



U DISTRICT BUSINESS  
IMPROVEMENT AREA

## RATEPAYER ADVISORY BOARD

### MEETING AGENDA

**Time: 4 p.m. – 5:30 p.m.**

**Date: March 31, 2022**

***ZOOM Virtual Meeting***

- |   |                           |
|---|---------------------------|
| 1. Welcome and Introductions                | Maureen/Aaron             |
| 2. Public Comment                           | Public                    |
| 3. Approval of January 2022 Meeting Minutes | Maureen/Aaron <i>Vote</i> |
| 4. Financial Report                         | Kate                      |
| • 2022-2023 Budget Development Timeline     |                           |
| 5. Public Safety in the U District          |                           |
| • Crime and Behavioral Health Issues        |                           |
| • Advocacy with the City                    |                           |
| • Broken Windows Fund                       |                           |
| • Ambassador Program Update                 |                           |
| 6. U District Street Fair & 2022 Events     | Polly                     |
| 7. UDP Program Reports                      |                           |
| • Executive Director                        | Don                       |
| • Urban Vitality                            | Katy                      |
| • Economic Development                      | Daniel                    |
| • Clean & Safe                              | Marcus                    |
| • Marketing & Communication                 | Polly                     |
| 8. New Business                             |                           |
| 9. Adjourn                                  |                           |



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## **Ratepayer Advisory Board Meeting Minutes**

**January 27, 2022**

### **RAB Members Present**

Kate Barr (Scarecrow Video), David Cohanin (David Cohanin Enterprises), Jeremy Eknoian (UW Real Estate), Maureen Ewing (UHeights), Lora Gastineau (Resident), Chris Giles (Resident), Mary Kay Gugerty (UW Evans School), Joe Gruber (U District Food Bank), Aaron Hoard (UW External Affairs), Lincoln Johnson (UW Student Affairs), Chris Peterson (Café Allegro), and Polly Yorioka (University Presbyterian Church).

### **UDP Staff**

Don Blakeney (Executive Director), Marcus Johnson (Clean, Safe & Outreach Manager), Phil Lloyd (Financial Manager), Daniel Lolic (Economic Development Manager), Katy Ricchiuto (Urban Vitality Manager), and Polly Yokokawa (Marketing & Communications Manager).

### **Guests**

Jeanette Henderson (UW Real Estate), Stephanie King (Greystar/M), Michael Saunders (ASUW)

### **RAB Members Not Present**

Maria Barrientos (Barrientos/Ryan), Max Blume (Blume Company), Nikole O'Bryan (Nikole O'Bryan Dentistry), Michael Polzin (American Campus Communities), Sandy Sun (Compass Real Estate), and Hiu Tian (Studio 19 Architects).

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

Maureen welcomed everyone and Don reviewed the meeting agenda.

### **Public Comment**

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

### **Approval of October 2021 Minutes**

*Action: A motion was made by Kate to approve the October 2021 minutes. Motion was seconded by Lincoln. The motion was approved unanimously.*

### **New Member Election**

Maureen introduced Stephanie King, who spoke about her work with the M building and how she is excited to get to know the U District and make connections through the BIA in the community. Maureen then introduced Michael Saunders who spoke about his role with ASUW as the director of campus partnerships and how he is excited to facilitate a strong connections

# UD BIA

U DISTRICT BUSINESS  
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between students, the U District and the campus. Maureen introduced Jeanette Henderson who is with the UW's real estate departments. Jeanette spoke about her time on the UDP Board and her enthusiasm for staying involved in the U District. Jeremy, a BIA Board member, indicated he would be rolling off the RAB to serve on the UDP Board—Aaron indicated it was a position swap of sorts. The Board thanked Jeremy for his service.

*Action: Lincoln made a motion to elect all three candidates (Stephanie King, Michael Saunders, and Jeanette Henderson) onto the U District BIA Ratepayer Advisory Board. Mary Kay seconded the motion and it was approved unanimously.*

## **Acceptance of September Finance Report**

Don, Kate and Phil reported on the draft December financial statements. The BIA tracker shows BIA spending is largely on track with the budget. UDP is on track with planned spending with the exception of \$70,000 for tree lighting along the Ave, which was funded by a mix of City grant dollars and one-time BIA dollars. Kate thanked Don and the team for securing ample earned income through sponsorship and grants that will provide resources to allow for deeper impact in program areas. A motion to accept the May financial statements was made by Mary Kay and seconded by Aaron. The motion was approved unanimously.

## **Upcoming Grant Opportunities**

At the October meeting, the Board members spent about ten minutes brainstorming on future priorities for grant funding, should new grants become available. Don spent some time reviewing the findings from that conversation, as captured by the Jamboard exercise. Identified priorities that included programs and campaigns to promote and attract people to the district, more public art and murals, storefront improvement grants, retail/tenant recruitment, more tree lights, art walk/night market/music events, alley improvements (safety, cleaning, art), public restrooms, beautification ideas, addressing homelessness, safety in general/better police response, improved street infrastructure, and more. The board also flagged programs to address safety and homelessness as priorities to consider. Michael Saunders brought up the issue of parking for students living off campus—there isn't enough parking and cars get broken into. Lora added that free on-street parking has become harder to find, and the new development doesn't add sufficient parking—noting this is a city-wide issue. Also, she mentioned the loss of gas stations in the U District. Chris G. brought up the removal of on-street parking due to bike lanes and asked if the neighborhood could expect to see more bike lanes in the year ahead. Don and Katy spoke to the opportunity to shape bike infrastructure in the district to minimize (to the extent that's possible) the conflicts between bike lanes and parking spots.

## **Uptick in Crime & Behavioral Health Issues**



Don shared information about the increase in crimes and behavioral health related issues in the U District:

- 20+ broken windows
- High profile assaults and robberies
- Theft and burglaries
- Breaking and entering
- Aggressive public behavior
- Other vandalism

Don, Aaron and Maureen will be leading a walk on January 28<sup>th</sup> with the Mayor's Office, City Councilmembers Nelson and Pedersen, City Attorney Davison, Interim Chief Diaz and city department leadership, during which we will be able to elevate the issues above. Daniel spoke to the Damaged Window Abatement Fund that OED had established with the U District Partnership. It is modeled on Pioneer Square's model. OED granted UDP \$20,000 to support the broken windows in the district. Don asked the Board if they'd be willing to consider a matching fund with BIA dollars to stretch the \$20,000 by adding \$10,000 – \$20,000. Lora asked if condominium buildings would be included in the fund—Don confirmed they'd be eligible. Michael asked about ways to get up stream, and Marcus spoke to his consulting on Crime Prevention Through Environmental Design (CPTED) for participating businesses. Joe mentioned that there is shortage of repair vendors and that UDP might be able to have a roster for small businesses. Stephanie mentioned that some glass vendors are extremely backed up, and that UDP may consider a longer lead time in contracting with small businesses for support.

Aaron asked to lift the BIA match to \$20,000 so UDP could have a deeper, visual impact. Chris G. Raised concerns that this money might not go far enough to have a meaningful impact—along the lines of the tree lighting or alley activation. Don mentioned that we will need additional funding to continue the tree lighting beyond NE 45<sup>th</sup>.

***Action:** Michael made a motion to approve a broken glass repair matching fund up to \$20,000 in BIA reserve dollars—the details of which to be sorted out by Don and the Executive Committee. Kate seconded the motion and it was approved unanimously.*

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

Polly offered an update on the planning for the Street Fair, and the feedback UDP has received through a community survey. High-level feedback included interest in seeing the event focus on the neighborhood, and less commercial vendors. Also, UDP heard from businesses who wanted to participate in the event's return. Vendor registration is live and sponsorship is open.



Cherry Blossom Festival will launch in late March to align with the blooming of the UW campus cherry trees. UDP has organized a series of promotional deals that will coincide with the weeks that visitors will be on campus to promote U District small businesses.

UDP is planning the first ever Boba Fest in the U District to coincide with National Bubble Tea Day on April 30. Polly and Daniel are reaching out to the 25+ boba tea spots in the U District to participate in the fun promotional event.

### **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. Kate asked Katy to consider extending lighting over to the Roosevelt area. Katy has this in her plan, and is looking at where they could be implemented in that part of the district. Katy is also launching a project to examine how UDP can better support the U District arts organizations and business. Lastly, she talked about her work with UW students to look at the U District solid waste issues and the potential adaptive reuse of the US Post Office at NE 43<sup>rd</sup> and University Way NE.

Clean, Safe & Outreach: Marcus talked about the launch of Rosie's Village, which has filled up, in part with people experiencing homelessness in the U District—about 30 in total. Marcus introduced JJ Bartlett, the U District's new outreach manager, who will be taking David Delgado's position. David has been promoted to work across North Seattle, but will still be in the district. Marcus and JJ will survey the district monthly to establish a homeless census. As of January 27, there are roughly 103 people sleeping outside in the U District. Marcus talked about the Cascadia Global Security, and our new ambassador hours that include 7 day a week coverage. The clean crew also addressed the heavy snow that landed before New Year's Eve. The UDP is one of the only BIAs to provide snow removal and salting. (Additional stats can be found in the program report.)

Economic Development: Daniel spoke about the work of the UDP's incoming Economic Development Specialist this spring—business landscape database, commercial vacancy survey, and [udistrictseattle.com](http://udistrictseattle.com). Daniel and Marcus are also convening a nightlife roundtable to look at nightlife specific issues around safety and marketing.

Marketing & Communications: Polly presented the launch of the Marketing Roundtable this year. Since Polly had previously presented the events, and the meeting was running short on time, she kept her update short.



The Board thanked the staff and team for all the work that they are doing. Maureen thanked the Board for their time.

**Adjournment**

*Action: Seeing no new business, a motion was made by Lora to adjourn the meeting. Motion was seconded by Lincoln. The ratepayers voted unanimously to adjourn the meeting at 5:30 p.m..*

**2020-21 University District BIA**

**Budget Tracker -February 2022**

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	170,820	113,034.32	57,785	66.2%	\$ 16,200.50	\$ 10,789.81	\$ 11,613.91	\$ 11,000.75
Cleaning and Public Safety	580,857	356,980.93	223,876	61.5%	\$ 47,284.03	\$ 44,514.16	\$ 48,347.50	\$ 44,137.88
Urban Vitality	164,209	172,280.53	-8,072	104.9%	\$ 14,296.09	\$ 42,882.20	\$ 47,713.15	\$ 18,247.79
Economic Development	190,542	106,186.57	84,355	55.7%	\$ 13,644.81	\$ 13,576.04	\$ 16,581.25	\$ 11,245.25
Marketing	192,510	92,715.10	99,795	48.2%	\$ 3,624.78	\$ 7,287.29	\$ 10,476.11	\$ 30,290.77
ST Opening	16,046	16,809.17	-764	104.8%	\$ -	\$ 1,091.37	\$ 13,028.98	\$ 971.27
Cherry Blossom	15,378	111.42	15,266	0.7%	\$ -	\$ 13.76	\$ 13.76	\$ 16.78
Street Fair	19,018	0.00	19,018	0.0%	\$ -	\$ -	\$ -	\$ -
<b>Total Requested</b>	<b>1,349,378</b>	<b>858,118.04</b>	<b>491,260</b>	<b>63.6%</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	\$ 12,819.98				
Cleaning and Public Safety	\$ 31,282.56	\$ 46,258.45	\$ 48,129.08	\$ 47,027.27				
Urban Vitality	\$ 9,942.61	\$ 8,655.54	\$ 18,495.43	\$ 12,047.72				
Economic Development	\$ 11,957.10	\$ 11,365.20	\$ 12,011.63	\$ 15,805.29				
Marketing	\$ 9,651.19	\$ 10,815.31	\$ 10,378.43	\$ 10,191.22				
ST Opening	\$ 2,766.31	\$ 218.98	\$ (1,285.89)	\$ 18.15				
Cherry Blossom	\$ 16.78	\$ 16.78	\$ 16.78	\$ 16.78				
Street Fair	\$ -							
	\$ 80,224.18	\$ 95,110.63	105,966.83	97,926.41	-	-	-	-

## UDP PROGRAM REPORTS

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Thursday, March 31, 2022

### URBAN VITALITY

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#### **New Tree Lights Installed Between NE 45th & 50th**

UDP has completed an expansion of tree lights on the Ave between NE 45th and NE 47th St, and on NE 45th St at the intersection of the Ave. The first round of tree lights south of 45th were extremely well-received by local businesses and the community, and the team was excited to continue the project with a combination of OED funding and UDP Urban Vitality project funding. The organization's goal is to identify enough funding to expand the lighting on the Ave to 50th and to implement more on Roosevelt Ave NE in the coming months.



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

Installation has begun on the catenary lights over NE 43rd St. at the Ave. The lights will 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. When complete, the lights will remain up year-round.

#### **U District Gets SDOT Construction Hub Coordinator**

The U District has been identified as an area of high need for a central construction hub coordinator from SDOT. After the compounding impacts of the Montlake and University Bridge closures last summer, the U District Partnership approached the City to make the case for a construction hub coordinator for the U District. Construction hubs are areas of dense construction (public and/or private) and are actively managed by the city to ensure mobility and access to and through work zones. The U District will be the first neighborhood in north Seattle to have a construction hub coordinator, and joins Seattle's four other hubs, all located in the center city. UDP will work closely with our hub coordinator to monitor impacts of all public and private construction projects. More information on the program is available [here](#).

#### **Waterfront Summer Movie Series with Scarecrow Video**

UDP is working with Scarecrow Video to plan a summer movie series in the new Fritz Hedges Waterway Park located in the southern part of the neighborhood. The event will be one of the first major events held in the new, beautiful park space that overlooks Portage Bay. Scarecrow Video is helping decide on a theme for the series, and will manage the projection of the videos. UDP will manage all other logistics for the event, including collaboration with local businesses and UW. The series will take place over 4 weeks in August and will feature family-friendly movies, food, and live music.



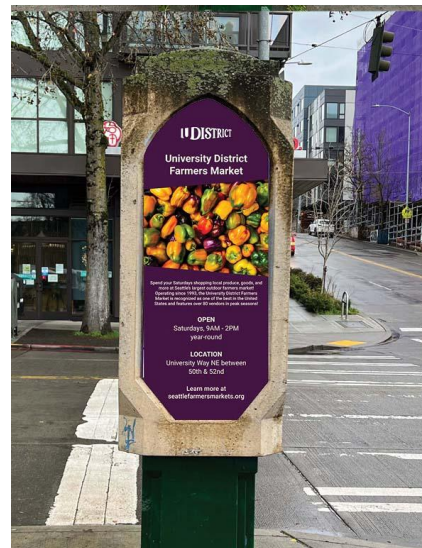
## Gothic Kiosks on the Ave

Urban Vitality and Marketing collaborated on new content and a new design for the gothic kiosk panels along the Ave. All 4 remaining kiosks have been updated with new information, including a map, farmer's market panel, udistrictseattle.com feature panel, and 2022 events panel. The panels feature the new U District branding. They have been pressure washed and repainted, and will be maintained and updated regularly.

## UW Student Projects

UDP continues to work with UW graduate student groups on the following projects:

- Evans School of Public Policy capstone project: Solid Waste Issues in U District Alleys - Three graduate students are examining solid waste issues in U District alleys, observing policy problems and solutions in other Seattle neighborhoods and US cities, and will make policy recommendations for the UDP and City in June.
- School of Architecture graduate design studio: Adaptive Reuse of the U District Post Office - Students created architectural concepts for the adaptive reuse of the Post Office building on NE 43rd, including concepts for a community-oriented, redesigned building and open space. Final presentations were on Monday, March 7, and the UDP will be provided with a book of all student designs.
- Department of Urban Design and Planning graduate project: U District Planning and Real Estate Analysis - Graduate students under the direction of David Blum are examining the built environment and public realm policy issues in the U District, and especially along the Ave. The project will continue into spring quarter with research on policy solutions.



## ECONOMIC DEVELOPMENT

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### Broken Windows & Facade Repair Grant

In February, the UDP launched a Broken Glass & Damaged Façade program to offset costs for business and property owners who have had their windows and storefronts broken or damaged since the beginning of the year. This program is supported by grant money from the Seattle Office of Economic Development and U District Business Improvement Area reserve dollars. Eligible uses for this grant include broken windows, doors, locks, and damaged storefront facades. More details about the requirements for this program are [here](#).

Since launch, the UDP has received 17 eligible applications and awarded five businesses/property owners including: (1) Cedars Restaurant; (2) Maplewood Apartments; (3) Shawarma King; (4) Seattle Chiropractic Spine & Injury Center; and (5) Ladd & Lass. The UDP has disbursed a total of \$4,715 to these businesses/property owners and committed an additional \$10,955 to others who are working through the requirements to receive their award.

The UDP Ambassadors have also identified 11 additional businesses that have experienced broken windows and have yet to apply. The UDP is currently delivering information about this program to each of these properties to ensure they have the information and resources they need to take advantage of this grant fund.

As a part of the Broken Windows & Facade Repair Grant, businesses are required to have a **CPTED** performed with Marcus Johnson. To date, seven businesses have had a CPTED review as a part of their grant application. 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 Ambassador and Outreach programs.

### **New Business Openings**

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

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

### **Economic Development Specialist**

UDP welcomed Amy Shi as the new Economic Development Specialist earlier this year. Amy is a senior Economics major at University of Washington who has a passion for economic development. Amy has worked for Amazon as a logistics intern and has experience in R, Python, and managing/analyzing large data sets. She speaks Chinese and comes from a family of international entrepreneurs - focused on global trade between Asia and the U.S.

Since joining the team in February, Amy has tracked 85 retail space opportunities in the U District, including:

- 23 Empty Spaces without active leasing information
- 37 Active Commercial Space for lease
- 2 Space for Sale
- 19 Pending Redevelopment & Construction
- 4 Incoming Business

Work has also begun on the annual update of the Business Landscape database. This includes integration into Fulcrum with business locations, storefront imagery, business categories, and contact information. The database currently has 354 records which include:

- 146 records of Food & Drink
- 52 records of Shops

- 9 records of Art & Entertainment
- 12 records of Classes & Activities
- 58 records of Services
- 8 records of Hotel/lodging
- 85 records of Vacancy

In addition to this work the UDP is also collaborating with a UW graduate student group to collect additional information surrounding new business openings, business closures between 2021-2022, business hours of operations, and business square footage. This data will aid in the comprehensiveness of the business landscape database and provide information about gaps in retail and activity during certain periods of the day.

### **Nightlife Business Roundtable**

The Economic Development and Cleaning & Safety programs collaborated last month and conducted a nightlife safety business roundtable. Attendees included owners/operators of Sweet Alchemy, Kai's Thai Street Food, Earl's on the Ave, Schultz's, and Boba Up. Current challenges expressed by businesses include safety for customers and staff which has led to decreased business and difficulty retaining qualified staff. Businesses also expressed concerns about nighttime crime, vandalism, and other criminal activity that makes it challenging to operate. Ideas and solutions presented by business owners included a UDP nightlife ambassador, more businesses opened at night to increase activity and foot traffic, and focusing on the handful of criminals creating these challenges. Since this meeting, UDP has extended ambassador hours to 11 p.m. to address some of the elevated concerns. Businesses also expressed a long-term vision for nightlife in the U District which included more bars and places open late at night as well as coordinated marketing efforts to promote nightlife businesses and attract more customers.

## **CLEAN & SAFE**

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### **Interstate-5 Greenway Cleanup**

There continues to be a buildup of trash around homeless encampments along the freeway. WSDOT stopped cleaning trash around homeless encampments, so Marcus and Don are strategizing with the Mayor's Office and the City's Clean Cities Initiative and SPU to figure out a plan to reduce trash and provide regular maintenance. Thanks to the advocacy of UDP and JJ, the U District outreach manager, the Pasadena encampment below I-5 was approved for the Purple Bag Program which provides weekly trash service for encampments. For the other encampments, the City will pick up trash that is left on City property adjacent to WSDOT property. With that, Marcus and JJ are now strategizing how to clean the encampments of existing trash so there is a baseline that this effort can maintain.

### **Ambassadors**

In late January, Cascadia Global Security terminated their contract with UDP because they were not able to keep adequate staffing. Marcus and Don moved quickly to engage SPEAR, who had also responded to the RFP last summer. We were able to reach an agreement on ours and pricing and they began covering shifts on February 14th. The switch has been a major positive improvement. SPEAR, a spin off from ARIES, already knows the U District, the small businesses and the high-needs individuals in the district. Thanks to the support of SPEAR, Marcus has added 40 high needs individuals to the UDP's tracking database to better match support services with individual needs. SPEAR's ability to take a lead in de-escalation of people

having behavioral health issues has allowed JJ to be able to work on more longer term things such as the freeway encampment work.

**Spring Preparation**

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 - Tents/People**

In March, UDP counted approximately 55 tents and a total of 83 people sleeping outside in the district. Outside of the census walk, UDP and REACH noticed a major influx of new camping along the freeway near NE 50th Street. Also the Ambassadors and JJ noticed several dozen new people along the Ave who seem to be unhoused and/or suffering from behavioral health issues. The people seen on the Ave are not reflected in this month’s count, because they were not present on the day of the census.

<b>LOCATION</b>	<b>Pasadena</b>	<b>I-5 @ 45<sup>th</sup></b>	<b>I-5 @ 50<sup>th</sup></b>	<b>University Playground</b>	<b>The Ave</b>	<b>Other</b>	<b>TOTAL Tents</b>	<b>TOTAL People</b>
<b>January</b>	26/39	11/18	17/25	1/1	0/19	0/0	<b>55</b>	<b>102</b>
<b>February</b>	25/16*	16/26	13/22	5/10	0/8	0/2	<b>59</b>	<b>84</b>
<b>March</b>	25/27**	11/17	19/28	0/0	0/4	0/7	<b>55</b>	<b>83</b>

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.

\*\*During recent visits to the Pasadena encampment, JJ and Marcus have spoken with a familiar resident who shares accurate information about the encampment population.

**Cleaning Update | February Data**

<b>Hours</b>	<b>Graffiti</b>	<b>Biohazards</b>	<b>Bags of Trash</b>
448	377	42	219

## MARKETING & EVENTS

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### Marketing Roundtable

The U District Marketing Roundtable held its second meeting in March welcoming new members and deciding to meet regularly every other month going forward. Polly will continue recruitment and the next meeting will be held in June.

### Email Marketing

Recent Email Communications Data:

02/01	Message from Don Blakeney, Safety Response Open Rate: 45.6% / Click-through Rate: 5.6%
02/03	Newsletter - Broken Window Grant, Safety Response, Events Open Rate: 39.1% / CTR: 3.6%
02/07	Call to Action: City Council Meeting Open Rate: 43% / CTR: 3%
02/19	Newsletter - Eater Article, Window Program Launch Open Rate: 39.8% / CTR: 8.1%
03/11	Newsletter - Mural Walk, Op-Ed, Ave Lights Open-Rate: 37.8 / CTR: 8.1%
03/25	Event: Cherry Blossom Festival Start Open Rate: 33.2% / CTR: 5.5%

### EVENT UPDATES

#### Cherry Blossom Festival

- Local Business Participation: 41 local businesses are signed up to celebrate the first U District Cherry Blossom Festival, which launched this past Friday. Through April 10, head out to the neighborhood to enjoy cherry blossom cocktails, sakura choux cream puffs, specialty cherry beers, monster blossom art, and more in celebration of the annual UW Cherry Blossoms.
- Collateral and Social Media: Brochures, posters, and participating business decals were provided to businesses in advance, as well as a social media toolkit so businesses could promote to their individual audiences.
- Press Release and Media Coverage: A press release was sent in the weeks leading up to the festival and the event was included on the UW Cherry Blossom 2022 page. Coverage of the festival has been included in The Seattle Times, The Stranger's Everout Newsletter, The Evergrey, SEAToday - 6AM City, and Eater Seattle, with interest from local TV stations.
- Advertising and Partnerships: The event has and will be advertised via posters around town, digital ads with The Stranger, social media ads, and print ads in The Seattle Times. UDP also partnered with UW to display six a-boards on campus, four in The Quad and two in Red Square, 5k brochures were supplied to the UW Admitted Student Preview, and 1k brochures were supplied to the Seattle Cherry Blossom Run.
- Website Traffic: The event is attracting several thousand visitors to the [udistrictseattle.com](https://udistrictseattle.com) page in its first few days.
- Read more and see the guide at: [udistrictseattle.com/cherryblossomfestival](https://udistrictseattle.com/cherryblossomfestival)

## **Boba Fest**

- Local Business Participation: 20 of the local bubble tea restaurants and businesses featuring a specialty boba-themed dessert) have signed up to participate! The design concept is in its final phases and brochure development is underway. Mark your calendars for Saturday, April 30!

## **U District Street Fair**

- Sponsorship: Don and Polly have had several meetings with sponsors and are coordinating and finalizing contracts. Sponsorship opportunities are still available! We currently have \$45,000 in sponsorship commitments.
- Local Business Participation:
  - 14 local businesses (retail and restaurants) have submitted their application to activate the spaces in front of their storefront specifically for Street Fair.
  - 3 have indicated interest and are still working on their site plans
  - 10 businesses already have outdoor seating parklets that will be maintained for the event.
  - 4 food trucks / carts owned by local businesses will also be joining Street Fair
- Vendors: We have filled nearly half of the vendor spots and are still recruiting! Of those accepted are 73 artist and craft vendors, 26 outside food vendors, and 9 manufactured booths. UDP and Bold Hat are continuing to conduct more outreach for potential artist booths and food trucks as we begin placement conversations later this month.
- Nonprofit Community Partners: 20 area nonprofits and community partners have expressed interest in manning a tent. Conversations are ongoing and Polly is connecting with each individually as we begin placement conversations.