



*We HAVE it all...  
...We DO it all!*

# Tacoma **SPORTS** SOUTH SOUND

## Economic Impact & Quality of Life Through Sports Access Development



# History at a Glance

- 200 years ago, Commencement Bay was inhabited by indigenous native American's, who used the bay as a sustainable food resource.
- In the mid-1800's, Commencement Bay began the transformation into industrialization.
- By the early 1900's, the Bay was in rapid decline due to industry and commerce.
- By the 1960's the Bay was in jeopardy. Extremely toxic and unable to sustain basic sea life.

# History Continued

- The 1970's saw Commencement Bay listed as a "Super Fund Site" for clean up. It was ranked among the most polluted bodies of water in the world.

# Today

- Thanks to many efforts and actions, the bay is healthier than it has been in decades.
- Society has changed in step with this growth.
- Citizens understand the benefits of healthy waters.
- People have more disposable time and income than ever.

# Sports, Recreation and Economy

- Sports tourism in South Puget Sound brings in more than 165,000 visitors annually, accruing over 16,000 hotel room nights and generating more than \$15M in direct economic impact.
- Commencement Bay is a prime and viable sports venue destination.

## Sports, Recreation and Economy Cont.

- Participating people are engaged people.
- Improved quality of life.
- Improved economic impact.

# A Unique Opportunity

- As a metropolitan city on a shoreline, we have an opportunity that is rare among west coast cities.

# Vision

- To see Commencement Bay and surrounding South Sound waters grow into a sports tourism destination.
  - Canoe
  - Kayak
  - Rowing
  - SUP (Stand Up Paddleboard)
  - Outrigger
  - Dragon Boat
  - Sailing
  - Scuba



# What's Happening Now?

- Let's Play! A Sports and Fitness Experience  
Jan 19, 2013
- 40+ clubs
- 6,200 attendees
- Interactive, hands on, a sports "experience."

# What's Happening Now?

• **Let's Play! A Sports and Fitness Experience** **Jan 19, 2013**

Participating Water Partners

- Scuba Dive News Network
- SUP Washington StandUp Paddlers
- USACK Gig Harbor Canoe & Kayak Club
- Dragonboat Rainier Dragon Boat
- Outrigger PNW Outrigger Canoe Assc.
- Outrigger Kikaha Outrigger
- Rowing Foss Rowers
- Swimming USA Swimming Olympia Ariana Kukors
- Synchro Pacific Waves Synchronized Swimming
- Social Club Ocean Intellect at UPS
- Enviro Surfrider South Sound Chapter
- Enviro Citizens For a Healthy Bay

# What's Happening Now?

- **Gig Harbor Paddlers Cup** **April 21,22 2013**
  - Canoe, Kayak & Standup Paddleboard racing competition.
  - 150 athletes.
  - 2 days competition.
  
- **Rainier Dragonboat Festival** **May 11, 2013**
  - Dragonboat competition.
  - 35 teams/ 350 athletes.
  - 1 day competition.
  
- **NxW Soundrider** **Aug 11, 2013**
  - Standup Paddle Board & Outrigger competition.
  - 250 athletes.
  - 1 day competition

# What's Happening Now?

- **IN DEVELOPMENT: T-Town Sailing Regatta** **TBD**
  - Sailing competition.
  - 800 – 1000 athletes.
  - 2 days competition.
  
- **PNW ORCA Solo & Relay** **Oct 20, 2013**
  - Outrigger competition.
  - 120 athletes.
  - 1 day competition.
  
- **IN DEVELOPMENT: Dock Fest** **TBD**
  - Symposium/ Expo. All paddle craft. Benefits CHB.
  - 500 athletes.
  - 2 day event.

# What Do We Need?

- Improved shoreline “barefoot” access.
- Clean water. Clean air.
- Removal of old industrial remains.
- Sustainable shoreline green spaces.
- Forward thinking partners for long term development.
- Corporate partners to support the mission.

## Closing

- Sports Tourism is a reliable economic impact generator for Tacoma and the South Sound.
- When people are activated through water sports, they become champions of their waters.
- Active people mean a better quality of life.
- Industry and sport can contribute to this region both economically and to quality of life so long as both are working together.



**We HAVE it all...  
...We DO it all!**

**PugetSoundPartnership**

LEADING PUGET SOUND RECOVERY



CITIZENS FOR A HEALTHY BAY



FOSS WATERWAY  
**SEAPORT**



*Delansboardsports.com  
Tacoma, WA*

GIG HARBOR



PADDLERS CUP  
& EXPO • 2012



**NxW SOUND RIDER  
PUGET SOUND SUP RACE**

Sunnyside Beach • Steilacoom, WA  
October 7th, 2012

**PNWORCA - Pacific NorthWest Outrigger Racing  
Association**

***Foss Rowers***

*...on Commencement Bay*



[www.washingtondragonboat.com](http://www.washingtondragonboat.com)



**TACOMA DRAGON BOAT ASSOCIATION**