



BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

April 19, 2022

ZOOM Virtual Meeting

I.	Welcome & Introductions	Rob	11:30 a.m.
II.	Introduction of Prospective Board Member <i>Pete Chautavipat, Little Thai</i>	John	11:35 a.m.
III.	Public Comment	Public	11:40 a.m.
IV.	Approval of February Meeting Minutes	Rob	11:45 a.m. (Vote)
V.	Finance Committee Report <ul style="list-style-type: none">● Acceptance of February Close● FY 2023 Budget Themes	Sally Don	11:50 a.m. (Vote)
VI.	Governance Committee Report <ul style="list-style-type: none">● FY 2023 Officers and Committees● Board Member Recruitment	Miles	12:10 p.m.
VII.	Expanded Ambassador Program	Marcus	12:20 p.m.
VIII.	Retail Opportunities/Vacancy Tracking	Daniel	12:30 p.m.
IX.	Arts & Culture Workgroup Launch	Katy	12:40 p.m.
X.	Spring Events <ul style="list-style-type: none">● Cherry Blossom Fest● Boba Fest● U District Street Fair	Polly	12:45 p.m.
XI.	New Business	Rob	12:55 p.m.
XII.	Adjourn	Rob	1:00 p.m.



Board Meeting Minutes

Time: 11:30 AM – 1:00 PM

Date: March 15, 2022

Location: Zoom Meeting

IN ATTENDANCE:

UDP Board Members

Lois Ko, Sweet Alchemy – Co-Chair

Rob Lubin, UW Housing & Food Service – Co-Chair

Sally Clark, UW External Affairs – Treasurer

Stephen Antupit, Resident – Secretary

Jeremy Eknoian, UW Real Estate

Moe Khan, Cedars – Chair, Econ Development

Kristine Kenney, UW Campus Planning

Anson Lin, Astora Construction

Santhi Perumal, UW College of Education

Trevor Peterson, UW Bookstore

Don Schulze, Shultzys – Chair, Clean & Safe

Alfred Shiga, Shiga's Imports

Anna Sorokina, WSECU

Josh Stabenfeldt, University YMCA

UDP Staff

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

Guests*

Aaron Hoard, UW External Affairs/UDBIA Co-Chair; Andrew Myerberg, Director of Public Safety, Office of the Mayor, City of Seattle;

**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

Guest Speaker – Andrew Myerberg, Director of Public Safety, Mayor's Office

Andrew talked about his work in the Mayor's Office and how he recently took a walk with U District stakeholders in the U District to look at the economic impacts of crime and behavioral health issues. Andrew is tasked with developing the Mayor's public safety plan and looking at new alternative strategies to keep Seattle communities safe.

He talked about the lack of police officers and how he is interested in the ideas being advanced by UDP, Ballard, SODO, Little Saigon and others to look at unarmed foot patrols and unsworn community safety coordinators.

Andrew acknowledged a significant uptick in crime and issues, specifically in hot spots like Third and Pine and 12th and Jackson. These areas require a significant amount of attention and resources. The Mayor is interested in having a mini precinct on Third Ave. However, the Mayor's office is interested in looking at a sustainable approach that could work in districts like the U District. He

acknowledged that there are impacts created by pushing people out of downtown and that strategies in the U District should consider those impacts and develop strategies to address them.

Other challenges include “systems atrophy” which will take time to rebuild between departments, agencies, providers, and the community. Andrew is standing up an interdepartmental team (IDT) that includes high-level decision-makers including Deputy Mayor of Homelessness Tiffany Washington, Human Services Department, Department of Neighborhoods, SDOT, Seattle Public Utilities—with the idea of being nimble to respond with complex strategies and cut through bureaucratic red tape. The intent is to actively include community leadership groups like UDP to better understand the high-impact individuals and to explore strategies to reduce their impact. This effort has been set back because of the challenges at Third Ave but will be focusing-in on the U District in the months ahead. The next step would be to bring in the business owners to identify high-impact issues and individuals, then deploy strategies and plans to address them. Also, he’d like to have Community Service Officers on the ground in late April / early May to see some results by early summer.

The City had hoped to hire 125 officers in 2022, but it will be hard to do this—75 is more likely, and there could be as many who choose to retire. This is a nationwide issue. Andrew hopes to deploy non-sworn resources to non-emergency issues. Currently there isn’t capacity to respond in such circumstances. Community Service Officers could fill this role and would be much quicker to hire up—adding 100 or more this year. This could help the Seattle Police Department be more efficient and responsive when it matters.

Andrew also spoke to the work and collaboration with the City Attorney’s office regarding loss prevention coordination in hot-spot areas. This theft, even in the U District, is being driven by drug-use and addiction to fentanyl and meth. Regarding collaboration with social service providers, the City is evaluating current expenditures through HSD and looking at the roles that other city departments can play.

He wrapped up by offering to be a continued resource in the months ahead, and to also come back and talk about what’s being implemented and what’s working.

Public Comment

There was no public comment.

Approval of February 2022 Meeting Minutes

Motion: **Jeremy** moved to approve the February 2021 meeting minutes.

Second: **Sally** seconded the motion.

*The motion was approved by all, but **Josh** who abstained.*

Finance Committee Report

Sally briefly reviewed the form 990 and audit of the FY 2021 financials. She then called for a fu

Motion: The form 990 and audit were moved forward by the committee.

Second: No second was necessary.

Motion to accept the form 990 and audit for FY 2021 approved unanimously.

Sally and Don reported on the finances as covered in the narrative provided to the Board in the packet. Don flagged some timing issues and grant spending that have resulted in underspending to date. New churn is expected for Street Fair, with booth fees coming in and new expenses going out.

Motion: The Finance Committee moved to accept the February 2022 financial as presented at the March 15th, 2022 Board Meeting.

Second: No second was required.

Motion was approved unanimously.

Program Reports

Clean, Safe & Outreach – Marcus reported that SPEAR had launched this past month, and it has gone more smoothly than anticipated. SPEAR have absorbed all shifts and have had no staffing issues. Marcus continues to offer Crime Prevention Through Environmental Design (CPTED) reviews for all recipients of broken windows grants.

JJ and Marcus have worked with one of the largest encampments along I-5 to help them clean up their area. Marcus worked with SPU to launch a “purple bag program” in this location—meaning that all debris and garbage collected in the designated purple bags can and will be removed by the City.

JJ, the Ambassadors and Marcus are developing a list of high-impact individuals who may be candidates for deeper problem solving with City and service partners.

Marketing, Events & Communications – Polly offered an update on Street Fair planning. There is \$30,000 in sponsorship secured to date. 51 craft and retail booths have signed up to date along with over 20 food vendors. About 14 U District businesses are planning on participating in the event in front of their businesses—which is addition to the ten businesses who already have outdoor seating on the Ave. Don mentioned a new collaboration with Alfred Shiga to uncover and tell the history of the U District Street Fair.

Next week the U District Cherry Blossom Festival will launch on March 25th for a two-week run, with discounts at over forty U District businesses. Polly will report more about Boba Fest (4/30) at the April meeting.

Urban Vitality – Katy reported on the tree light expansion north of NE 45th to NE 47th, a second phase to the program that was installed last fall from NE 41st to NE 45th. Phases three and four would take the lights to NE 50th and to Roosevelt. Café lights are going-in on NE 43rd above the tables and umbrellas to create a nighttime outdoor dining atmosphere.

Katy also updated the Board about an upcoming arts and culture exploration effort that UDP has been funded to lead with generous support from the City’s Office of Economic Development.

Governance

The Governance Committee decided to table a discussion about in-person board meetings until after the U District Street Fair. In the meantime, Sally and Don are looking for large spaces that have hybrid capability. Alfred commented on the convenience of virtual meetings and how the Board may want to consider some virtual meetings throughout the year, even post COVID.

reviewed the February Board discussion which Don summarized for a couple of minutes:

- The Board was interested in broadening demographics of the U District (children, elders, and affordability)
- The Board was interested in getting better information and understanding on the following metrics/data: issues/trends with respect to behavioral health issues; vacant storefronts/retail opportunities; legacy businesses in need of support; demographics around residents and commercial office workers
- The Board was interested in the state of the built environment and building stock and supporting renovations and improvements.
- The Board talked about the role of UDP being responsive to stakeholders across the entire district.

The Governance Committee has nominated Rick Jones of the University Business Center to join the UDP Board.

Motion: Rob moved to approve the nomination of Rick Jones of the University Business Center to join the UDP Board.

Second: Stephen seconded the motion.

The motion was approved by all.

From a scheduling perspective, Don mentioned the BIA will host a budget workshop in late May and the UDP will consider the budget in May and June.

New Business

Stephen thanked Katy/Don/Jeremy for participating in the final project review of the proposals for adaptive reuse of the Post Office. Don mentioned that he had heard from Randy Hodgins that the USPS would be willing to relocate if they were provided a new space for distribution and retail activity (they need not be in the same location). Sally confirmed this and offered the Federal Affairs team at UW to help frame the discussion when the time is right.

The meeting adjourned at 12:55 p.m..

UDP FINANCE COMMITTEE NARRATIVE

UDP Board Meeting 4/19/22

This month Don and the team began developing a proposed budget for FY23. Income and spending in April is on track, along with the known variances the Committee identified earlier in the year. Some of these variances will carry forward planned spending into FY23.

Balance Sheet Report

This month shows a drop in cash on-hand. This doesn't impact operations and is the result of turnover at the City. Teri Allen (City of Seattle, Department of Finance & Administrative Services) retired last month, and the invoice didn't get approved until February 4th by her colleagues. Phil contacted the City after seeing the delay and then it took another week to get it approved and into the UDP account. Another exciting milestone is the zero-balance of the Wells Fargo account. The Christie Park group found a new eligible fiscal sponsor and Phil has transferred the funds to them. Now the account can be closed.

Budget Report

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:

44430 – BIA Contract: *Due to grant funding/spending, the projected BIA spending is under where UDP assumed it would be a year ago.*

44530 – Other Local Government Grants: *This number continues to grow, as UDP spends-down grant funding and gets reimbursed by the City. The Seattle Office of Economic Development awarded over \$200K to UDP this 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. UDP 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.*

47265 – BIA Events: *UDP saw a significant bump in event income from an additional \$40K sponsorship of the light rail station opening, which left UDP with a \$35,200 surplus.*

Expense:

60000 – Staffing: *There is some general staff savings from Polly's parental leave and Justin's late start this past summer. UDP plans to end the year about \$15,000 under budget here.*

62400 – Supplies Expense: *Marcus is purchasing hardware for the summer flower baskets, and new umbrellas for NE 43rd Street this month.*

62700 – Technology and Software: *Marcus subscribes to a new issue/staff tracking app that allows for much greater accountability with the clean and safe programs.*

63600 – Staff Development: *UDP had set aside \$15,000 for a board retreat, but with COVID, it hasn't been possible.*

70100 – Clean & Safe Contracts: *UDP received a series of generous grants and donations this year to support clean and safe work. This represents a projection of the associated spending.*

70200 – Community Beautification: *This represents some of the associated spending from the OED grant related to UDP's murals in the alleys. The underspending shown here is a timing issue—the money is accounted for and will support upcoming projects.*

70300 – Advertising & Marketing: *Again, this is a timing issue—the projects associated with marketing and communications come in batches but should even out to roughly a \$10,000 underspend by June.*

70400 – Studies, Strategy & Implementation: Daniel has hired an Economic Development Specialist (Amy, who is great) to carry out the work that was calculated in this category, so the spending will be taking place up on the staffing line. That position was subsequently funded by OED, so we expect a \$22,500 underspend here that can be applied to next year.

70500 – Ambassador Program: The program is more-than fully staffed (thanks to UW and underspending) and Marcus plans to spend down the entirety of this year’s budget, in addition to the \$40,000 from UW.

70600 – Youth Employment Contract: This is the funding that was set aside for our partnership with Sanctuary Art Center. Marcus is developing a plan for this funding this spring.

70650 – REACH Program: The contract for this position moved from the City of Seattle to the King County Regional Homeless Authority (KCRHA). Don is working with OED to clarify how to handle this transition from a budget perspective.

70700 – Other Program Contract Services: This is a combination of things that were initially unbudgeted, but subsequently grant-funded—including the broken windows fund.

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, UDP decided to curtail the previously projected fundraising/spending on additional murals.

80000 – Event Expenses: This represents increased event expenses associated with Station Opening Festival sponsorship dollars mentioned above.

Proposed FY23 UDP Budget

Looking ahead to 2023, there are a couple of big themes worth noting.

- **Growing accumulation of BIA dollars in reserve, due to abundance of grant dollars** – Over the past year, the UDP team has continued to successfully pull-in hundreds of thousands of dollars in local and federal grant support for programs and economic development work. Some of this new money shifted priorities, causing some underspending of allocated BIA dollars. Additionally, UDP assessment collections in FY22 have outperformed predictions, bringing-in more funds than originally anticipated. The multi-year surplus (less the mandatory reserve) is around \$250,000.
- **2023 BIA assessment increase will add roughly \$75,000 to FY23 budget** – With an increase in CPI, and new benefit buildings coming online, the City’s Office of Economic Development expects to see an additional \$75,000 collected this year to support expanded programming and operations. This presents UDP with an opportunity to invest in expanded services.

As Don and the team look to build the budget for next year, they are incorporating the feedback from several board level discussions regarding pressing issues and neighborhood priorities. To respond to calls for cleaner and safer streets, Don and Marcus are looking at opportunities to deliver a higher impact with these programs next year and will bring back thinking to the May Board meeting.

4:17 PM
 04/12/22
 Accrual Basis

The U District Partnership

Balance Sheet Prev Year Comparison

As of March 31, 2022

	Mar 31, 22	Mar 31, 21	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	12,652.59	52,748.89	-40,096.30
10103 · UDP WF Checking 0122	0.00	33,470.09	-33,470.09
10111 · WSECU Savings	110,178.68	160,041.09	-49,862.41
Total 10100 · Operating Bank Accounts	122,831.27	246,260.07	-123,428.80
Total Checking/Savings	122,831.27	246,260.07	-123,428.80
Accounts Receivable	210,170.50	62,709.74	147,460.76
Other Current Assets	2,371.62	271.38	2,100.24
Total Current Assets	335,373.39	309,241.19	26,132.20
Fixed Assets	1,620.92	3,566.02	-1,945.10
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	340,230.18	316,043.08	24,187.10
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	38,786.42	38,123.64	662.78
Credit Cards	3,899.56	519.49	3,380.07
Other Current Liabilities			
PPP Forgivable Loan	0.00	86,201.26	-86,201.26
BIA Payable	0.00	6,545.72	-6,545.72
24000 · Payroll Liabilities	10,562.46	19,917.52	-9,355.06
Total Other Current Liabilities	10,562.46	112,664.50	-102,102.04
Total Current Liabilities	53,248.44	151,307.63	-98,059.19
Total Liabilities	53,248.44	151,307.63	-98,059.19
Equity			
32000 · Unrestricted Net Assets	258,477.14	215,769.51	42,707.63
Net Income	28,504.60	-51,034.06	79,538.66
Total Equity	286,981.74	164,735.45	122,246.29
TOTAL LIABILITIES & EQUITY	340,230.18	316,043.08	24,187.10

The U District Partnership Budget Report March 2022

	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense				
Income				
43400 · Direct (Grants) Public Support	500.00	0.00	500.00	0.00
44500 · Government Grants and Contracts	1,110,548.45	968,243.91	142,304.54	1,471,377.65
47000 · Earned Income	130,410.02	140,000.00	-9,589.98	250,000.00
46400 · Interest and Other	2,156.13	0.00	2,156.13	0.00
Total Income	1,243,614.60	1,108,243.91	135,370.69	1,721,377.65
Gross Profit	1,243,614.60	1,108,243.91	135,370.69	1,721,377.65
Expense				
60000 · Staffing	474,075.90	495,397.54	-21,321.64	664,011.40
61000 · Professional & Contract Expense	34,050.00	36,424.99	-2,374.99	43,900.00
62000 · Office and Overhead	70,069.60	70,649.37	-579.77	106,820.24
70000 · Direct Program Expenses	602,047.80	516,653.01	85,394.79	895,854.00
Total Expense	1,180,243.30	1,119,124.91	61,118.39	1,710,585.64
Net Ordinary Income	63,371.30	-10,881.00	74,252.30	10,792.01
Other Income/Expense				
Other Income				
Fiscal Sponsor Expenses	-34,866.70	0.00	-34,866.70	0.00
Total Other Income	-34,866.70	0.00	-34,866.70	0.00
Net Other Income	-34,866.70	0.00	-34,866.70	0.00
Net Income	28,504.60	-10,881.00	39,385.60	10,792.01

2020-21 University District BIA

Budget Tracker -March 2022

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	125,772.38	45,047	73.6%	\$ 16,200.50	\$ 10,789.81	\$ 11,613.91	\$ 11,000.75
Cleaning and Public Safety	580,857	400,627.09	180,230	69.0%	\$ 47,284.03	\$ 44,514.16	\$ 48,347.50	\$ 44,137.88
Urban Vitality	164,209	189,293.74	-25,085	115.3%	\$ 14,296.09	\$ 42,882.20	\$ 47,713.15	\$ 18,247.79
Economic Development	190,542	123,205.04	67,337	64.7%	\$ 13,644.81	\$ 13,576.04	\$ 16,581.25	\$ 11,245.25
Marketing	192,510	103,758.10	88,752	53.9%	\$ 3,624.78	\$ 7,287.29	\$ 10,476.11	\$ 30,290.77
ST Opening	16,046	16,861.32	-816	105.1%	\$ -	\$ 1,091.37	\$ 13,028.98	\$ 971.27
Cherry Blossom	15,378	1,843.66	13,534	12.0%	\$ -	\$ 13.76	\$ 13.76	\$ 16.78
Other Events	0	2,250.00	-2,250					
Street Fair	19,018	0.00	19,018	0.0%	\$ -	\$ -		
Total Requested	1,349,378	963,611.33	385,766	71.4%	\$ 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	\$ 17,780.37	\$ 18,221.37	\$ 13,269.98	\$ 12,288.06			
Cleaning and Public Safety	\$ 31,282.56	\$ 46,258.45	\$ 48,129.08	\$ 41,342.10	\$ 49,331.33			
Urban Vitality	\$ 9,942.61	\$ 8,655.54	\$ 18,495.43	\$ 36,594.97	\$ (7,534.04)			
Economic Development	\$ 11,957.10	\$ 11,365.20	\$ 12,011.63	\$ 16,030.81	\$ 16,792.95			
Marketing	\$ 9,651.19	\$ 10,815.31	\$ 10,378.43	\$ 10,397.22	\$ 10,837.00			
ST Opening	\$ 2,766.31	\$ 218.98	\$ (1,286.69)	\$ 18.15	\$ 52.95			
Cherry Blossom	\$ 16.78	\$ 16.78	\$ 16.78	\$ 16.78	\$ 1,732.24			
Other Events					\$ 2,250.00			
Street Fair	\$ -				\$ -			
	\$ 80,224.18	\$ 95,110.63	105,966.03	117,670.01	85,750.49	-	-	-

UDP PROGRAM REPORTS

APRIL 2022

URBAN VITALITY

Arts and Culture Engagement Consultant - Claudia Bach

UDP has finalized a contract to work with consultant Claudia Bach (AdvisArts Consulting) on arts and culture stakeholder engagement in 2022. Claudia is an experienced creative professional who came highly recommended by multiple U District connections. She has worked with numerous [institutional and community-based clients](#) across the Puget Sound, and was previously in a leadership role with the Henry Art Gallery. UDP has begun monthly internal planning and research meetings with Claudia, with a goal of holding larger external stakeholder meetings in early summer. You can learn more about Claudia [here](#).

U District Planning Outdoor Movie Series with Scarecrow Video this Summer

UDP is working with partner Scarecrow Video to host a 4-week, free summer movie series in Fritz Hedges Waterway Park this coming August. The theme of the movie series is “Water” and will feature one family-friendly movie each week throughout the month, along with live music and food from local restaurants and food trucks. The event is an opportunity to show off the U District’s newest City park and connection to our stellar waterfront. More information will be shared once the permit and movie licensing is finalized.

U District Infrastructure Decluttering

Recently, UDP worked with SDOT leadership to clear unnecessary signage and small infrastructure from sidewalks on the Ave. SDOT removed redundant parking signs, old detour signs, and replaced vandalized traffic signs. UDP is also working with Metro to identify old bus shelters on the Ave that may be candidates for improvements, such as broken glass replacement.

Upcoming May Urban Vitality Committee Presentation on Solid Waste in Alleys

UDP is working with a group of students from the UW Evans School of Public Policy to analyze and make policy recommendations on solid waste issues in our alleys. The student group will be presenting their research and high-level policy solutions to a joint Urban Vitality-Clean and Safe Committee meeting on Tuesday, May 10 at 4:00pm. Any interested UDP Board member is welcome to attend. Meeting information will be distributed in an email to the Board.

ECONOMIC DEVELOPMENT

U District Broken Windows & Facade Repair Grant - Still Available

Since launch, UDP has received 18 eligible applications and disbursed six awards. Out of those awarded, a total of \$5,715 has been disbursed with an additional \$10,771 committed to others who are working through the requirements to receive their award. With over \$23,000 of funding still available, UDP is engaging businesses and property owners to ensure they apply. This program is supported by grant money from the Seattle Office of Economic Development and U District Business Improvement Area reserve dollars.

Connecting to Commercial Spaces

Amy and Daniel have been collaborating in an effort to develop a comprehensive database of commercial spaces in transition. This work has proven to be critical, as UDP has received an influx of interest from current U District businesses looking to expand, and entrepreneurs from outside of the community looking to start a business in the U District.

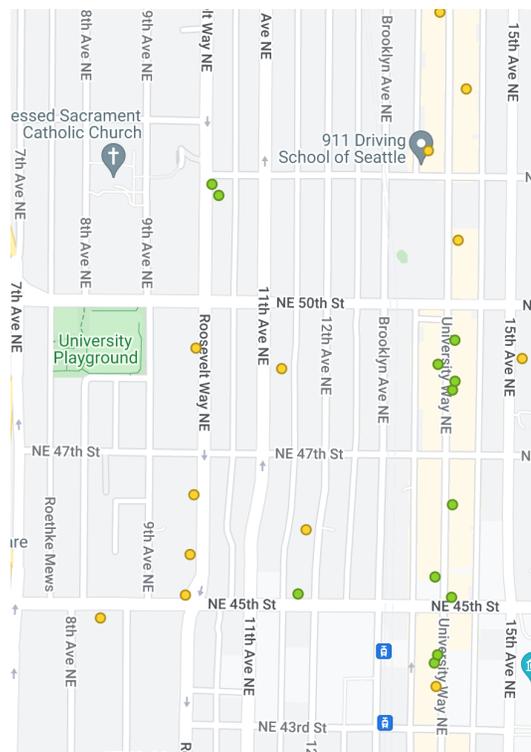
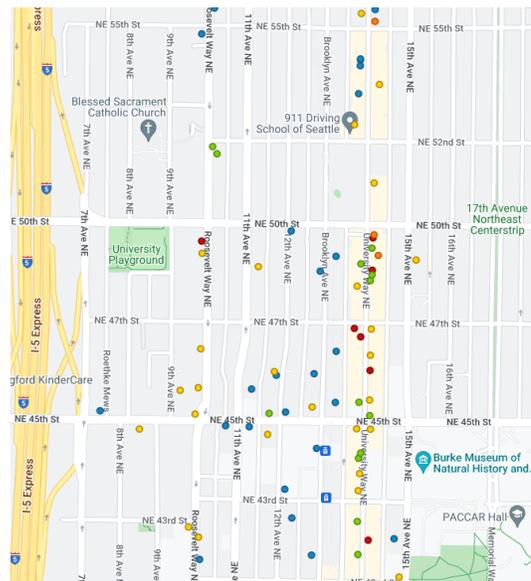
UDP is collecting data which includes:

- Vacant - For Lease
- Vacant - For Sale
- Vacant - Empty
- Vacant - Incoming Business
- New Business
- Pending Redevelopment

As of April 2022:

- 17 retail spaces are for lease
- 12 incoming businesses (yet to open)
 - 5 restaurants
 - 2 business expansions
 - 5 unknown

As we collect this data, Daniel continues to build relationships with brokers and property-owners to help match prospective tenants to the spaces available in the U District.



CLEAN, SAFE & OUTREACH

Interstate-5 Greenway Cleanup

In the end of March, one of the U District freeway encampments was removed following a homicide by the City. The other encampments remain along the freeway as UDP continues to try and mitigate the trash issue there. There is an effort by the outreach team now to provide porta-potties for the Pasadena encampment like what we have had for two years at the 45th St. onramp to keep the area free of biohazardous waste.

Crime Prevention Through Environmental Design (CPTED)

As a part of the Broken Windows & Facade Repair Grant, businesses are required to have a CPTED performed. These are a great opportunity to provide businesses with strategies they can use to reduce the likelihood of future crime as well as connect them with our Ambassador and Outreach programs. To date, ten businesses have had a CPTED review as a part of their grant application.

Ambassadors

SPEAR has now been doing the Ambassador program for two months and it has been the most successful period in the Ambassador program's history. This is the culmination of great work from the contractor and a nearly tripling of the hours compared to our prior commitment. We have been able to provide these additional hours because of the University of Washington's generous contribution and an underspend in the past year from the program being down for several months and then the inability to adequately staff the program under Cascadia Global Security.

Making the U District Sparkle for Summer

As spring quickly approaches, UDP is working on getting the neighborhood ready for warmer weather, longer days, Street Fair, Graduation, and more. This means enhanced cleaning, detailing sidewalk infrastructure, planning for the annual pressure washing of the Ave, refurbishment of the 43rd Street Plaza tables, etc.

Homeless Census

The UDP Outreach Programs tracks the homeless population in the neighborhood on a monthly basis to gain a better understanding of upward and downward trends in the population. We do our best to estimate the population based on observed people at the time of the census and the tents we see. Based upon the people we observed in the neighborhood and the tents, we estimate that there are 66 people in the neighborhood.

There was a substantial decrease in tents along the freeway in the last month. The UDP Outreach Program suspects that this is related to the homicide south of 45th along I-5 on March 25th. One of the encampments there was cleared and other people may have been fearful of remaining.

LOCATION	Pasadena	I-5 @ 45 th	I-5 @ 50 th	University Playground	The Ave	Other	TOTAL Tents
January	26	11	17	1	0	0	55
February	25	16	13	5	0	0	59
March	25	11	19	0	0	0	55
April	20	4	13	0	0	0	41

UDP goes out with REACH once a month to count people experiencing homelessness in the U District. When counting tents, it's not always easy to see inside. As with other homeless counting efforts, UDP used a projected formula to calculate the average number of people associated with a given tent: 1.5 people per tent. If UDP receives information directly from an encampment about the number of people residing there, the numbers are adjusted.

Cleaning Update | March

Hours	Graffiti	Biohazards	Bags of Trash
448	504	54	260

MARKETING & COMMUNICATIONS

Email Marketing

Over the past year, engagement with UDP emails has steadily increased. In January 2021, open rates averaged 22-25% and in April 2022 have increased to an average of 35%.

Recent Email Communications Data:

03/25	Event Announcement - Cherry Blossom Festival Open Rate: 39.7% / Clickthrough Rate (CTR): 6.7%
04/14	Newsletter - Continental Book Reading, Boba Fest, Community Clean Up Open-Rate: 34.1%/ CTR: 4.5%

Integrating the neighborhood brand with UDP

Included in the recommendations following the U District branding project, was guidance to more cohesively align the UDP brand. Earlier this month, UDP met with Pyramid Marketing to continue work on this brand evolution and determine opportunities where the brand can show up visually and in messaging.

EVENTS

U District Cherry Blossom Festival

The first annual U District Cherry Blossom Festival was held March 25 - April 10 in coordination with peak bloom of the UW Cherry Blossoms on the Quad. Forty-one neighborhood businesses featured a cherry or blossom-themed food, drink, or retail item or promotion.

Initial feedback from businesses on the Cherry Blossom Festival was overwhelmingly positive, with businesses reporting best days in sales in over two years.

A follow-up survey will be sent to participating businesses to understand the impact of the event and what can be improved to bring it back in 2023.

U District Cherry Blossom Festival Coverage

- **Eater Seattle: [U District's First-Ever Cherry Blossom Festival Kicks Off This Friday](#)**
- **Seattle Met: [A Viewing Guide for the UW Cherry Blossoms](#)**
- **Seattle Times: [What's Happening March 25 - 31](#)**
- **KING 5: [Businesses near UW hope cherry blossom season draws large crowds](#)**
- **The Stranger / Everout: [Top 76 Things To Do](#)**
- **Daily UW: [Tree tourism: People flock to campus to enjoy the cherry blossoms after a long two years](#)**

Traffic to the udistrictseattle.com website increased significantly in the week leading up to the launch of Cherry Blossom Festival. Between March 13 - April 10, the website saw 28k users and 40k sessions, the majority of which went directly to the event page. Events, so far, have proved our strongest driver of traffic to the [udistrictseattle](http://udistrictseattle.com) website.

Seattle Boba Fest

With over 20 bubble tea shops, the U District is fast becoming the heart of the boba scene in Seattle. Seattle Boba Fest will be held on National Bubble Tea Day on Saturday, April 30 and invites bubble tea aficionados and newcomers alike to enjoy boba and support local businesses.

- **Local Business Participation**

16 bubble tea and 2 ice cream shops have signed up to participate! Design conversations are underway.

- **Media Partnership**

The Stranger has agreed to a media partnership/sponsorship for Seattle Boba Fest and is offering in-kind advertising placements.

U District Street Fair

The U District Street Fair (UDSF) returns on Saturday, May 21 - Sunday, May 22 to celebrate its 51st anniversary. This year's event will celebrate with live music and entertainment, exciting artist and craft vendors, tasty food courts, and a focus on local businesses with area restaurants and shops expanding their storefront into the street.

- **Sponsorship**

Eight sponsors have committed to support the 2022 U District Street Fair, totaling \$47,500.

- **Vendor Makeup + Local Business Participation**

UDSF booth participation has varied over the years and while 2022 is looking to be a full and exciting experience, artist and craft booths, along with food truck and booth numbers are slightly down from years past. This is in part due to post-pandemic shifts in businesses with some past booths no longer operating. The current vendor and local business participation makeup is:

- 26 food booths
- 8 food trucks (4 from U District businesses)
- 83 artist and craft booths
- 10 manufactured booths
- 16 local businesses activating in front of their storefront
- 10 current parklets that will be maintained for the event
- 20+ community partners / local nonprofits
- 7 sponsor booths

- **History Project**

UDP has hired an archivist and historian to help build the asset library for UDSF and develop a historic timeline of the event.