



Annual Rate Payer Meeting
U Heights Auditorium 5:30 – 6:30

AGENDA

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|--|------------------|
| 1) Welcome – Agenda Review | 5:30-5:35 |
| 2) Public Testimony | 5:35-5:45 |
| 3) Presentation of Budget, Work plan, Program Manager | 5:45-6:05 |
| 4) Ratepayer Discussion & Vote | 6:05-6:45 |
| 5) Adjourn | |

2019-20 PROPOSED UD BIA WORKPLAN

Submitted to the Annual Meeting of the Ratepayers

On June 27, 2019

CLEAN AND SAFE

Clean

1. Continue to hold Clean and Safe Committee Meetings – estimate 9 meetings.
2. North and South Cleaning Areas – Maintain professional cleaning.
 - a. South Area (South of 52nd)
 - i. 7-days a week, 362-days a year
 - b. North Area (North of 52nd)
 - i. 2-days a week, 104-days a year
 - c. Monthly BIA Walks
3. Beautification Team and projects – Maintain overall district appearance.
 - a. Two part-time team members
4. Volunteer Community Cleanups
 - a. Estimated 10 monthly cleanups planned and coordinated
 - b. 1 Annual Cleanup
 - c. UW Facilities Cleanup
5. Seasonal Cleaning
 - a. Fall leaf street sweeping
 - b. Spring sidewalk pressure washing

Safe

1. Clean and Safe Committee Meetings - estimate 9 meetings.
2. Crime Prevention through Environmental Design (CPTED) Reviews
3. Ambassadors – District wide patrolling for safety, security, and wayfinding. Use of Securitas as contractor.
 - a. Two people
 - i. 8-hour shifts, Thurs-Sun
 - ii. Beautification Projects
 - iii. 75 Spring/Summer Baskets
 - iv. 75 Fall/Winter Baskets
 - v. 68 trees lit for the holidays
4. **New** - Block Watch Program
 - Maintenance of the Block Watch Slack Group
 - Grow the member base of the Block Watch

5. **New** - Alley Safety Program

- Work with the stakeholders in the Allegro Alley to collaboratively fund an alley security position that would help to reduce crime in the alley and the surrounding area.

6. Continue work with other BIAs to influence City response to the problem of high impact recidivist criminal behavior.

Other

1. Homeless Youth Employment - Sponsoring youth internships for job training with Sanctuary Art Center and deploying interns on cleaning projects throughout the district.

3. **Continuation of pilot** - Full time REACH Program

- Pilot launched in mid-March of 2019 and will continue through the 2019-2020 fiscal year

4. **New** - Maintenance Program

- New maintenance fund to be used for regular upkeep of our investments such as tree pits, art work, planters, etc.

Economic Development

1. Continue the collection and communication of business data. Possible initiatives include:

- Formalize and regularly report key performance indicators on the economic health of the U District and the impact of economic development program efforts.
- Complete and publish a foot traffic study for all major intersections in the UDBIA.
- Expand the depth of the demographics data to include student spending levels.

2. Grow and support the U District Business Network.

- Expand the network from 2% to 10% active participation.
- Assist the Clean and Safe Program in expanding the Business Block Watch to 10% representation.
- Engage membership to identify and implement their agenda for economic activity stimulation.
- Create connections with exciting resources like OED and Mayor's Small Business Advisory Council.

3. Provide support and resource access to individual businesses.

- In Fall 2019, conduct a follow-up survey to measure satisfaction change since Fall 2018.
- Maintain and expand the content of the online Business Resource Center. Increase knowledge of the center and grow traffic.
- Develop an off-season (summer) tourism program to increase foot traffic at local businesses.

4. Serve as a resource for potential business interest in the district.

- Improve 'Reasons to Open a Business in the U District'.
- Strengthen relationship with real estate agents and increase the number that feed the vacancy page from 2 to 10.

- Continue to meet with developers to discuss and hopefully influence retail space recruitment.

Urban Vitality

Staff and support a volunteer populated Urban Vitality Committee and task forces.

Serve the needs of the UDBIA ratepayers as an informed resource on all built environment related matters.

Continue to utilize UDBIA resources to benefit the U District in collaboration with the UDP's expanded Urban Vitality Programming.

Continue developer interactions.

U District, Let's Go! – Continue to update and maintain U District, Let's Go! resources and assets for the benefit of businesses, commuters, visitors, and residents.

Collaboration with Friends of Christie Park – Continue to act as fiscal sponsor and advisor on art installation for expanded and redesigned Christie Park and cohost celebration of park opening.

PR/Marketing and Community Engagement Events and Activations

Up Your Ave Expansion – Expand to a weeklong celebration during first week of UW's fall quarter to welcome students back and invite people to visit and shop the entire U District.

Trick or Treat on Roosevelt – Celebration of our Roosevelt area businesses and residents on October 31st

Pilot Cherry Blossom Celebration – Weeklong celebration of cherry blossom bloom in the spring highlighting the vibrancy of our shopping district.

Activations - Produce smaller events and popups to activate the public realm and engage with the community Ex. Park(ing) Day and Pianos in the Park

Partner Events – Continue and expand support of community partner events. Ex. Holiday Swag and the U District Art Walk

Live Outdoor Music – Music at strategic times and places to support the shopping district, if budget allows.

Event Support for other Departments – Assistance of other departments' events with staff time, marketing, volunteer management, and equipment. Ex. U District Night Out

Marketing – Assumes no significant increase in Marketing or Public Relations Resources or Emphasis

Support UDBIA events with digital and physical marketing to maximize attraction of visitors and patronage of U District businesses.

Promote positive narrative about the U District through earned media and acting as an informed point of contact about the neighborhood.

Using current resources to promote awareness of our diverse and vital businesses district through programs and digital campaigns.

Community Engagement

Attending Community Meetings – Identification of and attendance at important community meetings as a representative of the UDP and UDBIA.

Organizing Community Meetings – Gathering and hosting community discussions around important topics.

Continue cooperative work with other BIA's to address shared concerns city wide.

Social Media Management

Facebook, Twitter and Instagram Engagement – Grow engagement with posts on multiple platforms by sharing stories and data about the work of the UDP and UDBIA.

Information Nexus and Sharing – Utilization of social media to provide information about the U District to the community and important updates from local businesses, nonprofits, and community groups.

Community Partnerships – Creation of additional co-branded and cross posting plans with local partners, events, and businesses.

Website Management – Launch and maintain the UDP and UDBIA website as a landing page for information about services provided.

Communications

Growing and Organizing Contacts – Continue campaign to grow contact list and information from people who live, work, and play in the U District

Monthly Newsletters – Monthly email newsletter highlighting the stories and data about the work of the UDP and UDBIA and including information about events in and resources for the community.

Weekly Updates – Weekly email featuring brief updates of recent UDP and UDBIA work and upcoming events in the U District.

Collateral – Creation of range of collateral about the UDBIA services for handing out during events and engagements for greater community awareness of available resources.

Administration

Finance

1. Manage all regular accounting activity
2. Manage all payroll and benefit functions.
3. Provide monthly reports to boards and management.
4. Prepare 2018-19 Taxes - 990
5. Support 2018-19 audit.
6. Prepare fiscal year 2020-21 operating budget

Operations

1. Continue insurance claim process from fire.
2. Finalize long term office location.

Board Support

1. Support monthly, quarterly and annual meetings of the UDP and RAB Boards.
2. Support regular and special meetings of committees.
3. Continue recruitment of new members.

Ordinance Renewal

1. Manage Phase 2 and Phase 3 of renewal process.

The U District BIA Fiscal 2020 Draft Budget Summary

	<i>2018-</i> FY 2019 <u>Budget</u>	<i>2018-</i> FY 2019 <u>Forecast</u>	<i>FY 2019-</i> FY 2019 <u>Baseline</u>
Ordinary Income/Expense			
Income			
BIA Revenue	825,373	843,563	917,500
SPU Contract	12,000	12,000	12,000
Reach Funding	0	0	39,500
Earned Income	10,000	14,000	15,000
Interest and Other	0	100	0
Total Income	<u>847,373</u>	<u>869,663</u>	<u>984,000</u>
Gross Profit	847,373	869,663	984,000
Expense			
Staffing	457,722	448,840	487,832
Professional & Contract Expense	85,400	84,900	75,400
Office and Overhead	83,266	92,777	86,699
Direct Program Expenses	313,478	316,330	421,944
Total Expense	<u>939,866</u>	<u>942,847</u>	<u>1,071,875</u>
Net Income	<u>(92,493)</u>	<u>(73,184)</u>	<u>(87,875)</u>
City Cash Forecast at 6/30/2019			347,741
Reciepts			984,000
Disbursements			<u>(1,071,875)</u>
City Cash After Baseline Budget			259,866
Less: Reserves Per Policy			<u>(210,000)</u>
City Cash After Reserves			49,866

**U District BIA
Baseline FY 2019-20 Budget Draft**

	FY 2020 Total	Program Management	Clean and Safe	Urban Vitality	Economic Development	Marketing	Community Engagement	Events and Activation
Ordinary Income/Expense								
Income								
BIA Revenue Collected FY2020	917,500	182,657	459,231	24,635	109,362	51,228	66,057	24,330
SPU Funding	12,000	0	12,000	0	0	0	0	0
REACH Funding	39,500	0	39,500	0	0	0	0	0
Event Income	15,000	0	0	0	0	0	0	15,000
Total Income	984,000	182,657	510,731	24,635	109,362	51,228	66,057	39,330
Expense								
Staffing	487,832	54,657	165,170	26,994	107,276	51,985	65,089	16,661
Professional & Contract Expense	75,400	75,400	0	0	0	0	0	0
Office and Overhead	86,699	70,095	6,050	0	4,860	400	5,294	0
Direct Program Expenses								
Clean and Safe Contracts	135,744	0	135,744	0	0	0	0	0
Community Beautification	74,750	0	74,750	0	0	0	0	0
Advertising and Marketing	3,750	0	0	0	0	3,750	0	0
Studies, Strategy & Implement.	9,700	0	0	0	7,700	0	2,000	0
Ambassador Program	92,000	0	92,000	0	0	0	0	0
Youth Employment Contract	10,000	0	10,000	0	0	0	0	0
Other Program Contract Services	71,000	0	71,000	0	0	0	0	0
Event Expenses	25,000	0	0	0	0	0	0	25,000
Total Direct Program Expenses	421,944	-	383,494	-	7,700	3,750	2,000	25,000
Total Expense	1,071,875	200,151	554,714	26,994	119,836	56,135	72,383	41,661
Net Income	(87,875)	(17,494)	(43,983)	(2,359)	(10,474)	(4,906)	(6,327)	(2,330)
Beginning BIA Available Cash	347,741							
Receipts	984,000							
Disbursements	(1,071,875)							
Ending BIA Available Cash **	259,866							
Less: Reserves per Policy	(210,000)							
BIA Cash After Reserve	49,866							

**U District BIA
FY 2020-2021 Rough Forecast**

Baseline Only

	<i>2019-</i> FY 2020	<i>2020-</i> FY2021	FY 2021 Notes
Ordinary Income/Expense			
Income			
Government Grants and Contracts	929,500	1,010,419	3% increase, \$45k est. MFTE Adjustment
Other Grants and Donations	39,500	30,000	Potential Reach Funding
Earned Income	15,000	15,600	4% increase
Interest and Other	-	-	
Total Income	984,000	1,056,019	
Expense			
Staffing	487,832	507,345	4% increase
Professional & Contract Expense	75,400	52,416	4% increase, no renewal
Office and Overhead	86,699	87,180	4% increase
Direct Program Expenses	396,944	405,542	4% increase
Event Expenses	25,000	26,000	4% increase
Total Expense	1,071,875	1,078,483	
Net Income	(87,875)	(22,464)	
Beginning Cash	347,741	259,866	
Ending Cash	259,866	237,402	
Less: Reserves per Policy	(210,000)	(210,000)	
Ending Cash After Reserves	49,866	27,402	

U District BIA
Annual Ratepayer Meeting
Procedure for Voting

The purpose of the Annual Meeting is to allow Ratepayers to vote on whether or not they recommend the budget and work plan proposed by the Ratepayers' Advisory Board to the City of Seattle Finance Director AND whether or not they recommend that the U District Partnership continue as the Program Manager for the U District BIA.

The Annual Meeting of U District Ratepayers will be held at 5:30 on June 27, 2019 at University Heights.

"Ratepayers" are defined as the actual property owners who receive an assessment bill from the City of Seattle Finance Department and are required to pay the annual assessments of the U District BIA. Each Ratepayer is allotted one vote.

A Ratepayer shall identify who represents the ratepayer and holds that right to vote. We recommend that any designee of a Ratepayer to attend and vote on their behalf have proof of that designation in the form of a written and signed statement from the Ratepayer.

For any property governed by a Home Owners Association (HOA), that HOA shall have one vote and the HOA Board shall designate the person who is empowered to vote on that HOA's behalf. That person shall identify themselves as the representative of the HOA when claiming their ballot.

For any property that is owned by a legal entity comprised of multiple individual owners, they shall have one vote and that group of owners shall designate the person who is empowered to vote for that entity.

For any legal entity comprised of multiple individual owners that owns multiple properties, they shall have one vote and that group of owners shall designate the person who is empowered to vote for that entity.

For any legal entity comprised of a single individual owner, that individual owner shall designate the person who is empowered to vote for that entity.

For any individual property owner who is a ratepayer, that person may designate the person who is empowered to vote for them.

No individual attending the Annual Ratepayers' Meeting may have or exercise more than one vote.



Resolution to Approve the 2019-20- Budget, Work Plan, and Program Manager to the U District Business Improvement Area Ratepayers.

The U District Business Improvement Area Ratepayers approve the 2019-20 Fiscal Year Work Plan, the 2019-20 fiscal year budget, both as presented at the June 27, 2019 Ratepayer Annual Meeting and approve the U District Partnership as the UD BIA Program Manager for the 2019-20 fiscal year.