



U District Business Improvement Area Ratepayer Advisory Board Meeting Agenda

4 p.m. – 5:30 p.m.
June 27, 2024

U District Partnership, 1415 N.E. 45th Street, Floor 2, Fireplace Room
[Zoom Hybrid Option](#)

RATEPAYER ADVISORY BOARD

Jennifer Antos
Seattle Neighborhood
Farmers Markets

Maria Barrientos
Barrientos/Ryan

Max Blume
The Blume Company

Sally Clark
CampusSafety,
University of Washington

David Cohanim
Whitefall, LLC

Lora Gastineau
U District Resident

Chris Giles
U District Resident

Joe Gruber
U District Food Bank

Mary Kay Gugerty
The Evans School,
University of Washington

Jeanette Henderson
UW Real Estate,
University of Washington

Lincoln Johnson
Student Life,
University of Washington

Nikole O'Bryan
Nikole O'Bryan, DDS

Chris Petersen
Café Allegro

Braedyn Reed
Student,
University of Washington

Brian Sellen
American Campus
Communities

Sandy Sun
Compass Real Estate

Carolyn Thompson
Owner,
The Neptune Building

Hui Tian
Studio 19 Architects

Polly Yarioka
University Presbyterian

1. Welcome and Introductions
2. Call to Order RAB & Ratepayers Annual Meeting
3. Public Comment
4. Approval of April 2024 Meeting Minutes Vote to Accept
5. Acceptance of the May 2024 Financials Vote to Accept
6. Governance Update & Board Term Renewals Vote to Renew
 - o Joe Gruber
 - o Chris Petersen
 - o Polly Yorioka
7. Program Updates
 - o Clean & Safe
 - o Economic Development
 - o Urban Vitality
 - o U District Events
8. Proposed 2025 Budget & Work Plan 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
15. UDP Open House & Reception (Suite 401)



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



Board Meeting Minutes

4:00 PM – 5:30 PM

April 04, 2024

Meeting Via Zoom

RAB Members in Attendance

Nikole O'Bryan, Nikole O'Bryan, DDS
Max Blume, The Blume Company
Sally Clark, UW CampusSafety
David Cohanim, Whitefall LLC
Lora Gastineau, Novell Condominiums
Chris Giles, Resident
Joe Gruber, University District Food Bank

Mary Kay Gugerty, UW Evans School
Lincoln Johnson, UW Student Affairs
Polly Yorioka, University Presbyterian
Brian Sellen, American Campus Communities
Jennifer Antos, U District Farmers Market

RAB Members Not in Attendance

Maria Barrientos, Barrientos / Ryan
Sandy Sun, Corbit Building
Jeanette Henderson, UW Real Estate

Hui Tian, Studio 19
Chris Peterson, Cafe Allegro

UDP Staff

Don Blakeney, Executive Director
Marcus Johnson, Clean, Safe & Outreach Manager
Phil Lloyd, Financial Manager (by phone)
Daniel Lopic, Economic Development Manager

Katy Ricchiuto, Urban Vitality Manager
Nikki Somers, Operations Manager
Lauren Carey, Events Manager

Guests Present*

Carolyn Thompson, Neptune Theater
Braedyn Reed, UW Student

**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

Sally led a round of introductions with the Board and staff.

Public Comment

There was no public comment.

Approval of February 08, 2024 RAB Meeting Minutes

Sally called for the following motion: “The UDBIA Ratepayer Advisory Board approves the February 8, 2024 meeting minutes as presented at the April 4, 2024 RAB Meeting.”

Motion: Jennifer moved to accept the February 2024 meeting minutes.

Second: David seconded the motion.

Abstention: Lincoln abstained.

Approval: Lora advised that the minutes reflected the Nobel Apartments and should be the Novell Apartments. Sally called for a vote and the motion (as altered by the friendly amendment) was approved

Finance Committee Update and Approval of the Financials

Joe offered an update on the Finances. Since February 2024 spending is largely on track. UDP is still catching up from late hires, as well as the DOC grant. *These updates can be found in the finance narrative included in the April Board packet.*

Motion: On behalf of the UDP Finance Committee, Sally moved to accept the February 2024 financials as presented at the April 04, 2024 RAB Meeting

Second: No second required

Approval: The motion was approved unanimously

Nomination to the Ratepayer Advisory Board

Sally noted we have two new members to vote onto the board, Carolyn Thompson, owner/manager Neptune Building, and Braedyn Reed, UW Student in Community and Environmental Planning. Sally called for the motion to approve the nomination of the two new candidates for the board.

Motion: Lincoln moved to accept

Second: Brian seconded the motion

Approval: The motion was approved unanimously

Clean & Safe Report

Marcus reported on solid waste advocacy and coordination. UDP is working with Recology and SPU to audit alleys in the neighborhood. Marcus holds a monthly meeting to walk through the alleys in the U District to discuss service levels and issues. UDP, SPU, and Recology did an audit of the service types for the alley behind the former Target store. The audit looks at businesses that have dumpster service, haul out on their own, or illegally use other dumpsters. Once service is confirmed, they do a door to door service and update the business owner. UDP is working with Recology to create a new labeling system for business owners and businesses. Don mentioned that with all the construction in the neighborhood, the drivers might not be able to get to the dumpster which then they just don't pick up. Marcus sends weekly reports to the City outlining the persistent problems with solid waste management in the U District alleys while UDP explores other means to improve conditions.

Mrcus also offered an update on the monthly homeless census. With the recent removal of the I-5 encampments, the total number of tents in the area was significantly lower. The removal was triggered from a recent shooting in the encampments, which prompted an expedited removal of the encampments. WSDOT moved about 200 tons of trash from this encampment. UDP will continue monitoring this area, however WSDOT is monitoring this site and not allowing re-entering.

Lastly, Marcus gave an update on the February 27th Public Safety Walk. The walk included people from the King County Prosecutor's Office, City Attorney's office, the SPD North precinct captain, Mayor's Office, City Council Staff, as well as the UW police Chief and neighborhood stakeholders. Next Steps from this walk include 911 call center training for U District Stakeholders, crime data reporting, and new information sharing relationship with KCPO.

Urban Vitality

Katy gave an update on the Seattle Transportation Levy, which may end up being as large as \$1-1.7 billion. Voters will consider this levy on the November 2024 ballot. UDP Priorities include improving Burke Gilman Trail/University Bridge connections, NE 42nd street green street redesign, Brooklyn Ave protected bike lanes, pedestrian safety enhancement on the Ave, Roosevelt, and Brooklyn, as well as funding for a study to look at the feasibility of installing a lid over I-5.

Katy also discussed the One Seattle Comprehensive Plan. The "One Seattle" comprehensive plan will serve as a guide for the city's growth over the next 20 years. Washington State's Growth ASct (GMA) requires the process, and it defines the city's land use and zoning map. The City must complete the next update by the end of 2024. The U District will get a sub-area plan in 2025. Focus areas include environment, public services, transportation, housing, land use, and urban design.

Economic Development

Daniel shared information about the recent ED committee meeting. Topics discussed included ground level & public facing reports and numbers, and the challenges that come with these vacancies and the larger spaces that make up these vacancies. Daniel also discussed neighborhood foot traffic data, and the impact to the neighborhood. These numbers have increased yearly since 2020.

Events

Lauren shared updates from the Cherry Blossom Festival and its success. UDP hosted a window decorating contest that brought beauty and friendly competition to the neighborhood. The winner of the decorating contest is scheduled to be announced on April 8, 2024 and businesses were reporting record sales.

Boba Fest is on the near horizon and will take place on Saturday, April 27, 2024. There are 28 participating businesses, UDP expects 10-15k attendees. Lauren noted that 43rd Street will be closed for the event.

Lastly, the Street Fair has sold out for booths this year. This year's Street Fair will include 3 food zones (10 food trucks), over 300 artists' booths, the return of the Kids Zone, and it will be the largest local business activation to date.

2025 Budget Review

Don gave an overview of the UDBIA assessment evolution and what that looks like for the 2024-2025 UDP fiscal year. UDP estimates \$1.7 million with new benefits, and the consumer price index increases. The current BIA budget is \$1.55 million, which assumes 95% collection for FY 24, as well as \$295K surplus dollars that was rolled over to this year's budget. The total current budget is approximately \$2.3 million, which includes assessments, grants, partnerships, and sponsorships.

Don gave UDP 2025 budget considerations which included income sources and trends. Income sources include assessment spending from \$1.65m - \$1.85M, with Non-BIA income spending at \$400k-\$800k.

Don discussed the 2024-2025 budget timeline which is March's UDP/RAB visioning & budgeting exercise, April-May the UDP team will do a draft work plan, June 18 the UDP meeting to propose budget, the annual meeting on June 27th where there will be a formal budget vote, and the July 1st the 2025 fiscal year starts. During the UDP/RAB exercise the themes included more grants, public restroom advocacy, enhanced cleaning and safety, more public space activation, and new business promotions.

New Business

Sally asked if any new business but there was none

BIA Meeting Adjournment

Sally thanked the Board and UDP team and the meeting was adjourned at 5:31 p.m..



Financial Narrative for May 2024

Prepared for the UDBIA Board Meeting on 6/27/24

As the fiscal year draws to a close, spending is largely on track, with some slight cost savings on staffing and consulting dollars. The big variances are attributable to new grant income, which pushes numbers higher than expected on both the income and all related expenses.

Budget Report

Spending on staffing saw some variances that both reduced and increased spending over the year. The grant income from the Department of Commerce has covered the administrative costs for the grant work including Daniel's salary, as well as a portion of Don and Nikki's salaries. 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:

44430 – BIA Income: *BIA spending is lower than anticipated, due to additional income related to the administration fees from grant funding. This money will likely roll-forward to 2025.*

44530 – Grants Income: *The increase in budgeted grant dollars is offset by an increase in associated spending related to the grants—neither of which were in the budget for the year.*

47000 – Program Fees Income: *The U District Street Fair surpassed all expectations and brought-in over \$20,000 in income. This line shows a big increase in fees collected this year, which offsets the underperformance of sponsorship.*

47215 – Sponsorships Income: *Cherry Blossom Fest was successful and came in on target for sponsorship. Boba Fest and Food Walk underperformed, as will the Street Fair. These dips in income were offset by other revenue streams and cost control.*

43400 – Donations/Partnerships: *Community partnerships with UW and UHeights continue to expand the ambassador program's reach and capacity. The variance here represents these partnerships.*

Expense:

60000 – Staffing: *For months, this variance was associated with two open positions from last fall due to a slow start on staffing spending. However, the continued administration support from the Department of Commerce grant will keep this variance here through the end of the year.*

62000 – Office & Overhead Expense: *The increase in licenses and permits is related to Street Fair costs increasing. The rent variance is a timing issue, with the carpet replacement project finally happening in June. Technology and software spending is up due to the new economic development software that was purchased with a grant from the Seattle Office of Economic Development.*

70000 – Direct Program Expenses: *UDP has about \$30,000 of underspend in this area that is not related to events or grants and is largely related to contracted services dollars that have yet to be spent. Otherwise, the variance here is really related to the grant funding that has increased program spending this year.*

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. Also the new requirements to show the asset/liability implications of UDP leases are creating a variance that will persist through June, when it will be possible to compare year-over-year.

DOC Grant

UDP continues to spend down the Department of Commerce grant, which is tracked in the "DOC" column on the Budget Report. The grant has officially been extended through the end of the year to provide more funding to support incoming businesses, by offsetting their tenant improvement costs. Some of the grant administrative income will fall to the bottom line and roll-forward to FY2025 to support UDP administering the rest of the grant.

A Note on Reporting

To better demonstrate the work of the U District Partnership, and the impact of the BIA dollars in the U District, the UDBIA Executive Committee, in consultation with the UDP Finance Committee has evolved the UDBIA financial reporting to reflect the full UDP budget. The financial reports going forward will be consistent with UDP financial reporting, inclusive of UDP earned income from sponsorship and grants, so that the UDBIA Board can fully understand how the BIA dollars are leveraged to bring in additional resources to have a deeper impact in the U District.

The U District Partnership Profit & Loss Budget Performance May 2024

	Jul '23 - May 24	DOC	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense					
Income					
44430 · BIA Contract	1,554,089.96	0.00	1,699,773.79	-145,683.83	1,845,000.00
44530 · Grants Income	105,335.57	2,330,454.82	29,399.94	75,935.63	37,149.94
47000 · Program Fees Income	232,324.61	0.00	175,000.00	57,324.61	175,000.00
47213 · Retail Income	2,894.86	0.00	2,500.00	394.86	2,500.00
47215 · Sponsorships	47,533.66	0.00	105,000.00	-57,466.34	105,000.00
43400 · Donations/Partnerships	57,713.85	0.00	33,000.00	24,713.85	36,000.00
46400 · Interest and Other	246.13	0.00	0.00	246.13	0.00
Total Income	<u>2,000,138.64</u>	<u>2,330,454.82</u>	<u>2,044,673.73</u>	<u>-44,535.09</u>	<u>2,200,649.94</u>
Gross Profit	2,000,138.64	2,330,454.82	2,044,673.73	-44,535.09	2,200,649.94
Expense					
60000 · Staffing	760,047.71	133,601.59	857,000.39	-96,952.68	934,909.51
61000 · Professional & Contract Expense	37,739.98	6,817.00	42,291.66	-4,551.68	45,000.00
62000 · Office and Overhead	268,261.54	424.00	236,220.00	32,041.54	252,590.00
70000 · Direct Program Expenses	869,916.01	2,189,612.23	863,791.68	6,124.33	960,500.00
Total Expense	<u>1,935,965.24</u>	<u>2,330,454.82</u>	<u>1,999,303.73</u>	<u>-63,338.49</u>	<u>2,192,999.51</u>
Net Ordinary Income	<u>64,173.40</u>	<u>0.00</u>	<u>45,370.00</u>	<u>18,803.40</u>	<u>7,650.43</u>
Net Income	<u><u>64,173.40</u></u>	<u><u>0.00</u></u>	<u><u>45,370.00</u></u>	<u><u>18,803.40</u></u>	<u><u>7,650.43</u></u>

The U District Partnership

Balance Sheet Prev Year Comparison

As of May 31, 2024

	<u>May 31, 24</u>	<u>May 31, 23</u>	<u>\$ Change</u>
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	156,684.19	1,514,146.62	-1,357,462.43
10111 · WSECU Savings	135,321.06	160,063.08	-24,742.02
Total 10100 · Operating Bank Accounts	<u>292,005.25</u>	<u>1,674,209.70</u>	<u>-1,382,204.45</u>
Total Checking/Savings	292,005.25	1,674,209.70	-1,382,204.45
Accounts Receivable			
11000 · Accounts Receivable	191,916.05	187,702.29	4,213.76
Total Accounts Receivable	191,916.05	187,702.29	4,213.76
Other Current Assets			
12026 · Lease Rights	89,894.06	0.00	89,894.06
12022 · Prepaid Expense	1,184.33	10,159.37	-8,975.04
Total Other Current Assets	<u>91,078.39</u>	<u>10,159.37</u>	<u>80,919.02</u>
Total Current Assets	574,999.69	1,872,071.36	-1,297,071.67
Fixed Assets			
	11,013.05	11,686.49	-673.44
Other Assets			
17025 · Security Deposits	3,235.87	3,235.87	0.00
Total Other Assets	<u>3,235.87</u>	<u>3,235.87</u>	<u>0.00</u>
TOTAL ASSETS	<u><u>589,248.61</u></u>	<u><u>1,886,993.72</u></u>	<u><u>-1,297,745.11</u></u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	26,625.11	130,678.61	-104,053.50
Credit Cards	23,326.97	45,773.72	-22,446.75
Other Current Liabilities			
20220 · Lease Liability	91,046.06	0.00	91,046.06
20210 · Deferred Revenue	90,360.14	0.00	90,360.14
24000 · Payroll Liabilities	59,031.67	31,919.84	27,111.83
Total Other Current Liabilities	<u>240,437.87</u>	<u>31,919.84</u>	<u>208,518.03</u>
Total Current Liabilities	<u>290,389.95</u>	<u>208,372.17</u>	<u>82,017.78</u>
Total Liabilities	290,389.95	208,372.17	82,017.78
Equity			
32000 · Unrestricted Net Assets	234,685.26	248,880.08	-14,194.82
Net Income	64,173.40	1,429,741.47	-1,365,568.07
Total Equity	<u>298,858.66</u>	<u>1,678,621.55</u>	<u>-1,379,762.89</u>
TOTAL LIABILITIES & EQUITY	<u><u>589,248.61</u></u>	<u><u>1,886,993.72</u></u>	<u><u>-1,297,745.11</u></u>



U DISTRICT PARTNERSHIP PROPOSED BUDGET & WORK PLAN 2024 – 2025

Looking toward fiscal year 2025, The U District Partnership (UDP) budget will be influenced by growth in the district and the continued grants supporting economic development work. Private development continues to boom in the U District, resulting in new residential and office towers that are significantly increasing the value and size of assessed buildings and properties. Both of these factors will continue to bolster the UDP budget. Since 2020, the UDBIA assessment has increased by over \$600,000 and will be roughly \$1,750,000 in the next fiscal year. Assuming that UDP is able to collect 95% of the assessment next year, the base income would be \$1,650,000 from the UDBIA.

PROJECTED INCOME FOR 2025

Income from 2025 UDBIA Assessment: \$1,650,000

Each year, the UDBIA Assessment provides the base funding for the programs administered by UDP. 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: \$524,823

In the year ahead, there are several grants that have been secured to support UDP programming in the U District. These grants include the remainder of a generous \$5 million small business grant from the Washington State Department of Commerce, ongoing support for UDP's cleaning program from Seattle Public Utilities (SPU), and support from Seattle's Office of Economic Development to help UDP better understand and articulate the dynamics of the U District's local economy.

Program Fees: \$185,000

The income from program fees is largely attributable to the booth fee payments from the annual U District Street Fair. These fees are invested into covering the costs of the event each May.

Sponsorship: \$91,000

Each year UDP sets an ambitious target for sponsorship and each year it's been a challenge hitting the target, especially for Boba Fest and the U District Street Fair. Thankfully, these events have found cost savings and alternative revenue streams to balance the event budgets, but the 2025 budget is slightly less ambitious, giving the team more of a realistic goal for the year ahead.

Committed Partner Support: \$38,000

Several neighborhood partners have committed to financially supporting the morning ambassador shifts in FY 2025. This funding is contingent on UDP providing morning shifts starting at 7:15 a.m. on weekdays.

Underspending in 2024: \$189,174

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 \$150,000 in uncollected assessment dollars that UDP is actively working to pursue this summer, which are not considered in this budget, but are another variable that could provide a cushion in the next two years. This budget shows roughly \$186,000 rolled forward to 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: \$459,826

2024 Cleaning Budget: \$520,010

The UDP Clean Team grew significantly from 2020 to 2024, both in size and in hours worked. In 2021 UDP cleaned 5,200 hours a year, and today that number is closer to 8,300. 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 is planning to have four in-house team members who support all aspects of the program. This new arrangement will replace a contract with an outside firm. 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:

- *7 x week cleaning of south Ave area*
- *2 x week cleaning of north Ave area*
- *1 x month cleaning of general cleaning area*
- *2 x year community clean-ups (with focus on Roosevelt area)*
- *Clean team reorganization to deepen daily impact*
- *New operations center to accommodate new equipment and supplies*
- *Issue ticketing and tracking software*
- *Public realm maintenance, supplies and equipment*
- *Planting strip maintenance on NE 43rd Street*
- *Coordination of discounted/privately funded second floor graffiti removal*
- *Targeted/seasonal cleaning: pressure washing, leaf and snow removal*
- *Summer flower baskets*
- *Advocacy for enhanced ongoing City support for cleaning, and improved solid waste collection*

Proposed Safety & Outreach Budget: \$501,723

2024 Safety & Outreach Budget: \$482,651

The lion's share of the safety and outreach budget is allocated to sustaining the daily on-call ambassador program. In addition to the ambassador program, UDP will continue to lead a monthly case conferencing effort to reduce the impacts that people experiencing deep behavioral health issues continue to have on the district. Marcus will continue his advocacy with city and county leaders while convening neighborhood voices on the topics of cleaning, safety and outreach.

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*
- *Periodic late night security patrols at the beginning of Fall and Winter Quarters*
 - *10 p.m. – 3 a.m. periodically on Friday and Saturday nights*
- *Homeless outreach and monthly census*
- *Multi-agency case conferencing for high-impact individuals*
- *U District Clean & Safe Committee*
- *U District Human Services Committee*

Proposed Economic Development Budget: \$440,891*

2024 Economic Development Budget: \$149,281

**includes remainder of DOC grant*

In 2022, UDP secured a \$5 million grant from the Washington State Department of Commerce to support small businesses in making capital improvements to their businesses. The remaining \$524,000 of this grant will support several program areas and will need to be closed out by December. In addition, the 2025 work plan includes support for small businesses and a focus on improving the experience of outdoor dining. UDP has also secured access to new reporting tools and consultant support to evaluate the dynamics of the district's economy and health and needs of the ground floor retail.

Work Plan Highlights:

- *Business attraction, retention, and expansion*
 - *Updated small business landscape database*
 - *Commercial vacancy tracking and tenant matchmaking*
 - *New retail economic evaluation and strategy*
 - *New U District economic report*
- *Small business stabilization, technical assistance, one-on-one consultation*
 - *Improvements to outdoor dining experience*
 - *Business promotion campaigns, event support*
 - *Continued grants to support small businesses and organizations*
 - *Small business internet connectivity*
- *Economic Development Committee*

Proposed Placemaking & Urban Vitality Budget: \$222,119

2024 Placemaking & Urban Vitality Budget: \$223,891

In the year ahead, UDP will be advocating for planning and infrastructure resources to support the continued growth and vibrancy of the U District. This includes advocacy around investments through the Seattle Transportation Plan, the Seattle Transportation Levy and the update to Seattle's Comprehensive Plan. UDP will continue to invest in beautification and activation strategies for the U District. 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 to track development and transportation issues in the district providing transparency and advocacy when needed to address any related impacts.

Work Plan Highlights:

- *Fundraising and coordination of beautification projects:*
 - *Murals, public art, and placemaking*
 - *Public Art and placemaking*
 - *Improve / replace urban elements: pedestrian lights, etc.*
- *Continued placemaking and beautification*
 - *Summer flower baskets*
 - *U District signage featuring new neighborhood branding*
 - *Tree light maintenance*
 - *Evaluation, repairs and updates to street pole art*
 - *Update or upgrade blue tables at NE 43rd Street*
- *Arts and culture initiative*
 - *Assessment of arts and culture assets*
 - *Development of "art walk +" concept to highlight and promote assets*
- *Public/private development infrastructure tracking and advocacy*
- *U District access and mobility tracking and advocacy*
- *Advocacy for staffed public restrooms in the U District*
- *Convening and engagement with U District stakeholders*
 - *Urban Vitality Committee*
 - *Roosevelt Roundtable*
 - *Lid I-5 North Seattle Coalition*
 - *42nd Street Steering Committee*
 - *U District Community Council*
 - *CUCAC*

Proposed Marketing & Communications Budget: \$172,230

2024 Marketing & Communications Budget: \$186,788

In the year ahead, UDP will continue to elevate awareness of the U District and U District Partnership through marketing and communications channels. 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.

Work Plan Highlights:

- *Manage and grow engagement through social media and email campaigns*
- *Continue to update and drive web traffic to the UDistrictSeattle.com site*
- *Maintain and update UDP website to tell the story of UDP's growing impact on the U District*
- *Develop more U District small business videos and photography to show-off the unique and vibrant attractions of the neighborhood*
- *Generate positive earned media to draw attention to the neighborhood*

Proposed U District Events Budget: \$529,341

2024 U District Events Budget: \$356,650

Each year, UDP produces high-quality events that attract visitors and highlight the unique and positive attributes of the U District. First is the U District \$4 Food Walk, designed to welcome students and Seattleites to try more of the 120 district restaurants. The U District Cherry Blossom Festival kicks-off the spring, inviting the hundreds of thousands of people into the neighborhood to support local businesses. The 54 year-old U District Street Fair returns in May to celebrate arts and culture with a fifteen-block festival. The Street Fair is both the longest-running street fair in America, and the largest outdoor arts and crafts festival in Seattle. Next year, Boba Fest will move to July, to drive summer traffic and space out the events to facilitate production capacity. Boba Fest celebrates and raises awareness of the unique concentration of bubble tea shops in the U District. These 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.

Work Plan Highlights:

- *U District \$4 Food Walk – September 28, 2024*
- *U District Cherry Blossom Festival – Spring 2025*
- *54th Annual U District Street Fair – May 17 & 18, 2025*
- *Seattle Boba Fest – Summer 2025*
- *Expanded sponsorship for events and programs*
- *Potential additional promotions throughout the year*

Proposed Program Management Budget: \$335,632

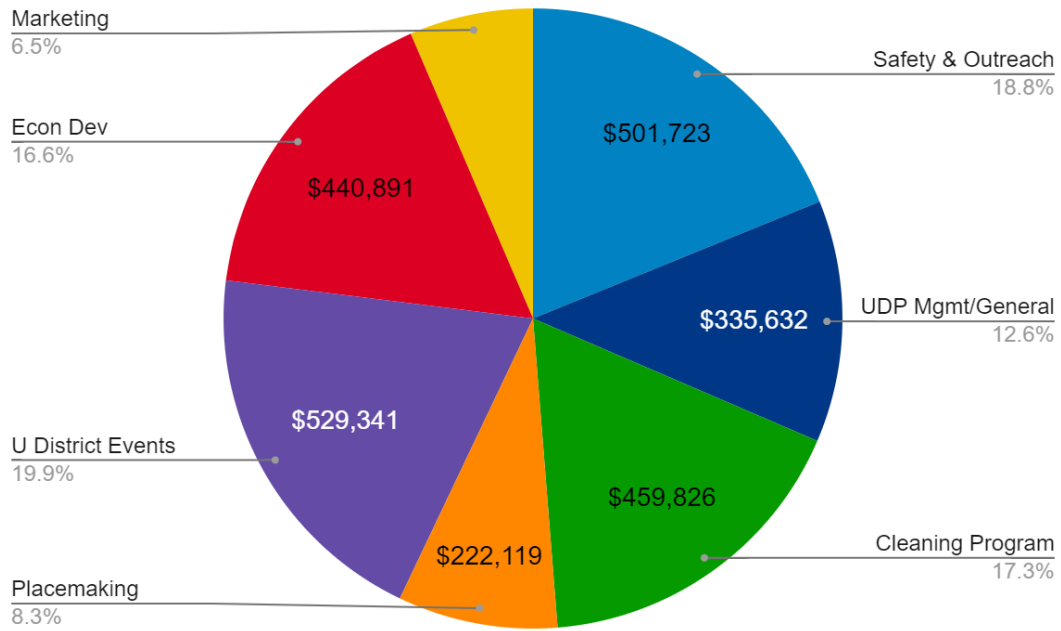
2024 Program Management Budget: \$273,727

As program manager, the U District Partnership provides professional management and 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 office improvements to accommodate in-person meetings to better support convenings and community engagement.

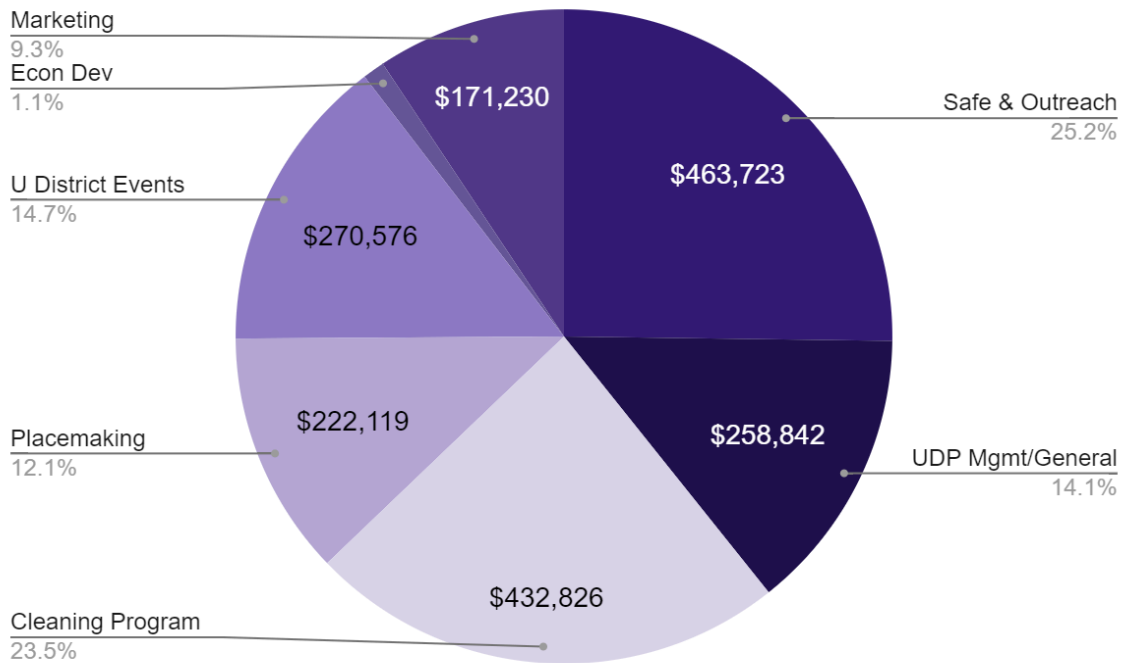
Work Plan Highlights:

- *Convene UDP Board and UDBIA Ratepayer Advisory Board meetings*
- *Engage Board and community members in organizational goal-setting and strategy*

PROPOSED 2025 UDP BUDGET: \$2.6 MILLION



PROPOSED 2025 BIA SPENDING: \$1.8 MILLION



	25 Program Management	25 Clean Program	25 Safety & Outreach	25 Economic Development	25 Urban Vitality	25 Marketing	25 Events & Promotions	Total Program Budget 25	25 U District Food Walk	25 Cherry Blossom Fest	25 Boba Fest	25 U District Street Fair	25 Misc. Events & Promotions	Total Event Budget 25	TOTAL UDP BUDGET 25
Ordinary Income/Expense															
Income															
Accumulated BIA Surplus (\$186K above Reserve)	79,174.06	0.00	60,000.00	0.00	0.00	0.00	50,000.00	189,174.06	0.00	0.00	0.00	0.00	0.00	0.00	189,174.06
BIA Assessment Income (\$1.65M for FY25)	179,667.52	432,826.09	403,723.25	19,857.50	222,119.33	171,230.42	128,575.91	1,558,000.00	30,000.00	10,000.00	15,000.00	30,000.00	7,000.00	92,000.00	1,650,000.00
Grants Income	76,790.00	27,000.00	0.00	421,033.16	0.00	0.00	0.00	524,823.16	0.00	0.00	0.00	0.00	0.00	0.00	524,823.16
Program Fees Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	175,000.00	0.00	185,000.00	185,000.00
Retail Income	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00
Sponsorship Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00	12,000.00	9,000.00	45,000.00	0.00	91,000.00	91,000.00
Donations/Partnerships	0.00	0.00	38,000.00	0.00	0.00	0.00	0.00	38,000.00	0.00	0.00	0.00	0.00	0.00	0.00	38,000.00
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	335,631.58	459,826.09	501,723.25	440,890.66	222,119.33	172,230.42	178,575.91	2,310,997.22	65,000.00	22,000.00	24,000.00	250,000.00	7,000.00	368,000.00	2,678,997.22
Expenses															
Total Staffing Expenses	112,311.58	402,876.09	110,003.25	223,469.66	161,019.33	138,530.42	177,575.91	1,325,786.22	0.00	0.00	0.00	24,200.00	0.00	24,200.00	1,349,986.22
Total Professional Fees	34,500.00	0.00	0.00	0.00	0.00	0.00	0.00	34,500.00	0.00	0.00	0.00	0.00	0.00	0.00	34,500.00
Total Office and Overhead Expenses	161,320.00	16,950.00	18,220.00	1,500.00	3,100.00	10,200.00	1,000.00	212,290.00	3,500.00	0.00	1,800.00	34,600.00	0.00	39,900.00	252,190.00
Total Direct Program Expenses	27,500.00	40,000.00	373,500.00	215,921.00	58,000.00	23,500.00	0.00	738,421.00	61,500.00	18,757.94	22,406.68	177,000.00	7,000.00	286,664.62	1,025,085.62
Total Expenses	335,631.58	459,826.09	501,723.25	440,890.66	222,119.33	172,230.42	178,575.91	2,310,997.22	65,000.00	18,757.94	24,206.68	235,800.00	7,000.00	350,764.62	2,661,761.84
Net Ordinary Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,242.06	-206.68	14,200.00	0.00	17,235.38	17,235.38

THE U DISTRICT PARTNERSHIP

PROGRAM REPORTS June 2024

CLEAN, SAFE & OUTREACH

David Delgado Returns to Lead Outreach in the U District



David Delgado, who previously served as the U District's outreach worker before being promoted, is returning on an interim basis until REACH hires someone new to replace JJ Bartlett, who left REACH earlier this month. David helped develop the neighborhood outreach approach into a model now being replicated across the city. The U District is in good hands until a suitable replacement is found and trained in the coming months.

New Colorful Flower Baskets Arrive on the Ave

Just in time for summer, new flower baskets were installed along University way on May 13th so they'd be on display during the U District Street Fair. This year, UDP used a new supplier, the same one that provides flowers for U Village, after Molbaks could no longer supply the U District's flower baskets. The design features bright, multi-colored flowers, different from the geraniums of the past few years. The UDP Clean Team diligently maintains the flowers with daily watering and regular fertilizing. The flowers will remain up until October or until they stop growing for the season.



UDP Clean and Safe Committee Convened in Early June

The UDP Clean and Safe Committee met on June 5th and heard from guest speaker Davonte Belle from the newly formed Seattle CARE Department (Community Assisted Response and Engagement). The CARE Department includes the Seattle 9-1-1 Communications Center and the CARE Community Crisis Responder Team. Davonte discussed the rollout of the new Community Crisis Responder Team in Downtown and explained the operations of the 9-1-1 Communications Center. He covered various ways to report crime (e.g., online reporting, non-emergency line, 911, telephone reporting unit) and answered questions. The committee also heard from Sarah Lawson, the North Precinct Crime Prevention Coordinator, and Officer Dave Gordon about recent crime data from the U District. UDP staff provided a brief update on the clean, safe, and homeless outreach operations.

Solid Waste Issues



The U District is a highly dense area with many restaurants who are known for creating a great deal of solid waste and recycling as a part of their daily business. Poor city oversight and accountability measures are continuing to have an outsized impact on the neighborhood, where there are over 120 food service businesses within a very small geography. This issue is particularly evident in the alley to the west of University Way. A recent audit by UDP showed that some businesses were paying for dumpsters that weren't there, while others were not paying for service at all and were using other people's containers. As a next step, UDP will be taking the audit information to clearly mark dumpsters with the appropriate business names while tracking service levels and compliance.

While Marcus regularly reports the issues seen in the alley to SPU and Recology, UDP has also asked Seattle City Councilmember Maritza Rivera (D4) to help the city to hold both the service provider and the small businesses accountable for better managing their waste streams.

U DISTRICT EVENTS

Seattle Boba Fest Celebrated Year Three | Saturday, April 27

Seattle Boba Fest returned for the third year, celebrating the U District's undefeated title as the PNW capital of bubble tea. This year, 28 local businesses participated in the celebration, including all 25 boba tea sellers in the U District. Thousands of people grabbed a menu, a photo with Boba Buddy and as much boba and bubble tea as they could handle.

This year UDP extended the event footprint by closing 43rd Ave NE. This strategy offered people a place to gather in the street, just outside of the light rail station, where they could review menus and take photos.



U District Street Fair Celebrated 53 Years | Saturday, May 18 - Sunday, May 19

The U District Street Fair returned this year - bigger than it has been in recent memory - with a 15-block closure (a mile of city streets) to allow for over 300 vendors and 28 local businesses to activate University Way and nearby streets.

Street Fair 2024 included live music and entertainment from Jet City Improv, Broadway Bound, Garfield High School Jazz Band, and the Husky Alumni Marching Band plus three "Vibe Enhancement" stations keeping the mood upbeat and positive from NE Campus Parkway to NE 50th Street.

No one went without food or drink as 3 beer gardens, 9 food trucks, 38 food vendors, and a dozen local neighborhood businesses fed tens-of-thousands of people!

New this year, UDP added a Family Zone hosted by YMCA and color-coded map with matching balloons, which made the event feel fresh!



Street Fair had incredible press coverage with the [Fox 13 Morning Show](#) doing 4 live segments the Friday before the event, promoting various aspects of the Street Fair. The [Seattle Times Ticket](#) promoted the event the week prior and [King 5 News](#) came down to the Street Fair to visit the festival on Sunday. Other coverage included [Secret Seattle](#), [The Stranger](#), and [Greater Seattle on the Cheap](#).



URBAN VITALITY

Lid I-5 North Concept Advances

UDP continues to lead conversations around a potential highway lid between NE 45th and 50th Streets. Recent work on this effort includes:

- UDP signed-onto a joint letter and public comment to City Council as a part of a “freeway fighters” coalition with the Aurora Ave, Reconnect South Park, CID, and Lid I-5 downtown groups advocating for additional SDOT levy funding for highway mitigation projects.
- UDP Urban Vitality Manager, Katy Ricchiuto presented to 40 attendees on “Transformational Infrastructure” at Seattle Town Hall in collaboration with Cascade Bicycle Club and Peter Harnik, author of [From Rails to Trails: The Making of America’s Active Transportation Network](#).

- Urban Vitality Manager Katy Ricchiuto also co-authored an op-ed in [The Urbanist](#) about the funding needed for highway mitigation projects, and their benefits, in collaboration with Lid I-5 and Reconnect South Park.
- UDP has scheduled a bicycle tour (June 22) and a walking tour (June 26) with interested members of the public and state elected officials
- UDP participated in a stakeholder meeting with the Washington State Department of Transportation on a ramp study they are conducting. The preliminary study is examining highway exit and entrance maps from downtown Seattle to the U District and their potential for reconfiguration or consolidation in the future.
- WSDOT Secretary Roger Millar sent [a letter](#) to Seattle Mayor Bruce Harrell (April 15, 2024) sharing support for lidding efforts in Seattle and called on the city to identify seed money to begin to advance the thinking on these projects, thereby demonstrating the city's commitment to continued collaboration, and make this work competitive for future state and federal funding.

U District to be Highlighted at 2024 International Downtown Association Conference

UDP has been selected to host three neighborhood tours as a part of the upcoming International Downtown Association (IDA) Conference in September. IDA is the primary professional organization for place management organizations, and holds an annual conference in a different North American city each year. This year, the conference is in Seattle. UDP's tours will be:

- A full-day, pre-conference tour discussing the relationship between the University of Washington and the U District.
- A half-day tour on supporting business districts in the face of major built environment development
- A half-day tour with the Ballard Alliance on transit-oriented development

Each tour will bring participants through different parts of the neighborhood to learn about the U District, the work the UDP does, and hear from small businesses and local stakeholders.

U District Prepares for Comprehensive Planning Work

In late March, the City of Seattle released a draft of the One Seattle [Comprehensive Plan](#). The Comprehensive Plan will inform zoning-related changes across the City. The University District will go through a sub-area planning process in 2025-2026 that will inform more specific zoning changes in the neighborhood. UDP has begun engaging with the Office of Planning and Community Development to understand how we can best prepare for the sub-area planning process and inform the consultant work once it begins in early 2025.

Development Tracking

Urban Vitality is working with the Economic Development program (Daniel Lokic) to track new development data for an upcoming 2024 U District Economic Development Report we plan to release this summer. Urban Vitality is also tracking data around arts and culture organizations and spaces in the neighborhood, and public infrastructure and transit data and investment. The data collected for the Economic Development Report will also be compiled into an adjacent, smaller report focused on recent and upcoming development projects in the neighborhood. The goal is to update the report

annually.

ECONOMIC DEVELOPMENT

U District Receives Seattle Office of Economic Development Funded Retail Study

With the incoming growth and development in the U District, there are changing dynamics for ground floor retail and small businesses. To help UDP better understand these dynamics and how best to support the U District's small businesses, The Seattle Office of Economic Development (OED) has awarded UDP an opportunity to receive consulting support for a retail analysis and study which could include:

- **Recruitment Strategy:** Focused on highlighting neighborhood strengths
- **Implementation Strategy:** Including key elements of a retail analysis with a focus on how the analysis leads to implementation
- **Neighborhood Visioning Strategy:** Creating a community-based vision for the future of a neighborhood's retail makeup
- **Understanding Specific Opportunities:** Narrowly focused study centered around a particular asset type
- **Diagnostic Strategy:** Understanding key factors that have driven a shift in a neighborhood

Additional components that could be incorporated into this analysis also include:

- Trade Area Analysis
- Demographics
- ESRI Tapestry Segmentation
- Location / Physical Analysis
- Assets and Challenges
- Pedestrian Counts and Foot Traffic
- Retail Leakage and Surplus
- Retail Mix
- Retail Space Analysis
- Retail Occupancy / Vacancy
- Retail Sales Reports
- Block-by-Block Map
- Retail Openings
- Stakeholder Surveys, Interviews, and Focus Groups
- Employment Trends
- Benchmarking against similar geographies
- Recommendations

While UDP has already begun collecting some of this data for the 2024 U District Economic Development Report, the support from OED and a dedicated consultant will further uplift UDP's effort in supporting existing businesses and attracting new businesses to the area, thereby enhancing ground-floor vibrancy and activity. OED and UDP will be interviewing consultants for this study on July 1st. The study is anticipated to be completed by the end of Q4 2024.

Advocacy to Support Business Regulatory Environment

Throughout the last year, UDP staff have encountered numerous businesses that have experienced challenges surrounding permitting, change of use, and other components of the business regulatory environment. This dynamic has also played a significant role in the barriers facing prospective businesses in filling vacant spaces. Restrictions and costs of Change of Use code have added to the barriers in filling some of the U District's largest vacant commercial spaces. Over the past couple of

weeks, UDP staff have begun to share these challenges with the City of Seattle and King County. Moving forward, UDP staff will interview select business owners who have expressed frustration surrounding the regulatory environment to gain critical insights into the specific permits and processes creating barriers; Ultimately using this information to engage stakeholders and advocate for strategies to overcome these issues at the city/county level.

UDP Receives Economic Reporting Grant from Seattle’s Office of Economic Development

Earlier this spring, The U District Partnership received a grant to purchase subscriptions to several leading economic data platforms. This is a part of UDP’s strategy to better tell the unique story of the U District’s rapid growth and changes over the past few years. In the months ahead UDP will use these programs to develop an economic development report.

Videos of UDP Grant Recipients are Now Online

Over the last couple of years, over 140 small businesses in the U District have benefitted from the UDP’s Vitality Grants Program, which enabled businesses to take on hundreds of improvements throughout the neighborhood. This grant was made possible by generous funding from the Washington State Department of Commerce. Now, several of the businesses who have received these grants are featured on [UDP’s website](#), including [Kraken Bar & Lounge](#), which reopened on Roosevelt earlier this spring.



Kraken Bar & Lounge | U District Vitality Grant



U District Partnership | U District Vitality Grants Overview