



TO: T.C. Broadnax, City Manager
FROM: Ricardo Noguera, Department Director, Community and Economic Development Department
COPY: Economic Development Committee
SUBJECT: **Special Event Program Informational Update**
DATE: October 11, 2016

SUMMARY:

This presentation to the Economic Development Committee serves as an annual update to inform Committee members about the Special Event Program. Highlights will include:

- Measures related to special events
- Challenges and solutions
- Large events
- Film production
- Future priorities

BACKGROUND:

Tacoma 2025 highlights some priorities and provides measures that will help us focus our efforts on future program development.

- **Community Priorities – Economic Vibrancy**
- **Improve neighborhood business districts.**
- **Strengthen downtown Tacoma as a business core and residential option.**
- **Embrace Tacoma’s diversity of people, places, and cultures.**

CEDD’s priorities:

- Increase the percentage of residents positively rating the quality of neighborhood business districts
- Increase district activity
- Increase attendance at arts and cultural events
- Increase the economic impact of creative and cultural events in Tacoma

ISSUE:

This is an information briefing only. Staff will be reviewing processes for possible future programmatic development.

ALTERNATIVES:

This is an information briefing only.

FISCAL IMPACT:

This is an information briefing. Costs of current Special Event Program are covered in the 2017 – 18 biennial budget.

RECOMMENDATION:

This is an information briefing only. There is no recommendation.