



Special Events Competitive Funding Process

City of Tacoma | Tacoma Venues & Events

Economic Development Committee

January 12, 2021

ITEM #



OVERVIEW



- Special Event Funding \$103,000 annually
- Proposed competitive process
- Distribute funds equitably across City
- Celebrate equity, diversity, inclusion, transformation



OVERVIEW



- Review and selection process to engage City Events and Recognitions Committee (CERC)
- Event producers, community groups apply annually



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BACKGROUND



- Legacy events typically focused on Downtown, Ruston Way
- “Grandfathering” in various City Departmental budgets
- Daffodil Parade, Fourth of July, Ethnic Fest, First Night, Tacoma Pride Festival



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ISSUES



- Council priorities: Access, Belief & Trust
- Justice, Equity, Diversity, & Inclusion in planning and implementation of programs
- Submissions evaluated using criteria aligned with equity, diversity, inclusion and transformation
- Support for communities of color and organizations serving diverse neighborhoods

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HEALTH, EQUITY & SUSTAINABILITY ANALYSIS



- Disadvantaged or underrepresented groups have access to funding
- Legacy events will not have advantage, must follow funding criteria
- TVE staff to conduct broad outreach and orientations
- Selection criteria:
 - Equity 35%
 - Merit 35%
 - Community Impact 20%
 - Ability to Present Event 10%

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NEXT STEPS



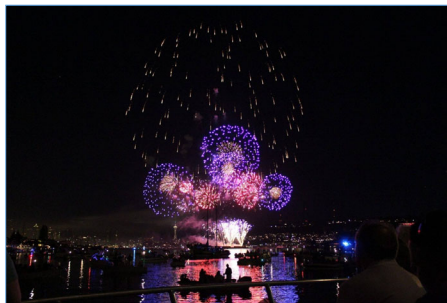
- Council Committee Review – January 12, 2021
- City Council Consideration –end of Q1
- Outreach to constituents – early Q2
- Orientation workshops – middle Q2
- City Events and Recognitions Committee review and selection – end of Q2

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RECOMMENDATIONS



- Staff recommends City Council consideration, approval, adoption of Special Events Competitive Funding Process



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