



BOARD MEETING AGENDA

11:30 a.m. to 1:00 p.m.

June 17, 2025

WSECU - 1121 NE 45th St, Seattle, WA 98105

I.	Welcome & Introductions	Aaron	11:30 a.m.	
II.	Public Comment	Public	11:35 a.m.	
III.	Approval of April Meeting Minutes	Aaron	11:40 a.m.	(Vote)
IV.	Finance Committee Report	Don B.	11:45 a.m.	
	• Acceptance of May 2025 Financials			(Vote)
V.	New Economic Development Manager	Don/Hannah	11:50 a.m.	
VI.	Events Report	Lauren	11:55 a.m.	
VII.	Clean, Safe & Outreach Report	Marcus	12:00 p.m.	
VIII.	Marketing & Communications Report	Polly	12:10 p.m.	
IX.	Urban Vitality Report	Janet	12:15 p.m.	
X.	Governance Committee Report	Josh S.	12:20 p.m.	
	• Board Nomination: Paul Yunker, University District Food Bank			(Vote)
	• Prospective Board Member: Darren Rose, 206 Apartments			
	• Board Members Retiring: Moe Kahn, Cedars Restaurant; Josh Stabenfeldt, YMCA			
XI.	Proposed 2026 Budget & Work Plan	Don B.	12:30 p.m.	
XII.	New Business	Lois	12:50 p.m.	
XIII.	Adjourn	Lois	1:00 p.m.	



Board Meeting Minutes

11:30am to 1:00pm

April 15, 2025

WSECU, 1121 NE 45th Street, Seattle WA 98105

UDP Board Members in Attendance in Person

Aaron Hoard – *Co-Chair*
Lois Ko, Sweet Alchemy – *Co-Chair*
Trevor Peterson – *Treasurer*
Stephen Antupit – U District Resident
Katie Betz – Urban Renaissance Group
Jeremy Eknoian – UW Real Estate
Josh Gana – UW Housing & Food Services

Anson Lin – Astora Construction
Maya Lu – Boba Up
Jessie Quan – Ladd & Lass Brewing
Miles Richardson – Audi Seattle/UVW
Emily Scully – Shultz's on the Ave
Anna Sorokina – WSECU

UDP Board Members Not in Attendance

Santhi Perumal – *Secretary*
John Hix – Seattle Vineyard Church
Rick Jones – University Business Center
Kristine Kenney – UW Planning
Moe Khan – Cedars Restaurant

Naomi Lewis – Luminati Labs
Angela Mercado – U Heights
Don Schulze – U District Property Assoc
Alfred Shiga – Shiga's Imports
Josh Stabenfeldt – University YMCA

UDP Staff

Don Blakeney – Executive Director
Jannat Bey – Administration Assistant
Marcus Johnson – Clean & Safe Manager

Janet Lee, Urban Vitality Manager
Nikki Somers, Operations Manager
Pollyanna Yokokawa, Marketing Manager

Guests*

Jacob Adams, Seattle CARE Department
Davonte Belle, Seattle CARE Department
Julie Blakeslee, University of Washington
John Linn, Chapel on the Ave

Royce Morrison, University Congregational
Sam Plasencia, U District Food Bank
Cameron Van Horn, U District Food Bank
Paul Yunker, U District Food Bank

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

Welcome and Introductions

Lois started the meeting, with a round of introductions. Including, welcoming Janet Lee to the board meeting.

Seattle CARE Department

Don introduced and welcomed Davonte Belle and Jacob Adams with the Seattle CARE Department. Devonte gave an overview of the Seattle CARE Department, which was established in October 2023. Chief Amy Barden created the team as the liaison between fire and police, for public safety in the City of Seattle. The CARE Department handles the “low acuity” calls which are calls that include no criminal element. This department is data driven and works to streamline public safety through dispatch. Seattle CARE is unique nationally because it houses 911, leveraging dispatch expertise and analysis as central to design. The CARE Department is best positioned to rapidly identify gaps and overlaps in public safety and determine what constitutes the best first response. The CARE Department works closely with fire and police to standardize liability protections and well being supports across departments. It also allows for co-respond flexibility, and records sharing.

CARE response to date includes 1,991 total events (handled or assisted on), 57.8% of calls requested by police, SPD backup requested 3 times, which is approximately .002% of calls. CARE response saves at least 40% cost on average per call versus dispatching police. CARE is citywide, 7 days a week from 12pm to 10pm. There are 24 responders, 3 supervisors, 1 manager, and 1 training manager. CARE locations are located in police precincts, including UWPB and also have some satellite offices. LEAD and Co-LEAD contracts will be moving to CARE, which will require tight collaboration with community-based providers and outreach teams.

CARE stands for Collaboration, Adaptability, Responsibility and Empathy. CAREs 2025 Organization development includes CARE as a Learning Organization, CARE as a Research Hub and Local/National Resource, and CARE as a Center of Tech Innovation. You can reach out to Chief Amy Barden at amy.barden@seattle.gov. Lois thanked the Seattle CARE Department for attending.

Public Comment

Lois called for public comment, there was no public comment.

Approval of UDP Board Meeting Minutes

Lois introduced the February 2025 meeting minutes, asked for any questions or amendments.

Motion: Trevor moved to accept the February 2025 UDP Board meeting minutes.

Second: Aaron seconded the motion.

Approval: The motion was approved unanimously

Finance Committee Update and Approval of the Financials

Trevor provided a comprehensive narrative and high-level overview of the current financial report. Key highlights included timing issues, staffing underspending, UDP income and BIA assessments, and the budget impact of the underspending. Next Trevor discussed program fees and sponsorships that include street fair revenue, more vendors led to higher program revenue. However sponsorship income was underperforming, effectively offsetting the gains from the program fee.

Additional discussion items included the shift to bring UDP clean team staff in house, however the transition took longer than expected. Trevor shared that the large negative figure under accounts payable is due to April bills issues in March, this is also a timing issue that balances out over time. Lastly Trevor offered an update on BIA Collections and that although collections are temporarily down, it does not affect the amount UDP requests from the BIA.

Note: A full financial narrative is included in each UDP Board meeting packet, speaking directly to any variances in the budget, which is approved each year at the Annual Meeting in June.

Motion: On behalf of the Finance Committee, Trevor moved to accept the February 2025 financials as presented at the April 15, 2025 Board Meeting.

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

Approval: The motion was approved unanimously.

Approval of Fidelity Investments Trading Authority

Don provided an overview regarding a generous future donation from **Tom McQuaid**, who has agreed to donate **\$100,000 (one hundred thousand dollars)** to UDP in the form of **stocks**, to be received in the next fiscal year. A Fidelity Investment account was created for the purpose of receiving and managing these types of funds. The finance committee discussed moving some of UDP's Reserve Funds into the same Fidelity account to achieve better interest rates. The Board hereby approves and authorizes the addition of Don Blakeney and Nikki Somers to the Fidelity Investment account for the purposes of executing trades and managing related UDP investment activities.

Motion: On behalf of the Finance Committee, Trevor moved to accept the motion

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

Approval: The motion was approved unanimously.

2025-2026 Budget Preview Workshop

Don advised everyone that May 6th, 2025 @ 1pm will be a virtual 2025-2026 Budget Preview Workshop and suggested all should save the date.

Welcome to the Team

Don welcomed Janet Lee, who will be joining UDP as the new Urban Vitality Manager. She is currently completing a project with King County and will transition to her full-time role with UDP in June 2025. Janet gave an overview of her background and experience with King County, as well as her creative placemaking programs with City of Redmond and City of Anaheim. Janet emphasized her commitment to aligning programs, and projects while ensuring underrepresented voices are included.

Don introduced Jannat Bey, UDP's new Administrative Assistant who joined UDP the previous week as the Administrative Assistant. Nikki offered that Jannat comes to UDP from the AARP Foundation program and brings a diverse and impressive background.

Executive Director Report

Don offered an update on the Economic Development Manager position. There were approximately 50 applicants, and the hiring process is in the final stages, with a decision expected by the end of May, and a hire date for the first of June.. Of the candidates, one of the top ones was flown in from California, where she currently was working in the BID field.

Don shared that the UDP was awarded the UDBIA RFP. It was a 116 page application, there were 5 applicants, with 1 from Seattle. UDP plans to go back to the city and possibly go before council, to have the ordinance updated.

Next, Don discussed the work of the Lid I-5 North Steering Committee and the feasibility study that has been funded in-part by the City of Seattle and a \$1.5 M Reconnecting Communities grant from the U.S. Department of Transportation. However, the federal money is currently tied up in administration and will likely remain a question mark for the foreseeable future. Lastly, the Washington State Legislature is considering their budget, and our local state Senator, Javier V, has put in \$500k to help close the gap for the \$2M study.

Don gave an overview of the U District Station Park at the Gateway Building. UDP is working in partnership with Lincoln Properties to activate this space which would include hosting street fair activities, outdoor movie screenings, dance classes, yoga classes, and an installation of tables, chairs, umbrellas, and other community fun.

Clean & Safe Program Report

Marcus started us off with the Homeless Census that was conducted in March 2025. The counts included January @ 47, February @ 46, and March @ 100. Of the March count, 52 people were people of recognition, 16 known by name, and 7 of those people were in the U District Case Conferencing working specifically in High Impact situations. The census was an "at-face" census. Marcus was able to create an app that enabled UDP to capture and hold data coinciding with the Maps inputting identifying whether living in a tent or someone that we knew.

Next Marcus gave an update on the UDP beautification efforts. The new flower baskets will arrive just after the Street Fair. UDP also planted over 2K tulips and are growing and going

strong. Lastly, UDP is working with Jump Ship Workshop in Ballard on new picnic tables for 43rd street. These are scheduled to roll out the week of the Street Fair.

Marcus reminded everyone of the Spring Clean and Safe Committee meeting that will be held April 16 and include public safety, cleaning, homeless outreach, and beautification.

In March a Public Safety walk was convened in the neighborhood by Councilmember Rivera. This walk focused on drug activity, burglaries, assaults, gun violence, graffiti, and alley issues. The walk included representatives from SPD, SFP, Seattle CARES, the Mayor's office, SPU, SDOT, and SSL. Stops on the walk included Hiatt Apartments, George Coffee, and U Heights Center. Don and Marcus are also working with Ballard, the Lead Program, REACH on how UDP could expand this model to City wide communities.

U District Events

Polly gave an overview of the Cherry Blossom Festival which took place March 21 thru April 6. There were 82 businesses that participated which brought in 1.8M visitors, of which were 660K unique visitors. The UW quad alone during these dates had 208K visitors of which 160K were unique visitors. Multiple businesses participated which included 2 weeks free trial memberships; fitness classes, retail, beverage and food promos were some of the highlighted events.

UDP hosted a window decoration contest that included 25 businesses participating. The voting was from other participating businesses.. The winning window this year for the 2nd year in a row, was Shiga's Imports with Cheba Hut and Pink Gorilla as runner ups. The winning window received \$1K and the runners up got a \$500 gift card to the U District business of their choice.

Polly gave a Look Ahead at 2025 events, including the 2025 U District Street Fair on May 17 and 18, as well as the Seattle Boba Fest on July 19.

Don shared that with the U District Street Fair, balloon sponsorships are welcomed and will include personal logo'd balloons.

Communications & Marketing

Polly updated the Board about some of the recent media coverage, including the Fox 13 Good Day Seattle segment that aired on March 21, and the KIRO 7 Around the Sound coverage, both focused on the Cherry Blossom Festival.

A few other highlights included Cafe Allegro highlighted in Seattle Refined, Toasted celebrated in The Daily, KUOW's article on U District pharmacy leaving, the Daily Journal of Commerce article about the UDSB name change to Gateway Building, and Seattle Met's "Secret Spots in Seattle's U District".

Governance:

Lois made a motion to nominate Julie Blakeslee, Environment & Land Use Planner at University of Washington to the UDP Board.

Motion: Lois moved to accept the motion to accept

Second: No second needed

Approval: The motion was approved unanimously

Don acknowledged that both Paul from the U District Food Bank and David from Key Bank are prospective Board members for future consideration. Don also thanked both Santhi and Josh S. for their service to the board, both of whom will be leaving the board immediately. Additionally Kate B. and Kristine K., will also be stepping down for professional reasons. Don offered the current list of UDP Board of Directors and mentioned that there are 5 open seats and that we will be sending out the new meetings for 2025-2026.

New Business

Aaron asked for new business, there was none. Aaron asked all non board members to leave the room to make a motion.

Adjournment

Lois thanked everyone and then called the meeting adjourned.



Finance Committee Report & Budget Narrative

Prepared on 6/13/25

This financial narrative provides a summary of The U District Partnership's financial statements as of the end of May 2025, covering most of the fiscal year's spending.

Budget Report

The main variances below pertain to timing issues with the Street Fair income/spending and the reduced spending on staffing due to a slow ramp-up of our in-house clean team and the two vacant manager positions that will be filled by June. UDP will use the surplus funds from the end of fiscal year 2025 to cover any gap between planned spending for next year, and the FY26 assessment, consistent with the strategy from the past few years. The numbers along the left side of the page correspond with the numbers on the budget report:

Income:

444300 – BIA Income: *With underspending on staffing due to two vacant positions this winter, and support from the Washington State Department of Commerce, UDP didn't draw as much revenue from the BIA as was anticipated in the budget. This money will roll forward into FY 2026 to support program spending in the year ahead.*

44530 – Grants Income: *UDP has finally spent down the entirety of the DOC grant with the final allocation going to a new restaurant/dessert bar set to open on the Ave next year. The variance shown here is the result of an error in calculating the deferred revenue at the beginning of this year. More money than we had anticipated would be allocated to projects completed in FY25. The final payment for the grant should come in over the next month.*

47000 – Program Fees & Sponsorship Income: *UDP brings in booth fees for the U District Street Fair during the winter months, which boost income in this category. With booth sales up again this year, this surplus should persist through the end of the year.*

47215 – Sponsorship: *Sponsorship is down this year, offset by cost savings and increases in program fees and booth fees.*

43400 – Donations: *Our partnership funding is higher than anticipated this year, thanks to a generous donation from the U District Rotary to support the new blue tables on NE 43rd Street, which is offset by increased spending below.*

Expense:

60000 – Staffing: *Three factors led to a significant underspend on staffing this year—one was the slow start of the in-house clean team, which was ultimately offset by an overspend on the existing cleaning contract last summer; another was the two vacant manager positions that persisted this winter and into the spring; and the third was the administration support for the time our team spent administering the DOC grant. With the positions filled*

and the grant winding down this month, the organizations spending on staffing should resume to normal levels going forward.

621500 – Renovations & Repairs: UDP postponed some of the planned office renovations until UW was able to sign a new five-year lease, which happened in February. Expenses shown here are attributable to the upgrades made to the operations center. Future office renovations include expanding to the rest of the fourth floor of the former Alumni House building and updating the kitchen.

63600 – Banking and Service Fees: This variance is a timing issue with the U District Street Fair which has many fees associated with booth sales and the city permits and should resolve by the end of the year.

62200 – Insurance: This variance may shrink a little by the end of the year, but insurance came in a little lower than anticipated overall.

62100 – Rent and Monthly Parking: UDP budgeted for a cushion for our lease renewal which shows a slight underspend that should persist until the end of the year.

63300 – Staff Development: With IDA in Seattle this past year, most staff didn't take advantage of the conference travel budget, which will likely resume next year when some of the team travels to IDA in Washington D.C.

62700 – Technology and Software: This year, the City awarded UDP a grant to use new economic development software including [Placer.ai](#) and CoStar on a pilot basis. These programs are expensive, but give our team the ability to better understand the dynamics around retail and foot traffic, which will inform economic reporting.

62500 – Local Travel and Meetings: This category supports committees and meetings with stakeholders. Most of this work is conducted by the Executive Director and the Urban Vitality and Economic Development Managers. The absence of these two roles this winter and spring has led to less spending under this category.

70335 – Program Supplies: This captures a few areas of spending across the organization's budget—from the purchasing of cleaning supplies to table covers for the Street Fair. The underspend here is mostly a timing issue and should land close to what the budget charted last summer.

70300 – Advertising: UDP has underspent on advertising this year, but has recently invested in advertising in the airports which will roll-out this summer.

70320 – Contracted Services: This is mostly a timing issue related to Street Fair, for which the invoices are still rolling in. The cleaning contract with Seattle Surface Cleaners persisted through October, driving this expense line up which may reveal itself at the close of June.

70340 – Equipment Rental: This is also a timing issue with Street Fair and should resolve by the end of June.

70350 – Event Entertainment: *The activities on Brooklyn and in U District Station area park pushed this line up by at least \$10,000 this year. The costs were offset by strong booth sales.*

70360 – Other Program Expenses: *UDP has invested in some initial infrastructure to support the activation of the U District Station area park, some of which was used for the U District Street Fair. This was not in the budget, and some of this has been covered by the DOC grant.*

70370 – Printing and Reproduction: *This cost came in lower than anticipated this year, with some new spending still landing for the overhead Boba Fest banner which will be installed next week.*

Balance Sheet Report

The balance sheet will continue to have some distortion from the lingering influence of the Commerce grant.

The U District Partnership
Budget Report
May 2025

	Jul '24 - May 25	YTD Budget	\$ Over Budget	Annual Budget
Income				
44430 · BIA Contract	1,389,074.17	1,695,185.72	-306,111.55	1,841,566.23
44530 · Grants				
44532 · DOC	497,155.76	453,228.41	43,927.35	494,431.00
44534 · OED	17,537.07			
44536 · SPU	20,250.00	20,250.00	0.00	27,000.00
44530 · Grants - Other	1,175.00	0.00	1,175.00	0.00
Total 44530 · Grants	536,117.83	473,478.41	62,639.42	521,431.00
47000 · Program Fees	219,564.95	185,000.00	34,564.95	185,000.00
47213 · Retail Sales	950.10	916.67	33.43	1,000.00
47215 · Sponsorships	36,020.71	91,000.00	-54,979.29	91,000.00
43400 · Donations/Partnerships	41,273.88	34,833.33	6,440.55	38,000.00
46400 · Interest and Other	1,068.76			
Total Income	2,224,070.40	2,480,414.13	-256,343.73	2,677,997.23
Expense				
60000 · Staffing Expenses				
60100 · Wages & Salaries	866,388.67	1,028,268.91	-161,880.24	1,119,747.90
60020 · Payroll Taxes	78,651.00	87,732.87	-9,081.87	95,508.59
60030 · Medical Benefits	77,301.27	96,980.87	-19,679.60	105,797.31
60040 · Retirement Benefits	19,868.30	30,188.06	-10,319.76	32,932.44
60050 · Transit Benefit	2,516.67	2,750.00	-233.33	3,000.00
Total 60000 · Staffing Expenses	1,044,725.91	1,245,920.71	-201,194.80	1,356,986.24
61000 · Professional Expenses				
61100 · Accounting Fees	29,600.00	29,000.00	600.00	30,500.00
61110 · HR Consulting	0.00	1,833.33	-1,833.33	2,000.00
61120 · Legal Fees	2,187.00	1,833.33	353.67	2,000.00
Total 61000 · Professional Expenses	31,787.00	32,666.66	-879.66	34,500.00
62000 · Office and Overhead Expenses				
62150 · Renovations & Repairs	21,399.98	56,000.00	-34,600.02	56,000.00
63600 · Banking and Service Fees	3,045.34	14,458.33	-11,412.99	14,500.00
62800 · Dues & Subscriptions	2,144.02	1,558.33	585.69	1,700.00
62200 · Insurance	7,858.29	12,375.00	-4,516.71	12,500.00
63100 · Licenses and Permits	19,344.84	17,910.00	1,434.84	17,920.00
63120 · Merchandise	668.92	1,833.33	-1,164.41	2,000.00
62300 · Office Equipment	5,226.66	6,875.00	-1,648.34	7,500.00
62900 · Postage & Mailing	292.17	366.66	-74.49	400.00
62100 · Rent and Monthly Parking	76,364.42	83,083.33	-6,718.91	90,500.00
63300 · Staff Development	5,340.26	12,100.02	-6,759.76	13,200.00
62400 · Office Supplies	2,628.88	4,583.33	-1,954.45	5,000.00
62700 · Technology and Software	38,742.55	20,579.17	18,163.38	22,450.00
62600 · Telephone	1,628.88	1,668.33	-39.45	1,820.00
62500 · Local Travel and Meetings	3,050.18	5,141.66	-2,091.48	5,600.00
Total 62000 · Office and Overhead Expenses	187,735.39	238,532.49	-50,797.10	251,090.00
70000 · Direct Program Expenses				
70310 · Committee & Board Meetings	6,399.06	8,250.00	-1,850.94	9,000.00
70335 · Program Supplies	38,636.18	34,683.33	3,952.85	36,600.00
70300 · Advertising	5,403.66	11,565.67	-6,162.01	11,690.67
70320 · Contracted Services	518,606.64	549,553.67	-30,947.03	586,012.00
70340 · Equipment Rental	41,322.18	52,800.00	-11,477.82	52,800.00

The U District Partnership
Budget Report
May 2025

	Jul '24 - May 25	YTD Budget	\$ Over Budget	Annual Budget
70350 · Event Entertainment	36,662.00	22,500.00	14,162.00	22,500.00
70360 · Other Program Expenses	256,062.26	246,134.76	9,927.50	268,128.18
70370 · Printing and Reproduction	23,573.25	30,146.44	-6,573.19	30,354.77
Total 70000 · Direct Program Expenses	926,665.23	955,633.87	-28,968.64	1,017,085.62
Total Expense	2,190,913.53	2,472,753.73	-281,840.20	2,659,661.86
Net Income	33,156.87	7,660.40	25,496.47	18,335.37

The U District Partnership

Balance Sheet Prev Year Comparison

As of May 31, 2025

	May 31, 25	May 31, 24	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
10100 · Operating Bank Accounts			
10110 · WSECU Checking	94,654.19	156,684.19	-62,030.00
10111 · WSECU Savings	160,595.37	135,321.06	25,274.31
Total 10100 · Operating Bank Accounts	255,249.56	292,005.25	-36,755.69
Total Checking/Savings	255,249.56	292,005.25	-36,755.69
Accounts Receivable	169,851.58	162,157.07	7,694.51
Other Current Assets			
12026 · Lease Rights	33,119.29	89,894.06	-56,774.77
12022 · Prepaid Expense	6,000.10	1,539.01	4,461.09
12021 · Employee Advances	234.22	902.05	-667.83
Total Other Current Assets	39,353.61	92,335.12	-52,981.51
Total Current Assets	464,454.75	546,497.44	-82,042.69
Fixed Assets			
15000 · Furniture and Equipment	14,299.95	11,013.05	3,286.90
Total Fixed Assets	14,299.95	11,013.05	3,286.90
Other Assets	3,235.87	3,235.87	0.00
TOTAL ASSETS	481,990.57	560,746.36	-78,755.79
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	72,378.34	26,625.11	45,753.23
Credit Cards	4,829.21	23,438.28	-18,609.07
Other Current Liabilities			
20220 · Lease Liability	33,880.56	91,046.06	-57,165.50
20210 · Deferred Revenue	9,265.19	90,360.14	-81,094.95
24000 · Payroll Liabilities	61,005.73	59,031.67	1,974.06
Total Other Current Liabilities	104,151.48	240,437.87	-136,286.39
Total Current Liabilities	181,359.03	290,501.26	-109,142.23
Total Liabilities	181,359.03	290,501.26	-109,142.23
Equity			
32000 · Unrestricted Net Assets	267,474.67	234,685.26	32,789.41
Net Income	33,156.87	35,559.84	-2,402.97
Total Equity	300,631.54	270,245.10	30,386.44
TOTAL LIABILITIES & EQUITY	481,990.57	560,746.36	-78,755.79



PROPOSED BUDGET & WORK PLAN

2025 – 2026

The U District Partnership (UDP) budget reflects both a growing UDBIA assessment and the ongoing support of a wide range of valued community partners. It also demonstrates a commitment to strategic investments that drive meaningful improvements across the district. While this year's overall budget remains consistent with last year's, it absorbs a significant reduction in grant funding—offset by increased assessment revenue and underspending from prior years. Since 2020, the UDBIA assessment has grown by more than \$700,000 and is projected to reach approximately \$1,864,000 in the coming fiscal year. With an anticipated 95% collection rate, UDP expects to generate a solid base income of about \$1,770,000 from the UDBIA—providing strong, stable funding for the year ahead.

PROJECTED INCOME FOR 2026

Income from 2026 UDBIA Assessment: \$1,770,332

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: \$39,500

In the year ahead, there are a few grants that have been secured to support UDP programming in the U District, including ongoing support for UDP's cleaning program from Seattle Public Utilities (SPU), and support from Seattle's Department of Neighborhoods to expand the capacity of the U District Ambassador program.

Donations & Partnerships: \$150,000

Several neighborhood partners have committed to financially supporting UDP programming. UHeights currently supports the morning ambassador shifts, Amazon has generously offered to support activation in the U District Station park, in addition to some private donations.

Program Fees: \$238,000

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.

BIA Surplus Spending: \$395,000

Every year, there is a difference between UDP's budgeted and actual spending. Typically, UDP slightly underspends, allowing unspent funds to be rolled into the following year's program budget. In addition, UDP consistently maintains a surplus of city-held funds beyond the required reserves, which can be allocated to future budget priorities. While assessment

collection has improved, there is still over \$150,000 in outstanding assessment dollars that UDP is actively working to collect. These funds are not included in the current budget but could provide additional flexibility over the next two years. Currently, this budget projects approximately \$395,000 to be carried forward into the next fiscal year.

Sponsorship: \$78,500

This year, UDP is reducing this target by \$15,000. Each year UDP has set an ambitious goal for sponsorship and has had trouble meeting these targets. Most event revenue can be attributed to Street Fair booth fees, but sponsorship remains an opportunity to bring in external funding from event partners.

PROPOSED 2026 BUDGET & WORK PLAN

A clean and safe commercial district is essential to driving a vibrant and resilient local economy. That's why cleaning and safety programs continue to represent the largest share of BIA program investments—ensuring the U District remains an attractive place to visit, shop, work, live, and do business. Strategic investments in the public realm, along with targeted business support and recruitment, will further enhance the district's vitality and appeal. Marketing and events offer powerful opportunities to tell the story of the U District, attract new visitors, and strengthen community pride—with most event costs largely offset by revenue from booth fees and sponsorships. Below is a proposed work plan and budget for 2026 that compares projected spending to allocations in the 2025 budget.

Proposed 2026 Safety & Outreach Budget: \$520,511

2025 Safety & Outreach Budget: \$501,723

The majority of the safety and outreach budget is dedicated to sustaining UDP's daily on-call ambassador program, which remains a cornerstone of the district's public safety strategy. Beyond the ambassador program, UDP will continue to lead a monthly case conferencing initiative, aimed at reducing the ongoing impacts of severe behavioral health challenges within the district. Additionally, UDP will continue to provide strong leadership in this space—advocating with city and county officials and actively convening neighborhood stakeholders to drive progress on key priorities related to 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 (with the aim of adding a Saturday morning shift later in the year)*
- *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 Team Walks*
- *U District Public Safety Committee*

Proposed 2026 Cleaning Budget: \$586,405

2025 Cleaning Budget: \$459,826

The UDP Clean Team continues to expand—both in size and in total hours worked—to meet the growing needs of the U District. In 2021, the team provided approximately 5,200 cleaning hours annually; today, that number has nearly doubled to 10,000 hours. With persistent graffiti and frequent biohazards driven by the concentration of individuals experiencing homelessness, demand for these services regularly exceeds capacity. Continued growth is needed in future years as assessment dollars allow.

In the coming year, UDP will further strengthen the team by replacing a part-time position with a full-time employee, bringing the total to five in-house team members—a new milestone following last year’s transition to fully in-house operations. UDP will also continue to coordinate second-story graffiti removal for property owners who choose to invest in this service and will maintain its use of issue tracking software to manage work orders and monitor response times. A \$27,000 grant from Seattle Public Utilities will continue to support these efforts.

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*
- *5 in-house clean team members*
- *Continued improvements to the 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/private-funded second floor graffiti removal*
- *Targeted/seasonal cleaning: pressure washing, leaf and snow removal*
- *Advocacy for enhanced ongoing City support for cleaning, and improved solid waste collection*

Proposed 2026 Economic Development Budget: \$174,252

2025 Economic Development Budget: \$440,891*

**included remainder of DOC grant*

In 2022, UDP secured a \$5 million grant from the Washington State Department of Commerce to help small businesses make critical capital improvements. With the grant now successfully completed, program spending in this area will naturally decrease in 2026. Looking ahead, the 2025 work plan maintains a strong commitment to supporting small businesses, with an added emphasis on retail recruitment to further strengthen the district’s commercial core. In addition, UDP has secured access to advanced reporting tools and consultant expertise to better understand the district’s economic dynamics and assess the evolving needs and opportunities of ground-floor retail—ensuring that future investments are targeted and effective.

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*
- *Database management and economic reporting*
 - *New U District economic report*
 - *Public/private development infrastructure tracking and advocacy*
- *Small business assistance and promotion*
 - *Business promotion campaigns, event support*
 - *Continued grants to support small businesses and organizations*
 - *Small business technical assistance*
- *Convening and engagement with U District stakeholders*
 - *Economic Development Committee*
 - *U District Community Council*

Proposed 2026 Marketing & Communications Budget: \$180,730

2025 Marketing & Communications Budget: \$172,230

In the year ahead, UDP will continue to raise the profile of both the U District and the U District Partnership through targeted marketing and communications. Increased event-driven web traffic has already elevated awareness and accessibility across both websites, while new photography is helping to more effectively convey the story of the U District and UDP's impact. This momentum will continue to build in the coming year.

Work Plan Highlights:

- *Expand and deepen engagement through strategic social media and email marketing campaigns*
- *Drive traffic to UDistrictSeattle.com, keeping content fresh, engaging, and informative*
- *Maintain and enhance the UDP website to better showcase the organization's growing impact on the district*
- *Produce new video and photography assets that spotlight the district's unique small businesses and vibrant attractions*
- *Pursue positive earned media coverage to further elevate the U District's visibility and reputation*

Proposed 2026 Placemaking & Urban Vitality Budget: \$279,484

2025 Placemaking & Urban Vitality Budget: \$222,119

In the year ahead, UDP will welcome a new Urban Vitality Manager who will lead efforts to secure planning and infrastructure investments that foster the continued growth and vibrancy of the U District. A key priority will be advocating for the neighborhood's interests in the upcoming updates to Seattle's Comprehensive Plan, helping to shape a more connected, resilient, and thriving district. UDP will also continue to champion beautification and public space activation initiatives. BIA funding will support the maintenance of UDP-owned district

signage, tree lighting, flower baskets, and the management of popular outdoor amenities – including tables, chairs, and umbrellas on NE 43rd Street and at the U District Station Park. In addition, select funding will support consultant expertise to advance new strategies for neighborhood vitality. UDP will maintain a strong focus on monitoring development and transportation activity, providing transparency and proactive advocacy to address emerging impacts and ensure that future growth enhances the quality of life in the district.

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*
 - *Plaza furniture management for NE 43rd Street and U District Station Park*
- *Arts and culture initiative*
 - *Assessment of arts and culture assets*
 - *Development of “art walk +” concept to highlight and promote the district*
- *Public 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*
 - *Lid I-5 North Seattle Coalition*
 - *CUCAC*

Proposed 2026 U District Events Budget: \$586,955

2025 U District Events Budget: \$529,341

Each year, UDP produces a dynamic lineup of high-quality events that attract visitors and showcase the unique character and vitality of the U District. These events not only drive foot traffic but also strengthen the district’s identity as one of Seattle’s most vibrant neighborhoods.

Work Plan Highlights:

- *Seattle Boba Fest – July 19, 2025*
- *U District Chow Down – October 4, 2025*
- *U District Window Walk & Study Break – December, 2025*
- *U District Cherry Blossom Festival – Spring 2026*
- *55th Annual U District Street Fair – May 15 & 16, 2026*
- *Expanded sponsorship for events and programs*
- *Potential additional promotions throughout the year*

Proposed 2026 Program Management Budget: \$345,551

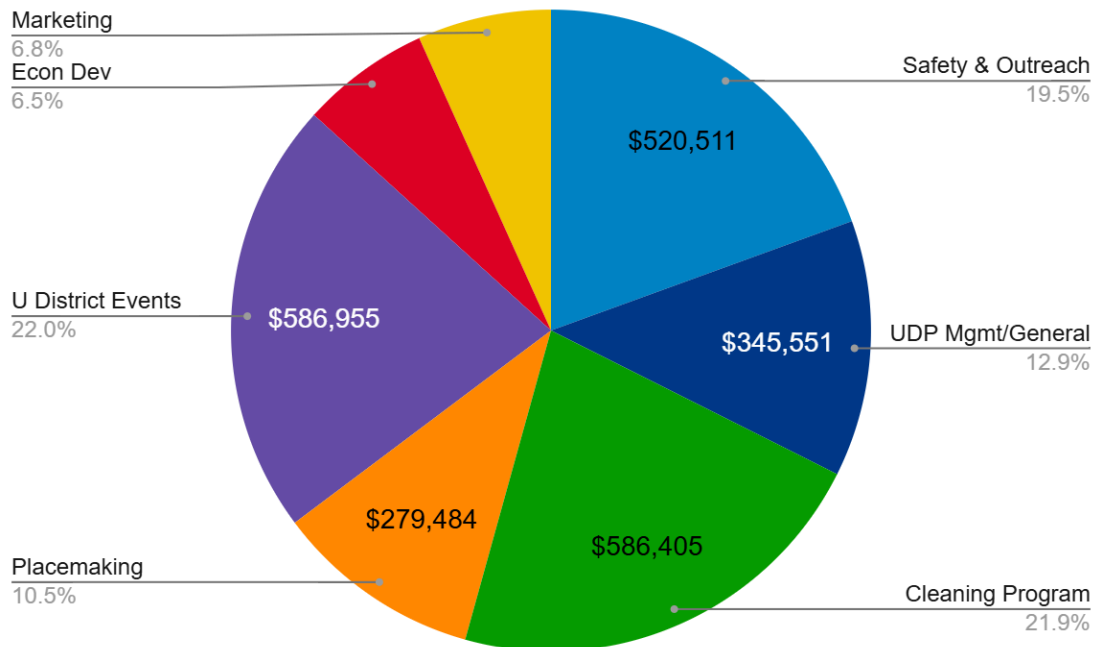
2025 Program Management Budget: \$335,632

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 an expanded office space to accommodate in-person meetings to better support convenings and community engagement.

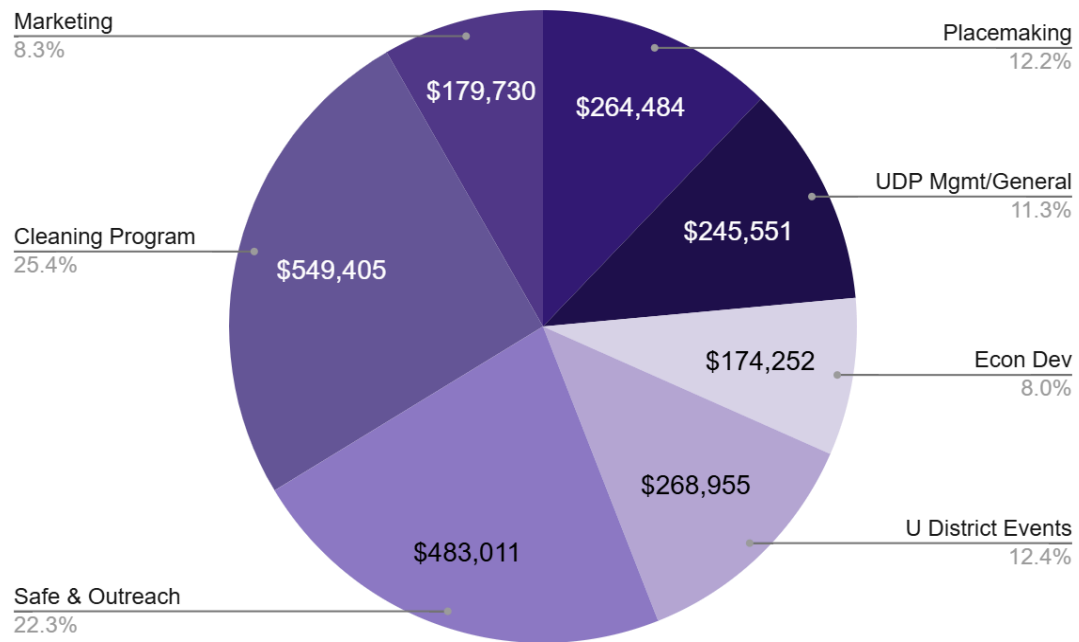
Work Plan Highlights:

- *Convene UDP Board and UDBIA Ratepayer Advisory Board meetings*
- *Strong advocacy on behalf of the neighborhood*
- *Engagement with other community partners*
- *Program oversight and accountability*
- *Fundraising and financial management*
- *Community convening and networking*

PROPOSED 2026 UDP BUDGET: \$2.67 MILLION



PROPOSED 2026 BIA SPENDING: \$2.16 MILLION





Program Reports

June 2025 UDP Board of Directors Meeting

June 17, 2025

CLEAN, SAFE & OUTREACH

UDP Partners with the City and Recology to Audit Alleys and Address Litter

To help bring greater organization to U District alleys and ensure they function effectively, UDP is collaborating with Recology and Seattle Public Utilities (SPU) to conduct alley audits. These audits include inventorying dumpsters and containers to verify that the receptacles businesses are paying for are present and appropriate for their needs. If service levels are found to be inadequate, businesses are required to adjust their service accordingly. Auditors also compare the list of businesses with waste service to all businesses located on the block. Those without service are enrolled by SPU and Recology to help curb illegal dumping. As part of the process, Recology replaces damaged or broken containers. Currently, an audit is underway in the alley behind the Neptune Theatre on the 4300 block of University Way NE.

Recent Uptick in Public Safety Issues

The U District has experienced several public safety incidents in recent months. Three armed robberies occurred on May 31, June 1, and June 2. The Seattle Police Department (SPD) requested assistance from the UDP in retrieving surveillance footage related to the crimes; however, no usable footage was found from the area. SPD believes the same individual may be responsible for all three incidents and remains committed to identifying and apprehending the suspect.

On June 9, a shooting took place outside The Standard apartment complex, following a large party on their rooftop. UDP followed up with SPD and learned that a large party involving 150–200 attendees had been underway when tensions escalated among three individuals. An exchange of gunfire occurred outside the building, resulting in one person being shot in the arm. The injured individual, who is also considered a suspect, has not been cooperative with investigators. This is the second party at The Standard that resulted in gunfire in recent months.

Homeless Census

UDP continues to lead regular point-in-time census counts of the neighborhood's unhoused population to better understand local trends and support data-informed advocacy and outreach efforts. These counts are currently being conducted on a bi-weekly basis to capture fluctuations in the population before transitioning back to monthly counts.

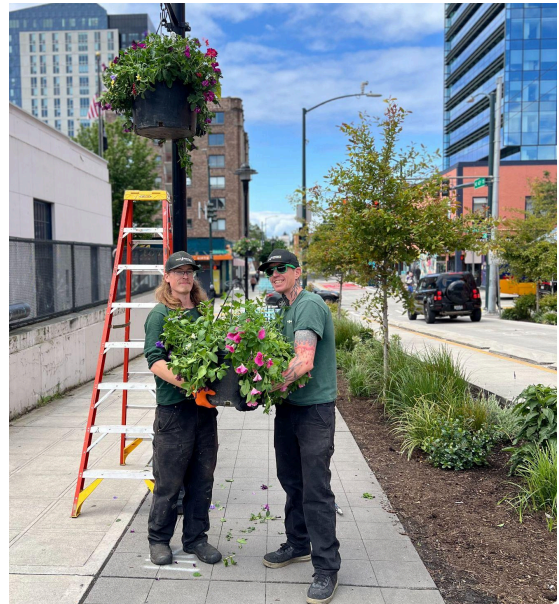
DATE OF COUNT	NUMBER OF PEOPLE
05/28/2025	76
05/16/2025	133
05/02/2025	69
04/18/2025	48
03/25/2025	100
02/19/2025	46
01/15/2025	47

Preliminary findings indicate that the number of individuals experiencing homelessness in the area is highly variable and often influenced by the presence of services or events on a given day. For example, the unpermitted marijuana distribution program that takes place at University Playground on Fridays consistently draws large crowds to the neighborhood (sometimes as many as 200 individuals). In response to these patterns, UDP recently adjusted the timing of its counts to Wednesdays, as that day tends to have the fewest services that might draw individuals from other neighborhoods.

PLACEMAKING & URBAN VITALITY

New Flower Baskets Arrive in Time For Summer!

The annual flower baskets have arrived in the U District! This year, UDP partnered directly with local growers to select baskets that reflect the neighborhood's preferences, without the added costs of flower brokers. Installation and ongoing maintenance are handled by the UDP Clean Team, who will ensure the baskets remain vibrant and well cared for throughout the season. The baskets are displayed on light poles along University Way and NE 43rd Street from May through October, bringing a burst of color to the neighborhood.



New U District-Branded Outdoor Dining Tables on NE 43rd Street!

The long-awaited tables have arrived in the U District. UDP collaborated with JumpShip Mfg to design new, durable, and functional tables to replace the well-loved picnic tables at the 43rd Street Plaza, which had reached the end of their usable life. The new tables feature neighborhood branding and are powder coated to match the U District light rail station, maintaining the visual theme of the original blue tables. The UDP Clean Team continues to maintain the plaza and its infrastructure. These improvements were made possible thanks to generous support from the Washington State Department of Commerce and the University District Rotary Club.



UDP Welcomes New Urban Vitality Manager

Janet Lee, AICP officially joined the UDP team as the new Urban Vitality Manager on June 16. Janet brings a wealth of experience at the intersection of planning, equity, and placemaking – having previously managed award-winning creative placemaking programs in Redmond and Anaheim. Most recently, she managed the 2025 King County Strategic Climate Action Plan and led efforts to center social equity in the 2024 King County Comprehensive Plan. She also helped develop the King County Affordable Housing Dashboard to set countywide housing targets.

EVENTS

54th U District Street Fair, A Definitive Success!

The 2025 U District Street Fair (held on May 17-18) sold out 16 city blocks of spaces to over 300 artists, organizations, and food booths! Attendees also enjoyed a stage that rocked, even in the rain, and possibly the first ever Street Fair mosh pit!

Festival Dates	Estimated Street Fair Attendance
5/17/25	52,227
5/18/25	58,333
TOTAL	110,560



The Street Fair saw over 110,000 visits from over 92,000 unique visitors. The station area park at NE 43rd and Brooklyn included live music, free balloons, muralists, custom dog portraits, a wild putt-putt course (holes designed by artists), UW Engineering Student 3D printers and race cars!

Seattle Boba Fest Moves to the Summer

[Seattle Boba Fest](#) returns this year, but will be making a move from April to Saturday, July 19 to make use of warmer weather as the U District continues to build excitement for the robust bubble tea offerings of the neighborhood. With over 20 neighborhood businesses participating, it should be a great showing of the best bubble tea Seattle has to offer! New partnerships with local makers, C89.5FM, and Sakura-Con will enliven the festival atmosphere.



MARKETING

Street Fair Promotion and Partnerships

The U District Partnership worked with local media to promote the 54th U District Street Fair. With year-long media partnerships around events with both KUOW and The Stranger, UDP was able to leverage advertising spends to reach broader audiences.

UDP also collaborated with local news stations to feature the festival in widespread segments. [FOX 13's Good Day Seattle](#) filmed five segments on Street Fair activities, featuring artists, local businesses, and student engineers. The event was also featured in weekend writeups with [Seattle Refined](#), [KIRO 7's Around the Sound](#), [SeattleMag](#), The Stranger, KUOW, and more.



U District Advertisement at SeaTac

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



ECONOMIC DEVELOPMENT

New Economic Development Manager!

As of June 2, Hannah Kiburz officially joined the UDP team as the new Economic Development Manager. A Yale graduate, Hannah previously served as Economic Development Analyst at the Downtown SF Partnership, a BID supporting San Francisco's Financial District and Jackson Square.

City of Seattle U District Retail Study Workshop

UDP, the Seattle Office of Economic Development, and the consulting firm &Access are conducting an ongoing study of the U District's retail landscape. A group of U District property owners and businesses recently met with the project team to review key findings from the ground-floor retail analysis and provide community feedback as Phase II of the study concludes. The deep-dive workshop included an overview of the study's scope and provided insight into the neighborhood's current retail inventory, vacancies, priority sites, comparable case studies, and consumer profiles.

Updates from Scarecrow Video

Prompted by the recent damage to Scarecrow's building, Don and Hannah met with the Scarecrow team to understand how UDP may be of assistance during this time. Scarecrow shared many opportunities for collaboration, including promotion of their summer movie series at the U District Station area park, and their "Sustain Our Scarecrow" capital campaign. Members of the Scarecrow staff will be presenting at the UDP Board Meeting in July to talk about their long-range plans in the district.

Business Openings & Closures

Recent closures include that of Lulumière, Bugis, Thanh Vi, and the College Inn Pub. On a positive note, Avole, a coffee bar, is set to open sometime this summer, with Raising Cane's coming this fall.