

## MID Ratepayer Advisory Board

Hybrid Meeting

June 25, 2024 | 8-9:15 a.m.

8:00	<a href="#">Call to Order</a>	Reza Marashi, Chair
8:02	<a href="#">Guest Ratepayer Comment</a>	
8:10	<a href="#">Chair's Report</a> <ul style="list-style-type: none"><li>✓ ACTION: Minutes from May meeting</li><li>📄 Annual Business Meeting Requirements</li></ul>	Reza Marashi, Chair
8:15	<a href="#">Proposed 2023-2024 Work Plan</a> <ul style="list-style-type: none"><li>📄 2024-2025 Work Plan</li><li>✓ Recommendation of Work Plan to City</li></ul>	Jon Scholes, DSA President & CEO Reza Marashi, Chair
8:25	<a href="#">2024-2025 MID Budget</a> <ul style="list-style-type: none"><li>📄 Budget Summary Memo</li><li>📄 2024-2025 MID budget</li><li>✓ Recommendation of budget to City</li></ul>	Elisabeth James, COO Reza Marashi, Chair
8:35	<a href="#">Approval of Program Manager</a> <ul style="list-style-type: none"><li>📄 Program Manager Memo</li><li>✓ Recommendation of Memo to City</li></ul>	Reza Marashi, Chair
8:40	<a href="#">MID Board Governance</a>	Reza Marashi, Chair
8:45	<a href="#">Program Manager Report</a>	Jon Scholes, DSA President & CEO
8:50	<a href="#">Downtown Revitalization</a> <ul style="list-style-type: none"><li>📄 Revitalization dashboard</li></ul>	Ryan Gockel, Director Strategic Initiatives
8:50	<a href="#">MID Program Update</a>	Jennifer Casillas, VP Public Realm & Ambassador Operations
9:05	<a href="#">New Business</a>	Reza Marashi, Chair
9:15	<a href="#">Adjourn</a>	Reza Marashi, Chair

## **Meeting Minutes**

### **MID Ratepayer Advisory Board**

**May 28, 2024**

**Presiding: Reza Marashi, Chair**

**Attending:**

**Staff:** Jon Scholes, Emily Bailor, Brian Cannon, Jennifer Casillas, Elisabeth James, Michael Johnson, Kylie Rolf, Steven Walls, Sally Wright

### **CALL TO ORDER**

**Reza Marashi, Chair**

Reza welcomed the group to the May meeting. Reza asked for any guest ratepayer comments. Hearing none, he introduced the guest speaker.

### **CHAIR'S REPORT**

**Sabrina Villanueva, Vice Chair**

Reza reviewed the agenda. He called attention to the minutes from the May meeting. He asked for a motion to approve the minutes. A motion was made and seconded, no discussion, the minutes were approved by consensus. Reza reminded the group that the MID Ratepayer Advisory Board would next meet in June.

### **GUEST SPEAKER**

**Steve Strand, West Precinct Captain, SPD**

Steve discussed the department's progress since Covid. He noted the increased alignment with City Hall and discussed staffing shortages impact the department's ability to provide some services. He reviewed the department's priorities going into the busier summer months. Captain Strand stood for questions.

### **FINANCIAL REPORT**

**Sabrina Villanueva, Vice Chair**

**Elisabeth James, COO**

Sabrina noted no major variances; those that are present are due to timing. She reminded the group that 24/25 budget development is underway. Elisabeth reviewed the draft 24/25 budget noted the focus areas and changes year over year.

### **MID PROGRAM MANAGER REPORT**

**Jon Scholes, DSA President & CEO**

Jon provided a brief program manager report. He reminded the group that the DSA/MID Annual meeting would be held June 27. He also reminded the group that the International Downtown Association Conference would be held in September.

## **DOWNTOWN REVITALIZATION**

**Ryan Gockel, Director Strategic Initiatives**

Ryan reviewed the recovery dashboards. He discussed total monthly visitor numbers, return of office workers, hotel room demand, proposed and under construction residential units, incidents of violent crime, tent counts on downtown sidewalks, and Narcan deployments. He also provided data regarding the number of local visitors to downtown.

## **MID MOMENT**

**Jenn Casillas, VP Public Realm and Ambassador Operations**

Jenn provided the MID Moment for May. She shared the Ambassador of the month for March and April.

## **MID PROGRAM REPORT**

**Jennifer Casillas, VP Public Realm & Ambassador Operations**

She discussed increased recruitment and retention efforts and shared some of the work done using the city's Downtown Activation Plan funds. She discussed how the management of Bell Street Park has been implemented so far this year and highlighted a mural program that will be throughout downtown this summer. Finally, she reminded the group to check out the dynamic dashboards for MID programs on the website.

## **NEW BUSINESS**

None

## **ADJOURN**

9:00 a.m.



June 25, 2024

TO: MID Ratepayer Advisory Board  
FROM: Reza Marashi, Chair  
RE: MID Business

At our annual meeting we are required by City ordinance to approve the following:

- ✓ Budget for the operating year commencing July 1, 2024 and ending June 30, 2025
- ✓ A work plan outlining the planned services and programs for the 2024-2025 fiscal year
- ✓ The Downtown Seattle Association as the Program Manager

Please refer to Section 17 of Ordinance #126817 for more information (clipped below)

*At the annual ratepayers' meeting, the Board shall present its proposed work plan and 8 budget for the next year, and its recommendation regarding whether to continue with the current 9 Program Manager. The work plan, budget, and recommendation regarding whether to continue 10 with the current Program Manager must be approved by a vote of the ratepayers and submitted to 11 the OED Director for review and approval.*

Program	Cleaning & Maintenance	Community Safety & Hospitality	Public Space Operations & Events	Economic Development & Planning, Transportation & Access	Communications & Marketing	Management & Operations
Program Description	Provide daily sweeping, graffiti removal, alley cleaning and pressure-washing services 7:00 a.m - 9:00 p.m. Coordinate with public agencies to address maintenance of public infrastructure in the right of way (pay stations, utility boxes, clogged drains and illegal dumpings, tree grates, etc.).	Provide daily ambassador presence throughout the district 7:00 a.m. - 9:00 p.m.	Manage select parks and public plaza and provide daily programming, park staffing, security, events and investments in amenities.	Develop and maintain economic, demographic and market data on downtown's overall competitiveness and provide information to brokers, developers, media, ratepayers and policymakers. Fund commute services for property owners and tenants to make MID properties easy and affordable to reach from across the region through transit pass sales, transportation consulting and events.	Provide communications, marketing, media relations, social media and creative services to support MID program activities.	Provide high-quality program administration and excellent customer service, as well as financial contract management services and legal services.
Service Detail	<ul style="list-style-type: none"><li>- Sweep sidewalks and curbs</li><li>- Remove debris, gum, and human and animal waste</li><li>- Remove graffiti tags and stickers on public property and repaint parking pay stations</li><li>- Syringe removal</li><li>- Additional cleaning equipment and services, including contract pressure washing</li><li>- Remove and compost leaves</li><li>- Deploy mechanized sweeping and cleaning equipment</li><li>- Track daily ambassador activities and conditions of right of way utilizing handheld technology</li><li>- Survey ratepayers on satisfaction with cleaning services</li><li>- Respond to online and telephone service requests</li><li>- Coordinate with public agencies to address maintenance issues with public infrastructure</li><li>- Track infrastructure in poor condition</li><li>- Develop reports on maintenance needs</li></ul>	<ul style="list-style-type: none"><li>- Provide directions, customer service and assistance to members of the public</li><li>- Provide safety escorts as requested through dispatch</li><li>- Provide daily staffing of select parks and public plazas</li><li>- Assist individuals in need in finding services, shelter and housing</li><li>- Assist in implementing the Conditions of Entry Program for businesses/properties</li><li>- Track daily ambassador activities and core services utilizing handheld technology</li><li>- Conduct regular visits with ground level businesses and property/security personnel</li><li>- Provide information on City regulations related to the public right of way</li><li>- Provide trainings and classes to external partners (ex: de-escalation classes)</li><li>- Manage additional investment in extra SPD patrols in focused areas</li><li>- Manage and oversee private security contract providing ambassador protection and ratepayer response</li></ul>	<ul style="list-style-type: none"><li>- Provide staffing to coordinate programming, events and engage the public and partner agencies</li><li>- Provide daily amenities and programming in Westlake Park, Occidental Square, Pioneer Park and Bell St. Park</li><li>- Activate McGraw Square and Westlake Square with amenities, beautification, art installations and staffing</li><li>- Produce summer live music/concert series, Downtown Summer Sounds, throughout the MID</li><li>- Produce holiday events and beautification initiatives, including management of the Downtown Tree Lighting Celebration</li><li>- Invest in public space programming and beautification in public areas, to include art installations, murals, lighting and plantings</li><li>- Track daily ambassador activities and core services utilizing handheld technology</li><li>- Conduct user-experience survey for Westlake Park, Occidental Square, Pioneer Park and Bell St. Park</li><li>- Observe, monitor, track and report public/private amenities in need of maintenance within the public realm</li></ul>	<ul style="list-style-type: none"><li>- Collect data and conduct economic trend analysis; report out to stakeholders and media</li><li>- Track demographic data</li><li>- Provide businesses and property owners access to MID databases and market information</li><li>- Assist businesses and ratepayers in communicating with city departments, elevating concerns and issues and obtaining information on city services</li><li>- Track and analyze development activity in downtown</li><li>- Develop plans and initiatives to enhance public infrastructure, public spaces and pedestrian corridors</li><li>- Provide transportation consulting services to property owners to attract and retain tenants</li><li>- Support property managers with transportation survey data collection. Provide analysis and recommendations.</li><li>- Provide discounted transportation programming including Commute101 Events and Adult Learn to Bike Ride for tenant employees</li><li>- Consult on bike rack &amp; E-bike facilities</li><li>- Shape planning efforts to enhance transportation access and the public realm</li><li>- Consult with ratepayers on world-class commute facilities and commuter benefits to recruit &amp; retain top tenants</li><li>- Advise on parking policy and parking management strategies</li><li>- Support with City of Seattle Transportation Management Plan regulations, including collection of program reports</li><li>- Provide analysis of commuter trends for individual properties based on Seattle Commute Survey</li><li>- Provide 1:1 Commute Consultations for tenants' employees to support return to office initiatives</li><li>- Offer guidance to mitigate major transportation construction (Revive I-5, ST Link Light Rail)</li><li>- Support tenants sustainability goals with transit pass and e-bike parking consultations</li></ul>	<ul style="list-style-type: none"><li>- Produce, post and boost regular social media content to raise awareness and increase visibility of MID ratepayers and MID-funded programs (ambassadors, events, testimonials, etc.)</li><li>- Produce collateral material to support MID-funded programs (including event promotion and point-of-service materials, signage, giveaways, etc.)</li><li>- Produce an annual meeting for ratepayers</li><li>- Provide media relations support of MID-funded activities and events</li><li>- Produce a periodic newsletter for MID ratepayers</li><li>- Produce and distribute periodic eblasts to property owners and managers, notifying them of possible disruptions downtown (protests, marches, etc.)</li><li>- Manage the DSA/MID website, including a section about MID services, boundaries, ratepayer information and more</li><li>- Maintain a downtown community events website to help draw visitors back downtown</li><li>- Assist with branding of MID uniforms and equipment, including ntrikes, trucks, buckets and more</li></ul>	<ul style="list-style-type: none"><li>- Support and manage MID Ratepayer Advisory Board and committees</li><li>- Conduct annual financial audit and 401k audit</li><li>- Provide legal support for program implementation and operations</li><li>- Provide government relations services in support of MID- funded programs</li><li>- Prepare assessment billings in partnership with the City</li><li>- Risk management and insurance coverage</li><li>- Manage space leases and all contracts</li><li>- Utilize technology to track and report on ambassador activities</li><li>- Produce and distribute as-needed ratepayer alerts on disruptive downtown activities and events</li><li>- Host periodic ratepayer engagement events</li><li>- Conduct program analysis, surveys and reporting</li><li>- Administer all human resource, payroll and accounting services, tax filings, regulatory compliance</li><li>- Provide housing assistance, personal development training and other support to ambassadors</li><li>- Recruiting, onboarding and training</li><li>- Employee engagement and professional development</li></ul>
Total FTE	103.35	45.35	28.3	4.4	3.5	6.5
Total Expense	\$9,096K	\$3,697K	\$5,282K	\$991K	\$587K	\$3,753K
Leveraged Investments	\$113K	\$70K	\$473K	\$1,195K		

To: MID Ratepayer Advisory Board

From: Elisabeth James, COO

Date: 25 June 2024

Re: Summary of Proposed Fiscal Year 2024/2025 DBIA Budget REV 1

The 2024/2025 budget is oriented toward supporting the ongoing activation of downtown Seattle, and continuation of services throughout the MID. Our focus for the upcoming fiscal year will be on maintaining the record level of staffing and service established in 23/24, and leveraging our investments and activities to inspire further action and investment by the public sector such as the Mayor's Downtown Activation Plan and Third Avenue initiatives.

We made notable progress in 23/24 in improving the environment and attracting more people downtown. However, while visitor and residential numbers have recovered to pre-pandemic levels (and beyond, in the case of the residential population), we still face the impacts of reduced in-office worker presence downtown, a significant volume of vacant street level businesses and few visits by locals compared to pre-pandemic years. The anticipated impact of retail and office vacancies for the next few years also looms as a threat to the future vitality of downtown. Our efforts to revitalize downtown must move with focus and urgency to leverage additional actions by the public sector to further restore confidence, investment, and economic activity downtown.

**Draft Budget at a Glance:**

- Reduced Public Fee for Service funding from the Downtown Activation Plan and Parks Management agreement more than offset assessment growth, resulting in the need for re-balancing program allocations.
- Contract security spending will be significantly reduced and deployed tactically to target highest need shifts and locations to support Ambassador services.
- Ambassador Program wages and benefits (Clean, Community Safety and Hospitality, Parks and Public Realm) account for \$12.7 million or 54.8% of total spending as our focus remains firmly on ratepayer services to maintain a clean, clear and cared for downtown.
- Clean and CSH account for 42% of total program spending, with Parks and Public Realm making up another 26% plus our signature Holiday and Downtown Summer Sounds events at 26%.

**General Budget Assumptions:**

We believe downtown will continue to see increases in returning workers and visitors and look forward to improving street conditions, with focus on reduction of public drug use and street crime, and on improving public safety. MID focus will remain as always on keeping downtown "Clean, Clear and Cared For."

### Ambassador Services:

- MID will continue to build on the enhanced mechanization of services with ambassadors responding rapidly to address evolving conditions downtown on electric assisted trikes that are equipped with cleaning tools and garbage cans, and along with dedicated trikes for pressure washing and graffiti removal.
- The Clean team will maintain record staffing of 101 ambassadors, with more than half utilizing trikes to ensure rapid response to keep the public realm “Clean, Clear, and Cared for”. We will continue to use contractors to supplement services like alley pressure washing and will add contract services for leaf removal.
- The Community Safety & Hospitality team will include a record 40 ambassadors to coordinate the SPD Conditions of Entry program with street-level businesses, offer SafeWalk and hospitality services, address street disorder (scooters, e-bikes and other right-of-way impediments), provide hospitality services, welfare checks and street outreach services to connect individuals to available social services and provide additional coverage to parks and public spaces throughout the MID. This team will continue to work closely with SPD emphasis patrols to enhance the perception of public safety throughout the MID.
- The Public Realm Operations team will deploy a record 23 ambassadors for coordination of parks and public space set-up for daily and special events, will maintain parks furniture and amenities and continue to assess and report public assets in the public realm that require attention while working with various city agencies. With last year’s expansion of the Seattle Parks and Recreation contract, daily programming will include Pioneer Park and Bell Street Park, as well as Westlake and Occidental Parks.
- Scheduling of contract security will be fine-tuned to support the most critical periods for support of cleaning ambassadors and parks activation, utilizing available funds and recognizing that the funding commitment of the past two and half years is not sustainable.

### Economic Development and Research:

- We will continue our significant focus on addressing public safety, homelessness and revitalizing the downtown economy, and on increased ratepayer engagement. Our focus will be to organize ratepayer support for focused activation of downtown and Third Avenue. We also will formalize retail recruitment and office recruitment programs in partnership with DSA and the Office of Economic Development.
- Our Research and Analysis team will continue to expand our dashboard model for sharing information and updating the progress of our organization.

### Communications:

- We will continue to highlight ambassador activities and public space programming through social media and ratepayer newsletters which have proved to be an effective way to engage with ratepayers.

### Administration, Compensation and Employee Engagement:

- Our Human Resources team will focus on maintaining the levels of full staffing we have achieved, through recruiting partnerships with community organizations and a robust onboarding process. The Ambassador Resource Specialist will continue to provide personal support to our MID ambassador team members, including housing assistance when appropriate, and build on our in-house training programs like EmpACT! and Personal Transformation Academy to provide more robust life skills, leadership skills training and development opportunities for our MID team. The fully staffed HR team will build on our staffing success this year, maintaining strong retention, and support a high level of employee engagement with all-hands and team-building events.
- Annual pay increases budgeted at \$1.00 per hour ( or 4% whichever is greater) for all ambassador positions will bring starting Ambassador wages up to \$22/hour, with similar adjustments to all field positions. Administrative (indoor) positions are budgeted at a 4% increase, along with implementation of our compensation survey recommendations and adjustments to remain competitive in the marketplace.
- With the International Downtown Associations conference hosted in Seattle (September '24), there will be limited travel costs for the year. This will allow us to budget for more attendees this year and support further professional development. We will continue to review travel and conference opportunities where they provide the best training and development.

### Year over Year Income and Expense Variances

#### Revenues

Total revenue will be down \$(1,073 million) year over year, with the reduction in public funding offsetting assessment growth, including:

- City of Seattle funding for additional MID services as part of Downtown Activation Plan  
YOY \$ (1,660K)
- One time City funding to support an assessment of downtown parks, OED, Office Arts & Culture  
YOY \$ ( 171K)
- Reduced funding available from Parks Foundation and one-time private donors  
YOY \$ ( 154K)
- Renegotiated City of Seattle Parks contract funding decrease in year 2  
YOY \$ ( 37K)
- 5.6% increase in assessment revenue , assuming continuing strong MID assessment collections, including voluntary assessments  
YOY +\$ 1,194K
- Projected sponsorship growth for special projects  
YOY +\$ 35K



### **Wages and Benefits**

Total payroll costs will increase \$2.4 million or 19.3%:

- Impact of full staffing levels in Ambassador and admin positions, plus rate increases  
YOY \$ (1,368K)
- Related tax & benefits on additional headcount and labor costs  
YOY \$ ( 1017K)

### **Other Operating Expenses**

Other expenses will be reduced by \$1.6 million or 25.1% primarily in activations related to DAP program, with some offsetting investments in additional services, including:

- Reduction in private security contractors as a result of funding constraints  
YOY +\$ 1,384K
- Reduction in Downtown Activation Plan program spending with loss of funding  
YOY +\$ 650K
- Enhanced Clean team contract services (leaf removal, trash removal)  
YOY \$ (168K)
- Professional Services increase in management fee on additional income +\$(120K) with offsetting savings of one time BRV consulting services +\$66K; increase in payroll services on additional payroll \$ (6K), IT costs \$ (7K) plus \$100K allowance for Ec. Dev projects in support of revitalization  
YOY \$ ( 169K)
- Lower General & Admin expenses with insurance increases \$(11K) and telephone &/internet costs for additional devices and service \$ (16K) offset by savings in training, travel and B&O tax on lower Fee for Service income  
YOY \$ 48K

### **Utilization of Operating Reserves**

Our initial discussions with the City for Downtown Activation Plan funding called for \$3 million over two years. We received \$1.6 million in fiscal 23/24 and utilized close to \$1 million to increase ambassador staffing levels throughout the MID footprint. We believe this increased level of staffing was critical to the progress made in making downtown cleaner, safer and more welcoming to both visitors and workers.

The City budget for 2025 has not been finalized at this time, and the additional DAP funding is not assured. However, we believe it is critical to maintain the current staffing levels and deployment, as we are at a critical point in the revitalization of downtown.

We propose to use \$412K of the operating reserve to support this enhanced staffing and service model through fiscal 24/25, which would leave \$1,233K in the operating reserve vs. the standard 9% reserve amount of \$1.644 million.

We believe this use is in keeping with the spirit of the Operating Reserve policy, which states “The Operating Reserve is intended to provide an internal source of funds for situations such as ...unanticipated loss of funding...”

**Other Assumptions fiscal 24/25 and beyond:**

- Use of the operating reserve to support the enhanced ambassador staffing and service levels in fiscal 24/25 would leave the Operating Reserve of 9% underfunded by \$(412K) at fiscal yearend.
- We believe there is a likelihood of receiving some or all of the Downtown Activation Plan funding from the City in fiscal 24/25 which would reduce the operating reserve shortfall.
- The implementation of IKE kiosks in 2025 in the public right of way downtown has a revenue share component forecast to generate \$1 million annually which will be utilized to support DBIA Services.
- There are significant outstanding Assessments Receivable with the City. As of March 2024, there is close to \$1.2 million in general receivables plus \$3.6 million for Martin Selig Real Estate, for a total of almost \$4.8 million. Since DBIA reflects income only as we are reimbursed by the City, and budgets only the projected assessment total for future years, we do not account for this outstanding amount anywhere in our financial statements or budgeting. When all or a portion of it is collected, it will be available as additional funding for future expenses and will go toward replenishing the operating reserve and uncommitted fund balance.

Downtown Seattle Association

24/25 Budget

Forecast 23/24

DBIA SERVICES							
PRIOR YR		Forecast 23/24			24/25 Budget		
ACTUAL							
Prior Year 22/23		Forecast 23/24	23/24 BUDGET	Var 23/24 Fcst to Budget	24/25 Budget	\$ Variance 24/25 vs Prior Year Forecast 23/24	% of Change 24/25 Bud vs Prior Year Fcst 23/24
INCOME							
<u>Contribution Inc</u>							
4000 · Assessments	16,717,062	18,257,704	18,442,125	(184,421)	19,647,878	1,390,174	7.6%
4010 · Voluntary	190,262	210,774	207,000	3,774	210,776	2	0.0%
4120 · Part Fund Unrestricted				-		-	#DIV/0!
4130 · Part Fund- Donor Restricted	300,000	320,000	300,000	20,000	166,000	(154,000)	-48.1%
4200 · Dues Renewals		-		-	-	-	
4210 · Dues New		-		-	-	-	
4400 · Sponsorship	186,105	204,500	267,500	(63,000)	239,500	35,000	17.1%
4410 · Event Registration		-	-	-	-	-	
4600 · Interest Income	134	132	-	132	-	(132)	-100.0%
4620 - In-Kind Contributions		200	-	200	-	(200)	-100.0%
4630 · Reserve		-	(184,421)	184,421	(196,479)	(196,479)	
Total Contribution Inc	17,393,563	18,993,310	19,032,204	(38,894)	20,067,675	1,074,365	5.7%
<u>Fees for Services</u>							
4700 · Private FFS	188,152	198,113	298,112	(99,999)	201,912	3,799	1.9%
4720 · Public FFS	580,043	2,329,784	2,159,310	170,474	453,648	(1,876,136)	-80.5%
4800 · Management Fees				-		-	
4810 · Staff Reimb				-		-	
4900 - Misc Income	28,150			-		-	
Total Fees for Services	796,345	2,527,897	2,457,422	70,475	655,560	(1,872,337)	-74.1%
TOTAL INCOME	18,189,908	21,521,207	21,489,626	31,581	20,723,235	(797,972)	-3.7%
EXPENSES							
<u>Salaries &amp; Benefits</u>							
5000 · Salaries Mgmt	2,028,911	2,476,308	2,525,023	48,715	2,674,568	(198,260)	-8.0%
5010 · Benefits Mgmt	230,386	268,408	276,693	8,285	346,649	(78,241)	-29.2%
5011 · Transit	11,977	569	13,383	12,814	-	569	100.0%
5020 · 401k Mgmt	72,781	86,709	111,628	24,919	115,914	(29,205)	-33.7%
5030 · Salaries Line Staff	5,019,326	6,764,282	7,498,286	734,004	7,934,261	(1,169,979)	-17.3%
5040 · Benefits Line Staff	949,531	1,552,043	1,793,749	241,706	2,140,576	(588,533)	-37.9%
5041 · Transit Ambassadors	72,907	-	93,337	93,337	-	-	#DIV/0!
5050 · 401k Retirement Line Staff	59,864	64,679	94,078	29,399	99,178	(34,499)	-53.3%
5060 · Payroll Taxes	832,276	1,144,201	1,350,814	206,613	1,431,192	(286,991)	-25.1%
Total Salaries & Benefits	9,277,959	12,357,199	13,756,991	1,399,792	14,742,338	(2,385,139)	-19.3%
<u>Professional Services</u>							
6000 · Accounting	11,037	10,684	11,500	816	12,000	(1,316)	-12.3%
6010 · Consulting	9,500	71,618	78,500	6,882	106,000	(34,382)	-48.0%
6030 · IT/ Tech Sprt / Website / Domai	299,222	322,559	309,166	(13,393)	329,946	(7,387)	-2.3%
6040 · Legal Fees		-	-	-	-	-	#DIV/0!
6050 · Management Services	1,562,198	1,844,213	1,844,213	(1)	1,964,788	(120,575)	-6.5%
6060 · Payroll Services	39,474	47,605	39,000	(8,605)	53,800	(6,195)	-13.0%
6070 · Temporary Staffing	44,526	-	60,960	60,960	-	-	#DIV/0!
6100 · Other Prof Services	10,735	14,540	36,720	22,180	14,120	420	2.9%
Total Professional Services	1,976,692	2,311,219	2,380,059	68,840	2,480,654	(169,435)	-7.3%

Downtown Seattle Association

24/25 Budget

Forecast 23/24

DBIA SERVICES							
	PRIOR YR ACTUAL	Forecast 23/24			24/25 Budget		
	Prior Year 22/23	Forecast 23/24	23/24 BUDGET	Var 23/24 Fcst to Budget	24/25 Budget	\$ Variance 24/25 vs Prior Year Forecast 23/24	% of Change 24/25 Bud vs Prior Year Fcst 23/24
<u>General &amp; Administrative</u>							
7000 · Bank / Credit Card fees	2,204	4,336	8,125	3,789	4,787	(451)	-10.4%
7010 · Computers / Technology	29,240	9,812	16,500	6,688	6,000	3,812	38.9%
7020 · Dues & Subscriptions	11,312	15,127	22,215	7,088	20,980	(5,853)	-38.7%
7030 · Employee Recognition	38,566	82,261	80,250	(2,011)	77,900	4,361	5.3%
7040 · Insurance	86,110	110,433	82,117	(28,316)	121,308	(10,875)	-9.8%
7050 · Leasing & Maintenance	16,355	16,369	18,000	1,631	16,800	(431)	-2.6%
7060 · Licenses & Permits	3,236	7,429	5,400	(2,029)	10,200	(2,771)	-37.3%
7070 · Meeting & Board Exp	28,778	40,167	32,450	(7,717)	34,300	5,867	14.6%
7080 · Misc	3,650	537	500	(37)	500	37	6.9%
7100 · Maintenance & Repairs - Office	3,257	6,348	5,050	(1,298)	5,200	1,148	18.1%
7110 · Office Supplies	37,835	35,647	30,000	(5,647)	36,000	(353)	-1.0%
7120 · Postage & Delivery	92	297	300	3	200	97	32.7%
7130 · Printing & Copying	9,104	6,584	7,200	616	6,700	(116)	-1.8%
7140 · Recruiting - Staff	59,600	27,681	37,250	9,569	40,400	(12,719)	-45.9%
7150 · Rent / Storage	439,709	445,662	450,444	4,782	449,046	(3,384)	-0.8%
7160 · Taxes	17,092	68,307	49,148	(19,159)	12,153	56,154	82.2%
7170 · Telephone	151,698	148,438	151,020	2,582	164,880	(16,442)	-11.1%
7180 · Training	36,191	50,855	61,500	10,645	40,125	10,730	21.1%
7190 · Travel	3,834	21,465	29,500	8,035	2,800	18,665	87.0%
Total General & Administrative	977,863	1,097,755	1,086,969	(10,786)	1,050,278	47,477	4.3%
<u>Program Expenses</u>						-	
8000 · Activation	1,053,530	1,905,394	1,622,640	(282,754)	1,628,900	276,494	14.5%
8010 · Equipment - Program	175,399	270,912	223,900	(47,012)	234,500	36,412	13.4%
8020 · Marketing / Promotions	164,584	186,885	180,000	(6,885)	114,260	72,625	38.9%
8030 · Outreach	36,320	64,971	60,000	(4,971)	40,800	24,171	37.2%
8040 · Radios	11,945	42,502	25,000	(17,502)	30,000	12,502	29.4%
8050 · Rentals & Leasing	135,280	214,869	245,000	30,131	166,000	48,869	22.7%
8060 · Security / SPD	2,105,967	2,250,301	2,295,000	44,699	936,600	1,313,701	58.4%
8070 · Services - Program	924,254	660,691	567,000	(93,691)	872,896	(212,205)	-32.1%
8080 · Supplies - Program	272,494	324,959	331,800	6,841	295,100	29,859	9.2%
8090 · Trash Removal / Water Clean-up	392,218	393,031	430,000	36,969	415,600	(22,569)	-5.7%
8100 · Uniforms	98,070	152,046	122,030	(30,016)	165,528	(13,482)	-8.9%
8190 · Other Program Exp	2,617	88,134	7,500	(80,634)	10,000	78,134	88.7%
Total Program Expenses	5,372,678	6,554,695	6,109,870	(444,825)	4,910,184	1,644,511	25.1%
9900 · Depreciation Exp	382,085	153,393	368,765	215,372	222,643	(69,250)	-45.1%
TOTAL EXPENSES	17,987,277	22,474,261	23,702,654	1,228,393	23,406,097	(931,836)	-4.1%
<u>OTHER INCOME AND EXPENSES</u>							
<u>Special Projects Inc</u>							
4701 · Parking Inc - Low cost garage							
4709 · Market -MOHAI Inc Ped Cor							
47ZZ · IKE Kiosks							
47xx. IDA planning							
Total Special Projects Inc	-						
<u>Special Projects Exp</u>							
9001 · Parking Exp - Low cost garages							
9009 · Market to MOHAI Exp- Ped Cor							
90ZZ · IKE Kiosks							
90xx - IDA video							
Total Special Projects Exp	-						
Net Other Income/Expenses	-		-			-	
CHANGE IN NET ASSETS	202,631	(953,054)	(2,213,029)	1,259,974	(2,682,862)	(1,729,808)	181.5%

Downtown Seattle Association

24/25 Budget

Forecast 23/24

DBIA SERVICES						
PRIOR YR ACTUAL	Forecast 23/24			24/25 Budget		
Prior Year 22/23	Forecast 23/24	23/24 BUDGET	Var 23/24 Fcst to Budget	24/25 Budget	\$ Variance 24/25 vs Prior Year Forecast 23/24	% of Change 24/25 Bud vs Prior Year Fcst 23/24

<b>FUND BALANCE SUMMARY</b>	<b>Forecast 23/24</b>	<b>24/25 Budget</b>
Beginning Fund Balance@ 6/30/23	4,943,845	3,955,081
Less Operating Reserve	(1,418,956)	(1,644,594)
Less increase fixed assets (net of curr yr dep)	(186,071)	(262,000)
add back depreciation	153,393	222,643
Budgeted gain (loss) @6.30.24	(956,086)	(2,682,862)
UNCOMMITTED RESERVE FUNDS at end of budget year 6/30/24	2,536,125	(411,732)

<b>Calculation of Operating Reserves</b>	
Total Expenses less dep exp	23,183,454
Less Program expenses	(4,910,184)
Exp. Net of Programs	18,273,270
Reserve calculation	1,644,594



June 25, 2025

TO: MID Ratepayer Advisory Board  
FROM: Reza Marashi, MID Ratepayer Advisory Board Chair  
RE: Recommendation for DSA to continue as MID Program Manager

The downtown community formed the Metropolitan Improvement District in 1999 and the Downtown Seattle Association has acted as the Program Manager for the entirety of the MID's existence. We seek a motion to approve the recommendation to the City of Seattle that DSA continue as the Program Manager for the fiscal year commencing July 1, 2024 and ending June 30, 2025.

Please refer to Section 16 of Ordinance #126817 for more information (clipped below)

*Section 16. Program Manager. The Director of the Office of Economic Development or 12 designee ("OED Director") is authorized to contract with a local non-profit entity operating 13 primarily within the City with experience in BIA management to act as the Program Manager. 14 The Program Manager's duties, subject to the approval of the ratepayers at each annual meeting, 15 will be to manage the day-to-day operations of the Metropolitan Improvement District and to 16 administer the projects and activities. The Program Manager shall exercise fiduciary 17 responsibility to spend the special assessment revenues exclusively for the benefit of the 18 Metropolitan Improvement District and only for the purposes identified in Section 5 of this 19 ordinance. The Program Manager shall abide by City ordinances and state law related to business 20 improvement areas. 21 Meetings of the Program Managers' board or*

# Downtown Revitalization Dashboard

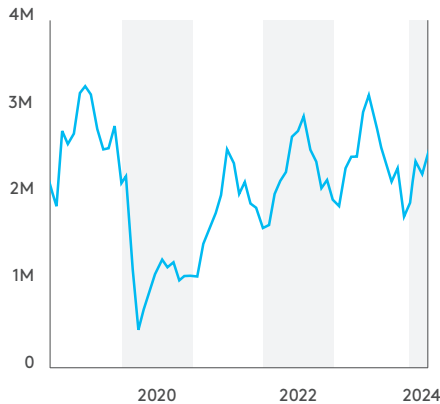
JUNE 2024 / MAY DATA

Please credit the Downtown Seattle Association  
Revitalization Dashboard for use of charts, data  
and images on this page.

Downtown Seattle was the first American urban center to experience the impacts of COVID-19, enduring a sudden economic downturn. As downtown continues to evolve, DSA will publish a monthly Revitalization Dashboard examining key metrics. The data sets provide a comparison point to the same period in 2019. Additionally, the dashboard will feature notable stories that provide context regarding downtown's renewal and reemergence.

## Visitors

Total monthly visitors since 2019

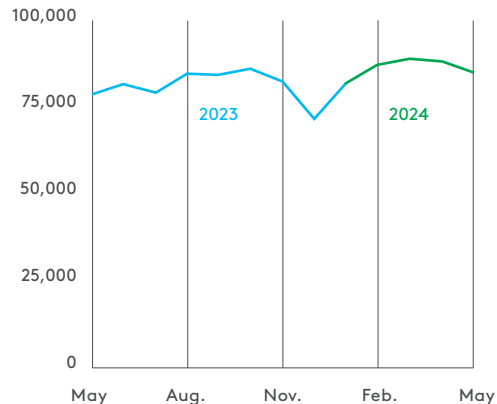


Nearly 2.5 million unique visitors came downtown in May 2024. This represents 92% of the visitors seen in May 2019.

Source: Placer.ai

## Return to Office

Average daily worker foot traffic (Monday–Friday)

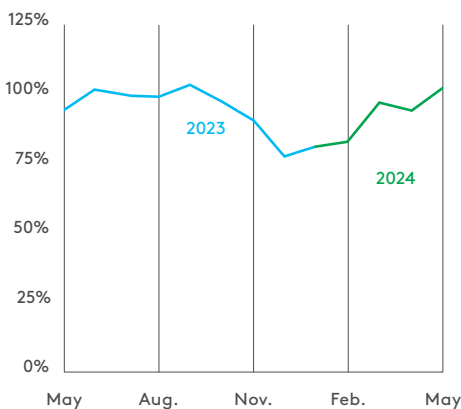


In May, downtown averaged more than 85,000 daily workers — the fourth consecutive month with a daily average at that level or higher. This figure represents an 8% increase from May 2023 and is 53% of the daily foot traffic seen in May 2019.

Source: Placer.ai. Note: The November 2023 daily average excludes Nov. 22–24 due to the Thanksgiving holiday.

## Hotel Room Demand

Monthly hotel rooms sold compared to 2019

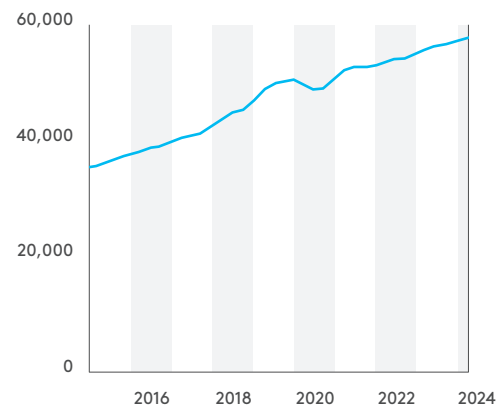


The number of downtown hotel rooms sold increased by nearly 9% in May 2024 compared to the previous year. This represented 102% of demand in May 2019, indicating a strong start to the summer tourist season.

Sources: Visit Seattle, STR

## Occupied Apartment Units

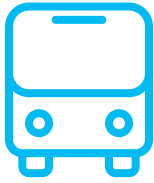
Quarterly



In May, the number of occupied apartment units was nearly 58,000. This represented a 2.1% increase in occupied units compared to Q2 2023 and an 18% increase compared to Q2 2019.

Source: CoStar

# Of Note in Downtown



**303,000**  
passengers

*King County Metro reports that 303,000 people rode Metro buses on May 15, 2024, representing the highest one-day total in four years.*



**424**  
people

*DSA/MID Community Safety & Hospitality ambassadors helped 424 people get from point-to-point downtown in May. That's 323 more people using the Safewalk service than the month before.*



**6th**  
in the world

*In May, the inaugural Oxford Economics Global Cities Index ranked Seattle 6th overall in the world. The rankings of the largest 1,000 cities in the world are based on five categories: economics; human capital; quality of life; environment; and governance.*

## Coming Up in Downtown



The Occidental Square Trading Post is open for business on Sunday, June 23. This new DSA/MID pop-up summer market will be produced in partnership with Northwest Marketplaces. It will feature more than 30 vendors selling vintage items, crafts, home goods and more.



Photo courtesy of Museum of Illusions

Museum of Illusions opens in downtown Seattle on Friday, June 28. The immersive art experience, currently in 25 countries, will encompass 9,000 square feet of holograms and illusion rooms, creating a prime social-media-sharing experience.



Credit: Eriko Schultz / The Seattle Times

Seattle's 50th Pride Month celebration will be capped off by the annual Seattle Pride Parade on Sunday, June 30. The action begins with the pre-parade show at 10 a.m. in Westlake Park. The parade starts at 11 a.m. along Fourth Avenue, ending at Seattle Center with PrideFest.

### NOTES ON SOURCES

Downtown foot traffic data are provided by Placer.ai and are based on cell phone location data. Each person is counted once per day. International visitors are not included. Subsets of this data in the charts are as follows:

- Office worker presence is estimated based on visits by workers who were present between 8 a.m. and 6 p.m. on weekdays in the downtown neighborhoods with the heaviest concentration of office space.\*
- Total visitors includes those who do not live or work downtown. It does not include international visitors.

- Hotel data are based on monthly reports from STR, provided by Visit Seattle.
- Apartment occupancy data are from CoStar. This is reported quarterly but the current quarter data are updated in real-time as new information is added to the database.

*\*Note that workers who have not visited their work site in the past 90 days are classified as "visitors" until they are regularly visiting their work site at least three times in a one-week period.*