



City of Tacoma

City Council Action Memorandum

TO: Hyun Kim, City Manager
FROM: Mayor Victoria Woodards and Chief Policy Analyst Bucoda Warren
COPY: City Council and City Clerk
SUBJECT: A resolution authorizing a Council Contingency Fund expenditure in the amount of \$35,000 to support the Holiday on Broadway and the plan to ease the activation of Broadway and other areas of downtown – Requested for December 2, 2025
DATE: December 2, 2025

SUMMARY AND PURPOSE:

A resolution authorizing a Council Contingency Fund expenditure in the amount of \$35,000 to support Holiday on Broadway and the plan to ease the activation of Broadway and other areas of downtown.

COUNCIL SPONSORS:

Mayor Victoria Woodards, Council Members Rumbaugh and Walker

BACKGROUND:

The intent of this funding request is to advance the City's strategic objectives related to downtown revitalization through support of the "Holiday on Broadway", and ongoing frameworks for downtown activation. This initiative represents a physical expression of the BLOXHUB framework, integrating design, activation, and partnership strategies to strengthen Tacoma's urban core. The program will unify the City's traditional marquee holiday events under a cohesive seasonal identity, introducing new components that enhance the vitality, accessibility, and visual appeal of the downtown environment.

Specifically, the initiative includes expanded holiday decorations throughout the downtown core, activation of the North Park Garage through community programming, and establishment of additional new Holiday activations coinciding with the opening weekend of the Nutcracker. These efforts are designed to increase pedestrian activity, support local businesses, and reinforce downtown Tacoma as a welcoming and vibrant destination during the holiday season and beyond.

This investment builds upon the success of recent activations, including the Broadway Block Party and the Sunday Market, both of which have demonstrated the economic and social benefits of strategic public space use. The initiative also strengthens partnerships among key organization including Downtown On the Go, Downtown Tacoma Partnership, University of Washington Tacoma, Tacoma Venues and Events, and various property owners while supporting the development of an impact analysis framework and event permitting playbook to guide future activations.

The investment also build upon over 18 months of engagement with BLOXHUB, the Nordic Hub for sustainable urbanization which brings together global success strategies to help cities everywhere better respond to emergent needs, particularly for Tacoma the pandemic impact on downtown and lack of activation in the downtown core.

Through this funding, the City affirms its legislative intent to deploy resources that foster sustained economic activity, enhance community engagement, and promote long-term stewardship of downtown public spaces consistent with the City's vision for a thriving, resilient, and inclusive urban center.



COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

This initiative is based on over 18 months of work and partnership with BLOXHUB and downtown partners to identify solutions and choose an implementation project together. The engagement included city staff, and key organization including Downtown On the Go, Downtown Tacoma Partnership, University of Washington Tacoma, Tacoma Venues and Events, and various property owners.

2025 STRATEGIC PRIORITIES:

Equity and Accessibility:

Downtown lacks a strong resident identity, mostly being defined by property owners and businesses. The equity index shows that there are a lack of opportunities in the areas of livability and economy for a number of reasons, and by focusing resources into this area we are helping improve this neighborhood as it continued to grow, and better set up the heart of our city for future growth.

Economy/Workforce: *Equity Index Score: Low Opportunity*

Decrease the number of vacant properties downtown and in the neighborhood business districts.

Livability: *Equity Index Score: Very Low Opportunity*

Increase positive public perception of safety and overall quality of life.

Explain how your legislation will affect the selected indicator(s)?

activating the downtown core will help improve the use and perception of downtown, and the additional feet on the street will improve safety and engagement downtown. Additionally, the activations will help bring people to areas that are often underutilized during the colder month and create strategies for using vacant spaces.

ALTERNATIVES:

Alternative(s)	Positive Impact(s)	Negative Impact(s)
1.Do not fund	More funding available for emergent issues	

EVALUATIONS AND FOLLOW UP:

Economic Development staff will continue to work closely with Downtown Tacoma Partnership as the primary partners implementing this work and will be able to report back to EDC and/or Council when appropriate on future impacts.

SPONSOR RECOMMENDATION:

We recommend adoption of the council contingency funding request to support downtown revitalization efforts and continue the partnerships and momentum of those partners.

FISCAL IMPACT:

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1.Council Contingency Fund	660000	Various	\$35,000
TOTAL			\$35,000



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What Funding is being used to support the expense?

COUNCIL CONTINGENCY FUND

Are the expenditures and revenues planned and budgeted in this biennium's current budget?

NO, PLEASE EXPLAIN BELOW

The Council Contingency Fund provides an established amount of funding each year for unbudgeted Council sponsored initiatives.

Are there financial costs or other impacts of not implementing the legislation?

No

Will the legislation have an ongoing/recurring fiscal impact?

No

Will the legislation change the City's FTE/personnel counts?

No

ATTACHMENTS:

- 2025-2026 Council Contingency Commitments

Contingency Commitments		
		Funding Amount
2025	\$	321,709.00
Resolution 41610		
Council Requested - Golden Gloves Sponsorship	\$	10,000.00
Council Contingency fund expenditure of \$10,000 to support the 76 th Annual Golden Gloves Boxing Tournament in Tacoma.		
Substitute Ordinance 29002		
Grand Cinema Capital Campaign	\$	50,000.00
Dedicate \$50,000 of the 2025-2026 Budget for Council Contingency to the Grand Cinema Capital Campaign for improvements to the Merlino Building.		
Substitute Ordinance 29002		
Rebuilding Hope Capital Campaign	\$	25,000.00
Dedicate \$25,000 of the 2025-2026 Budget for Council Contingency for the Rebuilding Hope Capital Campaign.		
Resolution 41681		
Tacoma Porchfest	\$	10,000.00
Council Contingency fund expenditure of \$10,000 to sponsor Tacoma Porchfest.		
Resolution 41968		
South Tacoma Green Blocks Program	\$	15,000.00
Council Contingency Fund expenditure of \$15,000 to Supplement the \$30,000 South Tacoma Neighborhood Planning Booster funding to conduct a full green blocks-scale program in the South Tacoma Neighborhood.		
Resolution 41724		
Historical Society 2025 Destiny Dinner Sponsorship	\$	10,000.00
Council Contingency Fund expenditure in the amount of \$10,000 to support the Tacoma Historical Society's 2025 Destiny Dinner.		
Resolution 41723		
BIPOC Health & Wellness Fair	\$	5,000.00
A Council Contingency Fund expenditure in the amount of \$5,000 to support the 2025 BIPOC Health & Wellness Fair.		
Resolution 41140		
Grit of Destiny Sponsorship	\$	15,000.00
A Council Contingency Fund expenditure of \$15,000 for a "Grit of Destiny: City of Tacoma" Documentary		
Resolution 411735		
Tacoma Labor Standards Task Force	\$	50,000.00
A Council Contingency Fund expenditure of \$50,000 for staffing and facilitation of the Tacoma Labor Standards Task Force.		
Resolution 41757		
AIDNW	\$	20,000.00
A Council Contingency Fund expenditure of \$20,000 to Advocates for Immigrants in Detention Northwest for their phone call fund.		
Resolution 41773		
2nd Cycle Bike Stories	\$	2,500.00
A Council Contingency Fund expenditure of \$2,500 to sponsor 2nd Cycle's Bike Stories.		
Resolution 41774		
Trick or Streets	\$	7,500.00
A Council Contingency Fund expenditure of \$7,500 to sponsor Trick or Streets community event.		
Resolution 41791		
Larchmont Community Schoolyard Project	\$	32,380.44
A Council Contingency fund expenditure of \$32,380.44 in support of the Larchmont Community Schoolyard project.		
To Council November 18, 2025		
Year of Belonging	\$	25,000.00
A Council Contingency Expenditure of \$25,000 to Sponsor Year Belonging Initiative		
To Council December 2, 2025		
Tacoma a Rescue Mission's Youth Program	\$	10,000.00
A Council Contingency Expenditure of \$10,000 to Support Expanded Services for the Tacoma Rescue Mission's Youth Program.		
To December 2, 2025		
Tacoma Labor Task Force Standards Allocation Back to Council Contingency	\$	(50,000.00)
A Resolution Cancelling Authorization for a Council Contingency Fund Expenditure in the amount of 50,000 as approved by Resolution 41735.		
To Council December 2, 2025		
Holiday on Broadway Support and Ease of Activation Plan	\$	35,000.00
A Resolution authorizing a Council Contingency Fund expenditure in the amount of \$35,000 to support Holiday on Broadway and the plan to ease the activation of Broadway and other areas downtown.		
To Council December 2, 2025		
Sister Cities Sign Installation	\$	30,000.00
A Council Contingency Fund expenditure in the amount of \$30,000 for matching funds to support the Sister Cities sign installation near Tollefson Plaza.		
Starting Balance	\$	321,709.00
Total Amount Allotted	\$	302,380.44
Current Balance	\$	19,328.56