

December 4th
Dinner

Downtown Development: The Risks and The Rewards



The viability and desirability of urban housing development in Tacoma has been an active issue, if not always a subject for outright debate, for the past fifteen years. Residential development has been a part—either integral or merely acknowledged—of each Downtown revitalization component to come before the scrutiny of CITY CLUB's lunch and dinner programs.

Actual development in this urban field of dreams, through projects such as the Colonial Court Apartments at 7th and Pacific, the Cliff Street Lofts, and Jefferson Square at 23rd and Jefferson, has always proceeded under the gloom of an open question: "if we

build it, will they come?" One of the vanguard of these developments, the McDonald Smith Artist Lofts saw its housing components 100% leased within a month of completion in 1989; yet successor projects have continually faced the uncertainty of whether people would keep returning to live Downtown. It is a situation that makes each new project at least as interesting for the risks involved as for the good it promises to Downtown revitalization.

With new projects currently garnering public attention, CITY CLUB will focus its attention on "The Risks and Rewards of Downtown Residential Development" at its December dinner program. The December 4 gathering will examine the topic in the context of three current projects: The Metropolitan, Thea's Landing, and



McCarver Village. The meeting is planned for 6 p.m. at the University of Puget Sound's Wheelock Student Center.

The program will feature a panel of several speakers. At press time John Wise (The Metropolitan) and Lee Pardini (McCarver Village) had been confirmed. Be sure to make reservations early for this meeting.

DECEMBER 4TH DINNER
6PM, UPS WHEELOCK
STUDENT CENTER
RESERVE BY NOVEMBER 27TH
CALL 253-272-9561 OR EMAIL
OFFICE@CITYCLUBTACOMA.ORG
\$13 FOR MEMBERS; \$17 GUESTS

December 18th
Luncheon

Tacoma - The City of Destiny

Every once in a while—either by convergence of public events, or a topic too big for a single program, or merely by happy accident—CITY CLUB's Program Committee comes up with related topics for both the luncheon and dinner programs in a single month. This allows the staff of CURRENTS (always looking for a marketable angle) to package the programs as "the such-and-such month." Well, it's happened again, so here goes...

CITY CLUB will round out its Downtown Development Month with a luncheon program visit by Juli Wilkerson, City of Tacoma Economic Development Director, and a discussion of the Destination Downtown Partnership. The December 18 meeting is scheduled for noon at the Sheraton.

Wilkerson will explore the creation of the new Destination



Downtown Partnership (DDP), its scope and mission. The DDP was designed as public-private sector partnership to promote Tacoma's future development. The task force had its first meeting November 7.

Wilkerson, who co-chairs the DDP with Ted Johnson, will also explore Tacoma's economic growth through 2002, and share insights on projects and plans ahead for 2003. In addition to the DDP, the City's latest initiatives include an ad campaign aimed at persuading businesses "to the north" to expand to or move to Tacoma. There is also a new campaign to

promote "The Art of Northwest Living" to tourists and convention-goers.

If you'd like to do a little homework before the meeting, read a copy of the Destination Downtown Plan published in 1999. You can go to www.cityoftacoma.org/54compplan/PDF/DESTDTWN2001amend.pdf to download a copy.

The Destination Downtown luncheon program offers an exciting follow-up to our December dinner program on Downtown residential development. Make your reservations to attend both of these important meetings.

DECEMBER 18TH LUNCHEON
NOON, THE SHERATON BALLROOM
RESERVE BY DECEMBER 11TH
CALL 253-272-9561 OR EMAIL
OFFICE@CITYCLUBTACOMA.ORG
\$13 FOR MEMBERS; \$17 GUESTS

CALENDAR

December 4th Dinner Program, 6 pm, UPS Wheelock Student Center (formerly known as Student Union) Rotunda (parking free but limited - accessible from Alder Street): The Risks and Rewards of Downtown Residential Development. John Wise, Lee Pardini, and Eric Cederstrand will give us an update on their developments and share some anecdotes about their experiences.

December 11th Roundtable, noon, The Vault, 2nd Floor Meeting Room: At press time, a subject had not been determined. Please check our website for the most up to date information. Linda will also send out an email to everyone.

December 18th Luncheon, noon, The Sheraton, Ballroom (Parking \$2): Juli Wikerson, Economic Development Director for Tacoma, will give us an update on the Destination Downtown Program that was adopted in 1999 by the City.

December 25th - No program! Happy Holidays to you and yours. Wishing you peace.

January 1st - No program! Happy New Year!

January 8th Roundtable, noon, The Vault, 2nd Floor Meeting Room: Michael McGavoc is coordinating a program about the Art School program for high school students.

January 15th, Luncheon, noon, The Sheraton, Ballroom (Parking \$2): They're back! Peter Callaghan and Associates will give us an update on the legislative agenda and related political (and comical) topics.

Advance reservations required for lunch and dinner programs, but not for roundtables. Call 253-272-9561, fax 253-272-5437, or email City Club's administrator, Linda Pearn at office@cityclubtacoma.org.
Office hours are Monday through Thursday, 9 am until 4 pm.

WELCOME TO OUR NEW MEMBERS

Pat Briggs, Northwest Physicians Network
Brett Davis, Tacoma Daily Index
Timothy Ellis, First Mutual Bank
Gail Ford, Clock Tower Restaurant
Daryl L. Graves, Law Offices of Daryl L. Graves
Victoria Hankwitz, John L. Scott TCN
Ralph Johnson, Northwest Physicians Network
Jim Lineweaver, Brown & Brown Insurance
Seth Long, Tacoma Daily Index
Ken Madsen, Assessor/Treasurer
Cheryl McColm, Click Network/Tacoma Power
Calvin Pearson, Columbia Bank
Ken Spurrell, Tacoma Daily Index
William Stanchfield, Retired
Karianna Tveidt, Northwest Physicians Network
Gina Van Antwerp, Brown & Brown Insurance

Thank you to Charlotte Berntsen, Marlo Foss, for bringing new members into City Club of Tacoma.

A special welcome to Northwest Physicians Network
And the Tacoma Daily Index for joining City Club with corporate membership.

COMMITTEE MEETINGS

PROGRAM COMMITTEE, chaired by Dawn Lucien, will meet at noon, Monday, December 2nd, at the Tacoma Public Library.

LEADERSHIP DEVELOPMENT, chaired by Gina Crocetti, will meet on Friday, December 6th, 8 am, at 1501 Pacific Avenue, Ste 205.

MEMBERSHIP, chaired by Jan Karroll, and **PUBLIC RELATIONS**, chaired by Mike Wark, share their meetings, the next scheduled for Tuesday, December 10th, noon, at The Vault.

COMMUNITY STUDIES, chaired by El Vandenberg, will meet on Thursday, December 19th, at noon, at El Vandenberg's office, 1201 Pacific, Ste 1900.

20TH ANNIVERSARY GALA COMMITTEE, chaired by Margi Legowik, is in the process of forming. Please contact Margi to join this fun committee.

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