



BOARD MEETING AGENDA

4:00pm to 5:30pm

December 14, 2023

Hans Rosling Population Health Building (3980 15th Ave NE) Room 101

In-Person Meeting

- | | | | | |
|-------|--|--------------|------------|--------|
| I. | Welcome & Introductions | Rob | 4:00 p.m. | |
| II. | Public Comment | Public | 4:05 p.m. | |
| III. | Approval of Meeting Minutes | Rob | 4:10 p.m. | (Vote) |
| IV. | Pyramid Communications Presentation <ul style="list-style-type: none">• UDP Messaging Framework | Chris/Polly | 4:15 p.m.. | |
| V. | Marketing & Communications Update <ul style="list-style-type: none">• New email templates• Swag | Polly | 4:40 p.m. | |
| VI. | Acceptance of Financials | Trevor | 4:50 p.m. | (Vote) |
| VII. | Economic Development Committee Report <ul style="list-style-type: none">• Vacant Space Revitalization Grants | Miles/Daniel | 5:00 p.m. | |
| VIII. | Clean/Safe/Outreach Program Update <ul style="list-style-type: none">• Recent Issues: Shooting; Car Smashes• NE 43rd Street Maintenance• Homelessness• Rotary Grant | Marcus | 5:05 p.m. | |
| IX. | Urban Vitality Committee Report <ul style="list-style-type: none">• Issues: Comp Plan; Bathrooms• Roosevelt Roundtable Update• Lid I-5 North Community Vision Workshop | Stephen/Katy | 5:15 p.m. | |
| X. | Governance Committee Report | Josh | 5:20 p.m. | |
| XI. | New Business | Rob | 5:25 p.m. | |
| XII. | Adjourn to Big Mario's Northlake Tavern | Rob | 5:30 p.m. | |

THE **U** DISTRICT PARTNERSHIP

Board Meeting Minutes

11:30 AM – 1:00 PM

October 17, 2023

Via Zoom

UDP Board Members in Attendance in Person

Lois Ko, Sweet Alchemy – Co-Chair

Aaron Hoard – Secretary

Trevor Peterson, UW Bookstore – Treasurer

Daniel Blue, HomeStreet Bank

Jerred Clouse, ROOTS

Jeremy Eknoian, UW Real Estate

John Hix, Seattle Vineyard Church

Rick Jones, University Business Center

Kristine Kenney, UW Planning

Anson Lin, Astora Construction

Maya Lu, Boba Up

Santhi Perumal, UW School of Education

Miles Richardson, Audi Seattle/University VW

Don Schulze, Shultzys/UDPA

Stephen Antupit, Resident

Alfred Shiga, Shiga's Imports

Josh Stabenfeldt, University YMCA

UDP Board Members Not in Attendance

Rob Lubin, UW Housing – Co-Chair

Kate Barr, Scarecrow Video/Grand Illusion

Moe Kahn, Cedars Restaurant

Anna Sorokina, WSECU

UDP Staff

Don Blakeney, Executive Director

Marcus Johnson, Clean & Safe Manager

Phil Lloyd, Financial Manager

Daniel Lopic, Economic Development Manager

Polly Yokokawa, Marketing & Comms Manager

Guests*

No guests attended this meeting.

**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

Lois started the meeting and led the introductions for the Board, staff and guests.

Public Comment

No one from the public expressed an interest in speaking.

Approval of UDP Board Meeting Minutes

Lois introduced the September UDP Board meeting minutes.

Motion: Don S. moved to accept the September 2023 meeting minutes, with the friendly amendment to the minutes—a spelling correction under public comment.

Second: Anson seconded the motion.

Approval: The motion was approved unanimously with the exception of Stephen and Alfred who abstained.

Finance Committee Update and Approval of the Financials

Trevor shared an update with the Board on the financials. Spending got off to a slow start because of two open positions. This also shows up as an under-collection of anticipated BIA funds. The Commerce grant is tracked in a separate class and continues to distort the balance sheet. Food Walk sponsorship came in under anticipated targets, but strong local business support, and a reduction in spending helped balance that out. The insurance expenses are front-loaded, so it looks like an overspend, but it will mellow out in the months ahead. With Nikki coming on board, UDP will be chasing down delinquent assessment payments.

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 September 2023 financials as presented at the October 17, 2023 Board Meeting.

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

Approval: The motion was approved unanimously.

IDA in Chicago

Don B. gave the Board an update on the team's trip to the International Downtown Association conference in Chicago, earlier in the month. Next year, this conference will be held in Seattle and UDP will support some of the programming.

WA State Department of Commerce Grant

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 \$3.76 million to over 140 small businesses and organizations in the U District, with over \$4.2 million in total committed in the district so far. 86% of the awardees are women- and/or BIPOC-owned. Daniel showed some of the before and after pictures. Lois talked about how the wording on her awning has already doubled her coffee sales. Maya talked about how her new outdoor seating has been popular with her customers. Alfred asked if there have been any issues with people misusing the space, and Daniel and Maya said it hasn't been a big issue, although having space in the public realm requires constant and active management. Daniel showed some photos from the press event where the Mayor, State Senators, Director of WA Commerce, City Councilmembers and OED Director McIntyre participated in a celebration of the storefronts. The third component of the grant is underway and has issued eight awards to date.

Lid I-5 North Seattle

Stephen presented some of the work that the Lid I-5 North Coalition is doing to reach stakeholders and begin to develop momentum and a vision for the future. He talked about the opportunity to explore more housing and open space, while creating better connections between the U District and Wallingford. The downtown Lid I-5 Coalition is supportive of this effort, and will continue to be a partner in the year ahead as the Lid I-5 North Coalition seeks funding for an initial lid feasibility study. The next step is a Lid I-5 North Community Vision Meeting on November 9 from 5:30 p.m. to 8:00 p.m. that will be open to all.

U District \$4 Food Walk

Polly gave a recap of the U District \$4 Food Walk which took place on Saturday, September 30 and had over 70 restaurants participating. As a new feature this year, UDP also offered a \$4 give-back program via a QR code on the menu that generated over \$700 for the University District Food Bank. Over a dozen local small businesses provided sponsorships for this event, which covered many of the promotional costs. Polly also shared event participation demographics that showed a majority of festival goers being between the ages of 18-24 and half of the attendees being Asian or Asian-American.

That week saw the story about Target closing, so it was helpful to have positive media stories out there. There was broad media coverage leading up to the event with features and dedicated emails for the event in news sources including the Seattle Times “The Ticket”, Secret Seattle, The Daily and several television stations. The Board also raised the issue of no longer having a pharmacy in the district—Stephen talked about how this is a state-wide issue. Don B. mentioned that Safeway might add a pharmacy at NE 50th Street, but that general merchandise stores are struggling with theft.

ESPN’s “College Game Day”

Aaron offered a run-down on the recent ESPN event on UW campus in advance of the Ducks/Husky game the previous Saturday. Several thousand people showed up before 6:00 a.m. to participate in the televised gathering. There was some discussion about the benefit that this event and the crowds it attracted brought to U District small businesses. Apparently the New York Times wrote about how the game was one of the best in recent years.

Clean, Safe, and Outreach Update

Marcus announced the return of leaf removal season, which began earlier in the month. The team has new electric leaf blowers and a new pressure washer that was funded by the U District Rotary. To assist further with the leaves, UDP has applied to the U District Rotary for another grant to cover the cost of a “billy goat” that would act as a large and versatile vacuum for leaves and trash.

Marcus also gave a recap about the late-night security for the first four weekends of the Fall Quarter. UW covered half of the cost in a continued partnership on this initiative. This continues to give the UDP team good information about the late night activity on the Ave on the weekends. Dates included 9/22-23; 9/30-10/1; 10/7-8; and 10/13-14 and will return for the first four weekends of the Winter quarter. While nightlife has been lively, no major issues presented themselves over the first four weekends.

Marcus updated the Board about the current state of homelessness in the district. The outreach team has counted 42 tents, and assumes about 60 people are sleeping unhoused in the district. While the unhoused population has been relatively stable over the past year, tents continue to be 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. The Board expressed interest in UDP taking a more concentrated effort to address and clean the encampment areas at the gateway entry to the neighborhood north and south of NE 45th Street, along I-5. Rick and Daniel B. offered to connect UDP with We Heart Seattle who does encampment cleanups.

Governance Committee Report

Josh offered an update from the Governance Committee, who is looking into the RFP process with the City for UDP to renew its contract to manage the BIA fund beyond 2025. The Committee will report back out to the Board when it hears more. The Committee is also looking at bringing on new members to the Board.

New Business

Lois called for new business, but there was none.

Adjournment

The meeting was adjourned at 12:57 p.m..

UDP FINANCE COMMITTEE NARRATIVE

Prepared for the Finance Committee on 12/8/23

At the mid-year mark, UDP's income and spending are looking strong and largely aligned with the budget. There is some underspending associated with a couple of vacant positions that persisted early in the year. The Department of Commerce grant has represented a lot of the organization's spending, but that is slowing down. UDP plans to spend-down all grant dollars awarded to the organization and called out in the FY24 budget. still represents a lot of the organization's spending. Part of the FY24 budget assumed collecting \$75,000 in back-assessments owed to the UDBIA. UDP is in the process of reaching out these ratepayers who owe a total of more-than \$250,000 in back-assessments to meet this collection goal.

Balance Sheet Report

The balance sheet is still distorted by the Department of Commerce Grant, which has been pushing millions of dollars through UDP's books as the organization receives payments and reimburses grant beneficiaries. There are also new reporting requirements that call for recording future lease payment obligations—which shows up as a variance on both sides of the balance sheet.

Budget Report

Spending got off to a slow start this year but is catching up. Consultant spending and staff costs were a major contributor to this persistent variance. This underspend shows up as an under collection of income, as there have been fewer expenses for which UDP needs to be reimbursed. The projected underspend will support the hiring of an Events Manager—the cost of which will also be offset by a renegotiated contract with Bold Hat and some other cost savings related to bringing current consultant services in-house. 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 catching up, but still a little slow due to two open staff positions that persisted until October and November.*

44530 – Grants Income: *Some of the City grants that UDP received this year were not included in the original FY24 budget. This variance shows an increase in grant funding, which will be offset by an increase in spending associated with the grant-funded programs.*

47215 – Sponsorships Income: *This variance represents two things—one, the team is still collecting Food Walk sponsorship dollars, and two, Food Walk sponsorships were down by about \$12,000, but the team cut some spending to compensate—bringing the event within about \$5,000 of the initial target.*

43400 – Donations/Partnerships: *UDP received a generous grant from the UW to fund half of the costs associated with bringing back the late-night weekend ambassadors on Fridays and Saturdays for the first four weekends of the Fall and Winter Quarters. This shows as a variance because it wasn't in the budget.*

Expense:

60000 – Staffing: *This variance is associated with the above dip in BIA income. With two open positions, FY 2024 got off to a slow start on staffing spending. The team had annual reviews in October and annual cost-of-living salary adjustments in November that dated back to the beginning of the fiscal year—which is beginning to resolve this spending variance.*

62000 – Office & Overhead Expense: *The budget anticipated a lease renegotiation and a renovation of the current offices. For a few reasons, these activities have been delayed until this winter, so the variances associated with Office Equipment (62300) and Rent, Parking, Utilities (62100) represent a timing issue. Some of the Supplies (62400) budget is associated with the new cleaning/safety ambassador uniforms, which are being ordered this week and will begin to close the spending gap. Other variances include Insurance (62200), which we have prepaid for FY2. Technology and Software (62700), shows a small variance that is really a coding issue. Lastly, Travel and Meetings (62500), shows a variance because of IDA travel, which is a timing issue.*

70320 – Contracted Services: *This line includes UDP’s cleaning and safe contracts, and this roughly \$11k variance represents a timing issue.*

70330 – Design of Website/Posters: *Money was budgeted to update the functionality of the UDistrictSeattle.com site, and it’s under development this month. These costs will land in January and February.*

70340 – Equipment Rental: *Food Walk rentals come in higher than expected.*

70360 – Other Program Expenses: *This variance represents the delta between our budgeted grant income and our actual grant income.*

70380 – Repairs and Maintenance: *This is for cleaning supplies that has not been spent.*

DOC Grant

UDP continues to spend down the Department of Commerce grant, which is tracked in the “DOC” column on the Budget Report. A handful of the grants that were awarded earlier this year were forfeited by the recipients. This happened for a variety of reasons, and left UDP with a surplus of Commerce money that Daniel has repositioned into a grant program to attempt to attract new retailers to vacant spaces in the U District. Daniel also negotiated another extension to implement this grant that will last through the end of this fiscal year in June.

BIA Budget Tracker

Heading into December, the BIA is 41% through the year and spending in most categories is in that range. Food Walk is still collecting sponsorship and was backfilled by BIA support until those dollars could come in.

FY 2023 Audit

Greenwood Ohlund has been engaged to perform the annual audit, and has completed their analysis of UDP’s financials. They will be presenting to the Finance Committee in December and then to the full Board in January.

The U District Partnership
Balance Sheet Prev Year Comparison
As of November 30, 2023

	<u>Nov 30, 23</u>	<u>Nov 30, 22</u>	<u>\$ Change</u>
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	470,362.43	181,193.52	289,168.91
10111 · WSECU Savings	135,192.20	36,237.57	98,954.63
Total 10100 · Operating Bank Accounts	<u>605,554.63</u>	<u>217,431.09</u>	<u>388,123.54</u>
Total Checking/Savings	605,554.63	217,431.09	388,123.54
Accounts Receivable	165,744.18	161,795.78	3,948.40
Other Current Assets			
12026 · Lease Rights	89,894.06	0.00	89,894.06
12022 · Prepaid Expense	1,344.25	3,777.29	-2,433.04
12021 · Employee Advances	2,260.34	199.95	2,060.39
Total Other Current Assets	<u>93,498.65</u>	<u>3,977.24</u>	<u>89,521.41</u>
Total Current Assets	<u>864,797.46</u>	<u>383,204.11</u>	<u>481,593.35</u>
Fixed Assets	11,013.05	0.00	11,013.05
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	<u>879,046.38</u>	<u>386,439.98</u>	<u>492,606.40</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	4,477.82	89,185.14	-84,707.32
Credit Cards	19,913.17	15,422.07	4,491.10
Other Current Liabilities			
20220 · Lease Liability	91,046.06	0.00	91,046.06
20210 · Deferred Revenue	469,588.57	0.00	469,588.57
24000 · Payroll Liabilities	58,388.24	31,392.67	26,995.57
Total Other Current Liabilities	<u>619,022.87</u>	<u>31,392.67</u>	<u>587,630.20</u>
Total Current Liabilities	<u>643,413.86</u>	<u>135,999.88</u>	<u>507,413.98</u>
Total Liabilities	643,413.86	135,999.88	507,413.98
Equity			
32000 · Unrestricted Net Assets	234,685.26	248,880.08	-14,194.82
Net Income	947.26	1,560.02	-612.76
Total Equity	<u>235,632.52</u>	<u>250,440.10</u>	<u>-14,807.58</u>
TOTAL LIABILITIES & EQUITY	<u>879,046.38</u>	<u>386,439.98</u>	<u>492,606.40</u>

The U District Partnership
Budget Report
 November 2023

	<u>Jul - Nov 23</u>	<u>DOC Grant</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense					
Income					
44430 · BIA Contract	680,269.94	0.00	769,593.11	-89,323.17	1,845,000.00
44530 · Grants Income	53,118.00	1,953,832.41	13,899.94	39,218.06	144,149.94
47000 · Program Fees Income	0.00	0.00	0.00	0.00	175,000.00
47213 · Retail Income	299.31	0.00	500.00	-200.69	2,500.00
47215 · Sponsorships	8,650.00	0.00	30,000.00	-21,350.00	105,000.00
43400 · Donations/Partnerships	24,377.24	0.00	15,000.00	9,377.24	36,000.00
46400 · Interest and Other	117.27	0.00	0.00	117.27	0.00
Total Income	<u>766,831.76</u>	<u>1,953,832.41</u>	<u>828,993.05</u>	<u>-62,161.29</u>	<u>2,307,649.94</u>
Expense					
60000 · Staffing	313,808.44	52,705.12	389,545.67	-75,737.23	1,001,909.51
61000 · Professional & Contract Expense	26,423.50	1,665.00	26,041.62	381.88	65,000.00
62000 · Office and Overhead	86,809.33	424.00	90,200.00	-3,390.67	252,590.00
70000 · Direct Program Expenses	336,237.21	1,899,038.29	325,041.76	11,195.45	980,500.00
Total Expense	<u>763,278.48</u>	<u>1,953,832.41</u>	<u>830,829.05</u>	<u>-67,550.57</u>	<u>2,299,999.51</u>
Net Income	<u>3,553.28</u>	<u>0.00</u>	<u>-1,836.00</u>	<u>5,389.28</u>	<u>7,650.43</u>

2023-24 University District BIA

Budget Tracker - October 2023

ACCOUNTS	Budget	TO DATE	REMAINING	% Expended	Jul	Aug	Sep	Oct
Program Management	268,028	104,768.30	163,260	39.1%	\$ 13,465.09	\$ 12,228.19	\$ 30,394.29	\$ 26,832.85
Clean Environment	488,010	163,244.09	324,766	33.5%	\$ 30,431.93	\$ 36,735.81	\$ 33,016.32	\$ 30,782.90
Public Safety	447,651	174,358.66	273,292	38.9%	\$ 37,422.25	\$ 33,213.09	\$ 29,385.43	\$ 37,867.46
Urban Vitality	217,741	84,233.16	133,508	38.7%	\$ 15,654.15	\$ 16,671.87	\$ 10,125.96	\$ 12,447.04
Economic Development	149,281	28,112.71	121,168	18.8%	\$ 4,382.31	\$ 4,386.13	\$ 4,740.81	\$ 6,253.64
Marketing	184,288	75,551.07	108,737	41.0%	\$ 13,761.78	\$ 12,484.87	\$ 14,289.99	\$ 17,545.40
Food Walk	30,000	44,245.22	-14,245	147.5%	\$ -	\$ 143.88	\$ 31,974.98	\$ 12,921.36
Cherry Blossom	15,000	785.00	14,215	5.2%	\$ -		\$ 750.00	\$ -
Bobafest	15,000	1,285.00	13,715	8.6%	\$ -		\$ 750.00	\$ -
Street Fair	30,000	3,686.73	26,313	12.3%	\$ 68.45	\$ 51.28	\$ 3,516.00	\$ 16.00
Total Requested	1,845,000	680,269.94	1,164,730	36.9%	\$ 115,185.96	\$ 115,915.12	\$ 158,943.78	\$ 144,666.65

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Program Management	\$ 21,847.88							
Clean Environment	\$ 32,277.13							
Public Safety	\$ 36,470.43							
Urban Vitality	\$ 29,334.14							
Economic Development	\$ 8,349.82							
Marketing	\$ 17,469.03							
Food Walk	\$ (795.00)							
Cherry Blossom	\$ 35.00							
Bobafest	\$ 535.00							
Street Fair	\$ 35.00	\$ -		\$ -	\$ -		\$ -	\$ -
	\$ 145,558.43	\$ -	-	-	-	-	-	-

PROGRAM REPORTS

December 2023

URBAN VITALITY

Over 100 People Attend Lid I-5 North Seattle Community Workshop

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. On **Thursday, November 9**, the coalition hosted a community vision meeting that had over 100 attendees. The meeting was hosted in collaboration with a University of Washington Landscape Architecture Master Studio class, which is working on the lid concept as the main product for their studio. It included presentations on highway lids, 11 interactive stations for people to share their thoughts on the lid, and table working group activities guided by students and urban design professionals. The intended outcomes from the meeting were to build broad community support for the concept and gather feedback for a vision in order to support a feasibility study funding request in 2024. The Coalition heard overwhelming support from attendees for the concept. Read more about the event in UDP's [blog post](#). The next public event will be a legislative postcard-writing happy hour in late January.



New Economic Development Intern - Roushan Kwatra

In November, UDP hired an Economic Development Intern to support both the Economic Development and Urban Vitality programs. The position is managed by the Urban Vitality Manager and is 20 hours per week through June 2024. UDP is pleased to welcome Roushan Kwatra as a member of the team. Roushan is a Masters in Real Estate student at the University of Washington, with an undergraduate and professional background in architecture. Roushan will be tracking new private development in the U District, tracking new businesses and vacancies, and supporting the development of a "State of the U District" report in 2024.

UDP Convenes Second Roosevelt Roundtable Meeting

In early December, UDP hosted a second gathering of stakeholders from the Roosevelt corridor through the U District. The purpose of these meetings is to continue to support stakeholders along the corridor. The first meeting was held in June. At the December meeting, UDP shared important updates related to upcoming SDOT and WSDOT construction, and updates on new developments along the corridor. UDP also continues to track garbage-related issues on the corridor and identify potential areas for placemaking, which included a proposal for tree lights in the corridor. The next Roosevelt Roundtable meeting will be held in February.

ECONOMIC DEVELOPMENT

UDP Hosts Fall Economic Development Committee Meeting

On Thursday, November 30th, UDP facilitated a meeting with a total of 27 participants including U District businesses, property-owners, real estate agents, prospective businesses, and key stakeholders to play a pivotal role in advising the future of the U District Partnership's Economic Development Program.

The agenda included a recap of UDP economic development efforts over the past year, and invited attendees to provide valuable input on how UDP can shift the narrative to promote the unprecedented investment our community is experiencing. A summary of the discussion is listed below:

What kind of data do prospective businesses look for when deciding where to expand/relocate? What kind of data do real estate professionals need to recruit businesses into the U District, specifically those that diversify the retail mix?

- More data which supports business expansion (median income, residents, employees, frequency of restaurant visits).

How can UDP best support prospective businesses and real estate professionals?

- Develop a greater partnership with UW.
- Placement of testimonials / photos of business owners on vacant storefronts.
- Advertise to elevate the U District - How do we bring people in from other neighborhoods?
- More marketing campaigns/events - Restaurant Week? (e.g. \$4 Food Walk)
- Marketing campaign to fight perception that U District is not safe.



What else should we be considering?

- Check out the Friends of the Waterfront monthly blog - they do a good job of regularly updating consumers on what's happening, they have an unofficial mayor, etc.
- Overcoming challenges surrounding parking. Make it easier for residents from other communities to find parking. (e.g. parking map)

Diversifying the Retail Business Mix to meet Consumer Demand

With unprecedented development bringing 100K+ SF of ground-floor retail space into the U District, UDP continues to focus on the recruitment of diverse businesses to fill upcoming and current vacant spaces. Over the past couple of months, UDP has engaged with prospective businesses, conducting walking tours, connecting them with brokers/property-owners, and highlighting current/upcoming vacant spaces that fit their needs. Some of these prospective businesses include:

- Shota Nakajima, Kobo/Taku
- Adam Pinkham, Offset Ciderworks
- Steven Dodobara, Rockbox
- Victor Ghioni, Ballard Consignment
- Kent Stowell, Katie Bombico, Performance Art Space Concept
- Christopher Ritter, Japanese Cafe Concept
- Joey Burgess, Bar/Pizzeria Concept

CLEAN, SAFE & OUTREACH

Homeless Encampments in the U District

The number of tents along I-5 has remained relatively stable over the past few months. It's important to note that some structures, although counted as one tent, are notably large in size. Out of the 43 tents along I-5 counted this month, seven of them fall into this category of larger makeshift structures.

LOCATION	Pasadena	I5 @ 45th	I5 @ 50th	U Playground	The Ave	Other	TOTAL TENTS
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
Nov. '23	0	19	28	0	0	0	47
Dec. '23	0	13	30	0	0	0	43

Uniforms

Exciting news! New uniforms are on the way for the UDP Clean Team and Ambassadors, and should be implemented by the end of the year. These uniforms are designed to enhance the UDP brand, increase awareness of the work of the UDP, bringing greater consistency to the team's appearance. To date, the clean and safe teams have relied on vests; Ambassadors wore them over contractor uniforms, and the Clean Team wore them over various outfits. With the new uniforms, new layers will be introduced to meet a variety of weather conditions while maintaining a consistent and professional look.



What's more, the uniforms for Ambassadors and the Clean Team will be highly distinguishable, allowing for better awareness of roles and responsibilities from an outside perspective. In the past, the teams' uniforms were lightly branded with outdated logos, but these new uniforms will prominently feature UDP's fresh and thoughtfully curated brand. Get ready for a unified and impactful new look!

Vehicle Involved Robberies

The U District has experienced three incidents involving presumed stolen vehicles crashing through storefronts and subsequent robberies. The targeted items in these robberies have been nicotine vape products and cigarettes. Joy Mart (4747 University Way) has been hit twice, and Cloud Vapes (4540 University Way) was also targeted. UDP Staff engaged with Captain Aagard, Commander of the North Precinct, who conveyed that this issue is not isolated to our area but is rapidly growing regionally.

The stolen vehicles, usually Hyundai or Kia models, are notably easy to steal. The *modus operandi* involves driving multiple vehicles to a targeted store, ramming one through the front, swiftly looting the products, and fleeing in other vehicles, leaving the rammed vehicle behind. This problem played a role in City Attorney Ann Davison's decision to sue Hyundai and Kia for inadequate anti-theft protections.

Addressing this concern, UDP testified in favor of technology requests proposed by the Mayor's Office, including the installation of automatic license plate readers on all SPD patrol vehicles. This initiative,

recently passed, enables SPD to scan thousands of vehicles daily, automatically flagging reported stolen vehicles. The aim is to aid in the prosecution of perpetrators and curtail the prevalence of this robbery tactic.

MARKETING & COMMUNICATIONS

UDP Messaging & Email Templates

As part of the overall U District branding project and U District Partnership branding alignment started with Pyramid Communications, the final phase of the project included developing a messaging framework for the organization and launching new email templates that incorporated the new brand. Chris Nelson of Pyramid Communications will be presenting the messaging framework at the December UDP Board Meeting and board members will receive a digital copy in the new year that helps hone in on the important work of UDP and the way we communicate with our stakeholders.

New branded email templates launched in November, bringing the new branding to the foreground and showcasing the unique elements of the neighborhood with illustrated graphics. These updated visuals now bring a cohesive look across all of our platforms; in line with the website and other print collateral that relies on the brand.

Just in Time for the Holidays:! U District Merchandise is now for sale in the University Book Store!

In partnership with University Book Store, merchandise celebrating the U District and developed by The U District Partnership, is now on sale in the primary bookstore location on University Way NE as well as the HUB-based bookstore location on UW's Campus. Additionally, merchandise is available online on the [U Book Store website](#). Stop in for patterned tote bags celebrating unique elements of the neighborhood, scripted U District shirts, and a special "The Ave" shirt.

EVENTS

Event & Festival Manager Job Posting

The U District Partnership is expanding its team to include a critical new position - the Event & Festival Manager. With growing success of UDP's public events (Cherry Blossom Festival, Seattle Boba Fest, U District Street Fair, and the U District Food Walk), the addition of this staff member allows for increased team capacity and the opportunity to look towards additional program opportunities in the future.

Interested candidates are encouraged to submit a resume and cover letter and preference will be given to applications received by Monday, December 11, 2023. Job description and application instructions available at udistrictpartnership.org/about/careers-opportunities.