



**TO:** Elizabeth Pauli, City Manager  
**FROM:** Deputy Mayor Kristina Walker; Raeshawna Ware, Interim Council Policy Analyst, City Manager's Office  
**COPY:** City Council and City Clerk  
**SUBJECT:** Resolution – Council Contingency Request for South Sound Together – 03/01/2023  
**DATE:** March 7, 2023

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**SUMMARY AND PURPOSE:**

A resolution authorizing 2023 membership in South Sound Together, in the amount of \$12,000.

**COUNCIL SPONSORS:**

Deputy Mayor Kristina Walker  
Councilmember Keith Blocker  
Councilmember Kiara Daniels

**BACKGROUND:**

South Sound Together (SST) is a community-focused group of business and institutional leaders that 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 the South Sound since that time, including the 'Live Like the Mountain's Out' campaign. The initiative's ongoing goals include engaging in partnerships and building a community that will positively impact the lifestyle and economy of South Sound.

The initiative was originally hosted and facilitated by 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 3-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.

**COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:**

South Sound Together funds regional initiatives based on direction from a board after receiving proposals from the community that includes a collection of voices from business and non-profit leadership. Membership can be evaluated annually upon renewal for the value it adds to the City of Tacoma and how it takes into account the input of and impact on underrepresented communities’ input.

**2025 STRATEGIC PRIORITIES:**

**Equity and Accessibility: (Mandatory)**

South Sound Together implements regional initiatives based on direction from a board that includes a collection of voices from business and non-profit leadership. The inclusion of non-profit voices that represent those disparately impacted by systemic racism and/or those who are traditionally marginalized or underserved provides a unique opportunity for community and economic development strategies that consider these perspectives. Membership provides the City of Tacoma with a seat on the board and an opportunity to advocate for equity and accessibility in 2023 initiatives. Membership can be evaluated annually upon renewal based on equity and accessibility.

**Economy/Workforce:** *Equity Index Score:* Moderate Opportunity  
Increase positive public perception related to the Tacoma economy.

**Livability:** *Equity Index Score:* Moderate Opportunity  
Increase positive public perception of the overall quality of life.

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

South Sound Together (SST) is a community-minded group of business, public sector, and non-profit 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 through a variety of initiatives. Membership provides the City of Tacoma with a seat on the board and a voice in the 2023 initiatives.

**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 the table below.

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  Cost savings of \$9,500	The City of Tacoma will maintain a seat on the South Sound Together 2023 Board, but 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  Cost savings of \$4,500	The City of Tacoma will maintain a seat on the South Sound Together 2023 Board, and receive limited sponsorship or feature in South Sound and South Sound Business Magazine and KNKX

**EVALUATION 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.

**STAFF/SPONSOR RECOMMENDATION:**

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

**FISCAL IMPACT:**

The use of Council Contingency Funds will ensure the City of Tacoma maintains a seat on the SST Board.

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1. 1030 - Council Contingency	660000		\$12,000
2.			
<b>TOTAL</b>			\$12,000



**What Funding is being used to support the expense?**

COUNCIL CONTINGENCY FUND

**Are the expenditures and revenues planned and budgeted in this biennium's current budget?**

**NO, PLEASE EXPLAIN BELOW**

Council Contingency Funds are explicitly set aside for expenditures not planned and budgeted in the biennial budget.

**Are there financial costs or other impacts of not implementing the legislation?**

Choose an item.

The impacts of not implementing this economic development, marketing, and branding tool are difficult to determine. With a seat on the board, the Community & Economic Development Director or their delegate will be in a role to ensure that initiatives are tailored to provide the best possible outcomes and benefits for Tacoma.

**Will the legislation have an ongoing/recurring fiscal impact?**

Choose an item.

To Be Determined: Ongoing membership can be considered on an annual basis.

**Will the legislation change the City's FTE/personnel counts?**

**No**

Existing staff will participate in this initiative.

**ATTACHMENTS:**

N/A

## 2023 Council Contingency Commitments

<b>2023-2024</b>	<b>\$</b>	<b>225,000.00</b>
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### To Council March 7, 2023

<b>Council Requested - South Sound Together</b>	<b>\$</b>	<b>12,000.00</b>
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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 Council March 7, 2023

<b>Council Requested - Welcoming Interactive Conference Participation Sponsorship</b>	<b>\$</b>	<b>4,800.00</b>
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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

<b>Starting Balance</b>	<b>\$</b>	<b>225,000.00</b>
<b>Total Amount Allocated</b>	<b>\$</b>	<b>16,800.00</b>
<b>Current Balance</b>	<b>\$</b>	<b>208,200.00</b>