



BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

January 18, 2022

ZOOM Virtual Meeting

I.	Welcome & Introductions	Rob	11:30 a.m.	
II.	Public Comment	Public	11:35 a.m.	
III.	Approval of November Meeting Minutes	Rob	11:40 a.m.	(Vote)
IV.	Finance Committee Report	Sally	11:45 a.m.	
	• Acceptance of December Close			(Vote)
	• Updated Assumptions for 21-22 Financials		11:55 p.m.	
	• Grant Opportunities Update	Don	12:05 p.m.	
V.	Program Reports		12:15 p.m.	
	• Marketing & Communications	Polly		
	• Urban Vitality	Katy		
	• Clean & Safe	Marcus		
	• Economic Development	Daniel		
VI.	Governance Committee Update	Miles	12:30 p.m.	
	• Board Member Nomination: Jeremy Eknoian			
	• Executive Session, Discussion			
	• Regular Session, Election			(Vote)
	• Jeanette Henderson			
VII.	New Business	Rob	12:50 p.m.	
VIII.	Adjourn	Rob	1:00 p.m.	



Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: November 16, 2021

Location: Zoom Meeting

IN ATTENDANCE:

UDP Board Members

Lois Ko, Sweet Alchemy - Co-Chair
Rob Lubin, UW Housing & Food - Co-Chair
Stephen Antupit, Resident - Secretary
Sally Clark, UW External Affairs - Treasurer
Jeanette Henderson, UW Real Estate
John Hix, Seattle Vinyard Church
Kristine Kenney, UW

Moe Khan, Cedars - Chair, Econ Dev
Anson Lin, Astora Construction
Trevor Peterson, UW Bookstore
Don Schulze, Shulty's/UDPA – Chair Clean & Safe
Anna Sorokina, WSECU
Alfred Shiga, Shiga's
Josh Stabenfeldt, University Family Y

UDP Staff

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

Guests*

Jeremy Eknoian, UW/UDBIA

**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

The Board members and staff introduced themselves.

Public Comment

There was no public comment.

Governance

Lois and Rob introduced Jeremy Eknoian, who was visiting the meeting in anticipation of an upcoming formal nomination to the UDP Board. Jeremy discussed his role on the UW Real Estate team, his participation on the UDBIA Board and interest in the work of the UPD. He has worked with the organization under the leadership of Mark and Elizabeth. Jeremy also serves as UDP's landlord.

Approval of September 2021 Meeting Minutes

October Meeting Minutes

Motion: Stephen moved to approve the September 2021 meeting minutes as amended to show that Anna, Alfred and John were not in attendance. Don will update the minutes to reflect this

friendly amendment.

Second: Alfred seconded the motion.

The motion was approved by all.

Finance

Sally reported on behalf of the Finance Committee. Sally touched on some of the variances that were associated with some recent recovery grants. She mentioned a small savings on staff and operations, due to a pause in the ambassador program. Don B. shared that a CPA firm in the District reached out to thank UPD and offered a \$500 check in support of the 43rd Street outdoor seating.

Motion: October 2021 financials were moved by the Finance Committee.

Second: No second required, as the motion was made by the committee.

Motion was approved unanimously.

Grant Priorities

Don B. engaged the board in a Jamboard session to talk about possible future grant funding opportunities. While we have been able to tackle many of the priorities that were on the cutting room floor from last year's budget process, we are continuing to see grant opportunities, and wanted to hear more about the priorities from the Board as we invest time and energy in grant applications. The results of the Jamboard session will be reported out at the next board meeting.

Program Updates

Urban Vitality – Katy presented an update on some of the incoming murals, including the new Neptune mural in the alley off of NE 45th Street. She also reported an update on our café lighting program for NE 43rd Street, where we plan to install catenary lights by early January. UDP is also working with a student capstone group to look at solid waste issues in the U District alleys. Lois asked if the capstone could look at the issues around garbage issues around the move-out times for University students. Lastly, Katy talked about the SDOT ITS project which is tearing up the sidewalks at 45th and University Way.

Economic Development – Daniel presented about the work that UDP is doing providing technical assistance to small businesses. UDP is continuing to engage businesses to hear about preferences and needs with respect to outdoor dining. Daniel is also engaging property owners and brokers to better understand the opportunities for new businesses who may be looking to locate in the district. (See report for additional details.)

Clean & Safe – Marcus offered an update on the new outreach worker who started this fall as the UDP REACH outreach worker, JJ Bartlett. Marcus also reported a recent drop in people experiencing homelessness in the district, because several people were able to move into the new tiny home village. Leaf removal was another major focus this month.

Marketing & Communications – Polly talked the U District Seattle website—specifically the new blog feature and how our event-specific pages can drive people to the site. She also talked about our social media strategy and about our upcoming slate of springtime events. U District Street Fair is going on sale in early December and we are circulating a survey to community members to hear people's hopes for the future of the Street Fair. More details in the packet.)

New Business

The Board talked about the idea for creating an annual holiday celebration of success and accomplishments. The Governance Committee will take this up and bring back thoughts to the

group. Rob mentioned that he appreciated the grant narrative that was submitted along with the OED grant this past summer—he thought it captured the challenges the neighborhood faces.

The meeting adjourned at 12:31 p.m.

UDP Finance Narrative

Finance Committee Meeting 1/7/22

Happy New Year! This month is the grand re-set of our FY 2022 budget forecast, with the aim of accounting for some of the additional BIA, grant and sponsorship dollars that have come in this year, above and beyond what we envisioned in June 2021.

Budget Report & Reforecast Notes

The comments below represent variances and components of the budget and reforecast—the numbers along the left side of the page correspond with the numbers on the budget report:

Income:

- (1) **44430 – BIA Income:** *The UDBIA generously offered to pull-forward some of the money allocated to programs in 2020-2021 that were not spent. This included \$32K in funding for some of our rebranding and marketing programs, as well as \$30K for our tree lights along the Ave.*
- (2) **44530 – Grants & Donations:** *We have been fortunate to receive significant grant and partnership dollars of the last six months. The Seattle Office of Economic Development has awarded over \$100K to UDP this fiscal year, with additional money on the way. Seattle Public Utilities has also invested heavily in the Cleaning Program this year through the Mayor's Clean Cities Initiative. UW has generously invested \$40K in an ambassador position near the light rail station. We had anticipated actively fundraising for public art projects including art on signal boxes and murals on buildings. Instead, the previously mentioned grant dollars have provided this support. We are resetting these expectations to reflect these new realities.*
- (3) **47260/47200 – Events:** *We saw a significant bump from an additional \$40K sponsorship of our light rail station opening. We hope to continue to exceed expectations this spring with U District Street Fair and the Cherry Blossom Festival.*

Expense:

- (4) **60100 – Staffing:** *We have some general savings and have also received \$25K to fund a temporary economic development specialist who will assist Daniel in some of the outreach to small businesses this year.*
- (5) **70100 – Clean & Safe Contracts:** *We received a series of generous grants and donations this year to support our clean and safe work. This represents a projection of the associated spending.*
- (6) **70200 – Community Beautification:** *This represents some of the associated spending from the OED grant related to our murals in the alleys.*
- (7) **70500 – Ambassador Program:** *This is the projected spending increase associated with the UW's generous \$40K investment in the station ambassador position.*
- (8) **70700 – Program Services:** *This is the associated spending on grant funded building murals.*
- (9) **70999 – Placemaking:** *This reflects the tree lights on the Ave, which were added after receiving new money from the BIA and OED. Also, this includes spending on a consultant to lead an arts conversation with U District stakeholders—funded by City grant dollars. Because of the grant and donation dollars, we decided to curtail the previously projected fundraising/spending on additional murals.*
- (10) **80000 – Event Expenses:** *This represents increased event expenses associated with Station Opening Festival sponsorship dollars mentioned above.*

Balance Sheet Report

Looking at the balance sheet, you'll notice that cash is slightly because of our Light Rail Opening sponsorships and U District Street Fair income is beginning to come in—we had zero Street Fair dollars in 2020. The Wells Fargo account is down because of Christy Park expenditures. AR and AP are down because of more holiday spending, increased cleaning and executive director search in 2020. The PPP loan was finally forgiven this year and accrued vacation is lower since Mark left.

Annual Audit

Greenwood Ohlund has completed the audit with no material findings. We will bring this to the Finance Committee in February, once they have received one outstanding document from the City of Seattle.

2020-21 University District BIA

Budget Tracker -December 2021

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	81,627.47	89,192	47.8%	\$ 16,200.50	\$ 10,789.81	\$ 11,613.91	\$ 11,000.75
Cleaning and Public Safety	580,857	261,517.97	319,339	45.0%	\$ 47,284.03	\$ 44,514.16	\$ 48,347.50	\$ 44,137.88
Urban Vitality	164,209	141,435.77	22,773	86.1%	\$ 14,296.09	\$ 42,882.20	\$ 47,713.15	\$ 18,247.79
Economic Development	190,542	78,145.59	112,396	41.0%	\$ 13,644.81	\$ 13,576.04	\$ 16,581.25	\$ 11,245.25
Marketing	192,510	51,678.95	140,831	26.8%	\$ 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%	\$ -	\$ -	\$ -	\$ -
Total Requested	1,349,378	632,560.52	716,817	46.9%	\$ 95,050.21	\$ 120,154.63	\$ 147,774.66	\$ 115,910.49

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 14,607.63	\$ 17,414.87						
Cleaning and Public Safety	\$ 31,282.56	\$ 45,951.84						
Urban Vitality	\$ 9,942.61	\$ 8,353.93						
Economic Development	\$ 11,957.10	\$ 11,141.14						
Marketing	\$ 9,651.19	\$ 10,665.32						
ST Opening	\$ 2,766.31	\$ 218.98						
Cherry Blossom	\$ 16.78	\$ 16.78						
Street Fair	\$ -							
	\$ 80,224.18	\$ 93,762.86	-	-	-	-	-	-

10:45 AM
 01/06/22
 Accrual Basis

The U District Partnership

Balance Sheet Prev Year Comparison

As of December 31, 2021

	Dec 31, 21	Dec 31, 20	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	76,561.48	10,341.22	66,220.26
10103 · UDP WF Checking 0122	23,729.77	42,278.09	-18,548.32
10111 · WSECU Savings	160,114.35	160,681.48	-567.13
Total 10100 · Operating Bank Accounts	260,405.60	213,300.79	47,104.81
Total Checking/Savings	260,405.60	213,300.79	47,104.81
Accounts Receivable			
11000 · Accounts Receivable	99,480.02	125,792.36	-26,312.34
Total Accounts Receivable	99,480.02	125,792.36	-26,312.34
Other Current Assets			
	-476.37	1,085.64	-1,562.01
Total Current Assets	359,409.25	340,178.79	19,230.46
Fixed Assets			
	1,620.92	3,566.02	-1,945.10
Other Assets			
	3,235.87	3,235.87	0.00
TOTAL ASSETS	364,266.04	346,980.68	17,285.36
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	33,960.31	68,631.05	-34,670.74
Credit Cards	6,640.70	447.13	6,193.57
Other Current Liabilities	14,950.01	107,205.04	-92,255.03
Total Current Liabilities	55,551.02	176,283.22	-120,732.20
Total Liabilities	55,551.02	176,283.22	-120,732.20
Equity			
32000 · Unrestricted Net Assets	257,952.14	215,769.51	42,182.63
Net Income	50,762.88	-45,072.05	95,834.93
Total Equity	308,715.02	170,697.46	138,017.56
TOTAL LIABILITIES & EQUITY	364,266.04	346,980.68	17,285.36

The U District Partnership Budget Report December 2021

	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget	Forecast	\$ Over Budget
Ordinary Income/Expense						
Income						
43400 · Direct (Grants) Public Support	500.00	0.00	500.00	0.00	500.00	500.00
43410 · Business & Corp. Contributions	500.00	0.00	500.00	0.00	500.00	-500.00
Total 43400 · Direct (Grants) Public Support						
44500 · Government Grants and Contracts	652,876.83	644,407.65	8,469.18	1,349,377.65	1,411,377.65	62,000.00 (1)
44430 · BIA Contract	90,112.32	41,000.00	49,112.32	122,000.00	304,500.00	182,500.00 (2)
44530 · Other Local Government Grants	742,989.15	685,407.65	57,581.50	1,471,377.65	1,715,877.65	-244,500.00
Total 44500 · Government Grants and Contracts						
47000 · Earned Income						
47200 · Event Income	33,003.44	0.00	33,003.44	240,000.00	240,000.00	0.00
47210 · StreetFair						
47260 · BIA Events	0.00	5,000.00	-5,000.00	10,000.00	50,200.00	40,200.00 (3)
47200 · Event Income - Other	45,200.00	0.00	45,200.00	0.00	0.00	0.00
Total 47200 · Event Income						
47000 · Earned Income	78,203.44	5,000.00	73,203.44	250,000.00	290,200.00	-40,200.00
Total 47000 · Earned Income						
46400 · Interest and Other	78,203.44	5,000.00	73,203.44	250,000.00	290,200.00	-40,200.00
47.71						
Total Income						
821,740.30	690,407.65	131,332.65	1,721,377.65	2,006,577.65	-285,200.00	
Gross Profit						
821,740.30	690,407.65	131,332.65	1,721,377.65	2,006,577.65	-285,200.00	
Expense						
60000 · Staffing						
60100 · Wages & Salaries Expense	263,442.07	278,920.43	-15,478.36	566,539.95	574,791.86	8,251.91 (4)
60020 · Payroll Taxes	21,737.48	22,104.22	-366.74	44,897.72	44,966.48	68.76
60030 · Benefits to/for Employees	17,432.45	18,317.66	-885.21	37,206.66	36,104.58	-1,102.08
60040 · Retirement Benefits	6,782.58	7,565.56	-782.98	15,367.07	14,570.45	-796.62
Total 60000 · Staffing						
309,394.58	326,907.87	-17,513.29	664,011.40	670,433.37	-6,421.97	
61000 · Professional & Contract Expense						
61100 · Accounting Fees	17,500.00	26,000.00	-8,500.00	38,000.00	38,000.00	0.00
61200 · Legal Fees/Other	2,700.00	2,949.98	-249.98	5,900.00	5,900.00	0.00
Total 61000 · Professional & Contract Expense						
20,200.00	28,949.98	-8,749.98	43,900.00	43,900.00	0.00	
62000 · Office and Overhead						
62100 · Rent, Parking, Utilities	27,654.62	27,654.36	0.26	55,925.12	55,925.12	0.00
62200 · Insurance Expenses	3,048.74	2,167.56	881.18	4,335.12	4,335.12	0.00
62400 · Supplies Expense	3,847.66	5,099.94	-1,252.28	10,200.00	10,200.00	0.00

The U District Partnership Budget Report December 2021

	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget	Forecast	\$ Over Budget
62500 · Travel and Meetings	1,189.19	1,750.04	-560.85	3,500.00	3,500.00	0.00
62600 · Telephone, Telecommunications	1,421.88	1,380.00	41.88	2,760.00	2,760.00	0.00
62700 · Technology and Software	2,764.26	900.00	1,864.26	1,800.00	1,800.00	0.00
62800 · Dues and Memberships	1,030.00	474.98	555.02	950.00	950.00	0.00
62900 · Postage, Mailing Service	271.79	500.02	-228.23	1,000.00	1,000.00	0.00
63000 · Printing and Copying	0.00	249.98	-249.98	500.00	500.00	0.00
63300 · Staff Development	4,860.94	7,999.94	-3,139.00	25,000.00	25,000.00	0.00
63600 · Banking and Service Fees	531.06	174.98	356.08	350.00	350.00	0.00
63700 · Misc. Office Operations	69.00	249.98	-180.98	500.00	500.00	0.00
Total 62000 · Office and Overhead	46,689.14	48,601.78	-1,912.64	106,820.24	106,820.24	0.00
70000 · Direct Program Expenses						
70100 · Clean and Safe Contracts	133,041.72	124,691.02	8,350.70	249,382.00	263,090.00	13,708.00 (5)
70200 · Community Beautification	3,796.49	11,500.00	-7,703.51	22,750.00	31,950.00	9,200.00 (6)
70300 · Advertising and Marketing	23,841.02	18,000.00	5,841.02	69,300.00	69,300.00	0.00
70400 · Studies, Strategy & Implement.	6,234.30	24,249.98	-18,015.68	48,500.00	48,500.00	0.00
70500 · Ambassador Program	34,863.62	51,211.02	-16,347.40	104,422.00	144,782.00	40,360.00 (7)
70600 · Youth Employment - Contract	0.00	5,000.00	-5,000.00	10,000.00	10,000.00	0.00
70650 · Reach Program Contractor	29,583.35	38,250.00	-8,666.65	76,500.00	71,000.04	-5,499.96
70700 · Other Program Contract Services	36,613.99	3,000.00	33,613.99	10,000.00	46,613.99	36,613.99 (8)
70999 · Placemaking	72,550.79	0.00	72,550.79	65,000.00	202,550.79	137,550.79 (9)
80000 · Event Expenses						
80010 · BIA Events	44,428.10	13,800.00	30,628.10	27,300.00	48,391.41	21,091.41 (10)
81000 · Street Fair	0.00	0.00	0.00	212,700.00	212,700.00	0.00
Total 80000 · Event Expenses	44,428.10	13,800.00	30,628.10	240,000.00	261,091.41	21,091.41
Total 70000 · Direct Program Expenses	384,953.38	289,702.02	95,251.36	895,854.00	1,148,878.23	253,024.23
Total Expense	761,237.10	694,161.65	67,075.45	1,710,585.64	1,970,031.84	259,446.20
Net Ordinary Income	60,503.20	-3,754.00	64,257.20	10,792.01	36,545.81	25,753.80
Other Income/Expense						
Other Income						
Fiscal Sponsor Expenses	-9,740.32	0.00	-9,740.32	0.00	0.00	0.00
Total Other Income	-9,740.32	0.00	-9,740.32	0.00	0.00	0.00
Net Other Income	-9,740.32	0.00	-9,740.32	0.00	0.00	0.00
Net Income	50,762.88	-3,754.00	54,516.88	10,792.01	36,545.81	-25,753.80

- (1) \$32 carryover marketing from FY 21, \$30k lighting from FY21 carryover, modest underspending in core programs.
- (2) OED grants, additional SPU, UW. No money for utility boxes or building wraps
- (3) Add'l sponsorship
- (4) YTD savings + Economic Dev. Staff from OED grant.
- (5) SPU Funding
- (6) Alley grant expenses
- (7) UW Grant for Ambassadors
- (8) Grant funded murals
- (8) BIA Tree lights, \$20k arts district consultant UV, \$42,500k OED treelighting, no building wraps or utility boxes
- "(9) Enhanced ST opening event due to sponsorships

UDP PROGRAM REPORTS

Tuesday, January 18, 2022 - *Note: The UDP Board did not convene for a meeting in December, 2021, so this report includes updates from November, December, and early January.*

URBAN VITALITY

New Buildings on Brooklyn Moves 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. UDP again stressed the importance of designing the privately owned plaza for flexible activation and multiple community uses. UDP 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.



U District Rotary Grant

In December 2021, the UDP was awarded a \$10,000 U District Rotary Grant. The grant application was a collaboration between Economic Development and Urban Vitality, with input from Chris Peterson at 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.

ECONOMIC DEVELOPMENT

Economic Development Specialist

The UDP is interviewing candidates this month to take on the role of the temporary, grant funded position of Economic Development Specialist. Specifically, this individual 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.

- **Lad & 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 Cafe Darte' 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.

CLEAN & SAFE

Committee Update

We have had two committee meetings since our last update. 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 13th 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).

Outreach Update

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 homeless into this housing. We were successful in helping over 50 people find transitional housing this past year. David Delgado is compiling his notes to give us a concrete number in the weeks ahead.

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

LOCATION	Pasadena	I-5 @ 45 th	I-5 @ 50 th	University Playground	The Ave	Other	TOTAL
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

Beginning January 10th, 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 <i>(3:30-6:30 station area coverage)</i>	3:00pm-11:00pm						

MARKETING, COMMUNICATIONS & EVENTS

Marketing Roundtable Launch

The first U District Marketing Roundtable will launch next week 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 understand the marketing needs of the neighborhood.

Email Marketing

Newsletters

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

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 51st U District Street Fair. Please connect with Don and Polly for more information or to suggest potential sponsors for this event.