



## UDBIA RATEPAYER ADVISORY BOARD JUNE MEETING & ANNUAL RATEPAYERS MEETING

4:30 p.m. – 6:00 p.m.

June 22, 2023

*University Heights Center Auditorium  
5031 University Way NE, Seattle, WA 98105  
Remote Zoom Option Available [Here](#)*

### RATEPAYER ADVISORY BOARD

**Jennifer Antos**  
*Seattle Neighborhood  
Farmers Markets*

**Maria Barrientos**  
*Barrientos/Ryan*

**Max Blume**  
*The Blume Company*

**David Cohan**  
*Whitefall, LLC*

**Maureen Ewing**  
*UHeights Community Center*

**Lora Gastineau**  
*U District Resident*

**Chris Giles**  
*U District Resident*

**Joe Gruber**  
*University District Food Bank*

**Mary Kay Gugerty**  
*The Evans School, University  
of Washington*

**Jeanette Henderson,**  
*UW Real Estate,  
University of Washington*

**Aaron Hoard**  
*Office of Regional &  
Community Relations,  
University of Washington*

**Lincoln Johnson**  
*Student Life,  
University of Washington*

**Nikole O'Bryan**  
*Nikole O'Bryan, DDS*

**Chris Petersen**  
*Café Allegro*

**Brian Sellen**  
*American Campus  
Communities*

**Sandy Sun**  
*Compass Real Estate*

**Hui Tian**  
*Studio 19 Architects*

**Polly Yarioka**  
*University Presbyterian*

### AGENDA

1. Welcome and Introductions
2. Call to Order RAB & Ratepayers Annual Meeting
3. Public Comment
4. Approval of March 2023 Meeting Minutes *Vote*
5. Review and Acceptance of the May Financials *Vote*
6. Update on Board Nominations & Governance
7. UDP Program Highlights from 2023
8. 2024 Work Plan/Budget Presentation *Vote to Recommend*
9. Program Manager *Vote to Recommend*
10. New Business
11. Adjourn UDBIA Ratepayer Advisory Board Meeting
12. Ratepayers Vote on Work Plan/Budget *Vote to Accept*
13. Ratepayers Vote on Program Manager *Vote to Accept*
14. Adjourn Ratepayers Annual Meeting



## **Ratepayer Advisory Board Meeting Minutes**

**March 30, 2023**

### **RAB Members Present**

Maureen Ewing – UHeights (Co-Chair)  
Aaron Hoard – UW External Affairs (Co-Chair)  
Chris Giles – Resident (Secretary)  
Max Blume – The Blume Company  
David Cohanin – David Cohanin Enterprises

Joe Gruber – U District Food Bank  
Jeanette Henderson – UW Real Estate  
Sandy Sun – 5501 U Way & Corbet Building  
Lora Gastineau – Resident

### **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 Present**

Jennifer Antos – Seattle Neighborhood Farmers' Markets

### **RAB Members Not Present**

Nikole O'Bryan – Nikole O'Bryan Dentistry  
Maria Barrientos - Barrientos/Ryan  
Mary Kay Gugerty – UW Evans School  
Lincoln Johnson – UW Student Affairs

Chris Petersen – Café Allegro  
Polly Yorioka – University Presbyterian Church  
Hui Tian – Studio 19 Architects

### **Welcome/Introductions**

Maureen welcomed everyone and led a round of introductions of RAB members, ratepayers and other guests.

### **Public Comment**

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

### **Approval of RAB Meeting Minutes**

*Action: A motion was made by Aaron to approve the January 2023 meeting minutes. Motion was seconded by Chris. The motion was approved unanimously.*

### **Financial Report**

Phil shared an update on the financials, which can be found in the Board packet. BIA spending is on track in the eighth month of the fiscal year. Grants have continued to come in and offset some of the

staffing costs usually covered by the BIA. Street Fair is the next big event, but spending on this event will not pick up until May.

*Action: A motion was made by Chris to approve the January 2023 meeting minutes. Motion was seconded by Jeanette. The motion was approved unanimously.*

### **Board Planning**

Maureen informed the Board that she would be stepping down as Board Co-Chair at the end of the fiscal year in July when she leaves her role at UHeights. Don and Aaron expressed their appreciation for all that she has done for the neighborhood during her tenure at UHeights, and on the Board. Maureen and Aaron put out a call for future Board members and executive officers for FY2024.

### **Nomination of New Board Member**

Maureen introduced Jennifer Antos, the Executive Director of Seattle Neighborhood Farmers' Markets and nominated her as a prospective UDBIA Board member. Jennifer spoke about her enthusiasm for UDBIA's work in the community.

*Action: A motion was made by Aaron to nominate Jennifer Antos to the UDBIA Ratepayer Advisory Board. Motion was seconded by Jeanette. The motion was approved unanimously.*

### **2024 Look-Ahead & Budget Priorities Workshop**

Don led the Board through a conversation about the work accomplished in Fiscal Year 2023 and some of the budget considerations for Fiscal Year 2024. Because of continued growth and development, the assessment is likely to grow to \$1.65 million next year, offering a \$300,000 increase in funding for UDBIA programs. This increase will sustain some of the newer investments that have been made possible by generous grants of one-time funding—primarily the 300% increase in ambassador hours over the last two years.

The staff walked through many of the accomplishments from Fiscal Year 2023:

#### Economic Development

- Economic development research and commercial space tracking
- Business engagement, support for tenant improvements, and technical assistance
- Recruitment for business promotional events
- Piloted a \$40k storefront repair grant program in partnership with City of Seattle
- Launched a \$4.85M tenant improvement grant program to benefit over 140 U District businesses

#### Urban Vitality

- Public and private development tracking, advocacy and management
- Expanded sidewalk at NE 45th and University Way NE
- Completed final phase of tree light project on the Ave
- Launched U District Arts and Culture Initiative
- Secured \$135K in grants for placemaking, arts and culture
- Launched Lid I-5 North Seattle Coalition and new NE 42<sup>nd</sup> green street redesign in partnership with other neighborhood groups.

#### Clean, Safe and Outreach

- Expanded UDP clean team with new cleaning vendor, Seattle Surface Cleaners
- Sourced new equipment with grant funding, including a hot-water pressure washer
- Implemented new 2<sup>nd</sup> story graffiti removal program to assist property owners
- Expanded UDP ambassador program to 7 days a week, tripling annual patrol hours

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Office location: 1415 NE 45 Street, Suite 401, Seattle, WA 98105

206.547.4417 | [udistrictpartnership.org/udbia/](http://udistrictpartnership.org/udbia/)

- Implemented new late night security patrols on University Way NE with UW funding
- Expanded outreach team to 7 days a week and launched a case conferencing program

### Marketing & Events

- Launched a new branded look and feel for the UDP website
- Launched advertising at Sea-Tac International Airport through Port of Seattle grant program
- Secured new sponsorship and media partnerships to promote the district and events
- Updated the branding for the U District Street Fair
- Brought back signature U District small business promotions:
  - U District \$4 Food Walk
  - U District Cherry Blossom Festival
  - Seattle Boba Fest

The Board then spent a few minutes discussing priorities for the year ahead. Themes that came out of the discussion included:

- Public safety is a primary concern – strong interest in sustaining the expanded base ambassador hours. Also interest in some sort of an extension for the late night security on weekends.
- Continue to push for a deeper connections and new ways to include of small businesses who have Asian and BIPOC ownership—the \$5 million Washington State Department Commerce grant has had a strong focus in this regard.
- An interest in exploring advocacy and expanded partnerships to support existing social services and needs – possible new social service committee, public restroom, more mental health support for people experiencing unaddressed behavioral health issues.
- New events, promotions and activations that involve small businesses, arts, orgs, etc.
- Bring activations and strategies to support the Roosevelt corridor.
- Interest in engaging with D4 City Council Candidates before the general election

The staff will put together a proposed budget for Fiscal Year 2024 that the BIA can consider later this year.

### **Department of Commerce Grant**

Daniel updated the Board about the \$5 million Department of Commerce grant. UDP closed the grant application process in mid-February. Over 140 small businesses and organizations were awarded tenant improvement and/or façade cleaning grants. Don and Daniel are working with the city to expedite project implementation and will be advocating to extend the grant deadline into the next Fiscal Year.

### **Public Safety Update**

Marcus updated the Board about some recent gun violence and vandalism in the U District. UDP is working with some of the small businesses who have been impacted.

### **Spring Events**

Polly presented the strong lineup of spring events starting with the return of the U District Cherry Blossom Festival, which is underway. UDP is planning to bring back Seattle Boba Fest on April 29. The U District Street Fair will return on May 20 and 21 with more than double the vendors from last year. Don Clark from Invisible Creature designed the new poster which has fun imagery of regular event components.

### **Adjourn**

Maureen thanked everyone and declared the meeting adjourned at 5:34 p.m.



# UDBIA FINANCE NARRATIVE

*June 2023*

The budgeted BIA spending is largely on track as the end of Fiscal Year 2023 approaches. A few of the same underspend issues continue to persist because staffing got a slow start last summer, and because grants have picked up some staff costs that have gone to support grant administration.

## **Budget Report**

The comments below add context and details to variances seen 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:** *This line represents a combination of 2023 BIA dollars from FY 2023 collections and planned surplus spending from collection in previous years. Overall, BIA spending is down because grants in Urban Vitality and Economic Development have been picking up staff costs associated with grand administration. All surplus dollars from FY23 will be rolled forward into FY24.*

**44530 – Grant Income:** *There are a few planned OED grants that the team is working to close out before the end of the fiscal year, which is depressing this income number.*

**4700 – Program Fees Income:** *Street Fair sold out and booked nearly double the arts and crafts vendors this year, which has accelerated the income on this line.*

**47215 – Sponsorships:** *Sponsorship targets were met for the Cherry Blossom Festival, but Boba Fest and Street Fair underperformed. Street Fair over-performed on booth income, which is making up for some of the lagging sponsorship and that event will ultimately come close to breaking even.*

**43400 – Donations/Partnerships:** *UW continued to generously support late night security patrols through last weekend, which wasn't initially in the budget and can be seen on this line.*

### Expense:

**60000 – Staffing:** *There is an under-spend on this line that relates to the slow start to hiring staffing last summer. This has been exacerbated by the Department of Commerce grant picking up salary cost related to grant administration.*

## **BIA Budget Tracker**

We are roughly 90% of the way through the fiscal year, and the BIA fund spending largely reflects this, tracking the expectations that were set forth in the FY 2023 budget. As always, the events fall during specific times of the year and are repeatedly the outliers in this spreadsheet. There is an expected underspend related to staffing, which has been supported in large part by grants this year. Any funds unused in FY23 can be rolled forward to support programs in FY24.

## 2022-23 University District BIA

### Budget Tracker - May 2023

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	173,802	165,567.09	8,235	95.3%	\$ 12,278.51	\$ 14,399.04	\$ 28,272.17	\$ 11,975.95
Clean Environment	398,750	353,833.23	44,917	88.7%	\$ 33,998.55	\$ 33,879.61	\$ 25,148.19	\$ 33,368.49
Public Safety	298,852	236,185.98	62,666	79.0%	\$ 31,290.24	\$ (52,950.91)	\$ 31,569.27	\$ 35,997.57
Urban Vitality	207,896	159,749.24	48,147	76.8%	\$ 13,559.54	\$ 13,578.95	\$ 17,899.04	\$ 16,541.67
Economic Development	190,625	145,764.16	44,861	76.5%	\$ 23,901.28	\$ 14,092.16	\$ 19,908.17	\$ 17,758.30
Marketing	213,110	189,934.32	23,175	89.1%	\$ 9,392.49	\$ 9,676.80	\$ 22,951.77	\$ 19,485.20
Food Wallk	18,464	32,100.98	-13,637	173.9%	\$ (9,789.97)	\$ 4.82	\$ 8,937.63	\$ 27,939.29
Cherry Blossom	12,164	-3,339.30	15,503	-27.5%	\$ 436.84	\$ 436.84	\$ 436.63	\$ 435.45
Other Events	23,664	26,235.49	-2,572	110.9%	\$ 602.16	\$ 956.15	\$ 4,136.93	\$ 1,036.82
Street Fair	25,000	24,999.54	0	100.0%	\$ 1,667.48	\$ 1,706.12	\$ 1,722.05	\$ 1,687.89
<b>Total Requested</b>	1,562,326	1,331,030.73	231,295	85.2%	\$ 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	\$ 14,507.10	\$ 12,309.80	\$ 14,732.01	\$ 9,999.41	\$ 12,407.23	
Clean Environment	\$ 28,542.25	\$ 25,340.94	\$ 37,305.52	\$ 35,038.07	\$ 26,206.59	\$ 38,343.65	\$ 36,661.37	
Public Safety	\$ 27,667.68	\$ 33,174.22	\$ 18,970.81	\$ 30,005.92	\$ 38,374.60	\$ 9,842.67	\$ 32,243.91	
Urban Vitality	\$ (2,805.75)	\$ -	\$ 14,439.16	\$ 42,807.78	\$ 13,340.90	\$ 14,965.87	\$ 15,422.08	
Economic Development	\$ 19,591.00	\$ -	\$ 15,454.29	\$ 17,684.14	\$ 5,941.83	\$ 7,169.02	\$ 4,263.97	
Marketing	\$ 12,363.45	\$ 13,443.47	\$ 18,310.69	\$ 17,423.45	\$ 18,648.74	\$ 27,911.33	\$ 20,326.93	
Food Wallk	\$ 1,250.00	\$ 648.57	\$ 5.82	\$ -	\$ -	\$ 3,104.82	\$ -	
Cherry Blossom	\$ 425.96	\$ 231.01	\$ 26.42	\$ 96.71	\$ 4,919.53	\$ (10,884.69)	\$ 100.00	
Other Events	\$ 427.33	\$ 232.38	\$ 27.79	\$ 18.15	\$ 1,166.26	\$ 15,994.97	\$ 1,636.55	
Street Fair	\$ -	\$ -		\$ -	\$ -		\$ 18,216.00	
	\$ 102,292.78	\$ 92,925.60	119,047.60	155,384.02	123,330.46	116,447.05	141,278.04	-

The U District Partnership  
Profit & Loss  
July 2022 through May 2023

	Program Management	Cleaning	Public Safety	Urban Vitality	Economic Development	Marketing	Events	Total
Ordinary Income/Expense								
Income								
44430 · BIA Contract	165,567.09	353,833.23	236,185.98	159,749.24	145,764.16	189,934.32	79,996.71	1,331,030.73
44530 · Grants Income	0.00	20,250.00	0.00	0.00	6,843.99	0.00	0.00	27,093.99
47000 · Program Fees Income	0.00	1,430.00	0.00	0.00	0.00	0.00	166,124.15	167,554.15
47213 · Retail Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
47215 · Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	78,990.00	78,990.00
43400 · Donations/Partnerships	0.00	16,254.97	144,735.00	0.00	0.00	0.00	0.00	160,989.97
46400 · Interest and Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	165,567.09	391,768.20	380,920.98	159,749.24	152,608.15	189,934.32	325,110.86	1,765,658.84
Expense								
60000 · Staffing	43,473.90	190,018.55	56,949.95	142,112.23	136,413.79	150,381.34	0.00	719,349.76
61000 · Professional & Contract Expense	39,000.00	0.00	0.00	0.00	0.00	0.00	0.00	39,000.00
62000 · Office and Overhead	82,292.87	15,986.59	6,207.06	1,840.73	8,544.36	11,219.67	44,038.40	170,129.68
70000 · Direct Program Expenses								
70300 · Advertising and Marketing	0.00	0.00	0.00	0.00	0.00	17,384.96	13,800.90	31,185.86
70320 · Contracted Services	0.00	181,417.03	317,763.97	13,750.00	7,650.00	5,068.01	134,694.96	660,343.97
70330 · Design of Website/Posters	0.00	0.00	0.00	0.00	0.00	1,200.00	16,295.00	17,495.00
70340 · Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	55,637.05	55,637.05
70350 · Event Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	23,185.00	23,185.00
70360 · Other Program Expenses	0.00	4,346.03	0.00	1,663.13	0.00	0.00	15,978.40	21,987.56
70370 · Printing and Reproduction	800.32	0.00	0.00	383.15	0.00	4,680.34	21,481.15	27,344.96
Total 70000 · Direct Program Expenses	800.32	185,763.06	317,763.97	15,796.28	7,650.00	28,333.31	281,072.46	837,179.40
Total Expense	165,567.09	391,768.20	380,920.98	159,749.24	152,608.15	189,934.32	325,110.86	1,765,658.84
Net Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

**U DISTRICT PARTNERSHIP**  
**PROPOSED BUDGET & WORK PLAN**  
**2023 – 2024**

Looking toward fiscal year 2024, the UDP budget will grow for a few reasons. The massive amount of private development that is taking place in the U District is resulting in new residential and office towers that are significantly increasing the value and size of assessed buildings and properties, thereby increasing the U District BIA assessment. Since 2020, the UDBIA assessment has increased by over \$500,000 and will be roughly \$1,650,000 in the next fiscal year. Using a conservative assumption that that UDP is able to collect 95% of the assessment next year, the base income would be \$1,550,000 from the UDBIA.

**PROJECTED INCOME FOR 2024**

**Income from 2024 UDBIA Assessment: \$1,550,000**

The lion's share of UDP's income to fund UDP strategies and activities comes from the annual UDBIA assessment. This funding is stable and can be projected each year. This money is unrestricted, insofar that it's approved by the BIA and is in alignment with the establishing ordinance.

**Existing Grants: 40,000**

UDP is the beneficiary of some ongoing and annual grants that are known to us today. These include an annual SPU grant (\$27,000) and a handful of other grants across the program areas. The grants are flexible and can cover staffing and program costs that would otherwise be covered by BIA dollars.

**Committed Partner Support: \$35,000**

UHeights has already committed to financially supporting the morning ambassador shifts in FY 2024. The remaining partner funding (\$115,000) was one-time funding and will not continue. This funding is contingent on UDP providing morning shifts starting at 7:15 a.m. on weekdays.

**Sponsorship Income: \$105,000**

This past year, UDP set a goal of \$135,000 in sponsorship income, and fell short by about \$50,000. UDP adjusted the budgets with spending cuts, grants and alternative income to make most of the difference. Next year's budget will have a projection for \$105,000 in sponsorship, which is a more modest, but attainable goal now that we have more of the fundraising infrastructure in place. This funding is not restricted.

**Washington State Department of Commerce Grant: \$107,000**

A portion of the \$5 million grant from the Washington State Department of Commerce has been extended to the end of 2023, which includes funding for extended administrative support.

### **2023 Underspend and Surplus BIA Dollars: \$295,000+**

Every year there is a variance between what was budgeted and what was actually spent. UDP has regularly underspent its budget every year by a little, leaving money that can be rolled into the next year as a part of the program budget. Additionally, UDP has consistently carried a surplus of dollars at the city (above and beyond the required reserves) and can choose to put these dollars toward budget priorities in the year ahead. Lastly, there are over \$200,000 in uncollected assessment dollars that UDP is actively working to pursue this month, which could yield another significant bump to the unspent reserves. We are assuming that the combination of these surplus dollars will yield about \$295,000 for next year.

### **PROPOSED BUDGET & WORKPLAN**

Clean and Safe programs continue to represent the largest increase in BIA program dollar spending. This is partially attributable to increases in staffing costs, and to the nature of one-time seed funding that ends in June. Additionally, the Washington State Department of Commerce Grant will cover staffing for grant administration, which adds income for the year ahead. Below is an outline of proposed plan for spending and programming in 2024. Surplus BIA spending is called out, along with a comparison to the 2023 budget.

#### **Proposed Cleaning Budget: \$520,010**

*(\$75,000 in surplus BIA spending)*

*2023 Cleaning Budget: \$425,749*

UDP now has a daily cleaning program that allows the team to be responsive to emerging issues in the district. With rampant graffiti, and regular biohazards due to the concentration of people experiencing homelessness, these services are continually pushed to their limits and will need to continue to grow in future years as assessment dollars permit. In the year ahead, UDP will continue to have two in-house team members who support all aspects of the program along with a contract with an outside firm to address the district's graffiti issues. UDP will also continue to use issue tracking software to manage work tickets and track response times. A \$27,000 grant from Seattle Public Utilities will continue to support this work.

#### **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**
- **Planting strip maintenance on NE 43<sup>rd</sup> Street**
- **Advocacy for enhanced ongoing City support for cleaning**
- **Coordination of discounted/private funded second floor graffiti removal**
- **In-house pressure washing**
- **Seasonal cleaning: leaf and snow removal**
- **Summer flower baskets**

**Proposed Safety/Outreach Budget: \$482,651**

*(\$100,000 in surplus BIA spending)*

**2023 Safety & Outreach Budget: \$472,652**

In early 2022, the University of Washington, KUOW, Target and UHeights offered generous one-time seed funding to expand the UDP Ambassador Program from four, to seven days a week. The University of Washington also funded late-night security patrols on weekends during the 2022-2023 school year, after a shooting last October. Because of this funding, the program has been able to expand by 300% in two years and has become the largest programmatic budget item for UDP.

In July, all partnership funding, outside of the UHeights agreement (\$31,000) will drop-off, requiring a \$125,000 increase in BIA support for this program, as projected. To manage this growth and transition, while meeting the needs of the district, UDP proposes keeping the base level of daily service and adding four weekends of late-night security when students return from prolonged breaks at the beginning of Fall and Winter Quarters. As a future goal, UDP may choose to add a morning shift of ambassador hours on Saturdays and Sundays or expand late night patrols again when funding permits.

The King County Regional Homeless Authority is continuing to fund seven day a week outreach workers for the U District, and UW is in the process of hiring a campus outreach worker from the same organization to complement this work and support the case conferencing that UDP is doing with the City.

**Work Plan Highlights:**

- **Sustained daily on-call ambassador program**
  - 7:30 a.m. - 11 p.m. Monday - Friday
  - 2 p.m. - 10 p.m. Saturday & Sunday
- **Late night security patrols at the beginning of Fall and Winter Quarters**
  - 10 p.m. – 3 a.m. Friday nights (4 x weekends at the start of Fall Quarter)
  - 10 p.m. – 3 a.m. Saturday nights (4 x weekends at the start of Winter Quarter)
- **Homeless outreach and monthly census**
- **Multi-agency case conferencing for high-impact individuals**
- **Clean & Safe Committee**
- **Possible Social Services Committee**

**Proposed Placemaking & Urban Vitality Budget: \$223,891**

*(\$25,000 in surplus BIA spending)*

**2023 Placemaking & Urban Vitality Budget: \$222,895**

Also referred to as Urban Vitality, UDP will continue to invest in beautification and activation strategies for the U District in fiscal year 2023. The last few years have seen a lot of grant support in this area to support arts and culture, tree lights and murals. While this grant support may continue, isn't specifically projected in this budget. BIA funding will go to support the maintenance of UDP owned signage in the district, tree light maintenance, flower baskets and some consultant work to advance neighborhood vibrancy. 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:**

- **Fundraising and coordination of beautification projects:**
  - *Murals and utility box wraps*
  - *Expanded tree lights and murals into new areas of the district*
  - *Public Art and placemaking*
- **Continued placemaking and beautification**
  - *Summer flower baskets*
  - *U District signage featuring new neighborhood branding*
  - *Tree light maintenance*
- **Arts and culture initiative**
  - *Assessment of arts and culture assets*
  - *Development of “art walk +” concept to highlight and promote district assets*
- **Public/private development infrastructure tracking and advocacy**
- **U District access and mobility tracking and advocacy**
- **Roosevelt Roundtable**
- **Lid I-5 North Seattle Coalition**
- **Fritz-Hedges Waterway Park Community Engagement**
- **Urban Vitality Committee**

**Proposed Economic Development Budget:                   \$149,281**

*2023 Economic Development Budget:                   \$222,895*

This program secured over \$5 million in grant funding this year to directly support small businesses in the U District. As a result, a majority of the work was focused on grant administration and direct business outreach and communication. The Washington State Department of Commerce has extended this grant until the end of the year, which will require more administrative support. In addition, the 2023-24 workplan includes support for small businesses and a focus on outdoor dining. Also, there is an allocation for a part time Economic Development Specialist to continue the retail/small business tracking from this past year. UDP plans to focus more intently on attracting new businesses who are interested in locating within the district as well as supporting those who are here already and may be interested in relocating or expanding within the neighborhood.

**Work Plan Highlights:**

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

**Proposed Marketing Budget: \$186,788**

**2023 Marketing Budget: \$215,609**

UDP continues to develop all U District communication vehicles including paid advertising, earned media, email communications, social media, and the primary websites [udistrictpartnership.org](http://udistrictpartnership.org) and [udistrictseattle.com](http://udistrictseattle.com). Events web traffic have elevated awareness and access to both sites and updated photography has helped to tell the story about UDP's impact and the U District in general. This work will continue in the year ahead.

**Workplan Highlights:**

- **Neighborhood promotion, paid advertisements, and earned media**
- **Updated email communications strategy and branding**
- **UDistrictSeattle.com updates and expanded functionality**
- **Maintenance of UDP website to tell the story of UDP's growing impact on the U District**
- **Expanded sponsorship for events and programs**
- **Event and program staff support**
- **Marketing Roundtable**

**Proposed U District Events Budget: \$356,650**

**2023 U District Events Budget: \$370,000**

UDP hosts four annual events—the first of which is the U District \$4 Food Walk, designed to welcome students and Seattleites to try more of the 150 district restaurants. Cherry Blossom Fest kicks off the spring, inviting the hundreds of thousands of blossom peepers to come into the neighborhood and support local businesses. Boba Fest celebrates and raises awareness of the unique concentration of bubble tea shops in the U District. And last, but not least, the U District Street Fair celebrates arts and culture in May with a ten-block festival that is going to be 53 years old in 2024, making it the longest running street fair in America. In the year ahead, UDP will not be hosting the Waterfront movie series which will result in a cost saving on the events. The remaining four annual events will focus on new 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 \$4 Food Walk – September 30, 2023**
- **U District Cherry Blossom Festival – Spring 2024**
- **Seattle Boba Fest – April 27, 2024**
- **53rd Annual U District Street Fair – May 18 & 19, 2024**

**Proposed Program Management Budget: \$273,727**

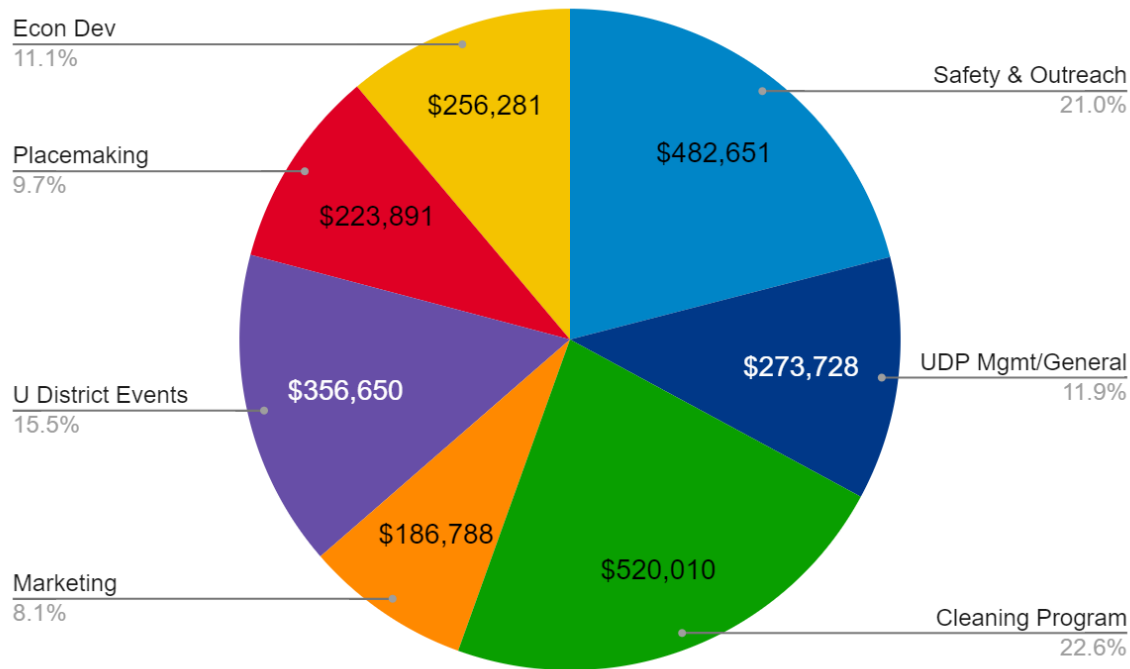
*(\$95,000 in surplus BIA spending)*

**2023 Program Management Budget: \$298,127**

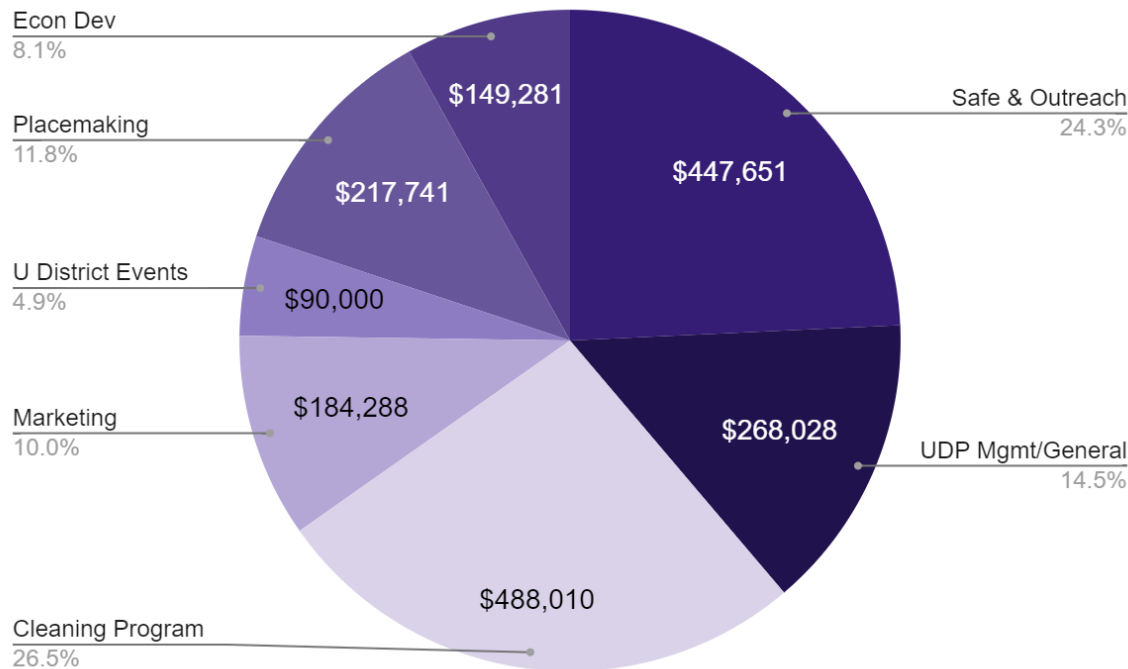
As program manager, the U District Partnership oversees the investment made through the business improvement area dollars on behalf of ratepayers in the district. In the year ahead, UDP will be investing in new storage/operations space to better accommodate the growing clean and safe programs. UDP will also consider a light office renovation to accommodate in-person meetings to better support convenings and community engagement.



PROPOSED 2024 UDP BUDGET: \$2.3 MILLION



PROPOSED 2024 BIA SPENDING: \$1.775 MILLION



2024 PROPOSED UDP BUDGET				Program Management	Clean Program	Safety & Outreach	Economic Development	DOC Grant	Urban Vitality	Marketing	Total Program Budget		U District Food Walk	Cherry Blossom Festival	Boba Fest	U District Street Fair	Misc. Events & Promotions	Total Event Budget	TOTAL UDP BUDGET
Ordinary Income/Expense																			
Income																			
		Accumulated BIA Surplus (\$295K above Reserve)		95,000.00	75,000.00	100,000.00	0.00	0.00	25,000.00	0.00	295,000.00		0.00	0.00	0.00	0.00	0.00	0.00	295,000.00
		BIA Assesment Income (\$1.55M for FY24)		173,028.12	413,010.26	347,651.06	149,281.06	0.00	192,741.12	184,288.38	1,460,000.00		30,000.00	15,000.00	15,000.00	30,000.00	0.00	90,000.00	1,550,000.00
		Grants Income		0.00	31,000.00	0.00	0.00	107,000.00	6,149.94	0.00	144,149.94		0.00	0.00	0.00	0.00	0.00	0.00	144,149.94
		Program Fees Income		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	175,000.00	0.00	175,000.00	175,000.00
		Retail Income		0.00	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		30,000.00	15,000.00	15,000.00	45,000.00	0.00	105,000.00	105,000.00
		Donations/Partnerships		0.00	1,000.00	35,000.00	0.00	0.00	0.00	0.00	36,000.00		0.00	0.00	0.00	0.00	0.00	0.00	36,000.00
		Interest and Misc		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00
		Total Income		268,028.12	520,010.26	482,651.06	149,281.06	107,000.00	223,891.06	186,788.38	1,937,649.94		60,000.00	30,000.00	30,000.00	250,000.00	0.00	370,000.00	2,307,649.94
Expenses																			
		Total Staffing Expenses		105,807.69	265,610.26	123,931.06	140,581.06	67,000.00	157,391.06	141,588.38	1,001,909.51		0.00	0.00	0.00	0.00	0.00	0.00	1,001,909.51
		Total Professional Fees		45,000.00	0.00	0.00	0.00	20,000.00	0.00	0.00	65,000.00		0.00	0.00	0.00	0.00	0.00	0.00	65,000.00
		Total Office and Overhead Expenses		122,920.00	44,400.00	18,720.00	4,200.00	0.00	3,000.00	5,700.00	198,940.00		5,850.00	3,100.00	3,100.00	41,600.00	0.00	53,650.00	252,590.00
		Total Direct Program Expenses		0.00	210,000.00	340,000.00	4,500.00	20,000.00	63,500.00	39,500.00	677,500.00		54,000.00	23,000.00	23,000.00	203,000.00	0.00	303,000.00	980,500.00
		Total Expenses		273,727.69	520,010.26	482,651.06	149,281.06	107,000.00	223,891.06	186,788.38	1,943,349.51		59,850.00	26,100.00	26,100.00	244,600.00	0.00	356,650.00	2,299,999.51
		Net Ordinary Income		-5,699.57	0.00	0.00	0.00	0.00	0.00	0.00	-5,699.57		150.00	3,900.00	3,900.00	5,400.00	0.00	13,350.00	7,650.43

## PROGRAM REPORTS

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June 2023

### URBAN VITALITY

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#### **UDP Awards \$75,000 in Funding to U District Arts and Culture Organizations**

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 had \$75,000 to be awarded to organizations or small businesses in the district to fund new or existing programming.

After an application and review process, 13 organizations were awarded grants between \$1,000 and \$14,000 for events and programming to be held in 2023. The full list of awards is:

- **Summer Park Pop Up 2023, U Heights** - A series of outdoor events featuring local Seattle performing artists, local food vendors, and nonprofits from July to August.
- **Summer Concerts On The Ave, U District Advocates** - A series of outdoor music performances in conjunction with the U District Street Fair and U District Food Walk, as well as an open mic night at Bulldog News.
- **Jack Straw Artist Events, Jack Straw Cultural Center** - A series of free exhibits, performances, talks, and workshops in connection with artist residency programs.
- **JCI Affinity Groups Summer Programs, Jet City Improv** - Teacher payment for Jet City Improv's Affinity Groups, designed to provide safe, educational, and engaging opportunities for the public to learn improv skills.
- **A Healing Pattern Mural for the University District, Christ Episcopal Church** - A mural by artist Leah Meridoc Nguyen, inspired by an intention to make the U District a place that welcomes people from all economic backgrounds, races, and countries of the world.
- **Professional Actor Training Workshop Series, Broadway Bound Children's Theater** - Funding to support Professional Actor Training workshops, run by theater professionals.
- **Roethke Muse and Ne45th Mural, Blue Moon Tavern** - Replacement of existing mural on Blue Moon building, an iconic business and gateway to the U District
- **Sarah Cain: Day after day on this beautiful stage, Henry Art Gallery** - A free immersive architectural intervention, stained glass artwork, a temporary large-scale public mural in the Henry's East Gallery.
- **Laughs Together, Laughs Comedy Club** - A 3-week stand-up comedy course for BIPOC, LGBTQIA+, womxn, and disabled comics that will offer scholarships to 15 comics.
- **University District Art Walk, Gargoyles Statuary** - Support for a free neighborhood art walk that has taken place in the U District since 1999.

- **Moving Altars/ I Choose to Remember Us Whole Public Procession, Meany Center for Performing Arts** - A free performance and community event led by artist Daniel Alexander Jones and five Seattle artists, who constructed altars on the UW campus.
- **Rebuilding Northwest Boychoir Membership Post Pandemic, Northwest Choirs** - Marketing and tuition assistance to recruit new 6-8 year old choristers.
- **Historical Walking Tour on “The Ave”, Unity Museum** - A historical walking tour of The Ave in coordination with University of Washington Dept. of Drama students.

### Update on New Design for NE 42nd St Greenway

From January through May of this year, UDP participated in an effort to re-envision NE 42nd Street between 15th Ave and Brooklyn Ave NE. Three large stakeholder meetings, as well as a public open house at Bulldog News and during the Street Fair were held to gather ideas and feedback on a street design. A consultant created a final design ([view the design here](#)) to be delivered to the Seattle Department of Transportation. While no funding currently exists to implement the street redesign project, the City of Seattle is supportive of the project, and open to conversations about next steps to secure funding.

## ECONOMIC DEVELOPMENT

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### U District Storefronts Transform through Vitality Grants Program

Over the past couple of months, U District businesses have embarked on a tremendous effort to implement their tenant improvement projects. The U District has already seen remarkable changes throughout the neighborhood thanks to the determination and hard work of the neighborhood’s business community.

Throughout this process, UDP has been lobbying state legislators and advocating for an extension of this program in Olympia. Due to these efforts, UDP successfully secured an extension from the WA Department of Commerce to allow the completion of tenant improvement projects through June 30th, 2023.

As the deadline approaches, UDP continues to see a dramatic transformation in the built environment and storefronts throughout the community. Thus far, the UDP has disbursed over \$2M in funding to support over 130 businesses.



### Four Corners Art & Frame

creates a boutique feel with new signage, pedestrian lights, paint, and awnings.



### **Agua Verde**

installs new take-out window to attract customers and increase customer-ordering efficiency.



### **Konbit Cafe**

joins the U District as a new Haitian-inspired cafe business and implements a creative approach to safety with a colorful/branded security gate.



### **Flowers Bar & Restaurant**

restores the historic neon flowers sign and revitalizes the SW corner of University Way/43rd Ave.



## CLEAN, SAFE, & OUTREACH

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### **Rotary Club of the University District Sponsors New UDP Pressure Washer**

UDP recently purchased a state-of-the-art commercial hot pressure washer, made possible by a generous grant from the Rotary Club of the University District. This exciting acquisition represents a significant enhancement to the capabilities of the UDP Clean Team when it comes to pressure washing in the U District. With the introduction of this new equipment, the UDP Clean Team can now carry out sidewalk cleaning tasks with greater efficiency and effectiveness than ever before. This includes the successful removal of gum and other stubborn residues that had previously posed significant challenges. The team is excited to put the new pressure washer into action later this month.



### **New Operational Workspace & Indoor Storage**

UDP operations got a boost last month with the addition of a new workspace just off the Ave. Over the past year, the CleanTeam has become cramped at UDP headquarters due to expanded in-house operations and equipment—taking over portions of the office and parking garage. Recognizing the importance of having adequate facilities to support Clean and Safe operations, the team is pleased to announce this development.

This newly acquired space will serve as a central hub to house the majority of the team's supplies, as well as provide a base for UDP ambassadors. The availability of this new facility will enable UDP to continue growing and expanding program capacity to better serve the community.

### **Flower Baskets**

Flower baskets are back again and the team decided to once again opt for geraniums for this season. These vibrant blooms are expected to flourish and fill out the baskets throughout the summer season. The Clean Team has taken on the responsibility of maintaining and watering the baskets

### **U District Case Conferencing**

At a recent board meeting, the team provided an update on the U District case conferencing initiative, which has been in progress since May 2022. The ongoing effort is focused on delivering personalized and comprehensive solutions to individuals who have been identified by the team as high-impact and require case conferencing for care planning.

Tragically, the University District experienced a series of overdose deaths in the past few months, claiming the lives of five homeless individuals, four of whom were part of this work.

Unfortunately, this serves as a reminder about the urgency of this crisis and the importance of the work that the team is doing. By prioritizing mental health and addiction support, the team aims to provide a lifeline for those in need and work towards preventing further tragedies.

## MARKETING & COMMUNICATIONS

### U District Partnership Website Relaunch

Over the past year, the team has done a deep dive into the content of the [UDistrictPartnership.org](http://UDistrictPartnership.org) website and a redevelopment of the site map to create a better experience for U District stakeholders.

A few highlights of the relaunch include:

- Improved navigation to access program details, reports, and contact information
- A featured news section dedicated to U District Partnership features, news, and topics to bring to the neighborhood's attention
- Branding overhaul to match the updates made in 2022.

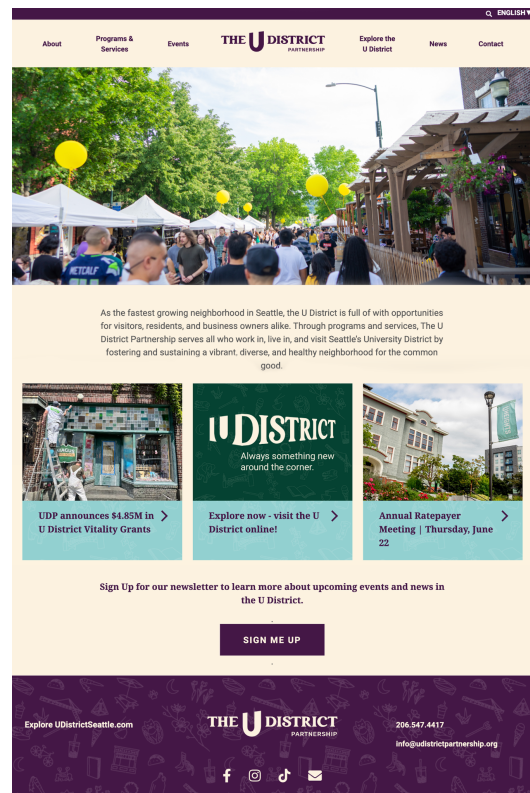
### The U District Partnership Brand Messaging

As part of the ongoing brand redevelopment for The U District Partnership, the next phase of the project includes working with Pyramid Communications to solidify the language UDP uses to talk about programs and finesse the brand's presence. This includes updating some of UDP's communications tools (like the newsletter) and identifying more opportunities for the brand to show up. This project begins in June, with deliverables by the end of summer.

### U District Seattle Website

With more traffic coming to the [UDistrictSeattle.com](http://UDistrictSeattle.com) website on a regular basis, and major increases in tandem with event dates; neighborhood guides and news posts are being developed to support increasing traffic while also making the site a broader resource for anyone interested in exploring the U District. A few recent posts include:

- Outdoor Dining Guide
- [Summer Events in the U District](#)
- [U District Waterfront Guide](#)
- In the News Features:

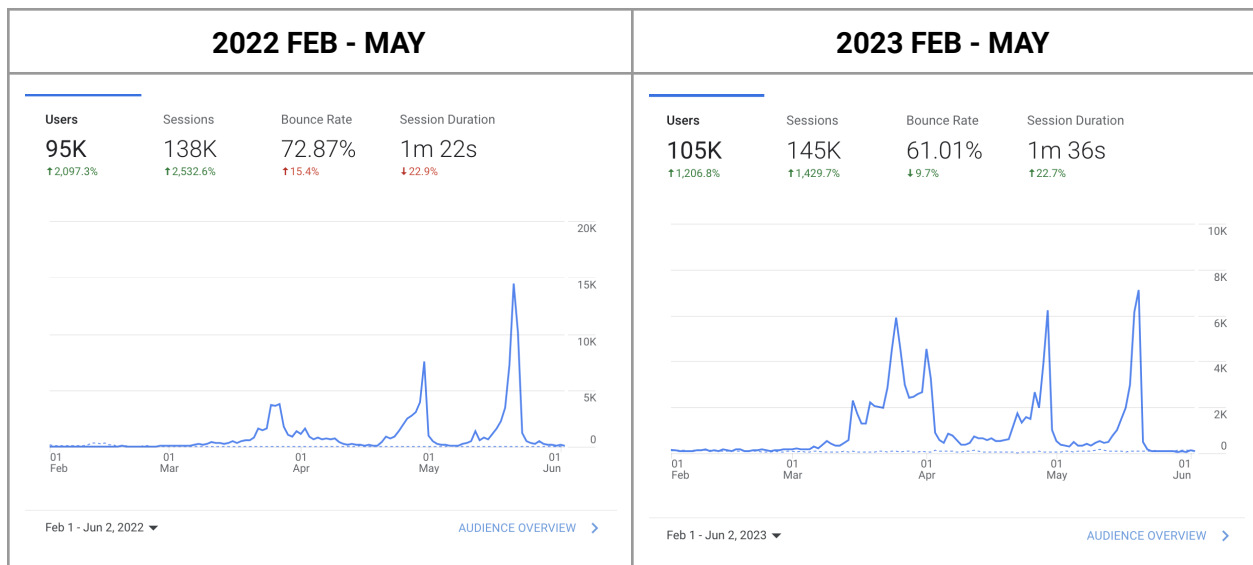


- [SeattleMet: Where to Eat in the U District](#)
- [Bookstores in the U District](#)
- [Vinyl Guide to the U District](#)

## Analytics

Analytics for the UDistrictSeattle website are still strongest around events, with record visitors making their way to the website for details, event guides, and more. The success of events has had an impact on the website, with a required server upgrade due to increased traffic.

During Cherry Blossom Fest the site reached capacity and crashed several times, however, the website team was quick to support getting the site back online. While site traffic is a great problem to have, site crashes are not an acceptable metric for overall user experience. With expected time down to complete a server upgrade, a planned outage occurred after Seattle Boba Fest and before the week of the 2023 U District Street Fair. However, the site continued to experience traffic issues the weekend of Street Fair, with site crashes during the event weekend; limiting access to the website overall. These crashes impacted the site traffic analytics, showing a smaller number of actual users who made it through to the site than we would have predicted, given the success from the previous spring events in relation to 2022. Polly is currently working with the website team to identify if further upgrades need to be made using UDP's current host.



By and large, the user-base is growing from 2022 with a smaller bounce rate and longer session duration. All of these KPIs not only show the success of UDP's marketing mix of channel traffic to the website, but also that our experience on the website has captured user's attention for a longer period of time.

Approximate daily average users over the past year has also signaled a steady increase in success for the website. Last fiscal year, outside of the spring event season, one could expect anywhere from about 50-110 users per day, based on users between November 2021 - February



2022. This year, that number has increased to about 80-200 users per day, based on users between November 2022 - February 2023.

## U District Email Marketing

UDP Newsletters and event emails are still averaging an above 40% open rate, where the [industry benchmark for non-profits](#) is at 25%. This is a strong indicator that the email audience for this marketing channel feels engaged with the content we are promoting to both the Newsletter and Event mailing lists. Below is a snapshot of the email engagement from the past month:

06/01	<b>Newsletter: Street Fair Recap, Annual Ratepayer Meeting, Waterfront Guide</b> Open Rate: 40.4% / Click-Thru Rate: 8.3% / <a href="#">VIEW</a>
05/21	<b>Street Fair: May 21 Event Day Highlights</b> Open Rate: 42.9% / CTR: 2.2% / <a href="#">VIEW</a>
05/20	<b>Street Fair: May 20 Event Day Highlights</b> Open Rate: 41.6% / CTR: 2.7% / <a href="#">VIEW</a>
05/19	<b>Street Fair: Tomorrow</b> Open Rate: 46.1% / CTR: 6.8% / <a href="#">VIEW</a>
05/18	<b>Street Fair: Small Guide</b> Open Rate: 45% / CTR: 5.8% / <a href="#">VIEW</a>
05/17	<b>Newsletter: Street Fair, Grant Renovations</b> Open Rate: 39% / CTR: 3.3% / <a href="#">VIEW</a>
05/15	<b>Street Fair: Entertainment Schedule</b> Open Rate: 43.7% / CTR: 3.9% / <a href="#">VIEW</a>
05/14	<b>Street Fair: Two Weeks Until Street Fair</b> Open Rate: 45.2% / CTR: 6.0% / <a href="#">VIEW</a>
05/05	<b>Newsletter: Boba Fest Recap, Street Fair, Grant Renovations</b> Open Rate: 47.9% / CTR 10.1% / <a href="#">VIEW</a>

## EVENTS

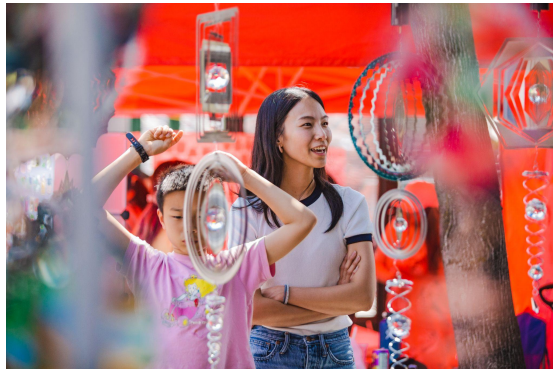
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### U District Street Fair

The [U District Street Fair](#) celebrated its 52nd year the weekend of May 20-21, 2023 with great fanfare! An estimated 50,000 people were in attendance to shop and dine at America's longest running street fair, which boasted over 250 artist and craft booths, food vendors and food trucks, and more!

### Highlights

This year's event was packed with excitement as vendor booth spaces sold out even before early March placement had begun! With perhaps the largest number of vendors in the last decade, the event was bursting with activity in every corner. Below is the final mix of vendors:



177	<i>Artist &amp; Craft Booths</i>
12	<i>Manufactured / Vintage Booths</i>
5	<i>Commercial Booths</i>
4	<i>Non-profit Organizations</i>
38	<i>Food Booths</i>
5	<i>Food Trucks</i>
13	<i>Local Business Storefront Activations</i>
12	<i>Permanent Outdoor Dining Activations</i>
5	<i>Sponsor &amp; Partner Booths</i>

With regret, due to space configuration, some vendor registrations had to be canceled due to the popularity of this year's event, meaning that earlier projections of artist & craft booths were slightly inflated and later scaled back. This draws a strong narrative for the possibility of expanding the footprint of the event should the demand rise to this level again in the future.

Live music on the main stage and performances that extended out into the crowd created an immersive experience for attendees. With small parades by NW Kung Fu & Fitness Lion Dance Teams and from the Chaotic Noise Marching Corps, visitors and vendors alike were drawn into the revelry of the weekend. Performance groups included: Dekoboko Taiko, Alex Dugdale and the Fade Quintet, NW Fitness & Kung Fu, VamoLa, School of Rock, Rhythms of India, Eldridge Gravy & The Court Supreme, Bahia In Motion, Chaotic Noise Marching Corps, Garfield High School Jazz Combo, Analog Brass, and Laurel Canyon Legacy.



In addition to a stationed DJ at the NE 42nd Street "Vibe Enhancement Station," the draw of local buskers - from jugglers to accordion cats to string soloists and groups - supported entertainment across all 10 blocks. Along with lively food activations and extended dining from local U District businesses, food trucks and booths were stationed throughout the event footprint, with two dedicated food courts on NE 42nd and NE 47th Streets.



## Earned Media

Outside of media partnerships that featured special digital and radio advertising, earned media from the event was another area of success. The 52nd U District Street Fair was featured in profiles by: KING 5, Eater Seattle, FOX Q13, The Seattle Times, CW11 KSTW, The Daily, Curiosity Seattle, and Her Campus. Additionally, the event was included in special event roundups from

The Stranger, The Seattle Times, Seattle Refined, SeattleMet, Greater Seattle on the Cheap, ParentMap, Seattle's Child, and more.

## Gratitude

The U District Partnership is grateful for the generous partnerships and support that made the 52nd U District Street Fair such a success.

Thank you to our event sponsors and media partners:

- University of Washington
- WSECU
- Xfinity
- Safeway
- American Campus Communities
- oLiv Seattle
- KUOW
- The Stranger
- Seattle Theatre Group

Thank you to Bold Hat Productions for their production and planning work, vendor logistics and recruitment, and event staffing, with support beginning in October/November. And thank you to all of the UDP Board Members and University District Rotarians who came out to volunteer at the UDP Welcome Tent.

## Look Ahead: U District \$4 Food Walk on September 30, 2023

Save the date for the return of the third annual **U District Food Walk** on Saturday, September 30, 2023! In alignment with the Fall Quarter return of students to University of Washington, this public event highlights the incredible food offerings of the U District while also inviting new and returning students and staff/faculty to celebrate their local neighborhood.



**Business registration will be available in July, look forward to opportunities to sign up!**

UDP Staff is currently seeking sponsors for this event which traditionally has brought approximately

50k attendees to the neighborhood according to mobile pedestrian data. For information about sponsorship, contact Don Blakeney at [don@udistrictpartnership.org](mailto:don@udistrictpartnership.org)