



BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

September 27, 2022

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

I.	Welcome & Introductions	Lois	11:30 a.m.
II.	Public Comment	Public	11:35 a.m.
III.	Approval of June Meeting Minutes	Lois	11:40 a.m. (Vote)
IV.	Finance Committee Report <ul style="list-style-type: none">• Acceptance of August Close	Trevor	11:45 a.m. (Vote)
V.	Governance Committee Report <ul style="list-style-type: none">• 2022-23 Meeting Schedule• 2022-23 Board Handbook	Miles	12:00 p.m.
VI.	Private Development Update	Katy	12:05 p.m.
VII.	Guest Speaker: Chief Wilson, UWPD		12:15 p.m.
VIII.	Cleaning Emphasis for Return to Campus	Marcus	12:30 p.m.
IX.	U District Food Walk, Oct 1	Polly	12:40 p.m.
X.	Small Business Improvement Grants	Daniel	12:50 p.m.
XI.	New Business	Lois	12:55 p.m.
XII.	Adjourn	Lois	1:00 p.m.

***Note, this meeting will be our first of four in-person meetings this year. For this meeting, we will be meeting at the WSECU Community Room (on N.E. 45th Street at 11th Avenue N.E.). For those who are out of town and would still like to join, we will have a call-in number available in the meeting invite.**



Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: July 19, 2022

Location: Zoom Meeting

UDP Board Members in Attendance

Lois Ko, Sweet Alchemy – Co-Chair
Rob Lubin, UW Housing – Co-Chair
Sally Clark, UW External Affairs
Jeremy Eknoian, UW Real Estate
John Hix, Seattle Vineyard Church
Rick Jones, University Business Center

Anson Lin, Astora Construction
Trevor Peterson, UW Bookstore
Miles Richardson, Audi Seattle/University VW
Don Schulze, Shultzys, Chair, Clean & Safe
Alfred Shiga, Shiga's Imports

UDP Board Members Not in Attendance

Stephen Antupit, Resident – Secretary
Moe Kahn, Cedars Restaurant
Kristine Kenney, UW Planning

Santhi Perumal, UW School of Education
Ana Sorokina, WSECU
Joshua Stabenfeldt, University Y

UDP Staff

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

Guests*

Gabby Lacson, Legislative Aid to Seattle City Councilmember Alex Pedersen; Seattle City Councilmember Alex Pedersen.

**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. Board members introduced themselves.

Public Comment

There was no public comment.

Approval of May 2022 Meeting Minutes

Motion: Sally moved to approve the June 2022 meeting minutes.

Second: Rick seconded the amended motion.

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

Finance Committee Report

Sally noted that Trevor has taken over as Chair of the Finance Committee and has joined the Executive Committee as UDP Board Treasurer. The Board congratulated both Sally on her term as Treasurer and Trevor for his new role and responsibilities.

Trevor noted that the Board would be voting on a “Draft Close” for FY2022, as there were a few items that were still trickling in from the spending related to the U District Street Fair, but that they wouldn’t be substantive in the grand scheme of things.

Don offered an update from the Finance Committee. With the Street Fair event, the cash on hand is fluctuating. Also there is some distortion of the budget v. actuals due to the large number of grants.

There was a \$11K slug in the budget that shows up because we closed out our involvement with the Christie Park project, but it doesn’t hurt our end-of-year balance, as it was money held for a specific project over years, outside of the projected spending and income for 2022. UDP will work to close out the Wells Fargo Account in the next month.

UDP ended the year with an underspend on the BIA side. *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 June 2022 DRAFT financial as presented at the July 19th, 2022 Board Meeting.

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

Motion was approved unanimously.

Governance Committee Report

Miles updated the Board on the Governance Committee’s planning around hybrid and in-person meetings, starting in September 2022.

Miles also invited the Board to a joint-board social event on the roof of Audi Seattle on Tuesday, August 11 at 4:30 p.m..

The Governance Committee is working to bring Kate Barr onto the UDP Board from the UDBIA Board later this year.

Miles commented on the state of the U District seeming nicer this summer—graffiti/off-ramps etc. are looking better. Others agreed. Don credited Marcus’ efforts to reinvent his programs to enhance UDP’s clean services. Rick noted how the tiny home village is being very well cared for and well managed. Sally talked about the recent ribbon cutting to announce the Seattle Bouldering Project coming into the old Wells Fargo, and how it’s an exciting turn of events that we have Hunters Capital investing in the district.

City Council Redistricting

Don presented an update on Council redistricting, echoing a memo from the Executive Committee that was included in the UDP July Board Packet. Don raised concerns he has heard from people in the community who do want the U District chopped up into 2 separate council districts, out of concern that a split district would dilute the U District’s voice at Council. Don shared that the Executive Committee recommended that UDP weigh-in on this issue to the Redistricting Commission, asking not to divide the district into two council districts.

Trevor and Rick echoed this concern, supporting the notion that the UDP should weigh-in on this issue to the Redistricting Commission. Other Board members asked clarifying questions. The Board supported sending a letter, without taking a formal vote.

UDP Brand Integration Update

Polly updated the Board about the remaining integration of the U District brand into the look and feel of the U District Partnership.



The above graphic shows the updated logo refresh that integrates the “U” into both logos. Polly talked about the process and reasons behind the designs and how UDP will be rolling out the new logo in our work over the months ahead.

Clean, Safe & Outreach Programs

Marcus shared that UDP has hired Seattle Surface Cleaners to manage all graffiti removal below 8 feet. They are implementing a block-by-block strategy to eliminate all graffiti and have a 24 hour average response time. This strategy will be implemented on University Way from 42nd to 45th, and then beyond as the new standard of 24 hour removal is achieved and maintained. Marcus is also tracking response times to graffiti in the Fulcrum app. Alfred said that he spends over \$1,000 a month on graffiti abatement.

Marcus shared a little about the work UDP is doing with the City and the UW Evans School to look at possible director’s rule, and legislative changes could be made to have a sustained impact on the impacts that poorly managed solid waste collection has on the U District. UDP created a memo that speaks to the following strategies:

- Possible fines for bad actors
- Secured garbage storage area
- Locking dumpsters
- Increase accountability for missed collection
- Tracking and reporting of bad actors

The Board talked about UDP possibly investing in a truck that would facilitate removing and dumping illegal dumping. Seattle Surface Cleaners has a truck UDP can use today.

Marcus also spoke about an effort to eradicate what has become a major rat infestation at NE 43rd and the alley between Mark Thai Box and Ugly Mug Café. Solving this issue will require a collaboration between businesses, property owners, SDOT, KC Public Health and UDP.

Guest Speaker: Seattle City Councilmember Alex Pedersen, District 4

Councilmember Pedersen spoke about his enthusiasm for the work that UDP does for the U District and that BIAs do in Seattle. He spoke about the work this spring to address some of the safety issues flagged by UDP this spring, along with the limited public safety resources in the city. He called for investment in alternative crisis responses and public safety problem solving. He talked about the city's response to homelessness and his support for the regional homeless authority.

Alfred and Don S. brought up their personal hopes for upzoning University Way. The Councilmember shared the reasons for his support for the 2017 upzone, and his opposition to a subsequent upzone of University Way. Sally asked questions about public safety and behavioral health response. Anson asked a question about MHA on-site performance vs. fee payment. CM Pedersen said that most developers pay the fee—he estimated only one project had built on site units in the U District. Getting the money to projects will take time and strategies to overcome land cost.

New Business

UDP is hosting a Friday night movie series in August with Scarecrow and Agua Verde in Fritz Hedges Waterway Park. UDP is also still recruiting businesses to participating in the \$4 Food Walk on October 1.

Adjournment

The meeting was adjourned at 1:02 p.m..

UDP FINANCE COMMITTEE NARRATIVE

Finance Committee Meeting 9/9/22

The summer has been a slow ramp-up to our spending goals, with a couple of positions starting in October, and some aspirational placemaking projects that have yet to be funded. The movie series came in under budget which will support Food Walk, which didn't quite hit sponsorship goals this year. We are still working to collect reimbursements from city grants to support our cash flow.

Balance Sheet Report

The balance sheet still shows a hefty balance of uncollected receivables, which are largely related to our OED grants. OED lost most of their staff and these grants are being managed by a parade of new people in the department who are working to get the money out the door. This is a similar situation to other districts, from what I have heard. The bottom line is that we will get the funding shortly.

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: *We have a couple of positions that were budgeted for the year but will be hired by the end of September, so the anticipated spending will be less for the first part of the year on these positions.*

44530 – Grant Income: *UDP has three invoices out to the city to collect dollars spent against grants, this will all even out in the months ahead. Also, Katy has a few aspirational 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 will backfill this deficit.*

Expense:

60100 – Wages & Salaries: *Again, two positions are getting filled in the next month, which should even out these numbers.*

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

70360 – Other Program Expenses: *We have yet to spend much on the Food Walk, which is the lion's share of this underspend. Also, Katy will need to fundraise to support a couple of aspirational projects in the public realm.*

BIA Budget Tracker

BIA spending is progressing as planned. You will notice that there is a negative \$52K slug on the safety line. This is because we have 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.

The U District Partnership

Balance Sheet Prev Year Comparison

As of August 31, 2022

	Aug 31, 22	Aug 31, 21	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	39,775.49	6,366.77	33,408.72
10103 · UDP WF Checking 0122	0.00	33,470.09	-33,470.09
10111 · WSECU Savings	160,221.27	140,102.45	20,118.82
Total 10100 · Operating Bank Accounts	199,996.76	179,939.31	20,057.45
Total Checking/Savings	199,996.76	179,939.31	20,057.45
Accounts Receivable	136,354.22	152,443.19	-16,088.97
Other Current Assets	8,963.37	2,481.26	6,482.11
Total Current Assets	345,314.35	334,863.76	10,450.59
Fixed Assets	0.00	1,620.92	-1,620.92
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	348,550.22	339,720.55	8,829.67
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	46,779.13	67,603.75	-20,824.62
Credit Cards	21,148.89	5,317.83	15,831.06
Other Current Liabilities			
BIA Payable	0.00	5,495.84	-5,495.84
24000 · Payroll Liabilities	31,518.69	7,402.19	24,116.50
Total Other Current Liabilities	31,518.69	12,898.03	18,620.66
Total Current Liabilities	99,446.71	85,819.61	13,627.10
Total Liabilities	99,446.71	85,819.61	13,627.10
Equity			
32000 · Unrestricted Net Assets	248,880.08	258,477.14	-9,597.06
Net Income	223.43	-4,576.20	4,799.63
Total Equity	249,103.51	253,900.94	-4,797.43
TOTAL LIABILITIES & EQUITY	348,550.22	339,720.55	8,829.67

The U District Partnership

Budget Report

August 2022

	Jul - Aug 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
44430 · BIA Contract	153,116.70	202,545.42	-49,428.72	1,562,325.85
44530 · Grants Income	1,843.99	14,166.60	-12,322.61	112,000.00
47000 · Program Fees Income	700.00	0.00	700.00	170,000.00
47213 · Retail Income	0.00	416.70	-416.70	2,500.00
47215 · Sponsorships	12,000.00	20,000.00	-8,000.00	135,000.00
43400 · Donations/Partnerships	85,988.72	88,972.70	-2,983.98	153,700.00
46400 · Interest and Other	33.53	0.00	33.53	0.00
Total Income	253,682.94	326,101.42	-72,418.48	2,135,525.85
Gross Profit	253,682.94	326,101.42	-72,418.48	2,135,525.85
Expense				
60000 · Staffing	128,472.98	150,563.32	-22,090.34	903,379.92
61000 · Professional & Contract Expense	5,450.00	5,416.60	33.40	44,500.00
62000 · Office and Overhead	23,096.16	26,821.50	-3,725.34	152,928.00
70000 · Direct Program Expenses	96,440.37	143,300.00	-46,859.63	1,021,300.00
Total Expense	253,459.51	326,101.42	-72,641.91	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	26,677.55	147,124	15.3%	\$ 12,278.51	\$ 14,399.04		
Clean Environment	398,750	67,878.16	330,872	17.0%	\$ 33,998.55	\$ 33,879.61		
Public Safety	298,852	-21,660.67	320,513	-7.2%	\$ 31,290.24	\$ (52,950.91)		
Urban Vitality	207,896	27,138.49	180,757	13.1%	\$ 13,559.54	\$ 13,578.95		
Economic Development	190,625	37,993.44	152,631	19.9%	\$ 23,901.28	\$ 14,092.16		
Marketing	213,110	19,069.29	194,040	8.9%	\$ 9,392.49	\$ 9,676.80		
Food Wallk	18,464	-9,785.15	28,249	-53.0%	\$ (9,789.97)	\$ 4.82		
Cherry Blossom	12,164	873.68	11,290	7.2%	\$ 436.84	\$ 436.84		
Other Events	23,664	1,558.31	22,106	6.6%	\$ 602.16	\$ 956.15		
Street Fair	25,000	3,373.60	21,626	13.5%	\$ 1,667.48	\$ 1,706.12		
Total Requested	1,562,326	153,116.70	1,409,209	9.8%	\$ 117,337.12	\$ 35,779.58	\$ -	\$ -

	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

SEPTEMBER 2022

URBAN VITALITY

New Development Updates

Below are three key development projects that are moving forward in various stages in the U District.

In Design Review - Walgreens/Cedars Sites - [1205 NE 50th St](#)

The former Walgreens at the corner of 50th and 12th, as well as the current location of Cedars Restaurant and the parking lot just to the south, is planned for redevelopment by Core Spaces. The proposed development includes a 25-story, 221-unit apartment building (primarily student housing) on the Walgreens site, a smaller apartment building on the Cedars site, and an open space on the parking lot site. Cedars Restaurant will have a space in the new development. The tower building will have 2-3 retail spaces along NE 50th St.

In Design Review - Hotel on UDPA Parking Lots - [4236 Brooklyn Ave NE](#)

Currently, this site is a parking lot on Brooklyn Ave, just south of 43rd and the U District Light Rail Station. The site is proposed for redevelopment into a 15-story hotel with 53 parking stalls for guests. The developer is Touchstone-Portman Holdings, who is also developing the Chapter Buildings - two commercial office buildings on 12th and Brooklyn, north of 45th. The hotel operator is yet to be announced. The building will include a ground floor restaurant, but it will be operated by the hotel.

Breaking Ground Soon - Residential Tower - [4131 Brooklyn Ave NE](#)

This proposed development is a 23-story, 201-unit apartment building with 15 parking spaces. The building is being developed by Balfour Beatty as primarily student housing. The development will include 2,060 sq ft of retail space at the ground floor, including a corner space with outdoor seating potential, a micro space with a walk-up window, and another small retail space. This project is a great example of a developer who met with UDP to discuss neighborhood retail space needs prior to their design review process.

Beautification & Wayfinding Efforts in Advance of UW Fall Quarter

In anticipation of the start of the UW school year and the October 1 \$4 Food Walk, UDP is making a number of public realm updates, including:

- Installation of new "Welcome to the U District" cross-street banners on the Ave. The two banners will be hung between 43rd and 45th and north of 45th

- Maintenance of gothic information kiosks on the Ave. Several of the kiosk panels were vandalized, and are being replaced with newly fabricated metal panels
- Maintenance of Ave tree lights. UDP continues to fix lights in trees along the Ave and 45th that have gone out for various reasons, including vandalism.

Arts & Culture Initiative Moving Forward

In July, the UDP publicly launched the U District Arts and Culture Initiative with an in-person gathering of approx. 20 arts and culture stakeholders from the district. Organizations represented included the UW, Jet City Improv, Jack Straw, Laughs Comedy Club, Broadway Bound Theatre, U Heights, KUOW, Sweet Alchemy, the Neptune/STG, Bulldog News, the Graduate Hotel, the Henry Art Gallery, and Seattle Vineyard Church. Attendees brainstormed ideas to support arts and culture programming and organizations in the district. A smaller working group met in September, and will continue to meet through the fall, to refine the vision and priorities for the Initiative that is aimed at supporting the health and vibrancy of the U District's arts and culture ecosystem.

ECONOMIC DEVELOPMENT

Facade Improvement Pilot Program launching this Fall

The U District is experiencing unprecedented private development investment which will drastically transform the neighborhood. As the community prepares for 100,000+ sqft of new incoming ground-floor retail, the UDP is expanding its efforts to support existing small businesses through a variety of strategies aimed at improving dated and damaged facades. Strategies include:

- **Memorandum highlighting best practices** within Business Improvement District/Community-based Organization Facade Improvement Programs.
- **Qualitative assessment** (with specific and replicable methodology) of storefront facades along University Way NE between 41st - 50th.
- **Facade Improvement Toolkit** designed to spur investment within the UDBIA by providing guidance, best practices, and resources for businesses and property owners.
- Production of **business/property specific recommendations** to improve facades with low/medium/high costs and short/medium/long timelines.
- Buy-in and financial **commitment of 3-5 targeted businesses/property owners** to implement facade improvement recommendations.
- **Collaborative effort with UW Foster School of Business**, utilizing the energy and creativity of students to consult 3-5 targeted businesses which have committed to facade improvements.
- **Implementation of facade improvements** by 3-5 targeted businesses by June 30, 2022

Leveraging Potential Public Grant Dollars

Continuing our multi-faceted approach to neighborhood and small business physical improvements, the UDP has identified and applied for multiple funding opportunities to leverage public grant dollars to support the above facade improvements.

Seattle Tenant Improvement Fund - (Applications out, \$200,000 per awarded business)

Supporting the fixed asset improvements needed by multiple businesses, the UDP provided letters of support for 17 businesses in an effort to direct Office of Economic Development (OED) funds into the U District. The UDP also met with OED and delivered a memo to highlight the need of awarding U District businesses. Those supported include:

- My Favorite Deli
- Boba Up
- Bulldog News
- Cafe on the Ave
- Cedar's Restaurant
- Earl's on the Ave
- Frank's Oyster House
- Kai's Thai Street Food & Bar
- Laughs Comedy Club
- Little Thai
- Mr. Lu Seafood & Burger
- My Favorite Deli
- Nikole O' Bryan Dentistry
- Oasis Tea Zone
- Pho Shizzle
- Rainier Copy & Print
- The Bob
- Yugakucha

Washington Small Business Innovation Grant - (Application out, up to \$5 million per award)

In an effort to leverage a once-in-a-lifetime funding opportunity, the UDP recently submitted a \$5M grant which would funnel dollars directly to small businesses. Both of the proposed projects have clear and measurable benefits to 170+ small businesses with the goal of enhancing the resiliency/competitiveness of existing businesses, and incubating/accelerating new businesses in the U District.

- *Small Business Facade Maintenance & Renovation Fund*
Providing direct grant awards to businesses for the maintenance and renovation of storefronts. Facade Renovation Grants of up to \$100,000 will serve 50+ small businesses for fixed asset improvements including new awnings, signage, outdoor dining infrastructure, and exterior facade features - modernizing storefronts and supporting small business sustainability, customer attraction, and revenue generation. Facade Maintenance Grants of up to \$1,000 will serve 100+ small businesses for the preservation and beautification of existing storefronts - creating a cleaner business district which attracts consumer foot traffic and enhances the customer experience.
- *Small Business Incubator Fund*
Providing direct grant awards of up to \$100,000 to 20+ small businesses to support

tenant improvements for businesses being displaced from their current storefronts, and those looking to expand or relocate into the U District. These grants will support fixed assets such as utility upgrades, HVAC systems, and other equipment critical to successfully operate a business - providing direct assistance to entrepreneurs who face high upfront costs, and supporting their establishment and growth.

New Businesses Opened and Coming to the U District

In the past year, the U District welcomed 10+ new ground-floor businesses within the food, beverage, service, and retail sectors. Some of these businesses are new concepts from current U District operators, while others have expanded from neighborhoods like Capitol Hill and Downtown.

Food & Beverage:

- *Leon Coffee House (1309 NE 45th St)*
Owner and operator of Moore Coffee (located in downtown), Lupe Chavez brings a contemporary and Mexican-inspired aesthetic into this new coffee house next to the Neptune Theater. Serving light fare, tasty espresso, and soon-to-come alcoholic beverages.
- *Westman's Coffee & Bagels (5201 University Way NE)*
Expanding from their Capitol Hill location, owner Monica Dimas brings freshly baked bagels to the northern portion of the Ave, across from University Heights. Specializing in unique schmear and bagel sandwiches, this modern shop is a must try for breakfast and lunch.
- *Aladdin CharBurger (4135 University Way NE)*
A new concept by the owners of Aladdin Gyro-Cery, this serves as another quick lunch spot sure to be a student favorite.
- *Call A Chicken (4237 University Way NE)*
Replacing the old China First restaurant, and operated by the owners of Sizzle & Crunch, this restaurant serves fried chicken and asian-inspired specials.
- *Cafe Can U C (4730 University Way NE)*
A unique farm-house style cafe located on the northern portion of the Ave serving instagrammable desserts and lattes.
- *Boba Lust (4553 University Way NE)*
With locations throughout the Puget Sound, and recently replacing WOW Bubble Tea, Boba Lust continues to feed the U District's taste for boba.
- *Mama's Viet Kitchen / Boba Gem (4213 University Way NE)*
Operated by the owners of Pho Shizzle, this mom and daughter duo serve authentic Vietnamese cuisine, and boba with a Mexican-twist in the Doll House building.

Service/Retail:

- *Luminati Labs (4546 University Way NE)*
Expanding their High Maintenance SkinCare Studio from Capitol Hill, owner Naomi Lewis partners with her daughter to bring express facials and skincare services to the Ave.
- *Lulumiere (5200 Roosevelt Way NE)*
Providing signature candles, shower steamers, and candle making workshops, Lulumiere brings an aesthetically pleasing space to Roosevelt Way.
- *Lines Up (4721 University Way NE)*
Bringing Asian-inspired and eclectic fashion to the Ave, Lines Up provides another shop to buy youthful and creative clothing
- *Cloudz Vape (4540 University Way NE)*
Supporting a higher-end experience for nicotine/marijuana related products, Cloudz Vape brings a modern style of selling tobacco-free products.

The UDP has also confirmed multiple exciting new businesses that will open in the coming months.

Food & Beverage:

- *Sumo Sushi (5000 University Way NE)*
Expanding from their Maple Valley location, Sumo provides delicious sushi, sashimi, and desserts.
- *Sunright Tea Studio (4545 University Way NE)*
Expanding from California, Sunright Tea continues to confirm that the U District is the home to Seattle's most diverse Boba scene.
- *Seattle Best Tea (4505 University Way NE)*
Expanding from the Chinatown ID, Seattle Best provides a unique experience to try and buy authentic tea from Taiwan and China.
- *Ice Monster (1112 NE 45th St)*
Expanding from Hawaii, Ice Monster specializes in Taiwanese-inspired shaved ice and desserts.

Service:

- *Seattle Bouldering Project (4500 University Way NE)*
Taking over the historic bank building on University/45th, Seattle Bouldering will occupy over 25,000 sqft with a bouldering gym, yoga studio, fitness studio, weight room, and more.

Commercial Space Data provides insights into Ground-floor Vacancies

The following information was collected through an on-the-ground assessment of commercial spaces in August 2022. The U District has approximately 360 ground-floor spaces within the Business Improvement Area boundary (41st to Ravenna Blvd; I-5 to 15th), out of which 214 are

on University Way NE. The vacancy rate for the entire U District is 7.8%, and 7.0% for University Way.

Notably, many vacant spaces in the U District have no identifiable leasing information, while others appear vacant although occupied by a tenant. A total of 5.6% of ground-floor spaces in the U District, and 5.2% of spaces on University Way NE fit either of these categories. This is a critical finding, as it creates the perception that the U District has a higher vacancy rate than it actually does.

In the coming year, the UDP will focus on building relationships with these property owners to understand their plans while describing the importance of activating these spaces with quality tenants. To tackle the challenge of spaces for lease/sale, the UDP continues to build relationships with brokers, property owners, and entrepreneurs to help match vacant spaces with qualified tenants.

U District Business Improvement Area

- 360 total ground-floor spaces
- 28 total vacancies (7.8%).
- 19 of these vacant spaces are on the market for sale or lease (5.3%).
- 9 of these spaces are sitting empty with no identifiable leasing information (2.5%).
- An additional 11 spaces appear vacant, but are actually occupied (3.1%).

University Way NE

- 214 total ground-floor spaces
- 15 total vacancies (7.0%)
- 9 of these vacant spaces are on the market for sale or lease (4.2%).
- 6 of these spaces are sitting empty with no identifiable leasing information (2.8%).
- An additional 6 spaces appear vacant, but are actually occupied (2.8%).

Economic Development Committee Focuses in on Prominent Commercial Spaces

The committee met on September 14th to learn more about (1) Neighborhood & Small Business Physical Improvement Strategy; (2) Upcoming Development; (3) New Businesses; and (4) Commercial Space Data. Committee members also participated in a breakout session to discuss the challenges and opportunities for three key commercial spaces, as shown below.

CLEAN, SAFE & OUTREACH

Cleaning Update

Graffiti has become an ever increasing issue in the U District this year. In June, substantial changes were made to the UDP Cleaning Program to be able to handle the graffiti issue. The weekday litter abatement and biohazard removal have largely been moved in-house to be

managed by the UDP Clean Team. Graffiti removal and pressure washing is done by a new contractor, Seattle Surface Cleaners. This has allowed the UDP to achieve an average of a 24-hour turnaround on graffiti removal on the Ave. Three months in, the Cleaning Program has shown that it is able to deter graffiti taggers by rapidly removing graffiti.

Bundling Second Story Graffiti Removal

The UDP Cleaning Program is able to rapidly remove graffiti from the ground floor. However, graffiti on the second floor and up presents a difficult challenge because it requires special equipment and expertise to be able to remove it safely and effectively so it is not a service we can offer at this time. The nuances of second story graffiti removal make it expensive for building owners to have removed. UDP Staff are now working with an outside contractor to bundle second story graffiti removal for interested property owners, saving them a great deal of money, and allowing for a monthly removal of upper graffiti. This program is gaining popularity and participation.

In addition to the graffiti removal, the second story graffiti contractor is offering businesses awning and facade cleaning services. About a dozen businesses are signed up to have their awnings and facades cleaned the week of September 26th in preparation for the \$4 Food Walk.

Homeless Outreach & Census

UDP contracts with REACH to provide outreach services, five days a week. UDP is exploring an expansion to include weekend coverage.

This month has seen a fluctuation in homeless people in the U District that isn't captured in this census. The fluctuation was likely related to recent encampment clearings in other areas of Seattle and brought new faces to the Ave. However, it seems that some of these new folks have moved on over the last week.

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

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 Marketing Roundtable

The U District Marketing Roundtable met on Wednesday, September 15 and will continue to have meetings every two months. UDP shared updates on U District event attendance over the past year and a round robin from attendees highlighted upcoming events in the neighborhood this Fall/Winter. This network of marketing and neighborhood stakeholders aims to build a stronger relationship across organizations and among community members who are frequently sharing news and hosting events in the U District.

Welcome Johana Canales

The U District Partnership is pleased to welcome Johana Canales to the team as the new Marketing & Events Specialist. This role will report to Polly Yokokawa, Marketing & Communications Manager, and will support capacity building for event production and general marketing alike.

EVENTS

U District Food Walk returns on Saturday, October 1

The U District \$4 Food Walk and Street Party will be returning on Saturday, October 1. This event launched in 2021 combined with the Station Opening Festival and brought an astounding one-day attendance of 50,000 people. While a smaller turnout in 2022 is anticipated, highlights of the event are sure to bring a successful draw to the neighborhood:

- Nearly 60 participating restaurants and businesses, with \$4 bites across the U District between 11am-6pm
- The new Street Party component featuring a breakdancing finals competition and after hours menu of \$4 drink specials between 6pm-10pm
- Enhanced site layout with closed blocks on the Ave between NE 42nd and NE 43rd
- Xfinity Main Stage with entertainment all day long including: Battlestar Kalakala, Shpilkis, Neon Brass Party, DJ Harmony Soleil of C89.5, Seattle Breaking League Finals, and DJ Chico to close out the night with dancing on the Ave

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

Volunteers needed! Board Members are invited to sign up to support the Welcome Tent, greeting attendees and handing out event menus throughout the day. Additional volunteers are needed to conduct event surveys and support other logistics of the event. Contact Polly Yokokawa at pollyanna@udistrictpartnership.org for more information.

Advertising efforts are well underway with posters distributed around Seattle, at local U District businesses, and on the University of Washington campus. Radio spots, digital and print ads are being placed on C89.5, The Stranger, KUOW, The Daily UW, and Seattle Times; in addition to social media ads on Facebook and Instagram.

The Food Walk Social Media Toolkit is being shared with participating businesses, and any partners are welcome and encouraged to share with their networks!

Press: Local media outlets have received a press release for the event and Marketing is connecting to find opportunities for earned media.