

# DOWNTOWN TACOMA PARTNERSHIP



## 2018-2019 ANNUAL REPORT

# THE KEY TO A SAFE, CLEAN & WELCOMING DOWNTOWN: THE DOWNTOWN TACOMA PARTNERSHIP

**Thanks to the strong support** of Downtown Tacoma property owners, 2018 was a huge year for the Downtown Tacoma Partnership. In 2018 we completed our 30th year of operations. With the support of 99.8% of petitioning ratepayers representing 74.1% of all downtown properties, we promptly expanded our footprint by 40% - the largest expansion in the history of our organization.

Obviously, an overnight expansion of any business by 40% takes a little time to grow into and we've spent the last 12-months increasing staffing, coverage hours, and back-end support to make sure downtown continues to receive the great support we've been providing for years. Many of the new areas had not had the regular safe-and-clean support, meaning our tracking numbers jumped significantly as we bring these streets to an acceptable baseline.

Along with our safe & clean efforts, you may have noticed something else: a rebrand and a renewed focus on encouraging people to come downtown. We know that encouraging visitors and businesses to come downtown increases vibrancy, sales, and property values. Our new website at [www.DowntownTacomaPartnership.com](http://www.DowntownTacomaPartnership.com) takes the visitor focus to a new level highlighting restaurants, shopping, and events with an interactive calendar and map.

But we are not willing to simply point out all the great options currently downtown. We also want to see more businesses choose Downtown Tacoma. As we see new developments like the Elks Temple and the Brewery Blocks come to life, we are encouraging more storefronts to get filled by actively recruiting retailers and restaurants who are looking to expand. This has been amplified with the hiring of a Downtown Retail Advocate to support and recruit storefront businesses.

Along with all of these changes, the most noticeable to long-time stakeholders is the shift to a new name, the Downtown Tacoma Partnership. The Business Improvement Area (BIA) you've come to know and appreciate over the last 30 years is still here, just with a new brand designed to better emphasize who we are and how we get things done. You'll see this brand rolled out more consistently throughout our system over the next year to make it clear all the ways we are supporting all of downtown's stakeholders.

Whether you've been part of Downtown Tacoma since our inception in 1988 or are thinking about becoming part of our story, we invite you to read our annual report, learn more about our efforts, and join us as we support a healthy and vibrant downtown.

Sincerely,



David Schroedel  
Executive Director  
[davids@tacomachamber.org](mailto:davids@tacomachamber.org)



# SAFE

The Downtown Tacoma Partnership believes everyone deserves to feel safe Downtown. Our goal is to create a safe environment for all downtown stakeholders whether it is residents, students, workers, or visitors. We do this by providing an on-call safety team available 24 hours a day. We also fund supplemental Tacoma Police Department patrols and coordinate with other safety focused agencies.

Our Safety Team looks forward to assisting you with a variety of services from safety escorts to addressing nuisance behaviors or even just directions to the nearest coffee shop. Please call us anytime, especially for issues like noise disturbances, trespassing, or aggressive panhandling.

### SAFE & CLEAN COMMITTEE:

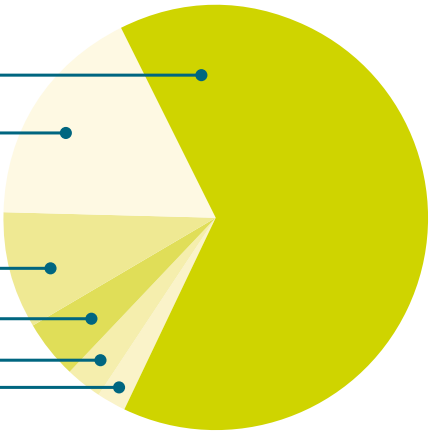
The DTP Safe & Clean Committee meets monthly to share and address concerns around street life. These meetings are open to the public and regularly attended by downtown businesses, security professionals, and concerned citizens.

The DTP also maintains an email listserve to notify the downtown community of important safety concerns. If you'd like to participate in either of these opportunities, please contact staff.



### REPORTED INCIDENTS

2614	.....	Transient Activity
706	.....	Disturbance Report
362	.....	Customer Service
178	.....	Property Damage
114	.....	Drug and Alcohol
82	.....	Other Activity
4056	.....	Community Responses



## CONTACT THE DTP

Emergency/In-Progress Crime	.....911
DTP Safety Team (24/7)	.....(253) 383-1131
DTP Cleaning Team	.....(253) 682-1731
DTP Marketing Team	.....(253) 625-8419
DTP Administration	.....(253) 627-2175



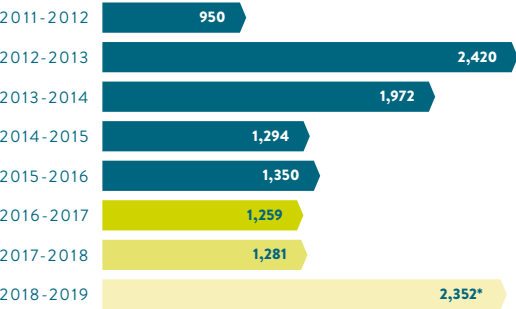
# CLEAN



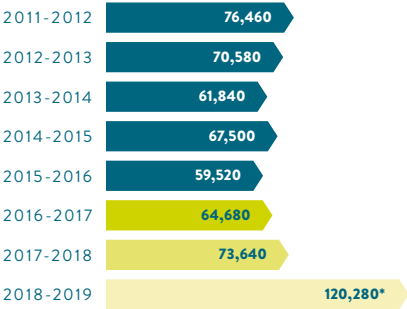
We are proud of Downtown and show it by keeping our sidewalks & streets clean. A clean Downtown encourages people to enjoy Downtown Tacoma longer and more frequently.

The DTP Clean Team removes debris from sidewalks & streets throughout the entire DTP footprint at least once per week and are on-call during business hours to respond to incident clean-ups. In addition, the team pressure washes sidewalks and removes graffiti within reach of the sidewalk.

## GRAFFITI SCRUBBED



## DEBRIS COLLECTED (LBS)



\* DTP footprint expanded by 40% to previously unmaintained areas

## EXPENSES

SAFETY PROGRAM	\$519,455	39%
CLEANING PROGRAM	\$412,832	31%
MARKETING PROGRAM	\$207,827	15%
ADMINISTRATION	\$120,569	9%
REPLACEMENT STREET SWEEPER	\$81,830	6%
TOTAL	\$1,342,513	

## REVENUE

HIGH INTENSITY RATE (\$0.107)	\$655,454	49%
LOW INTENSITY RATE (\$0.053)	\$345,500	26%
LAND RATE (\$0.030)	\$128,508	10%
OTHER FEE FOR SERVICE	\$19,537	1%
USE OF RESERVES	\$193,514	14%
TOTAL	\$1,342,513	

# WELCOMING

The Downtown Tacoma Partnership invites you to discover an ever-growing Downtown. Downtown Tacoma businesses are crafting and curating the best the South Sound has to offer and we want to tell the world. Mixing changing menus and new retailers with reliable winners decades in the making, Downtown has something for everyone.

Making sure everyone has a great experience means we are hanging banners & decorative lighting, paying riders' fares to keep the Tacoma Link free, installing flower baskets, launching a new visitor focused website, and creating a brand new Retail Advocate position. That's right, we now have someone supporting and recruiting retailers to create a more vibrant Downtown Tacoma.

## MARKETING COMMITTEE

The DTP Marketing Committee meets monthly to discuss key issues facing downtown, coordinate between businesses, and share Downtown's excitement. These are the main public DTP meetings and are open to all. If you'd like to participate, please contact staff.



## WELCOMING BY THE NUMBERS

898,614	Pre-Paid Link Rides (FREE to public)
200	Banner Locations
68	Winter Stars
64	Flower Baskets
1	Retail Advocate

## BOARD OF DIRECTORS

### Board President

**Rane Shaub**  
Shaub Ellison, LLC

### Vice President & Treasurer

**Tom Pierson**  
Tacoma-Pierce County  
Chamber

### Secretary

**Ben Mauk**  
University of Washington  
Tacoma

### Safe and Clean Chair

**Judee Encinas**  
DaVita, Inc.

**Kurt Ertel**  
Courtyard by Marriott

**Phyllis Harrison**  
The Art Stop & Le Roy Jewelers

### Marketing Chair

**Blaine Johnson**  
Vintage Y HOA

**Ted Johnson**  
Simon Johnson, LLC

**Trina Jones**  
Perkins Building HOA

**Jessica Johnston-Nelson**  
Courthouse Square

**Dan Putnam**  
Pacific Plaza, LLC

**Shannon Tiegs**  
Tiegs Property Services LLC

**Jason Whalen**  
Ledger Square Law

## DTP STAFF

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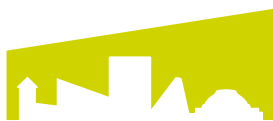
### Emily Verdonk

Finance  
Phone: 253-627-2175  
emilyv@tacomachamber.org

## DESIGNATED CITY OFFICIAL

### Debbie Bingham

Community & Econ Dev Dept  
City of Tacoma  
Phone: 253-591-5117  
debbie.bingham@cityoftacoma.org



## DOWNTOWN TACOMA PARTNERSHIP

*The mission of the Downtown Tacoma Partnership (DTP) is to provide common services for property owners in the central commercial district, as well as to be an advocate for the general economic well-being of downtown.*

950 Pacific Avenue • Suite 300, P.O. Box 1933 • Tacoma, WA 98402

[DowntownTacomaPartnership.com](http://DowntownTacomaPartnership.com)

