

Waterfront Update 2017

City of Tacoma

Community and Economic Development
Department

Economic Development Committee

April 25, 2017



Overview

- 2017 Outlook for Tourism
- Metro Parks Forecast
- Summer Events on the Water
 - Festival of Sail Update
 - Waterskiing Championships
- Pierce Transit Update
 - Downtown to Defiance Summer Trolley

Summer Outlook



Waterfront Activity



Hospitality Projections

- Occupancy %

June ↓ .6% July ↑ 1.2% August ↑ .8%

- Average Daily Rate

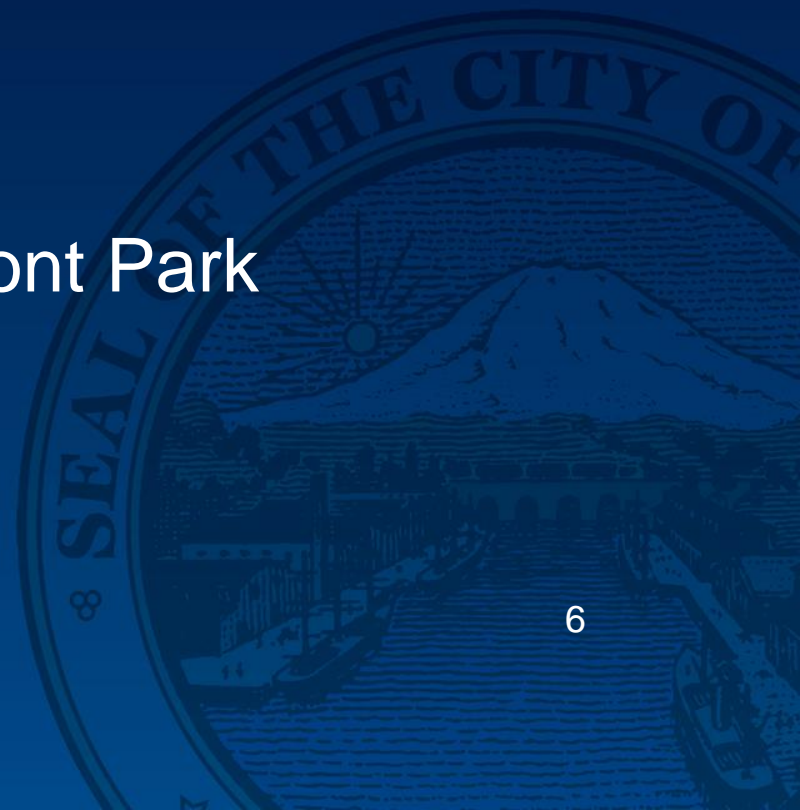
June ↑ 3.1% July ↑ 3.6% August ↑ 2.8%

- Revenue Per Available Roomnight

June ↑ 2.5% July ↑ 4.9% August ↑ 3.6%

Metro Parks Tacoma Capital Improvement Plan Projects

- Tacoma Waterfront
- Point Defiance Park
- Foss Waterway--Waterfront Park



Tacoma Waterfront

- Goal: Develop a community vision to improve access to the waterfront
 - Improve safety and access
 - Prioritize infrastructure improvements
 - Work with the public, partner organizations and the business community



Destination Point Defiance

- Enhance the experience
- Honor the park's character
- How:
 - Preservation
 - Stewardship
 - Access enhancements
 - Year-round programming



Point Defiance Marina

- 8-Lane launch provides greater access
- Increased activities and rentals



Point Defiance Zoo & Aquarium

- New Special Exhibit “*Washed Ashore: Art to Save the Sea*” (April 22-Oct. 21)
- Renovated Rocky Shores Exhibit: Grand Opening May 12
- Tacoma Public Schools’ Environmental Learning Center: Opening in the Fall



Waterfront Park

- Actively underway
 - Entry, infrastructure
 - Bike- and pedestrian-only trail
 - 11-acre waterfront park
 - Wilson Walkway connection from Ruston Way to Point Defiance Park



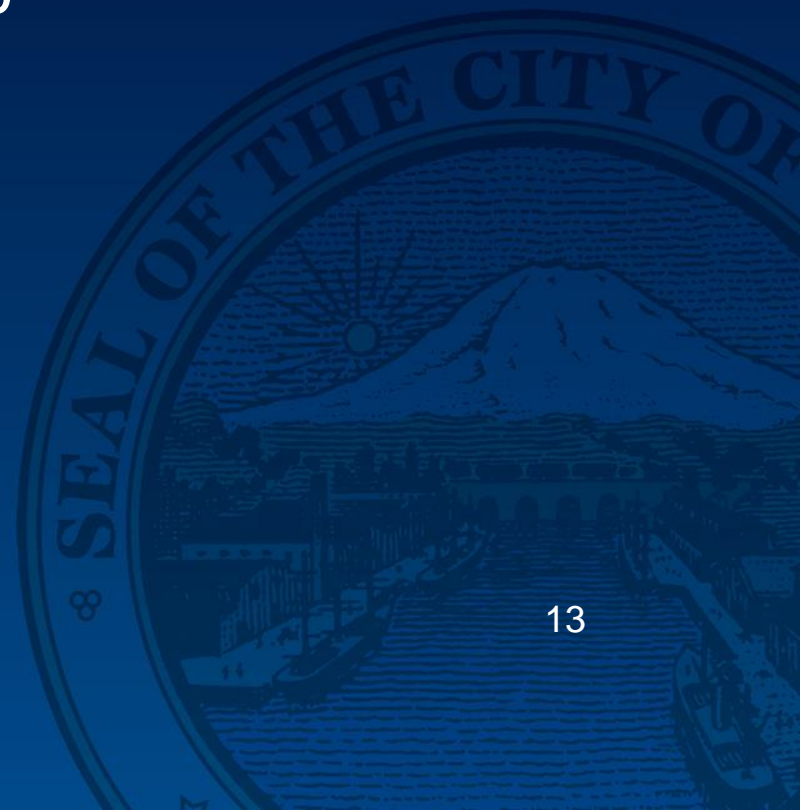
Site Workshop | Stephanie Bower, Architectural Illustration



www.destinationpointdefiance.com

Events on the Water

- Summer Events on the Water
 - Festival of Sail
 - World Waterski Racing Championship Event



Festival of Sail Tacoma

- June 15 – 18 on Foss Waterway
- 22 Ships
- 1 very large rubber duck

www.festofsailtacoma.com



World Waterski Racing Championships

- July 26 – August 2
- The world will be on our waterfront



Downtown to Defiance Pierce Transit Trolley

A partnership enhancing our economic vitality



16



POINT RUSTON



The Downtown to Defiance Experience

Hours of Operation 10:30 am – 8:30 pm
 Days per Week Friday – Sunday and Third Thursdays
 Period Covered June 2 – Sept. 3, 2017
 Cash Fare One Ride: \$1 Adult/Youth
 \$0.50 Discounted
 All Day Pass: \$5 Adult
 \$2.50 Discounted



Trolley Partnerships

Total Project Cost		\$405,804
Contributions		
Pierce Transit		\$ 193,804
City of Tacoma		\$ 70,000
Metro Parks Tacoma		\$ 70,000
Point Ruston (Summer Youth Passes)		\$ 25,000
South Sound Together		\$ 45,000
Port of Tacoma Economic Dev Grant		\$ 2,000



Preparing for Service

- Marketing & Outreach
- Bus Stop Approval & Installation
- Trolley Operator Training
- Launch Event – June 2 at Tollefson Plaza



Questions?

Contact information

- Bennish Brown: Bennish@traveltacoma.com
- Jaime Vogt: Jaime@traveltacoma.com
- Phedra Redifer: PhedraR@tacomaparks.com
- Tina Lee: tlee@piercetransit.org

Waterfront Update 2017

City of Tacoma

Community and Economic Development
Department

Economic Development Committee

April 25, 2017

