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**  
  – Sailing competition.  
  – 800 – 1000 athletes.  
  – 2 days competition.

• **PNW ORCA Solo & Relay**  
  – Outrigger competition.  
  – 120 athletes.  
  – 1 day competition.

• **IN DEVELOPMENT: Dock Fest**  
  – 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.