



TO: Elizabeth Pauli, Interim City Manager
FROM: Ricardo Noguera, Director, Community and Economic Development Department
COPY: Economic Development Committee
SUBJECT: Waterfront Update: Festival of Sail, Downtown to Defiance Trolley Pilot and Point Defiance Park
DATE: April 25, 2017

SUMMARY:

Tacoma's waterfront will be busy this summer with major events, new transportation options and continued development at Point Defiance Park.

Kala Dralle and Pat Beard, of CEDD, will introduce a panel to provide updates on three major initiatives as well as a summer outlook for tourism:

1. Festival of Sail;
2. Downtown to Defiance Trolley;
3. Point Defiance Park development projects.

BACKGROUND:

Tacoma's waterfront, including downtown, Schuster Parkway-Ruston Way and Point Defiance Park, is one of the crown jewels of the City – enhancing quality of life for local residents, attracting visitors and economic activity, and enhancing Tacoma's image in the region and nationally. This summer the City, Pierce Transit, MetroParks and other partners will continue leveraging the resources of the waterfront to improve, enhance and increase access, commerce and Tacoma's recreational options.

A panel of speakers will provide updates on the major initiatives for summer, 2017 as well as the overall outlook for summer tourism:

1. Phedra Redifer, Parks & Natural Resources Supervisor, of MetroParks Tacoma will provide a briefing on Festival of Sail, Point Defiance development and summer activities;
2. Tina Williams, Community Development Administrator, of Pierce Transit, will provide an overview of the partnership and plans for the Downtown to Defiance Trolley pilot scheduled to run from June until September;
3. Bennish Brown, President & CEO, and Jamie Vogt, Vice President of Marketing, of Travel Tacoma+ will provide an update on prospects for tourism in Tacoma this summer.

ISSUE:

Tacoma 2025, the City of Tacoma Strategic Plan, calls out the following Community Priorities:

- 3d) Strengthen downtown Tacoma as a business core and residential option. A successful downtown Tacoma is a driver of Tacoma's economic health and quality of life.



- 5c) Leverage and strengthen Tacoma's arts and cultural assets. Tacoma's excellent collection of arts and cultural facilities and buildings provides an economic advantage in attracting residents and investment.
- 6a) Increase transportation options. Tacomans need to be mobile, with transportation choices including transit, bicycling and walking;
- 6b) Sustain and improve Tacoma's natural environment. Tacoma residents treasure their outstanding parks and stunning natural setting; these must be sustained.

The activities presented in this briefing, individually and collectively, leverage the natural and developed assets of the waterfront to strengthen downtown and increase transportation options by improving access to and from the waterfront, leverage Tacoma's cultural assets by highlighting the community's seafaring traditions, and improve Tacoma's natural environment through investments at Point Defiance Park.

ALTERNATIVES:

No alternatives are presented. This is an information briefing only.

FISCAL IMPACT:

This is an information briefing only.

RECOMMENDATION:

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