



RATEPAYER ADVISORY BOARD

MEETING AGENDA

4 p.m. – 5:30 p.m.

January 26, 2023

ZOOM Virtual Meeting

- | | | |
|--|-------------------|------|
| 1. Welcome and Introductions | Maureen/Aaron | |
| 2. Public Comment | Public | |
| 3. Approval of Fall 2022 Meeting Minutes | Maureen/Aaron | Vote |
| 4. Public Safety Update | Marcus | |
| a. Case Conferencing | | |
| b. Weekend Security Patrols | | |
| 5. Board Recruitment | Maureen/Aaron/Don | |
| 6. Nomination of New Board Member | Maureen/Aaron | Vote |
| a. Brian Sellen - Regional VP, American Campus Communities | | |
| 7. Acceptance of Financial Report | Maureen/Aaron | Vote |
| 8. Department of Commerce Grant | Daniel | |
| 9. Spring Events | Polly | |
| a. Business Sign-Up Portal | | |
| b. Sponsorships | | |
| 10. Public Realm Projects | Katy | |
| 11. Cleaning and Sanitation Update | Marcus | |
| 12. New Business | | |
| 13. Adjourn | | |

Ratepayer Advisory Board

Fall Meeting Minutes

November 17, 2022

RAB Members

Present: Maria Barrientos (Barrientos/Ryan), Max Blum (Blume Company), David Cohanin (David Cohanin Enterprises), Maureen Ewing (UHeights), Lora Gastineau (Resident), Chris Giles (Resident), Joe Gruber (U District Food Bank), Lincoln Johnson (UW Student Affairs), Nikole O'Bryan (Nikole O'Bryan Dentistry), Chris Peterson (Café Allegro), Polly Yorioka (University Presbyterian Church).

Not Present: Mary Kay Gugerty (UW Evans School), Jeanette Henderson (UW Real Estate), Aaron Hoard (UW External Affairs), 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 Lokic (Economic Development Manager), Katy Ricchiuto (Urban Vitality Manager), and Polly Yokokawa (Marketing & Communications Manager).

Guests

Rob Lubin (UW Food & Housing Services)

Welcome/Introductions

Maureen welcomed everyone and led people through introductions.

Public Comment

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

Approval of February 2022 Minutes

Action: A motion was made by David to approve the June 2022 minutes from the Annual Meeting. Motion was seconded by Max. The motion was approved unanimously with the exception of one abstention by Maria Barrientos who was not able to attend the summer Annual Meeting.

Public Safety Update & Discussion

Don offered an update about a string of violent events that shook the community in early October. A series of shootings and a gruesome vehicular homicide book-ended the Food Walk weekend, followed by a break-in/sexual assault at a local sorority house. Don outlined how the community was understandably upset and talked about the stories that were regularly covered by the local media. The issues are complex and require different strategies—addressing the drug market, addressing over-service and crowd control issues, and continuing to focus on solutions for people suffering from unaddressed behavioral health issues.

Regarding nightlife safety, Don shared with the Board how the U District Partnership pulled together a conversation with the City, the UW, the Seattle Police Department and local night-time business operators to better understand some of the dynamics that led to the night-life

related violence. The businesses provided valuable information about some of the issues that they have witnessed as well as insight into the root causes. Don shared a near-term action plan co-developed with the community and city leaders that included the following components:

- The City of Seattle committed to deploying **SPD emphasis police patrols** at night until 2 a.m. on Fridays and Saturdays for the weeks following the shootings and break-in to discourage illegal behavior, violence, dangerous driving, and to monitor Greek Row. (The Seattle Police Department has limited resources but the City of Seattle has committed to move some SPD resources that were used to help fight crime in the North Aurora community to the U District over the next few weeks).
- The UDP continued to invest in **safety ambassadors** from 7 a.m. to 11 p.m. on weekdays and 3 p.m. to 11 p.m. on weekends.
- UW committed to supporting the ambassador program in addition to funding an **expanded security patrol** (not armed) on University Way and Brooklyn Ave from 10 p.m. to 3 a.m. on Friday and Saturday nights to have an additional crowd control safety presence.
- Nightlife businesses in the U District (which include bars, restaurants, and bubble tea cafes) committed to working with UDP to make **security investments** and to develop **safety protocols and strategies** to keep patrons and employees safe while proactively de-escalating incidents when necessary. This group will continue to convene and monitor the situation this fall.
- City leaders and the UDP are also working together to explore **improvements to the physical environment** to enhance safety including improved lighting and streetscape configurations. Don and Marcus went out after dark and took light measurements so that a comprehensive analysis can be done on improving lighting to safer levels.
- UDP is working with the City and the REACH program to expand **homeless outreach** in the U District and help navigate services and resources for people experiencing unaddressed behavioral health issues.

Don outlined how UDP will reconvene the nightlife safety conversation to continue to chart longer-term strategies and will also work with the Mayor's Case Conferencing program to monitor and address the individuals in the U District who continue to have a major impact on stakeholders because of their unaddressed behavioral health disorders. Don also noted that UDP is engaged in advocacy with other BIAs to sustain city support for case conferencing in 2023.

Maureen thanked the team for acting quickly and pulling the nightlife stakeholders together. Maureen also asked about the goal of adding another outreach worker to establish 7-day-a-week coverage for the district. David Delgado has picked up the remaining two days of the week for the foreseeable future. Joe wanted to know about worker safety when outreach needs to go into more difficult situations and Don mentioned that the team gets to lean on the expanded hours of the UDP Ambassadors when needed. Marcus noted that the outreach weekend coverage is temporary, and that a sustainable program may benefit from a case manager, something that is needed in the district.

Nikole noted that there is an uptick in drug sales in front of the Joy Mart near her offices on University Way. Don noted that this drug market caters to people suffering from visible behavioral health issues.

2022 Events Update

Polly gave an update on U District events that took place since June:

Mailing address: PO Box 45073, Seattle WA 98145
Office location: 1415 NE 45 Street, Suite 401, Seattle, WA 98105
206.547.4417 | udistrictpartnership.org/udbia/

- *U District Movies By the Bay* – The four-week movie series in August was a successful partnership with Scarecrow Video (with support from Aqua Verde and BECU). It was also the first notable celebration of the U District's new waterfront green space (Fritz Hedges Waterway Park). The movie series attracted between 250 and 550 people for each showing, with the exception of one night that was cancelled for rainy weather.
- *\$4 U District Food Walk* - This event returned on October 1 for its second year and attracted nearly 50,000 people to the district on a sunny afternoon. With nearly sixty businesses participating this year the event continues to serve as crash-course in U District cuisine for first-year students and Seattle-area residents alike. Don noted that UDP Board Member, Anson Lin performed on the breakdancing stage.

Polly offered a preview of the spring event line up: *U District Cherry Blossom Festival*, *Seattle Boba Fest* and *U District Street Fair*. Joe asked if we could add to our event season with something between the food walk and the Cherry Blossom Festival—capacity is the limiting factor, but that's a goal. The team is considering things like art walks, hot-chocolate gatherings, holiday ships viewing, etc.

Financial Report

Don reported out about BIA spending, which has lagged at the outset of the year due to grant spending, but will catch up as programs continue throughout the year. BIA funding is supporting the events this year, two of which have happened already—the movie series and the food walk. BIA spending just over 30% of the total allocated budget which aligns with the time of the year. Don also mentioned that the annual UDP audit is underway and will be presented to the UDP Board in early 2023.

Action: Maureen called for a motion to accept the October 2022 financial documents as presented at the November 17, 2022 UDBIA Ratepayer Advisory Board meeting. Lincoln offered a motion and Joe seconded. The motion was approved unanimously.

Upcoming Grants

Katy and Don updated the Board about some recent grants that UDP has applied for from the U District Rotary, the City of Seattle Office of Arts & Culture, and the Washington State Department of Commerce and offered to keep the group posted on the outcomes.

Façade Improvement Strategies

Daniel updated the Board about a new suite of façade improvement strategies that UDP is launching this year. UDP is evaluating the current conditions of facades and is developing a toolkit to guide property and business owners in making improvements. Daniel is also working with UW students to consult a few business a in concert with a Foster Business School class. There are grants on the horizon that will be able to help facilitate some of these improvements.

Second Story Graffiti Strategy

Marcus presented a new program UDP has implemented that focuses on eliminating second story graffiti. Marcus aggregates properties to get a discounted price for each participant. The economy of scale allows UDP to get the cost down substantially.

Leaf & Snow Removal

Marcus talked about the focus on leaf removal during the fall. The neighborhood is split into zones, and the team has a new electric leaf blower to comply with new city regulations and to reduce the impact of the sound and emissions that older gas-powered blowers have. UDP has purchased a large amount of ice melt in anticipation of snow this winter. UDP is the only BIA that regularly treats sidewalks during snow storms.

Public Realm & Placemaking

Katy presented a few new projects that have come online in the district since June including two murals, new tree lighting on University Way, and a new signal box wrap at NE 43rd Street. UDP is also supporting the U District Advocates in an effort to conceptualize physical improvements to NE 42nd Street.

New Business

Daniel and Polly shared that Johana Canales and Sophie Iannone joined the UDP as part-time specialists to support the Economic Development and Marketing programs respectively. Don reminded people of the joint-board social on December 8 to celebrate the end of the year.

Adjournment

Maureen thanked everyone and called the meeting to a close *at 5:08 p.m..*

UDBIA FINANCE NARRATIVE

January 2023

The year is off to a strong start with spending largely on track with what was planned for the FY 2023 budget. Aggressive pursuit of grant and donation dollars continues to grow our impact and spending. This obviously exceeds current base assessment dollars available to the organization, but many of these programs are one-time expenses. For ongoing programs, we are tracking closely to see how much will be back-filled by new assessment dollars in the future and can plan the FY2024 budget and work plan accordingly.

Budget Report

The comments below add context and details to the numbers found in the budget report. The numbers along the left side of the page correspond with the numbers on the budget report:

Income:

44300 – BIA Income: *BIA spending lagged this year due to a couple of months during which we had open positions. BIA spending stepped-up this fall with the additional spending on weekend security, but still lags because of grants and programs that will accelerate this spring.*

44530 – Grant Income: *We have received new placemaking grants, which have bumped us up in the category. We will need to plan for how to track the \$5 million Dept. of Commerce grant this spring.*

4700 – Program Fees Income: *Street Fair has already started to book vendors, which has accelerated our income on this line.*

47215 – Sponsorships: *Our food walk sponsorship goals were not met this past fall, but we underspent on the summer movie series, and have some cost savings and activation grant dollars that we have used to back-fill some of this deficit. We need to step-up sponsor outreach for Street Fair and our spring promotions.*

Expense:

60000 – Staffing: *Because the two support positions in marketing and economic development didn't start until three months into the fiscal year, we will continue to underspend on this line for the time being. We may bundle this with incoming grant admin money to bring on an office manager position to assist with grant and organization administration.*

70320 – Contracted Services: *We have a slight underspend on contracted services, related to a timing issue around the arts and culture work and some of the season-specific cleaning work.*

70330—Design of Website/Posters: *The launch and refresh of the U District Partnership website will incur costs this month, which will pick up the pace of spending in this category.*

BIA Budget Tracker

BIA spending still shows some distortion, due to incoming grants and donations. Some of our programs show no expense in December because they drew down income from grants, fees and sponsorships. Overall, spending of BIA dollars so far this year is largely tracking our expectations as set forth in the FY 2023 budget.

U District BIA
Statement of Activities
July through December 2022

	Program Management	Cleaning	Public Safety	Urbam Vitality	Economic Development	Marketing	Events & Actvation	Total
Ordinary Income/Expense								
Income								
44430 · BIA Contract	101,611.54	180,278.03	106,748.07	58,773.45	95,250.91	87,313.18	45,568.38	675,543.56
44530 · Grants Income	0.00	13,500.00	0.00	49,184.06	17,228.60	6,181.33	0.00	86,093.99
47000 · Program Fees Income	0.00	1,430.00	0.00	0.00	0.00	0.00	66,916.28	68,346.28
47215 · Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	24,500.00	24,500.00
43400 · Donations/Partnerships	0.00	9,914.72	101,100.00	0.00	0.00	0.00	0.00	111,014.72
Total Income	101,611.54	205,122.75	207,848.07	107,957.51	112,479.51	93,494.51	136,984.66	965,498.55
Expense								
60000 · Staffing	25,272.87	100,634.08	39,147.24	75,809.34	80,198.41	66,818.21	12,673.71	400,553.86
61000 · Professional & Contract Expense	26,500.00	0.00	0.00	0.00	0.00	0.00	0.00	26,500.00
62000 · Office and Overhead	49,282.14	9,572.48	441.86	1,535.35	7,167.95	6,803.53	1,377.40	76,180.71
70000 · Direct Program Expenses								
70300 · Advertising and Marketing	0.00	0.00	0.00	0.00	0.00	4,476.14	8,634.98	13,111.12
70320 · Contracted Services	450.00	94,725.99	168,258.97	6,150.00	450.00	12,250.00	14,538.08	296,823.04
70330 · Design of Website/Posters	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	1,000.00
70340 · Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	8,886.85	8,886.85
70350 · Event Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	8,285.00	8,285.00
70360 · Other Program Expenses	-693.79	190.20	0.00	24,462.82	24,663.15	0.00	35,214.58	83,836.96
70370 · Printing and Reproduction	800.32	0.00	0.00	0.00	0.00	3,146.63	1,796.07	5,743.02
Total 70000 · Direct Program Expenses	556.53	94,916.19	168,258.97	30,612.82	25,113.15	19,872.77	78,355.56	417,685.99
Total Expense	101,611.54	205,122.75	207,848.07	107,957.51	112,479.51	93,494.51	92,406.67	920,920.56
Net Ordinary Income	0.00	0.00	0.00	0.00	0.00	0.00	44,577.99	44,577.99

2022-23 University District BIA

Budget Tracker -November 2022

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	173,802	101,611.54	72,190	58.5%	\$ 12,278.51	\$ 14,399.04	\$ 28,272.17	\$ 11,975.95
Clean Environment	398,750	180,278.03	218,472	45.2%	\$ 33,998.55	\$ 33,879.61	\$ 25,148.19	\$ 33,368.49
Public Safety	298,852	106,748.07	192,104	35.7%	\$ 31,290.24	\$ (52,950.91)	\$ 31,569.27	\$ 35,997.57
Urban Vitality	207,896	58,773.45	149,122	28.3%	\$ 13,559.54	\$ 13,578.95	\$ 17,899.04	\$ 16,541.67
Economic Development	190,625	95,250.91	95,374	50.0%	\$ 23,901.28	\$ 14,092.16	\$ 19,908.17	\$ 17,758.30
Marketing	213,110	87,313.18	125,797	41.0%	\$ 9,392.49	\$ 9,676.80	\$ 22,951.77	\$ 19,485.20
Food Wallk	18,464	28,990.34	-10,527	157.0%	\$ (9,789.97)	\$ 4.82	\$ 8,937.63	\$ 27,939.29
Cherry Blossom	12,164	2,402.73	9,761	19.8%	\$ 436.84	\$ 436.84	\$ 436.63	\$ 435.45
Other Events	23,664	7,391.77	16,272	31.2%	\$ 602.16	\$ 956.15	\$ 4,136.93	\$ 1,036.82
Street Fair	25,000	6,783.54	18,216	27.1%	\$ 1,667.48	\$ 1,706.12	\$ 1,722.05	\$ 1,687.89
Total Requested	1,562,326	675,543.56	886,782	43.2%	\$ 117,337.12	\$ 35,779.58	\$ 160,981.85	\$ 166,226.63

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 14,830.86	\$ 19,855.01						
Clean Environment	\$ 28,542.25	\$ 25,340.94						
Public Safety	\$ 27,667.68	\$ 33,174.22						
Urban Vitality	\$ (2,805.75)	\$ -						
Economic Development	\$ 19,591.00	\$ -						
Marketing	\$ 12,363.45	\$ 13,443.47						
Food Wallk	\$ 1,250.00	\$ 648.57						
Cherry Blossom	\$ 425.96	\$ 231.01						
Other Events	\$ 427.33	\$ 232.38						
Street Fair	\$ -	\$ -						
	\$ 102,292.78	\$ 92,925.60	-	-	-	-	-	-

UDP PROGRAM REPORTS

OCT 2022 - JAN 2023

URBAN VITALITY

UDP Receives ARTS Neighborhood Recovery Grant for Arts and Culture Sub-Grantees

UDP has received an \$87,500 grant from the City of Seattle Office of Arts and Culture to support arts and culture activations and events in the U District. UDP has \$75,000 that can be awarded to organizations or small businesses in the district who would like to fund their own new or existing arts and culture related programming. The programming must take place by September 30, 2023. Awards between \$1000 and \$10000 will be made to applicants through a competitive application process. The application will be open through the end of February, and awards will be made in early March. A public announcement will be made when the application opens in late January.

Grant Received to Expand Tree Lighting

This fall, the UDP was awarded \$39,000 from the State's Department of Commerce Working Washington Round 5 grants. The grant will be used to kickstart the process of finishing tree lights on the Ave. The final set of lights will be installed between NE 47th and 50th Streets in early 2023.

NE 43rd Street Green Street Planning Continues

The UDP is collaborating with neighborhood stakeholders on a revisioning process for NE 42nd St between 15th Ave NE and Brooklyn Ave NE. This fall, the U District Advocates group received a Neighborhood Matching Fund grant to fund a consultant-led design process through mid-2023. The goal of the project is to create a draft right-of-way concept design that SDOT could implement, though no immediate funding has been secured. The design will focus on improving pedestrian and gateway connections between UW campus and the neighborhood on N.E. 42nd Street. Guiding principles include: creating places for people to experience and stay; embracing sustainable urban design best practices; enhancing the connection between campus and community; and supporting the existing stakeholders and small businesses in the U District. UDP aims to ensure robust stakeholder engagement with businesses, property owners, UW, and other neighborhood stakeholders throughout the process.

ECONOMIC DEVELOPMENT

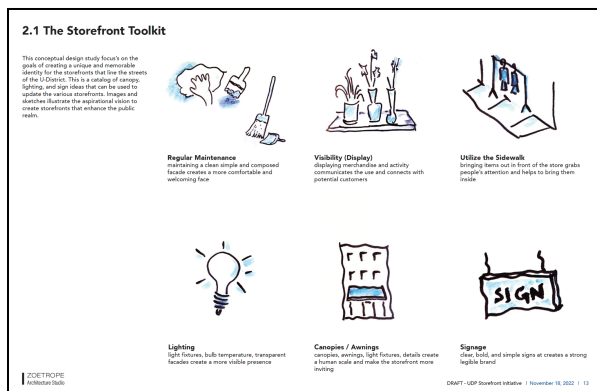
UDP secures \$5M Grant from the Washington Department of Commerce

The U District Partnership has successfully secured a \$5 million grant from the Washington Department of Commerce Small Business Innovation Fund. UDP is currently negotiating the contract and finalizing the project scope. This fund is anticipated to serve over 150 small businesses who will benefit from strategic investments to support competitiveness, sustainability, customer attraction, and revenue generation. More information about this grant will be provided in the weeks ahead.

UDP Prepares Launch of Storefront Facade Toolkit

Over the past couple of months, UDP has been collaborating with Zoetrope Architecture studio to produce a small-business storefront facade toolkit.

The purpose of this toolkit is to provide businesses with a list of components which enhance storefront appearance, best-practices in implementing improvements, and visual examples of businesses with aesthetic facades. The toolkit will also include a catalog of contractors that can implement the various components of storefront revitalization.



Facade & Marketing Consultation Studio Presents Recommendations

UW Foster School of Business students have been working on branding, social media, interior design, and exterior facade recommendations for My Favorite Deli, Kai's Thai Street Food, and Cafe on the Ave. Each of these businesses applied for the \$100,000 Seattle Tenant Improvement Fund (with technical assistance from the UDP) and have the opportunity to implement these recommendations if awarded. On December 6th, students presented their recommendations to each business and provided a variety of implementation measures based on the financial resources available to each business.

Commercial Vacancy Tracking Continues

UDP has continued its monthly tracking of commercial spaces to uncover trends and support business retention and recruitment. The following data represents commercial ground-floor vacancies as of December 2022 within the BIA boundary:

Category	Count	Percentage of Ground Floor Spaces
Total Ground Floor Spaces	360	
Total Vacancies	32	8.9%
Total Vacant Spaces On the Market	20	5.6%
Total Incoming/New Businesses	16	4.4%
Vacant - For Lease	19	5.3%
Vacant - For Sale	1	0.3%
Vacant - Upcoming For Lease	1	0.3%
Vacant - Sitting Empty	11	3.1%
Pending Redevelopment	16	4.4%
Incoming Businesses	10	2.8%
New Businesses	6	1.7%
Occupied but not Active/Open to the Public (potential to be live/work unit)	11	3.1%

Building Relationships to Attract Unique Small Businesses

Over the past year, UDP has built relationships with brokers, developers, property owners, and entrepreneurs to help fill current vacant spaces and future ground-floor commercial spaces. Collaborating with brokers and developers has offered UDP a direct line of communication to highlight the current needs in the community. Relationships with property owners and entrepreneurs has allowed UDP to play matchmaker, encouraging property investments and introducing property owners to unique and innovative small businesses.

CLEAN, SAFE & OUTREACH

Weekend Evening Safety Patrols

Public safety on weekend nights has been a primary focus for UDP this fall and winter. With funding from the University of Washington, UDP has hired unarmed security patrols on Friday and Saturday nights from 10 p.m. to 3 a.m. to provide additional security services above and beyond the regular U District ambassador program. These nightlife patrols have been in place

since mid-October and UDP is creating weekly reports to keep stakeholders and city and state officials apprised of conditions, activities and needed support. UW has committed to continue these patrols through the end of the school year in June.

Seasonal Cleaning

The UDP Clean Team has been focusing on handling the seasonal leaf removal this fall. Much of their time is dedicated to leaf removal from mid-October through mid-December. We have had two snow-falls this season and our Clean Team was busy keeping the U District navigable. The Clean Team deployed nearly 2,000 pounds of salt to help keep our neighborhood navigable during recent inclement weather. With the recent bout of snow and ice out of the way, and the leaves are mostly done falling, the team is leaning heavily into graffiti removal. In December, the team removed nearly 1,200 graffiti tags from the U District.

New Outreach Position for Daily Coverage

For years, there has been a major systems gap in providing outreach on the weekends. Unfortunately, most social service providers (and their back-end support networks) only work Monday through Friday. The UDP Outreach Worker, JJ Bartlett, captures it best when he says “people don’t decide to only have a crisis on a 9-to-5, Monday-through-Friday schedule.” David Delgado graciously offered to return and fill this need for two days a week, giving UDP/REAC 7-day-week coverage. David will continue this work, in addition to his other responsibilities, on a temporary basis until a permanent replacement can be found.

Case Conferencing for High-Impact Individuals

UDP continues to co-convene a case-conferencing program in the U District with the Mayor’s Office, REACH, HOST, the City Attorney’s Office, the King County Prosecutor’s Office, SPD and the LEAD program. As the Board learned last month, this work focuses on case-conferencing individuals suffering from extreme behavioral health issues and having an associated large impact on the University District community. UDP reports out information on the impacts generated by individual behavior to inform care and intervention planning. As a part of this case-conferencing, JJ was able to reunite a homeless individual who has been living on the Ave for a couple of years with their parents in Bremerton. Often with outreach, it is about trying to catch the person at the right time after outreach plants the seed, and this just so happened to be one of those situations. UDP and other BIA’s were able to advocate for a new Crime Hub Coordinator position in the City’s 2023 budget to help coordinate and lead this work in the year ahead in several Seattle neighborhoods including the U District and Ballard.

Monthly U District Homeless Census

LOCATION	Pasadena	I-5 @ 45 th	I-5 @ 50 th	University Playground	The Ave	Other	TOTAL Tents
January '22	26	11	17	1	0	0	55
February '22	25	16	13	5	0	0	59
March '22	25	11	19	0	0	0	55
April '22	20	4	13	0	0	0	41
May '22	20	4	14	0	0	0	38
June '22	25	2	15	1	0	0	43
July '22	30	13	7	0	0	0	50
August '22	25	9	5	0	0	0	39
September '22	22	13	6	0	0	0	41
October '22	13	14	9	0	0	0	36
November '22	22	17	12	1	0	0	52
January '23	10	8	13	0	3	0	34

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

U District Awarded Spotlight SEA Advertising

The U District Partnership has been awarded a [Spotlight SEA International Airport Advertising](#) grant for free advertising placement in the terminal - up now! Under the program, the Port will cover the cost of reserving the advertising location for the U District and other awardees. Awardees will pay only for production, installation, and taxes.



Neighborhood Web Guides Highlight U District as Shopping and Activity Center

The new posts to the [udistrictseattle.com](#) website have helped support interested visitors in finding new places to shop and explore, along with ideas for planning their next outing during Seattle's blustery winter months. Recent features include:

Gifts You Can't Wait to Gift: Holiday Shopping Guide to the U District

Shop local with these [gift ideas from U District retailers](#).

Festive Winter Events in the U District

Grab a cup of cocoa and get in the festive spirit with this [lineup of winter events](#) in the U District!

U District Indoor Activities Guide

Stay dry while exploring the U District indoors with this recent guide: [Escape the Cold, Discover the Fun: 11 Indoor Activities in the U District](#). These 11 indoor activities span the categories of live shows and museums to trivia nights and more.

U District Marketing Roundtable In-Person at the Henry Art Gallery

The recent meeting of the U District Marketing Roundtable was held in-person at the Henry Art Gallery. The event was hosted by Henry Director of Communications, Tanja Baumann and included a tour from Director of Curatorial Affairs, Shamim Momin. The group convened after the tour to discuss current and upcoming events at their respective organizations and in the neighborhood.



Email Marketing Campaigns

Engagement continues to be strong with U District email campaigns with above average open rates and click-through rates.

10/27	Call to Action: Redistricting Commision Open Rate: 44.4% / Click-Through Rate: 4.5% / VIEW
11/01	Newsletter: Fall Leaf Blowing & Safety Update Open Rate: 46.2% / CTR: 5.2% / VIEW
11/25	Small Business Saturday: Shopping Guide Open Rate: 36.5% / CTR: 2.1% / VIEW
12/14	Newsletter: Winter Events, Shopping Guide, Street Fair Vendor Announcement Open Rate: 42.8% / CTR: 7.5% / VIEW
12/30	Newsletter: 42nd Street Building Update, Ladd & Lass First Anniversary Open Rate: 49.6% / CTR: 5.1% / VIEW
01/11	Newsletter: New Year Message, Spring Event Participation, 45th Street Open Rate: 46.8% / 4.3% / VIEW

EVENTS

Spring Events - Local Business Application Forms now Live | Deadline: Monday, February 6

The U District Cherry Blossom Festival and Seattle Boba Fest will return this spring, inviting the public to explore the University District neighborhood and its businesses during these featured promotional events.

U District Cherry Blossom Festival - dates TBD in mid-March to mid-April

Celebrate the return of the UW cherry blossoms with cherry and blossom-themed promotions throughout the U District. Businesses are invited to feature a cherry blossom special (food or retail) to be included in the U District Cherry Blossom Festival guide and advertising. U District businesses are invited to **register to participate by Monday, February 6, on the [Business Participation Opportunities page](#).**

Seattle Boba Fest - Saturday, April 29

The U District is home to the greatest number of bubble tea shops per capita - and growing! We're thrilled to recognize the amazing boba community in our neighborhood by celebrating National Bubble Tea day. To participate, businesses will select a special drink to be featured in the neighborhood guide and **register by Monday, February 6, on the [Business Participation Opportunities page](#).**

U District Street Fair - Vendor Registration is Live

Celebrate 52 years of the U District Street Fair the weekend of May 20-21, 2023.

Be a Vendor!

Interested artist, craft, food, and nonprofit vendors are now invited to register for this year's event! Registration link and FAQ can be found online at:

udistrictseattle.com/streetfair/register

Participate as a Local U District Business!

Local businesses that are interested in participating in the 2023 Street Fair are invited to reach out to Daniel Lopic (daniel@udistrictpartnership.org) for more information. The

deadline for local business participation is Monday, February 6, 2023, details available on the [Business Participation Opportunities page](#).

Sponsorship

UDP is busy raising funds to support events this spring with a goal of \$90,000 in sponsorship. While there are conversations underway with past and potential sponsors, the team is looking to Board and community members to help make any possible connections that could lead to new sponsorships this year.