

MID Ratepayer Advisory Board

Hybrid Meeting

April 1, 2025 | 8-9:30 a.m.

8:00	Call to Order	Sabrina Villanueva, Chair
8:02	Guest Ratepayer Comment	
8:05	Chair's Report ✓ ACTION: Minutes from January meeting	Sabrina Villanueva, Chair
8:10	MID Board Governance ✓ ACTION: Vice Chair nomination	Sabrina Villanueva, Chair
8:15	Program Manager Report	Jon Scholes, DSA President & CEO
8:25	Financial Report 📄 February Financials	Jon Scholes, DSA President & CEO Jack McCarthy, Director, Finance
8:30	Downtown Revitalization 📄 March Revitalization Dashboard	Ryan Gockel, Director Strategic Initiatives
8:40	MID Program Update	Jennifer Casillas, VP Public Realm & Ambassador Operations
9:15	New Business	Sabrina Villanueva, Chair
9:30	Adjourn	Sabrina Villanueva, Chair

Meeting Minutes

MID Ratepayer Advisory Board

January 28, 2025

Presiding: Sabrina Villanueva, Chair

Attending: LJ Humisto, Bart Ricketts, Andy Bench, Anita Shaw, Courtney Jolicouer, Jennie Dorsett, Lars Pederson, Laura Horn, Steven Van Til, Allison Delong, Collin Madden, Dan Feeney, Adam Bowser, Ross Peyton, Simone Loban, Aaron Blankers, Lisa Nitze, Rebecca Uusitalo, Mark Astor

Staff: Jon Scholes, Jennifer Casillas, Elisabeth James, Steven Walls, Sally Wright, Anna Smalley, Ryan Gockel

CALL TO ORDER

Sabrina Villanueva, Chair

Sabrina welcomed the group to the January meeting.

CHAIR'S REPORT

Sabrina Villanueva, Chair

Sabrina provided the Chair's report for January. She reviewed the agenda. She called attention to the minutes from the November meeting; she asked for a motion to approve the minutes; a motion was made and seconded; minutes were approved by consensus. She reminded the group of the next MID Board meeting.

GUEST SPEAKER

Kelly Kinnison, KCRHA

Sabrina introduced Kelly Kinnison. Kelly provided remarks. She gave an overview of KCRHA's funding structure and mission. She noted that they are focused on building an equitable system and committed to transparency on the results of their efforts. She stood for questions.

MID BOARD BYLAW AMENDMENT

Sabrina Villanueva, Chair

Sabrina called attention to a memo recommending updates to the MID Ratepayer Advisory Board Bylaws. She explained that this amendment is to ensure compliance with both the current MID Ordinance and the City of Seattle's BIA Policies. A motion was made to approve the Amendment and motion was seconded. The amendments were approved by consensus.

MID PROGRAM MANAGER REPORT
Jon Scholes, DSA President & CEO

Jon provided a program manager report. He reminded the group that the State of Downtown would be held February 25, he thanked the group for their support. He provided an update on the search for a new COO and provided an estimated timeline for a new person to join. Alex briefly updated the group on the Revive I-5 effort and that the majority of the work would be postponed.

FINANCIAL REPORT
Jon Scholes, DSA President & CEO
Jack McCarthy, Director of Finance

Jon provided an overview of the financials. Jack provided additional detail.

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, observed drug activity, welfare checks, and Narcan deployments. He also provided data regarding the number of local visitors downtown. He reminded the group that a MID Ratepayer satisfaction survey is currently out in the field and he would report on findings at the March meeting.

MID PROGRAM REPORT
Jennifer Casillas, VP Public Realm & Ambassador Operations

Jenn provided a MID moment for January. She called attention to the program dashboard on the website. She updated the group on the partnership with UpliftNW and the security contractor.

NEW BUSINESS

None.

ADJOURN

9:00 a.m.

DBIA SERVICES
Statement of Revenue and Expenses
July 1 - Feb 28, 2025

	YTD Feb 2025			Full Year Fcst vs Budget		
	Actual	Budget	better/(worse) than budget	Forecast	Budget	better/(worse) than budget
Income						
Assessment Net	14,123,445	15,264,277	(1,140,832)	19,451,399	19,451,399	0
Voluntary	221,312	210,776	10,536	210,776	210,776	0
Unrestricted Partner Funding			0			0
Donor Restricted Partner Funding	208,005	166,000	42,005	166,000	166,000	0
Sponsorship	210,311	230,500	(20,189)	239,500	239,500	0
Fees for Services Private	98,234	159,872	(61,638)	201,912	201,912	0
Fees for Service Public	300,969	274,738	26,231	453,648	453,648	0
Other Income	5,890	0	5,890			0
Total Income	15,168,168	16,306,163	(1,137,995)	20,723,235	20,723,235	0
Expense						
Salaries & Benefits	9,229,401	9,931,414	702,013	14,712,658	14,712,658	0
Professional Services	1,743,549	1,645,980	(97,569)	2,480,654	2,480,654	0
General & Administrative incl Depr	825,212	854,943	29,731	1,272,921	1,272,921	0
Program Expenses	3,158,761	3,674,290	515,529	4,910,184	4,910,184	0
Total Expense	14,956,923	16,106,627	1,149,704	23,376,417	23,376,417	0
CHANGE IN NET ASSETS	211,245	199,536	11,709	(2,653,182)	(2,653,182)	0

FUND BALANCE SUMMARY		YTD Actual Exp by Program				
Uncommitted DBIA Services Fund balance @ 6/30/24		Actual	%	Budget	%	
Uncommitted City Held Fund balance @ 6/30/24		Clean 205	5,586,352	37%	6,168,303	38%
Total Fund Balance @ 6/30/24	5,241,894	Sfty, Hsp & Outrch 210/215	2,484,488	17%	2,522,827	16%
Forecast net gain/loss @ 6/30/25	(2,653,182)	Econ Dev 110	291,233	2%	468,816	3%
less capital exp	(262,000)	Comm 105	475,545	3%	369,465	2%
COMMITTED FUNDS SUMMARY		Park & Trans 115	173,328	1%	173,328	1%
Fund Reserve Policy-Operating expenses 9%	1,661,961	Events/Pub Space	1,960,343	13%	2,272,005	14%
Add back current year depreciation	222,643	WLP,OCC,Bell St, Pioneer Parks	1,414,729	9%	1,659,801	10%
FORECAST UNCOMMITTED FUND BALANCE 6/30/24	4,211,316	Downtown Activation Plan 595	47,377	0%	0	0%
		Operations 100	1,200,694	8%	1,175,322	7%
		Management	1,322,835	9%	1,296,760	8%
			14,956,923	100%	16,106,627	100%

Balance Sheet Prev Year Comparison (unaudited)
As of Feb 28, 2025

	2023 vs 2024			Jun 30, 2024 (unaudited)
	Feb 28, 2025	Feb 28, 2024	\$ Change	
ASSETS				
Cash	2,368,193	1,967,803	400,390	1,177,653
Accounts Receivable	1,348,259	1,027,548	320,712	2,947,419
Other Current Assets	169,896	760,403	(590,507)	218,054
Fixed Assets	272,709	340,025	(67,316)	310,673
TOTAL ASSETS	4,159,058	4,095,779	63,278	4,653,799
LIABILITIES & EQUITY				
Liabilities				
Accounts Payable	422,940	527,138	(104,198)	992,703
Deferred Revenue + Refundable Advance	119,794	287,826	(168,032)	73,221
Liabilities + Payroll	541,242	575,313	(34,070)	712,601
Total Current Liabilities	1,083,977	1,390,277	(306,300)	1,778,525
Long term Liabilities	(2,350)	18,442	(20,792)	8,838
Total Liabilities	1,081,627	1,408,719	(327,092)	1,787,363
Equity				
Retained Earnings + Temp Restricted	2,866,436	2,756,126	110,310	2,647,798
Net Income	210,995	(69,066)	280,061	218,638
Total Equity	3,077,431	2,687,060	390,370	2,866,436
TOTAL LIABILITIES & EQUITY	4,159,058	4,095,779	63,278	4,653,799

Downtown Revitalization Dashboard

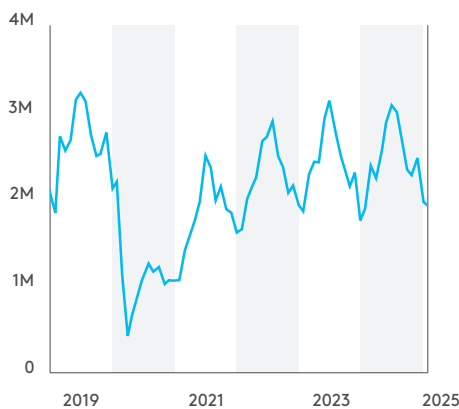
MARCH 2025 / FEBRUARY DATA

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

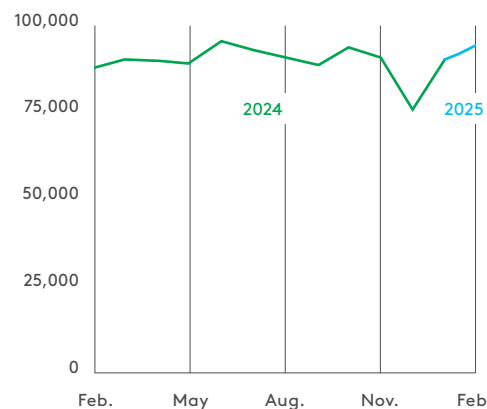


More than 1.9 million unique visitors came downtown in February 2025. This represents 86% of the visitors seen in February 2020. On an even more positive note, the number of local visitors downtown (people who live within 10 miles of downtown) was 100% of the level seen in February 2020.

Source: Placer.ai

Return to Office

Average weekday worker foot traffic

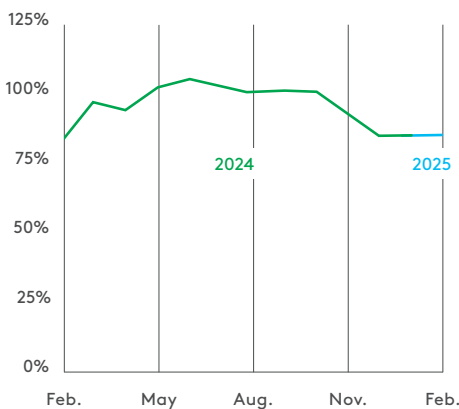


In February, downtown averaged nearly 94,000 daily workers — the second-highest daily average since March 2020. This figure represents 63% of February 2020's average daily worker foot traffic — a 7% increase from February 2024.

Source: Placer.ai. Note: The November averages in 2023 and 2024 exclude Thanksgiving and the following Friday.

Hotel Room Demand

Monthly hotel rooms sold compared to 2019

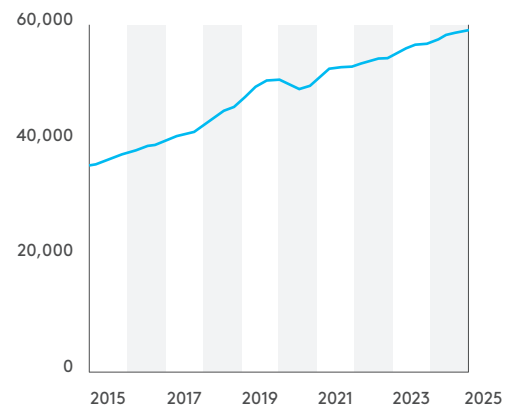


There were more than 260,000 downtown hotel rooms sold in February 2025. This figure represents 85% of the demand in February 2020, and a 2% increase compared to February 2024.

Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



In February, the number of occupied apartment units downtown continued growing, rising to nearly 60,000. This represents a 4% increase compared to Q1 2024 and a 26% increase compared to Q1 2019.

Source: CoStar

Of Note in Downtown



79%
recovered

Worker foot traffic in the South Lake Union and Denny Regrade neighborhoods continues to climb. In February 2025, the worker foot traffic was 79% of the level seen in February 2020, and the highest daily average for these neighborhoods since March 2020.



7.5M
people

The Historic Waterfront Association is reporting record attendance along Seattle's central waterfront with nearly 7.5 million visitors in 2024. That volume represents a 13% increase over 2023 and is the highest level recorded since tracking began in 2011.



299,407
visitors

An estimated 90,000 people came downtown for Emerald City Comic Con on Saturday, March 8. Convention attendees helped boost the total daily visitor downtown foot traffic that day to 299,407 — the highest day so far this year.

Coming Up in Downtown



Hoops hysteria takes hold in downtown Seattle with the NCAA Men's Basketball Tournament tipping off in Climate Pledge Arena. The first- and second-round action runs from March 21-23. More than 18,000 people are expected to attend the games, and Visit Seattle estimates an economic impact of \$13.6 million.



Legendary artist Ai Weiwei's largest-ever U.S. exhibition opens at the Seattle Art Museum this month. *Ai, Rebel: The Art and Activism of Ai Weiwei* explores more than 130 works and will be showing at SAM through Sept. 7. For the first time in SAM's history, the work of one artist will be shown at all three of the museum's properties.



The crack of the bat and the smell of garlic fries return to T-Mobile Park this month. The Seattle Mariners welcome the Oakland A's to open the 2025 season with a 7:10 p.m. first pitch on Thursday, March 27. After four games against the Athletics, the Mariners host the Detroit Tigers.

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.