



BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

February 15, 2022

ZOOM Virtual Meeting

I.	Welcome & Introductions	Lois	11:30 a.m.
II.	Public Comment	Public	11:35 a.m.
III.	Approval of January Meeting Minutes	Lois	11:37 a.m. (Vote)
IV.	Review of 2020-2021 Audit Findings <ul style="list-style-type: none">● Acceptance of the Audit	Greenwood Ohlund	11:40 a.m. (Vote)
V.	Finance Committee Report <ul style="list-style-type: none">● Acceptance of January Close	Sally	11:55 a.m. (Vote)
VI.	Governance Committee Report <ul style="list-style-type: none">● Prospective Board Member: Rick Jones	Miles	12:05 p.m.
VII.	Strategic Discussion Exercise	Don	12:10 p.m.
VIII.	Program Reports <ul style="list-style-type: none">● Marketing & Communications● Urban Vitality● Clean & Safe● Economic Development	Polly Katy Marcus Daniel	12:45 p.m.
IX.	New Business	Lois	12:55 p.m.
X.	Adjourn	Lois	1:00 p.m.



Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: January 11, 2022

Location: Zoom Meeting

IN ATTENDANCE:

UDP Board Members

Lois Ko, Sweet Alchemy - Co-Chair
Rob Lubin, UW Housing & Food - Co-Chair
Sally Clark, UW External Affairs - Treasurer
Jeanette Henderson, UW Real Estate
John Hix, Seattle Vinyard Church
Kristine Kenney, UW Planning
Anson Lin, Astora Construction

Santhi Perumal, UW College of
Education
Trevor Peterson, UW Bookstore
Miles Richardson, Audi Seattle/University
VW
Don Schulze, Shulty's/UDPA
Anna Sorokina, WSECU
Josh Stabenfeldt, University Family Y

UDP Staff

Don Blakeney, Executive Director; Marcus Johnson, Clean/Safe; Phil Lloyd, Financial Manager; Daniel Lopic, Economic Development Manager; Katy Ricchiuto, Urban Vitality Manager; Polly Yokokawa, Marketing & Communications Manager

Guests*

No guests

**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

The Board members and staff introduced themselves.

Public Comment

There was no public comment.

October Meeting Minutes

Motion: Sally moved to approve the November 2021 meeting minutes (as there was no meeting in December).

Second: John seconded the motion.

The motion was approved by all.

Finance

Sally reported on behalf of the Finance Committee. Sally shared the recommendation from the Finance Committee to not completely reforecast the budget. The Committee found that while there was a significant increase in grant income, and associated spending, it is easy enough to track through planned variances. Some underspending was discussed related to challenges with staffing up the ambassador program with Cascadia Global Security. Don also touched on the BIA underspend from 2021 that was pulled forward and specific about grants to cover lighting, public art and some business outreach work. The organization has pulled-in over \$250,000 in grants and donations, which is largely related to federal funds being made available to support cities during the pandemic. This money will likely dry up in years to come. The audit is complete and has no material findings. The firm will present their findings at the February meeting.

Motion: November 2021 financials were moved by the Finance Committee.

Second: No second required, as the motion was made by the committee.

Motion was approved unanimously.

Grant Priorities

Don B. reviewed the findings from the November Jamboard session about grant priorities. While we have been able to tackle many of the priorities that were on the cutting room floor from last year's budget process, we are continuing to see grant opportunities, and wanted to hear more about the priorities from the Board as we invest time and energy in grant applications. The priorities elevated during the Jamboard session included: façade/window grants, public restrooms, public art/murals, alley cleaning and beautification/activation, tree lighting, online event calendar, historic tours, a night market, more outreach, and neighborhood-wide programming.

Program Updates

Urban Vitality – Katy shared information about a recent grant from the U District Rotary to support the replacement and expansion of overhead lighting in Allegro Alley. She also presented an update about the upcoming U District Arts Roundtable. Also, many buildings continue to plan for or begin development in the district. Many of these developers consult with UDP to hear about community priorities. One example Katy shared was the building in the design process for 4131 Brooklyn Ave NE. Don also mentioned some upcoming joint-advocacy with the Roosevelt neighborhood to extend the J-Line bus route from the U District up to Roosevelt, which would serve more of the District and have the added benefit of reducing layover space in the district, which will become a growing issue in years ahead.

Economic Development – Daniel presented about an upcoming economic development specialist position funded through grant money from OED. Marcus and Daniel worked to convene a nightlife roundtable to better understand their needs. There has been a growing set of issues after hours, and there is a lack of U District businesses that stay open late, so UDP is interested in hearing from nightlife stakeholders about their vision for nightlife in the future. Daniel is also engaging property owners and brokers to better understand the opportunities for new businesses who may be looking to locate in the district. The Board asked to see more information about the upcoming spaces in the newer developments to understand the opportunities for new or expanded businesses in the neighborhood. (See report for additional details.)

Clean & Safe – Marcus offered an update on the homeless population in the U District as a part of the UDP monthly census project. Along the freeway, between Pasadena and NE 50th, we

counted 55 tents. There was one tent in University Playground, and 19 people on the Ave. Estimating 1.5 people per-tent, Marcus estimates that there are just over 100 people living unhoused in the district. This is an increase from last fall when we had between 50 or 60 people. The Board asked about encampment removals and the follow-up of belongings and debris. Marcus talked about the coordination work that UDP does. Some of this requires a willing partner with WSDOT. But less than last year at this time, at which point we had 150. Marcus talked about the snow removal effort this year—UDP is one of the only Seattle BIAs to do regular snow removal. Anna talked about the challenges she has seen at Kitanda and WSECU and wanted to know about follow-up, as SPD and the City didn't have a lot of answers. Marcus talked about a recent run of break-ins and broken windows and how UDP is trying to fill the gap left by the crime prevention officers by collecting footage and info to share with the City. (See the program report for cleaning stats for 2021.)

Marketing & Communications – Polly talked launching the U District Marketing Roundtable later in January as a forum for venues and organizations to share information about U District marketing. Also, the U District Street Fair will return in May and will incorporate the feedback given to us by community members who contacted us or have filled out the survey. Some of the most common themes included a desire to see a greater focus on the U District and a more concentrated effort to bring-in interesting vendors, with less exhibitors and issue booths. UDP is launching sponsorship opportunities for the Street Fair. Cherry Blossom Fest is planned for late March/early April and Boba Fest will take place on April 30. An independent organization is planning an independent fun-run associated with the Cherry Blossom festival time-period. Polly is reaching out to share notes with them. (More details in the packet.)

Governance

Miles discussed a few new Board member candidates including Jeremy Eknoian and Rick Jones. Jeremy was nominated to serve on the board to replace Jeanette Henderson who will be rolling off to now serve on the BIA Board. Rob talked about some of Jeanette's many accomplishments during her tenure on the Board, including thoughtful words from Louise Little and Theresa Dougherty. Sally offered some additional positive thoughts. Jeanette talked about her tenure and her appreciation for all that this board, and previous boards have been able to achieve. She offered a recommendation that the Board should continue to actively engage and speak up on behalf of the district in meetings—conflict and active discussion can be productive.

Motion: The Governance Committee nominated Jeremy Eknoian to serve on the UDP Board.

Second: No second needed.

The motion was approved by all.

New Business

No new business.

The meeting adjourned at 12:44 p.m.

UDP Finance Narrative

Finance Committee Meeting 2/11/22

We are over half-way through our fiscal year and most of our spending is on track. However, with the incoming addition of grants, sponsorships and donations the budget report will start to look a little more like a funhouse mirror this spring. It's okay, but let's make sure we talk through any questions you have.

Budget Report & Reforecast Notes

The comments below represent variances and components of the budget and reforecast—the numbers along the left side of the page correspond with the numbers on the budget report:

Income:

44530 – Grants & Donations: *This story will look very familiar. We have been fortunate to receive significant grant and partnership dollars of the last six months. The Seattle Office of Economic Development has awarded over \$100K to UDP this fiscal year, with additional money on the way. Seattle Public Utilities has also invested heavily in the Cleaning Program this year through the Mayor's Clean Cities Initiative. UW has generously invested \$40K in an ambassador position near the light rail station. We had anticipated actively fundraising for public art projects including art on signal boxes and murals on buildings. Instead, the previously mentioned grant dollars have provided this support. We are resetting these expectations to reflect these new realities.*

47200 – Events: *We saw a significant bump in event income from an additional \$40K sponsorship of our light rail station opening. We hope to continue to exceed expectations this spring with U District Street Fair and the Cherry Blossom Festival.*

Expense:

60100 – Staffing: *We have some general staff savings from Polly's maternity leave and Justin's late start this past summer. We have also received \$25K to fund a temporary Economic Development Specialist who will assist Daniel in some of the outreach to small businesses this year. These projects were budgeted in a different line, and the spending will land here in staffing.*

70100 – Clean & Safe Contracts: *We received a series of generous grants and donations this year to support our clean and safe work. This represents a projection of the associated spending.*

70200 – Community Beautification: *This represents some of the associated spending from the OED grant related to our murals in the alleys. The underspending shown here is a timing issue—the money is accounted for and will support upcoming projects.*

70300 – Advertising & Marketing: *Again, this is a timing issue—the projects associated with our marketing and communications come in batches, but should even out by June.*

70400 – Studies, Strategy & Implementation: *This category gets on my nerves. It's a catch-all for Daniel's economic development work (our fault, not his) and it makes it hard to see what's going on. He has hired an Economic Development Specialist (Amy, who is great) to carry out this work, so the spending will be taking place up on the staffing line. I know, it makes no sense. But I promise there is a method to this madness.*

70500 – Ambassador Program: *This number represents the underspending to date, even with the projected spending increase associated with the UW's generous \$40K investment in the station ambassador position. Our new contractor, Spear, should be fully staffed again in March, and will be operating for additional hours so that our dollars are going back into safety ambassadors out in the community this spring.*

70600 – Youth Employment Contract: *This is the funding we have set aside for our partnership with Sanctuary Art Center. Marcus is developing a contract with Troy Carter this month.*

70700 – Program Services: Murals, This is the associated spending on grant funded building murals.

70999 – Placemaking: This reflects the tree lights on the Ave, which were added after receiving new money from the BIA and OED. Also, this includes spending on a consultant to lead an arts conversation with U District stakeholders—funded by City grant dollars. Because of the grant and donation dollars, we decided to curtail the previously projected fundraising/spending on additional murals.

80000 – Event Expenses: This represents increased event expenses associated with Station Opening Festival sponsorship dollars mentioned above.

Balance Sheet Report

You will notice a big swing in the WSECU account. Last year, we had a search firm under contract to bring in the new executive director, which drained our bank account in January. Also, this year we are starting to get some booth fee income from Street Fair, which was not the case last year. The Wells Fargo account is tracking the spend-down of funds related to the Christie Park project. We finally spent-down the insurance claim by picking up some new office furniture from Ballard Consignment and the UW Surplus Store. Our PPP loan has been forgiven and we are no longer on the hook for two executive directors, which last January included Mark's accrued vacation pay-out.

Annual Audit

Greenwood Ohlund has completed the audit with no material findings. They will be presenting to the Finance Committee and Board in February.

The U District Partnership Budget Report January 2022

	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
43400 · Direct (Grants) Public Support				
43410 · Business & Corp. Contributions	500.00	0.00	500.00	0.00
Total 43400 · Direct (Grants) Public Support	500.00	0.00	500.00	0.00
44500 · Government Grants and Contracts				
44430 · BIA Contract	765,654.39	762,438.09	3,216.30	1,349,377.65
44530 · Other Local Government Grants	89,587.32	48,000.00	41,587.32	122,000.00
Total 44500 · Government Grants and Contracts	855,241.71	810,438.09	44,803.62	1,471,377.65
47000 · Earned Income				
47200 · Event Income				
47210 · StreetFair	58,113.89	55,000.00	3,113.89	240,000.00
47260 · BIA Events	45,200.00	5,000.00	40,200.00	10,000.00
Total 47200 · Event Income	103,313.89	60,000.00	43,313.89	250,000.00
Total 47000 · Earned Income	103,313.89	60,000.00	43,313.89	250,000.00
46400 · Interest and Other				
	87.70			
Total Income	959,143.30	870,438.09	88,705.21	1,721,377.65
Gross Profit	959,143.30	870,438.09	88,705.21	1,721,377.65
Expense				
60000 · Staffing				
60100 · Wages & Salaries Expense	308,859.59	326,768.75	-17,909.16	566,539.95
60020 · Payroll Taxes	25,586.42	25,896.12	-309.70	44,897.72
60030 · Benefits to/for Employees	20,307.40	21,460.01	-1,152.61	37,206.66
60040 · Retirement Benefits	8,066.84	8,863.42	-796.58	15,367.07
Total 60000 · Staffing	362,820.25	382,988.30	-20,168.05	664,011.40
61000 · Professional & Contract Expense				
61100 · Accounting Fees	25,000.00	28,000.00	-3,000.00	38,000.00
61200 · Legal Fees/Other	3,150.00	3,441.65	-291.65	5,900.00
Total 61000 · Professional & Contract Expense	28,150.00	31,441.65	-3,291.65	43,900.00
62000 · Office and Overhead				
62100 · Rent, Parking, Utilities	32,263.70	32,263.42	0.28	55,925.12
62200 · Insurance Expenses	3,410.00	2,528.82	881.18	4,335.12
62300 · Office Equipment	1,530.57			
62400 · Supplies Expense	4,125.62	5,949.95	-1,824.33	10,200.00
62500 · Travel and Meetings	1,306.19	2,041.70	-735.51	3,500.00
62600 · Telephone, Telecommunications	1,656.12	1,610.00	46.12	2,760.00
62700 · Technology and Software	2,870.29	1,050.00	1,820.29	1,800.00
62800 · Dues and Memberships	1,030.00	554.15	475.85	950.00
62900 · Postage, Mailing Service	271.79	583.35	-311.56	1,000.00
63000 · Printing and Copying	0.00	291.65	-291.65	500.00
63300 · Staff Development	4,860.94	8,499.95	-3,639.01	25,000.00
63600 · Banking and Service Fees	1,169.04	204.15	964.89	350.00
63700 · Misc. Office Operations	69.00	291.65	-222.65	500.00
Total 62000 · Office and Overhead	54,563.26	55,868.79	-1,305.53	106,820.24
70000 · Direct Program Expenses				

The U District Partnership Budget Report January 2022

	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
70100 · Clean and Safe Contracts	151,711.72	145,472.85	6,238.87	249,382.00
70200 · Community Beautification	3,899.00	11,500.00	-7,601.00	22,750.00
70300 · Advertising and Marketing	23,841.02	18,000.00	5,841.02	69,300.00
70400 · Studies, Strategy & Implement.	6,234.30	28,291.65	-22,057.35	48,500.00
70500 · Ambassador Program	48,917.13	59,412.85	-10,495.72	104,422.00
70600 · Youth Employment - Contract	0.00	5,000.00	-5,000.00	10,000.00
70650 · Reach Program Contractor	41,416.69	44,625.00	-3,208.31	76,500.00
70700 · Other Program Contract Services	43,356.54	3,000.00	40,356.54	10,000.00
70999 · Placemaking	73,214.94	0.00	73,214.94	65,000.00
80000 · Event Expenses	43,268.93	13,800.00	29,468.93	240,000.00
Total 70000 · Direct Program Expenses	435,860.27	329,102.35	106,757.92	895,854.00
Total Expense	881,393.78	799,401.09	81,992.69	1,710,585.64
Net Ordinary Income	77,749.52	71,037.00	6,712.52	10,792.01
Other Income/Expense				
Other Income				
Fiscal Sponsor Expenses	-9,740.32	0.00	-9,740.32	0.00
Total Other Income	-9,740.32	0.00	-9,740.32	0.00
Net Other Income	-9,740.32	0.00	-9,740.32	0.00
Net Income	68,009.20	71,037.00	-3,027.80	10,792.01

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

	Jan 31, 22	Jan 31, 21	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	94,445.95	7,031.86	87,414.09
10103 · UDP WF Checking 0122	23,729.77	33,470.09	-9,740.32
10111 · WSECU Savings	160,154.34	160,705.88	-551.54
Total 10100 · Operating Bank Accounts	278,330.06	201,207.83	77,122.23
Total Checking/Savings	278,330.06	201,207.83	77,122.23
Accounts Receivable	114,146.95	92,433.84	21,713.11
Other Current Assets			
12022 · Prepaid Expense	1,083.79	814.22	269.57
12021 · Employee Advances	-2,093.34	0.00	-2,093.34
Total Other Current Assets	-1,009.55	814.22	-1,823.77
Total Current Assets	391,467.46	294,455.89	97,011.57
Fixed Assets			
15000 · Furniture and Equipment	1,620.92	3,566.02	-1,945.10
Total Fixed Assets	1,620.92	3,566.02	-1,945.10
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	396,324.25	301,257.78	95,066.47
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	51,942.40	30,325.90	21,616.50
Credit Cards	8,772.54	1,835.50	6,937.04
Other Current Liabilities			
PPP Forgivable Loan	0.00	78,157.00	-78,157.00
BIA Payable	0.00	10,136.12	-10,136.12
24000 · Payroll Liabilities	9,122.97	18,950.55	-9,827.58
Total Other Current Liabilities	9,122.97	107,243.67	-98,120.70
Total Current Liabilities	69,837.91	139,405.07	-69,567.16
Total Liabilities	69,837.91	139,405.07	-69,567.16
Equity			
32000 · Unrestricted Net Assets	257,952.14	215,769.51	42,182.63
Net Income	68,534.20	-53,916.80	122,451.00
Total Equity	326,486.34	161,852.71	164,633.63
TOTAL LIABILITIES & EQUITY	396,324.25	301,257.78	95,066.47

2020-21 University District BIA

Budget Tracker -January 2022

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	100,214.34	70,605	58.7%	\$ 16,200.50	\$ 10,789.81	\$ 11,613.91	\$ 11,000.75
Cleaning and Public Safety	580,857	315,870.33	264,986	54.4%	\$ 47,284.03	\$ 44,514.16	\$ 48,347.50	\$ 44,137.88
Urban Vitality	164,209	160,232.81	3,976	97.6%	\$ 14,296.09	\$ 42,882.20	\$ 47,713.15	\$ 18,247.79
Economic Development	190,542	90,381.28	100,160	47.4%	\$ 13,644.81	\$ 13,576.04	\$ 16,581.25	\$ 11,245.25
Marketing	192,510	82,523.88	109,986	42.9%	\$ 3,624.78	\$ 7,287.29	\$ 10,476.11	\$ 30,290.77
ST Opening	16,046	16,337.31	-292	101.8%	\$ -	\$ 1,091.37	\$ 13,028.98	\$ 971.27
Cherry Blossom	15,378	94.64	15,283	0.6%	\$ -	\$ 13.76	\$ 13.76	\$ 16.78
Street Fair	19,018	0.00	19,018	0.0%	\$ -	\$ -		
Total Requested	1,349,378	765,654.59	583,723	56.7%	\$ 95,050.21	\$ 120,154.63	\$ 147,774.66	\$ 115,910.49

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 14,607.63	\$ 17,780.37	\$ 18,221.37					
Cleaning and Public Safety	\$ 31,282.56	\$ 46,258.45	\$ 54,045.75					
Urban Vitality	\$ 9,942.61	\$ 8,655.54	\$ 18,495.43					
Economic Development	\$ 11,957.10	\$ 11,365.20	\$ 12,011.63					
Marketing	\$ 9,651.19	\$ 10,815.31	\$ 10,378.43					
ST Opening	\$ 2,766.31	\$ 218.98	\$ (1,739.60)					
Cherry Blossom	\$ 16.78	\$ 16.78	\$ 16.78					
Street Fair	\$ -							
	\$ 80,224.18	\$ 95,110.63	111,429.79	-	-	-	-	-

UDP PROGRAM REPORTS

URBAN VITALITY

Seamless Seattle Wayfinding Program

UDP has been working with SDOT to provide feedback on the [Seamless Seattle Wayfinding Program](#), which is expanding wayfinding maps and kiosks into the U District this spring. Last week, the Urban Vitality Committee gave feedback on map locations, orientation, and illustrations/landmarks to be included. The new maps will be placed outside of the U District light rail station, and in different gateway locations across the neighborhood. The finished maps will also be included on one panel of the gothic kiosks along the Ave.

Gothic Kiosks on the Ave

Urban Vitality and Marketing collaborated on new content and a new design for the gothic kiosk panels along the Ave. All 4 kiosks will be updated with new information, including a map, farmer's market panel, udistrictseattle.com feature panel, and 2022 events panel. The panels will feature the new U District branding. They have been pressure washed and repainted, and will be maintained and updated annually.

Summer Movie Series with Scarecrow Video

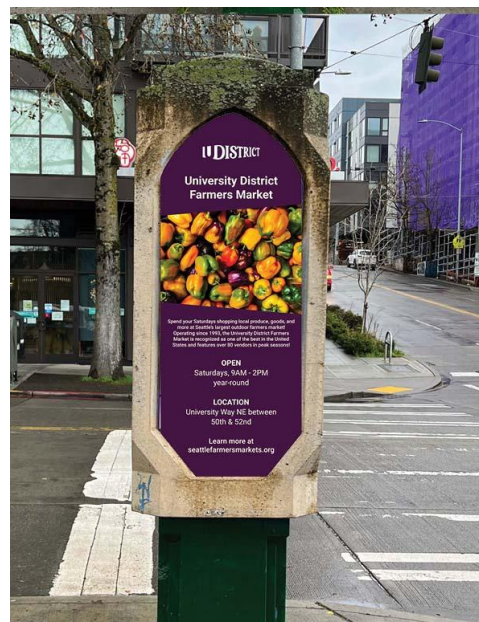
UDP is working with Scarecrow Video to plan a summer movie series in the new Fritz Hedges Waterway Park located in the southern part of the neighborhood. The event will be one of the first major events held in the new, beautiful park space that overlooks Portage Bay.

Scarecrow Video is helping decide on a theme for the series, and will manage the projection of the videos. UDP will manage all other logistics for the event, including collaboration with local businesses and UW. The series will take place over 4-5 weeks in late August and early September, and will feature family-friendly movies, food, and live music.

Pocket Park Planned for Brooklyn and 43rd as Part of U District Station Building

As a part of the planned U District Station Building, developer Lincoln Properties will be building a pocket park on the former iHOP parcel at the corner of NE 43rd St and Brooklyn. The park will be a prominent open space in the neighborhood and one of the first things people see as they exit the U District Station. UDP has met with the developer and landscape architect multiple times over the past two years to share what we believe should be included in an appropriate design and usage of the park, focusing on the ability to activate at least 65% of the space for regular passive or active programming (tables and chairs, movies, vendors, student events, etc).

Up to this point, we have been disappointed with the design the developer has continued to put forward, and have been vocal with our concerns about the design and desire to collaborate on a solution. We believe UDP could play an important role in the long-term management of the park - cleaning, safety, placemaking, and activation. The park, along with the U District Station Building, is to be presented at a public Design Review



Board meeting on Monday, Feb. 28. UDP is working to meet with the developer one more time before this meeting, and plans to make a public comment about the building and park at the meeting. More information on the meeting [can be found here](#).

Urban Vitality Committee Update

Moving forward, the UDP Urban Vitality Committee will meet on the second Tuesday of each month, from 4:00-5:30pm via Zoom.

ECONOMIC DEVELOPMENT

Broken Windows & Facade Repair Grant

Earlier this month, UDP launched a Broken Glass & Damaged Façade program to offset costs for business and property owners who have had their windows and storefronts broken or damaged since the beginning of the year. This program is supported by both the Seattle Office of Economic Development and the U District Business Improvement Area. Eligible uses for this grant include broken windows, doors, locks, and damaged storefront facades. More details about the requirements for this program are listed below.

Requirements:

- Business/property owner must be within the U District BIA
- Damage must have occurred after January 1st, 2022
- Work must begin within 90 days
- A "Crime Prevention Through Environmental Design" (CPTED) review must be conducted upon award by UDP staff
- Grantee must inform property owner and/or receive permission for work being done
- Grantee must submit receipts and/or estimates and describe their project
- Grantee must note if insurance claim was submitted and if any funds were received
- Before and after pictures must be submitted
- Businesses or property owners may only be awarded once
- Funds cannot be used for graffiti removal

Funding Model:

- No match required
- \$1,000 funding cap per applicant
- Guaranteed Funding - grantee receives funding once work is complete and receipts are submitted

Economic Development Specialist

UDP welcomed Amy Shi as the new Economic Development Specialist earlier this month. Amy is a senior Economics major at University of Washington who has a passion for economic development. Amy has worked for Amazon as a logistics intern and has experience in R, Python, and managing/analyzing large data sets. She speaks Chinese and comes from a family of international entrepreneurs - focused on global trade between Asia and the U.S.

Amy has begun her work in recruiting and building relationships with businesses for Boba Fest. She has also started collecting commercial vacancy data to understand the landscape of vacant spaces in the U District.

Nightlife Business Roundtable

The Economic Development and Cleaning & Safety programs collaborated earlier this month and conducted a nightlife safety business roundtable. Attendees included owners/operators of Sweet Alchemy, Kai's Thai Street Food, Earl's on the Ave, Schultzy's, and Boba Up. Current challenges expressed by businesses include safety for customers and staff which has led to decreased business and difficulty retaining qualified staff.

Businesses also expressed concerns about nighttime crime, vandalism, and other criminal activity that makes it challenging to operate. Ideas and solutions presented by business owners included a UDP nightlife ambassador, more businesses opened at night to increase activity and foot traffic, and focusing on the handful of criminals creating these challenges. Businesses also expressed a long-term vision for nightlife in the U District which included more bars and places open late at night as well as coordinated marketing efforts to promote nightlife businesses and attract more customers.

Collaborating with UW to Collect Business Data

UDP is joining efforts with a UW graduate student group to collect critical information about the U District. In the coming weeks, this group will collect information about new business openings, business closures between 2021-2022, business hours of operations, and business square footage. This data will help inform the economic development program and provide information about gaps in retail and activity during certain periods of the day.

CLEAN & SAFE

Committee Update - 02/10/2022

The U District Partnership Clean and Safe Committee met on Friday, February 10. At the meeting, the Law Enforcement Assisted Diversion (LEAD) program presented to the group about the on-the-ground operation here in the U District—sharing statistics and success stories. Don Blakeney talked about recent joint-advocacy efforts with other business districts, calling for the Mayor and City Council to address what has been a sharp uptick in crime and behavioral health issues in the district.

Outreach Update

Homeless Census – Approximately 85 people*

Tents

LOCATION	Pasadena	I-5 @ 45 th	I-5 @ 50 th	University Playground	The Ave	Other	TOTAL
January	26	11	17	1	0	0	55

February	25**	16	13	5	0	0	59
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People

LOCATION	Pasadena	I-5 @ 45 th	I-5 @ 50 th	University Playground	The Ave	Other	TOTAL
January	0	2	0	0	19	0	21
February	1	2	3	3	8	2	19

**This number is calculated by taking the number of tents and multiplying it by 1.5 (unless UDP receives information directly from an encampment about the number of people residing there), in addition to the number of homeless individuals seen while doing the census outside of encampments.*

***During a recent visit to the Pasadena encampment, JJ and Marcus spoke with a familiar resident who shared an update on the encampment population. This individual noted that quite a few people had left the encampment, and although there are 25 tents, only 15 people are currently living there. Since these tents are now abandoned, Marcus and JJ will work to get them removed.*

Cleaning Update

January Data

Hours	Graffiti	Biohazards	Bags of Trash
448	315	57	243

Graffiti has been a major issue over the past few months, but is finally on decline. Removing tags is still a major focus of the clean team this month while also keeping up on our other responsibilities.

MARKETING, COMMUNICATIONS & EVENTS

Marketing Roundtable

The U District Marketing Roundtable launched at the beginning of February with members from the neighborhood community who represented different areas of business, programs, and partnerships. The group will meet again in March to continue the conversation about marketing the neighborhood, collaborative efforts, and gathering ideas on how UDP can further utilize its resources to promote the neighborhood.

Email Marketing

Over the past few weeks, UDP has had to shift communications to focus on a proactive response to public safety concerns. These communications highlight the issues facing the U District, as well as other districts. They also highlight the work of the UDP to advocate for more support from City leaders. UDP even led a call-to-action in which dozens of small business owners called into City Council—many of whom spoke about the issues facing the U District. We have had high open rates and engagement with these communications, which, when paired with the on-the-ground efforts, aided in encouraging stakeholders to share their experiences as public comment in last week's [City Council meeting](#).

Recent Email Communications Data:

02/01	Message from Don Blakeney, Safety Response Open Rate: 45.6% / Click-through Rate: 5.6%
02/03	Newsletter - Broken Window Grant, Safety Response, Events Open Rate: 39.1% / CTR: 3.6%
02/07	Call to Action: City Council Meeting Open Rate: 43% / CTR: 3%

Events Update

U District Street Fair

- **Sponsorship** - Polly has begun to share-out sponsorship proposals with community members, previous event partners and sponsors, neighborhood stakeholders, and known regional corporations with an interest in supporting local events. *If you know of anyone who may be interested in being a sponsor, please let us know!*
- **Local Business Participation** - UDP is working hand-in-hand with businesses to activate the spaces in front of their storefront with outdoor seating, alcohol and food service, merchandise displays, and other creative experiences. As of Friday, six local businesses have completed the application form, with interest from several more. The deadline for local businesses to complete the application form and indicate their interest is March 1.
- **Vendors** - UDP is conducting more outreach for vendors this week with the hope of getting closer to our target number of booths before mid-March when Bold Hat will start placing vendors in the event map.

Cherry Blossom Festival

- **Local Business Participation** - Over 30 local businesses have signed up to participate! Get ready for cherry blossom cocktails, sakura choux cream puffs, specialty cherry beers, monster blossom art, and more in celebration of the annual UW Cherry Blossoms. Participating businesses will be announced soon. The deadline to register was Friday, February 11.

Boba Fest

- **Local Business Participation** - nearly half of the bubble tea restaurants in the neighborhood have signed up to participate! Deadline to register is March 1.

U DISTRICT STREET FAIR

2022 SPONSORSHIP
OPPORTUNITIES



CONTACT: Pollyanna Yokokawa
pollyanna@udistrictpartnership.org
(206) 547-4417

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U DISTRICT STREET FAIR

SATURDAY, MAY 21 - SUNDAY, MAY 22, 2022

A SEATTLE TRADITION

For more than 50 years, the U District Street Fair has showcased artisan and craft vendors with local businesses to highlight the arts community and the creativity that flourishes in Seattle's University District neighborhood.

Now celebrating its 51st year, the U District Street Fair is the longest running festival of its kind in the nation. In 1970, community leaders established the Street Fair to bring various corners of the neighborhood together after conflict and violence disrupted the community. Originally a blanket-vending event with lots of free live music, the U District Street Fair has developed into a regional event that not only features handmade products by hundreds of individual artists and makers, but also food and music from across the Pacific Northwest.

“Beyond the fun, the University District Street Fair and its legacy have a more profound meaning that’s especially powerful today.”

- *Seattle Refined*

THE U DISTRICT STREET FAIR RETURNS

This annual event regularly attracts over 50,000 visitors over two days. We are thrilled to bring this event back in 2022, with a larger footprint that will be anchored on the new U District light rail station at NE 43rd Street and Brooklyn Ave NE.

As one of the first major events in Seattle this summer, we look forward to presenting upwards of 250 artist, craft, and food vendors alongside local business booths lining the vibrant streets of the U District. We will also host a main stage at the heart of the festival, featuring local musicians and performers who will entertain visitors throughout the weekend. There will also be roaming performances and activations to promote a festive environment throughout.

New this year, the U District Street Fair will bring Brooklyn Ave NE to life with a new food court in addition to partner and sponsor booths to greet the thousands of attendees as they make their way to and from the event via light rail.

ABOUT THE ORGANIZER

The U District Partnership (UDP) has organized the U District Street Fair for decades (previously as the U District Chamber). UDP serves all who work in, live in, and visit Seattle's University District by fostering and sustaining a vibrant, diverse, and healthy neighborhood. UDP partners with Bold Hat Productions to produce the U District Street Fair.

Alongside the U District Street Fair, UDP produces several annual events including U District Cherry Blossom Festival, Boba Fest, U District \$3 Food Walk, Summer Movies in Fritz Hedges Park, as well as seasonal community activations.

SPONSORSHIP LEVELS & BENEFITS

This community celebration wouldn't be possible without the support of our generous sponsors. UDP is known throughout the region for creating exciting events that promote community and safety in this climate of public gatherings. By the numbers:

- 50,000+ expected attendees
- 175 arts and craft vendors
- 50+ food vendors and food trucks
- 10+ bands and performance groups
- 1 mile of street closure

We invite you to consider joining the U District Street Fair as a sponsor with the following opportunities:

	GOLD \$10,000	PURPLE \$5,000	IVY \$2,500
Sponsor recognition on digital marketing collateral; logo on event website, emails, and social media	•	•	•
Company logo on all print promotional collateral; 1,000 event posters distributed in advance, print ads	•	•	•
Event recognition; logo in event guides (10,000), banners, volunteer t-shirts, welcome booth, stage announcements	•	•	•
Exhibition booth in prime location adjacent to entrance for the U District light rail station	10 x 10	10 x 10	
Advertisement in event guide, sponsorship commitment needed by March 1	•	•	
Logo featured on front page of the festival guide; also prominent logo placement on event website	•		
Opportunity for industry exclusivity	•		

PRESENTING SPONSOR

\$30,000

Lead the way as the singular U District Street Fair presenting sponsor. In addition to all Gold Level benefits, the Presenting Sponsor offers you premier event recognition on all marketing and communications along with a U District Street Fair 'presented by' logo placement and prominent recognition in all social media, media alerts, and the cover of every event guide, alongside placement on cross-street banners in advance of the event located on University Way NE. Additionally, the presenting sponsor will be offered prime placement for a double-exhibition booth location (up to 10x20 tent) and branding activation opportunities in the event map where your company is sure to be seen by our expected 50,000 attendees.

MAIN STAGE SPONSOR

\$20,000

The U District Street Fair has a long tradition of exciting music and performances on the Main Stage, located in the heart of the event! At this level, your company's name will be included in the Main Stage title (e.g. X Company Main Stage) whenever the Main Stage is mentioned in communications and marketing materials in addition to all Gold Level benefits. Prominent logo placement on stage banner will be guaranteed to Main Stage sponsor along with prime placement for a double-exhibition booth location (up to 10x20 tent) and branding activation opportunities in the event map.

U DISTRICT

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For questions about sponsorship opportunities, please contact
Pollyanna Yokokawa at pollyanna@udistrictpartnership.org.

NEIGHBORHOOD BUSINESS DISTRICT RECOMMENDATIONS TO REDUCE THE IMPACTS OF VIOLENT CRIME, THEFT & UNADDRESSED BEHAVIORAL HEALTH ISSUES

Context

Seattle's commercial districts are the heart of our neighborhoods and the center of all public life in our city. However, with the uptick in crime and behavioral health issues across the city, neighborhood business districts are getting hit hard and need help from our city leaders. Below are a series of policy ideas that a coalition of commercial districts are working to bring forward as the city looks to support economic recovery and advance new strategies to keep our communities safe.

- **Dedicated Mayor's Office Attention to Street-Level Crime and Disorder**
- **Community Safety Hub Coordinators in Neighborhood Business Districts**
- **High-Visibility Civilian Foot Patrols (Trained/Unsworn) in Neighborhood Business Districts**
- **Broken Window & Damaged Storefront Fund**
- **Small Business Insurance Affordability and Access Study**
- **SPD Emphasis Patrols and 911 Response When Needed**

Dedicated Mayor's Office Attention to Street-Level Crime and Disorder

Seattle needs a sustainable system for interdepartmental issue resolution when it comes to the impacts of crime and behavioral health issues in neighborhood business districts. The most intractable problems faced by small businesses today are usually the place where multiple city departments intersect. Far too-often these problems are not able to be addressed in the normal course of City business. Sometimes issues escalate and result in an ad-hoc Interdepartmental Teams (IDTs) that is called upon to focus on complex issues in certain geographies. These IDTs are then blessed to work across department lines (or between agencies) to solve complex problems. What if this wasn't the exception to the rule, but the norm? The Mayor's Office should have a dedicated person who understands the complexity of the issues caused by repeated criminal activity or behavioral health issues and could play a key role in triaging complex situations and bringing people to the table to iron out an issue before it escalated to a Deputy Mayor's desk.

Community Safety Hub Coordinators in Commercial Districts

Commercial districts throughout the City are getting hammered by coordinated theft and behavioral health issues. The City needs a series of geographically-specific people who could connect with the community and help identify patterns and people who are having an outsized impact in a given neighborhood. They would coordinate with outreach services if the person is suffering from behavioral health issues, or they would build a dossier on prolific criminals to help the prosecution have the information they need to put an end to these unchecked burglaries. This team could even work out of Harrell's new public safety department or the Office of Emergency Management—an agency that is set-up to work across bureaucratic borders. These positions would be geographically assigned to just a few neighborhoods for each coordinator—Council Districts and police precincts are too large for one person to have the needed impact.

Currently, the burden of this coordination is being placed on the community. For example, the Ballard Alliance, has worked vigorously over the last year to coordinate with the district councilmember, SPD, the City Attorney's office as well as supportive service agencies to address the significant impacts of one person who is having an outsized impact on the neighborhood. Another example is the U District which has had 25 small businesses report broken windows in the last few weeks

alone--not to mention countless unreported in-business disturbances. Without a coordinated effort supported by the City, everyone in these geographic hot-spots feels left alone and hanging in the wind.

These Community Safety Hub Coordinator positions would liaise between SPD, City Attorney, KC Prosecutor, outreach programs and neighborhood commercial districts to provide meaningful coordination between these departments and organizations. Here are the key reasons why this approach is needed:

- The Seattle Police Department currently has inadequate or no capacity to provide timely and intensive follow up on these issues.
- Neighborhood business districts do not have the resources or authority to work across departments and teams to coordinate this level of communication and shared focus. Communities are left to chase down incident reports and details from victims (e.g. video footage) and connect dots for high-impact individuals. This is important work and no one else is currently doing it.
- For years, the City Attorney's office has created an environment where they do not value the work of SPD and, consequently, the department sees little value in making needed arrests for fear that prosecution will never happen. An independent Hub Coordinator could work to build back this trust over time--both between city departments and with the community.
- The LEAD program does some of this work in their operational work group meetings, but that is at the precinct level, which becomes a bottleneck, and isn't responsive enough to the issues that happen in individual neighborhoods.

There's more work to be done, but a sustained, city-funded resource to track these issues and coordinate responses would provide neighborhood relief and provide capacity to address a larger number of high-impact individuals.

High-Visibility Civilian Foot Patrols (Trained/Unsworn) in Commercial Districts

With the current limited capacity of our police department, we need to consider civilian foot patrols. While the police provided this important service for years, this work does not have to be performed by sworn officers with a badge. There are many examples to pull from, where safety staff remain in specific high-traffic geographies and over time are able to build relationships and trust with the community. Specifically, these teams of foot patrols could:

- Reestablish a walking foot patrol in neighborhood business districts.
- De-escalate mild to moderate crisis situations without the involvement of SPD.
- Bring-in the appropriate city/human services and expertise to problem-solve or support when necessary.
- Wear high-visibility jackets and hold a visible presence within neighborhood business districts.
- Develop relationships and build trust with neighborhood stakeholders while providing an unarmed safety solution.
- Spot trends and issues across the neighborhood that require further investigation and a coordinated response.
- Offer a great recruiting ground for SPD while also addressing the ongoing feeling of abandonment and chaos in neighborhood business districts.

Broken Window & Damaged Storefront Fund

With neighborhood business districts seeing major increases in vandalism, broken storefront windows and doors, as well as late-night smash/grab burglaries, the city should play a role in funding repairs. Recently, OED matched community dollars in Pioneer Square and the U District to give out dozens of window and facade repair grants. This is a major cost for businesses to absorb, on top of any stolen cash or merchandise. Grants in these districts have ranged from \$500 to \$5,000 and could have a serious impact as a program if continued.

Small Business Insurance Affordability and Access Study

In the last two years, with the significant uptick in crimes, insurance and affordability and availability issues have become a serious concern for businesses across Seattle. To date we have only anecdotal stories of the impacts these crimes have had on small businesses and their ability to get and maintain affordable insurance. But recently, we have come to learn that businesses routinely choose to not report many crimes because they are afraid of losing their insurance or that their rates will increase astronomically.

In SODO, a business that had ten companies to choose from in 2019, now has only three and the offered insurance is more expensive with much higher deductibles. In the U District, businesses have been told they do not qualify for insurance simply because they operate in the U District and it's not a safe area. This is unacceptable—access to insurance is a key part of running a business. The City should study this issue to better understand the impacts of our current public safety crisis on small business insurance affordability and access. A study could look at the insurance rates and availability across the City and test for geographic equity across neighborhoods and any disproportionate burdens being placed on small businesses, specifically businesses owned by women and people of color.

SPD Emphasis Patrols & 911 Response

While the strategies outlined above can provide an effective, lower-cost, faster-to-scale strategy that will enhance public safety in neighborhood business districts, by no means do they completely remove the dire need for reliable support from the Seattle Police Department.

We need to be targeted in how we deploy our police force to ensure they can promptly arrive on the scene when there is a major emergency. There is also a role for the police to help deter crime from happening in the first place. Using the on-the-ground data generated by the Community Safety Hub Coordinators and Foot Beat Safety Teams outlined above, SPD could strategically place emphasis patrols in identified target areas (like Little Saigon) to swiftly interrupt dangerous activity and break a criminal pattern. There are very few mechanisms available currently to disrupt criminal patterns and the combined approach of SPD emphasis coupled with these new resources will make a significant, positive impact for our neighborhood business districts. This fact cannot be overstated - interrupting criminal activity before it happens achieves the following:

- Reduces the number of arrests and incarcerations
- Limits SPD involvement on lower-level crimes (e.g. break-in, property damage etc)
- Reduces the strain on the criminal justice system