

RESOLUTION NO. 41807

BY REQUEST OF MAYOR WOODARDS AND COUNCIL MEMBERS RUMBAUGH AND WALKER

A RESOLUTION authorizing the one-time use of funds in the amount of \$35,000, budgeted from the Council Contingency Fund, to support Holiday on Broadway, and downtown revitalizations efforts.

WHEREAS 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, and

WHEREAS this initiative represents a physical expression of the BLOXHUB framework, integrating design, activation, and partnership strategies to strengthen the City's urban core, and 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, and

WHEREAS 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, and

WHEREAS 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, and

WHEREAS 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, and 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, and

WHEREAS the investment also builds 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 the City the pandemic impact on downtown and lack of activation in the downtown core, and

WHEREAS 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, and

WHEREAS, at the November 18, 2025, Study Session, Mayor Woodards shared a Council Consideration Request to authorize the one-time use of \$35,000 from the Council Contingency Fund to support Holiday on Broadway, and the plan to ease the activation of Broadway and other areas of downtown, and

WHEREAS RCW 35.34.250 and 35.34.260 authorize a withdrawal from the Council Contingency fund for any municipal expense, the necessity or extent of



which could not have been foreseen or reasonably evaluated at the time of adopting the budget, and

WHEREAS Ordinance No. 22569 requires an affirmative vote of not less than six members of the Council in order to withdraw moneys from this fund; Now, Therefore,

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF TACOMA:

Section 1. That the foregoing Recitals are hereby adopted as the City Council's legislative findings.

Section 2. That one-time funding in the amount of \$35,000, budgeted from the Council Contingency Fund, is hereby approved for the purpose of supporting the Holiday on Broadway, and downtown revitalizations efforts.

