



BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

October 18, 2022

REMOTE: [Via Zoom](#)

I.	Welcome & Introductions	Rob	11:30 a.m.	
II.	Public Comment	Public	11:35 a.m.	
III.	Approval of June Meeting Minutes	Rob	11:40 a.m.	(Vote)
IV.	Update & Discussion on Public Safety	All	11:45 a.m.	
V.	Finance Committee Report	Trevor	12:20 p.m.	
	• Acceptance of September Close			(Vote)
VI.	U District \$4 Food Walk Summary	Polly	12:25 p.m.	
VII.	Governance Committee Report	Miles	12:35 p.m.	
	• Welcome/Board Election Kate Barr, Scarecrow Video			(Vote)
	• Reminder: Sign Board Handbook Documents			
VIII.	New Business	Lois	12:50 p.m.	
IX.	Adjourn	Lois	1:00 p.m.	

***Note, this meeting will remote.**

THE U DISTRICT

PARTNERSHIP

Board Meeting Minutes

11:30 AM – 1:00 PM

September 27, 2022

WSECU Rita Koontz Community Room
1121 NE 45th St, Seattle, WA 98105

UDP Board Members in Attendance

Lois Ko, Sweet Alchemy – Co-Chair
Rob Lubin, UW Housing – Co-Chair
Trevor Peterson, UW Bookstore – Treasurer
Stephen Antupit, Resident – Secretary
Sally Clark, UW External Affairs
Rick Jones, University Business Center

Moe Kahn, Cedars Restaurant
Anson Lin, Astora Construction (by phone)
Miles Richardson, Audi Seattle/University VW
Don Schulze, Shultzzy's
Anna Sorokina, WSECU
Josh Stabenfeldt, University YMCA

UDP Board Members Not in Attendance

Kristine Kenney, UW Planning
Santhi Perumal, UW School of Education
Jeremy Eknoian, UW Real Estate

John Hix, Seattle Vineyard Church
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*

Craig Wilson, Chief of the University of Washington Police Department

**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

Lois welcomed people to the meeting and noted it was great to see people in-person. Board members introduced themselves, including Anson, who was joining by telephone.

Public Comment

There was no public comment.

Approval of July 2022 Meeting Minutes

Motion: Trevor moved to approve the July 2022 meeting minutes.

Second: Don seconded the amended motion.

The motion was approved unanimously, with the exception of Josh, Stephen, and Anna, who abstained.

Finance Committee Report

Lois reminded the Board that Trevor has taken over the role as UDP Board Treasurer for fiscal year 2023. Trevor shared that there are several grants from which UDP is working to get reimbursed, which explains the high receivables. Trevor also talked about the ramp-up on food walk and staffing spending which will mostly fill-out as planned, according to the budget in the months ahead. Food walk sponsorships were lower than anticipated, but lower spending on food walk and the summer movie series closed the gap between spending and income. UDP has also crowd-sourced spending to expand the ambassadors

The full Finance Committee narrative is available in the June Board packet.

Trevor noted that Don and Phil have updated the format and categories of the UDP profit and loss statements for FY 2023. This was a logical evolution, considering the shifting nature of the work at UDP, and the evolution of how the staff and Board need to track the finances.

Motion: The Finance Committee moved to accept the July 2022 financial as presented at the September 27th, 2022 Board Meeting.

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

Governance Committee Report

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. Board members present signed the policy documents and submitted them to Don. Anson signed the documents and sent them digitally to Don.

Upcoming Development in the U District

Katy presented a list of developments that are in the pipeline—over 4K new units in over 20 towers to serve over 7K new residents. Also, she discussed the more-than-1M square feet under development. This is in addition to the planned future development of the UW West Campus area at Portage Bay Crossing. The Board asked questions about specific developments and discussed the changing dynamics of parking in the U District.

Guest Speaker: Craig Wilson, Chief of UW Police Department

Craig spoke about his 27 year tenure at the UW Police Department (UWPD) and his previous work with the Navy and attending the UW for undergrad, and Central Washington University for graduate school. Craig took the role of Chief recently and is working with Sally to foster relationships with community organizations and partners like UDP.

Similar to SPD, UWPD staffing is down with 11 vacancies. There are 80 positions in the Community Campus Community Safety Division. Craig also talked about the Campus Safety Responders, which are a team of 12 unarmed high-visibility and respond to non-emergency issues on campus. UW Dispatch can triage which team should respond to a given issue. Craig wants to grow a stronger relationship with the REACH Program.

The Board asked about the relationship between UWPD and SPD as it pertains to crimes and emergency response. Craig talked about meeting with the new Chief of SPD, but also

acknowledged that the drop in SPD staffing has impacted their ability to coordinate regularly with UWPD. One geographic coordinated overlap includes the Greek System, where there is the Incident Prevention Team that patrols the Greek System from 9 p.m. to 2 a.m. 7 days a week.

Focused Cleaning Efforts Prior to Return to Campus

Marcus shared that UDP has hired Seattle Surface Cleaners to manage all graffiti removal below 8 feet. They have implementing a block-by-block strategy to eliminate all graffiti within 24 hour average response time. This includes a development of a new 'paint bank' that UDP keeps on hand to respond more quickly to regularly tagged spots. Marcus has also aggregated second story graffiti abatement to save money for property owners who are interested in participating in a joint effort—this program is 100% funded by property owners. The Board was excited to hear about this bundling graffiti program. This strategy has helped keep graffiti at bay and now allows the team to focus on an emphasis cleaning effort in advance of the fall quarter.

Daniel is also working with small businesses to pressure wash their awnings and facades—recent success includes Bulldog and the Varsity Theatre. Trevor mentioned that the Junk deposit trucks that park on 7th Ave and NE 45th are frequently pilfered by the nearby homeless encampment, which results in debris and belongings strewn throughout the district.

U District \$4 Food Walk Preview

Polly talked about the nearly 60 participating businesses and the sponsors and media partners who are joining the event this year. This year will have an evening component to entice people to stay later at night, including a main stage with DJs, bands and a breakdancing competition. Polly thanked Anson for helping secure the breakdancing group, who apparently practices at the Seattle Vineyard Church on NE 42nd Street. The event will close two blocks along the Ave—which is something Up Your Ave never did, but is the same amount of street closure as last year's station opening event. This year the event will close University Way from NE 42nd to NE 45th.

Façade Improvement & Repair Strategy

Daniel talked about the successful Broken Window Repair Grant that UDP piloted with UDBIA and City of Seattle Dollars. The money is almost all allocated, but the City has announced it will launch a citywide program based on the UDP program. UDP is applying for several additional grants to support our small businesses and will flag opportunities for direct support for our stakeholders. The Board asked about the threshold for our insurance and business operations, should UDP see a major influx of grant dollars to distribute in the community—staff will look into any triggers that might apply. UDP is working with the UW Business School to consult with three small businesses on their marketing and branding. Lastly, UDP is developing a toolkit with an architect to guide small businesses in their effort to upgrade their storefronts. Lois said that these efforts are building good will toward the UDP amongst the U District small businesses.

New Business

The meeting was running over, and no new business was identified.

Adjournment

The meeting was adjourned at 1:03 p.m..

UDP FINANCE COMMITTEE NARRATIVE

Finance Committee Meeting 10/13/22

Looking into the fall, UDP has hired-up and is nearly through the second event of FY2023, which will be closed out next month. Some aspirational place-making projects on deck, but have yet to be funded. Donations to support the ambassador program have distorted BIA collections. As UDP works to spend-down surplus funds above and beyond the reserves, Don and Phil are watching to ensure there are sufficient collections and BIA dollars available at the end of the year to meet UDP commitments.

Balance Sheet Report

The balance sheet shows a balance of uncollected receivables, which are largely related to UDP's OED grants. Some of the grant money discussed last month has come in, and there are additional rounds of grant reimbursements that UDP is working to collect.

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: *As we mentioned last month, we have a couple of positions that were budgeted for the year but only recently started, so the anticipated spending will be less for the first part of the year on these positions. Also, the up-front payment from UW and KUOW for the ambassador program has delayed the need to draw-down BIA dollars at the anticipated rate.*

44530 – Grant Income: *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.*

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 backfill some of this deficit.*

Expense:

60000 – Staffing: *Again, two positions just began this month, which should even out these numbers over time.*

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: *Once we are through the Food Walk, we will be able to ramp up other marketing efforts, including the refresh of the UDP website.*

Food Walk (and other events): No surprise to see that event spending hasn't ramped-up for the spring events, and Food Walk will not be closed out until the October financials are complete.

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 September 30, 2022

	Sep 30, 22	Sep 30, 21	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	3,365.56	25,461.78	-22,096.22
10103 · UDP WF Checking 0122	0.00	33,470.09	-33,470.09
10111 · WSECU Savings	61,221.27	160,114.35	-98,893.08
Total 10100 · Operating Bank Accounts	64,586.83	219,046.22	-154,459.39
Total Checking/Savings	64,586.83	219,046.22	-154,459.39
Accounts Receivable	271,696.49	158,643.64	113,052.85
Other Current Assets	5,139.70	2,120.00	3,019.70
Total Current Assets	341,423.02	379,809.86	-38,386.84
Fixed Assets	0.00	1,620.92	-1,620.92
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	344,658.89	384,666.65	-40,007.76
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	47,865.40	73,630.52	-25,765.12
Credit Cards	15,558.84	0.91	15,557.93
Other Current Liabilities			
BIA Payable	0.00	5,495.84	-5,495.84
24000 · Payroll Liabilities	32,131.14	10,889.41	21,241.73
Total Other Current Liabilities	32,131.14	16,385.25	15,745.89
Total Current Liabilities	95,555.38	90,016.68	5,538.70
Total Liabilities	95,555.38	90,016.68	5,538.70
Equity			
32000 · Unrestricted Net Assets	248,880.08	258,477.14	-9,597.06
Net Income	223.43	36,172.83	-35,949.40
Total Equity	249,103.51	294,649.97	-45,546.46
TOTAL LIABILITIES & EQUITY	344,658.89	384,666.65	-40,007.76

The U District Partnership Budget Report September 2022

	Jul - Sep 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
44430 · BIA Contract	314,098.55	333,706.67	-19,608.12	1,562,325.85
44530 · Grants Income	1,843.99	27,999.94	-26,155.95	112,000.00
47000 · Program Fees Income	1,470.00	0.00	1,470.00	170,000.00
47213 · Retail Income	0.00	625.03	-625.03	2,500.00
47215 · Sponsorships	24,500.00	45,000.00	-20,500.00	135,000.00
43400 · Donations/Partnerships	88,628.72	95,445.43	-6,816.71	153,700.00
46400 · Interest and Other	33.53	0.00	33.53	0.00
Total Income	430,574.79	502,777.07	-72,202.28	2,135,525.85
Gross Profit	430,574.79	502,777.07	-72,202.28	2,135,525.85
Expense				
60000 · Staffing	193,062.15	225,844.98	-32,782.83	903,379.92
61000 · Professional & Contract Expense	13,700.00	14,124.94	-424.94	44,500.00
62000 · Office and Overhead	48,514.69	40,732.15	7,782.54	152,928.00
70000 · Direct Program Expenses	175,074.52	222,075.00	-47,000.48	1,021,300.00
Total Expense	430,351.36	502,777.07	-72,425.71	2,122,107.92
Net Ordinary Income	223.43	0.00	223.43	13,417.93
Net Income	223.43	0.00	223.43	13,417.93

2022-23 University District BIA

Budget Tracker -August 2022

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	173,802	54,949.72	118,852	31.6%	\$ 12,278.51	\$ 14,399.04	\$ 28,272.17	
Clean Environment	398,750	93,026.35	305,724	23.3%	\$ 33,998.55	\$ 33,879.61	\$ 25,148.19	
Public Safety	298,852	9,908.60	288,944	3.3%	\$ 31,290.24	\$ (52,950.91)	\$ 31,569.27	
Urban Vitality	207,896	45,037.53	162,858	21.7%	\$ 13,559.54	\$ 13,578.95	\$ 17,899.04	
Economic Development	190,625	57,901.61	132,723	30.4%	\$ 23,901.28	\$ 14,092.16	\$ 19,908.17	
Marketing	213,110	42,021.06	171,089	19.7%	\$ 9,392.49	\$ 9,676.80	\$ 22,951.77	
Food Wallk	18,464	-847.52	19,311	-4.6%	\$ (9,789.97)	\$ 4.82	\$ 8,937.63	
Cherry Blossom	12,164	1,310.31	10,854	10.8%	\$ 436.84	\$ 436.84	\$ 436.63	
Other Events	23,664	5,695.24	17,969	24.1%	\$ 602.16	\$ 956.15	\$ 4,136.93	
Street Fair	25,000	5,095.65	19,904	20.4%	\$ 1,667.48	\$ 1,706.12	\$ 1,722.05	
Total Requested	1,562,326	314,098.55	1,248,227	20.1%	\$ 117,337.12	\$ 35,779.58	\$ 160,981.85	\$ -

	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

OCTOBER 2022

URBAN VITALITY

Upcoming Arts and Culture Initiative Stakeholder Meeting

The UDP continues to work with representatives from the arts and culture sector in the U District. In July, UDP held a preliminary large stakeholder meeting of nearly 30 U District arts and culture community members. The group heard examples of how other urban neighborhoods support their arts and culture organizations and identity, as well as brainstormed potential strategic opportunities for the U District. In September, UDP began working with a smaller Working Group to refine a vision and strategic near-term directions for the initiative. The next large group meeting is on Monday, October 24, 4 p.m. - 5:45 p.m. at the WSECU Rita Koontz Community Space where they will further identify and discuss near term strategies to support our creative community.

NE 42nd Street Conceptual Design Work Launches

UDP is collaborating with neighborhood stakeholders on a community engagement and conceptual design process to re-envision the sidewalk and street space of NE 42nd St between 15th and NE and Brooklyn Ave NE.

The goal of the project is to engage 42nd St community members around redesigning 42nd Street as a place for people to experience and stay, and which will act as a welcoming and accessible gateway between the UW Campus and the U District. Overarching priorities include creating a pedestrian-friendly environment along the corridor, which could include widened sidewalks for accessible passage, outdoor seating for adjacent businesses, strengthened connections to the Allegro Alley and the Ave, and mature trees and planting. The plan will pay attention to loading and parking needs of adjacent businesses and aims to maintain two-way vehicular traffic.

In early fall 2022, the U District Advocates group received a Seattle Neighborhood Matching Fund Grant for approximately \$30k to fund the project between September 2022 and August 2023. UDP is participating on the Steering Committee for the project, which includes representatives from UDP, U District Advocates, Bulldog News, Seattle Vineyard Church, Little Thai, Makers Architecture and Design, and the historic brick building at the corner of 42nd and the Ave. There will be an RFP process to hire a consultant, who will lead three larger public meetings with adjacent businesses and organizations, property owners and managers, the University of Washington, student representatives, etc. The deliverable will be a 10% conceptual design report and renderings that the City of Seattle could use to implement street changes.

The UDP aims to ensure an inclusive process that engages all relevant stakeholders and a resulting plan that reflects the desires of the majority of participants.

ECONOMIC DEVELOPMENT

UDP Launches Small Business Facade & Marketing Consultation Studio

In a collaborative effort with the UW Foster School of Business, UDP is now working with 60+ students to provide direct consultation for three small, BIPOC-owned businesses including My Favorite Deli, Kai's Thai Street Food & Bar, and Cafe on the Ave. Based on the unique character and needs of each business, students will provide recommendations surrounding: (1) branding; (2) social media strategy; (3) interior design; (4) and exterior facade. Student groups will present their final recommendations to the UDP and business owners/operators in December.

Building Relationships to Attract Unique Small Businesses

Over the past year, UDP has built relationships with brokers, developers, property owners, and entrepreneurs to help fill current vacant spaces and future ground-floor commercial spaces. Collaborating with brokers and developers has offered UDP a direct line of communication to highlight the current needs in the community. Relationships with property owners and entrepreneurs has allowed UDP to play matchmaker, encouraging property investments and introducing property owners to unique and innovative small businesses.

CLEAN, SAFE & OUTREACH

Responding to Nightlife Business Safety Challenges

After the horrific events that transpired earlier this month, UDP staff engaged nightlife businesses, city representatives, and SPD to work together in exploring strategies that can mitigate future criminal activity. Outside of the measures implemented by the city, UW, and SPD, UDP is providing direct assistance to nightlife businesses to hire additional security. Moving forward, UDP is engaging all nightlife businesses in the coming weeks to understand the types of strategies that will best promote safety for businesses, their customers, and staff.

Safety

The first weekend of October was marked with a string of violent events that shook the community. 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. The community was understandably upset, and the stories were regularly covered by the local media. As a first step, 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. The UDP worked with this group to develop a near-term action plan 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.

The 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.

Cleaning

The Clean Team focused on getting the neighborhood ready for the \$4 Food Walk and the return of students to the U District. The South Cleaning Area was pressure washed and free of graffiti. In September, the Clean Team removed approximately 450 graffiti tags! ASAP Graffiti came and covered up much of the graffiti on the second story and higher on several buildings on the Ave. ASAP Graffiti also offered awning and facade cleaning, something several businesses took advantage of.

Pasadena Encampment

There has been a consistent encampment along Pasadena Place under the I-5 Ship Canal Bridge since the outbreak of COVID. That encampment has continued to grow to become the major encampment it is today. In the last month, there has been a series of violent events that have taken place there as well as a major fire. It is likely that the encampment will be cleared soon.

The U District Partnership is working with REACH to develop a plan to be intentional about next steps. When the encampment at University Playground was removed in late 2021, it was done so after a month-long outreach effort that resulted in 35/36 inhabitants getting temporary or permanent housing—making it the most successful encampment unwinding the U District has seen. When encampments are given 72-hours to clear, as was the case with Olga Park last year, the inhabitants scatter to other parts of the neighborhood. The goal with the Pasadena Encampment is to replicate the success found at University Playground.

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, captures it best when he says “people don’t decide to only have a crisis on a 9-to-5, Monday-through-Friday schedule”. The UDP is working with REACH to secure a part time position for the weekends so we can provide support to our homeless community 7-days a week to help people stabilize. The goal is to have a position filled by the end of October.

Census

The tent numbers are down from last month due to several fires in the encampments.

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

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

Collaborating with UW Family Weekend October 14-16

The UW Family Weekend returned Friday, October 14 - Sunday, October 16 - inviting over 3,000 parents and families of Husky students to campus for a weekend of activities. UDP Marketing collaborated with the UW Parent & Family Programs to create a rack card collateral piece that highlighted features of the neighborhood and directed families to learn more about the neighborhood online.

U District Partnership Website Refresh

Now that the UDP logo has been updated, the U District Partnership website will undergo a content and brand refresh this winter. The team is working on restructuring the website to feature more relevant content and to provide a more streamlined experience for users.

EVENTS

U District Food Walk returned on Saturday, October 1

The U District \$4 Food Walk and Street Party returned on Saturday, October 1 with great fanfare and attendance! This event launched in 2021 combined with the Station Opening Festival and brought an astounding one-day attendance of 50,000 people. While UDP is still calculating the turnout, it's likely the event saw a smaller turnout in 2022. Highlights from the event included:

- Nearly 60 participating restaurants and businesses, with \$4 bites across the U District between 11 a.m. - 6 p.m.
- The new street party component featuring a breakdancing finals competition and an after hours menu of \$4 drink specials between 6 p.m. - 10 p.m.
- Enhanced site layout with closed blocks on the Ave between NE 42nd and NE 45th

- Xfinity Main Stage featured exciting performances from Battlestar Kalakala, Shpilakis, Neon Brass Party, DJ Harmony Soleil of C89.5, Seattle Breaking League Finals, and DJ Ace Chico. Additionally, the Outdoors on the Ave group hosted performances by Waxer and Reposado outside of Bulldog News.

Sponsors: A huge thank you to the event sponsors and partners: Xfinity, University of Washington, PEMCO Insurance American Campus Communities, KUOW, The Stranger, C89.5, and City of Seattle Office of Economic Development.

Advertising: As expected, advertising included poster distribution around Seattle, at local U District businesses, and on the University of Washington campus. Additionally, radio spots, digital and print ads were placed on C89.5, The Stranger, KUOW, The Daily UW, and Seattle Times. Social media ads promoted posts on Facebook and Instagram. The event was also advertised in the Campus Map produced by The Daily UW for the start of the school year. Businesses also helped spread the word using assets from the Food Walk Social Media Toolkit.

Publicity: Local media outlets and partners helped build excitement by including the event in their top picks for the weekend!

- Seattle Times: [What to do in Seattle this week: Great Pumpkin Beer Festival, fall cooking](#)
- Secret Seattle: [The U-District Food Walk And Street Party Returns This Weekend](#)
- Secret Seattle: [50 Fantastic And Frightful Things To Do In Seattle This October](#)
- Yakima Herald: [15 things to do in the Seattle area this weekend](#)
- The Stranger: [SLOG PM](#)
- The Ticket: [Top Pick of the Week](#)
- Seattle Met: [Things to do in Seattle this Week](#)
- Dawg Daze: [Homepage](#)