

November 13, 2020

To: UDP Board

From: Mark Crawford

Re: November Financial Report

October Finance Reports

Attached, please find the draft October close financial statements. Please note, the Finance Committee did not meet this month, so these documents are being sent as “for your information”. They will be reviewed before the December meeting and presented for acceptance at that time.

Balance Sheet

Operating Bank Accounts – we continue to manage cash flow. As noted in previous reports, we pay most bills ahead of City reimbursement. As our expense line has grown from year to year that increases the temporary balances of UDP operating funds. We have put a bi-monthly reimbursement process in place this year to help mitigate that impact use

A/R – less than last year as we had a more expensive month last year from a BIA activity standpoint and because we still had an outstanding Up Your Ave sponsor.

A/P – this remains fairly constant. A/P accounts include usual third party vendors of Aries, Black Mountain and Seattle CFO.

Other Current Liabilities – given auditor input, our PPP Forgivable Loan is recognized here.

Budget Report

Income – Government Grants – includes unbudgeted \$15,000 King County Grant to support UdistrcitSeattle.com marketing effort. (See expense overage in Direct Program Expense).

Staffing – below budget because of delay in hiring Marketing and Communications Manager and a change in strategy of hiring an Economic Development Intern. Instead of an intern, we are hiring a contractor to create an on-line tool, so this will remain under budget in Staffing but over budget on Contractors. Overall savings will be utilized for unbudgeted executive director transition costs.

Office and Overhead

A culmination of thirteen different line items with minor variances resulting in a modest savings to date. Supplies remains highest savings and I attribute that somewhat to the majority of staff time being done remotely which creates less demand on supplies.

Direct Program Expense

Youth Employment Contract – Sanctuary Arts has been reworking their model of serving unemployed youths in the pandemic environment and has not yet submitted a cohort plan to use for use. Marcus continues to meet with them to define and fund a program this year.

Other Program Contract Services – Includes \$8,000 of unbudgeted marketing costs for UDistrctSeattle.com supported by unbudgeted King County Grant referenced in Income line above.

Budget Tracker

Marketing remains low – both as an intentional expectation of majority fund usage in later half of fiscal year and because of a delay in hiring Marketing and Communications Manager.

Assessment Compliance

We continue to track assessment compliance. Through October, we have collected 91.03% of total projected assessments. Budget was 95% of total projected assessments. We expect modest amounts of added collections. We began year \$30,000 better than expected so we are not proposing any changes to operating and financial plans.

Audit

The 2019-20 Audit is now beginning.

Mid-Year Review

It is our practice to an in depth review of the financial position immediately after the December close and to provide an updated fiscal year end re-projection to the UDP and RAB.

The U District Partnership

Budget Report

October 2020

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
43400 · Direct (Grants) Public Support	0.00	0.00	0.00	661.38	0.00	661.38	0.00
44500 · Government Grants and Contracts	88,268.46	94,882.28	-6,613.82	358,571.14	388,734.54	-30,163.40	1,389,508.91
47000 · Earned Income	0.00	0.00	0.00	5,996.00	6,000.00	-4.00	290,800.00
46400 · Interest and Other	0.00	0.00	0.00	27.30	0.00	27.30	0.00
Total Income	88,268.46	94,882.28	-6,613.82	365,255.82	394,734.54	-29,478.72	1,680,308.91
Gross Profit	88,268.46	94,882.28	-6,613.82	365,255.82	394,734.54	-29,478.72	1,680,308.91
Expense							
60000 · Staffing	42,193.66	55,042.64	-12,848.98	171,828.82	191,826.05	-19,997.23	637,221.97
61000 · Professional & Contract Expense	2,999.00	2,450.00	549.00	35,349.00	34,800.00	549.00	82,900.00
62000 · Office and Overhead	5,702.56	6,653.11	-950.55	24,185.62	27,612.29	-3,426.67	114,022.43
70000 · Direct Program Expenses	43,048.57	37,600.17	5,448.40	156,942.47	164,400.68	-7,458.21	903,055.62
Total Expense	93,943.79	101,745.92	-7,802.13	388,305.91	418,639.02	-30,333.11	1,737,200.02
Net Ordinary Income	-5,675.33	-6,863.64	1,188.31	-23,050.09	-23,904.48	854.39	-56,891.11
Other Income/Expense							
Other Income							
Fiscal Sponsor Income	0.00	0.00	0.00	19,960.00	0.00	19,960.00	0.00
Fiscal Sponsor Expenses	-20,440.00	0.00	-20,440.00	-21,389.00	0.00	-21,389.00	0.00
Total Other Income	-20,440.00	0.00	-20,440.00	-1,429.00	0.00	-1,429.00	0.00
Net Other Income	-20,440.00	0.00	-20,440.00	-1,429.00	0.00	-1,429.00	0.00
Net Income	-26,115.33	-6,863.64	-19,251.69	-24,479.09	-23,904.48	-574.61	-56,891.11

The U District Partnership

Balance Sheet Prev Year Comparison

As of October 31, 2020

	Oct 31, 20	Oct 31, 19	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	44,033.41	99,734.36	-55,700.95
10103 · UDP WF Checking 0122	42,278.09	49,598.76	-7,320.67
10111 · WSECU Savings	160,627.82	160,373.63	254.19
Total 10100 · Operating Bank Accounts	246,939.32	309,706.75	-62,767.43
Total Checking/Savings	246,939.32	309,706.75	-62,767.43
Accounts Receivable	71,767.46	102,927.33	-31,159.87
Other Current Assets	1,682.73	2,382.50	-699.77
Total Current Assets	320,389.51	415,016.58	-94,627.07
Fixed Assets	3,566.02	5,511.12	-1,945.10
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	327,191.40	423,763.57	-96,572.17
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	28,513.97	26,906.85	1,607.12
Credit Cards	678.80	3,781.33	-3,102.53
Other Current Liabilities	106,708.21	25,131.17	81,577.04
Total Current Liabilities	135,900.98	55,819.35	80,081.63
Total Liabilities	135,900.98	55,819.35	80,081.63
Equity			
32000 · Unrestricted Net Assets	215,769.51	375,281.00	-159,511.49
Net Income	-24,479.09	-7,336.78	-17,142.31
Total Equity	191,290.42	367,944.22	-176,653.80
TOTAL LIABILITIES & EQUITY	327,191.40	423,763.57	-96,572.17

2020-21 University District BIA

Budget Tracker -October 2020

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	200,033	71,227.43	128,805	35.6%	\$ 11,483.15	\$ 23,431.04	\$ 24,803.95	\$ 11,509.29
Cleaning and Public Safety	674,250	178,891.64	495,358	26.5%	\$ 41,246.70	\$ 47,916.38	\$ 42,272.05	\$ 47,456.51
Urban Vitality	96,023	24,768.07	71,255	25.8%	\$ 5,694.51	\$ 6,357.96	\$ 6,357.82	\$ 6,357.78
Economic Development	241,872	50,205.70	191,666	20.8%	\$ 11,783.37	\$ 14,106.01	\$ 22,459.19	\$ 1,857.13
Marketing	197,331	12,478.30	184,853	6.3%	\$ 3,214.61	\$ 3,088.10	\$ 3,087.84	\$ 3,087.75
Total Requested	1,409,509	337,571.14	1,071,938	23.9%	\$ 73,422.34	\$ 94,899.49	\$ 98,980.85	\$ 70,268.46

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management								
Cleaning and Public Safety								
Urban Vitality								
Economic Development								
Marketing								
	\$ -	\$ -	-	-	-	-	-	-



Clean and Safe Committee November 2020 Update

INTRODUCTION:

We had a Clean and Safe Committee Meeting on 11/12. The Commander of the North Precinct, Captain Brian Stampfl, introduced himself to the committee. He discussed their current position in the North Precinct, their reduced staffing, the loss of several special units which included the Community Police Team, longer response times in the North Precinct, and more. We also discussed the leaf removal we are currently performing, Council Member Lisa Herbold's proposal around misdemeanors, the Mayor's proposal to add funding to cleaning in the City, and more which will be talked at greater length in this update.

CLEANING UPDATE:

We are currently carrying out our annual leaf removal. This is a substantial investment in the neighborhood that we do every year where we hire a street sweeping company to work in conjunction with our cleaning crews to tackle the massive amounts of leaves that fall this time of year. Several years ago, we concluded that the volume of leaves was not practical to handle by hand. Every year, we pick up 15-20 tons of leaves from our roads and sidewalks in the district. Now, our crew from Black Mountain blows the leaves from our sidewalks in front of the street sweeping trucks to pick up. We have still not received support from the City to allow us free dumping of the leaves – a costly decision we view as unfair as we are, effectively, doing a city job to remove the leaves. We repeatedly ask for a change of policy and are repeatedly denied.

As a part of the Mayor's budget process, the Mayor told the City Departments that she wanted information on what could be done to add additional city-wide cleaning resources as the city has been plagued with record amounts of trash and graffiti. The Office of Economic Development asked for a proposal of what we could do with additional resources to help clean the neighborhood. We sent them over information on potential uses of the funds which included the adding of additional resources that could be scaled depending on the amount given as well as



Clean and Safe Committee November 2020 Update

potential to use these funds to cover for assessment shortfalls. We are waiting to see if those funds are approved by Council in their work to respond to the Mayor's budget. This expansion of resources may also lead to the implementation of the Purple Bag Program on WSDOT lands where most of our major unauthorized encampments are.

Cleaning Numbers from Black Mountain:

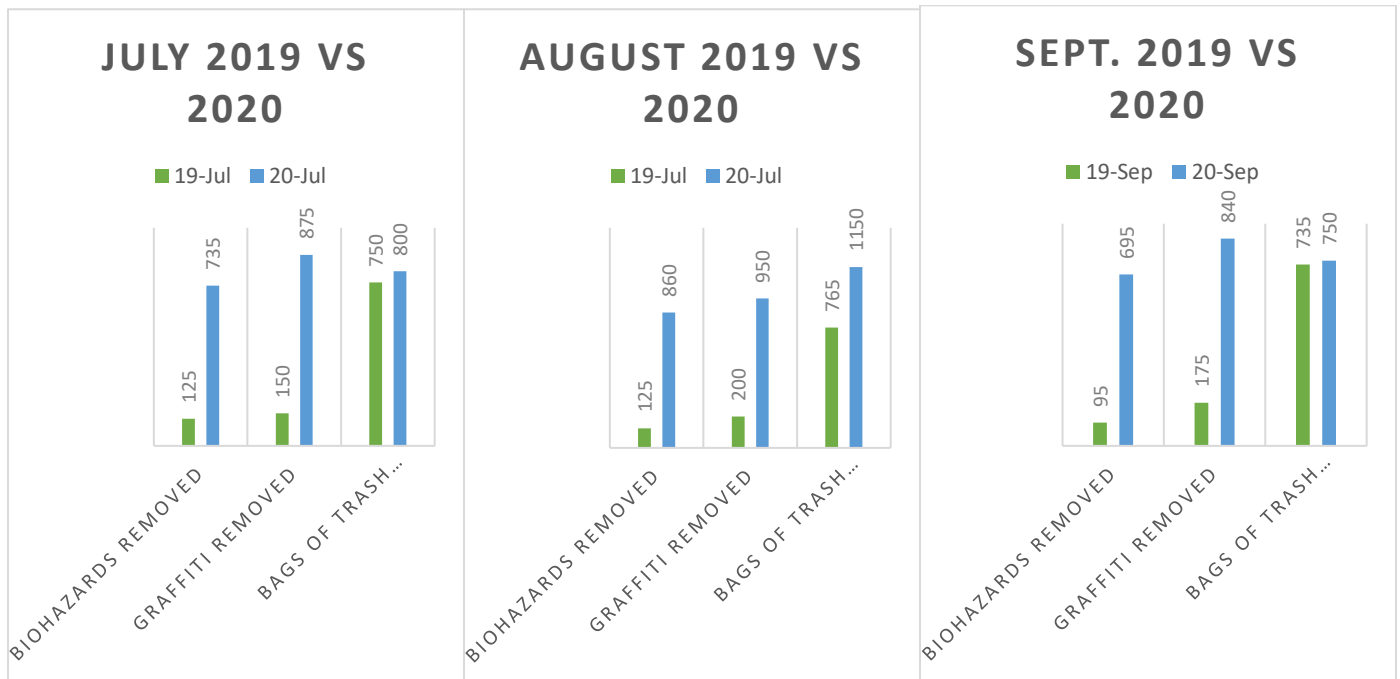
NORTH AND SOUTH CLEANING AREAS

REPORT TYPE	Jan.	Feb.	March	April	May	June	July	Aug*	Sept.
Hours of Cleaning	284	232	284	276	280	276	284	390	272
Bags of Trash Removed	800	775	900	725	950	925	800	1,150	750
Dumpster Overflow Cleanup	120	80	135	100	90	76	180	220	150
Graffiti Tags Removed	175	220	300	1025	1096	1040	875	950	840
Biohazards Removed	200	185	250	1104	898	770	735	860	695
Pressure Washing Hours	4	4	4	16	78	55	4	4	4

*Included the General Cleaning Area for the month of August'

GENERAL CLEANING AREAS

REPORT TYPE	Sept.
Hours of Cleaning	160
Bags of Trash Removed	550
Dumpster Overflow Cleanup	125
Graffiti Tags Removed	616
Biohazards Removed	785



SAFETY UPDATE:

In the wake of the loss of our Community Police Team Foot Beat in the U District, we lost the daily morning wake ups of unsheltered folks sleeping in business doorways. We were concerned that the removal of the team might lead to more instances when business owners and employees would be forced to ask individuals to leave when they tried to open their businesses and we were worried about the potential for escalating confrontations at that point. In October, we launched a morning wakeup pilot to explore the need and feasibility of providing that wake-up service ourselves. What we have found is that the numbers of people being woken up in the mornings are low and that the future logistics of staffing such a program would be extremely costly. Aries has a minimum shift requirement of four hours. Right now, we can do and only have to pay for an hour-long wakeup shift because we are leveraging current Aries Security staff that work in the Allegro Alley. This line of work in the alley for Aries will come to an end at the end of December when the Temple closes which means we would have to hire Aries for a minimum shift of four hours. We have decided to

not continue this program but to monitor the need and revisit it at a future time if a need for this program presents itself. David Delgado has agreed to incorporate morning wakeups into his work plan as often as he can.

We talked at the Clean and Safe Committee about Council Member Lisa Herbold's proposal to make the conditions of poverty, mental health, and addiction to be extenuating circumstances that could bar someone from being charged with a misdemeanor crime. We encouraged our committee to individually research and come to their own conclusions about the proposal and to let City Council know how they feel. If you would like to learn more, here is [an article written by the Seattle Times Editorial Board](#).

Ambassador Data:

REPORT TYPE	Jan.	Feb.	Mar	April	May	June	July	Aug.	Sept.	Oct.
911 Calls	6	1	5	4	5	2	9	6	2	5
Homeless Interactions	100	106	80	70	181	106	100	82	55	89
Wayfinding/ Pedestrian Interactions	25	32	32	18	79	54	28	32	33	36
Conditions of Entry/ Sit-Lie	10	7	5	0	0	7	5	7	2	0
Drug and Alcohol Activity	9	3	3	1	43	3	3	12	11	15
Business Visits	319	382	233	207	205	176	279	232	196	184
Suspicious Persons	55	84	70	24	147	45	64	60	41	63
Emphasis Patrols	45	61	53	21	63	43	52	54	47	37
Shoplift	21	24	28	42	32	20	37	48	40	42
Calls and Text for Service During Hours	31	4	58	52	70	55	41	59	52	92

OUTREACH UPDATE:

David's Narrative

This month I mostly focused on 45th and the highway, following up on SPD calls, responding to community tensions, as well as providing basic needs to our unsanctioned encampments. Getting people into shelter has been extra challenging due to lack of shelter space. Just last week I spent three days unsuccessfully trying to get the same person into a shelter because there were 6 agencies fighting over one shelter space. Shelter is available but shelter spaces are rare these days. I spent a chunk of my time attempting to get the District's acute mentally ill persons mental health services as well as helping counselors reconnect with their clients in the U-district.

There was a fire at the Wall of Death and I appointed a person to be "fire watch" and gave them a fire extinguisher. I asked the group not to make any more fires but it is very cold and I don't think everyone is going to listen so the best I can do is have someone there with an extinguisher just in case someone breaks our agreement again. I might do the same for the highway since they are at high risk too to make a fire to keep warm.

I was contacted by the Low-Income Housing Institute to help write up the rules and procedures for their proposed tiny house village in the U District. I plan on helping LIHI write up their Tiny house village rules and procedures in a way that won't bring unhoused people from other places of the city to the U-district, but to design the program in a way that we can move the campers from the highway and the Wall of Death to their program. I already expressed my intentions to LIHI, and they are 100% behind the idea. This is the only real solution I have for these encampments other than working with each person 1:1 which would take a very long time. If anyone has any questions on why I say a "harm reduction" tiny house village, and not a clean and sober one, is what will be best for the U-district please feel free to reach out to me.

I spoke with REACH and they are going to be adding three categories for me since the work I'm doing is not traditional outreach. Trash, police concern, and community concern will be added. If I'm helping an encampment clean, I will give myself a "trash" outcome. Every time I'm working with the police to resolve an issue in the U-district I'm going to be giving myself a police concern outcome, and if I'm responding to a property owner or business then I will give myself a community concern outcome.

November Urban Vitality Updates

Private Development

UDP Makes Comments on Proposed New Development

- The City of Seattle's Northeast Design Review Board has begun hosting virtual meetings for developers and architects to present their proposed buildings to the Board and public. Katy has been attending the meetings and making public comments on the proposals. Below are several projects that have recently held Design Review meetings.

1415 NE 43rd St. – University Temple United Methodist Church



Two towers, one 14 stories and another 22 stories, with 224 apartment units for undergraduate and graduate students. The building will house the University Temple Methodist Church. It will include a café/restaurant area, vehicular and bicycle parking, and a main lobby entrance on NE 43rd Street near the alley. The existing church is to be demolished in the next few months.

1300 NE 45th St – Former Key Bank Building



A 22 story high-rise residential building with 342 apartments and ground floor retail. The building is on the former Key Bank site, right across from the Neptune Theater and new light rail station building. There will be limited parking for 53 vehicles and multiple residential amenity spaces. The ground floor retail space will be a marketplace style setup for multiple vendors. The outdoor open space will engage the existing sidewalk and provide seating, green space, and a bus stop.

Mobility and Transportation

NE 43rd Street Advocacy and Intersection Closure

- Construction on NE 43rd Street continues between now and early 2021. In the past month, SDOT and the construction team have almost completely reconstructed the north side of the street, sidewalks, and driveways along 43rd. The team will be switching to construction on the south side of the street in late November.
- Katy Ricchiuto has been attending weekly meetings with SDOT's construction team to understand project impacts and relay any community/business concerns. SDOT is the primary contact for businesses, but Katy is available to connect business and property owners and others with SDOT.
- Over the Thanksgiving week, SDOT plans to close the intersection of University Way and NE 43rd to work on that part of the street. The full intersection closure is intended to shorten the construction timeline by about 3 weeks (as opposed to a one-side-at-a-time closure). The intersection closure would also require a reroute of traffic off of the Ave between NE 42nd and 45th Streets. Katy reached out to several businesses being affected by this choice and solicited their input.
- Thanks to UDP's participation in weekly meetings, Katy was able to raise concerns over impacts to businesses along the Ave as a result of the intersection closure. UDP relayed the opinions of several affected businesses to SDOT. The outcomes of our advocacy include assurances by SDOT that the construction will be done in time for Black Friday shopping; "local access" and "businesses are open" signs placed at NE 42nd and NE 45th to allow vehicular traffic to access businesses up to the intersection closure; and door-to-door and digital outreach to affected businesses to let them know of the upcoming impacts.
- Information on the NE 43rd Street Improvement Project [can be found here](#).
- Katy also provided significant support to Economic Development initiatives to:
 - Petition the City for added economic mitigation for losses sustained during the construction
 - Launch a targeted marketing campaign encouraging patronage of businesses along NE 43rd Street called the 43rd Street Junction. (Please see Economic Development Report for more details.)

Public Realm

U District Mural Project

- In September, Katy submitted a grant proposal to the Seattle Department of Neighborhoods Neighborhood Matching Fund (NMF) for a U District Mural Program. **In early November, we were notified that we had received the grant funding for over \$31,000!**

- Since 1988, the NMF has supported more than 5,000 community projects throughout Seattle with over \$64 million in funding and has generated an additional \$72 million from community match hours.
- The NMF funding will support the development of a volunteer arts leadership committee for the program, a public engagement process, a call for local artists, marketing, and the implementation of 3 murals painted by paid artists in the U District. UDP will also work with Seattle-based non-profit Urban Artworks to help manage the paint days during mural installation. The program will run from November 2020 to late spring 2021.
- We believe this is just the beginning of a robust mural program to engage our local arts community and beautify the U District.

Sound Transit Parcel at NE 45th Street and Roosevelt Way NE

- UDP staff and Urban Vitality Committee Chair Stephen Antupit have been communicating with Sound Transit and with Council Member Pedersen's office regarding the future use of a high rise-zoned plot of land located at 1000 NE 45th Street. Sound Transit owns this site and used it for Link construction-related field offices. Sound Transit recently removed all field offices from the site.
- *Short-term use of the site:* The Low Income Housing Institute (LIHI) has proposed placing a tiny home village on the site in the short term use. LIHI presented to the UDP Board and Ratepayer Advisory Board in October. Next steps include awaiting budget decisions by the City of Seattle. UDP will continue to communicate with LIHI about their plans around community engagement for the tiny home village.
- *Long-term use of the site:* The U District Partnership is committed to advocating for a robust public engagement process for any long-term use of the Sound Transit site, as it is a crucial U District community asset. This month, we wrote a letter to the Sound Transit Board, Seattle District 4 Councilmember Alex Pedersen, and King County Councilmember Girmay Zihlalay to express the importance of such a process prior to any decision being made regarding the use of the parcel long term.
 - We also addressed this issue with Councilmember Pedersen's Legislative Aide Cara Vallier in our November UDP update call and emphasized the request that the Councilmember's office be an advocate for a process that results in the parcel being utilized for district-centered public benefit.
 - The Urban Vitality Committee will hold a special meeting on Tuesday, November 17 to talk about next steps to engage the community around the site. We have invited representatives from the Roosevelt Station Area to talk about their community engagement process.

Urban Vitality Committee

- The Urban Vitality Committee did not meet in October. There will be a combined October/November meeting this Tuesday, November 17, 4:00-5:30pm via Zoom

Marketing Support

- Katy continues to fill the communications gap created by the Marketing Manager vacancy and publishes our bi-weekly e-newsletter to approximately 1,500 subscribers.

Economic Development

Committee Meeting

The Economic Development Committee met on November 2nd. The agenda focused on the launch of UDistrictSeattle.com and included a conversation surrounding:

Current marketing campaign strategy

- Working with consultant on 6-month launch strategy (*in progress*)
- Campaign will adapt seasonally and based on U District Partnership events

Pushing consumer awareness

- Collaborate with Visit Seattle marketing campaign (*in progress*)
- Collaborate with Office of Economic Development Shop-Local Campaign (*in progress*)
- Connect with UW Marketing Office (*in progress*)
- Utilize vacant spaces to post posters around the neighborhood
- Utilize windows of businesses that have signed up "find me on UDistrictSeattle.com"
- Reach out to UW Daily / Alumni magazine
- Distribute UDistrictSeattle.com logo on participating business websites

Getting more businesses to sign up

- Partner with delivery services that have relationships with businesses (Fantuan)
- District wide mailing to target those that are hard to reach (*in progress*)
- Boots on-the-ground business engagement (*in progress*)

Covid-19 Response

We continue to support businesses in sharing and providing technical assistance for grant/loan resources. Businesses were most recently notified about the next round of funding from the Office of Economic Development Stabilization Fund. Other information including the extension of free outdoor seating, tent, and heating permits continue to be shared on-the-ground – targeting food/bev. businesses that would benefit most.

UDistrictSeattle.com

UDistrictSeattle is live! Visit [UDistrictSeattle.com](https://udistrictseattle.com) today to experience the user interface and to explore the 100+ businesses that have already signed up. This platform a direct response to needs of businesses during the Covid-19 pandemic, but also serves as a valuable tool which allows consumers to learn more about U District businesses, their unique products or services, and provides a cohesive online presence for our small businesses, for years to come. In the coming weeks, we'll continue to onboard businesses and launch an effective marketing

campaign in collaboration with our consultant, ensuring we meet our critical goal of driving customers and sales to all of our neighborhood businesses.

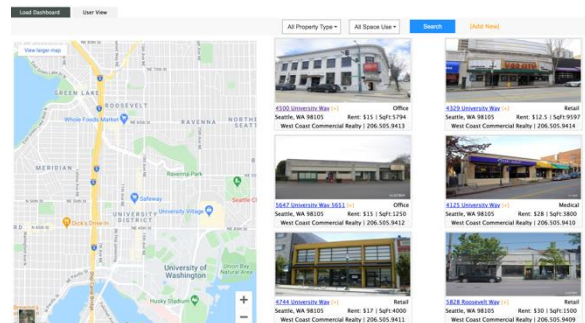
43rd St. Junction

In a collaborative effort between Urban Vitality and Economic Development, Katy and Daniel have responded to the direct needs communicated by businesses on 43rd. Impacted by construction and most recently vandalism, a petition has been sent to city leadership requesting grant funding to alleviate the risk of displacement. Daniel is also working on a marketing campaign to entice more customers to visit the impacted businesses on 43rd. This includes an attractive sandwich board poster and punch card program, distributed to UW students and residents, that gamifies the experience of making a purchase at the “43rd Street Junction”. Learn more at 43rdstjunction.com



Tracking & Communicating Commercial Vacancy

Our Commercial Property Analyst has created an automated system to scrape data from existing real estate listings onto the U District Partnership website. Currently in beta-testing mode, this page will effectively pull real estate listing information from a variety of sources onto one comprehensive U District page. This tool will allow us to analyze trends and promote business retention, expansion, and recruitment.



Business Network

Our monthly roundtable discussions continue to grow in size and adapt based on Covid-19 conditions. Thus far, participants have expressed comfort in attending and social distancing in-person. Larger business network meetings are on



hold until safety concerns around the pandemic are mitigated.

Game Day Deals

Due to the uncertainty of NFL/Pac 12 football this year, we're launching a quick, nimble, and adaptable campaign to promote football related business specials. Utilizing a [landing page on UDistrictSeattle.com](#), "Game Day Deals" will highlight business deals that target students, residents, UW faculty/staff, and alumni within a 2-mile radius. Although the campaign will focus on food/bev businesses, unrelated businesses will not be excluded from participating.



Looking Ahead and Planning for 2021

Holiday on Roosevelt

We continue to explore virtual and/or hybrid approaches to promote holiday shopping on Roosevelt. Based on a discussion with Kate Barr, current ideas include leveraging consumer traffic at Trader Joes, promoting a QR code scavenger hunt event, and/or creating a Roosevelt holiday shopping guide on UDistrictSeattle.com

Lunar New Year & Cherry Blossom Fest

Regardless of Covid-19 restrictions, these events will continue to push the underlying goal of driving consumer spending in the district. The events will be similar in style, and will closely resemble the format that was employed for last year's Cherry Blossom Festival before it was cancelled.

Graduation Celebration

U District Partnership staff and leadership continue to gauge the viability and format of a UW graduation event, dependent on the UW's graduation plans.