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TACOMA VENUES & EVENTS

November 6, 2018

CITY OF TACOMA
**BIENNIAL
BUDGET**
2019 - 2020

CORE SERVICES
CONTINUOUS IMPROVEMENT
CREDIBILITY

20

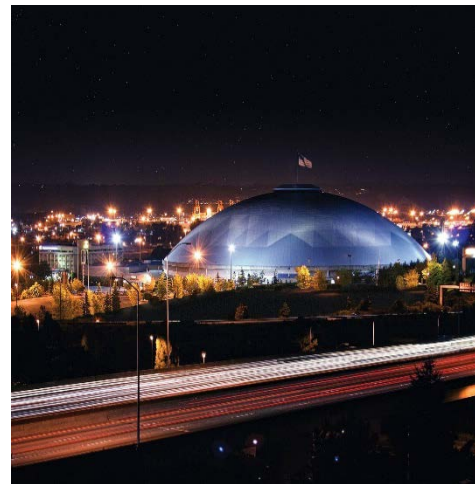
Tacoma Venues & Events

Kim Bedier

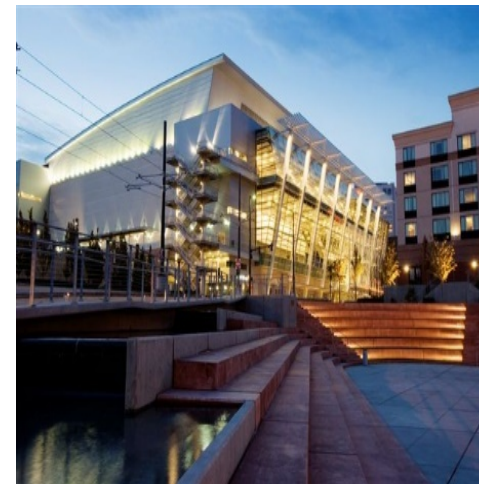
Provide professionally managed and well-maintained venues, continuing a tradition of superlative service while supporting a vibrant cultural sector that fosters a creative, cohesive community.

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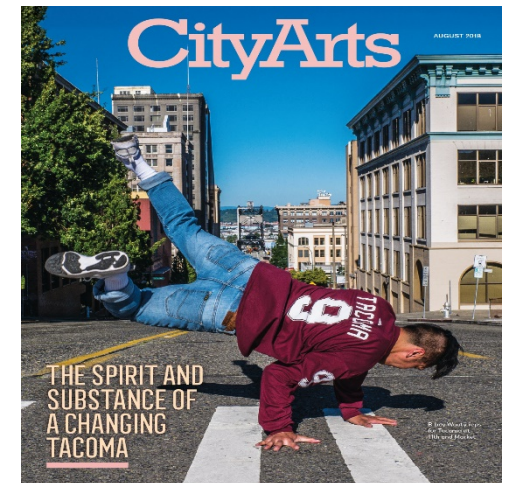
CORE SERVICES
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CREDIBILITY



Tacoma Dome



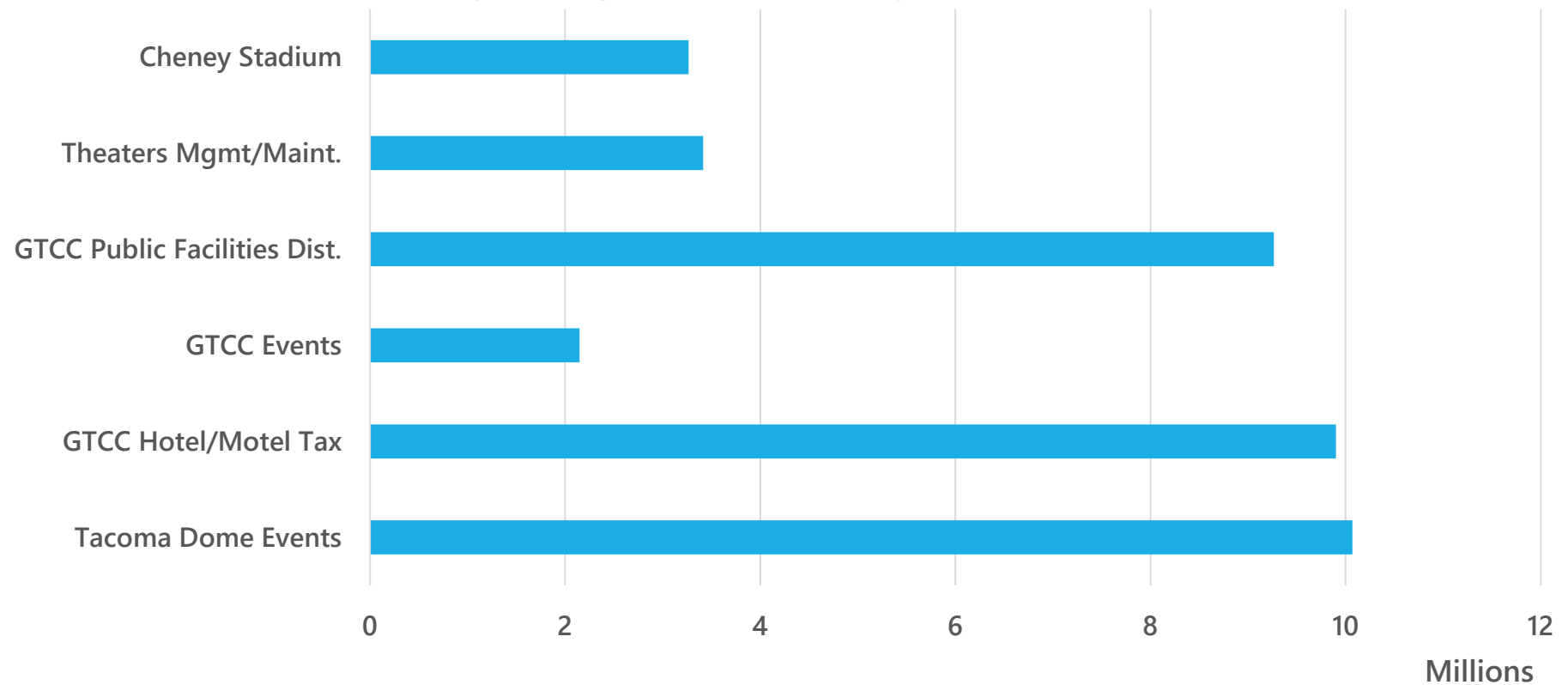
Greater Tacoma
Convention Center



Office of Arts &
Cultural Vitality₂

46 Total Programs in Department

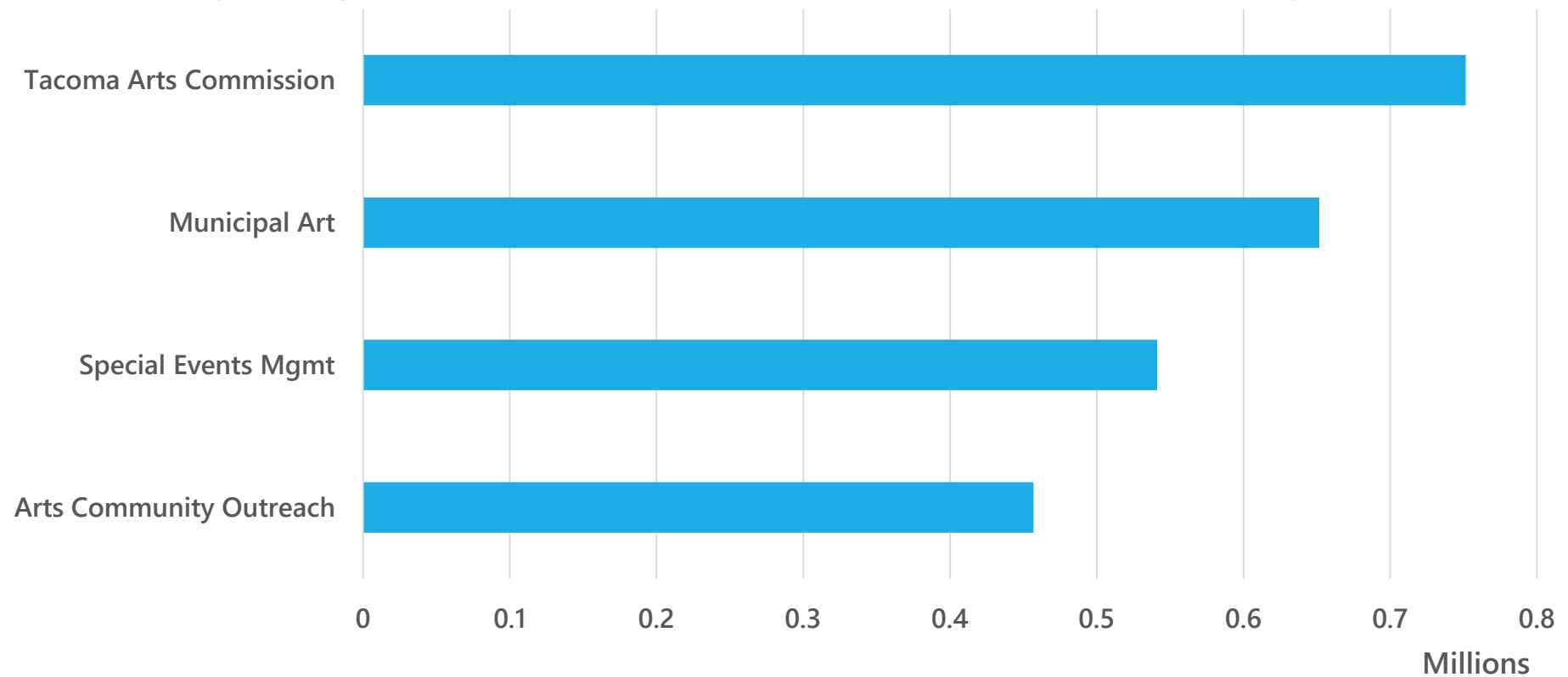
Key Program Areas by Venue



Program Detail on Page 264

46 Total Programs in Department

Key Program Areas Office of Arts & Cultural Vitality



Program Detail on Page 264

Major Accomplishments

Tacoma Dome

- \$32M renovation
- Ranked #32 worldwide
- 30% increase in events over 2016

Greater Tacoma Convention Center

- Rebranded GTCC
- #4 of Twelve Top Convention Cities
- Hotel Project underway

Arts & Cultural Vitality

- 33 public art projects; 13 partner projects
- Spaceworks Tacoma: 12 placements
- Arts funding supported 48 organizations

Outstanding Challenges

- Deferred maintenance & capital needs
 - Dome: HVAC, Ex Hall, elevators, marquee sign
 - GTCC: carpet, LED lighting
 - Theaters: Rialto, TOTS
 - Cheney Stadium: seating
- Safety & Security – all venues
- Demand for community engagement in arts programming & public art
- Equitable distribution of public art

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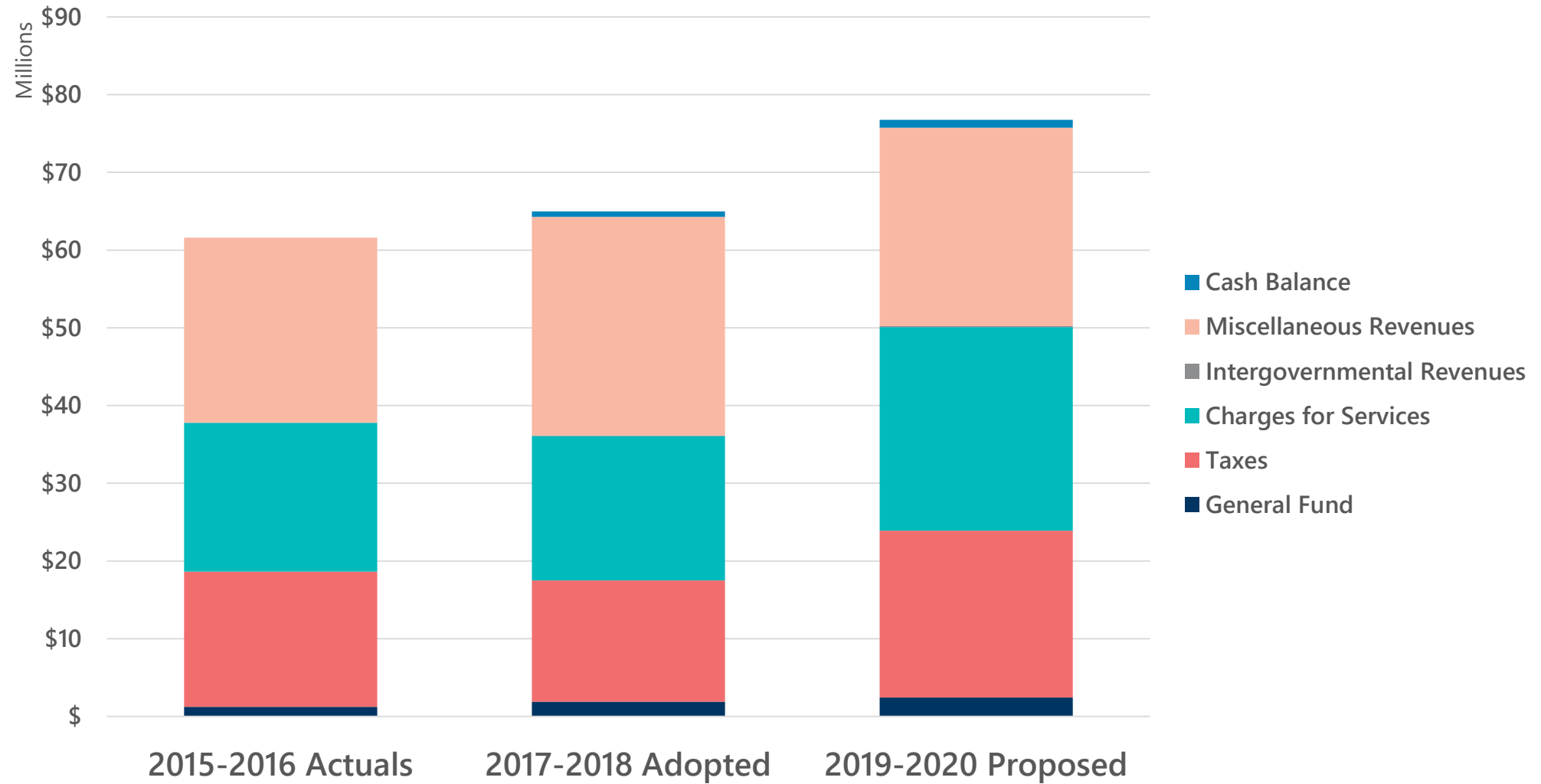
CORE SERVICES
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2019-2020 Financial Overview

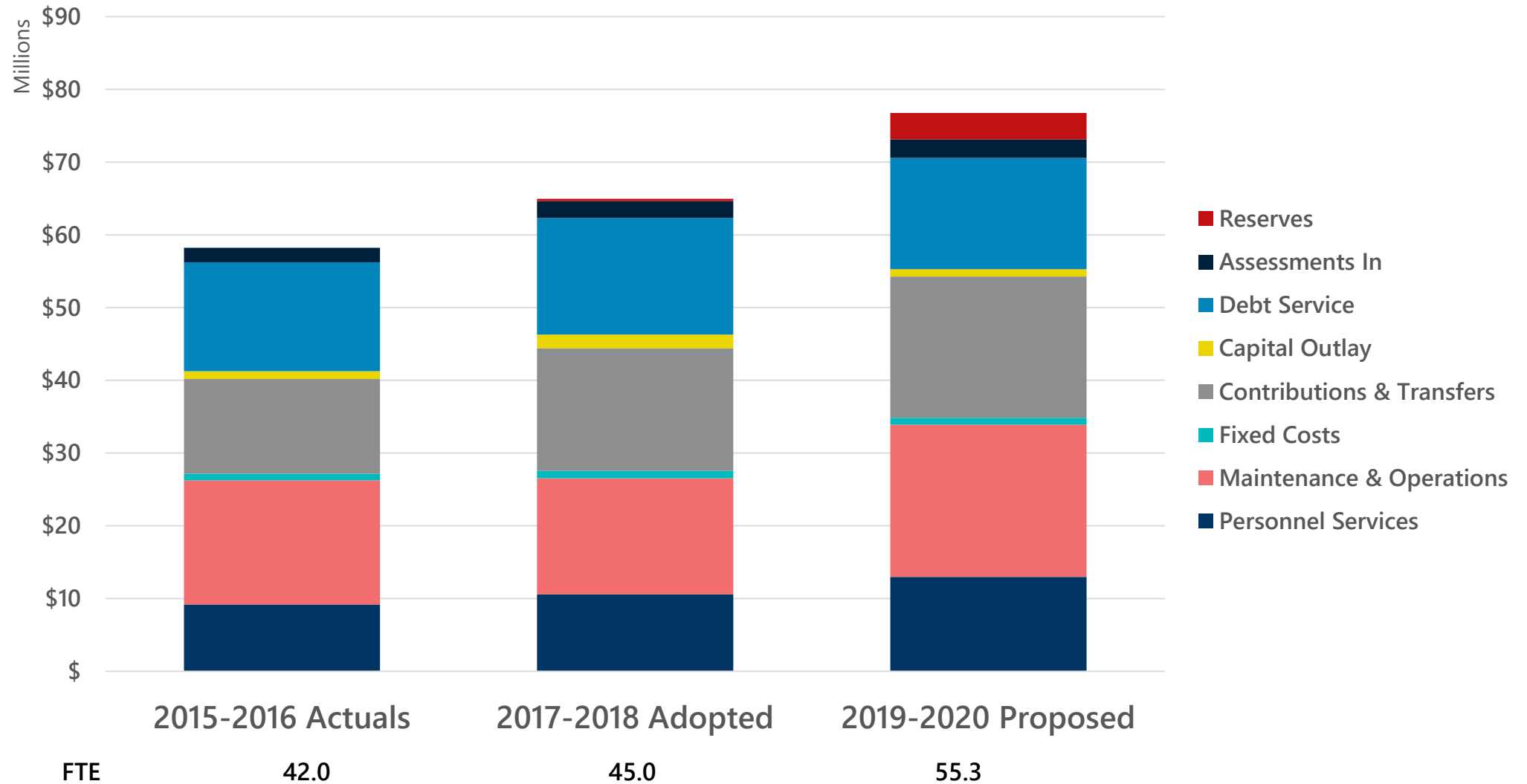
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FUNDING OVERVIEW



EXPENSE OVERVIEW



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CORE SERVICES
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CREDIBILITY

2019-2020 Goals & Major Initiatives

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Department Goals



1. CAPITAL INFRASTRUCTURE IN TACOMA VENUES & EVENTS FACILITIES

In order to establish and maintain Tacoma venues as premier facilities, the City will invest \$88.4 million in capital infrastructure by 2025.



2. EVENTS IN TACOMA VENUES & EVENTS FACILITIES

In order to ensure the provision of a robust variety of entertainment, sporting and cultural events, Tacoma Venues & Events will increase the number of events at the Tacoma Dome and Convention Center 25% by 2025.



3. CUSTOMER SATISFACTION AT TACOMA VENUES & EVENTS FACILITIES

In order to enhance the reputation of Tacoma venues, Tacoma Venues & Events will raise the overall customer experience ratings on satisfaction surveys 10% by 2025.



4. REGIONAL HUB FOR CREATIVE ENTERPRISE

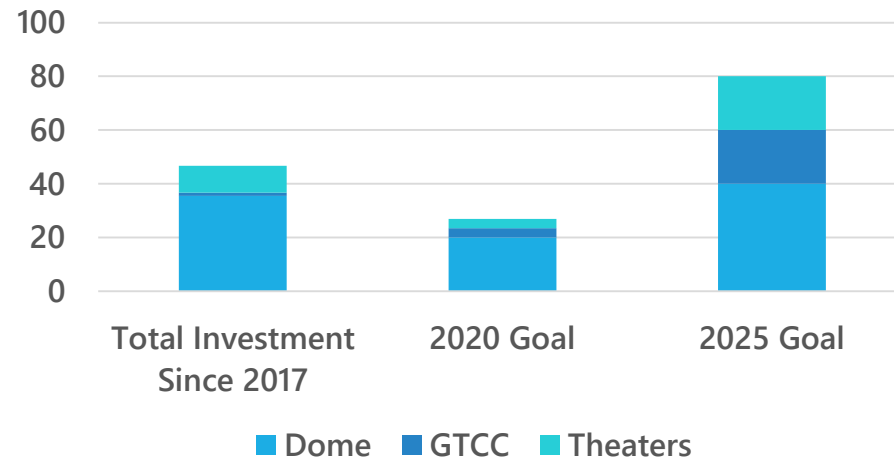
In order to position Tacoma as a Regional Hub for Creative Enterprise, Tacoma Venues & Events Office of Arts and Cultural Vitality will increase the percentage of business activity represented by creative industries.



5. PARTICIPATION IN ARTS AND CULTURE

In order to enhance and promote cultural equity among Tacoma's diverse people, places and cultures, Tacoma Venues & Events Office of Arts and Cultural Vitality will increase investment in public arts programs and grow the presence of public art projects in underrepresented areas ("art deserts").

Asset Management



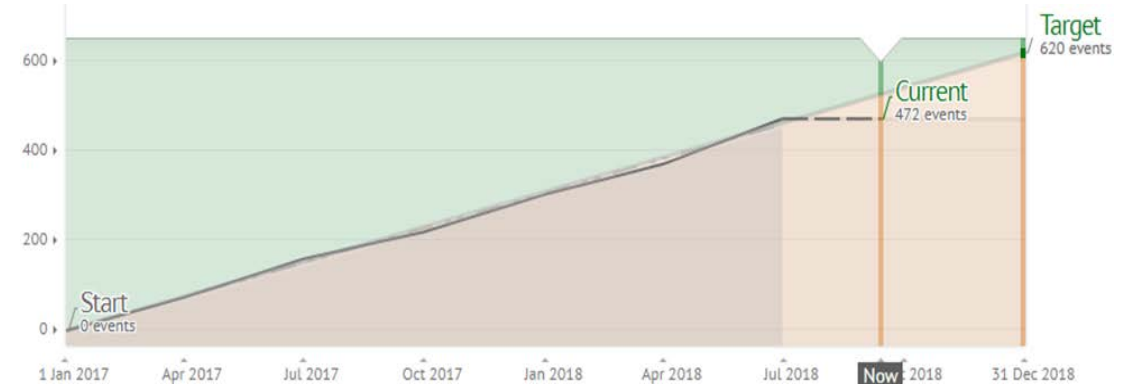
2017-2018 Investments

- Dome Renovation Project: \$32M
- GTCC Maintenance: \$325K
- Theaters, Pantages Renovation: \$8.5M

2019-2020 Investments

- Dome Safety and Security Upgrades: \$1.5M
- GTCC Security and Carpet Upgrades: \$900K
- Theaters, Pantages Renovation: \$1.5M

Economic Development



Major Initiatives

Dome: 13% increase in events

GTCC: maintain occupied space 38% or higher;
maintain revenue generated \$3.5M annually

Regional Hub for Creative Economy



Major Initiatives

Spaceworks Tacoma

Film Industry & Maker Community

Opportunities for Artists

Participation in Arts & Culture



Major Initiatives

City-wide Public Art Partnerships

- Accessibility in all venues
- Equitable distribution of art & arts programming throughout City

Tacoma Venues & Events Summary

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Tacoma Dome



Tacoma Convention
Center Marriott



Office of Arts &
Cultural Vitality