together social media and the South Sound Proud website
- Feature in an issue of South Sound and South Sound Business Magazines
- 44 individualized sponsorship messages on KNKX

Since 2015, South Sound Together has provided seed money and launched projects no one else was doing: provided funding alongside UWT to start the South Sound Alliance, a new collective of leaders who consider critical topics that impact the region; helped bring Sue's Tech Kitchen to Tacoma, a -day interactive event to engage youth in STEM education and technology; funded industrial jobs and a cultural sector study to help organizations define an audience and future action; sponsored the Next Leaders Initiative to support the civic engagement of youth; and much more.

2022 Members include Bates Technical College, CHI Franciscan Health, City of Tacoma Economic Development, Columbia Bank, JayRay, MultiCare Health System, Pacific Lutheran University, Rainier Connect, Sound Credit Union, Tacoma Arts Live, Tacoma Community College, Tacoma Public Schools, United Way of Pierce County, University of Washington Tacoma. Greater Tacoma Community Foundation is the fiscal partner, holding monetary assets.

FUNDING REQUESTED:
\$ 12,000

DESIRED RESOLUTION DATE: March 07, 2023

COMMUNITY ENGAGEMENT/ (CUSTOMER RESEARCH):

This request continues the relationship the City of Tacoma has with South Sound Together and strengthens key partnerships in the region.

2025 STRATEGIC PRIORITIES:

Equity and Accessibility:

Serving on the South Sound Together 2023 Board will allow the City of Tacoma to influence initiatives and activities that offer benefits to those in Puget Sound and those within Tacoma city limits. In this role, the City of Tacoma can advocate for greater use of the Equity Index Map in decision-making on investments that South Sound Together will propose.

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.

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

Increase the number of diverse livable wage jobs.

Increase positive public perception related to the Tacoma economy.

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)?

Participating on South Sound Together will demonstrate our city's commitment to being collaborative and creative around community vibrance and engagement. The partnership crosses many industries like economic development, education, non-profit, healthcare, and more. That cross-section of partnership helps to ensure various perspectives are elevated as plans are advanced that serve the community.

ALTERNATIVES:

This year South Sound Together is offering a tiered sponsorship opportunity. Each level of sponsorship level allows for continuance of board membership for 2023. The three levels are Mt. Rainer, Nisqually Delta, and Puget Sound.

Alternative(s)	Positive Impact(s)	Negative Impact(s)
1. Do not participate	No Sponsorship Level \$0 Cost savings of \$12,000	The City of Tacoma will not have a seat on the South Sound Together 2023 Board nor influence 2023 South Sound Together Initiatives or receive benefits of South Sound together offerings
2. Participate at the bottom level	Puget Sound Sponsorship Level of \$2,500 The City of Tacoma will maintain a seat on the South Sound Together 2023 Board and can influence SST initiatives. Cost savings of \$9,500	The City of Tacoma will not receive sponsorship or spotlight features in South Sound and South Sound Business Magazine or KNKX
3. Participate at the middle level	Nisqually Delta Sponsorship Level of \$7,500 The City of Tacoma will maintain a seat on the South Sound Together 2023 Board and can influence SST initiatives. Cost savings of \$4,500	The City of Tacoma will receive limited sponsorship or feature in South Sound and South Sound Business Magazine and KNKX

EVALUATIONS AND FOLLOW UP:

Membership can be evaluated annually upon renewal. The City of Tacoma can take part in conversations on success measures as a member of the board. The value of this organization is found in the collective will and coordinated efforts to make South Sound a thriving place.

SPONSOR RECOMMENDATION:

The sponsors recommend approval of this resolution authorizing 2023 membership in South Sound Together in the amount of \$12,000.

FISCAL IMPACT:

\$12,000 of Council Contingency Funds will cover the cost for the Mt. Rainer Level of Sponsorship on the South Sound Together 2023 Board.

If you have a question related to the Council Contingency Fund Request, please contact Raeshawna Ware at 253.325.4751 or rware@CityofTacoma.org.



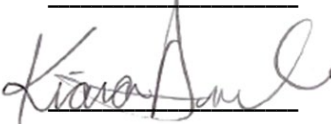
SUBMITTED FOR COUNCIL CONSIDERATION BY:

Deputy Mayor Kristina Walker

SUPPORTING COUNCIL MEMBERS SIGNATURES (2 SIGNATURES ONLY)

(Signatures demonstrate support to initiate discussion and consideration of the subject matter by City Council for potential policy development and staff guidance/direction.)

1.  _____ POS# 3

2.  _____ POS# 6

Mayor's initials  _____

(Mayor's initials for awareness only to ensure alignment and coordination of emergent policies.)

2023 Council Contingency Commitments

2023-2024	\$	225,000.00
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To Study Session February 28, 2023

Council Requested - South Sound Together	\$	12,000.00
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Council Contingency Fund expenditure for \$12,000 to fund the City of Tacoma Membership / Sponsorship on the South Sound Together 2023 Board.

To Study Session February 28, 2023

Council Requested - Welcoming Interactive Conference Participation Sponsorship	\$	4,800.00
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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

Starting Balance	\$	225,000.00
Total Amount Allocated	\$	16,800.00
Current Balance	\$	208,200.00