



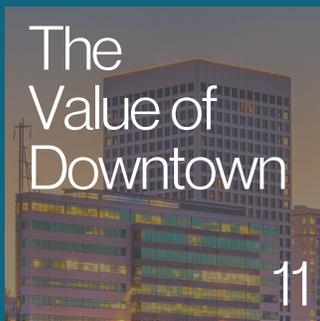
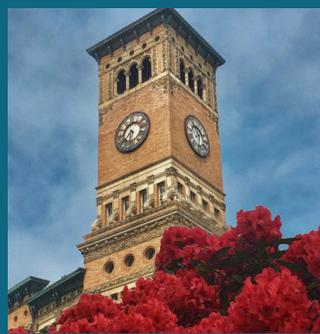
DOWNTOWN
TACOMA
PARTNERSHIP

2025

ANNUAL REPORT

KEEPING DOWNTOWN TACOMA SAFE, CLEAN & WELCOMING

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Letter from our Executive Director

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Dear Downtown Tacoma Friends,

There is always something happening in Downtown Tacoma and 2025 was no exception. With 22 new businesses opening there was always something new to explore. The new businesses included diverse options from Nate Jackson's Super Funny Comedy Club to Third Space Cafe to Elu Yoga. Other businesses came under new ownership like Cafe Bostwick and West 122.

There are several new businesses we are excited to see open in the first part of 2026. With new ownership of the Rialto Apartments complex at 9th & St. Helens, businesses are beginning to fill long-vacant spaces, with all 10 spaces expected to be filled by summer.

2025 was also the first full year of managing the Broadway Farmers Market. Supporting the market for the full year allowed us to grow the market to 45 vendors, a 30% increase in one year. Sales and attendance also grew as we expanded seating and live music at the market, making it more welcoming for everyone.

In addition to the market, the DTP team hosted events to bring people to Downtown Tacoma. The Downtown Tacoma Block Party returned for its third year – a notoriously tough year for an event to maintain momentum. With Antwane Tyler headlining, we saw 9,000 people come out to celebrate Downtown Tacoma. In addition, we hosted our first ever winter market with over 1,000 people shopping for gifts, drinking hot chocolate, and getting photos in our famous snowglobe photo booth.

Looking ahead, the Downtown Tacoma Partnership (DTP) remains committed to fostering a community that is safe, clean, and welcoming for all. 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 will keep fostering a healthy and thriving downtown.



David Schroedel

Executive Director

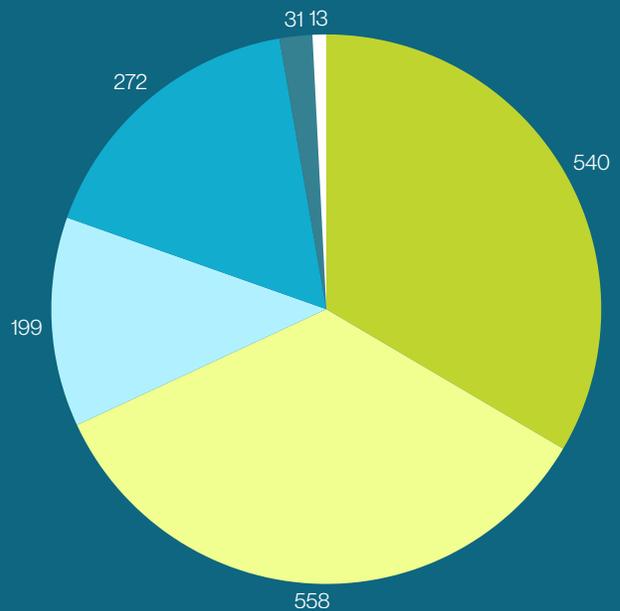
Safety Team

In 2025, the Downtown Tacoma Partnership’s Safety Team remained a trusted and visible presence across the DTP’s 120-block footprint, helping ensure a safe and welcoming environment for all. Through consistent patrols, timely assistance, and proactive engagement with businesses, residents, and visitors, the team addressed concerns as they arose while strengthening community trust. By serving as an approachable, on-the-ground resource, the Safety Team continued to build meaningful connections and support a vibrant downtown experience.



Total Community Responses

- Transient Activity
- Public Disturbance
- Customer Service
- Property Damage
- Drug & Alcohol
- Other Activity



Clean Team

The Downtown Tacoma Partnership’s Clean Team continued its essential work in 2025 by maintaining clean and welcoming public spaces throughout Downtown Tacoma. The team swept up litter, pressure-washed sidewalks, addressed graffiti, and carried out ongoing beautification efforts to keep the district well cared for. These operations helped preserve the look and feel of Downtown Tacoma’s streets and public spaces while supporting a more welcoming environment for everyday activity. By caring for Downtown Tacoma on a daily basis, the Clean Team helped reinforce a sense of pride and comfort throughout Tacoma’s urban core.



113,820 LBS OF TRASH & DEBRIS REMOVED



3,625 GRAFFITI TAGS REMOVED



70 HANGING FLOWER BASKETS INSTALLED



68 HOLIDAY STARS INSTALLED

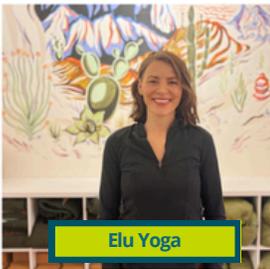


200+ BANNER LOCATIONS MAINTAINED

Doing Business Downtown

Downtown Tacoma's small-business ecosystem continued to grow in 2025, with 22 new storefronts opening across the district, strengthening the mix of dining, retail, wellness, and services available downtown. These openings brought fresh energy to key commercial corridors while supporting a more vibrant, walkable, and locally-driven downtown.

These new businesses include Blush & Braids Beauty Bar, Bombshell K9 Training, Cafe Bostwick, Cafe Perk, Daydream Salon, Elu Yoga, En Sushi, Fancy Pants Jewelry, Graze Craze Catering, Just Poké, Lightcurve Internet, Little French Flea Market, Lumikha Space, Lune Cafe, Mad Hat Tea Company, Miro Tapas, Nate Jackson's Super Funny Comedy Club, Not Bad Sandwiches, Smoke City, Studio C, Third Space Cafe, and WA Trust Bank, reflecting the continued investment and entrepreneurial energy shaping Downtown Tacoma.



Elu Yoga



Miro Tapas



Third Space Cafe



En Sushi



Super Funny



Lune Cafe



Lumikha Space



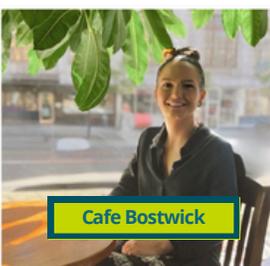
Cafe Perk



Lil French Flea Market



WA Trust Bank



Cafe Bostwick



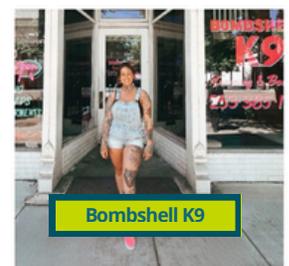
Not Bad Sandwiches



Fancy Pants Jewelers



Mad Hat Tea Co.



Bombshell K9

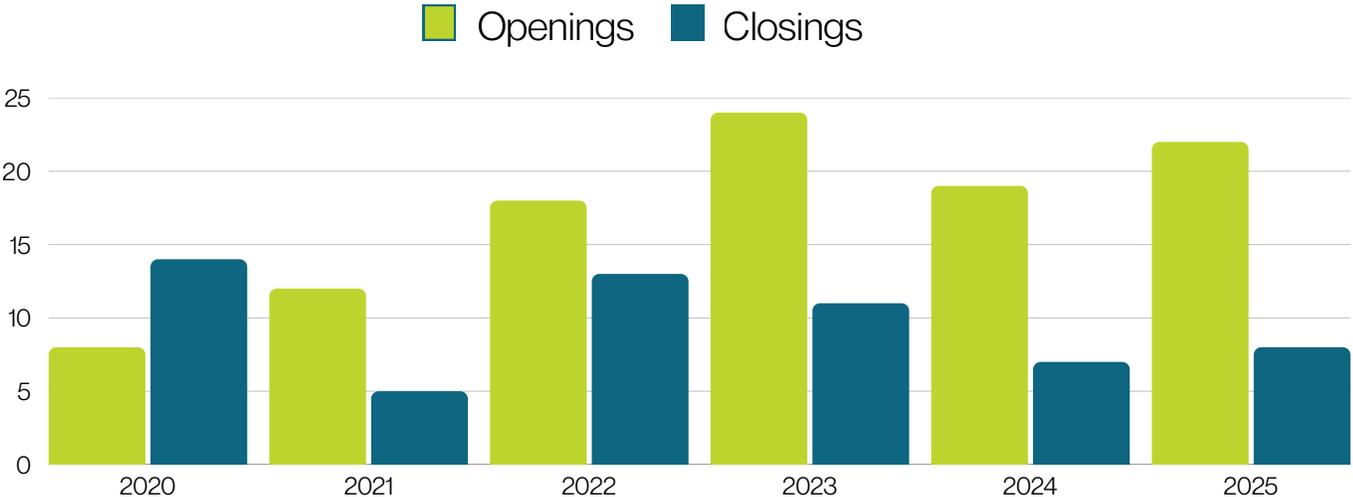
Retail Update

While new storefront openings in 2025 tell an important part of the story, this also highlights the broader momentum within Downtown Tacoma’s retail market. The pace and diversity of new businesses reflect sustained demand for downtown spaces and a strong pipeline of entrepreneurs investing in the district. From retail and dining to wellness, arts, and professional services, these businesses continue to activate downtown streets and strengthen the experience for the community. Looking ahead to 2026, continued recruitment, reinvestment, and growing foot traffic position Downtown Tacoma for another year of opportunity and a thriving environment for small businesses.



Top (left to right): Miro Tapas, Lumikha Space
 Bottom (left to right): Nate Jackson's Super Funny Comedy Club, Lune Cafe

Storefront Openings & Closings



Destination Downtown

Tourism continued to play a vital role in Downtown Tacoma's economy in 2025, fueled by a diverse lineup of events, entertainment, and large-scale attractions that drew visitors from across the region and beyond. The **Tacoma Dome** served as a major anchor for visitation, hosting **73 events** and welcoming more than **460,000 attendees**, generating an estimated **\$62-million in economic impact** through concerts, festivals, and performances.

At the same time, the **Greater Tacoma Convention Center** remained a steady driver of overnight and day-trip visitation, hosting **177 events** with more than **152,000 attendees**. These events generated an estimated **\$33 million in economic impact** and supported **33,723 hotel room nights** in 2025.

Together, these venues contributed to strong tourism performance citywide, with average **hotel occupancy reaching 61.2%** and an **average daily room rate of \$173**. Collectively, these tourism drivers reinforced Downtown Tacoma's role as a regional destination for entertainment, culture, and economic vitality.



DTP Events & Activations

Throughout the year, the Downtown Tacoma Partnership continued its mission of creating engaging and inclusive experiences for the community by producing a wide range of signature events, including the Downtown Tacoma Block Party, the annual Halloween Trick-or-Treat, and Downtown For The Holidays campaign. In addition to these cornerstone events, the DTP activated Theater Square with a variety of outdoor programs and gatherings throughout the year that brought new energy and consistent activity to one of downtown's most important public spaces.



Downtown Tacoma Block Party

Mark your calendar for Sunday, August 2, 2026!

In August, the 3rd annual Downtown Tacoma Block Party was a huge success bringing electric energy to the heart of the city and drawing a crowd of over 9,000 attendees to our free community event. 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

On Halloween night, the DTP hosted its second annual Trick-or-Treat event, offering families a fun and safe way to celebrate the holiday as businesses along Antique Row handed out candy and treats to children. Building on the success of its debut, the event continued to draw hundreds of participants and brought joyful energy to downtown streets as families, neighbors, and local businesses came together to celebrate.



Downtown For The Holidays

This downtown-wide campaign brought together seasonal events, shopping, decor, and special promotions into one cohesive holiday experience. Through a comprehensive holiday guide, visitors were encouraged to explore events, shops, and seasonal experiences across downtown. As part of the campaign, the DTP hosted a Holiday Market at Theater Square that drew more than a thousand people in a single day, activating downtown streets and supporting local makers and businesses.



Public Space Activation

As managers of Pierce Transit's Theater Square, the DTP continued to activate this central public plaza through a wide range of community-focused events in 2025. From the popular Tacoma Sunday Market to Soulfull Fest, School of the Arts celebrations, and more, these gatherings brought consistent energy and foot traffic to Broadway, reinforcing Downtown Tacoma as a vibrant hub for culture, connection, and community life.

Broadway Farmers Market

The Downtown Tacoma Partnership continued its stewardship of the Broadway Farmers Market, a downtown staple that has now served the community for more than 35 years. The market has remained a vital gathering place for residents and visitors while also continuing to support local farmers, food producers, and small businesses that are central to Tacoma's local economy and culture.

Under the management of the DTP, the Broadway Farmers Market experienced strong momentum in 2025, bringing new energy, color, and consistent activity to downtown streets. Strategic improvements such as an earlier opening in April, refreshed branding and promotional materials, expanded seating, increased live music, and an updated site layout helped enhance the market experience for both vendors and shoppers.



Small Business Access

The market continues to offer a low-barrier entry point for small businesses, giving entrepreneurs a space to connect with customers, test products, and grow with the support of a consistent weekly presence.



Food Access & Equity

Through programs like matching EBT funds, the Farmers Market Nutrition Program for seniors, and free fruit for kids, this market continues to make fresh, local food more accessible for the community by supporting healthy eating for people of all ages.



Season Impact

These improvements made in 2025 were both measurable and visible, with strong crowds, energized streets, and a higher-quality vendor mix that brought excitement and momentum that lasted all season long.



28K CUSTOMERS THROUGHOUT THE SEASON



45 VENDORS & SMALL BUSINESSES



\$671K TOTAL VENDOR SALES IN 2025



40% YEAR-OVER-YEAR SALES INCREASE



30% INCREASE IN VENDORS COMPARED TO 2024

The Value of Downtown

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In 2025, the Downtown Tacoma Partnership partnered with the International Downtown Association to participate in its nationally recognized Value of Downtown study. This data-driven program measures how downtowns perform across North America, providing a clear picture of economic strength, residential growth, cultural activity, and quality of life. **For Downtown Tacoma, the study confirms what we see on the ground every day: downtown is one of the city's fastest-growing, most economically productive, and culturally vibrant districts — and a critical engine for Tacoma's future.**

What the Data Shows

Downtown is growing fast

- Population has increased 62% since 2000 and 23% since 2019, far outpacing city and regional growth.
- Nearly half of residents are ages 18–34, with the 25–34 age group up 69% since 2014.

Downtown is Tacoma's economic core

- 1 in 6 Tacoma workers is employed downtown.
- Downtown has 43 workers per acre, compared to just 4 per acre citywide.
- Employment grew 31% from 2013–2022, outpacing the rest of the city.

Jobs are higher-paying and knowledge-based

- 82% of downtown workers earn over \$40,000, compared to 67% citywide.
- Downtown hosts 40% of Tacoma's knowledge-industry jobs.

Downtown punches far above its weight in retail and culture

- \$222 million in annual hospitality sales, more than 10% of Tacoma's total in less than one square mile.
- Sales per square mile are 6× higher than the city average.
- 48 outdoor events, 5 museums, and 114 public art installations make downtown the city's cultural heart.

Affordable and well-connected

- Median rent downtown is \$1,090, compared to \$1,597 citywide.
- 36% of residents commute without driving alone, with far higher walking and transit use than the rest of Tacoma.



Scan to learn more about
the Value of Downtown Report

Downtown Developments

The greater downtown area continues to see investment in diverse real estate projects. In the last year alone, 470 new residential units were added, bringing the four-year total to 2,484 new units. With \$100 million invested annually in residential development, these projects are setting the stage for a more vibrant Downtown Tacoma for years to come.

In addition, we saw progress on several revitalization projects in the Downtown Tacoma core. Old City Hall began welcoming new tenants, while the Schoenfeld/DaVita Tower began its conversion to residential under its new name, Sandberg on the Ave. The Rialto Blocks project also continued its transformation, with updated residences and new commercial tenants moving into long-vacant spaces.

Private sector investment continues to be matched with public investment. Government partners are supporting everything from small infrastructure improvements, such as turning fountains back on, to large-scale projects like Pierce County's renovation of 1501 Market Street. At an even broader scale, the University of Washington Tacoma is setting the stage for 20 years of additional investment in Downtown Tacoma, an effort that is already paying off through increased attention and outside funding.

Regardless of where investment originates, stakeholders across sectors are recognizing the potential of Downtown Tacoma and the vibrant diversity that defines the Downtown of the South Sound.



From left to right: Old City Hall, Sandberg on the Ave, The Rialto Blocks, University of Washington Tacoma

UW Tacoma's Master Plan

In 2025, the University of Washington Tacoma announced a bold, long-term Campus Master Plan outlining a strategic framework for the continued growth of its Downtown campus. The plan is projected to support doubling enrollment by including the sustainable development of more than one million square feet for new academic, housing, student services, and amenity spaces. As a key workforce development partner, the University of Washington Tacoma's growth keeps downtown as a regional employment hub.

The plan also puts an emphasis on the importance of student experience. Attention to improving new and established infrastructure will allow for a greater sense of belonging, mental wellbeing, academic success, and long-term pride for students. The Master Plan is estimated to take 20-25 years to complete, and initial projects include phased expansions that balance short-term needs with long-term resilience. The expansion is certain to strengthen the vibrancy of Downtown Tacoma and support community connection and local businesses.



Conceptual illustrations by Bjarke Ingels Group (BIG) courtesy of UW Tacoma.



From Long-Term Vision to Near-Term Impact

Building on its long-term Campus Master Plan, the University of Washington Tacoma is moving from vision to implementation. With approval from the UW Board of Regents, the university has advanced its student housing and dining development to the request for proposals stage, authorizing UW Tacoma to solicit development partners and begin early design and pre-construction work, signaling clear momentum toward delivery.

Planned as a public-private partnership, the project reflects a strategic approach to delivering long-term campus infrastructure while leveraging private investment. Targeted to open in late 2029, the development will add housing for approximately 500 students and introduce UW Tacoma's first traditional dining hall. Together, these additions will increase the share of students living on campus to roughly 15 percent of the total student body while creating a central gathering space that supports daily campus life and extended activity.

As UW Tacoma continues its evolution from a primarily commuter campus to a more residential university, this investment is expected to deepen student engagement and contribute to a more active, "always-on" downtown environment. Increased student presence strengthens demand for nearby businesses, services, and cultural amenities—reinforcing UW Tacoma's role as a cornerstone institution and long-term catalyst for Downtown Tacoma's vibrancy and resilience.



Scan to learn more about UW Tacoma's Master Plan

Communications & Outreach

In 2025, the Downtown Tacoma Partnership continued to strengthen connections across the community through our dynamic and growing communications and outreach program. Digital channels remained central to this work, with the DTP’s social media platforms serving as a trusted resource for downtown news, business highlights, and event information. Weekly email newsletters, ongoing website content, and awareness campaigns further ensured that residents, employees, business owners, and visitors stayed informed, connected, and engaged with all that was happening in Downtown Tacoma.

Top Social Media Posts of 2025



Third Space Cafe Officially Opens, En Sushi Celebrates Grand Opening, Broadway Farmers Market Season Underway, and Tacoma Sunday Market’s Downtown Summer Market Series Kicks Off.

Communication Drives Downtown Connection



13.3K
INSTAGRAM
FOLLOWERS



4.9K
FACEBOOK
FOLLOWERS



51.6%
NEWSLETTER
OPEN RATE



415
PEOPLE ATTENDED
COMMUNITY MTGS

Downtown Tacoma Community Meetings

Each year, the Downtown Tacoma Partnership hosts a series of monthly community meetings at rotating businesses and institutions across Downtown Tacoma, creating opportunities for connection, learning, and the sharing of important downtown updates.

Throughout 2025, these gatherings took place at a wide range of downtown locations, including Stink Meat & Cheese, Apizza Little Italy, UW Tacoma, Rotator Creative, Alchemy Skateboarding, the Broadway Farmers Market, Nate Jackson's Comedy Club, Hotel Murano, and Incline Cider House, along with a guided walking tour through the Theater District that highlighted newly opened businesses. Together, these meetings welcomed hundreds of community members — from residents and employees to business owners and city partners — helping to strengthen relationships and keep the downtown community informed and engaged.

Downtown Community Meetings are held on the first Thursday of the month from 9:00am to 10:00am. Sign up for our email newsletter to receive details on upcoming meetings.



2026 DTP Board & Staff

BOARD OF DIRECTORS

Shannon Tiegs
Board President
Tiegs Property Management

Jessica Johnston
Vice President & Treasurer
Courthouse Square

Ben Mauk
Secretary
University of Washington Tacoma

Alec Thomas
Great Expectations LLC

Brent Mason
Roberson Condominium Resident

Dametris Harrison
Courtyard by Marriott

Jeff Mincheff
J Squared Investments

McCall Shaub
Shaub Ellison LLC

Phyllis Harrison
The Art Stop & LeRoy Jewelers

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CITY OF TACOMA LIAISON

Debbie Bingham
dbingham@cityoftacoma.org



Powered By Partnership

As we reflect on 2025, we are deeply grateful for the continued support of our investors, property owners, and the City of Tacoma. From supporting small businesses and activating public spaces to keeping downtown clean, safe, and welcoming for everyone who lives, works, and visits here – Your commitment makes everything we do possible.

Downtown Tacoma's progress is not the result of any one organization alone. It is the product of strong partnerships, shared vision, and a belief in the power of place. Whether through financial investment, collaboration on city initiatives, or stewardship of downtown's buildings and streets, your leadership plays a vital role in shaping a vibrant, resilient, and inclusive urban core.

We are proud of what we've accomplished together in 2025 and even more excited about what lies ahead. Thank you for believing in Downtown Tacoma, for showing up year after year, and for helping build a downtown that continues to grow, evolve, and thrive as the heart of our city.

With appreciation,

The Downtown Tacoma Partnership



**CLEAN TEAM
INCIDENT RESPONSE**

253-682-1731

**SAFETY TEAM
INCIDENT RESPONSE**

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**MARKETING & BUSINESS
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