



BOARD MEETING AGENDA

3:30 p.m. – 5:00 p.m.

December 8, 2022

**UW Alumni Association*

4333 Brooklyn Ave N.E.

I.	Welcome & Introductions	Lois	3:30 p.m.	
II.	Public Comment	Public	3:35 p.m.	
III.	Approval of October Meeting Minutes	Lois	3:40 p.m.	(Vote)
IV.	Update on Public Safety	Marcus/Don	3:45 p.m.	
V.	Holiday Shopping Guide	Polly	3:55 p.m.	
VI.	Guest Speaker: Sara Nelson, Seattle City Council		4:00 p.m.	
VII.	42 nd Street Greenway	Katy	4:30 p.m.	
VIII.	Governance Committee Report	Miles	4:35 p.m.	
IX.	Finance Committee Report	Trevor	4:40 p.m.	
	• Grant Updates			
	• Acceptance of October Financials			(Vote)
X.	New Business	Lois	4:55 p.m.	
XI.	Adjourn to Holiday Party at Shultzzy's	Lois	5:00 p.m.	

**Note, this meeting will be in person.*

THE U DISTRICT

PARTNERSHIP

Board Meeting Minutes

11:30 AM – 1:00 PM

October 18, 2022

Virtual Meeting

UDP Board Members in Attendance

Rob Lubin, UW Housing – Co-Chair
Lois Ko, Sweet Alchemy – Co-Chair
Sally Clark, UW External Affairs/Campus Safety
Trevor Peterson, UW Bookstore – Treasurer
Miles Richardson, Audi Seattle/University VW
Don Schulze, Shultzys/UDPA
Anson Lin, Astora Construction

Stephen Antupit, Resident – Secretary
Rick Jones, University Business Center
Anna Sorokina, WSECU
Kate Bar, Scarecrow Video/Grand Illusion
Jeremy Eknoian, UW Real Estate
Josh Stabenfeldt, University YMCA
John Hix, Seattle Vineyard Church

UDP Board Members Not in Attendance

Moe Kahn, Cedars Restaurant
Kristine Kenney, UW Planning

Santhi Perumal, UW School of Education
Alfred Shiga, Shiga's Imports

UDP Staff

Don Blakeney, Executive Director; Marcus Johnson, Clean, Safe & Outreach Manager; Phil Lloyd, Financial Manager (by phone); Daniel Lokic, Economic Development Manager; Katy Ricchiuto, Urban Vitality Manager; Polly Yokokawa, Marketing & Communications Manager

Guests*

There were no guests at this meeting.

**Please note, there may have been other guests but due to the zoom format and people entering and leaving at different times, we were unable to track all guests.*

Welcome and Introductions

Rob welcomed people to the meeting and Board members introduced themselves.

Public Comment

There was no public comment.

Approval of September 2022 Meeting Minutes

Motion: Stephen moved to approve the September 2022 meeting minutes.

Second: Trevor seconded the amended motion.

The motion was approved unanimously, with the exception of John Hix who abstained.

Finance Committee Report

Trevor walked the board through the September financials. The UDP finances are largely on track. BIA income is a little lower than anticipated, but that's because alternative income has supported spending—BIA spending is expected to catch up later in the year. Revenue and cost savings from the movie series is supporting the lower-than-expected sponsorship dollars for the food walk. The balance sheet shows outstanding grant reimbursements that are in process.

The full Finance Committee narrative is always available in the previous month's Board packet.

Motion: The Finance Committee moved to accept the September 2022 financial as presented at the October 18, 2022 Board Meeting.

Second: *No second was required because this motion came from the Finance Committee.*

Motion was approved unanimously.

Public Safety Update & Discussion

Don offered an update about a string of violent events that shook the community in early October. A series of shootings and a gruesome vehicular homicide book-ended the Food Walk weekend, followed by a break-in/sexual assault at a local sorority house. Don outlined how the community was understandably upset, and talked about the stories that were regularly covered by the local media. The issues are complex and require different strategies—addressing the drug market, addressing over-service and crowd control issues, and continuing to focus on solutions for people suffering from unaddressed behavioral health issues.

Regarding nightlife safety, Don shared with the Board how the U District Partnership pulled together a conversation with the City, the UW, the Seattle Police Department and local night-time business operators to better understand some of the dynamics that led to the night-life related violence. The businesses provided valuable information about some of the issues that they have witnessed as well as insight into the root causes. Don shared a near-term action plan co-developed with the community and city leaders that included the following components:

- The City of Seattle committed to deploying **SPD emphasis police patrols** at night until 2 a.m. on Fridays and Saturdays for the weeks following the shootings and break-in to discourage illegal behavior, violence, dangerous driving, and to monitor Greek Row. (The Seattle Police Department has limited resources but the City of Seattle has committed to move some SPD resources that were used to help fight crime in the North Aurora community to the U District over the next few weeks).
- The UDP continued to invest in **safety ambassadors** from 7 a.m. to 11 p.m. on weekdays and 3 p.m. to 11 p.m. on weekends.
- UW committed to supporting the ambassador program in addition to funding an **expanded security patrol** (not armed) on University Way and Brooklyn Ave from 10 p.m. to 3 a.m. on Friday and Saturday nights to have an additional crowd control safety presence.
- Nightlife businesses in the U District (which include bars, restaurants, and bubble tea cafes) committed to working with UDP to make **security investments** and to develop **safety protocols and strategies** to keep patrons and employees safe while proactively de-escalating incidents when necessary. This group will continue to convene and monitor the situation this fall.
- City leaders and the UDP are also working together to explore **improvements to the physical environment** to enhance safety including improved lighting and streetscape configurations. Don and Marcus went out after dark and took light measurements so that a comprehensive analysis can be done on improving lighting to safer levels.

- UDP is working with the City and the REACH program to expand **homeless outreach** in the U District and help navigate services and resources for people experiencing unaddressed behavioral health issues.

Don outlined how UDP will reconvene the nightlife safety conversation to continue to chart longer-term strategies, and will also work with the Mayor’s Case Conferencing program to monitor and address the individuals in the U District who continue to have a major impact on stakeholders because of their unaddressed behavioral health disorders.

Stephen talked about the importance of keeping these complex issues separate—behavioral health is different than drunken brawls, even though both are related to perceptions of safety. Anna talked about challenges that she is having with people experiencing behavioral health issues spending time in her alley. Anson asked about businesses and their ability to up their security measures—Don spoke to some of the measures in place and under consideration. Lois spoke about the recent assault of a homeless individual in front of Sweet Alchemy, and Don offered an update on the aggressor and how he is now in custody and will likely go to trial for this incident. Rob asked about UDP’s role with respect to 911 calls—Don encouraged people to call 911 if there is an emergency, and that the description of the incident will shape the police response. Sally also offered kudos to UDP for the collaboration with UW and talked about the dynamics of the first ‘normal’ fall coming out of the pandemic, and how that may be contributing to the party bar scene. Josh offered to convene social service providers to support the UDP efforts.

U District Food Walk Summary

Polly discussed the successful U District Food Walk and Street Party on October 1st. Nearly 60 businesses participated, attracting over 20,000 attendees. The event extended to 10 p.m. this year, with a breakdancing show on the main stage in front of the University Bookstore. Anson participated! Polly shared information about new partners on this event, including C89.5 and PEMCO Insurance. She also covered some of the great media coverage the event received from the Stranger, Seattle Times and other online outlets including Secret Seattle.

Stephen asked if the event would change in the year ahead. Polly offered to keep people in the loop on this thinking. Don talked about the possibility of bringing the street closure for the event further south on the Ave. Also UDP will look at balancing the price point to help businesses while also still encouraging people to shop around to multiple businesses.

Governance Committee Update

Miles reminded the Board about the updated FY 2023 Board Handbook and directed the Board to sign two documents: An Acknowledgement of the UDP Conflict of Interest Policy, and the UDP Board Member Participation Agreement.

Miles also introduced and welcomed Kate Bar as a prospective Board member. Kate has served on the UDBIA Board for years in addition to the UDP Finance Committee. Kate spoke about her enthusiasm for joining the UDP Board in the year ahead.

Motion: The Governance Committee moved to approve the nomination of Kate Bar to serve on the U District Partnership’s Board of Directors

Second: *No second was required because this motion came from the Governance Committee.*

Motion was approved unanimously and Kate was elected to the UDP Board.

Update on Façade Improvement & Repair Strategy

Daniel talked hiring Sophie Iannone, UDP's new economic development specialist. Daniel also spoke about his work with the UW Business School to consult with three small businesses on their marketing and branding.

New Business

Rob talked about the grants, and asked about any needed back-end capacity to administer or attract these grants in the future. Don talked about capacity dollars associated with these grants and how they could be used to support the implementation. Katy offered her perspective of enjoying the grant writing and how it helps her articulate the value of her work and program.

Adjournment

The meeting was adjourned at 12:53 p.m..

UDP FINANCE COMMITTEE NARRATIVE

Finance Committee Meeting 11/11/22

As we look to close out the year, we are in a good spot, with new grants coming in, old grants spending down, support from partners enabling us to expand safety work and some underspend on staffing that was slow to on-board this fiscal year. We do have current spending and program levels that exceed current assessment dollars but are tracking closely to see how much will be back-filled by new assessment dollars from the new residential towers in FY2024.

Balance Sheet Report

There is a general swirl in our bank accounts, with WSECU Checking up by \$66K and WSECU Savings down by \$123K—none of this is particularly noteworthy, other than we have slighting less cash on hand than last year, partly due to unloading the Christie Park project finances. But account receivables are up, so it's a wash.

Budget Report

The comments below add context and details to variances seen in the budget report. The numbers along the left side of the page correspond with the numbers on the budget report:

Income:

44300 – BIA Income: *BIA spending lagged this year due to a couple of months during which we had open positions. BIA spending has stepped up this fall with the additional spending on weekend security—although, this will eventually be backfilled by the partner dollars we received from the UW.*

44530 – Grant Income: *We are now seeing reimbursements flow in from our existing grants. Katy has a few aspirational public realm projects that she's planning to seek funding for—this will continue to be a deficit for income/spending in her program area until she secures funding. Katy also received a grant to support placemaking this winter.*

43400 – Donations/Partnerships: *Katy recently received a grant which hasn't landed here but will begin to eat-into this deficit. However, this line-item is an aspirational goal and isn't tied to any commitment for spending, so it's not a liability if the money doesn't fully materialize.*

47215 – Sponsorships: *Our food walk goals were not met, but we underspent on the movie series, and have some cost savings and activation grant dollars that we have used to back-fill some of this deficit.*

Expense:

60000 – Staffing: *Because the two support positions in marketing and economic development didn't start until three months into the fiscal year, we will continue to run a deficit on this line for the time being. Let's keep an eye on this category over time.*

62800 – Dues and Memberships: *This is a coding issue, some of this is related to IDA and should be under staff and development. Phil and Don will meet next week to recode a few expenses.*

62400 – Supplies Expense: *This underspend is mostly a timing issue.*

62500 – Travel and Meetings: *Again, this is a coding issue that Don and Phil will work out next week.*

70320 – Contracted Services: *We have a slight underspend on contracted services, related to a timing issue around the arts and culture work and some of the season-specific cleaning work.*

70330—Design of Website/Posters: Polly is about to launch the refresh of the U District Seattle website, which will pick up the pace of spending in this category.

70360 – Other Program Expenses: We have yet to commit any public realm spending as Katy will need to fundraise to support these projects over the next few months.

BIA Budget Tracker

BIA spending is a little distorted due to incoming grants and donations.

Public Safety: There is a negative \$52K slug in August which is contributing to the underspending that is showing up on the BIA tracker—this is actually good news, UDP has pulled in \$80K in donations, and another \$30K in commitments to support the ambassador program, so the money is getting credited back to the BIA.

Marketing: Now that we are through the Food Walk, we working to ramp up other marketing efforts, including the refresh of the UDP website.

Food Walk (and other events): The Food Walk underperformed on sponsorship, leading to a \$9K overspend in BIA dollars. We look to pick up momentum next spring with event income. No surprise to see that other spending hasn't ramped-up for the spring events.

FY 2022 Audit

The annual audit is underway and Phil and Don are working to supply the firm with the needed documentation to complete their work. It may make sense to have them present to the Finance Committee in December and the Board in January.

The U District Partnership
 Balance Sheet Prev Year Comparison
 As of October 31, 2022

	Oct 31, 22	Oct 31, 21	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	75,223.39	8,548.99	66,674.40
10103 · UDP WF Checking 0122	0.00	33,470.09	-33,470.09
10111 · WSECU Savings	36,234.59	160,154.34	-123,919.75
Total 10100 · Operating Bank Accounts	111,457.98	202,173.42	-90,715.44
Total Checking/Savings	111,457.98	202,173.42	-90,715.44
Accounts Receivable	237,945.27	149,654.73	88,290.54
Other Current Assets	4,847.70	1,586.75	3,260.95
Total Current Assets	354,250.95	353,414.90	836.05
Fixed Assets	0.00	1,620.92	-1,620.92
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	357,486.82	358,271.69	-784.87
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	52,583.13	68,067.80	-15,484.67
Credit Cards	24,974.34	6,282.71	18,691.63
Other Current Liabilities	30,812.52	14,196.89	16,615.63
Total Current Liabilities	108,369.99	88,547.40	19,822.59
Total Liabilities	108,369.99	88,547.40	19,822.59
Equity			
32000 · Unrestricted Net Assets	248,880.08	258,477.14	-9,597.06
Net Income	236.75	11,247.15	-11,010.40
Total Equity	249,116.83	269,724.29	-20,607.46
TOTAL LIABILITIES & EQUITY	357,486.82	358,271.69	-784.87

The U District Partnership Budget Report October 2022

	Jul - Oct 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
44430 · BIA Contract	480,325.18	493,567.92	-13,242.74	1,562,325.85
44530 · Grants Income	8,593.99	35,083.28	-26,489.29	112,000.00
47000 · Program Fees Income	1,470.00	0.00	1,470.00	170,000.00
47213 · Retail Income	0.00	833.36	-833.36	2,500.00
47215 · Sponsorships	24,500.00	45,000.00	-20,500.00	135,000.00
43400 · Donations/Partnerships	93,482.72	101,918.16	-8,435.44	153,700.00
46400 · Interest and Other	46.85	0.00	46.85	0.00
Total Income	608,418.74	676,402.72	-67,983.98	2,135,525.85
Gross Profit	608,418.74	676,402.72	-67,983.98	2,135,525.85
Expense				
60000 · Staffing	262,806.30	301,126.64	-38,320.34	903,379.92
61000 · Professional & Contract Expense	16,650.00	16,833.28	-183.28	44,500.00
62000 · Office and Overhead	59,028.34	53,842.80	5,185.54	152,928.00
70000 · Direct Program Expenses	269,697.35	304,600.00	-34,902.65	1,021,300.00
Total Expense	608,181.99	676,402.72	-68,220.73	2,122,107.92
Net Ordinary Income	236.75	0.00	236.75	13,417.93
Net Income	236.75	0.00	236.75	13,417.93

2022-23 University District BIA

Budget Tracker -October 2022

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	173,802	66,925.67	106,876	38.5%	\$ 12,278.51	\$ 14,399.04	\$ 28,272.17	\$ 11,975.95
Clean Environment	398,750	126,394.84	272,355	31.7%	\$ 33,998.55	\$ 33,879.61	\$ 25,148.19	\$ 33,368.49
Public Safety	298,852	45,906.17	252,946	15.4%	\$ 31,290.24	\$ (52,950.91)	\$ 31,569.27	\$ 35,997.57
Urban Vitality	207,896	61,579.20	146,317	29.6%	\$ 13,559.54	\$ 13,578.95	\$ 17,899.04	\$ 16,541.67
Economic Development	190,625	75,659.91	114,965	39.7%	\$ 23,901.28	\$ 14,092.16	\$ 19,908.17	\$ 17,758.30
Marketing	213,110	61,506.26	151,603	28.9%	\$ 9,392.49	\$ 9,676.80	\$ 22,951.77	\$ 19,485.20
Food Wallk	18,464	27,091.77	-8,628	146.7%	\$ (9,789.97)	\$ 4.82	\$ 8,937.63	\$ 27,939.29
Cherry Blossom	12,164	1,745.76	10,418	14.4%	\$ 436.84	\$ 436.84	\$ 436.63	\$ 435.45
Other Events	23,664	6,732.06	16,932	28.4%	\$ 602.16	\$ 956.15	\$ 4,136.93	\$ 1,036.82
Street Fair	25,000	6,783.54	18,216	27.1%	\$ 1,667.48	\$ 1,706.12	\$ 1,722.05	\$ 1,687.89
Total Requested	1,562,326	480,325.18	1,082,001	30.7%	\$ 117,337.12	\$ 35,779.58	\$ 160,981.85	\$ 166,226.63

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management								
Clean Environment								
Public Safety								
Urban Vitality								
Economic Development								
Marketing								
Food Wallk								
Cherry Blossom								
Other Events								
Street Fair	\$ -							
	\$ -	\$ -	-	-	-	-	-	-

PROGRAM REPORTS

December 2022

URBAN VITALITY

Ave Tree Lighting - 47th to 50th

This fall, The U District Partnership (UDP) received a \$39,000 grant from the Washington State Department of Commerce, Working Washington Grant Round 5. The intention of applying for this grant was to fund Urban Vitality public realm efforts. The grant will be used to fund the final piece of tree lighting on the Ave, between NE 47th and NE 50th Streets. A small amount of leftover funds may be available to use for tree light maintenance, which is needed every few months.

U District in the Seattle Redistricting Process

This past year, a group of appointed commissioners have been stewarding a process to redraw Seattle City Council district boundaries to align populations with the most recent census. UDP and other District 4 stakeholders spoke up early to share input throughout the process—specifically calling on the commissioners not to divide the University District into two different council districts. Unfortunately, in a last-minute attempt to appease Magnolia residents, two new maps were submitted for discussion that would have split the U District into two different districts. Thanks to quick and robust community advocacy – including a joint letter sent by UDP, UW, UDCC, University Park Community Club, and Roosevelt Neighborhood Association, along with testimony from Redistricting for Justice and other local stakeholders – the draft maps were not advanced for final consideration. The U District has been kept wholly in District 4 in the map recommended to City Council.

Lid I-5 North Seattle

UDP is collaborating with a small group of stakeholders from Roosevelt and Wallingford to explore the possibility of lidding the section of Interstate-5 between N.E. 45th and N.E. 50th Streets. The group has met several times this year to preliminarily discuss support and feasibility of the project. We have begun talking to City of Seattle staff and local and state elected representatives about allocating money (around \$700k) for a feasibility study, similar to one conducted for the Lid I5 downtown group. The goal is to get funding allocated in the upcoming state legislative budget in spring 2023.

ECONOMIC DEVELOPMENT

Pilot Ground-Floor Storefront Study Begins

To facilitate future technical and potential grant assistance to small businesses in the U District, UDP has begun its qualitative storefront assessment to understand the on-the-ground reality of business facades on University Way, between 41st-50th.

This assessment provides a detailed approach in understanding each component of business facades (as shown on the right) and includes a variety of measures to highlight specific components businesses may need assistance with (as shown below).

Cleanliness

Is the frontage free from graffiti, dirt, garbage and clutter? Does the space feel safe, navigable, and free of tripping hazards? Are there any noticeable deterrents? (i.e. unpleasant smells, roadblocks, waste)

Physical Condition

Does the frontage appear to be well maintained and in good physical condition? Is there any obvious structural damage, including but not limited to: cracking, chipped paint, scratches, broken glass, rips, dents, water damage, or rot? Is hardware in working order?

Design, Style, Material + Fixture Choice

Do components of the facade contribute to a cohesive and inviting aesthetic? Is there a clear branding or design scheme being followed? Do the styles, colors, layout, lighting and material choices make sense together, or are there any distracting or uninviting elements?

Legibility + Visibility

Are elements of the interior and exterior design visible from the street? Are there any jarring elements? (i.e. extremely bright lighting or paint, tarps or equipment blocking signage). Does the placement of signage (pedestrian vs auto) contribute to a readable and accessible user experience? Do windows have a tint or blockage preventing passers-by from seeing into the business?

Exterior Storefront

Paint

Present on facade or businesses frontage, potentially included in trim and detailing

Masonry

Brick, stone, stucco, tiles or concrete present on facade business frontage

Doors/Doorway

Customer-facing entryway leading into business, and surrounding setback if applicable

Canopy/Awning

Primary rain or sun cover located on the facade frontage or business entryway. May include signage or branding details.

Signage/Branding

Permanent banners, flags or fixtures located on the exterior of the facade, but not included on the awning or canopy. Does not include posters or banners located within window display.

Lighting

Located on or under awning, or on exterior frontage

Windows

Customer-facing dormers, garage-style openings or windows intended to provide transparency or light exchange between interior and exterior spaces

Other

Outdoor Dining

Tables, chairs, benches, umbrellas, stools, fencing or patio seating present outside of business but visible and accessible from the street or sidewalk

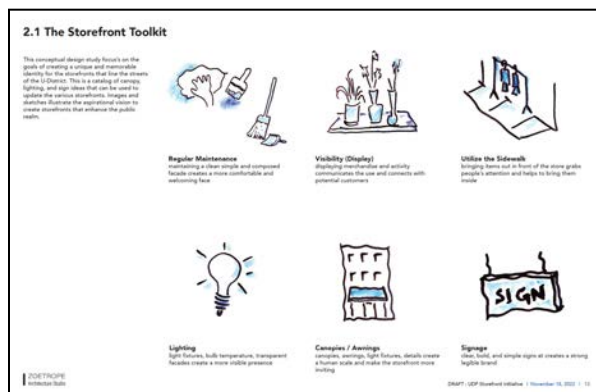
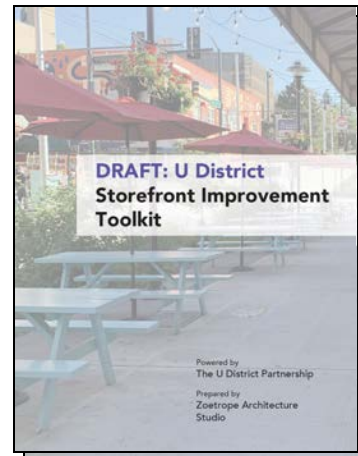
Window Display

Interior setup, display or lighting visible from the exterior of the facade. Could include dining setup, merchandise, art or other activations. Essentially - what can be seen or interpreted about the business from a person passing by

UDP Prepares Launch of Storefront Facade Toolkit

Over the past couple of months, UDP has been collaborating with Zoetrope Architecture studio to produce a small-business storefront facade toolkit.

The purpose of this toolkit is to provide businesses with a list of components which enhance storefront appearance, best-practices in implementing improvements, and visual examples of businesses with aesthetic facades. The toolkit will also include a catalog of contractors that can implement the various components of storefront revitalization.



Facade & Marketing Consultation Studio Presents Recommendations

UW Foster School of Business students have been working on branding, social media, interior design, and exterior facade recommendations for My Favorite Deli, Kai's Thai Street Food, and Cafe on the Ave. Each of these businesses applied for the \$100,000 Seattle Tenant Improvement Fund (with technical assistance from the UDP) and have the opportunity to implement these recommendations if awarded. On December 6th, students presented their recommendations to each business and provided a variety of implementation measures based on the financial resources available to each business.

CLEAN, SAFE & OUTREACH

Safety

Public safety on weekend nights has been a primary focus for UDP this fall. With funding from the University of Washington, UDP has hired unarmed security patrols on Friday and Saturday nights from 10 p.m. to 3 a.m. to provide additional security services above and beyond the regular U District ambassador program. These nightlife patrols have now been in place for 8 weekends and UDP is creating weekly reports to keep stakeholders and city and state officials apprised of conditions, activities and needed support. *A longer update of safety efforts this fall can be found in the October UDP Board packet or October meeting minutes.*

Cleaning

The UDP Clean Team has been focusing on handling the seasonal leaf removal this fall. Much of their time is dedicated to leaf removal from mid-October through mid-December. The end of November brought Seattle's first snowfall and freezing temperatures of the season. At the end of November, the Clean Team deployed ice-melt to keep sidewalks free from ice in advance of expected snowfall. In the case of accumulated snow, the Clean Team will shovel pathways in high-traffic areas to keep the sidewalks navigable.

Part-Time Outreach Position

For years, there has been a major systems gap in providing outreach on the weekends. Unfortunately, most social service providers (and their back-end support networks) only work Monday through Friday. The UDP Outreach Worker, JJ Bartlett, captures it best when he says "people don't decide to only have a crisis on a 9-to-5, Monday-through-Friday schedule." David Delgado graciously offered to return and fill this need for two days a week, giving UDP/REAC 7-day-week coverage. David will continue this work, in addition to his other responsibilities, on a temporary basis until a permanent replacement can be found.

Census

LOCATION	Pasadena	I-5 @ 45 th	I-5 @ 50 th	University Playground	The Ave	Other	TOTAL Tents
January	26	11	17	1	0	0	55
February	25	16	13	5	0	0	59
March	25	11	19	0	0	0	55

April	20	4	13	0	0	0	41
May	20	4	14	0	0	0	38
June	25	2	15	1	0	0	43
July	30	13	7	0	0	0	50
August	25	9	5	0	0	0	39
September	22	13	6	0	0	0	41
October	13	14	9	0	0	0	36
November	22	17	12	1	0	0	52

UDP goes out with REACH once a month to count people experiencing homelessness in the U District. When counting tents, it's not always easy to see inside. As with other homeless counting efforts, UDP used a projected formula to calculate the average number of people associated with a given tent: 1.5 people per tent. If UDP receives information directly from an encampment about the number of people residing there, the numbers are adjusted.

MARKETING & COMMUNICATIONS

U District Holiday Gift Guide

The U District is home to hundreds of small businesses, which makes it the perfect destination for gift-givers this holiday season. In advance of Small Business Saturday on Saturday, November 26, UDP compiled a [Holiday Shopping Guide to the U District](#), inviting holiday shoppers to consider local shops for unique gifts they can't wait to give.

U District Awarded Spotlight SEA Advertising

The U District Partnership has been awarded a [Spotlight SEA International Airport Advertising](#) grant for free advertising placement in the terminal. Under the program, the Port will cover the cost of reserving the advertising location for the U District and other awardees. Awardees will pay only for production, installation, and taxes.

EVENTS

U District Street Fair - Vendor Registration is Live!

The U District Street Fair returns for its 52nd year the weekend of May 20-21, 2023.

Be a Vendor!

Interested vendors are now invited to register for this year's event! Registration link and FAQ can be found online at: udistrictseattle.com/streetfair/register

Participate as a Local U District Business!

Local businesses that are interested in participating in the 2023 Street Fair are invited to reach out to Daniel Lopic (daniel@udistrictpartnership.org) for more information. The **deadline for local business participation is Friday, February 3, 2023**, details available on the [Business Participation Opportunities page](#).

Plug Into Spring Events! - Local Business Participation Deadline is February 3

The U District Cherry Blossom Festival and Seattle Boba Fest will return this spring, inviting the public to explore the University District neighborhood and its businesses during these featured promotional events.

U District Cherry Blossom Festival - dates TBD in mid-March to mid-April

Celebrate the return of the UW cherry blossoms with cherry and blossom-themed promotions throughout the U District. Businesses are invited to feature a cherry blossom special (food or retail) to be included in the U District Cherry Blossom Festival guide and advertising. U District businesses are invited to **register to participate by Friday, February 3, on the [Business Participation Opportunities page](#)**.

Seattle Boba Fest - Saturday, April 29

The U District is home to the greatest number of bubble tea shops per capita - and growing! We're thrilled to recognize the amazing boba community in our neighborhood by celebrating National Bubble Tea day. To participate, businesses will select a special drink to be featured in the neighborhood guide and **register by Friday, February 3, on the [Business Participation Opportunities page](#)**.



December 2022

A Message from The U District Partnership

Dear U District Ratepayers,

Thank you for your continued support for the U District as we work together to ensure that our neighborhood is clean, safe, and welcoming for everyone. As a ratepayer, it's your assessment contribution that helps fund the important work of The U District Partnership (UDP), allowing us to provide cleaning, safety, and homeless outreach services in addition to public space beautification and economic development support for our small businesses.

As we continue to strive for a vibrant district that's diverse, safe and healthy, we have a lot to be thankful for this season. The University of Washington has been back on campus for a year now, with students and employees frequenting our neighborhood businesses—and more recently moving into some of the new residential towers that have begun to redefine north Seattle's skyline.

The U District also continues to be one of the fastest growing and easily accessed neighborhoods in the region. Light rail now brings over 12,000 people a day to the district and not a month goes by that we don't have new buildings or small businesses coming online. Since this summer, we have welcomed nearly ten new businesses including Westman's Coffee & Bagels, Fancy Plants, and Seattle Best Tea. Even Innervisions is under new ownership and is now selling records in addition to posters—bolstering our reputation as the region's destination for vinyl enthusiasts and Seattle's best second-hand and vintage shopping scene.

This is all to say that we are thankful for the great momentum we are experiencing, and we know we can't take it for granted. We still have much work to do to ensure our community is safe at all times of the day and that our unhoused neighbors can come inside. We also must continue to find new ways to bolster our small businesses to ensure they can thrive in the years ahead.

We are lucky to have such strong support from our community of ratepayers and our incredible partners who help make this work possible. Thank you again and we hope to connect with you in the new year!

Happy Holidays,

Don Blakeney
Executive Director, The U District Partnership

Growing Our Public Safety, Outreach and Cleaning Capacity

UDP has been hard at work this fall expanding cleaning and safety capacity in response to new public safety issues that arose related to nightlife on University Way. After a shooting and a pedestrian death in early October, UDP sprang into action, convening a nightlife roundtable that included the Mayor's Office, SPD, and local operators. UDP was able to help operators improve protocols, and stand up a new late-night security patrol thanks to the generous support of the University of Washington. UDP is also working with nearby property owners to improve lighting and physical conditions to buildings and parking lots.

New partnerships this year have allowed UDP to expand the safety ambassador and homeless outreach services to seven-days-a-week. This is incredibly important for relationship building and maintaining the continuity of care for people experiencing homelessness and serious behavioral health disorders.

UDP also brought some cleaning services in-house, with the exception of graffiti removal, which now is conducted by Seattle Surface Cleaners. To expand the program's impact, UDP now offers monthly, low-cost graffiti-removal services for second story tags.

Unprecedented Grant Funding to Support Economic Recovery

UDP continues to secure grant funding to support small businesses in the U District and enhance the public realm. A recent grant will allow UDP to bring tree lights further north on the Ave between N.E. 47th and N.E. 50th Streets.

Another grant from the City allowed UDP to pilot a storefront repair grant that served nearly 40 businesses who had been impacted by vandalism—and subsequently was adopted citywide by Seattle's Office of Economic Development.

UDP has leveraged the investment from ratepayers to secure nearly \$400K in outside funding to support the U District so far in 2022. More grant opportunities are on the horizon – stay tuned for more announcements in January.



- U DISTRICT -

\$4 FOOD WALK

and Street Party

Saturday, October 1

11am-6pm \$4 Food Walk
Enjoy \$4 food bites across the U District, along with live music and performances on the Xfinity Main Stage

6pm-10pm Street Party
Stick around for a breakdancing competition, \$4 drink specials and a dance party on the Ave

udistrictseattle.com

xfinity W II AMERICAN COMMUNITIES

UDISTRICT | THE U DISTRICT

KUOW theStranger

University District

SUMMER MOVIES BY THE BAY

COMING ATTRACTIONS

FRIDAYS IN AUGUST

AUG 5 - SURF'S UP
AUG 12 - WHALE RIDER
AUG 19 - MOANA
AUG 26 - DOLPHIN TALE

Fritz Hedges Waterway Park on Portage Bay
Fridays at 7pm in August, movies begin at dusk.
Free outdoor movies with music and fun for all ages!
Learn more at udistrictseattle.com

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CELEBRATING 51 YEARS

U DISTRICT STREET FAIR

MAY 21 & 22, 2022

Celebrating arts, creativity, and community in the U District!

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SEATTLE BOBA FEST

COME TO THE U DISTRICT TO CELEBRATE NATIONAL BUBBLE TEA DAY!

SATURDAY / APRIL 30, 2022

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A Record Event Season

In October, UDP closed out a record year of events and business promotions for the U District. The U District Street Fair successfully returned last May for its 51st year with nearly 50,000 attendees, preceded by the launch of two spring promotions that included the U District Cherry Blossom Festival and Seattle Boba Fest.

UDP celebrated the opening of Fritz Hedges Waterway Park with an outdoor movie series this summer on Portage Bay and was thrilled to partner with nearly 60 local restaurants to welcome students back this fall for the \$4 Food Walk in October.



2022 U DISTRICT CHERRY BLOSSOM FESTIVAL

MARCH 25 - APRIL 10 UDISTRICTSEATTLE.COM

UDISTRICT THE U DISTRICT





Explore the U District Holiday Gift Guide

It's that time of year! UDP is inviting all holiday shoppers to find the perfect gifts for everyone on their list right in the heart U District. Coffee subscriptions, vinyl records, Husky gear, and timeless classic books are just a few highlights that top this year's U District Holiday Gift Guide!

The U District is home to hundreds of small businesses ready to welcome visitors as they discover what makes this neighborhood so unique.

View the guide online today at udistrictseattle.com.



Connect With Us

Please don't be a stranger—reach out to us anytime if you need help with an issue in the U District or with the City. We have many programs to support property owners, businesses, and residents as we all work together to make the U District a vibrant neighborhood that's diverse, safe, and healthy. If you would like to learn more about our available services, or would like to plug-into our committee work, please reach out!

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