



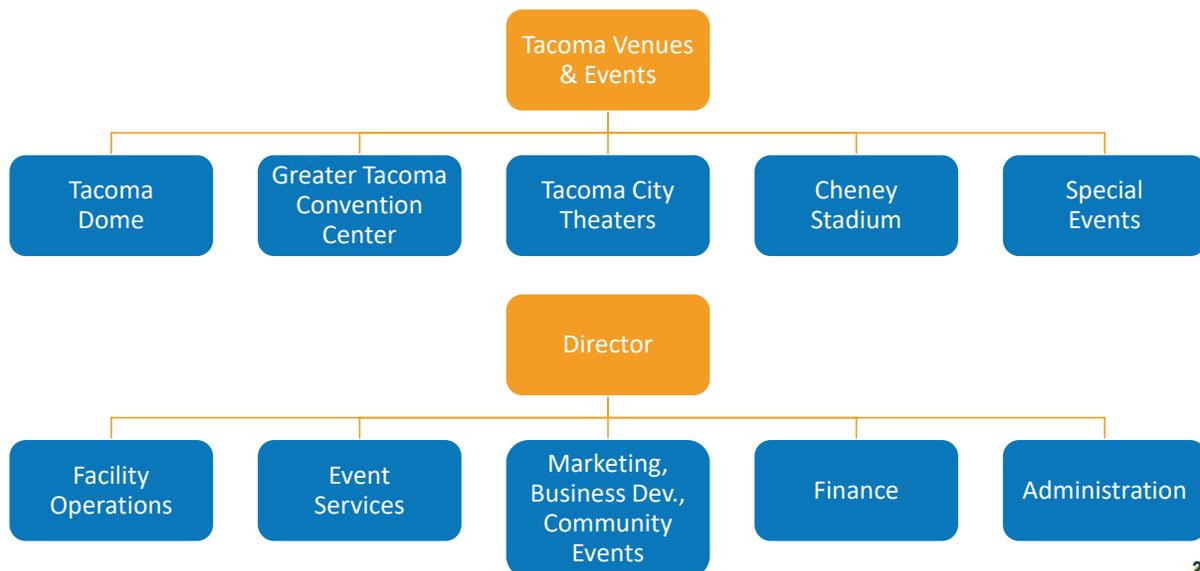
Tacoma Venues & Events

City of Tacoma | Adam Cook, Director

Study Session
February 3, 2026
ITEM #6



Who We Are





Recent Accomplishments

- Enterprise Impact
 - 420+ Events
 - 1,000,000+ Attendance
 - \$100,000,000+ Economic Impact
 - \$3,600,000+ Capital Investment
 - Industry Leading Staff



- 26 Graduations
 - 8,600 Graduates
 - 73,000 Attendance

- 40 Local Business Partners
 - \$600,000+ Revenue



- Exhibitor Magazine Center of Excellence – 6th Year in a Row



Recent Accomplishments

- Community Impact
 - 160 Special Event & Film Permits
 - \$90,000 in Grant Funding to 26 Events
 - 4 Capacity Building Skillshops
 - 50,000+ Families Fed
 - 3,700+ Free Tickets Distributed



- MLK Jr. Celebration
 - 1,000+ Attendance
 - 47 Community Outreach Vendors

- City of Destiny Awards
 - 30 Viewers using 9 Language Access Options
 - 12 Awards & 300+ Attendance





Realizing Tacoma 2035



Tacoma 2035

The City of Tacoma's "Organizing Umbrella" for Plans and Strategies



Climate & Environment

How the City adapts to and mitigates climate change and manages its solid waste collection, stormwater, and wastewater.



Community Safety

How the City addresses the community's safety needs by going beyond just the traditional forms of police and fire, while still including those critical departments.



Housing & Homelessness

How the City addresses the spectrum of housing needs, from funding for immediate shelter to various supports for affordable housing developers to zoning for more housing.



Jobs & Economy

How the City supports workers and businesses already in Tacoma and how it will bring more jobs and businesses here in the future.



Placemaking & Experiences

How the City contributes to what makes Tacoma unique – historic buildings, libraries, City-funded art, iconic venues, support for many great festivals and events, and partnership with dozens of local institutions.



Transportation & Mobility

How the City builds high-quality functional street infrastructure to create a multimodal Tacoma to bring community members closer to the daily amenities they require.



How We Support Council Goals



- Climate Action
- Access, Opportunity, and Belonging
- Economic Impact & Jobs
- Planning for our Future





Our Department Priorities



- Sustainable Operations
 - Defining Our Places in the Market
- Community Impact
 - Beyond a Dome of Our Own
- Long Range Planning
 - Placemaking & Experiences for the Next Generation



Current Initiatives



Sustainable Operations

- Tacoma City Theaters Operating Policies
- Tourism Promotion Area Funding
- Venue Infrastructure



Community Impact

- Excise Tax Funding Implementation
- FWC26 Seattle Fan Zone



Long Range Planning

- Tacoma Venues Master Plan
- Long Range Funding Mechanisms





Current Critical Issues

- Greater Tacoma Convention Center – 22 Years Old
- Theater on the Square – 33 Years Old
- Tacoma Dome – 43 Years Old
- Cheney Stadium – 66 Years Old
- Rialto Theater – 107 Years Old
- Pantages Theater – 108 Years Old



How to Work with Us

Contact the
City Manager,
Council Liaisons,
TVE Director

Greater Tacoma Regional
Convention Center Public
Facilities District Board

City's Events and
Recognitions Committee

The public can reach us:
5 Websites
12 Social Media Channels
Email/Phone

- 1.4M+**
Total reach across nine social media channels
- 83,010**
Total subscribers across nine social media channels
- 1.2M+**
Page views on all TVE venue websites
- 476,256**
Subscribers to email newsletters



Opportunities for Engagement

- City of Destiny Awards
- Dr. Martin Luther King Jr. Celebration
- T-Town 2026
- Community Event Engagement
- Venue Tours



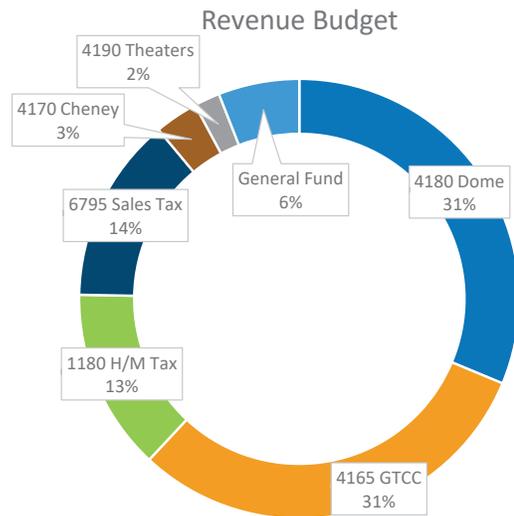
Financials

Funding Sources

- Enterprise Fund Revenue Generation
- Public Facilities District Support
- 6% General Fund Supported

2025 Annual Operating Revenue / Expenses

- Tacoma Dome
 - \$14,330,825 / \$15,527,676
- Greater Tacoma Convention Center
 - \$10,166,035 / \$9,261,488
- Public Facilities District Revenue
 - H/M Tax \$6,117,787 / Sales Tax \$6,257,211
- Tacoma City Theaters
 - \$1,136,847 / \$2,447,632





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