



Neighborhood Business District Program

City of Tacoma | Community and Economic Development

Economic Development Committee

June 14, 2022

ITEM #



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OVERVIEW



- Neighborhood Business District Program
- How associations are formed and what they do
- How staff supports the NBDs, with and without associations
- Role of the Cross District Association

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BACKGROUND



- 6 original Neighborhood Business Districts (NBDs) were recognized by the City in 1991
- Ordinance No. 27737 codified the NBD Program with Tacoma Municipal Code 1.47 (8/19/2008)
- 15 recognized Neighborhood Business Districts

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NBD ASSOCIATIONS



- Business and property owners may choose to organize to work on common goals or issues
- 9 have active associations; 2 coming on board
- NBD Associations are primarily business owner volunteers; 3 have a part-time district manager
- Outcomes focus on:
 - > Community Building
 - > District Identity
 - > Advocacy and Representation

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CITY SUPPORT



- Operational funding for associations
 - > current \$80,000
 - > historical \$150,000
- CED conducts outreach and provides technical assistance to businesses in all business districts, with and without associations
- Strategies or work plans to assist with organization
- Connect to City services

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CROSS DISTRICT ASSOCIATION



- Peer coalition of all independent Neighborhood Business District Associations
- Discuss common issues; seek solutions
- Provide a unique communitywide perspective of the NBDAs
- Current focus on training opportunities for members
- Historically, collaborative marketing

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CED STRATEGIC PLAN

4 Neighborhood Business District Revitalization
Build Increasingly Vibrant Neighborhoods

Action 4A.2

Regularly monitor properties for sale or rent and engage in direct recruitment of small businesses that are a good fit for specific neighborhood identities and retail/service gaps.

Action 4A.3

Facilitate training for NBDs similar to the Main Street Program regarding administration, operations, finance and design.

Action 4B.1

Work with Business Districts to inventory and solicit ideas from local businesses and property owners regarding temporary utilization of vacant local properties for activities such as restaurant or retail pop-ups, art displays and advertising.

Action 4B.2

Conduct an inventory of vacant or underutilized property and connect businesses looking for space and lease options with appropriate parties to explore the temporary utilization of such properties in NBDs, including co-siting with existing businesses.

Action 4C.1

Conduct outreach to absentee property owners to identify specific barriers to activating their vacant or underutilized property.

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PANDEMIC NUMBERS

In the 15 Neighborhood Business Districts

- 271 business closed
- 248 business opened
- 196 Covid loans/grants went to 121 businesses

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EVOLUTION AND ALIGNMENT



- Strategize with CDA to elevate their 501(c) status and develop plan that provides reliable sources of income for staff
- Contract with CDA, instead of individual NBDAs; add equity outcomes
- Focus on interdepartmental project support (HTLE, BRT, NPPs)
- Develop strategy for increasing requests for support to commercial nodes

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