

# Document for Execution

## PARKS AND RECREATION

**BEGINNING ROUTE DATE:** 7/5/2023



**DOCUMENTS FOR EXECUTION:**

- |   |   |
|---|---|
| <input type="checkbox"/> Contract               | <input checked="" type="checkbox"/> Agreement |
| <input type="checkbox"/> Change Order/Amendment | <input type="checkbox"/> MOU/ILA              |
| <input type="checkbox"/> Purchase Order         | <input type="checkbox"/>                      |

**DOCUMENT REQUESTED BY:**

Requestor's Name: Diane Brady  
Phone Number: 253-209-9888  
Email Address: dianeb@tacomaparks.com  
Department: Parks & Recreation

**SIGNATURES REQUIRED BY:**

	Name & Title	Initials	Date Signed
<input checked="" type="checkbox"/>	Mark Knowlden		7/5/2023   10:04 AM PDT
<input checked="" type="checkbox"/>	Mark Roberts		7/6/2023   2:31 PM EDT
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

**REVIEW REQUIRED BY:**

	Name	Initials	Date Reviewed
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

**TITLE:** Port of Tacoma Agreement

**DESCRIPTION OF DOCUMENTS**

Agreement between Port of Tacoma and MPT  
Metro Parks has requested \$7,000 and the Port agrees to provide an investment of \$7,000 toward the Project costs, conditioned upon proof of Project expenditures, and as expressly specified herein.

**IMPORTANT**  
**Documents routed by:**  
**Alyssa Wilke**  
**(253) 404-3926**  
**Parks and Rec**

**AGREEMENT BETWEEN  
METRO PARKS TACOMA  
and  
PORT OF TACOMA  
REGARDING  
POINT DEFIANCE FLOWER AND GARDEN FESTIVAL**

**THIS AGREEMENT** (“AGREEMENT”) is entered into this 5 day of July, 2023, by and between **METRO PARKS TACOMA**, a Washington metropolitan parks district in the State of Washington (hereinafter “Metro Parks”), and the **PORT OF TACOMA**, a Washington public port district (the “Port”), (each a “Party,” collectively the “Parties”) in consideration of the mutual covenants contained herein. The Parties hereby recite and agree as follows:

**RECITALS**

1. The Port is charged by state statute with a mission of furthering economic development. To that end, the Port has adopted a Local Economic Development Policy by which the Port administers its monetary support of economic projects sponsored by local public agencies in Pierce County.

2. Metro Parks Tacoma proposes to revive the Point Defiance Flower & Garden show, a two-day festival that includes entertainment, renowned garden experts, food, professional garden displays, a garden display competition and a variety of home and garden vendors. (the “Project”).

3. Metro Parks has requested \$7,000 and the Port agrees to provide an investment of \$7,000 toward the Project costs, conditioned upon proof of Project expenditures, and as expressly specified herein.

4. The Port finds the requested contribution meets the Port’s Local Economic Development Policy criteria as follows:

A. This project meets criteria outlined in section D, “Planning activities or events promoting tourism intended to attract tourists to Pierce County from outside locations”.

B. The Point Defiance Flower and Garden Show had two previous runs from 1958 to 1974 and 2001 to 2007 that would regularly attract more than 30,000 people from all over the region to attend this festival. The new iteration has the potential to be just as successful at attracting tourists from outside Pierce County.

**CONSIDERATION**

**NOW, THEREFORE**, pursuant to Chapter 39.34 RCW, and in consideration of the mutual benefits and covenants described herein, the Parties agree as follows:

**1. SCOPE OF WORK**

**A.** Metro Parks' Point Defiance Glower and Garden Festival consists of the following:

i. Costs associated with the advertising budget to attract attendees from the entire Pacific Northwest Region.

ii. Costs associated with the "speaker budget" for gardening speakers or gardening celebrities that have a regional and larger audience draw.

**B.** All as described in Metro Parks' Application, as attached hereto as **Attachment A**.

**2. PORT'S CONDITIONAL AGREEMENT TO CONTRIBUTE FUNDS**

**A.** Subject to the terms herein, the Port agrees to provide reimbursements of an amount not to exceed \$7,000 reimbursable up to 24 months from the Port signing for expenses incurred by the Metro Parks for the Project. Metro Parks shall be responsible for timely payment of all invoices submitted by third parties providing goods or services for the Project. Metro Parks shall submit to the Port, or its designee, paid project invoices within ninety (90) days after the referenced goods or services have been provided. The Port or its designee shall review any such invoices and as appropriate make payment to Metro Parks within thirty (30) days of receipt of the invoice. The Port shall not be obligated to reimburse Metro Parks for invoiced goods or services where invoices are not submitted in a timely fashion. Metro Parks shall be solely responsible for compensation of Metro Park's employees, including those employees' salaries, fringe benefits, or any other compensation, including for time spent by those employees related to the Project. The Port shall not be responsible to provide reimbursement for any compensation to Metro Parks' employees.

**B.** Conditions of the Port's funding are as follows:

i. If the Project costs are higher than projected, the Metro Parks will assume any excess Project costs.

ii. The Port's annual Project contribution shall be allocated and is identified in the Port's annual budget.

**C.** The Port's distribution of funds is further contingent on the Metro Parks obtaining full committed funding 24 months from the Port signing for the complete Project scope and the contents of this AGREEMENT remain unchanged.

**D.** Port payments up to the not-to-exceed amount will be made pursuant to this signed AGREEMENT, and within 45 days of Metro Parks' submittal of written proof to the Port that Metro Parks has paid its minimum contribution of \$7,000 in expenditures.

### **3. TIMEFRAME/PROJECT SCHEDULE**

This AGREEMENT shall last no more than twenty-four months from the date of the Port's signatory.

### **4. METRO PARKS' PROJECT FINANCIAL SUMMARY**

- A.** Total Project Cost: \$65,100
- B.** Source of Funds (other than the Port):
  - Tacoma Public Utilities: \$425.00
  - Smith Brothers Farms: \$425.00

**5. ABANDONMENT.** If the Project is abandoned, then this AGREEMENT shall be of no further force or effect.

**6. ASSIGNMENT.** Neither Party to this AGREEMENT shall have the right to convey, assign, apportion or otherwise transfer any of its rights, obligations, conditions, and interests under this AGREEMENT, without the prior written approval of the other.

**7. THIRD PARTY BENEFICIARIES.** This AGREEMENT is made and entered into for the sole protection and benefit of the Parties hereto and their successors and assigns. No other person shall have any right or cause of action based upon any provisions of this AGREEMENT.

**8. EQUAL DRAFTING.** This AGREEMENT has been reviewed and revised by legal counsel for both Parties, and no presumption or rule construing ambiguity against the drafter of the document shall apply to the interpretation or enforcement of this AGREEMENT.

**9. SEVERABILITY.** If any provisions of this AGREEMENT are determined to be unenforceable or invalid pursuant to a final decree or judgment by a court of law with jurisdiction, then the remainder of this AGREEMENT not decreed or adjudged unenforceable or invalid shall remain unaffected and in full force and effect to the extent that the primary purpose of this AGREEMENT can be preserved.

**10. MODIFICATION.** This AGREEMENT may not be modified except by mutual agreement reduced to writing in a formal amendment hereto and approved by each Party's governing body.

**11. TERMINATION.** This AGREEMENT shall terminate after all reimbursements are paid or two years following completion of the Project, whichever occurs first, unless terminated earlier by written agreement. However, absent express authorization by the Port, in no case will the Port's allocations as provided under this AGREEMENT be committed for more than two years after approval of this AGREEMENT by the Port.

**12. GOVERNING LAW.** This AGREEMENT shall be governed exclusively by the laws of the State of Washington both as to interpretation and performance without recourse to any principles of Conflicts of Laws. Any action at law, suit in equity or judicial proceeding for the endorsement of this AGREEMENT or any provisions thereof shall be instituted and maintained only in any of the courts of competent jurisdiction in Pierce County, Washington.

**13. NOTICES.** All notices given pursuant to this AGREEMENT shall be deemed delivered to the respective party on the date that it is personally delivered to the address(es) set forth below, or on the date that it is successfully sent by email transmission to the email addresses set forth below:

Metro Parks: Attention: Diane Brady  
Email: [dianeb@tacomaparks.com](mailto:dianeb@tacomaparks.com)

Port: P.O. Box 1837  
Tacoma, Washington 98406  
Attention: Leslie Barstow  
Email: [lbarstow@portoftacoma.com](mailto:lbarstow@portoftacoma.com)

**14. ENTIRE AGREEMENT.** This AGREEMENT constitutes the entire agreement of the Parties, supersedes all previous oral or written understandings, and incorporates all prior discussions and agreements pertaining to this subject matter. The Parties participated equally in any negotiations and the process leading to execution of this AGREEMENT. If a dispute should arise with regard to the meaning or interpretation of any provision hereof, there shall be no presumption of draftsmanship as to such provision.

**15. LEGAL RELATIONS**

**A. Independent Governments.** The Parties hereto are independent governmental entities, and nothing herein shall be construed to limit the independent government powers, authority, or discretion of the governing bodies of each Party. It is understood and agreed that this AGREEMENT is solely for the benefit of the Parties hereto and gives no right to any other party. No joint venture or partnership is formed as a result of this AGREEMENT. No employees or agents of any Party shall be deemed, or represent themselves to be, employees of the other Party.

**B. Legal obligations.** This AGREEMENT does not relieve either Party of any obligation or responsibility imposed upon it by law.

**C. Timely Performance.** The requirements of this AGREEMENT shall be carried out in a timely manner according to a schedule negotiated by and satisfactory to the Parties.

**D. Recording.** A copy of this AGREEMENT shall be recorded in the Office of the Pierce County Auditor in accordance with chapter 39.34 RCW or shall be posted to each Parties' web site.

**16. RECORDS AND AUDIT.** During the term of this AGREEMENT, and for a period not less than six (6) years from the date of termination, records and accounts that set out terms and conditions to which the Parties agree shall be kept by each Party and shall be available for inspection and audit by representatives of either Party and any other entity with legal entitlement to review said records. If any litigation, claim, or audit is commenced, such records and accounts along with supporting documentation shall be retained until all litigation, claims, or audit finding has been resolved, even if such litigation, claim, or audit continues past the six-year (6) retention period. This provision is in addition to and is not intended to supplant, alter, or amend records retention requirements established by applicable state and federal laws.

**17. LIMITS OF FINANCIAL OBLIGATIONS/PROPERTY OWNERSHIP.** Except as provided above, each Party shall finance its own conduct of responsibilities under this AGREEMENT. No ownership of property will transfer as a result of this AGREEMENT.

**18. INDEMNIFICATION AND HOLD HARMLESS**

**A.** Metro Parks releases the Port from, and shall defend, indemnify, and hold the Port and its agents, employees, and/or officers harmless from and against all claims, demands, suits at law or equity, actions, penalties, losses, damages, or costs, of whatsoever kind or nature, made by or on behalf of Metro Parks and/or its agents, employees, officers, contractors and/or subcontractors, arising out of or in any way related to the Metro Park's performance of its obligations under this AGREEMENT, unless and except to the extent the same be caused in whole or in part by the negligence or willful conduct of the Port or its agents, employees, and/or officers.

**B.** Metro Parks shall defend, indemnify, and hold the Port and its agents, employees, and/or officers harmless from and against all claims, demands, suits at law or equity, actions, penalties, losses, damages, or costs, of whatsoever kind or nature, made by or on behalf of any third parties and/or their agents, employees, officers, contractors and/or subcontractors, arising out of or in any way related to Metro Park's performance of its obligations under this AGREEMENT, unless and except to the extent the same be caused in whole or in part by the negligence or willful conduct of the Port or its agents, employees, and/or officers.

**C.** The Port releases Metro Parks from, and shall defend, indemnify, and hold the [Entity] and its agents, employees, and/or officers harmless from and against all claims, demands, suits at law or equity, actions, penalties, losses, damages, or costs, of whatsoever kind or nature, made by or on behalf of the Port and/or its agents, employees, officers, contractors and/or subcontractors, arising out of or in any way related to the Port's performance of its obligations under this AGREEMENT, unless and except to the extent the same be caused in whole or in part by the negligence or willful conduct of Metro Parks or its agents, employees, and/or officers.

**D.** The Port shall defend, indemnify, and hold Metro Parks and its agents, employees, and/or officers harmless from and against all claims, demands, suits at law or equity, actions, penalties, losses, damages, or costs, of whatsoever kind or nature, made by or on behalf of any third parties and/or their agents, employees, officers, contractors and/or subcontractors, arising out of or in any way related to the Port's performance of its obligations under this

AGREEMENT, unless and except to the extent the same be caused in whole or in part by the negligence or willful conduct of Metro Parks or its agents, employees, and/or officers.

**E.** Each Party specifically assumes liability for actions brought by its own employees against the other Party and for that purpose each Party specifically waives, as respects to the other party only, any immunity under the Worker's Compensation Act, RCW Title 51.

**F.** The Parties recognize that this waiver was the subject of mutual negotiation. In the event any Party incurs attorney's fees, costs, or other legal expenses to enforce the provisions of this AGREEMENT against the other Party, all such fees, costs and expenses shall be recoverable by the prevailing Party.

**G.** No liability shall attach to either Party by reason of entering into this AGREEMENT except as expressly provided herein.

**H.** The provisions of this Article 18 shall survive any termination or expiration of this AGREEMENT.

METRO PARKS TACOMA:

PORT OF TACOMA:

DocuSigned by:  
By: Mark Knowlden  
387045F8F3AE4A5  
Its: Interim Director, Parks & Recreation

Date: 7/12/2023 | 5:44 PM PDT

Eric Johnson  
By: Eric Johnson  
Its: Executive Director

Date: Jun 20, 2023

Approved as to form:

DocuSigned by:  
By: Mark Roberts  
DAC95308E63B42D...  
Its: Attorney

Heather L. Burgess  
By: Heather L. Burgess  
Its: Legal Counsel



## Local Economic Development Investment Fund Application 2023

The Port of Tacoma dedicates a portion of its revenues toward partnership projects that create economic development benefits - and enhances the community vitality of Pierce County. As a special purpose district governed by state law, investments by the Port of Tacoma must adhere to the legal requirements set forth in Title 53 of the Revised Code of Washington.

Investments shall be limited to county, city, and town government agencies or non-profits in Pierce County and typically will involve the port as a minority investor. The port's allocation to a project will be committed for up to two years and payable on a reimbursement basis. Investment focus and priorities **are limited to**:

- a. Road and freight rail infrastructure projects that create long-term jobs
- b. Marine tourism infrastructure projects intended to attract tourists to Pierce County from outside locations.
- c. Projects, programs or events that promote international trade, business retention or

business recruitment.

or

- d. Planning activities or events promoting tourism intended to attract tourists to Pierce County from outside locations.

Activities or events may not be religious in nature.

A project may only receive funds for a maximum of three consecutive years. An investment by The Port of Tacoma in one year to an organization or project does not constitute an obligation for future investments.

If your project is found to be within the port's statutory authority and policy guidelines, your application will be considered during the port's annual review process.

Municipal entities must agree to enter into the Port of Tacoma's Interlocal Agreement in accordance with § RCW 39.34. For more information about this application or the Port of Tacoma, visit [www.portoftacoma.com](http://www.portoftacoma.com) or call 253.428.8662.

**Applications are due by Feb 24, 2023**

### Instructions

1. Please fill in this form. If applying through the web portal you **MUST FILL OUT THE FORM IN ONE SITTING**. A partial form will not be saved.
2. Answer each question in the space provided.
3. Attach the required documents.

4. Sign and date the application.

5. You may choose to print and mail your signed application before the deadline to:  
Leslie Barstow, Manager, Community Relations, Port of Tacoma  
PO Box 1837  
Tacoma, WA 98401-1837,  
or e-mail it to [community@portoftacoma.com](mailto:community@portoftacoma.com)

### Applicant Information

#### Organization

Name Diane Brady			
Address 4702 S. 1th St.			
City Tacoma	County Pierce	State/Providence WA	Zip/Postal Code 98405
Website <a href="https://www.metroparkstacoma.org/">https://www.metroparkstacoma.org/</a>		Organization Legal Status, ie 501(c)3 or 107(c)	

## Port of Tacoma 2023 Local Economic Development Investment Fund Application

### Organization/Representative/Contact

Name		Phone
Diane Brady		253-305-1071
Title	E-mail Address	
Corporate Relations Administrator	dianeb@tacomaparks.com	

### Project Information

Title and Brief Description of Project. Please detail how this project meets the criteria of **a,b,c** or **d** on the front page. **Projects that do not meet at least one of these criteria will not be evaluated.** Example: *The city of Mayberry will host a business incubator workshop for small businesses wishing to learn how to sell their products globally. This supports criteria c in promoting international trade.*

#### Point Defiance Flower & Garden Festival

##### Point Defiance Park: Celebrating More Than 100 Years of Growth

Since its inception as a city park, Point Defiance has sparkled as the crown jewel for Tacoma. Point Defiance oasis, a forested refuge, and a beloved gathering place with over 3 million visitors annually.

Our History: From 1958 to 1974, Gardeners' Paradise Days was held in the same area of the park that the new Point Defiance Flower & Garden Show will occupy. More than 30,000 people attended that show each year. Many local garden club members remember Gardeners' Paradise Days fondly. The Point Defiance Flower & Garden Show made a resurgence from 2001-2007, the show had gained notoriety as one of the largest outdoor gardens shows in the Pacific Northwest. Building on Success: After a hiatus, The Point Defiance Flower & Garden Festival in Tacoma Washington is back.

Attendees will spend two days exploring everything the show has to offer and getting reacquainted with the charming gardens that live at The Point Defiance all year long.

What's New: Held June 3-4, the new vision for the Point Defiance Flower & Garden Festival includes a wine and roses event, entertainment, renowned garden experts, food, professional garden displays, a garden display competition and a variety of home and garden vendors. This event will be marketed regionally to travel and garden audiences. This supports criteria D: Planning activities or events promoting tourism intended to attract tourists to Pierce County from outside locations.

##### Two Full Days of Dalliance and Delight

Display gardens created by professional gardeners

Rose Garden Entertainment

Garden Expert Symposium

Performers

## Port of Tacoma 2023 Local Economic Development Investment Fund Application

<b>Geographic Area Covered by Project</b> This event occurs at Point Defiance Park in Tacoma, a regional park destination and plans to attract visitors and avid gardeners from all over the Pacific Northwest.		<b>Number of People Served by Project</b>  7,000 estimated attendance	<b>Dates of Project</b> <b>From:</b> 6/3/23 <b>To:</b> 6/4/23
<b>Amount Requested from Port of Tacoma</b> \$,7000	<b>Total Project Cost</b> \$65,100	<b>Is this a one-time event or an ongoing effort?</b> This will be an annual event.	

### Funding Sources for this Project

Firm Financial Commitments to Date		Amount
Source		
Tacoma Public Utilities		425.00
Smith Brothers Farms		425.00
Smith Brothers Farms		
Smith Brothers Farms		
Smith Brothers Farms		
Other Sources Where Applications Were Submitted		
Source	Amount	Status
WA Toyota Dealers	\$12,500	pending approval
OBEE Credit Union	\$5,000	pending approval
WA Lottery	\$7,000	pending approval
Watson's	\$5,000	pending approval
Tapco Credit Union	\$5,000	pending approval

## Port of Tacoma 2023 Local Economic Development Investment Fund Application

**Our funds:** *Specifically, how would you use our contribution? When would you want the contribution?*

The Port of Tacoma Local Economic Development Investment Fund would be used to extend our advertising budget for advertising outside of Tacoma to attract attendees and avid gardeners from the Pacific Northwest region. Funding would also be used to enhance our speaker budget for gardening speakers or gardening celebrities that have a regional and larger audience draw.

**Referral:** *Who suggested that you contact the Port for funding on this project?*

Leslie Barstow

**Need:** *Why is this project important to our community? Why should this project be important to the Port?*

Metro Parks aims to be a top champion of sustainability by modeling best practices, offering sustainability providing education through in-house expertise a speaker's bureau, on-site demonstrations and participating in partnerships with organizations that share like values. The Point Defiance Flower & Garden Festival accomplishes this goal by providing horticulture education from both Metro Parks experts and well-known speakers in this arena. The event will also focus on best practiced for the environment demonstrated by our professional garden experts. Our community will experience firsthand the beautiful sustainable gardens at Point Defiance Park and benefit from this type of environmental education. The Port of Tacoma serves a similar

**Approach:** *How do you plan to implement this project?*

Metro Parks Tacoma employs an event team and horticulture manager who have experience in creating similar large-scale events in the Pacific Northwest and similar international and regional garden shows.

Metro Parks Tacoma manages the Point Defiance Park and has already secured the event dates. A master plan has been created and planning has already begun. Recruitment is actively being sought for speakers, professional garden displays and sponsorship.

Metro Parks Tacoma employs a professional marketing team:

A PR announcement will go out to media on 3/1/2023.

Vendor recruitment will launch via Event Hub by 3/1/2023.

Marketing is scheduled to begin on 4/1/2023.

Metro Parks Tacoma has a history of successfully producing similar events such as MOSAIC

## Port of Tacoma 2023 Local Economic Development Investment Fund Application

**Support:** *What kind of local support is there for the project?*

Metro Parks Tacoma leadership supports this event as being in line with our mission of sustainability education. The following Garden Societies support this event:

Washington Dahlia Society

American Rhododendron Society

Pierce County Iris Society

American Rose Society

Herb Gardeners of Tacoma

Premier Media: Northwest Travel Magazine

Horticulture NW Magazine

Pierce County Conservation District

Tacoma Public Utilities

The Tacoma Nature Center

WW Seymour Conservatory

Point Defiance Zoo & Aquarium

**Coordination:** *Who else in your community is working on this issue? How do you coordinate with them?*

Metro Parks Tacoma works closely with other environmental conservationists in our community to protect our environment and provide environmental education to support this work. We partner together with local agencies such as the Pierce County Conservation District, Tacoma Public Utilities, Tacoma Public Schools, and the Piece County Health Department to support environmental sustainability across Tacoma and beyond. Our work at the Tacoma Nature Center. WW Seymour Conservatory and the Point Defiance Zoo & Aquarium enhances this message. Many of our partners in these areas will serve as speakers at this event, participate in cross promotion efforts and help coordinate resources to celebrate this work at the Point Defiance Flower & Garden Festival.

## Port of Tacoma 2023 Local Economic Development Investment Fund Application

### **Future Support:** *How will this project be financed in the future?*

Metro Parks Tacoma supports this event through the next biennium with annual allocated budgeted dollars. Sponsorships, and grants such as the Port of Tacoma Economic Development Fund, contribute up to 45% of the expected budget allocations to make this event a success.

### **Deliverables:** *What will the Port receive for their partnership?*

The Port of Tacoma will receive:

Electronic and Social marketing

Logo and link Included in MPT electronic marketing: Metro Parks Today E-newsletter and minimum of 2 Email blasts to 70,000+ opt-in subscribers

Logo and link on Point Defiance Flower & Garden Festival web page

A minimum of 10 social media posts to over 92,000 social media followers

Print Marketing

Logo inclusion in all Paid and in-kind Advertising Print/Radio

Logo featured in the event program

Logo included in print marketing materials distributed throughout Tacoma

Onsite Recognition

Logo inclusion on sponsored stage banner signage

Partner provided banner displayed in stage area

Logo featured in all event activity signage pertaining to the stage throughout the venue

Area Signage for Custom sponsored activation

**Evaluation:** *How will the success of the project be measured?*

The success of this project will be measured in several ways.

1. Number of attendees to reach or exceed goal of 7,000.
2. Positive impact on the community in terms of horticulture education through acquired knowledge of a new gardening technique or a deeper understanding of how we can make a positive impact of our environment.
3. Positive post survey satisfaction rating from attendees and guests.

### **Additional Information**

Diversity, equity, and inclusion are core values for the Port of Tacoma. Does your organization embrace these values, and are they formally reflected in your bylaws, mission statement, charter, policies, or other documents?

☒ Yes  
☐ No

Please attach each of the following to the completed application:

Project budget (if relevant)



List of current board members/officers



### **Signature**

Signature:

Diane Brady

Diane Brady (Feb 17, 2023 16:40 PST)

Print Name Here:

Diane Brady

Date

Feb 17, 2023

You are encouraged to apply through the web portal at [Local Economic Development Investment Fund | Port of Tacoma](#) You may also email this pdf to [community@portoftacoma.com](mailto:community@portoftacoma.com) or print, sign and mail to:

Leslie Barstow  
P.O. Box 1837  
Tacoma, WA 98401-1837

***This application is due by February 24, 2023***



## Tacoma Metro Parks

### Project Information

#### Point Defiance Flower & Garden Festival

#### Point Defiance Park: Celebrating More Than 100 Years of Growth

Since its inception as a city park, Point Defiance has sparkled as the crown jewel for Tacoma. Point Defiance oasis, a forested refuge, and a beloved gathering place with over 3 million visitors annually. Our History: From 1958 to 1974, Gardeners' Paradise Days was held in the same area of the park that the new Point Defiance Flower & Garden Show will occupy. More than 30,000 people attended that show each year. Many local garden club members remember Gardeners' Paradise Days fondly. The Point Defiance Flower & Garden Show made a resurgence from 2001-2007, the show had gained notoriety as one of the largest outdoor gardens shows in the Pacific Northwest. Building on Success: After a hiatus, The Point Defiance Flower & Garden Festival in Tacoma Washington is back. Attendees will spend two days exploring everything the show has to offer and getting reacquainted with the charming gardens that live at The Point Defiance all year long.

What's New: Held June 3-4, the new vision for the Point Defiance Flower & Garden Festival includes a wine and roses event, entertainment, renowned garden experts, food, professional garden displays, a garden display competition and a variety of home and garden vendors. This event will be marketed regionally to travel and garden audiences. This supports criteria D: Planning activities or events promoting tourism intended to attract tourists to Pierce County from outside locations.

#### Two Full Days of Dalliance and Delight

Display gardens created by professional gardeners

Rose Garden Entertainment

Garden Expert Symposium

Performers

Presenters/demonstrators

Potted planting design

Hanging basket design

Bonsai basics

Lawn care

Organic gardening

Farm to table

Herb gardens 101

Raised bed planning

Floral arrangements

Planting drought tolerant gardens

Wine & Roses Tasting Event

Local wine and spirit tastings

Branded tasting glass

Tasting pass

Wine sales booth

Vendors

Arts and Craft

Gardening Supply

Plant sales

Food

Farm to table experience



## Food Trucks

Point Defiance Park June 3-4, 2023

Saturday, June 3 Open to public 12nn-4pm

Evening cocktail event 4:30pm-7pm

Sunday, June 4 Open to public 11am-3pm

## Need

Metro Parks aims to be a top champion of sustainability by modeling best practices, offering sustainability providing education through in-house expertise a speaker's bureau, on-site demonstrations and participating in partnerships with organizations that share like values. The Point Defiance Flower & Garden Festival accomplishes this goal by providing horticulture education from both Metro Parks experts and well-known speakers in this arena. The event will also focus on best practiced for the environment demonstrated by our professional garden experts. Our community will experience firsthand the beautiful sustainable gardens at Point Defiance Park and benefit from this type of environmental education. The Port of Tacoma serves a similar commitment to environmental sustainability to protect and enhance the environment of Commencement Bay and the Puyallup River to help improve the environment and make a difference in the lives of people that work or live near the port and throughout our region.

## Approach

Metro Parks Tacoma employs an event team and horticulture manager who have experience in creating similar large-scale events in the Pacific Northwest and similar international and regional garden shows.

Metro Parks Tacoma manages the Point Defiance Park and has already secured the event dates.

A master plan has been created and planning has already begun. Recruitment is actively being sought for speakers, professional garden displays and sponsorship.

Metro Parks Tacoma employs a professional marketing team:

A PR announcement will go out to media on 3/1/2023.

Vendor recruitment will launch via Event Hub by 3/1/2023.

Marketing is scheduled to begin on 4/1/2023.

Metro Parks Tacoma has a history of successfully producing similar events such as MOSAIC (Formerly known as Ethnic Fest) with 30,000 attendees and Tacoma's SummerBLAST! 4th of July event with over 50,000 attendees.

## Deliverables

The Port of Tacoma will receive:

Electronic and Social marketing

Logo and link Included in MPT electronic marketing: Metro Parks Today E-newsletter and minimum of 2

Email blasts to 70,000+ opt-in subscribers

Logo and link on Point Defiance Flower & Garden Festival web page

A minimum of 10 social media posts to over 92,000 social media followers

Print Marketing

Logo inclusion in all Paid and in-kind Advertising Print/Radio

Logo featured in the event program



Logo included in print marketing materials distributed throughout Tacoma

Onsite Recognition

Logo inclusion on sponsored stage banner signage

Partner provided banner displayed in stage area

Logo featured in all event activity signage pertaining to the stage throughout the venue

Area Signage for Custom sponsored activation

10 x 20 Sponsor Booth Space

Hospitality: 20 tickets to the Stage area



## Event Income Statement

Client Metro Parks Tacoma

Event Name Garden Show

Event Expenses	Est
Operations Supplies	\$ 1,000.00
Signage	\$ 2,000.00
Stage Banners	\$ 750.00
RG Drinks	\$ 1,000.00
RG Food	\$ 7,000.00
Volunteer Shirt	\$ 500.00
Volunteer/Staff Food	\$ 500.00
Entertainment Manager (Booker)	\$ 500.00
Entertainment	\$ 5,000.00
Photographer	\$ 500.00
Security	\$ 6,500.00
Advertising	\$ 5,000.00
Paid Facebook Ads	\$ 250.00
Poster Printing	\$ 500.00
Backline	\$ 900.00
Event Rentals	\$ 5,000.00
Fencing	\$ 3,000.00
Port-o-Potties	\$ 4,000.00
Stage/Sound/Light	\$ 15,000.00
Trash (G/R)	\$ 1,400.00
Tacoma Fire - Permits	\$ 1,500.00
Parking Staff	\$ 1,000.00
Ticket Office Staff	\$ 1,000.00
Zapp Vendor Applications	\$ 500.00
Hotels	\$ 800.00
 Total Expenses	 \$ 65,100.00



## **Board of Parks Commissioners**

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### **Tim Reid**

treid@tacomaparks.com

(253) 565-7854

Term expires: December 31, 2025

MPT/TPS Coordinating Committee

Nature and Environment Advisory Council

Joint Municipal Action Committee (Alternate)

Zoo Liaison (Alternate)

Tim Reid has strong local ties to both Tacoma and Metro Parks Tacoma. Born and raised in Tacoma, Reid attended the University of Puget Sound. He also raised two daughters and is now a proud grandfather. Tim spent a large part of his professional career as a third-party administrator, but his leadership and community achievements are varied. In addition to being a graduate of the Tacoma-Pierce County Leadership program, Tim has been a member of the Chamber of Commerce and chaired the Chamber's Utilities Task Force. He's also chaired the Tacoma Public Utility Board.

### **Michael Liang**

michael.liang@tacomaparks.com

(253) 305-1091

Term expires: December 31, 2023

Michael Liang has served as Spaceworks director since 2018, following a 10-year career as a designer and creative leader with the National Park Service.

Spaceworks is a program of the Tacoma-Pierce County Chamber that strengthens the local creative economy through its business incubator, public art programming, and affordable studio spaces. He and his team bridge the gap between opportunities and creative talent.

His varied career—from art school graduate to park ranger to nonprofit leader—is rooted in public service through creativity. Additionally, he is passionate about building community through collaboration and helping individuals grow as creative professionals and leaders. Michael currently sits on the board of the Tacoma Farmers Market and North Cascades Institute and participates in other community workgroups.

He and his partner, Mark, are proud parents of their rescue dog, Archie. Outside of work, Michael can be found running, cooking, camping, painting, and transforming a lawn into a garden.

### **Rosie Ayala**

Rosie.Ayala@tacomaparks.com

(253) 305-1091

Term Expires: December 31, 2028

As the Associate Director of Collective Action at Foundation for Tacoma Students, Commissioner Ayala works in partnership with various organizations to foster the success of Tacoma children, youth, and students from cradle to career.

Her professional cross-sector experience includes the fields of education, healthcare, and social service with a primary focus on access. She attended Lewis & Clark College in Portland, Oregon where she earned her

undergraduate degree in Sociology/Anthropology and years later earned her master's degree from Seattle University in Systemic Organizational Leadership Development & Design.

**Aaron Pointer**

[apointer@tacomaparks.com](mailto:apointer@tacomaparks.com)

(253) 761-0490

Term Expires: December 31, 2025

Active Lifestyles and Community Wellness Advisory Council

Pierce County Baseball Committee

Capital Improvement Committee

Many in the community came to know Aaron during his 30-year career as the Pierce County Parks' Athletics Supervisor. But, it was professional baseball that brought the Oakland native to Tacoma. He began his pro baseball career in the 1960s with the Houston Colt .45's organization, who later became the Astros. During a season with a minor league affiliate in North Carolina, Aaron joined an elite group of professional baseball players by earning a .402 batting average in a single season. When he was traded to the Chicago Cubs in 1968 his connection to our community began. He played two seasons for their farm club, the Tacoma Cubs, before signing with the Nishitetsu Lions in Fukuoka, Japan. *Three years later, he hung up his baseball cleats and moved with his family to Tacoma, their home since 1972.*

**Andrea Smith**

[asmith@tacomaparks.com](mailto:asmith@tacomaparks.com)

(253) 305-1091

Term Expires: December 31, 2023

Greater Metro Parks Foundation

Zoo Liaison Committee

Arts and Heritage Advisory Council

Joint Municipal Action Committee

MPT/COT Interlocal Policy Committee

Capital Improvement Committee (Alternate)

A lifelong Tacoma resident, Andrea is married and has two grown children and two granddaughters.

She was recognized in 2010 for her longstanding history of community service, as the Tacoma City Council presented her with the City of Destiny Award for Leadership.

Andrea's involvement with parks and recreation began with her dozen years of service as a board member with the Greater Metro Parks Foundation. She volunteers annually with the Mary Bridge Children's Hospital Festival of Trees to raise funds for hospital programs. She currently serves on the board of Sound Outreach as Treasurer and is Metro Park's liaison for the the Greater Metro Parks Foundation.

As an Assistant Vice President and Portfolio Manager for HomeStreet Bank in the Commercial Banking Division, Andrea brings financial expertise to her role on the Park Board. She has worked in banking for more than 25 years, providing her with a broad base of financial experience. Andrea began her career as a teller for Old National Bank and has also worked for U.S. Bank, Key Bank and Wells Fargo

**Equity Statement:**

Metro Parks employs both a Diversity, Inclusion & Accessibility Policy and an Equal Employment Opportunity Policy. Approved by the Board of Park Commissioners these policies build on the core

values of equity, inclusiveness and accountability, Metro Parks Tacoma strives to provide accessible, affordable, accommodating, and welcoming parks, services and programs to the diverse residents and visitors to the Park District. This policy strives to ensure that our services meet the needs of all District residents and regional customers regardless of race, color, national origin, age, sex, religion, veteran status, marital status, sexual orientation or ability, as outlined in the agency non-discrimination statement.

This policy applies to the residents of the city of Tacoma, facilities and programs that serve a regional audience and customers who utilize park district services.

Metro Parks Tacoma is committed to honoring the legal mandates of the Americans with Disabilities Act (ADA). We apply the intent and philosophies of accommodation and accessibility to our broad, diverse community.

To be responsive and accountable, Metro Parks Tacoma strives to include a broad segment of the community in program planning, design and delivery in order to avoid barriers that affect the equitable use of District services by all user groups. Metro Parks Tacoma actively seeks partners who share its mission and vision to meet the needs of the District's diverse community.

In an effort to seek cross-jurisdictional alignment, the resolution is informed by the recent policy adoptions from other partner organizations and agencies, most notably the Tacoma-Pierce County Health Department, City of Tacoma and Pierce County. It is our intent that by fully immersing our agency's actions and efforts alongside those of our partners, the resulting collective impact will be more influential and meaningful.

The Metro Parks Tacoma Board of Park Commissioners declared racism as a public parks and recreation crisis and have charged the

Agency to:

1. Assess internal policies and procedures through a Health in All Policies lens to address and reform structures and processes that contribute to race based decisions and actions.
2. Reshape our discourse and agenda so we all actively engage in anti-racist work, particularly anti-black and minority racism.
3. Review our budget and make recommendations for funding changes, allocations or re-allocations that fund the work of transforming systemic racism as a means of resolving disparities by changing the systems that cause them.
4. Partner with community to co-create solutions.
5. Promote policy and system level changes within the District to move beyond equity only and undo racist structures.
6. Reimagine community safety and how it could be enhanced; convene conversations on how the agency has a role and can support behavioral health; preventive emergency, crisis, and social service programs.

7. Provide the Board and related councils the information they need to create policy to eliminate racism and illuminate any barriers and concerns in order to reconstitute power and social capital, so all voices are heard in policy development.
8. Hire people throughout our organization, including those sitting next to us at the executive table, who reflect our community to interpret and implement policy to bring equitable culture shifts leading to inclusivity.
9. Redevelop our community-driven, equity-based budget process that redeploys resources to areas impacted by decades of underinvestment; and identifying programs and services needed to better serve marginalized and oppressed communities.

