



U DISTRICT BUSINESS  
IMPROVEMENT AREA

## RATEPAYER ADVISORY BOARD

### MEETING AGENDA

**Time: 4 p.m. – 5:30 p.m.**

**Date: January 27, 2022**

***ZOOM Virtual Meeting***

- |   |               |      |
|---|---------------|------|
| 1. Welcome and Introductions                | Maureen/Aaron |      |
| 2. Public Comment                           | Public        |      |
| 3. Approval of October 2021 Meeting Minutes | Maureen/Aaron | Vote |
| 4. New Board Member Election                |               |      |
| • Jeanette Henderson, UW Real Estate        |               | Vote |
| • Stephanie King, The M/Greystar            |               | Vote |
| • Michael Saunders, ASUW                    |               | Vote |
| 5. Financial Report                         | Kate          |      |
| • Update on Grant Funding & Priorities      |               |      |
| • Acceptance of January Close               |               | Vote |
| 6. U District Street Fair & 2022 Events     | Polly         |      |
| 7. UDP Program Reports                      |               |      |
| • Executive Director                        | Don           |      |
| • Urban Vitality                            | Katy          |      |
| • Economic Development                      | Daniel        |      |
| • Clean & Safe                              | Marcus        |      |
| • Marketing & Communication                 | Polly         |      |
| 8. New Business                             |               |      |
| 9. Adjourn                                  |               |      |



U DISTRICT BUSINESS  
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## **Ratepayer Advisory Board Meeting Minutes**

**October 14, 2021**

### **RAB Members Present**

Kate Barr (Scarecrow Video), Maria Barrientos (Barrientos/Ryan), Max Blume (Blume Company), David Cohanin (David Cohanin Enterprises), Jeremy Eknoian (UW Real Estate), Maureen Ewing (UHeights), Lora Gastineau (Residents), Chris Giles (Resident), Joe Gruber (U District Food Bank), Aaron Hoard (UW External Affairs), Lincoln Johnson (UW Student Affairs), Sandy Sun (Compass Real Estate), Hiu Tian, and Polly Yorioka (University Presbyterian Church).

### **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), and Polly Yokokawa (Marketing & Communications Manager).

### **Guests**

No guests registered for public comment.

### **RAB Members Not Present**

Mary Kay Gugerty (UW Evans School), Nikole O'Bryan (Nikole O'Bryan Dentistry), Chris Peterson (Café Allegro), and Michael Polzin (American Campus Communities).

### **Welcome/Introduction of New Members**

Maureen welcomed everyone and Don reviewed the meeting agenda.

### **Public Comment**

Maureen called for any public comment, but no one requested to speak.

### **Approval of June 2021 Minutes**

A motion was made by Lincoln to approve the June 2021 minutes. Motion was seconded by Aaron. The motion was approved unanimously.

### **Station Opening Festival**

Maureen offered positive feedback on the Light Rail Opening Festival and many of the RAB members indicated they attended. Katy offered a summary of the event: eight performance groups, eight sponsors and fourteen community partners, eleven local elected leaders attended the ribbon cutting ceremony including Harry the Husky, forty-three restaurants participated in the \$3 food walk, 1,400 food walk contest participants and an estimated 40,000-50,000 total event attendees (as indicated by cell phone GPS data). Event surveys gave us strong positive feedback about the event overall. Don mentioned that UDP partnered with Outdoors on the Ave

# UD BIA

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to activate University Way for the later part of the day, as a capstone to the Ave summer activation, which ended the following day. Polly presented more information about the promotion of the event: 1,000 posters distributed, a lot of earned media, digital and print ads (some in the UW Daily), email marketing, radio spots on KUOW and partner communications through U District organizations and business networks. We benefited from three major stars aligning: the light rail opening, the students returning, and the \$3 Food Walk. Long lines and high demand were a welcome change, but also an opportunity to learn how to better prepare businesses for future promotions. We also promoted mask wearing with the slogan and signage that read "Mask Up & Chow Down". Marcus spoke about some of the additional cleaning (over 200 hours, funded by the City of Seattle) that UDP coordinated in advance of the event. This included graffiti removal, trash pick-up, pressure washing, and painting over unmaintained walls. The RAB offered positive feedback on the event and how it was able to attract so many people from around the city and region to participate in the \$3 Food Walk. People thought the focus on the neighborhood made the event special and could be something we consider more deeply for the Street Fair.

## **Ambassador Program Update**

Marcus presented an update on the UDP search and RFP for a security firm to provide ambassador services for the U District. Over the summer, the firm with which UDP had contracted for ambassador services, Aries, folded because they couldn't keep staffing. Cascade Global Security was selected through this RFP process and will be on-boarding in the weeks ahead. In addition, the UW has invested additional dollars in a U District Station area ambassador during commute hours. We will be looking at new hours this winter to offer more coverage.

## **Acceptance of September Finance Report**

Don, Kate and Phil reported on the draft September financial statements. UDP is on track with planned spending with the exception of \$70,000 for tree lighting along the Ave, which was funded by a mix of City grant dollars and one-time BIA dollars. A motion to accept the May financial statements was made by Aaron and seconded by Chris. The motion was approved unanimously.

## **Upcoming Grant Opportunities**

The RAB spent about ten minutes brainstorming on future priorities for grant funding, should new grants become available. Don facilitated the conversation using Jamboard after talking about the recent government push for economic recovery that has resulted in several rounds of grant dollars to support local economic development initiatives. As recent grants have materialized, we were able to quickly identify priorities that the RAB and UDP boards had elevated during the budget deliberations last spring, but didn't make it into the budget. These new programs that received funding include support for restaurants, tree lighting, support for

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the arts community in the U District and more public art projects. Looking ahead RAB members identified additional priorities that included:

- Programs and campaigns to promote and attract people to the district
- More public art and murals
- Storefront improvement grants
- Retail/tenant recruitment
- More tree lights
- Art walk/night market/music events
- Alley improvements (safety, cleaning, art)
- Public restrooms
- Beautification ideas
- Addressing homelessness
- Safety in general/better police response
- Improved street infrastructure
- And more—see Jamboard.

## **UDP Program Reports**

Katy presented a review of the UDP's urban vitality program:

### Launched U District Mural Program

- UDP installed 3 new murals in district with neighborhood volunteers.
- UDP also helped locate a wall for a New York artist who worked with women of color in science to design murals—this beautiful mural is now on the Graduate Hotel.
- UDP also commissioned a mural along the alley just south of NE 43<sup>rd</sup> to add color and fun to the area around the U District Station.

### Tree Lights on the Ave

- UDP installed year-round tree lights on University Way from NE 41<sup>st</sup> to NE 45<sup>th</sup> with hopes to expend. Funding for the lights came from the BIA and the City's Office of Economic Development.

### Post Office Charrette

- UW studio class is examining the possible adaptive reuse options for the Post Office building at NE 43<sup>rd</sup>.

Daniel presented the work of the UDP economic development program:

### Outdoor Dining:

- UDP conducted a survey to determine the interest in outdoor dining amongst the neighborhood businesses. There was positive interest, so we began technical assistance to help restaurants realize sidewalk cafes. Fourteen businesses received our help and there are now more than thirty businesses with outdoor dining.

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- UDP also launched communal outdoor seating with over thirty blue picnic tables in and around NE 43<sup>rd</sup>.

## Technical Assistance & Business Retention Work:

- Technical Assistance and one-on-one support to 10+ businesses
- 70+ food/bev businesses engaged in research study
- Businesses are interested in expanding in the U District.

Marcus offered a review of UDP's clean, safe and outreach programs:

### High-Impact Individual Tracking

- Launched this summer, elevating dots that need to be connected on the back-end with social services. This has resulted in some chronic homeless people getting services they need to accept housing.

### New Clean/Safe Reporting System

- This summer UDP launched a new digital reporting system that allows the team to move past paper reports and view our work and impact in real time.
- Usable with both a mobile phone app and via computer and geo-tracks work
- Produces before and after photos
- Allows the team to easily submit work orders

Polly presented the updates about UDP's marketing and communications program:

### New U District Branding and Communications Strategy

- Project Launched in May
- New messaging strategy
- Implementation this fall

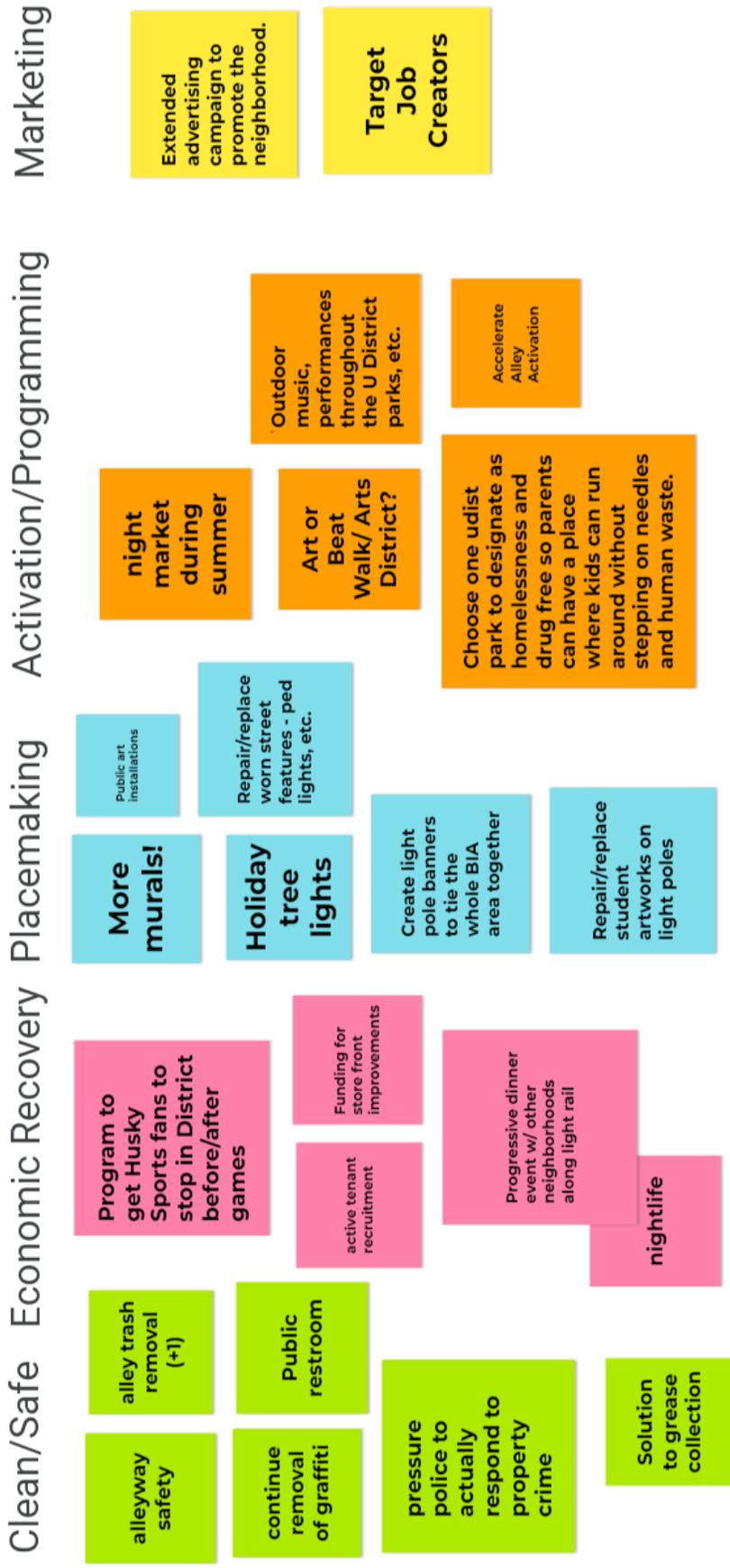
### U District Website

- Reskinned to reflect the new branding.

## Adjournment

Seeing no new business, a motion was made by Lora to adjourn the meeting. Motion was seconded by Kate. The ratepayers voted unanimously to adjourn the meeting at 5:19 p.m..

# UDBIA Visioning Exercise - October 14, 2021



2020-21 University District BIA

Budget Tracker - December 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	81,992.97	88,827	48.0%	\$ 16,200.50	\$ 10,789.81	\$ 11,613.91	\$ 11,000.75
Cleaning and Public Safety	580,857	261,824.58	319,032	45.1%	\$ 47,284.03	\$ 44,514.16	\$ 48,347.50	\$ 44,137.88
Urban Vitality	164,209	141,737.38	22,471	86.3%	\$ 14,296.09	\$ 42,882.20	\$ 47,713.15	\$ 18,247.79
Economic Development	190,542	78,369.65	112,172	41.1%	\$ 13,644.81	\$ 13,576.04	\$ 16,581.25	\$ 11,245.25
Marketing	192,510	72,145.45	120,364	37.5%	\$ 3,624.78	\$ 7,287.29	\$ 10,476.11	\$ 30,290.77
ST Opening	16,046	18,076.91	-2,031	112.7%	\$ -	\$ 1,091.37	\$ 13,028.98	\$ 971.27
Cherry Blossom	15,378	77.86	15,300	0.5%	\$ -	\$ 13.76	\$ 13.76	\$ 16.78
Street Fair	19,018	0.00	19,018	0.0%	\$ -	\$ -	\$ -	\$ -
<b>Total Requested</b>	<b>1,349,378</b>	<b>654,224.80</b>	<b>695,153</b>	<b>48.5%</b>	<b>\$ 95,050.21</b>	<b>\$ 120,154.63</b>	<b>\$ 147,774.66</b>	<b>\$ 115,910.49</b>

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 14,607.63	\$ 17,780.37						
Cleaning and Public Safety	\$ 31,282.56	\$ 46,258.45						
Urban Vitality	\$ 9,942.61	\$ 8,655.54						
Economic Development	\$ 11,957.10	\$ 11,365.20						
Marketing	\$ 9,651.19	\$ 10,815.31						
ST Opening	\$ 2,766.31	\$ 218.98						
Cherry Blossom	\$ 16.78	\$ 16.78						
Street Fair	\$ -							
	\$ 80,224.18	\$ 95,110.63	-	-	-	-	-	-



January 24, 2022

## MEMORANDUM

**To:** U District BIA Ratepayer Advisory Board  
**From:** Daniel Lokic; Don Blakeney  
**Subject:** Broken Glass & Damaged Façade Program

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### Context

In response to a recent uptick in vandalism and broken windows in the U District, UDP staff met with the Alliance for Pioneer Square earlier this month to gain insight about the organizations Broken Window and Façade Improvement Fund. The purpose of this meeting was to discover best practices implemented by other Business Improvement Areas in an effort to design a program best suited for the needs of U District businesses and property owners. The following highlights the funding mechanisms, parameters, and model used by the Alliance for Pioneer Square. This memorandum also proposes a Broken Glass & Damaged Façade program for the U District based on these findings.

### Pioneer Square Broken Window and Façade Improvement Fund

This program began in June of 2021 and provides funding to businesses and property owners for:

- Broken window replacement
- Fresh coat of paint
- Broken door lock replacement
- Facade Repairs
- Professional facade cleaning

Thus far, The Alliance has distributed two rounds of funding and is working on distributing a third round in the coming months. In the first two rounds:

- There were 21 total grantees
- 3-4 utilized funds for repainting/facade refreshments
- The remainder used funds for broken windows
- The average award amount was between \$4,000-\$5,000
- There was no match required from business/property owners

Funding Mechanisms used include:

- 1st Round: Historic South Downtown Funds - \$45,000
- 2nd Round: OED Funds - \$40,000
- 3rd Round: Historic South Downtown Funds - \$100,000

Applicant Rules and Parameters for funding include:

- A business or property owner must be located in the Pioneer Square BIA
- Businesses need to inform property owners and/or receive permission for work being done
- Grantees must submit receipts and/or estimates and describe their project within application
- Projects must be completed within 90 days
- Grantees must note if an insurance claim was submitted and if any funds were received

Funding Models

- Reimbursement - applicant has already completed work. Fund will reimburse total cost
- Guaranteed - applicant has 90 days to complete work and funding is guaranteed. Must submit receipt to be reimbursed
- Up Front - applicant provides estimate of funds and receives money immediately (before any work begins)

Based on this information, the UDP proposes the following fund:

### **U District Broken Glass & Damaged Façade Program**

The City of Seattle has come forward with \$20,000 to seed a program to support businesses who have been impacted by this recent uptick in vandalism. This fund, as it did in Pioneer Square, would offset costs of vandalism in our business community. Eligible uses include broken windows, doors, locks, broken lighting fixtures and damaged storefront facades. These items have an approximate value of \$500-\$1,500 per replacement.

- Proposed Requirements:
  - Business/property owner must be within the U District BIA
  - Damage occurred after January 1<sup>st</sup>, 2022
  - Work must be complete within 60 days
  - A CPTED review (conducted by UDP staff) must be conducted upon award
  - Grantee must inform property owner and/or receive permission for work being done
  - Grantee must submit receipts and/or estimates and describe their project within application
  - Grantee must note if insurance claim was submitted and if any funds were received
  - Before and after pictures must be submitted
  - Businesses or property owners may only be awarded once
  - Funds cannot be used for graffiti removal, although UDP is happy to assist in those cases.

- Funding Model:
  - \$20,000 seed money from OED
  - TBD matching dollars from UDBIA
  - No match required from small businesses or property owners
  - \$1,000 funding cap per applicant
  - Guaranteed Funding - grantee receives funding once work is completed and receipts are submitted

# UDP PROGRAM REPORTS

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Thursday, January 27, 2022

## URBAN VITALITY

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### **New Buildings on Brooklyn Move Ahead**

#### *4131 Brooklyn Ave NE*

Balfour Beatty is developing a 25-story, 229-unit apartment tower on Brooklyn Ave, south of NE 42nd St. The building will include small retail space, covered outdoor retail seating, and a small mid-block crossing with an outdoor space on the north side of the building. Balfour Beatty met with UDP twice to discuss their design and planning for the ground floor.

#### *U District Station Park (43rd + Brooklyn)*

The developer Lincoln Property Group is in the process of designing the U District Station Building and adjacent pocket park at NE 43rd and Brooklyn. In December and January, UDP met with the developer and landscape architect (GGN) to discuss the design of the new park. This meeting was a follow up to a previous meeting in 2020 where UDP stressed the importance of designing the privately owned plaza for flexible activation and multiple community uses. The current design has moved away from previous concepts of open/flexible space to a primarily wooded, sculpture garden that has stationary, large format benches, which would be very difficult to program. UDP stressed again the importance of this parcel to serve the 12K+ people using the light rail daily and the thousands of people who will be living and working on this corridor when this project joins the ten other towers that are slated to arrive on Brooklyn in the next three years. UDP also stressed it could be a partner to help activate this parcel, to coincide with other activation UDP is doing in the station area. The design still needs improvement to meet these objectives and UDP will continue to meet with the designer to provide feedback. The project will be presented to the City's NE Design Review Board in late February where UDP will also offer public feedback.



### **U District Rotary Grant**

In December 2021, the UDP was awarded a generous \$10,000 grant from the U District Rotary. The grant application was a collaboration between UDP and stakeholders along Allegro Alley including Chris Peterson, the owner of Cafe Allegro. The grant will be used to make public realm improvements in the Cafe Allegro Alley. The existing overhead cafe lights in the alley will be replaced with new lighting. We are also planning on installing a pavement mural in the alley. Cafe Allegro will maintain their outdoor cafe seating in the space. The goal of these improvements is to create a welcoming environment for pedestrians and customers of the businesses along the alley. UDP also plans to collaborate with the businesses to host events in the alley.

### **Arts + Culture Stakeholder Group Engagement**

UDP is in the process of hiring a consultant to guide the engagement of an arts and culture stakeholder group in the U District. The goal of this work is to gather the numerous stakeholders in the U District, identify common goals, and understand next steps/how the group could work together long-term to achieve those goals. The consultant will work with Urban Vitality to lead the development of the planning and implementation of the engagement (surveys, one-on-one meetings, 4-6 group meetings, reporting). The work will take place Q2-Q4 2022. An RFP has been shared via our website and to a handful of suggested professionals.

## UW Student Engagement

UDP is working with UW graduate student groups on two different projects:

*Solid Waste Management in U District Alleys (Evans Student Capstone Project)* - Three Evans School graduate students will be examining the policy issues and solutions around solid waste management in U District alleys. Over the next six months, the students will meet with UDP, interview various stakeholders in the neighborhood, city, and other business districts, gather and analyze data and best practices, and offer policy recommendations on how the UDP, businesses, City, etc. can improve solid waste issues in our alleys. The work will culminate in a report and series of presentations in late May/early June.

*U District Post Office Adapt Reuse Visioning (Architecture Studio Project)* - An Architecture graduate studio class is examining the potential adaptive reuse of the U District Post office this winter quarter. Last quarter, a seminar class of students learned about the post office and reported on existing conditions for the historic building. This quarter, a smaller group of students has participated in site visits of the Post Office, and will envision what a new use of the building and surrounding built environment could look like. This work could be used to advocate for new important community uses of the building to the federal government.

## Neptune Mural Project

To celebrate the 100th anniversary of the Neptune Theatre, UDP commissioned an art installation along the side of the alley off of NE 45th between the Ave and Brooklyn. The mural was created and installed by Kathleen Warren and Lina Cholewinski of Overall Creative. It features a graphic trident, representation of waves, and colorful scales. The mural is the beginning of a larger effort to beautify U District alleys through public art. Photo left is the mural in progress.



## ECONOMIC DEVELOPMENT

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### Economic Development Specialist

The UDP interviewed final candidates last week to take on the role of the temporary, grant funded position of Economic Development Specialist. Specifically, this individual will support four strategies which include:

- **Develop the U District Business Landscape Database:** Conducting a 2022 update of the U District-wide database which highlights businesses, their sectors, and contact information for owners/operators.

- **Conduct Monthly Commercial Space Survey:** Tracking of commercial spaces to uncover the ground-floor retail opportunities for businesses looking to expand or relocate within the U District.
- **Register U District Businesses on UDistrictSeattle.com:** Engaging businesses and offering technical support to increase registrations on our neighborhood promoting and consumer facing website.
- **Support Business Promotions and District Events:** Providing team support and business engagement for the Cherry Blossom Festival, Boba Fest, and U District StreetFair.

### **New Business Openings**

The UDP welcomes five news businesses that have opened in the U District in the last couple of months.

- **Ladd & Lass** - A husband-and-wife team rooted in the homebrew culture and community. Located on 45th Ave, visit today to try local craft brews, wine, and cider.
- **Luminati Labs** - Health and beauty services in the heart of the U District. Located on University Way, near 47th St, visit for a facial or drop in to shop vintage and new clothing, jewelry, accessories, and skin care products.
- **TP Tea** - A Taiwanese tea shop originally founded in Taichung, Taiwan. Try a unique bubble tea by visiting their location on 45th Ave, near University Way.
- **Leon Coffee House** - From the owners of Moore coffee in Downtown Seattle, this cafe brings a similar style and menu to the U District. Stop in on 45th Ave, near University Way to try their Caffé D'arte roasted coffee.
- **Sushi Burrito** - Experience sushi with a modern twist. Serving sushi burritos, poke, and salad bowls on University Way, near 42nd St.

### **Nightlife Business Engagement**

The Economic Development and Cleaning & Safety programs are collaborating to conduct a nightlife safety business roundtable. Scheduled for late January, this roundtable will be the first of many, engaging nightlife operators to hear their concerns, understand their needs, and educate them of the foundation of services currently available.

### **Economic Development Committee**

The committee met in December and provided feedback for the business retention & expansion study that will be conducted in the coming months. The committee also discussed a retail recruitment slidedeck intended to entice current U District operators to expand and attract new businesses into the ground-floor retail spaces throughout the community.

### **Continued Technical Assistance and PPE for businesses.**

With another round of the City of Seattle Stabilization fund released in November, the UDP continued to provide technical assistance, resources, and information to help business owners apply to Covid relief funding. UDP also received 2,000+ facemasks and continues to distribute this PPE equipment to businesses in need, ensuring staff and customers can interact safely.

### **Engaging Stakeholders Around Summer Activation Strategies**

As we look toward next summer, it's a perfect time to reflect on our activation strategies from this year to see what worked well and what could work better. UDP partnered with other U District stakeholders this fall to engage with stakeholders on and around the Ave to solicit feedback on the variety of activation programming in the district this year--from the dining plaza at NE 43rd Street to the Outdoors on the Ave installation on University Way and other outdoor dining in general. UDP will continue to engage with

stakeholders this month to understand what worked well and what can be improved for spring and summer activation in 2022.

### Small Business Opportunities

UDP is developing new tools to support filling current available ground floor retail space and upcoming commercial space vacancies. Daniel is working with property owners to collect relevant information to share with businesses that are interested in expanding within or into the U District. UDP is working with residential and commercial developers, the UW west campus project, as well as long-time property owners. This work complements the work that UDP is doing to proactively provide technical assistance and advocacy for businesses that are currently in the district.

## CLEAN & SAFE

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### Committee Update

Due to Veterans Day, the November Clean and Safe Committee Meeting was canceled. In our December 9th meeting, we met with David Delgado, JJ Bartlett, and Joel Killough with REACH as well as Sam Wolff who is the LEAD Project manager for the Public Defender Association. This group gave us an update on homeless outreach happening in North Seattle. Our committee met again on January 13<sup>th</sup> and looked back at cleaning efforts in 2021 and planned projects for 2022.

For questions regarding the meeting, please contact Marcus ([marcus.johnson@udistrictpartnership.org](mailto:marcus.johnson@udistrictpartnership.org)).

### Outreach Update

After several years of service in the U District, David Delgado is moving into a new role that will support North Seattle, at large. We are thrilled to keep David in the larger community and are also excited to welcome the new U District Outreach Care Coordinator, JJ Bartlett. JJ is a graduate of the University of Washington and has previously worked at ROOTS Young Adult Shelter and Street Youth Ministries right here in the U District. David is helping to train-up JJ so that their outreach work maintains a level of continuity and that relationships can continue to be strengthened with our unhoused neighbors.

David reported that he was able to work with the 35 unsheltered people in University Playground over the summer to find 34 of them spaces in transitional housing or county-sanctioned hotel rooms. Additionally David worked with the City, LIHI and 20 unhoused people in the U District to arrange accommodations for them in Rosie's Tiny Home Village when it opened in mid-October. We had a second set of spaces open at Rosie's Tiny Home Village in December and were able to move 9-more of our un-housed people into this housing. While this is more than 60 people who were able to find transitional housing, we do see new faces on a regular basis. Below is the most recent census, which shows 103 people sleeping outside in the U District—down from approximately 150 last year at this time. Today, the largest encampment is below the Ship Canal Bridge.

### January 10, 2022 Homeless Census - 103 People Sleeping Outside\*

LOCATIO N	Pasadena	I-5 @ 45 <sup>th</sup>	I-5 @ 50 <sup>th</sup>	University Playground	The Ave	Other	TOTAL
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TENTS	26	11	17	1	0	0	55
PEOPLE	0	2	0	0	19	0	21

\*We calculate this number by taking the number of tents and multiplying it by 1.5 and then we add that number to the number of homeless individuals we see while doing the census.

### Cleaning Update

Big thank you to our Clean Team that helped tackle the heavy snowfall we had at the end of December. Our team was out shoveling snow, breaking up ice, and laying down salt to ensure a walkable neighborhood along the high-traffic areas of University Way and a portion of Roosevelt, along with select side-streets. To our knowledge, we are the only BIA in Seattle that provides this service.

### December Data

Hours	Graffiti	Biohazards	Bags of Trash
605	359	115	289

### 2021 Cleaning Totals

Hours	Graffiti	Biohazards	Bags of Trash
7,995	7,966	7,975	11,209

### Ambassador Update

After a brief pause in the ambassador program, ambassadors returned to the streets of the U District on 10/15 as a part of a new partnership with Cascadia Global Security.

Beginning January 10<sup>th</sup>, we have adjusted our Ambassador Program Hours. Below you will find our old schedule and the new schedule we just implemented. We moved the Patrol Ambassadors to a 7-day a week schedule. When this program was created, we still had the SPD Foot Beat, and this program covered the days when they were not here. Given feedback from businesses about safety concerns, both at night and during our off days, we feel these new hours are responsive. Since we started the Station Area Ambassador Program in October, we have had 12-hour shifts Monday-Friday. We feel going to 8-hour shifts is a more appealing shift and is now better complimented by our Patrol Ambassadors who will be focusing on the Light Rail Station during the evening commute hours.

### Old Ambassador Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Station Ambassador	8:00am-8:00pm	8:00am-8:00pm	8:00am-8:00pm	8:00am-8:00pm	8:00am-8:00pm	OFF	OFF
2 Patrol Ambassadors	OFF	OFF	OFF	11:00am-7:00pm	11:00am-7:00pm	9:00am-5:00pm	11:00am-7:00pm

## New Ambassador Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Station Ambassador	7:30am-3:30pm	7:30am-3:30pm	7:30am-3:30pm	7:30am-3:30pm	7:30am-3:30pm	OFF	OFF
2 Patrol Ambassadors (3:30-6:30 station area coverage)	3:00pm-11:00pm						

## MARKETING & EVENTS

### Marketing Roundtable Launch

The first U District Marketing Roundtable launches on Tuesday, January 25 with a virtual meeting bringing together an initial group of business owners and marketing personnel from neighborhood organizations and institutions. The goal of this initial meeting will be to create a network and to better understand the marketing needs of the neighborhood.

### Email Marketing

Engagement on newsletters has been steadily climbing. In 2020, our average open rate was about 28% with a click-through rate (CTR) of 3.0%. In 2021 our average open rate was 31% with a CTR of 4.6%.

#### Recent Newsletters

12/30	Snow Response, New Brewery	Open Rate: 42.6% / CTR 5.4%
12/17	Gift Guide, Street Fair Vendor Registration	Open Rate: 36.5% / CTR: 4.3%
12/03	New Businesses, Lights on the Ave	Open Rate: 35.2% / CTR: 4.6%
11/12	Neptune Centennial, Sound Transit Dev.	Open Rate: 33.7% / CTR: 3.8%
10/28	Station Festival Recap	Open Rate: 36.7% / CTR: 5.1%

### Events

Spring events are well underway! Join us in welcoming back the U District Street Fair in May and celebrating the launch of two new events and promotions – the Cherry Blossom Festival and Boba Fest.

Businesses will receive information this week about opportunities to participate and application forms.

### Cherry Blossom Festival (TBD: Two weeks between March and April 2022)

Every year, thousands of visitors flock to, and through, the neighborhood to see the historic UW Cherry Blossoms. We are inviting retail, food, and beverage businesses to celebrate the cherry blossoms by featuring cherry or cherry blossom-themed menu items, products, and special discounts during this two-week promotion. Dates for the festival will be in alignment with the bloom dates and should be announced soon. Deadline for businesses to participate is Friday, February 11.

### **Boba Fest (April 30, 2022)**

New this year, celebrate the nearly 20 bubble tea restaurants in the University District on National Boba Day – Saturday, April 30, 2022. We will be inviting visitors and neighbors alike to enjoy their favorite boba shops and ‘learn how to boba’ at this festive event. How much boba can you drink in one day? Let’s find out!

This event is restricted to U District bubble tea restaurants. All bubble tea restaurants are invited to register by showcasing a favorite drink or flavor combination. Deadline to participate is Friday, February 25.

### **U District Street Fair (May 21-22, 2022)**

The U District Street Fair is set to return this spring after a two-year pause!

**VENDORS:** Vendor registration went live in mid-December and is being coordinated by Bold Hat Productions, our contracted production partner for this event. As of the beginning of January we have 48 food and retail vendors registered.

**BUSINESS PARTICIPATION:** U District businesses with brick-and-mortar locations in the event map, are invited to consider participation opportunities for Street Fair by expanding their storefront out into the street. We will be reaching out to businesses this week about applying to participate. The deadline to apply is Tuesday, March 1.

**GRANT AWARD:** The U District Street Fair is the proud recipient of a \$50,000 grant from the King County Revive & Thrive program, which aims to offset the loss from the event over the past two years. These funds will go towards helping us expand the footprint of the event and bring in exciting entertainment!

**SPONSORSHIP:** opportunities are also now available! To help make this year’s event the incredible comeback we are all excited for, we are looking for partners to join us in marking the momentous 51<sup>st</sup> U District Street Fair. Please connect with Don and Polly for more information or to suggest potential sponsors for this event.