



**CITY OF TACOMA, WASHINGTON
OFFICE OF THE CITY COUNCIL
COUNCIL CONSIDERATION REQUEST (CCR)**

TO: Mayor & City Council

FROM: Council Member Ryan Mello
Council Member Conor McCarthy

COPIES TO: Elizabeth Pauli, City Manager; Mark Lauzier, Assistant City Manager; Bill Fosbre, City Attorney; Executive Leadership Team; File

SUBJECT: **Funding for Downtown Retail Enhancement Strategy**

DATE: July 18, 2017

ITEM/ISSUE PROPOSED FOR COUNCIL CONSIDERATION:

I ask for your support for the inclusion of the following item on the agenda at the earliest available meeting of the Study Session:

I respectfully ask for City Council concurrence to allocate \$25,000 from the Council Contingency Fund to hire a third party consultant to develop a downtown retail enhancement strategy.

BRIEF BACKGROUND:

On May 9, 2017 the Economic Development Committee was briefed on retail strategies for downtown revitalization and neighborhood revitalization. During this presentation Downtown Works, a retail consulting company presented an overview of how successful shopping districts are planned and implemented through development of merchandise mix plans, prospecting strategies, project pro formas, leasing plans, branding, and training local recruiters. The committee heard the critical importance of a healthy downtown commercial district, how it contributes significantly to economic development and increases livability.

This company has previously partnered with the University of Washington Tacoma (UWT), helping develop and implement a retail strategy to revitalize Pacific Avenue near the UWT campus, with much success. Through our partnership, the City plans to build off the successes of Pacific Avenue and identify another area to revitalize downtown. This request further addresses the community priorities emphasized in Tacoma2025, to improve neighborhood business districts and strengthen downtown Tacoma as a business core and residential option.

Should council approve this request, the work and full retail enhancement strategy is anticipated to be completed by December 2017 and cost \$50,000. Council Contingency would fund \$25,000 of the contract and the Community and Economic Development Department would fund the remaining \$25,000.

FUNDING REQUESTED:

I request the City Council allocate \$25,000 from the Council Contingency Fund to hire a third party consultant to develop retail strategies for downtown revitalization.

*Please provide the Council Contingency Fund Biennial Budget Document if this request is for the use of this fund.

In you have a question related to the Council Consideration Request, please contact Rebecca Boydston at 253-591-5164 or Rebecca.boydston@citvoftacoma.org

SUBMITTED FOR COUNCIL CONSIDERATION BY: 
Council Member Ryan Mello

SUPPORTING COUNCILMEMBERS SIGNATURES (2 SIGNATURES ONLY)
(Signatures demonstrate support to initiate discussion and consideration of the subject matter by City Council for potential policy development and staff guidance/direction.)

1.  POS # 7

2.  POS# 4

2017-2018 Council Contingency Commitments

2017-2018 Biennium Budget	\$ 500,000
Hilltop Regional Health Center (\$50K 2017, \$50K 2018)	\$ 100,000.00
<i>Resolution No. 39693 (03/28/2017)</i> <i>To support the Hilltop Regional Health Center expansion, contingent upon the Center securing sufficient funds for building renovations and expansion [Council Member Blocker]</i>	
Developing an Anchor Institutions Strategy	\$ 50,000.00
<i>Resolution No. 39701 (04/18/2017)</i> <i>To develop an anchor institutions strategy to complete a comprehensive study to align current planning efforts, identify gaps, and achieve Tacoma 2025 related goals [Council Member Ibsen]</i>	
Sister Cities Events for Festival of Sail Delegation	\$ 12,000.00
<i>Resolution No. 39747 (6/13/2017)</i> <i>For expenses related to events for visiting Sister Cities' delegations during the Festival of Sail 2017 [Mayor Strickland, Deputy Mayor Thoms, and Council Members Ibsen and Loneragan]</i>	
Total 2017-2018 Approved by City Council Through Legislation	\$ 162,000.00
2017-2018 Biennium Budget Remaining	\$ 338,000.00