



BOARD MEETING AGENDA

11:30 a.m. – 1:00 p.m.

October 17, 2023

Remote via [Zoom](#)

I.	Welcome & Introductions	Lois	11:30 a.m.
II.	Public Comment	Public	11:35 a.m.
III.	Approval of September Meeting Minutes	Lois	11:40 a.m. (Vote)
IV.	Acceptance of September Financials	Trevor	11:45 a.m. (Vote)
V.	Takeaways from IDA in Chicago	Don	11:55 a.m.
VI.	ESPN's "College GameDay" at UW	Aaron	12:00 p.m.
VII.	WA Department of Commerce Grant Update <ul style="list-style-type: none">● Vitality Grant Unveiling● Vacant Spaces Grants	Daniel	12:05 p.m.
VIII.	U District \$4 Food Walk Summary	Polly	12:20 p.m.
IX.	Clean/Safe/Outreach Program Update <ul style="list-style-type: none">● Weekend Late-Night Security Patrols● ROTARY Grant Application● Homeless Census● Leaf Removal	Marcus	12:30 p.m.
X.	Lid I-5 North Community Vision Workshop	Stephen	12:40 p.m.
XI.	Governance Committee Report <ul style="list-style-type: none">● Board Handbook Updates & Signatures● Meeting times	Josh	12:45 p.m.
XII.	New Business	Lois	12:55 p.m.
XIII.	Adjourn	Lois	1:00 p.m.

THE U DISTRICT

PARTNERSHIP

Board Meeting Minutes

11:30 AM – 1:00 PM

September 19, 2023

In-Person Meeting - UW Tower Boardroom, Floor 22

UDP Board Members in Attendance in Person

Rob Lubin, UW Housing – Co-Chair

Lois Ko, Sweet Alchemy – Co-Chair

Aaron Hoard – Secretary

Trevor Peterson, UW Bookstore – Treasurer

Jerred Clouse, ROOTS

Jeremy Eknoian, UW Real Estate

John Hix, Seattle Vineyard Church

Kristine Kenney, UW Planning

Anson Lin, Astora Construction

Maya Lu, Boba Up

Miles Richardson, Audi Seattle/University VW

Don Schulze, Shultzys/UDPA

Anna Sorokina, WSECU

UDP Board Members in Attendance via Zoom

Santhi Perumal, UW School of Education

Rick Jones, University Business Center

Stephen Antupit, Resident

UDP Board Members Not in Attendance

Kate Barr, Scarecrow Video/Grand Illusion

Moe Kahn, Cedars Restaurant

Alfred Shiga, Shiga's Imports

Josh Stabenfeldt, University YMCA

UDP Staff

Don Blakeney, Executive Director

Marcus Johnson, Clean & Safe Manager

Phil Lloyd, Financial Manager

Daniel Lokic, Economic Development Manager

Katy Ricchiuto, Urban Vitality Manager

Polly Yokokawa, Marketing & Comms Manager

Guests*

Daniel Blue – Branch Manager, HomeStreet Bank (Prospective Board Member); David Olee – Branch Manager, Key Bank (Prospective Board Member)

**Please note, there may have been other guests but due to the zoom format and people entering and leaving at different times, we were unable to track all guests.*

Welcome and Introductions

Rob started the meeting and Don Blakeney led the introductions for the Board, staff and guests.

Public Comment

No one from the public expressed an interest in speaking.

Approval of April UDP Board Meeting Minutes

Rob introduced the June UDP Board meeting minutes.

Motion: Trevor moved to accept the April 2023 meeting minutes.

Second: Rick seconded the motion.

Approval: The motion was approved unanimously.

Finance Committee Update and Approval of the Financials

Trevor shared an update with the Board on the financials. A slow start to staffing shows an underspend, but this will be adjusted later this fall when new hires come on. Deferred grant revenue represents the unspent money from the Commerce grant still in play as UDP wraps up the funding cycle this year for the tenant improvement grants.

Phil spoke about the new accounting procedure of tracking rent obligations on the balance sheet, which is new for UDP this year. It shows future rent payments as an obligation—a number that will decrease over time as the term of the lease diminishes. Should UDP sign a new lease, this number would again go up to reflect the new obligation.

These updates can be found in the finance committee narrative included in the September 2023 Board meeting packet.

Motion: The Finance Committee moved to accept the August 2023 financials as presented at the September 19, 2023 Board Meeting.

Second: No second was required because this motion came from the Finance Committee.

Approval: The motion was approved unanimously.

Before moving to the next update, Rob offered a moment of thanks to the staff and team for all of the great work this year—from clean and safe to murals and activation as well as many of the ‘spirited’ events.

UDP Vitality Grant Update

Daniel presented an update on the UDP Vitality Grant Program, which launched a third phase in September to support businesses looking to occupy vacant retail space in the district. So far, the UDP has disbursed over \$3.5 million to over 140 small businesses and organizations in the U District, with over \$1 million committed. Notable projects awaiting completion include eight outdoor dining structures, new facade treatment for Professional Copy & Print and EZ Copy & Print. The third component of the grant has received 13 eligible applications to support filling vacant spaces—applicants include Baiana Brazilian Cuisine, Lil’ Woody’s, and Kismet Cafe and Bakery.

Don announced a storefront grant press event that would be taking place on Friday, September 29, in advance of the food walk to elevate and promote all of the great improvements taking place in the neighborhood.

U District Arts Recovery Grant Update

Katy offered an update on the U District Arts Recovery Grants. These grants were designed to support activations and events in the U District. There were a total of \$75,000 available and UDP funded 13 projects. Grant recipients include: Jet City Improv, UHeights, U District Advocates, Broadway Bound Theatre, the Meany Center for Performing Arts, Blue Moon Tavern, the Henry, and Jack Straw Cultural Center. More information about these grants and the projects they supported can be found at udistrictpartnership.org.

Clean, Safe, and Outreach Update

Marcus announced the return of late-night security for the first four weekends of the Fall Quarter. UW has offered to cover half of the cost in a continued partnership on this initiative. This will continue to give the UDP team good information about the late night activity on the Ave on the weekends. Dates include 9/22-23; 9/30-10/1; 10/7-8; and 10/13-14.

Marcus updated the Board about the current state of homelessness in the district. The outreach team has counted 45 tents, and assumes about 65-70 people are sleeping unhoused in the district. While the unhoused population has been relatively stable over the past year, tents have been more concentrated in the visible area along the freeway since the closure of the Pasadena area below the Ship Canal Bridge, so it's more visible. UDP is now coordinating outreach with a new REACH employee that will work primarily on campus.

Marcus updated the Board about a recent clean-up event on 9/16 where volunteers helped lead two cleaning projects to spruce the district up before the return of students and the events later in September. One was a mulching project on NE 43rd Street and the other was a litter pickup along Roosevelt. The team thanked Bob and the folks at Audi for

Marcus also invited Board members to attend the upcoming rat summit at UDP supported by the City and County.

U District \$4 Food Walk Update

Polly gave an update on the U District \$4 Food Walk. Over 70 restaurants have signed up to participate in the event. The main stage will include Rainbow City Jazz Band (who practices in the U District) along with other local bands and cultural groups. The festival will close University Way NE from NE 41st to NE 43rd. UDP will have two welcome tents to hand-out menus and sell U District merchandise.

The event is getting early promotion in the Seattle Times, Curiosity Seattle, and will be promoted through KUOW and the Stranger as a part of a media partnership.

UDP will be partnering with the U District Food Bank, to allow people to donate \$4 to the Food Bank in addition to purchasing a bite from a local restaurant or entering to win a prize.

New Business

Rob called for new business. Don mentioned that UDP will be bringing on a new manager.

Governance Committee Report

Rick, as the new Vice Chair of the UDP Governance Committee led the conversation. The Committee circulated copies of the Board Participation Agreement and the Conflict of Interest Policy for Board members to sign, with the aim of having all forms signed and returned to Committee by the October meeting.

Rick then led the group through a summary of the results from the Board Pulse Survey that was administered at the end of the summer. Some key takeaways from the survey include:

- People on the board derive satisfaction from interacting with peers and from seeing the fruit of the organization's labor result in positive outcomes for UDP and the U District.

- People are generally happy to be on the Board, and people are generally interested in continuing to serve.
- People did want to make a positive contribution, and get connected with issues and programs.
- People were interested to keep learning, but were generally happy with their level of connection with the organization and enjoy the committee work.
- Some people identified themselves as potential candidates for future Executive Committee service.
- People are interested in taking more tours and convening in person from time to time.

The Committee brought forward a prospective Board nominee, Daniel “Blue” Blue, Branch Manager, HomeStreet Bank. Blue spoke about his passion for getting involved in the community. The Board went into Executive Session to discuss the nomination. After a brief discussion, Rick put forth the nomination on behalf of the Governance Committee.

Motion: The Governance Committee moved to nominate Daniel Blue to the UDP Board of Directors for a three-year term.

Second: No second was required because this motion came from the Governance Committee.

Approval: The motion was approved unanimously.

Adjournment

The meeting was adjourned at 12:59 p.m..

FINANCE COMMITTEE NARRATIVE

Prepared for the October 2023 UDP Board Meeting

Now into the third month of the year, there are patterns beginning to emerge, along with a couple of variances. There are two positions that took a little longer to fill than anticipated. Also team COLA adjustments should help get things back on track next month. The Department of Commerce grant still represents a lot of the organization's spending.

Balance Sheet Report

Distorted by the Department of Commerce Grant, UDP account balances will continue to look different, year-over-year. There is just over a million dollars left to flow through UDP's books as the organization receives payments and reimburses grant beneficiaries this fall.

Budget Report

Spending is still off to a slow start and shows up as an under collection of income, as there have been fewer expenses for which UDP needs to be reimbursed—with the exception of the Department of Commerce grant, which is also covering some of UDP's staff time. 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: *BIA spending is down because of a slow start to spending two staff positions that are soon to be online in the weeks ahead.*

44530 – Grants Income: *UDP continues to spend down the Department of Commerce grant, which is tracked in the "DOC" class/column. Most of this spending will wind down this fall, although UDP is asking for an extension for the vacant spaces grant to give small businesses more time to negotiate the terms of their leases.*

47215 – Sponsorship Income: *Some of this is a timing issue with the food walk—a dozen local businesses sponsored the event, along with American Campus Communities. UDP didn't meet the goal of \$30K for this event, but with spending cuts, it may only be a deficit of a few thousand dollars for Food Walk, all-in.*

Expense:

60000 – Staffing: *With two open positions, FY 2024 is off to a slow start on staffing spending. This is expected to catch up soon with the onboarding of the Office Manager and the Program Intern.*

70320 – Contracted Services: *With the year just underway, each manager has a budget to hire consultants to support their work. This spending will come in lumps throughout the year and have previously supported facilitation, graphic design and other services.*

DOC Grant

UDP has disbursed most of the \$5 million grant at this point, with a small amount of funding that will support grant administration, special projects and the new vacant space grant—which could slide into next calendar year (January or February 2024).

BIA Budget Tracker

Looking at BIA spending alone, the year is off to a slow start, but that's normal for UDP's fiscal year. BIA spending will pick up in the fall.

The U District Partnership Budget Report September 2023

	Jul - Sep 23	DOC Grant	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense					
Income					
44430 · BIA Contract	390,044.86	0.00	430,449.55	-40,404.69	1,845,000.00
44530 · Grants Income	32,243.00	1,707,312.04	42,149.94	-9,906.94	144,149.94
47000 · Program Fees Income	0.00	0.00	0.00	0.00	175,000.00
47213 · Retail Income	0.00	0.00	0.00	0.00	2,500.00
47215 · Sponsorships	2,000.00	0.00	30,000.00	-28,000.00	105,000.00
43400 · Donations/Partnerships	12,954.74	0.00	9,000.00	3,954.74	36,000.00
46400 · Interest and Other	74.35	0.00	0.00	74.35	0.00
Total Income	437,316.95	1,707,312.04	511,599.49	-74,282.54	2,307,649.94
Expense					
60000 · Staffing					
60100 · Wages & Salaries Expense	147,542.08	25,101.05	209,604.56	-62,062.48	838,418.00
60020 · Payroll Taxes	12,755.00	2,227.45	17,816.42	-5,061.42	71,265.53
60030 · Medical Benefits	7,133.87	1,247.71	16,768.39	-9,634.52	67,073.44
60040 · Retirement Benefits	4,017.70	311.70	6,288.09	-2,270.39	25,152.54
Total 60000 · Staffing	171,448.65	28,887.91	250,477.46	-79,028.81	1,001,909.51
61000 · Professional & Contract Expense					
61100 · Accounting Fees	14,750.00	0.00	18,750.00	-4,000.00	59,000.00
61110 · HR Consulting	0.00	0.00	499.97	-499.97	2,000.00
61120 · Legal Fees	0.00	1,665.00	1,624.97	-1,624.97	4,000.00
Total 61000 · Professional & Contract Expense	14,750.00	1,665.00	20,874.94	-6,124.94	65,000.00
62000 · Office and Overhead					
63600 · Banking and Service Fees	277.16	0.00	0.00	277.16	14,000.00
62800 · Dues and Memberships	2,070.77	0.00	400.03	1,670.74	1,600.00
62200 · Insurance Expenses	7,553.08	0.00	1,650.00	5,903.08	8,350.00
63100 · Licenses and Permits	0.00	0.00	1,030.00	-1,030.00	16,120.00
63120 · Merchandise	2,287.69	0.00	0.00	2,287.69	2,500.00
62300 · Office Equipment	3.00	0.00	1,875.00	-1,872.00	7,500.00
62900 · Postage, Mailing Service	258.60	0.00	199.94	58.66	700.00
62100 · Rent, Parking, Utilities	22,227.90	0.00	27,250.03	-5,022.13	110,500.00
63300 · Staff/Board Development	4,219.07	0.00	4,750.12	-531.05	19,000.00
62400 · Supplies Expense	7,576.35	0.00	13,649.97	-6,073.62	55,600.00
62700 · Technology and Software	3,514.89	0.00	424.97	3,089.92	1,700.00
62600 · Telephone, Telecommunications	444.24	0.00	730.03	-285.79	2,920.00
62500 · Travel and Meetings	1,796.18	0.00	2,999.91	-1,203.73	12,100.00
Total 62000 · Office and Overhead	52,228.93	0.00	54,960.00	-2,731.07	252,590.00
70000 · Direct Program Expenses					
70300 · Advertising and Marketing	8,838.20	0.00	7,500.03	1,338.17	28,000.00
70320 · Contracted Services	135,740.04	0.00	146,625.00	-10,884.96	746,000.00
70330 · Design of Website/Posters	1,625.00	0.00	6,500.00	-4,875.00	24,500.00
70340 · Equipment Rental	8,889.17	173.64	9,000.00	-110.83	49,000.00
70350 · Event Entertainment	5,200.00	0.00	8,000.00	-2,800.00	23,000.00
70360 · Other Program Expenses	15,400.00	1,676,585.49	7,875.00	7,525.00	84,500.00
70370 · Printing and Reproduction	5,766.60	0.00	5,625.03	141.57	15,500.00
70380 · Repairs and Maintenance	0.00	0.00	2,500.03	-2,500.03	10,000.00
Total 70000 · Direct Program Expenses	181,459.01	1,676,759.13	193,625.09	-12,166.08	980,500.00
Total Expense	419,886.59	1,707,312.04	519,937.49	-100,050.90	2,299,999.51
Net Income	17,430.36	0.00	-8,338.00	25,768.36	7,650.43

The U District Partnership

Balance Sheet Prev Year Comparison

As of September 30, 2023

	Sep 30, 23	Sep 30, 22	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	757,363.89	3,436.96	753,926.93
10111 · WSECU Savings	135,149.28	61,221.27	73,928.01
Total 10100 · Operating Bank Accounts	892,513.17	64,658.23	827,854.94
Total Checking/Savings	892,513.17	64,658.23	827,854.94
Accounts Receivable	187,800.77	271,696.49	-83,895.72
Other Current Assets			
12026 · Lease Rights	91,046.06	0.00	91,046.06
12022 · Prepaid Expense	1,344.25	5,019.73	-3,675.48
12021 · Employee Advances	669.37	119.97	549.40
Total Other Current Assets	93,059.68	5,139.70	87,919.98
Total Current Assets	1,173,373.62	341,494.42	831,879.20
Fixed Assets	11,013.05	0.00	11,013.05
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	1,187,622.54	344,730.29	842,892.25
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	35,097.78	50,436.80	-15,339.02
Credit Cards	35,449.50	15,558.84	19,890.66
Other Current Liabilities			
20220 · Lease Liability	91,046.06	0.00	91,046.06
20210 · Deferred Revenue	713,502.92	0.00	713,502.92
24000 · Payroll Liabilities	59,258.66	32,131.14	27,127.52
Total Other Current Liabilities	863,807.64	32,131.14	831,676.50
Total Current Liabilities	934,354.92	98,126.78	836,228.14
Total Liabilities	934,354.92	98,126.78	836,228.14
Equity			
32000 · Unrestricted Net Assets	235,837.26	248,880.08	-13,042.82
Net Income	17,430.36	-2,276.57	19,706.93
Total Equity	253,267.62	246,603.51	6,664.11
TOTAL LIABILITIES & EQUITY	1,187,622.54	344,730.29	842,892.25

2023-24 University District BIA

Budget Tracker - September 2023

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	268,028	56,087.57	211,941	20.9%	\$ 13,465.09	\$ 12,228.19	\$ 30,394.29	
Clean Environment	488,010	100,184.06	387,826	20.5%	\$ 30,431.93	\$ 36,735.81	\$ 33,016.32	
Public Safety	447,651	100,020.77	347,630	22.3%	\$ 37,422.25	\$ 33,213.09	\$ 29,385.43	
Urban Vitality	217,741	42,451.98	175,289	19.5%	\$ 15,654.15	\$ 16,671.87	\$ 10,125.96	
Economic Development	149,281	13,509.25	135,772	9.0%	\$ 4,382.31	\$ 4,386.13	\$ 4,740.81	
Marketing	184,288	40,536.64	143,752	22.0%	\$ 13,761.78	\$ 12,484.87	\$ 14,289.99	
Food Walkk	30,000	32,118.86	-2,119	107.1%	\$ -	\$ 143.88	\$ 31,974.98	
Cherry Blossom	15,000	750.00	14,250	5.0%	\$ -		\$ 750.00	
Bobafest	15,000	750.00	14,250	5.0%	\$ -		\$ 750.00	
Street Fair	30,000	3,635.73	26,364	12.1%	\$ 68.45	\$ 51.28	\$ 3,516.00	
Total Requested	1,845,000	390,044.86	1,454,955	21.1%	\$ 115,185.96	\$ 115,915.12	\$ 158,943.78	\$ -

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management								
Clean Environment								
Public Safety								
Urban Vitality								
Economic Development								
Marketing								
Food Walkk								
Cherry Blossom								
Bobafest								
Street Fair	\$ -	\$ -		\$ -	\$ -		\$ -	\$ -
	\$ -	\$ -	-	-	-	-	-	-

PROGRAM REPORTS

October 2023

URBAN VITALITY

Lid I-5 North Seattle Community Vision Meeting: Thursday, November 9

UDP has been working within a coalition of North Seattle stakeholders to advance a conversation around a highway lid over Interstate 5 between NE 45th and 50th Streets. The coalition has been meeting regularly as a small steering committee, with some members participating in the Downtown Lid I-5 Coalition's bi-monthly meetings. On **Thursday, November 9, from 5:30-8:00pm** the coalition will host a community vision meeting which will be open to all stakeholders and the general public. The meeting will be a chance for people to learn about the initiative and give their input through simple exercises on what they'd like to see on a lid. UDP collected an initial round of community input at the U District Street Fair in May, which yielded great enthusiasm for the concept and what types of benefits a lid could bring to the surrounding communities. **UDP Board members are encouraged to attend the event. Registration is free and can be found [here](#).**

New Hire: Economic Development Intern

UDP is in the process of hiring an Economic Development Intern. The position is an evolution of a Program Specialist position the organization intended to fill earlier this summer. A paid-internship better fits with the parameters of a part-time position that spans the duration of the school year. The intern will work up to 20 hours per week and will focus on data collection, analysis, and reporting around business and building vacancy and changes, new development, transportation and mobility data, and other economic trends in the neighborhood. The position will report to the Urban Vitality Manager but work closely with the Economic Development and Urban Vitality programs.

ECONOMIC DEVELOPMENT

UDP Joined State Leaders to Unveil Over 140 Urban Vitality Grant Projects

On Friday, September 29, UDP and the Washington State Department of Commerce unveiled an unprecedented series of investments in U District small businesses that total \$5 million in funding—enabling them to make hundreds of one-time strategic investments that will have lasting impacts for their appearance and operations, as well as for the neighborhood. Elected officials and department heads joined UDP staff for a tour of the improvements at four small businesses that received U District Vitality Grants. Other attendees included WA State Dept. of Commerce Dir. Mike Fong, State Sen. Noel Frame, State Rep. Gerry Pollet, Seattle Mayor Bruce

Harrell, Seattle OED Dir. Markham McIntyre, Seattle Councilmember Alex Pedersen and Seattle Councilmember Nelson.

Vacant Spaces Revival Grants Support 12 New Businesses

In September, UDP awarded 12 businesses Vacant Spaces Revival Grants ranging from \$10,000 - \$65,000. Grants were awarded to a variety of new businesses including Lil Woody’s, Avole Coffee, and Big Mario’s Northlake Tavern. All awards are contingent on a signed lease within the U District neighborhood boundary. The aim of this grant was to support entrepreneurs while also reducing some of the barriers and hurdles to taking on a new space that may require a lot of improvements from the tenant in order to open as a new business or use. UDP staff are working closely with awardees, property-owners, and brokers to match businesses to vacant spaces - ensuring these businesses are able to leverage these grant dollars.

CLEAN, SAFE & OUTREACH

Homeless Encampments in the U District

The number of people experiencing homelessness in the U District remains relatively static, compared to numbers earlier in the pandemic. However, some of the areas that had previously been home to people have since been cleared including the encampment along Pasadena, which was closed off in March. This closure subsequently concentrated unhoused people along the Interstate-5 green belt, which is considerably more visible.

LOCATION	Pasadena	I5 @ 45th	I5 @ 50th	U Playground	The Ave	Other	TOTAL TENTS
Sept. '22	22	13	6	0	0	0	41
Oct. '22	13	14	9	0	0	0	36
Nov. '22	25	17	12	1	0	0	55
Jan. '23	10	8	13	0	0	0	31
Feb. '23	20	8	11	0	0	0	39
April '23	0	9	12	0	0	0	21
May '23	0	17	10	0	0	0	27
June '23	0	8	14	0	0	0	22
July '23	0	19	12	0	0	1	32
Aug. '23	1	18	17	0	0	1	37
Sept. '23	0	22	22	0	0	1	45
Oct. '23	0	16	26	0	0	0	42

In July, the UDP participated in a meeting with WSDOT regional leadership and the King County Regional Homelessness Authority, organized by Council Member Pederson, to address the chronic, visible homelessness at 45th and 50th. Regrettably, no clear plan emerged from this meeting. UDP continues to monitor the situation and will be engaging in another round of advocacy this fall. An immediate goal is to facilitate the transition of individuals to more suitable living conditions and to address the substantial accumulation of debris that accompanies these unsanctioned encampments.

Fall Mulching & Planting Initiative Along NE 43rd Street

When NE 43rd Street underwent redevelopment, there was a significant investment in planting strips by Seattle DOT, Sound Transit and Seattle Public Utilities. Regrettably, little budget or attention was allocated to the ongoing maintenance of these planting strips and they continue to line a major portal to the U District. UDP advocated for greater agency ownership and maintenance but it hasn't been a practical or sustainable solution to avoid these planted strips becoming overrun with weeds and debris.



In early 2023, the UDP took the initiative to address this concern by engaging a professional landscaper. Under the capable care of Henry Gavin, these planting strips have been revitalized. New trees now thrive in areas where previous ones had perished. The planting strips are diligently weeded on a weekly basis, rodent infestations are being continuously managed, and substantial quantities of mulch have been applied to enrich the soil. UDP, in collaboration with Henry, is taking additional steps to reinvigorate these planting strips this fall. Thanks to a volunteer mulching effort in September, these strips are now ready to receive a new infusion of plant varieties that will offer year-round foliage. Before Halloween, community members will see these new plants as they are introduced to the planting strips around the light rail station, breathing new life into this corner of the U District.

MARKETING & COMMUNICATIONS

UW Family Weekend

UDP is partnering with the UW Parents and Families department to offer a quick menu of options for visiting Husky family members to enjoy during the fall [UW Family Weekend - October 20-21](#). Over 40 businesses have signed up to offer a promotion, discount, upgrade, or other deal to encourage attendees to visit and get to know the neighborhood.

A small printed guide will lead attendees to a dedicated event page with more details about each promotion in addition to business operating hours during the weekend. The U District Seattle site is also linked directly to the UW Family Weekend event homepage, offering visibility of the neighborhood. This is UDP's second year partnering with this department and first year having businesses offer a promotion. We look forward to hearing about the success of this promotion!

EVENTS



U District Food Walk

The third annual [U District \\$4 Food Walk](#) was a big success on Saturday, September 30! With over 70 businesses participating across the neighborhood, it was the largest event yet and the feedback from attendees was overwhelmingly positive.

Attendees enjoyed a refreshed U District with visible storefront improvements across the district, in addition to an array of new outdoor seating, with additional event seating made possible for the day.

Businesses enjoyed lines of customers all day long, with tens of thousands people in attendance. Over 550 attendees completed the event survey, which provided a great snapshot of the demographics for the event.

Highlights include:

- 53% were students from UW
- 32.5% lived in the U District or Ravenna neighborhoods
- 37% traveled from outside of Seattle
- 63% were between the ages of 18 to 24

Things that Could Improve:

- *"I wish some lines were shorter / Streamline the lines / Better line management"*
- *"Updated menu of closed restaurants."*
- *"Clearer signage on the stores for what they are offering."*
- *"Food ran out at some shops."*
- *"It was too sunny."*

Things Attendees Enjoyed Most:

- *"I loved how I was able to explore new foods and restaurants without having to spend tons of money."*
- *"I enjoyed the atmosphere of the street-wide event, where everyone could explore new shops and try new food while supporting local businesses!"*

- *“Excellent options and introductions to more menus.”*
- *“I enjoyed the music and the crowd!”*
- *“I get to try new restaurants on the ave and see what I’d like to come back to after the walk. And the price is great.”*

Sponsors and media partners were an incredible support for the event and allowed us to produce a designed event menu that attendees enjoyed so much that we ran out!

A huge thank you to: American Campus Communities, KUOW, The Stranger, Chili’s Southern Indian Cuisine, Call a Chicken, North Noodles N Dumplings, Donut Factory, Thanh Vi, Sizzle & Crunch, Big Mario’s Pizza, Big Time Brewery, Mr. Lu’s Burgers and Fries, Sip House, Shawarma King, Sweet Alchemy, and Boba Up!

GENERAL PROGRAM UPDATES

International Downtown Association Conference in Chicago

Several UDP team members joined other Seattle BIAs at the recent International Downtown Association Conference in Chicago. This annual event attracts over 1,500 people who work in the BIA/BID industry across North America and provides a great opportunity for the team to learn best practices and share successes from UDP’s work here in the U District. Last year, Maureen Ewing and Lois Ko attended the conference with the team in Vancouver. Next year, the Downtown Seattle Association has announced it will be hosting IDA here in Seattle in early September—something that require UDP to support with some programming, and that will offer an opportunity for Board members to participate in the conference and hear from other organizations like UDP.