

**2022-23 UDBIA Ratepayer  
Advisory Board**

Maureen Ewing  
*Board Chair*  
*University Heights Center*

Aaron Hoard  
*Board Vice Chair*  
*University of Washington*

Chris Giles  
*Board Secretary*  
*Resident*

Kate Barr  
*Board Treasurer*  
*Scarecrow Video*

Maria Barrientos  
*barrientos RYAN*

Max Blume  
*The Blume Company*

David Cohanin  
*David Cohanin Enterprises*

Lora Gastineau  
*Resident*

Mary Kay Gugerty  
*University of Washington*

Joe Gruber  
*University District Food Bank*

Jeanette Henderson  
*University of Washington*

Lincoln Johnson  
*University of Washington*

Stephanie King  
*Greystar*

Nikole O'Bryan, DMD  
*Nikole O'Bryan Dentistry*

Chris Petersen  
*Café Allegro*

Michael Polzin  
*American Campus Communities*

Michael Saunders  
*ASUW*

Sandy Sun  
*University Presbyterian*

Hui Tian  
*Studio 19 Architects*

Polly Yorioka  
*University Presbyterian Church*

**RATEPAYER ADVISORY BOARD JUNE MEETING  
& ANNUAL RATEPAYERS MEETING**

**AGENDA**

**Time: 4 p.m. – 5:30 p.m.**

**Date: June 30, 2022**

**ZOOM Virtual Meeting**

1. Welcome and Introductions
2. Call to Order RAB & Ratepayers Annual Meeting
3. Public Comment
4. Approval of March 2022 Meeting Minutes Vote
5. Review and Acceptance of the May Financials Vote
6. UDP Year In Review
7. 2022 Work Plan/Budget Presentation Vote to Recommend
8. Program Manager Vote to Recommend
9. New Business
10. Adjourn UDBIA Ratepayers Advisory Board Meeting
11. Ratepayers Vote on Work Plan/Budget Vote to Confirm
12. Ratepayers Vote on Program Manager Vote to Confirm
13. Adjourn Annual Ratepayers Meeting



Dear Friends of the U District,

What a year we have had together—from the return of UW students and in-person learning last fall to the return of the U District Street Fair last month. This has been a year of renewal, recovery, and reconnection to each other and to what makes our neighborhood unique and special. As we weather year-three of the pandemic, we are fortunate to see continued large-scale investment in the U District, with cranes dotting the skyline and a new light rail station that now brings people from all over the region. In closing out our fiscal year, I would like to thank you for your continued support and share some of our accomplishments.

The recovery of our small businesses and the vibrancy of the U District were front-and-center as we approached our work this year. Last fall, we kicked off the school year with the first annual U District Food Walk which brought tens-of-thousands of people to explore many of our local businesses in the district. Building on our success, we launched two additional business promotion campaigns this spring—each bringing tens-of-thousands of people to explore our neighborhood. The first, U District Cherry Blossom Festival came in March, a business promotion that coincided with the blooming of the UW cherry blossoms. We also celebrated the unique concentration of bubble tea establishments on National Bubble Tea Day with Seattle Boba Fest on April 30th.

In addition to promoting our small businesses, we continue to provide ongoing technical assistance and established a broken windows fund with City and U District Business Improvement Area dollars to provide grants for businesses who had experienced vandalism. We developed an outdoor dining implementation guide while providing direct assistance to a dozen businesses to help them realize outdoor dining operations.

## ANNUAL U DISTRICT RATEPAYERS MEETING

**Thursday, June 30, 2022**

**4:00 PM**

Ratepayers and members of the public can find all UDBIA meeting details, including meeting login information posted online at: [www.udbia.org](http://www.udbia.org).

To participate in the Annual Meeting as a ratepayer, please RSVP in advance of the meeting to Don Blakeney: [don@udistrictpartnership.org](mailto:don@udistrictpartnership.org).

However, the success of all of this work to support our small businesses depends on the U District being a safe and welcoming place for residents, employees, and visitors. This is why we have expanded our on-call safety ambassador services to 7 days a week, with early morning and late night coverage. New cloud-based technology allows us to better track and respond to issues in the district and we are also working closely with people experiencing homelessness, and were able to connect over 70 people this year with housing and shelter.

Our clean team is in the district daily removing litter and graffiti, repainting infrastructure, and maintaining our new flower baskets, tables, and umbrellas. This year we brightened up our night sky with tree lights on University Way and will soon install new cafe lights on N.E. 43rd Street and in the alley in front of Cafe Allegro. We also facilitated (and in some cases directly painted) a series of new murals throughout the district and are working with the City to implement new neighborhood banners and wayfinding.

After engaging with community stakeholders, we developed a new neighborhood brand and communications strategy to more proactively tell the story of the U District and all it has to offer. After a year, [udistrictseattle.com](http://udistrictseattle.com) is at the top of google searches for “u district” and will grow to become a neighborhood resource for all who want to learn more about how to enjoy our neighborhood.

I want to thank our ratepayers, program partners, and fiscal sponsors who have enabled us to have a deeper impact with the services we deliver. I invite you to join us this month for our Annual Meeting on June 30th to learn about the important work being done by the U District Partnership (UDP) to ensure Seattle’s U District is a vibrant, diverse and healthy neighborhood for all who work in, live in and visit the area.

Best regards,

A handwritten signature in purple ink that reads "Don".

Don Blakeney  
Executive Director, The U District Partnership



# PROGRAM HIGHLIGHTS & ACHIEVEMENTS

Together we have been able to achieve incredible things this year. Here are a few highlights from our work this past year:

### EXPANDED AMBASSADOR PROGRAM

Responding to crime and behavioral health related issues, UDP expanded the daily ambassador coverage, now offering support from 7:30am-11:00pm on weekdays and 3:00pm-11:00pm on weekends.

### ADVANCING ECONOMIC RECOVERY

UDP secured over \$250,000 in City and County grant dollars this year to support new programs and economic recovery. Additionally, UDP provided permit assistance to over two dozen small businesses to assist with a range of issues from plumbing to liquor sales and setting up outdoor dining.

### RESPONDING TO CRIME & VANDALISM

UDP meets regularly with Seattle Police, the City Council and Mayor's Office to chart new safety investments for the U District beyond the UDP Ambassador program. In response to increased vandalism this winter, UDP partnered with the City and the UDBIA to launch a new grant program to support small businesses who had their windows broken—over 20 businesses have been served to date.

### PLACEMAKING & PUBLIC REALM

UDP coordinated the installation of another eight murals throughout the district, designed the information kiosk panels with new U District branding, and refurbished tables and umbrellas on the 43rd Street Plaza for a corridor of outdoor dining with catenary lighting to be installed. Additionally, UDP secured grant money from the City to install tree lighting on six blocks of the Ave, with goals to secure additional funding to expand lighting onto Roosevelt.

### CLEANING & BEAUTIFICATION

UDP's Clean Team worked over 8,000 hours to remove nearly 9,000 trash bags, 552 needles, and over 3,000 graffiti tags. To address the challenges in the alleys, UDP partnered with the UW Evans School to evaluate the City's solid waste management policies and procedures and produce a series of recommendations for the City and stakeholders in the year ahead.

### EVENTS & PROMOTIONS

In the past year, UDP launched three new events: the U District Food Walk, U District Cherry Blossom Festival, and Seattle Boba Fest; in addition to organizing the 51st celebration of the U District Street Fair after a two-year pandemic hiatus. These events brought mass attendance and garnered positive media attention for the neighborhood and local businesses.

### HOMELESS OUTREACH

UDP launched a new monthly homelessness census to better understand the size and needs of our unhoused population in the U District, which fluctuates from 50 to 150 people in any given month. UDP's outreach worker was able to connect over 70 people this year with housing and shelter.

### CONNECT WITH THE U DISTRICT PARTNERSHIP

Our mission is to serve all who live, work, and visit the U District neighborhood. Reach out to us if you need support with your business or property, if you want to learn more about available services, if you are interested in getting involved with UDP committees, or in making connections with your local business community.

- Executive Director: Don Blakeney, [don@udistrictpartnership.org](mailto:don@udistrictpartnership.org)
- Clean and Safe: Marcus Johnson, [marcus@udistrictpartnership.org](mailto:marcus@udistrictpartnership.org)
- Economic Development: Daniel Lopic, [daniel@udistrictpartnership.org](mailto:daniel@udistrictpartnership.org)
- Urban Vitality: Katy Ricchiuto, [katy@udistrictpartnership.org](mailto:katy@udistrictpartnership.org)
- Marketing and Events: Pollyanna Yokokawa: [pollyanna@udistrictpartnership.org](mailto:pollyanna@udistrictpartnership.org)

## Ratepayer Advisory Board Meeting Minutes

March 31, 2022

### RAB Members

Present: Kate Barr (Scarecrow Video), Max Blum (Blume Company), Jeremy Eknoian (UW Real Estate), Maureen Ewing (UHeights), Chris Giles (Resident), Mary Kay Gugerty (UW Evans School), Jeanette Henderson (UW Real Estate), Aaron Hoard (UW External Affairs), Lincoln Johnson (UW Student Affairs), Michael Polzin (American Campus Communities), Michael Saunders (ASUW/Community Partnerships), and Polly Yorioka (University Presbyterian Church).

*Not Present: Maria Barrientos (Barrientos/Ryan), David Cohanin (David Cohanin Enterprises), Joe Gruber (U District Food Bank), Nikole O'Bryan (Nikole O'Bryan Dentistry), Chris Peterson (Café Allegro), Sandy Sun (Compass Real Estate), and Hiu Tian (Studio 19 Architects).*

### 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

Jeremy Eknoian (UW Real Estate)

### Welcome/Introduction of New Members

Aaron welcomed everyone and led introductions.

### Public Comment

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

### Approval of February 2022 Minutes

*Action: A motion was made by Kate to approve the February 2022 minutes. Motion was seconded by Mary Kay. The motion was approved unanimously.*

### Financial Report

Kate reported out that BIA related spending is tracking with projections, about 60% spent at the 2/3rds through the year mark. Kate and Phil mentioned that Urban Vitality spending is up because of the spending on placemaking programs that are associated with grant commitments.

### 2022-2023 Budget Timeline

Don and Kate gave an overview of the budget development timeline:

- Winter 2022 - UDP / RAB Visioning Exercises
- March-May - UDP Team (draft work plan)
- May 26 - BIA/UDP Budget Workshop
- June 21 - UDP Meeting (UDP budget approval)

- June 30 - RAB Annual Meeting (formal vote)
- July 1 - Fiscal Year 2023 Starts

Aaron asked Don to send out the related meeting invites for the above meetings, which he agreed to do after the meeting.

*Action: Aaron called for a motion to approve the financial documents as presented at the May 31<sup>st</sup> 2022 UDBIA Ratepayer Advisory Board meeting. Jeanette offered a motion and Lincoln seconded. The motion was approved unanimously.*

### **Public Safety in the U District**

Don offered an update on some of the recent safety issues in the U District and how the UDP has responded with new programs and advocacy. Over the winter there were a rash of break-ins and acts of vandalism that had a deep impact on the small businesses in the U District. UDP called on the Mayor's Office and City Councilmembers to come hear from U District Stakeholders. Don, along with Maureen and Aaron led a tour of the district for Councilmembers Nelson and Pedersen, along with Andrew Myerberg and Kendee Yamaguchi of the Mayor's Office and Chief Diaz—among others—to meet with twelve business owners who had been badly impacted by the crime and disorder. As a follow up, Councilmember Nelson invited UDP to present to the City Council along with other neighborhoods to talk about the impacts of crime and unaddressed behavioral health issues.

UDP, in concert with other districts is working with city leaders to advance a series of policy and program investments that would have an impact on the uptick in crime in the U District. These investments include resources for unsworn foot patrols and case conferencing for high-impact individuals.

Daniel gave an overview of one of the early programs that the City is piloting in the U District--a broken windows fund that will bring \$20,000 to match \$20,000 in BIA funds that can be used to support the repair of small business windows impacted by vandalism.

Marcus also offered an update about UDP's new ambassador contractor (SPEAR) and how UDP is investing in expanded ambassador hours to respond to requests from businesses who are open later and are concerned about the uptick in crime. Ambassadors are on call 7:30 a.m. – 11 p.m. and reachable by cell phone: 206-422-2918. Kate asked for JJ (the REACH outreach worker in the U District)'s contact information: [jjb@etsreach.org](mailto:jjb@etsreach.org).

### **2022 Events & U District Street Fair**

Polly gave an update on U District events:

- *U District Cherry Blossom Festival* - The festival was very successful in that it generated tremendous foot traffic for the district, traffic on our website, and positive coverage from a variety of media outlets.
- *Seattle Boba Fest* - This event is scheduled for April 30 in honor of National Bubble Tea Day and will be a promotion of the 20+ boba tea restaurants and cafes in the U District.

- *U District Street Fair* – The team is excited to partner with Bold Hat Productions to bring back this 51 year old festival after a two year hiatus. The event will close ten blocks and expects to attract over 50,000 people. In response to community feedback we are incorporating over a dozen local businesses in the event, allowing them to bring their retail and dining operations into the street.

### **Program Reports**

- *Urban Vitality* - Katy presented her work to extend catenary and tree lighting further into the district. These efforts have been funded by grant dollars from OED and the U District Rotary. Aaron asked about how the lights get hung above NE 43<sup>rd</sup> Street – Katy explained how they are affixed to light poles and adjacent buildings. Katy is also launching an arts and culture initiative to examine how UDP can better support the U District arts organizations and business. Katy also offered an update on the new SDOT construction hub designation for the U District, which means the district will have an assigned staff person who will oversee all permits in the U District to ensure that conflicts for access are avoided. Lastly, she talked about UDP’s collaboration with Lincoln Properties to develop the U District Station Park at 43<sup>rd</sup> and Brooklyn, a space that UDP will eventually manage actively with programming, tables and chairs.
- *Clean, Safe & Outreach* - Marcus talked about some of the issues we continue to have with the encampment along the freeways. He also offered an update on a new effort to better match colors of buildings when the team paints out graffiti. UDP is also matching and painting out SDOT and City Light assets that look neglected or are damaged—this includes light and signal poles on University Way.
- *Economic Development* - Daniel spoke about his work with Amy to collect information about small businesses and commercial vacancies in the U District.
- *Marketing & Communications* - Polly talked about the Marketing Roundtable that launched earlier this year. Polly also talked about ways in which UDP is rolling out the new U District brand, including on the gothic kiosks along the Ave. Kate asked about the color purple as it relates to the U District brand and Polly explained there are six colors with cream and white being the primary colors. Other colors include brown, yellow, red, turquoise and purple.

### **Adjournment**

Michael offered a concern about underage service of alcohol in the district. Also, he reported that there had been some drugging of students at a local bar. Don and the team offered to touch base with liquor control and shared that UDP has started convening conversations with nightlife operators who are open to sharing information in the pursuit of a safer U District at night. Don offered to talk with Michael again off line to learn more about the safety issues.

*Action: Seeing no new business, a motion was made by Mary Kay to adjourn the meeting. Motion was seconded by Kate. The ratepayers voted unanimously to adjourn the meeting at 4:29 p.m..*

The U District BIA  
Statement of Activities  
July 2021 through May 2022

	Program Management	Clean and Safe	Urban Vitality	Economic Development	Marketing	BIA Events	Street Fair	Total
<b>Ordinary Income/Expense</b>								
<b>Income</b>								
<b>44500 · Government Grants and Contracts</b>								
<b>44430 · BIA Contract</b>	150,409.20	521,994.13	189,652.66	165,301.61	130,197.39	40,066.00	19,018.00	1,216,638.99
<b>44530 · Other Local Government Grants</b>		24,484.74	128,353.98	0.00	0.00	0.00	50,000.00	202,838.72
<b>Total 44500 · Government Grants and Contracts</b>	150,409.20	546,478.87	318,006.64	165,301.61	130,197.39	40,066.00	69,018.00	1,419,477.71
<b>47000 · Earned Income</b>	0.00	0.00	0.00	0.00	0.00	45,200.00	159,853.58	205,053.58
<b>Total Income</b>	150,409.20	546,478.87	318,006.64	165,301.61	130,197.39	85,266.00	228,871.58	1,624,531.29
<b>Expense</b>								
<b>60000 · Staffing</b>	43,198.28	167,976.92	118,373.10	135,125.25	84,955.55	4,339.79	17,720.17	571,689.06
<b>61000 · Professional &amp; Contract Expense</b>	39,950.00	0.00	0.00	0.00	0.00	0.00	0.00	39,950.00
<b>62000 · Office and Overhead</b>	67,195.19	11,975.91	3,368.67	2,293.99	2,401.71	0.00	1,798.55	89,034.02
<b>70000 · Direct Program Expenses</b>								
<b>70100 · Clean and Safe Contracts</b>	0.00	234,623.37	0.00	0.00	0.00	0.00	0.00	234,623.37
<b>70200 · Community Beautification</b>	0.00	2,180.48	29,369.69	0.00	0.00	0.00	0.00	31,550.17
<b>70300 · Advertising and Marketing</b>	0.00	0.00	0.00	0.00	34,304.89	0.00	0.00	34,304.89
<b>70400 · Studies, Strategy &amp; Implement.</b>	0.00	0.00	1,949.06	1,309.77	4,285.24	0.00	0.00	7,544.07
<b>70500 · Ambassador Program</b>	0.00	93,634.46	0.00	0.00	0.00	0.00	0.00	93,634.46
<b>70650 · Reach Program Contractor</b>	0.00	35,500.02	0.00	0.00	0.00	0.00	0.00	35,500.02
<b>70700 · Other Program Contract Services</b>	65.73	587.71	34,620.24	24,161.79	4,250.00	0.00	0.00	63,685.47
<b>70999 · Placemaking</b>	0.00	0.00	130,325.88	0.00	0.00	0.00	0.00	130,325.88
<b>80000 · Event Expenses</b>	0.00	0.00	0.00	2,410.81	0.00	66,931.50	202,990.28	272,332.59
<b>Total 70000 · Direct Program Expenses</b>	65.73	366,526.04	196,264.87	27,882.37	42,840.13	66,931.50	202,990.28	903,500.92
<b>Total Expense</b>	150,409.20	546,478.87	318,006.64	165,301.61	130,197.39	71,271.29	222,509.00	1,604,174.00
<b>Net Ordinary Income</b>	0.00	0.00	0.00	0.00	0.00	13,994.71	6,362.58	20,357.29

**2020-21 University District BIA**

**Budget Tracker -May 2022**

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	150,409.20	20,410	88.1%	\$ 16,200.50	\$ 10,789.81	\$ 11,613.91	\$ 11,000.75
Cleaning and Public Safety	580,857	521,994.13	58,863	89.9%	\$ 47,284.03	\$ 44,514.16	\$ 48,347.50	\$ 44,137.88
Urban Vitality	164,209	189,652.66	-25,444	115.5%	\$ 14,296.09	\$ 42,882.20	\$ 47,713.15	\$ 18,247.79
Economic Development	190,542	165,301.61	25,240	86.8%	\$ 13,644.81	\$ 13,576.04	\$ 16,581.25	\$ 11,245.25
Marketing	192,510	130,197.39	62,312	67.6%	\$ 3,624.78	\$ 7,287.29	\$ 10,476.11	\$ 30,290.77
ST Opening	16,046	16,897.62	-852	105.3%	\$ -	\$ 1,091.37	\$ 13,028.98	\$ 971.27
Cherry Blossom	15,378	5,871.80	9,506	38.2%	\$ -	\$ 13.76	\$ 13.76	\$ 16.78
Other Events	0	17,296.58	-17,297					
Street Fair	19,018	19,018.00	0	100.0%	\$ -	\$ -		
<b>Total Requested</b>	<b>1,349,378</b>	<b>1,216,638.99</b>	<b>132,739</b>	<b>90.2%</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	\$ 18,221.37	\$ 13,269.98	\$ 12,288.06	\$ 12,639.33	\$ 11,997.49	
Cleaning and Public Safety	\$ 31,282.56	\$ 46,258.45	\$ 48,129.08	\$ 41,342.10	\$ 49,331.33	\$ 56,080.77	\$ 65,286.27	
Urban Vitality	\$ 9,942.61	\$ 8,655.54	\$ 18,495.43	\$ 36,594.97	\$ (7,534.04)	\$ 12,613.85	\$ (12,254.93)	
Economic Development	\$ 11,957.10	\$ 11,365.20	\$ 12,011.63	\$ 16,030.81	\$ 16,792.95	\$ 18,564.02	\$ 23,532.55	
Marketing	\$ 9,651.19	\$ 10,815.31	\$ 10,378.43	\$ 10,397.22	\$ 10,837.00	\$ 15,885.77	\$ 10,553.52	
ST Opening	\$ 2,766.31	\$ 218.98	\$ (1,286.69)	\$ 18.15	\$ 52.95	\$ 18.15	\$ 18.15	
Cherry Blossom	\$ 16.78	\$ 16.78	\$ 16.78	\$ 16.78	\$ 1,732.24	\$ 4,011.36	\$ 16.78	
Other Events					\$ 2,250.00	\$ 15,011.48	\$ 35.10	
Street Fair	\$ -				\$ -		\$ 19,018.00	
	\$ 80,224.18	\$ 95,110.63	105,966.03	117,670.01	85,750.49	134,824.73	118,202.93	-

# UDP PROGRAM REPORTS

---

APRIL/MAY/JUNE 2022

## URBAN VITALITY

---

### **Catenary Lights on NE 43rd**

Installation has been completed on the catenary lights over NE 43rd St. at the Ave. The lights line the north and south side of NE 43rd and create a festive, welcoming, well-lit environment for the NE 43rd St Plaza and surrounding businesses. The lights will remain up year-round.



### **U District Arts and Culture Initiative**

UDP has finalized a contract to work with consultant Claudia Bach (AdvisArts Consulting) on the U District Arts and Culture Initiative 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 is working Claudia to plan an initial Arts and Culture stakeholder meeting on July 20. The meeting will be a first opportunity for U District creative sector organizations and businesses to explore the role of arts and culture in a rapidly changing U District, considering examples from other communities. This meeting launches a six-month process to identify community priorities and interests.

### **Final Report: Solid Waste in U District Alleys (Evans School)**

From January to June 2022, UDP worked 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 presented their research and high-level policy solutions to a joint Urban Vitality-Clean and Safe Committee meeting on Tuesday, May 10. The students finished their report in June. It is available as an attachment to this board packet. UDP will be using the recommendations to advocate for improved solid waste management and policy in the district.

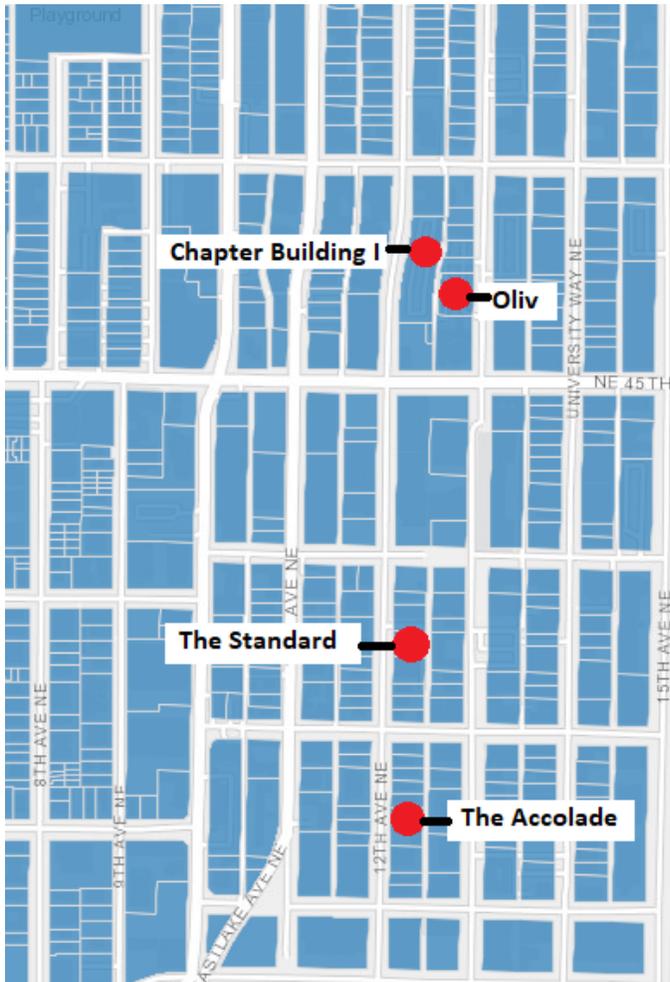
### **Final Report: David Blum Class (Urban Planning)**

From January to June 2022, UDP worked with undergraduate and graduate student classes led by Professor David Blum of the School of the Built Environment. The undergraduate class worked closely with the UW Bookstore on a feasibility study of its Crossroads and Blakeley Street properties. The graduate class focused its research on redevelopment studies for several properties in the U District, including on the Ave and the Sound Transit parcel on 45th and Roosevelt. They also studied potential placemaking interventions for the Ave. The graduate project is [available here](#).

## Buses Begin to Run on 43rd in June

After nearly a year's delay, King County Metro finally began running buses down NE 43rd St. to the U District Link Station on June 25. Five bus routes will deliver riders to the station via NE 43rd St – routes 20, 44, 49, 70 and 372. Metro has begun rider alerts, and has a blog post [here](#).

## Development Updates



### 4126 12th Ave NE - [The Accolade](#)

Construction is nearing completion of this 21 story, 226 unit apartment tower on 12th just south of 42nd Ave. The building is currently leasing for fall 2022. Units are geared towards students, and are market rate, furnished and range from studios to 4 bedrooms, and can be private or shared. The developer is Greystar.

### 4220 12th Ave NE - [The Standard](#)

Construction is underway for two 25-story residential towers just south of the intersection of 43rd and 12th Ave. The towers are slated to open in fall 2023 with 402 units ranging from studios to 6 bedrooms, and are being marketed as student housing. The developer is Landmark Properties.

### 4515 Brooklyn Ave NE - [OLiv Seattle](#)

Construction is nearing completion for this 20-story residential tower with approximately 211 units. The building is

located just north of the Graduate Hotel on Brooklyn and 45th. Units are fully-furnished studios (including multiple private studios with shared kitchen) and 2-5 bedrooms, rented by the bed. The building is leasing for fall 2022. It also has a small pocket park being developed to the north. The developer is Core Spaces.

### 4530 12th Ave NE - [Chapter Building I](#)

Construction has begun on one of two buildings on Brooklyn and 12th Ave, just north of NE 45th Ave. The buildings are to house commercial office space and are being developed by Touchstone-Portman Holdings. The 12th Ave building currently starting construction will have ground floor and alley side retail, and connect to a pocket park and the Brooklyn Chapter Building II. The building is slated for completion in 2024.

# ECONOMIC DEVELOPMENT

---

## Restoring the ground-floor experience - One window at a time

The U District Broken Windows & Facade Repair Grant launched earlier this year and continues to play a critical role in revitalizing broken windows, doors, and storefronts throughout the U District.

Thus far, the UDP has awarded 16 businesses/property owners, distributing over \$15,000 throughout the community. Additionally, the UDP has committed over \$7,000 to 9 more applicants working through the application process.

Businesses/property owners awarded include:

- Cedars Restaurant
- The Bob
- Ladd & Lass Brewing
- Cafe on the Ave
- Gargoyles Statuary
- Maplewood Apartments
- Shawarma King
- Seattle Chiropractic Spine & Injury
- TP Tea
- Bugis
- Edge of the Circle Books
- Professional Copy & Print
- University Heights Center
- Sharetea UW
- Mail Etc
- University Book Store

UDP Ambassadors and staff continue to monitor the streets to ensure businesses who experience vandalism are notified of this grant opportunity. If you know of a business that is eligible for these funds, please contact [daniel@udistrictpartnership.org](mailto:daniel@udistrictpartnership.org).

Before



After



## Ground-Floor Commercial Spaces

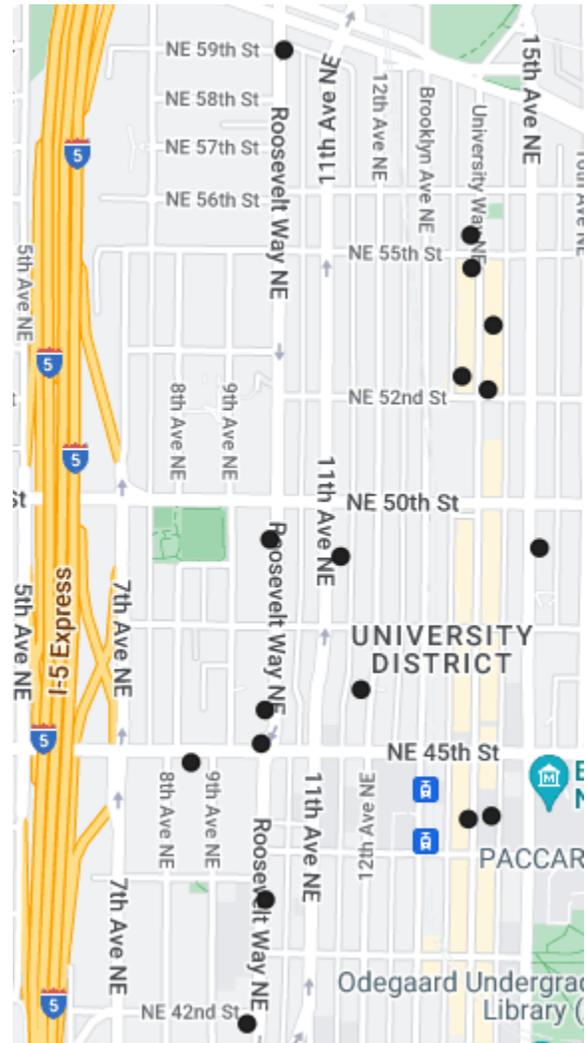
The UDP continues to monitor ground-floor space currently available for lease to track trends and uncover opportunities for businesses looking to relocate or expand.

As of June 1st, the BIA boundary has 17 ground-floor leasing opportunities with a median size of just under 1700 sqft, and an average rate of \$26/sqft/year.

Thanks to the work of Amy, our Economic Development Specialist, the UDP is also tracking other critical metrics including:

- Vacant-empty spaces
  - (10 as of 6/1/22)
- Vacant-for sale
  - (2 as of 6/1/22)
- Upcoming-for lease
  - (3 as of 6/1/22)
- Vacant-incoming business
  - (10 as of 6/1/22)
- New Business
  - (4 as of 6/1/22)
- Pending Redevelopment
  - (28 as of 6/1/22)
- New Property Owner
  - (1 as of 6/1/22)

## Available Ground-Floor Commercial Spaces As of June 1, 2022



## 2022 Update: Business Landscape Database

The UDP's yearly business landscape database update is complete. This database provides a comprehensive list of businesses in the U District including their: (1) business type/offerings; (2) business ownership; (3) contact information; (4) property owner information; (5) diversity profile; (6) years in business; (7) hours of operation; and more.

For the 2022 update, UDP staff integrated this information into the fulcrum platform to spatially visualize business distribution while capturing critical business information. In the coming months, the UDP will be analyzing YOY trends including permanent business closures and new businesses gained to uncover the changing dynamics of the U District economy.

## **CLEAN, SAFE & OUTREACH**

---

### **Cleaning Contract Change**

Don and Marcus have been working together to make significant changes to the UDP cleaning program. A new added emphasis is being made to expand our capacity to handle graffiti, an ever prominent cleaning issue in the U District. As a part of this new emphasis, we are changing contractors from Black Mountain to Seattle Surface Cleaners. Seattle Surface Cleaners has more experience and is better equipped to remove all kinds of graffiti in an efficient and timely manner. Our goal this next fiscal year is to work towards a goal of graffiti removal within 24-hours of the tag being identified.

As a part of this change, we will be restructuring our in-house cleaning program. We will be bringing on Jeremy Gollyhorn, who has been working for Black Mountain since 2018. The in-house team will now be tasked with handling the litter abatement in addition to the tasks we currently handle such as 43rd Street Plaza Maintenance, additional graffiti removal, flower basket maintenance, etc. Seattle Surface Cleaners will handle litter abatement on the weekends. This change to our cleaning program takes effect June 27th.

### **Expanded Ambassador Program**

UDP expanded the ambassador program hours this winter to respond to community feedback and outside investment from the University of Washington. This continued expansion would include the addition of another shift in the mornings so we have two Ambassadors working 7:30am-11:00pm Monday-Friday and 3:00pm-11:00pm on Saturday and Sunday. This is a significant increase from our previous program hours Thursday-Sunday for only 8-hours a day.

There is significant interest from community partners in contributing to make this expansion possible. The additional shift in the morning is working for 4-hours at the U Heights Center to help them out with their need of security when students and children arrive for their programs. That portion of the shift is funded by U Heights directly. We are in talks of doing a similar arrangement with the University District Farmers Market on Saturdays.

### **North Precinct Policing**

Don and Marcus met with the Commander of the North Precinct, Captain Kevin Grossman. Captain Grossman talked about the return of Bike Patrols on University Way, though at a highly reduced level of only six or so shifts precinct wide a month due to issues maintaining minimum patrol numbers to respond to 911 calls.

Each SPD Precinct has a civilian Crime Prevention Coordinator position. This position has been vacant since 2020 at the North Precinct since the departure of Mary Amberg but has now been expanded to two positions and recently filled. Crime Prevention Coordinators perform CPTED reviews, attend community meetings about public safety, perform safety trainings, etc.

Don and Marcus also spoke to the Captain about the need for additional eyes and ears on the drug dealing situation taking place on the 4700 Block of University Way. We will be working with the Ambassadors to gather information on the dealers, vehicles used, etc. as the North Precinct does not have enough resources to do this kind of intelligence gathering.

**New Flower Baskets**

New this month, UDP has installed bright red geraniums in the district with new bracket hardware that is both more attractive, and more secure. The brackets installed on University Way that held our flowers, to the best of our knowledge, were about 20-years old. Several of the brackets over time have gone missing or are damaged. We invested in new brackets that will be slightly higher (to reduce the potential for damage to the baskets) and include NE 43rd Street.

**Homeless Census**

LOCATION	Pasadena	I-5 @ 45 <sup>th</sup>	I-5 @ 50 <sup>th</sup>	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
May	20	4	14	0	0	0	38
June	25	2	15	1	0	0	43

*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.*

# MARKETING & COMMUNICATIONS

---

## Email Marketing Updates

Over the past year, engagement with UDP emails has steadily increased. In January 2021, open rates averaged 22-25% and in May 2022 have increased to an average of 39.8%.

### **Recent Email Communications Data:**

<b>05/18</b>	Event - Street Fair Promo Open Rate: 40.8% / Clickthrough Rate (CTR): 5.7%
<b>05/21</b>	Event - Street Fair Day 1 Highlights Open Rate: 39.5% / Clickthrough Rate (CTR): 5.7%
<b>05/22</b>	Event - Street Fair Day 2 Highlights Open Rate: 39.6% / Clickthrough Rate (CTR): 6.2%
<b>05/27</b>	Event - Street Fair Recap Open Rate: 39.3% / Clickthrough Rate (CTR): 2.6%
<b>06/03</b>	Newsletter - Street Fair Recap, Summer Movies Save the Date, Bus Lanes Open Rate: 40.1% / Clickthrough Rate (CTR): 4.1%

## 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 Drive Substantial Traffic to the U District Seattle Website

We continue to grow capacity and functionality for the [udistrictseattle.com](http://udistrictseattle.com) website. In April/May, the first phase of the events sub-section was launched for the [U District Street Fair](#). This involved converting the U District Street Fair website into a subsection site of [udistrictseattle.com](http://udistrictseattle.com), complete with image-based vendor lists and a more dynamic and modern / mobile-responsive site structure.

Events have consistently been the major driver of traffic to the website and this added functionality will not only create a more user-friendly experience to share details about events, but offers the opportunity to guide potential attendees back to the main site and further highlight local businesses and neighborhood features.

- March 13 - April 10, Cherry Blossom Festival promotion period
  - 28k+ users, 41k sessions
- April 1-30, Seattle Boba Fest promotion period
  - 31k+ users, 42k sessions
- May 1-25, U District Street Fair promotion period
  - 41k+ users, 61k sessions

## EVENTS

---

### U District \$4 Food Walk

Business recruitment and event planning has begun for the return of the second annual U District Food Walk. The event will take place on Saturday, October 1 between the hours of 11am - 6pm and will feature a main stage with entertainment.

Local restaurants are invited to sign up to feature two \$4 food items. The deadline to register for the event is Monday, August 1. Details are on the UDP website here:

<https://udistrictpartnership.org/events-business-participation/>

Sponsorship conversations are also underway. Interested sponsors are invited to learn more about opportunities in the [sponsorship packet](#) and may reach out to Polly Yokokawa with any questions at [pollyanna@udistrictpartnership.org](mailto:pollyanna@udistrictpartnership.org).

### University District Summer Movies by the Bay

Presented in partnership with Scarecrow Video, with additional support from Agua Verde Cafe. Music and festivities begin at 7pm, with movies shown at dusk (8:30/9:00pm).

([udistrictseattle.com/summermovies](http://udistrictseattle.com/summermovies))

#### Movie Lineup

- 08/05 - Surf's Up
- 08/12 - Whale Rider
- 08/19 - Moana
- 08/26 - Dolphin Tale



The Summer Movies by the Bay poster design was created by [Sarah Robbins](#), with an illustration of the view from the Fritz Hedges Waterway Park, along with an outdoor movie screen, paddleboards, kayaks, and the iconic yellow chairs from the park itself.

### U District Street Fair

The U District Street Fair (UDSF) celebrated 51 years on Saturday, May 21 - Sunday, May 22 with over 50,000 attendees. Hundreds of artist and craft vendors, food booths and food trucks added to the celebration, along with a focus on local businesses with participation from restaurants and retail shops that centered the event on the U District community. UDP worked with Bold Hat Productions for vendor recruitment and jurying, event logistics and planning, and day-of coordination.



### *Sponsors and Media Partners*

Nine sponsors committed support of the 2022 U District Street Fair, totaling \$47,500, with three media partners supporting the event with additional advertising and promotion support. Additionally, the return of the U District Street Fair was awarded a substantial grant from the King County Revive & Thrive program.

A huge thank you to the U District Street Fair sponsors whose support helped the event return after a two-year hiatus:

Safeway	The M	KUOW
Geico	Onelin Capital	Seattle Times
American Campus Communities	University of Washington	The Stranger
The Accolade	oLiv Seattle	King County Revive & Thrive Grant
	Graduate Hotels	

### *Media Coverage*

- **Seattle Times:** [Celebrate the return of the U District Street Fair, and more fun around Seattle](#)
- **Q13 Fox:** [U District Street Fair returns with music, food and fun in Seattle](#)
- **The Stranger:** [University District Street Fair Turns 51 Beautiful Years Old This Year](#)
- **Eater Seattle:** [U District Street Fair returns after a two-year hiatus](#)
- **The Daily:** [51st U District Street Fair brings lively community celebration to the Ave](#)
- **The Daily:** [Hints of summer abound at the 2022 U District Street Fair](#)

### *Vendor Makeup + Local Business Participation*

UDSF booth participation has varied over the years and while 2022 was a full and exciting experience with nearly 200 vendors, 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.

However, with a commitment to refocus the event on the U District community, approximately 30% or the activations were attributed to local U District businesses and nonprofits (retail booths, outdoor dining, storefront retail, food trucks, sponsors, and nonprofits).

### *History Project*

UDP hired an archivist and historian to work with the Shiga family to help build the asset library for UDSF and develop a historic timeline of the event. This supported coverage in the Seattle Times leading up to the event and a special historic display in the storefront of Shiga's Imports throughout the weekend in addition to the Event Guide that was handed out to attendees.

## Seattle Boba Fest

[Seattle Boba Fest](#) helped attract over 20,000 people to the neighborhood on Saturday, April 30. In the first major celebration of National Bubble Tea in the Seattle area, 16 U District bubble tea shops and 2 ice cream shops featuring boba-themed desserts, came out in full force for the event. There was a great appetite for boba as lines were present at participating businesses.



### Event Giveaway & Attendee Survey

Over 950 attendees participated in the event survey and giveaway via QR codes submissions at participating businesses and the event welcome tent.

### Media Coverage

- **Curiosity:** [Here's the tea: The first ever Seattle Boba Fest is happening in the U District this weekend](#)
- **Eater Seattle:** [Food TV Star Alton Brown Is Coming to Seattle](#)
- **Seattle Times:** [Explore King County Metro vehicles at Touch-A-Truck, and more fun around Seattle](#)
- **DailyHive:** [Seattle's first-ever boba festival is happening this weekend](#)
- **NW Asian Weekly:** [PICTORIAL: Seattle Boba Fest in University District](#)

## U District Cherry Blossom Festival

40 local businesses signed up to celebrate the first [U District Cherry Blossom Festival](#) between March 25 - April 10. Local businesses featured cherry and blossom-themed specials including cherry blossom cocktails, sakura choux cream puffs, specialty cherry beers, monster blossom art, and more in celebration of the annual UW Cherry Blossoms.

### Media 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](#)

# U DISTRICT PARTNERSHIP

## PROPOSED WORK PLAN

2022 – 2023



### Budget Context

The U District has had an extraordinary year--from the return of UW students and in-person learning last fall to the return of the U District Street Fair last month. This has been a year of renewal, recovery, and reconnection to each other and to what makes the U District unique and special. As Seattle weathers year-three of the pandemic, the U District is fortunate to see the return of the daytime population and continued large-scale investment, with cranes dotting the skyline and a new light rail station that now brings people from all over the region.

The proposed work plan below looks to leverage this great momentum and to continue to address the major challenges that face the U District in fiscal year 2023. There are a few themes worth noting that inform the proposed BIA spending for the year ahead:

- **Growing accumulation of BIA dollars in reserve, due to abundance of grant dollars** – Over the past year, the U District Partnership (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 over \$250,000.
- **2023 BIA assessment increase is just over \$50,000** – With an increase in CPI, and new benefit buildings coming online, the City’s Office of Economic Development increased the FY23 assessment from \$1.27 to \$1.32 million. The spending plan below assumes a 95% collection and some realized back pay this year to support expanded programming and operations.
- **Community partner support for expanded ambassador hours** – With the help of the UW and underspending from last fall, UDP has been running a 7 day/week ambassador program that has been popular with stakeholders who are interested in funding the program until the BIA dollars increase over the course of time in future years to sustain this work.

### Projected Assessment

With new buildings coming online this year, and a slight increase in the Consumer Price Index, the UDBIA assessment is projected to increase by \$50,000.

**Assessment in 2021-2022:** \$1,271,712

**Projected Assessment in 2022-2023:** \$1,325,847

## Process

Over the past three months the staff and Executive Director of the U District Partnership have met with members of the community, the board of the U District Partnership and the UDBIA Ratepayer Advisory Board to develop and refine a budget and work plan for fiscal year 2023. A budget workshop was held in May 2022 to solicit feedback on an initial draft budget and work plan. Subsequently, the U District Partnership Board of Directors voted on June 21, to propose the following work plan and budget for consideration by the U District BIA Ratepayers Advisory Board at the June 30, 2022 meeting.

## Priorities

In response to stakeholder feedback, the top priorities in this budget include:

- Sustaining 7 day/week safety ambassador services
- Improving response times for graffiti and litter abatement
- Addressing the needs of our homeless community
- Enhancing public realm with additional physical improvements
- Supporting business through promotion and technical assistance
- Growing signature events
- Food Walk, Cherry Blossom Festival, Boba Fest, Street Fair
- Continuing to advocate for neighborhood resources
- Rebuilding UDP website to better reflect our work

## Proposed Programs

### Cleaning - \$425,750

During the pandemic, the UDP cleaning program was pushed harder than ever before, with rampant graffiti and increases in biohazards due to the uptick in people experiencing homelessness in the district and more people who have unaddressed behavioral health issues. In one month alone last year UDP removed over 1,600 graffiti tags and stickers. In the year ahead, UDP will be contracting with a new outside firm to address the district's graffiti issues and provide regular pressure washing. UDP will also continue to use in-house issue tracking software to manage work tickets and track response times.

### Work Plan Highlights:

- **New cleaning contract with Seattle Surface Cleaners**
  - *7 x week cleaning of south Ave area*
  - *2 x week cleaning of north Ave area*
  - *1 x month cleaning of general cleaning area*
- **Public realm maintenance, supplies and equipment**
- **Issue ticketing and tracking software**
- **Enhanced ongoing City support for cleaning**
- **Seasonal cleaning: leaf and snow removal**

### Safety & Outreach - \$472,552

With the generous support of the University of Washington, UDP was able to expand ambassador coverage this year to have an emphasis patrol near the new light rail station, and additional hours. This service has been well received and is on track to continue into next year, along with expanded hours. In addition, UDP welcomed a new outreach worker to the neighborhood who now leads the district's work with people experiencing homelessness. This is a program supported by King County Regional Homeless Authority and the City of Seattle. Last year alone, this program was able to assist over 60 homeless in U District with finding temporary or permanent housing.

### **Work Plan Highlights:**

- **Expanded daily ambassador program**
  - *7 x week on-call ambassador services*
    - *7:30 a.m. - 11 p.m. Monday - Friday*
    - *3 p.m. - 11 p.m. Saturday & Sunday*
- **Broken windows grant for small businesses**
- **Homeless outreach and monthly census**
- **Multi-agency case conferencing for high-impact individuals**
- **Clean & Safe Committee**

### **Placemaking, Public Realm & Built Environment – \$255,625**

Also referred to as Urban Vitality, UDP will continue to invest in beautification and activation strategies for the U District in fiscal year 2023. This will include new murals and lighting, some of which will require additional outside funding through grants and private donations. UDP will continue track development and transportation issues in the district providing transparency and advocacy when needed to address any related impacts. UDP will also expand new partnerships with the University of Washington to inform district policy and planning priorities.

### **Work Plan Highlights:**

- **Placemaking and beautification**
  - *Summer flower baskets*
  - *U District banners featuring new neighborhood branding*
  - *Rotating signage for gothic Ave kiosk panels*
  - *U District holiday decorations*
- **Public/private development infrastructure tracking and advocacy**
- **U District access and mobility tracking and advocacy**
- **Fundraising and coordination of additional beautification projects:**
  - *Murals and utility box wraps*
  - *Expanded tree lights in the district*
  - *Public Art and placemaking*
- **Urban Vitality Committee**

### **Economic Development - \$207,896**

In the year ahead, UDP plans to continue supporting small businesses through one-on-one consulting and targeted promotions. UDP also plans to bring on additional staffing to support the continued tracking of commercial vacancies and the updating of the small business landscape database. UDP will also assist new businesses in locating within the district as well as those who are here already and may be interested in relocating or expanding.

### **Work Plan Highlights:**

- **Small business stabilization, technical assistance, one-on-one consultation**
- **Concentrated expansion of outdoor eating/drinking**
- **Business attraction, retention, and expansion**
  - *Updated small business landscape database*
  - *Commercial vacancy tracking and tenant matchmaking*
- **Business promotion campaigns, event support**
- **Economic Development Committee**

### Marketing - \$215,609

With a new neighborhood brand, updated photography and updated U District website (UDistrictSeattle.com), UDP will now focus on raising the profile of the district while clearly communicating with stakeholders about the important program work and how to plug into the variety of initiatives proposed for the year ahead.

#### Workplan Highlights:

- **Neighborhood promotion and earned media**
- **Updated email communications strategy and branding**
- **UDistrictSeattle.com updates and expanded functionality**
- **Updated UDP website to reflect new branding**
- **Expanded sponsorship for events and programs**
- **Event and program staff support**
- **Marketing Roundtable**

### U District Events - \$370,874

After successfully convening events in person again, some of which were the largest non-sporting events in Seattle during the pandemic, UDP is thrilled to look forward and begin planning for a new slate of events that focus on the U District. These events will focus on ways to promote the businesses and institutions in the district while leveraging the marketing opportunity to tell the story of the neighborhood to the greater region.

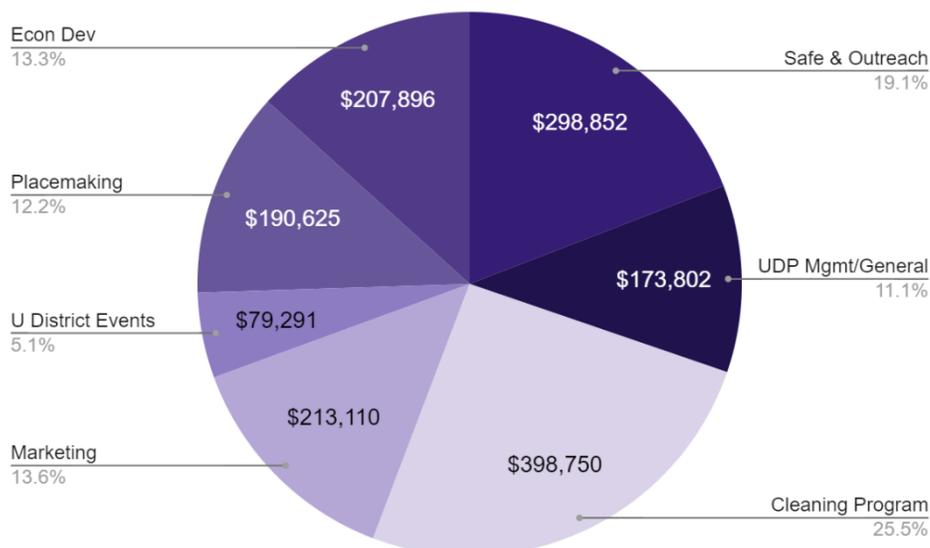
#### Workplan Highlights

- **U District Summer Movies By the Bay –August Fridays, 2022**
- **U District \$4 Food Walk – October 1, 2022**
- **U District Cherry Blossom Festival – Spring 2022**
- **U District Street Fair – May 20 & 21, 2022**

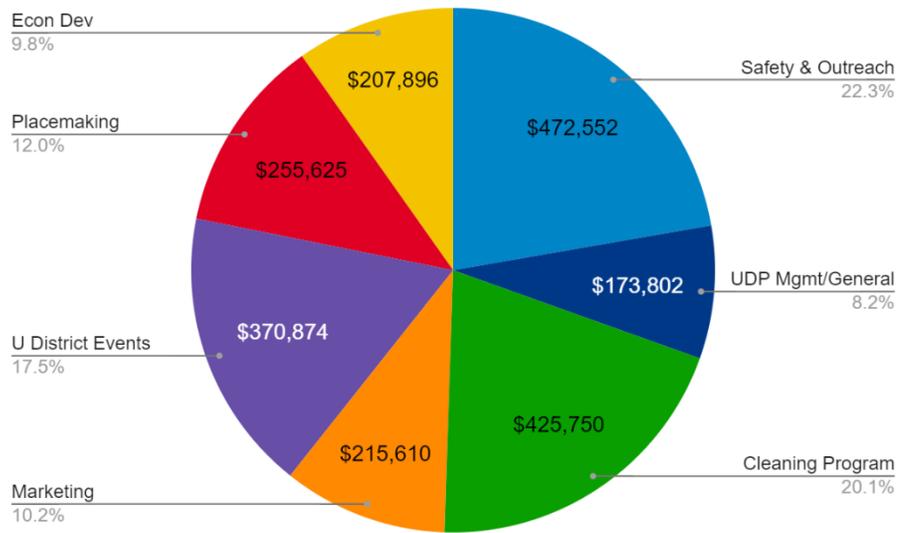
### Program Management – \$173,802

As program manager, the U District Partnership oversees the investment made through the business improvement area dollars on behalf of ratepayers in the district. The UDP holds monthly open meetings to share updates and solicit feedback on the work of the organization. Information about these meetings can be found at [UDistrictPartnership.org](http://UDistrictPartnership.org).

### BIA Spending: \$1.29 Million (+ \$268,250 in Surplus Spending)



**Total 2022-2023 Budget: \$2.12 Million**



<b>2023 PROPOSED UDP BUDGET</b>	<b>Program Management</b>	<b>Clean Program</b>	<b>Safety &amp; Outreach</b>	<b>Economic Development</b>	<b>Urban Vitality</b>	<b>Marketing</b>	<b>Total Program Budget</b>	<b>U District Food Walk</b>	<b>Cherry Blossom Festival</b>	<b>Boba Fest</b>	<b>U District Street Fair</b>	<b>Misc. Events &amp; Promotions</b>	<b>Total Event Budget</b>	<b>TOTAL UDP BUDGET</b>
<b>Ordinary Income/Expense</b>														
<b>Income</b>														
Accumulated BIA Surplus (Above Reserve)	18,249.85	80,000.00	80,000.00	35,000.00	10,000.00	35,000.00	258,249.85	0.00	0.00	0.00	0.00	10,000.00	10,000.00	268,249.85
Current BIA Assessment Income	155,551.79	318,749.92	218,852.45	172,895.81	180,624.91	178,109.69	1,224,784.57	18,463.81	12,163.81	8,663.81	25,000.00	5,000.00	69,291.43	1,294,076.00
Grants Income	0.00	27,000.00	50,000.00	0.00	35,000.00	0.00	112,000.00	0.00	0.00	0.00	0.00	0.00	0.00	112,000.00
Program Fees Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	170,000.00	0.00	170,000.00	170,000.00
Retail Income	0.00	0.00	0.00	0.00	0.00	2,500.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Sponsorship Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40,000.00	15,000.00	15,000.00	60,000.00	5,000.00	135,000.00	135,000.00
Donations/Partnerships	0.00	0.00	123,700.00	0.00	30,000.00	0.00	153,700.00	0.00	0.00	0.00	0.00	0.00	0.00	153,700.00
<b>Total Income</b>	<b>173,801.64</b>	<b>425,749.92</b>	<b>472,552.45</b>	<b>207,895.81</b>	<b>255,624.91</b>	<b>215,609.69</b>	<b>1,751,234.42</b>	<b>58,463.81</b>	<b>27,163.81</b>	<b>23,663.81</b>	<b>255,000.00</b>	<b>20,000.00</b>	<b>384,291.43</b>	<b>2,135,525.85</b>
<b>Expenses</b>														
Total Staffing Expenses	38,293.64	213,749.92	80,632.45	196,195.81	154,824.91	168,409.69	852,106.42	9,063.81	9,063.81	9,063.81	24,082.16	0.00	51,273.59	903,380.01
Total Professional Fees	44,500.00	0.00	0.00	0.00	0.00	0.00	44,500.00	0.00	0.00	0.00	0.00	0.00	0.00	44,500.00
Total Office and Overhead Expenses	91,008.00	15,000.00	16,920.00	6,700.00	1,000.00	3,700.00	134,328.00	4,900.00	3,100.00	3,100.00	7,500.00	0.00	18,600.00	152,928.00
Total Direct Program Expenses	0.00	197,000.00	375,000.00	5,000.00	99,800.00	43,500.00	720,300.00	44,500.00	15,000.00	11,500.00	210,000.00	20,000.00	301,000.00	1,021,300.00
<b>Total Expenses</b>	<b>173,801.64</b>	<b>425,749.92</b>	<b>472,552.45</b>	<b>207,895.81</b>	<b>255,624.91</b>	<b>215,609.69</b>	<b>1,751,234.42</b>	<b>58,463.81</b>	<b>27,163.81</b>	<b>23,663.81</b>	<b>241,582.16</b>	<b>20,000.00</b>	<b>370,873.59</b>	<b>2,122,108.01</b>
<b>Net Ordinary Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>13,417.84</b>	<b>0.00</b>	<b>13,417.84</b>	<b>13,417.84</b>

**UNIVERSITY DISTRICT SERVICE FUND**

Financial Statements  
June 30, 2021 and 2020

## Table of Contents

	<b>Page</b>
<b>Independent Auditor's Report</b>	<b>1</b>
<b>Financial Statements</b>	
Statements of Financial Position	2
Statements of Activities	3
Statement of Functional Expenses - 2021	4
Statement of Functional Expenses - 2020	5
Statements of Cash Flows	6
Notes to Financial Statements	7-11

Amanda O'Rourke, CPA  
Matt Smith, CPA  
Claire Chow, CPA  
Jason Mallon, CPA



## INDEPENDENT AUDITOR'S REPORT

To the Board of Directors  
University District Service Fund  
Seattle, Washington

We have audited the accompanying financial statements of University District Service Fund (a nonprofit organization), which comprise the statement of financial position as of June 30, 2021, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of University District Service Fund as of June 30, 2021, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

### **Prior Period Financial Statements**

The financial statements of University District Service Fund as of June 30, 2020, were audited by other auditors whose report dated January 21, 2021, expressed an unmodified opinion on those statements.

*Greenwood Ohlund*

Seattle, Washington  
March 29, 2022

## UNIVERSITY DISTRICT SERVICE FUND

### STATEMENTS OF FINANCIAL POSITION

June 30, 2021 and 2020

ASSETS	2021	2020
Current Assets		
Cash and cash equivalents	\$ 229,832	\$ 274,237
Government grants receivable	62,600	88,652
Prepaid expenses and other assets	8,055	9,516
Total assets	<u>\$ 300,487</u>	<u>\$ 372,405</u>
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable and accrued expenses	\$ 32,738	\$ 59,065
Accrued payroll and related liabilities	9,272	19,413
Total current liabilities	42,010	78,478
Paycheck Protection Program Loan	-	78,157
Total liabilities	42,010	156,635
Net Assets without Donor Restrictions		
Without donor restrictions	223,610	215,770
With donor restrictions	34,867	-
Total net assets	<u>258,477</u>	<u>215,770</u>
Total liabilities and net assets	<u>\$ 300,487</u>	<u>\$ 372,405</u>

*See accompanying notes to financial statements.*

**UNIVERSITY DISTRICT SERVICE FUND**

STATEMENTS OF ACTIVITIES  
For the Years Ended June 30, 2021 and 2020

	2021			2020		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
Support and Revenue						
Government grants - BIA	\$ 1,124,646	\$ -	\$ 1,124,646	\$ 953,900	\$ -	\$ 953,900
Government grants - other	196,840	34,867	231,707	13,306	-	13,306
Contributions	817	-	817	6,122	-	6,122
Event revenue	25,956	-	25,956	42,800	-	42,800
<b>Total support and revenue</b>	<b>1,348,259</b>	<b>34,867</b>	<b>1,383,126</b>	<b>1,016,128</b>	<b>-</b>	<b>1,016,128</b>
Expenses						
Programs	1,201,457	-	1,201,457	1,013,785	-	1,013,785
General and administrative	138,962	-	138,962	161,853	-	161,853
<b>Total expenses</b>	<b>1,340,419</b>	<b>-</b>	<b>1,340,419</b>	<b>1,175,638</b>	<b>-</b>	<b>1,175,638</b>
<b>Change in net assets</b>	<b>7,840</b>	<b>34,867</b>	<b>42,707</b>	<b>(159,510)</b>	<b>-</b>	<b>(159,510)</b>
Net Assets, beginning of year	215,770	-	215,770	375,280	-	375,280
Net Assets, end of year	<u>\$ 223,610</u>	<u>\$ 34,867</u>	<u>\$ 258,477</u>	<u>\$ 215,770</u>	<u>\$ -</u>	<u>\$ 215,770</u>

*See accompanying notes to financial statements.*

**UNIVERSITY DISTRICT SERVICE FUND**

STATEMENT OF FUNCTIONAL EXPENSES  
For the Year Ended June 30, 2021

	Programs							Total Programs	General and Administrative	Total
	Community Engagement	Cleaning and Public Safety	Marketing	Economic Development	Urban Design	Street Fair	Other Programs			
Contractors	\$ -	\$ 423,869	\$ 56,349	\$ 68,183	\$ 2,357	\$ -	\$ 31,146	\$ 581,904	\$ -	\$ 581,904
Personel expense	-	180,621	67,608	136,256	135,670	-	-	520,155	48,825	568,980
Professional fees	-	-	-	-	-	-	-	-	81,239	81,239
Rent and parking	-	18,174	6,803	13,710	10,209	-	-	48,896	5,727	54,623
Beautification	-	30,092	-	-	2,426	-	-	32,518	-	32,518
Office support	-	2,959	1,108	2,232	1,662	-	-	7,961	1,957	9,918
Insurance	-	1,282	480	967	720	-	-	3,449	404	3,853
Supplies	-	408	485	977	728	-	-	2,598	408	3,006
Technology and software	-	670	251	505	376	-	-	1,802	211	2,013
Travel and meetings	-	606	227	457	340	-	-	1,630	191	1,821
Banking fees	-	-	-	-	-	544	-	544	-	544
	<u>\$ -</u>	<u>\$ 658,681</u>	<u>\$ 133,311</u>	<u>\$ 223,287</u>	<u>\$ 154,488</u>	<u>\$ 544</u>	<u>\$ 31,146</u>	<u>\$ 1,201,457</u>	<u>\$ 138,962</u>	<u>\$ 1,340,419</u>

*See accompanying notes to financial statements.*

**UNIVERSITY DISTRICT SERVICE FUND**

STATEMENT OF FUNCTIONAL EXPENSES  
For the Year Ended June 30, 2020

	Programs							Total Programs	General and Administrative	Total
	Community Engagement	Cleaning and Public Safety	Marketing	Economic Development	Urban Design	Street Fair	Other Programs			
Personel expense	\$ 59,770	\$ 171,408	\$ 45,799	\$ 89,223	\$ 85,076	\$ 8,555	\$ -	\$ 459,831	\$ 63,352	\$ 523,183
Contractors	-	316,594	14,168	4,510	700	43,090	36,337	415,399	-	415,399
Professional fees	-	-	-	-	-	-	-	-	80,776	80,776
Beautification	-	64,921	-	-	-	-	-	64,921	-	64,921
Rent and parking	5,731	16,491	4,392	8,556	8,158	820	-	44,148	6,020	50,168
Technology and software	1,267	3,646	971	1,891	1,803	181	-	9,759	1,331	11,090
Office support	964	4,653	459	932	316	10	-	7,334	2,869	10,203
Supplies	300	2,417	-	647	-	-	-	3,364	3,991	7,355
Banking fees	-	-	-	-	-	4,223	-	4,223	331	4,554
Insurance	516	1,484	395	770	734	74	-	3,973	542	4,515
Travel and meetings	-	382	-	436	-	15	-	833	2,641	3,474
	<u>\$ 68,548</u>	<u>\$ 581,996</u>	<u>\$ 66,184</u>	<u>\$ 106,965</u>	<u>\$ 96,787</u>	<u>\$ 56,968</u>	<u>\$ 36,337</u>	<u>\$ 1,013,785</u>	<u>\$ 161,853</u>	<u>\$ 1,175,638</u>

*See accompanying notes to financial statements.*

## UNIVERSITY DISTRICT SERVICE FUND

### STATEMENTS OF CASH FLOWS For the Years Ended June 30, 2021 and 2020

	2021	2020
Cash Flows from Operating Activities		
Change in net assets	\$ 42,707	\$ (159,510)
Adjustments to reconcile change in net assets to net cash flows from operating activities:		
Forgiveness of Paycheck Protection Program loans	(173,487)	-
Changes in operating assets and liabilities:		
Government grants receivable	26,052	7,478
Insurance claim receivable	-	50,650
Prepaid expenses and other assets	1,461	3,202
Accounts payable	(26,327)	19,493
Accrued payroll and related liabilities	(10,141)	4,662
Net cash flows from operating activities	(139,735)	(74,025)
Cash flows from Financing Activity		
Proceeds from issuance of Paycheck Protection Program loans	95,330	78,157
<b>Net change in cash and cash equivalents</b>	<b>(44,405)</b>	<b>4,132</b>
Cash and Cash Equivalents, beginning of the year	274,237	270,105
Cash and Cash Equivalents, end of the year	\$ 229,832	\$ 274,237

*See accompanying notes to financial statements.*

# UNIVERSITY DISTRICT SERVICE FUND

## NOTES TO FINANCIAL STATEMENTS

### **Note 1 – Organization and Summary of Significant Accounting Policies**

The University District Service Fund doing business as The U District Partnership (the Organization) is a nonprofit organization incorporated in the State of Washington in 2002. The Organization assumed the charitable activities of the Greater University Chamber of Commerce on January 1, 2014, at which time the Organization also received its assets and liabilities.

The Organization's purpose is to promote and enhance the business community and to further the growth, development, and health of the greater Seattle University District community. The Organization's activities include organizing community events (namely the University District StreetFair), marketing the district to attract and retain businesses, cultivating a clean and safe environment, and engaging with the community.

Specifically, the Organization's principal services include recruitment of volunteers, developing community leadership, facilitating organizational partnerships, forming and sustaining business district improvement programs, and leading the district's strategic branding and communication efforts.

The Organization's primary source of support and revenue is a grant through 2021 with the University District Business Improvement Area (the BIA), an agent of the City of Seattle, to provide services that are funded by a Business Improvement Area assessment. During the years ended June 30, 2021 and 2020, the Organization earned \$1,124,646 and \$953,900 under this grant, respectively. The Seattle City Council voted to approve the renewal of the BIA on June 8, 2020 for a 12-year term. The renewal ordinance also calls for a competitive process to select the Program Manager after five years. As the grant is the Organization's primary source of support and revenue, the outcome of the selection process may greatly affect its operations.

BIAs are funding mechanisms for business district revitalization and management. BIAs charge assessments on businesses and/or properties within defined boundaries that are used to provide services for the mutual benefit of the businesses and properties being assessed.

The BIA authorizes a special assessment that is levied and collected by the City of Seattle on all properties within the University District's boundaries, except for single-family houses, duplexes, triplexes, or townhouses. The assessment is based upon benefits received related to these improvements and services. The City of Seattle reimburses the Organization for expenses related to these improvements and services.

Each May, the Organization also organizes the "University District StreetFair" event, the longest running street fair in the United States of America, to celebrate neighborhood peace, culture, and community. Event revenue is generated through the rental of vendor booths and through business sponsorships. In 2021, the street fair was canceled due to COVID-19 restrictions.

#### *Use of Estimates*

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Actual results could differ from those estimates.

# UNIVERSITY DISTRICT SERVICE FUND

## NOTES TO FINANCIAL STATEMENTS

### *Financial Statement Presentation*

The Organization reports information regarding its financial position according to two classes of net assets: without donor restrictions and with donor restrictions. Contributions with donor restrictions that are met in the same year as received are reported as revenues without donor restrictions. Net assets with donor restrictions are entirely restricted for the Christie Park Project at June 30, 2021. There were no net assets with donor restrictions at June 30, 2020.

### *Cash and Cash Equivalents*

Cash and cash equivalents include cash held at a bank. The Organization considers all short-term securities with an original maturity of three months or less to be cash equivalents. At times, cash balances can exceed federally insured limits.

### *Government Grants Receivable*

Government grants receivable consist of revenue earned under grants administered by various state and local government agencies but not yet received. Management reviews grants receivable, estimates the amount of uncollectible accounts, and records an allowance for doubtful accounts (if necessary). Management determined that an allowance for doubtful accounts was not required at June 30, 2021 and 2020.

At June 30, 2021 and 2020, 94% and 93% of government grants receivable were due from the City of Seattle under the BIA grant, respectively.

### *Revenue Recognition*

Revenue from government grants is recognized as a conditional contribution. The contribution becomes unconditional when a qualified expense is incurred. Revenue from these grants is subject to audit, which could result in adjustments to revenue. The adjustments are recorded at the time that such amounts can first be reasonably determined, normally upon notification by the government agency. During the years ended June 30, 2021 and 2020, no adjustments were made.

During the years ended June 30, 2021 and 2020, the Organization received Paycheck Protection Program loans from the Small Business Administration of \$95,330 and \$78,157, respectively. These loans included forgivable conditions which were met during the year ended June 30, 2021 and, therefore, the loans were recognized to government grants - other.

Event revenue, including booth fees and sponsorships, is recognized when the event takes place.

# UNIVERSITY DISTRICT SERVICE FUND

## NOTES TO FINANCIAL STATEMENTS

### *Functional Allocation of Expenses*

The costs of providing the various programs and other activities have been summarized on a functional basis in the statements of activities and functional expenses. Accordingly, certain costs have been allocated among the programs and supporting services benefited. Personnel expenses, professional fees, office support, and technology and software are allocated based on estimates of time and effort. Rent and parking as well as insurance are allocated based on an estimated use of square footage. The Organization incurred an immaterial amount of fundraising expense in the years ended June 30, 2021 and 2020; therefore, this classification of expenses is not presented.

### *Federal Income Taxes*

The Organization is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code.

### *Subsequent Events*

Management of the Organization has evaluated subsequent events through the date these financial statements were available to be issued, which was March 29, 2022.

### **Note 2 – Liquidity and Availability of Resources**

The Organization strives to maintain liquid financial assets and reserves sufficient to cover at least 60 days of general expenditures. This policy was established in order to sustain operations through delays in payments of committed funding and to accept reimbursable grants and grants with the BIA and other organizations without jeopardizing ongoing operations. Financial assets in excess of daily cash requirements are invested in savings accounts (cash and cash equivalents).

The following table reflects the Organization's financial assets as of June 30, 2021 and 2020, available to meet general expenditures within one year of the statement of financial position date.

	<u>2021</u>	<u>2020</u>
Financial Assets		
Cash and cash equivalents	\$ 229,832	\$ 274,237
Government grants receivable	62,600	88,652
	<u>292,432</u>	<u>362,889</u>
Less: Amounts Not Available to be Used Within One Year		
Net assets with time and purpose restrictions	<u>(34,867)</u>	<u>-</u>
	<u>\$ 257,565</u>	<u>\$ 362,889</u>

# UNIVERSITY DISTRICT SERVICE FUND

## NOTES TO FINANCIAL STATEMENTS

### Note 3 – Lease Commitment

The Organization leases its facilities under a noncancelable operating lease which expires in January 2025. Rent expense under this lease was \$52,671 and \$46,657 for the years ended June 30, 2021 and 2020, respectively. The following table reflects future minimum lease payments for the years ending June 30:

2022	\$	54,125
2023		55,623
2024		57,166
2025		<u>33,881</u>
	\$	<u>200,795</u>