

Special Events Program Update

City of Tacoma

Community and Economic Development

**Economic Development Committee
October 11, 2016**



Overview

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



Program priorities

- Increase neighborhood business districts activity.
- Increase attendance at, and the economic impact of, arts and cultural events.
- Embrace Tacoma's diversity of people, places, and cultures with active celebration.
- Improve the experience between event producers and the City.
- Partnership with Travel Tacoma+, Metro Parks and South Sound Sports Commission

Measures

- Number of permitted events

2014: 115

2015: 144

2016 Year to date: 134 applications filed,

- Sponsored events

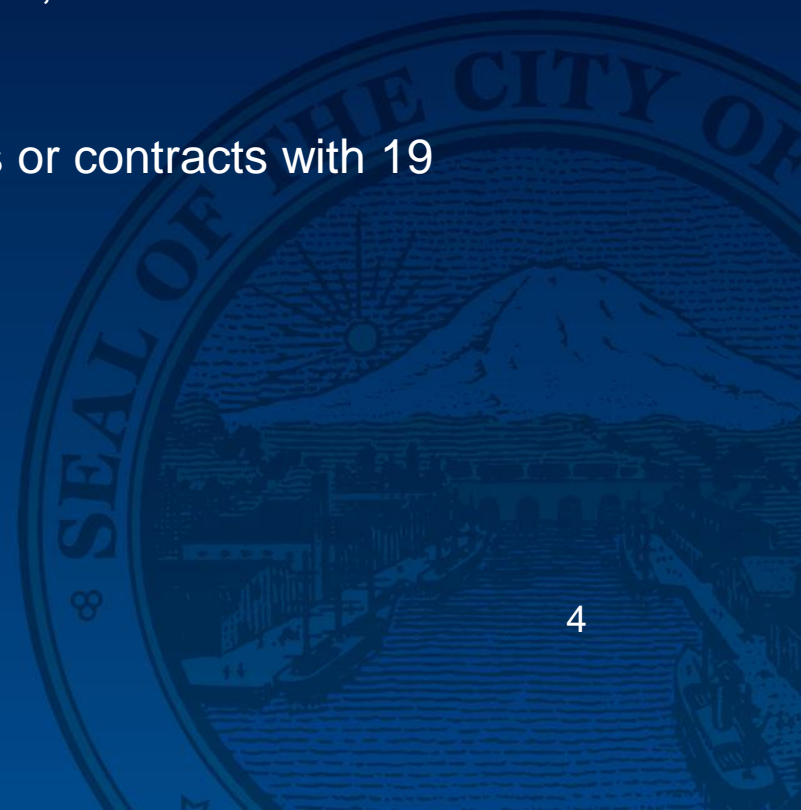
The City has sponsorship agreements or contracts with 19 annually occurring events

- Attendance at events

2014: 555,085

2015: 522,485

2016 Year to date: 324,725



Measures

- Budget summary
 - The City Contributes funds and in-kind services
 - Sponsorship agreements or contracts for services delivered



Program development

- Public notification continues to improve communication and planning with residents and businesses
- Technical assistance and consulting to event producers
- Transition of permitting is underway
- Workshops and tutorials planned for 2017

Challenges

- Continued attraction of out-of-towners
 - Reaching saturation point for road closures
 - Overflow events from Seattle
 - Noise levels
 - Competition for resources



Solutions

- CERC involvement in making recommendations
- Citizen work groups to identify opportunities and solutions
- Education and orientation for event producers
- Training in industry best practices



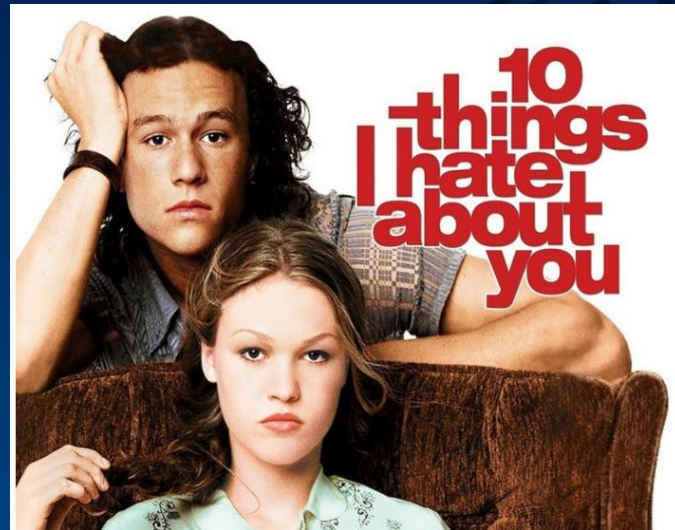
City Events and Recognition Committee

- Representation from all districts
- Members desire involvement in volunteer based event decision making
- Input will inform and augment Council's priorities for Tacoma's event future
- Collaborating with the Tacoma Area Commission on Disabilities



Film production

- Tacoma is becoming more popular
- Our resources and assets are stretched
- A very different kind of “event”



What's next?

- CHI Franciscan Polar Plaza Ice Rink
- Martin Luther King, Jr. Annual Birthday Celebration on January 16, 2017
- Festival of Sail Tacoma 2017
- City of Destiny Awards date to be chosen
- Training workshops and tutorials for event applicants



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**Economic Development Committee
July 14, 2015**