



DOWNTOWN  
TACOMA  
PARTNERSHIP

2024

# ANNUAL REPORT

KEEPING DOWNTOWN TACOMA SAFE, CLEAN & WELCOMING

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# Letter from our Executive Director

## Dear Downtown Tacoma Stakeholders,

As we step into 2025, we want to take a moment to thank you for helping make 2024 an extraordinary year here in Downtown Tacoma. It was a year filled with momentum and growth as we welcomed new businesses to our community, celebrated exciting events that brought people together, and watched our downtown continue to evolve into a vibrant place to live, work, and visit.

Looking ahead, the Downtown Tacoma Partnership (DTP) remains committed to fostering a community that is safe, clean, and welcoming for all. With optimism and enthusiasm for what 2025 holds, we are eager to build on the successes of the past year while working together to shape an even brighter future for Downtown Tacoma.

In 2024, Downtown Tacoma continued to experience progress, marked by the opening of 19 new businesses like Outerdark Coffee and the Barlow Galleries in addition to the arrival of forward-thinking investors like Flatstick Pub who recognize the potential of our community. The DTP also supported the business community during crucial times, such as when 13 businesses on Antique Row endured window damage from an unprecedented act of vandalism. By partnering with the City of Tacoma, we secured thousands of dollars in funding to help small business owners cover the cost of repairs.

Looking forward, the future of Downtown Tacoma is full of promise. Our team at the Downtown Tacoma Partnership thanks you for your support and is looking forward to all that's in store for the year ahead. Together, we'll keep advancing our efforts to foster a healthy and thriving downtown.



## David Schroedel

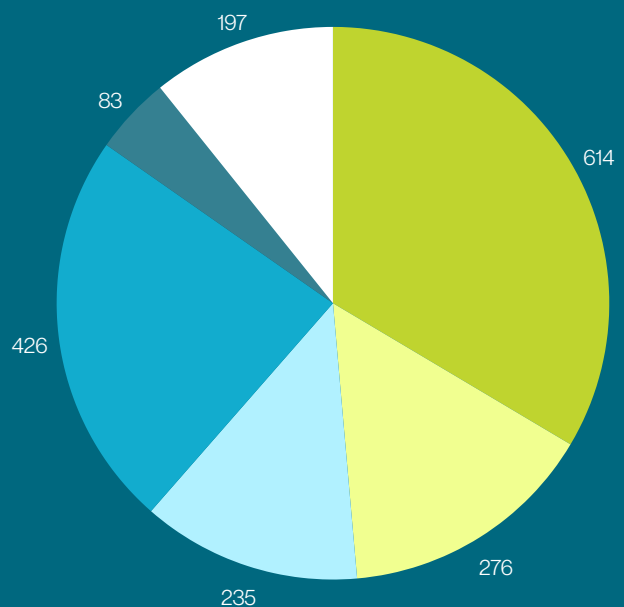
Executive Director

# Safety Team

In 2024, the Downtown Tacoma Partnership's Safety Team was a steadfast presence in Downtown Tacoma, dedicated to ensuring a secure and welcoming environment for all. Throughout the year, the team conducted regular patrols across Downtown Tacoma's 120-block district, providing support to businesses, residents, and visitors alike. Thanks to the Safety Team's active engagement, they were able to address concerns and provide timely assistance. These efforts continue to foster trust and strengthen community connections all while significantly contributing to a sense of safety and belonging here in Downtown Tacoma.

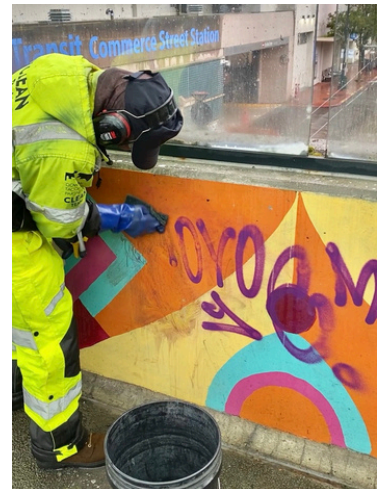


## Total Community Responses



# Clean Team

The Clean Team continued its vital work in 2024 by maintaining the cleanliness of Downtown Tacoma. The team removed litter, pressure-washed sidewalks, scrubbed graffiti, and much more to ensure that public spaces were inviting and well-kept. Over the year, they logged thousands of hours addressing cleanliness downtown in addition to beautifying streetscapes. By responding promptly to service requests and taking proactive measures to maintain public spaces, the DTP Clean Team continues to play a key role in enhancing the overall experience for businesses, residents, and visitors here in Downtown Tacoma.



**121,000 LBS** OF TRASH & DEBRIS REMOVED



**5,541** GRAFFITI TAGS REMOVED



**70** HANGING FLOWER BASKETS INSTALLED



**68** HOLIDAY STARS INSTALLED



**200** BANNER LOCATIONS MAINTAINED

# Doing Business Downtown

Downtown Tacoma experienced a dynamic year of retail growth in 2024, marked by the opening of 19 new businesses that add to the diverse mix of ground floor retail, restaurants, and services that make downtown a vibrant destination. Notable additions include Outerdark Coffee, Fusion Cafe & Lounge, and the return of Stink Cheese & Meat, a beloved wine bar and restaurant. These openings not only enhance the character of downtown but also reflect the area's ability to attract unique and high-quality establishments.



## 7 NEW FOOD & BEVERAGE ESTABLISHMENTS

Al Bacha, Fusion Cafe & Lounge, La Isabella Tacos, Mom's Bistro, Outerdark Coffee, S Level Tea, Stink Cheese & Meat.



## 10 NEW SERVICE PROVIDERS

Atelier Studio, Belle Petale Floral, Broadway Gallery, Contour Engineering, Elu Yoga, Kitsap Bank, Maxwell Synove Photo, Mixxed Fit Studio, Rainier Fitness, UrbanWorks Space.



## 2 NEW RETAILERS

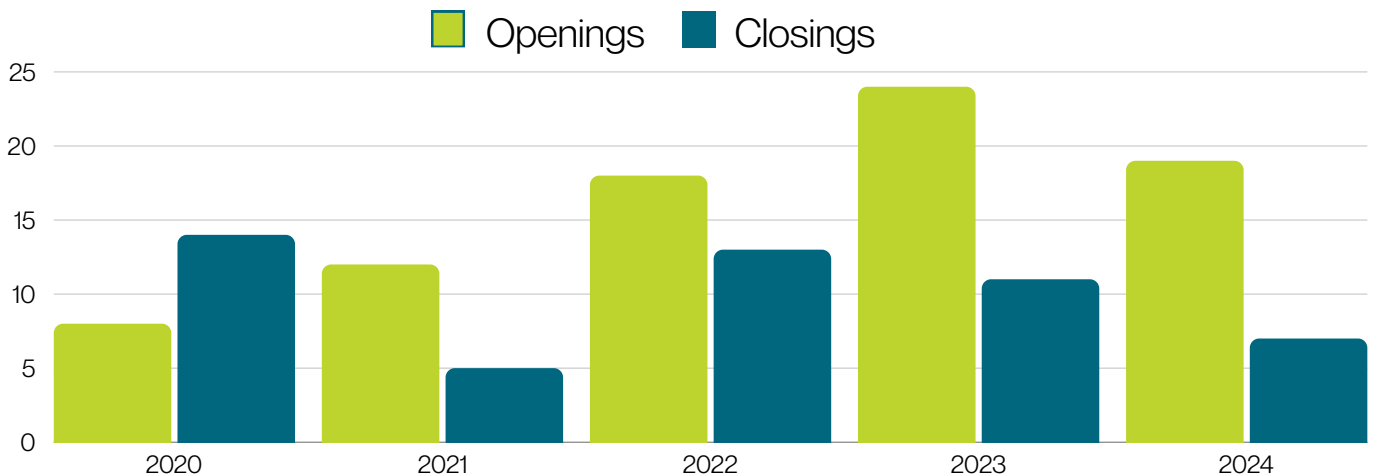
Barlow Gallery Market Street  
Barlow Gallery Hotel Murano

# Retail Update

2024 saw significant developments shaping downtown's retail landscape. The sale of the Rialto Blocks paves the way for the creation of eight new retail spaces. The Downtown Tacoma Partnership is actively engaged in tenanting discussions to ensure these spaces meet the needs of the community and reflect downtown's evolving identity. Signature events like the 9th Annual Holiday Haul Crawl, which bolstered retail sales during the critical holiday season, highlight the Partnership's commitment to driving economic impact. With the renewal of the Retail Advocate contract by the City of Tacoma, the Partnership remains well-positioned to continue fostering connections, advocating for small businesses, and shaping a thriving retail environment for property owners, stakeholders, and the broader community.



## Storefront Openings & Closings



# Destination Downtown

Tourism played a vital role in Downtown Tacoma's economy in 2024, driven by a variety of attractions and events that drew visitors from near and far. Concerts at the Tacoma Dome, featuring performances by popular country and K-pop artists, were major highlights, drawing large crowds of music enthusiasts. Additionally, the Greater Tacoma Convention Center hosted numerous events, ranging from professional conferences to fierce competitions in dance, cheer, basketball, and wrestling. These activities significantly boosted hotel room occupancy rates and brought a steady flow of patrons to downtown restaurants, shops, and other businesses. Collectively, these tourism drivers indicate the importance of Downtown Tacoma as a lively destination for culture, entertainment, and economic growth.





# Tourism Drivers & Data

## Tacoma Dome Events

The Tacoma Dome was a hotspot for **593,926** visitors in 2024 who attended events and concerts by superstars like **Blake Shelton, Cody Johnson, and Lil Wayne**, as well as highly sought after two-night performances by pop icon **P!nk**, and country star **Zach Bryan**.



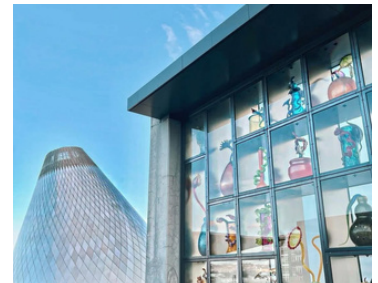
## Other Events

Other vibrant celebrations included the annual **Pride Festival**, which brought color and inclusivity to the city streets, and the **Daffodil Festival**, a cherished tradition showcasing stunning floral displays and family-friendly festivities. These hallmark events highlighted the heart and spirit of Tacoma's diverse and dynamic community.



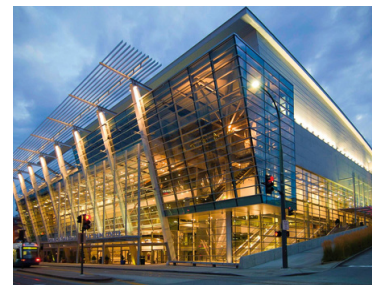
## Top Attractions

Downtown Tacoma's top attractions offer something for everyone, from the rich cultural experiences of the **Museum District** and the lively performances in the **Theater District** to the unique finds on **Antique Row** and the craft brews of the **Brewery Blocks**. Together, these destinations highlight Tacoma's rich history, creativity, and community spirit.



## Sports Competitions

Sports competitions drew a total of **71,511 visitors** to Downtown Tacoma in 2024 for events like **gymnastics, cheer and dance** to **basketball, karate, and wrestling**. Visiting participants and spectators boost the local economy by supporting downtown businesses and restaurants, which resulted in a direct economic impact of **\$16,823,110** last year.



## Hotel Occupancy Data

In 2024, Downtown Tacoma saw a hotel room occupancy rate of **58.7%**, with an average daily room rate of **\$174.82**, generating **\$103.24** in revenue per available room. These figures reflect steady visitor activity, emphasizing the area's appeal as a destination for travelers and event-goers alike.



*\* Sports & hotel data provided by the Tacoma-Pierce County Tourism Authority*

# DTP Events & Activations

In 2024, the Downtown Tacoma Partnership continued its mission of creating engaging and inclusive experiences for the community by presenting a variety of successful signature events like the Downtown Tacoma Block Party, Holiday Haul Crawl, and first-ever Halloween Trick or Treat. In addition to these exciting annual events, the DTP also regularly hosted the popular Tacoma Sunday Market, and became manager of the beloved Tacoma Farmers Market and Theater Square plaza.



## Downtown Tacoma Block Party

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*Mark your calendar for Sunday, August 3, 2025!*

In August, the 2nd annual Downtown Tacoma Block Party was a huge success bringing electric energy to the heart of the city and drawing a crowd of over 8,000 attendees to our free community event where visitors enjoyed all-day live music, family-friendly activities, delicious food, and more. This annual event is devoted to celebrating the vibrant culture and diverse community here in Downtown Tacoma.



## Downtown Halloween Trick or Treat

*Mark your calendar for Friday, October 31, 2025!*

On Halloween night, the Downtown Tacoma Partnership introduced its very first Trick or Treat event, which offered families a fun and safe way to enjoy the holiday as the businesses along Antique Row handed out candy and toys to children. Despite the rainy weather, hundreds of people showed up to participate in this exciting inaugural event.



## Holiday Haul Crawl

*Mark your calendar for December 2 - 13, 2025!*

In December, downtown celebrated the 9th annual Holiday Haul Crawl, which is a tradition that encourages the community to shop local for gifts while enjoying free festivities like professional holiday photos at The Pantages Theater, pop-ups at downtown shops, a scavenger hunt to win a downtown staycation, and more. This festive event brought holiday cheer to Downtown Tacoma while supporting local businesses.



## Broadway Farmers Market

*Visit the 2025 Broadway Farmers Market from April - September!*

In spring, the DTP took on the management of the Broadway Farmers Market, which has provided fresh, local goods downtown for over 30 years. This partnership allowed the market to continue to support local farmers, artisans, and vendors while creating a lively gathering space, and ensuring that it continues to be a cornerstone of Downtown Tacoma's culture.



## Tacoma Sunday Market

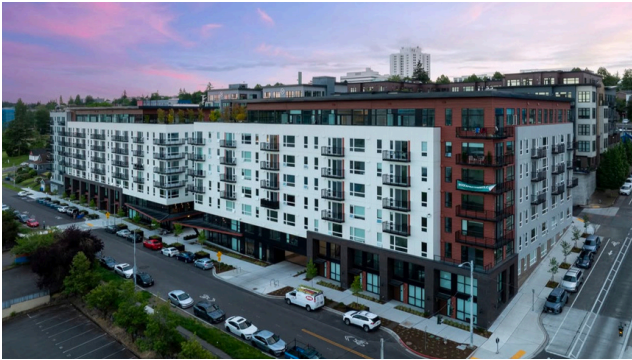
As the managers of Pierce Transit's Theater Square, the DTP was thrilled to host the popular Tacoma Sunday Market throughout the spring and summer months. This bi-weekly market on the plaza became a favorite among locals for its unique vendors and activities, lively music, and welcoming atmosphere.



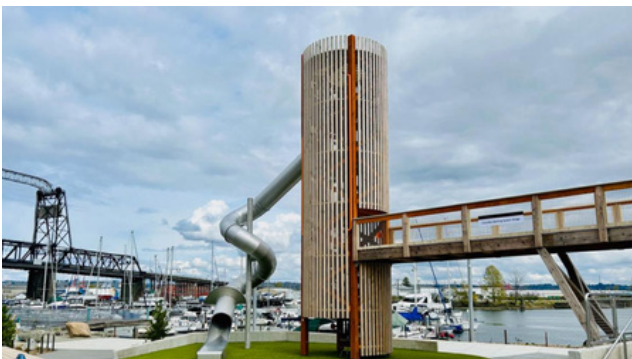
# Featured Downtown Developments



J Squared Investments has breathed new life into the historic **Rhodes Center** at 11th and Broadway in Downtown Tacoma, transforming it into a vibrant hub of activity. This once-struggling building now features a dynamic mix of office spaces, coworking environments, and a recording studio, with exciting new additions on the way. Upcoming tenants include Kelly's Olympian, Infinite Soups, Intentions Juice Bar, and a new barbershop.



**The Rook Apartments** at 15th and Fawcett in Downtown Tacoma have redefined urban living as the city's largest apartment development. This impressive project features two eight-story towers with 368 residential units and top-tier amenities, including rooftop terraces, a fitness center, coworking spaces, and EV charging stations. Designed to enhance modern lifestyles, The Rook offers unparalleled convenience and luxury.



**Melanie's Park** is a new addition to Downtown Tacoma's waterfront at 1147 Dock Street. This playscape provides a vital public green space for the community. The thoughtfully designed park enhances the area's livability, offering a peaceful retreat with stunning views of the Foss Waterway. As an inviting destination for relaxation and recreation, Melanie's Park highlights the importance of accessible outdoor spaces in the heart of the city.



MJR Development has transformed the former Tacoma Financial Center at 1145 Broadway into **Tacoma Centre**, a premier 15-story Class A office tower in Downtown Tacoma. The comprehensive renovation includes modern amenities such as a café and wine bar, upscale lounge, fitness center, and versatile meeting spaces, all designed to foster an appealing work environment. With its strategic location and enhanced facilities, Tacoma Centre sets a new standard for office spaces in the city.

# Downtown Residential Developments

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Since 2022, Downtown Tacoma has experienced a surge in residential development, significantly enhancing its urban landscape. Notable projects include The Astor, a 150-unit conversion of the historic Washington Building, which opened in June 2022, and the Analog on Fifteenth, which opened in February 2023 with 116 units. Collectively, residential development since 2022 is set to double the downtown area's residential density.

In the last three years, Downtown Tacoma has welcomed over \$485 million in completed projects, including 2,014 new residential units. Looking ahead, over \$655 million is being invested in permitted or under-construction projects, which include another 2,656 units. This continued wave of growth highlights Tacoma's dynamic transformation and future potential.

## 4,600+

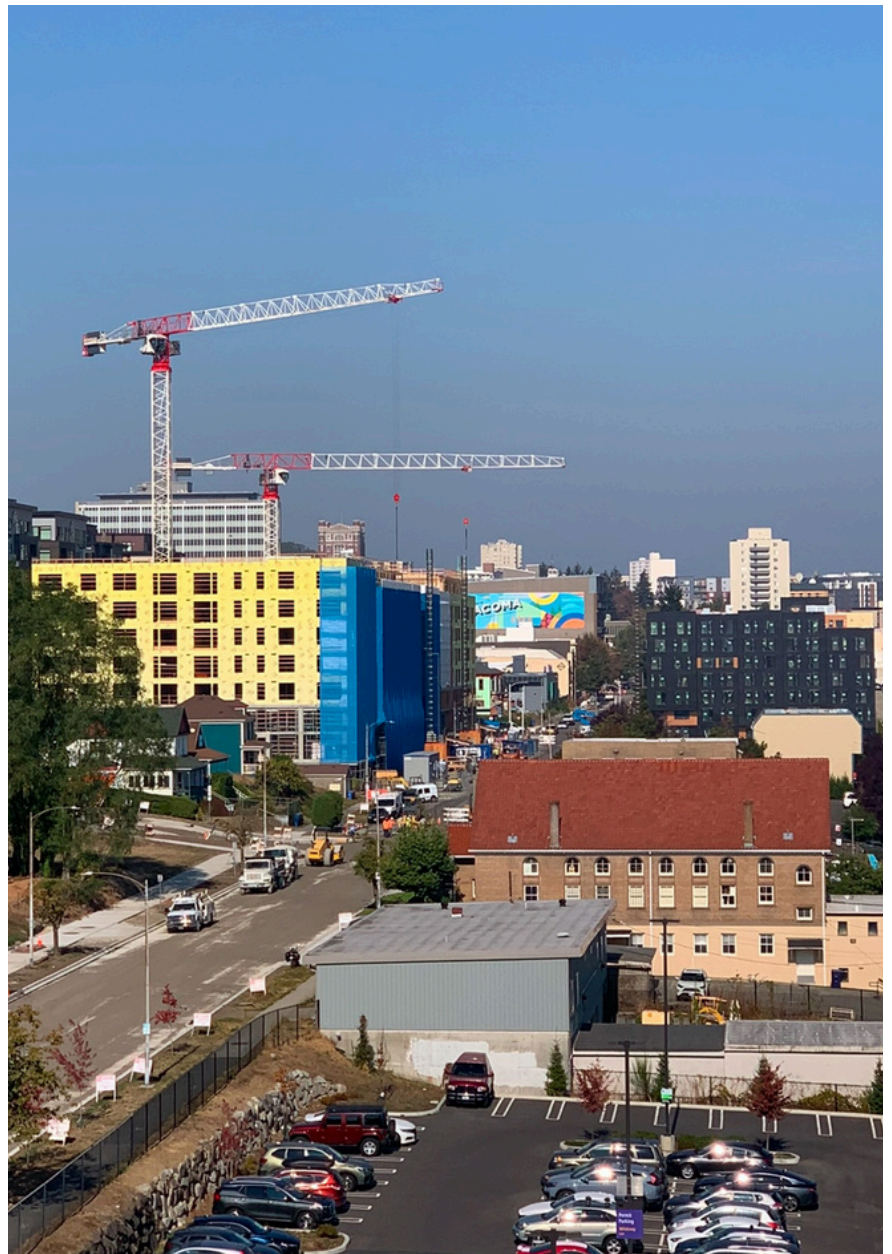
**New Residential Units Completed,  
Permitted or Under Construction**

## \$485 Million

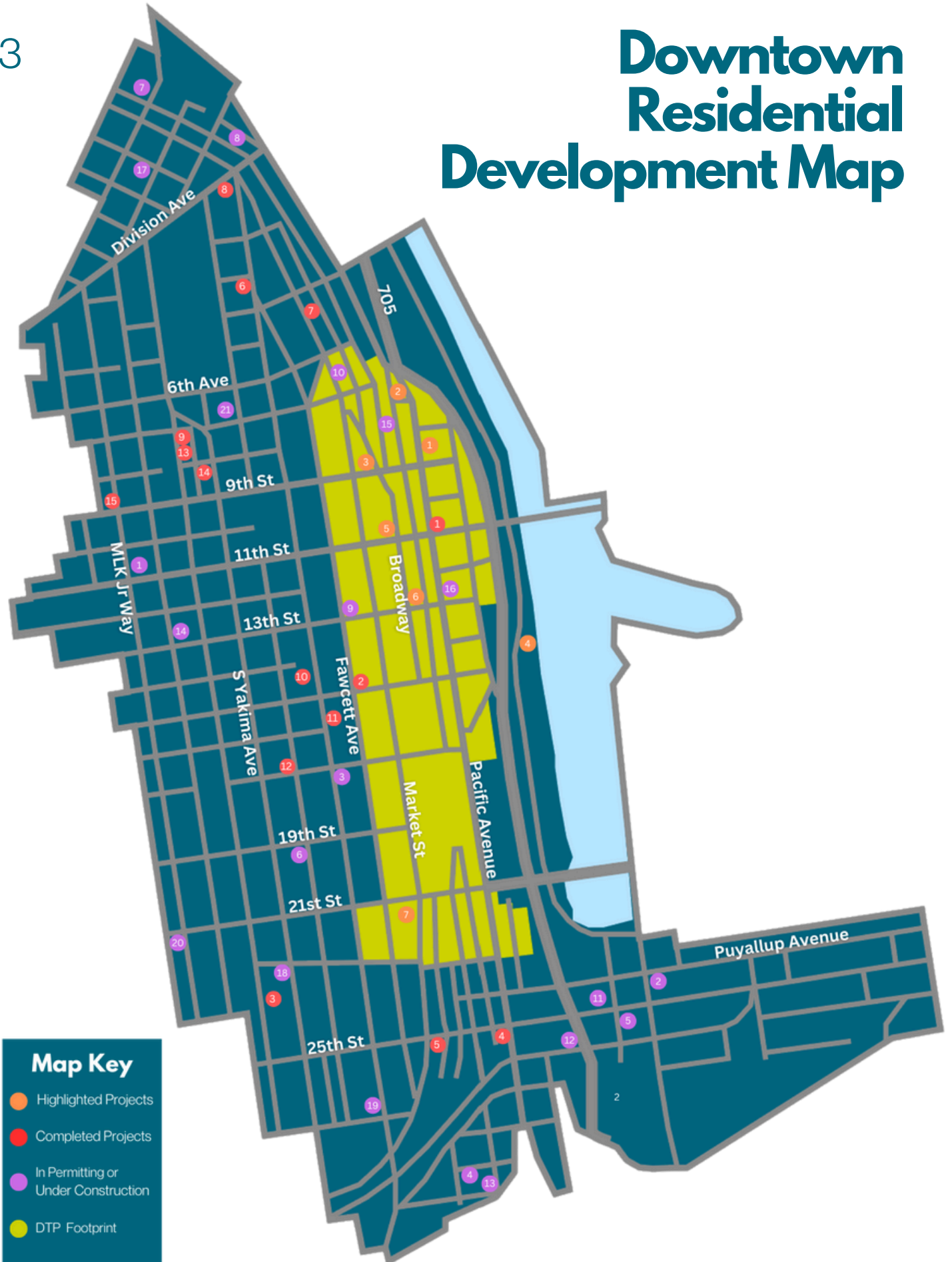
**Invested in Completed Projects**

## \$655 Million

**Invested in Under Construction  
or Permitted Projects**



# Downtown Residential Development Map



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# Downtown Residential Developments 2022 - 2024

## Completed Projects 2,014 Units

1. The Astor, 158 units
2. Analog Tacoma, 116 units
3. McCormick Heights, 105 units
4. Cornus House, 199 units
5. Jefferson Flats, 180 units
6. The Ruby Apartments, 131 units
7. The Lex, 247 units
8. Merrill Gardens, 133 units
9. 7th & I Apartments, 14 units
10. The Moraine, 160 units
11. The Rook, 368 units
12. 1618 South G Street, 12 units
13. 705 I, 18 units
14. 810 Yakima, 17 units
15. Koz on MLK, 156 units



## Permitting / Under Construction 2,656 Units

1. Aspire 11, 289 units
2. Trax, 115 units
3. 1555 Tacoma Ave, 86 units
4. 315 S 10th, 36 units
5. Mount Bay, 303 units
6. McCormick View Phase 2, 306 units
7. VDR, 132 units
8. 23 N Broadway, 53 units
9. 13 & Fawcett, 277 units
10. 605 St Helens, 80 units
11. Project S29, 164 units
12. Project S30, 141 units
13. Project S39, 184 units
14. 1215 S J Street, 20 units
15. 725 Broadway, 129 units
16. Tacoma Tower, 63 units
17. Parkview Apartments, 90 units
18. 2310 Yakima Avenue, 12 units
19. 2546 Tacoma Avenue, 140 units
20. MLK 20, 20 units
21. 711 South 7th, 16 units

## Other Highlighted Projects

1. Flatstick Pub, 829 Pacific Avenue
2. Old City Hall, 625 Commerce Street
3. Rialto Blocks, 766 St Helens Ave
4. Melanie's Park, 1147 Dock Street
5. Rhodes Center, 950 Broadway
6. Tacoma Financial Center, 1145 Broadway
7. Tacoma Town Center, 21st & Fawcett

# Communications & Outreach

Over the course of the 2024, the Downtown Tacoma Partnership continued its focus on fostering strong connections within the community through robust communications and outreach efforts.

Digital communications played a pivotal role, with the DTP's social media platforms serving as a trusted source for sharing downtown news and updates. Other communications efforts include weekly email newsletters, regular website articles, and awareness campaigns to ensure that downtown residents, employees, and visitors stay informed and engaged.

## Top Social Media Posts of 2024



Flatstick Pub Announces Downtown Tacoma Location, Stink Cheese & Meat Re-Opens, 2024 Downtown Tacoma Block Party Announcement, and Downtown Trick or Treat Promotion.

## Communication Drives Downtown Connection



**10.8K**  
INSTAGRAM  
FOLLOWERS



**4.1K**  
FACEBOOK  
FOLLOWERS



**44.4%**  
NEWSLETTER  
CLICK RATE



**395**  
PEOPLE ATTENDED  
COMMUNITY MTGS



# Downtown Tacoma Community Meetings

Each year, the Downtown Tacoma Partnership hosts ten compelling community meetings at rotating businesses and institutions across Downtown Tacoma, fostering connections and sharing vital updates.

In 2024, the DTP's community meetings were held at diverse downtown venues including 7 Seas Brewing, KNKX Public Radio, Steel Creek, The Rook Apartments, Children's Museum of Tacoma & Melanie's Park, Theater on the Square, The Living Taproom, Tacoma Art Museum, Traction Space, and the Pantages Theater. With hundreds of community members who attended over the course of the year, these gatherings have proved to be valuable for residents, employees, business owners, and city leaders in order to stay informed about the latest and greatest happenings in Downtown Tacoma.

Downtown Tacoma Community Meetings take place on the first Thursday of the month from 9:00am - 10:00am, with the exception of January and July.



# 2024 DTP Board & Staff

## BOARD OF DIRECTORS

Shannon Tiegs  
DTP Board President  
Tiegs Property Management

Jessica Johnston  
Vice President & Treasurer  
Courthouse Square

Ben Mauk  
Secretary  
University of Washington Tacoma

Dametris Harrison  
Courtyard Tacoma Downtown

Emily Maier  
J Squared Investments

Phyllis Harrison  
The Art Stop & LeRoy Jewelers

Rane Shaub  
Shaub Ellison, LLC

Trina Jones  
Perkins Building HOA

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DOWNTOWN  
TACOMA  
PARTNERSHIP

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INCIDENT RESPONSE**

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DEVELOPMENT**

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