

MID Ratepayer Advisory Board

Hybrid Meeting

September 29, 2026 | 9-10:15 a.m.

9:00	Call to Order	Matt Gurney, COO
9:02	Guest Ratepayer Comment	
9:05	Chair's Report ✓ ACTION: Minutes from June meeting	Matt Gurney, COO
9:10	Program Manager Report	Matt Gurney, COO
9:20	Financial Report 📄 July Financials	Matt Gurney, COO Jack McCarthy, Director Finance
9:25	Downtown Revitalization 📄 September Revitalization Dashboard	Ryan Gockel, Director Strategic Initiatives
9:35	MID Moment	Jenn Casillas, VP, Public Realm & Ambassador Operations
9:50	MID Program Update	Jenn Casillas, VP, Public Realm & Ambassador Operations
10:00	New Business	Matt Gurney, COO
10:00	Adjourn	Matt Gurney, COO

Meeting Minutes

MID Ratepayer Advisory Board

June 23, 2026

Presiding: Amy Baker, Chair

Attending: Adam Bowser, Jennie Dorsett, Mark Astor, Michael Wang, Lisa Nitze, Rebecca Uusitalo, Gina Grappone, Anita Jeerage, Ed Leigh, Valerie Heide Mudra, Sally Bagshaw, Simone Loban, Gabe Grant, Yuvika Tolani, Tim Andrews

Staff: Jon Scholes, Brian Cannon, Ryan Gockel, Matt Gurney, Owen Harrang, Emily Bailor, Elena Segura, Jack Mcarthy, Matt Gurney, Steven Walls

CALL TO ORDER

Amy Baker, Chair

Amy welcomed the group to the June meeting and called the meeting to order. She asked for any guest ratepayer comments.

CHAIR'S REPORT

Amy Baker, Chair

Amy provided the Chair's report for June. She reviewed the agenda noting the three actions in front of the board. She called attention to the minutes from the May meeting. She sought a motion to approve the minutes; a motion was made and seconded; minutes were approved by consent.

2026-2027 MID WORK PLAN

Jon Scholes, President & CEO

Amy Baker, Chair

Jon reviewed the 26-27 MID work plan. He noted significant changes year-over-year and thanked the teams for the input on the plan. Brief discussion ensued. Amy asked for a motion to approve the workplan; motion was made and seconded. No discussion; unanimous approval.

2026-2027 BUDGET

Matt Gurney, COO

Amy Baker, Chair

Matt provided a presentation on the 26-27 budget. He reviewed the process and timeline for building the budget. He noted significant variances year-over-year. Brief discussion ensued. Amy asked for a motion to approve the workplan; motion was made and seconded. No discussion; unanimous approval.

PROGRAM MANAGER

Amy Baker, Chair

Amy called attention to a memo that detailed the role the advisory board has in recommending a Program Manager for the MID to the City of Seattle. A motion was made to approve the Downtown Seattle Association as the Program Manager of the MID; motion was seconded. No discussion; unanimous approval.

MID BOARD GOVERNANCE

Amy Baker, Chair

Amy called attention to the memo with the slate of returning and new nominees. She reviewed the process for soliciting nominations. She reviewed the returning nominees and thanked them for their continued service. She reviewed the new board members and noted their bios included in the memo. Amy called for a motion to approve the slate of nominations; motion was made and seconded. No discussion; unanimous approval.

PROGRAM MANAGER REPORT

Jon Scholes, DSA President & CEO

Jon provided his Program Manager report for June. He reminded the group of the upcoming DSA/MID Annual Meeting and thanked them for their ongoing support.

DOWNTOWN REVITALIZATION

Ryan Gockel, Director Strategic Initiatives

Ryan took the board through the revitalization dashboard from June. He reviewed worker foot traffic numbers noting that numbers are holding steady year-over-year. He called attention to the office vacancy rate noting that data show a possible peak in vacancies. Hotel demand has dipped likely due to lower international travel.

MID PROGRAM UPDATE

Jenn Casillas, VP, Public Realm & Ambassador Operations

Jenn reviewed the MID Moment for June which highlighted an ambassador reuniting a wallet to a visitor from Colorado. She highlighted the ambassadors of the month. She reminded the group that the MID dashboards are live on the website and updated in real time. She highlighted some wonderful World Cup events that have occurred in the public realm downtown.

New Business

None.

ADJOURN

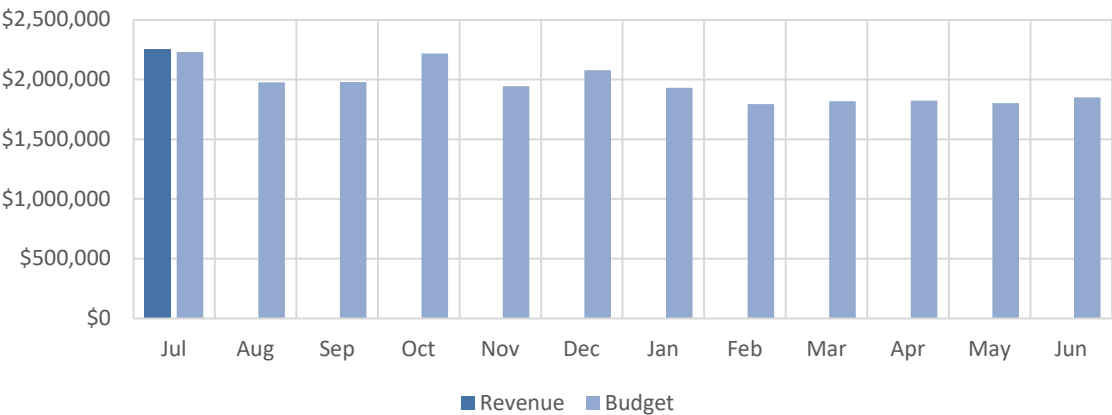
10:00 a.m.

Executive Summary

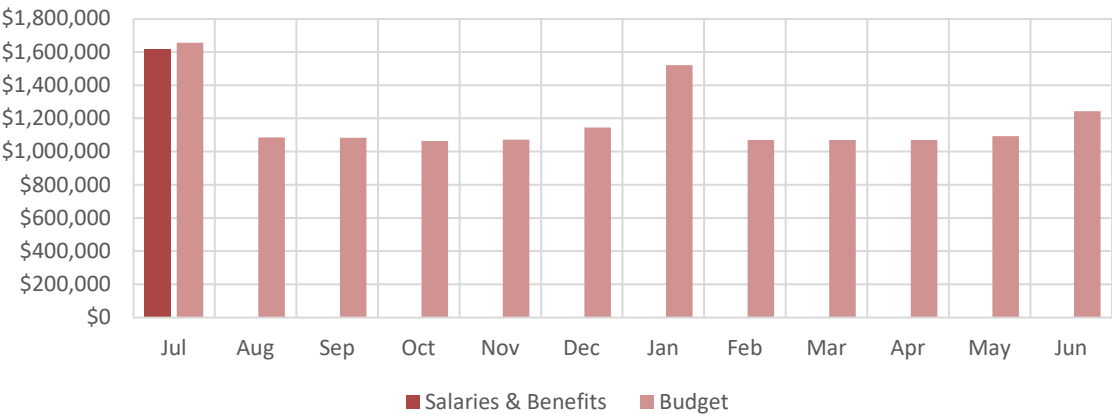
DBIA Services

July 1, 2026 - July 31, 2026

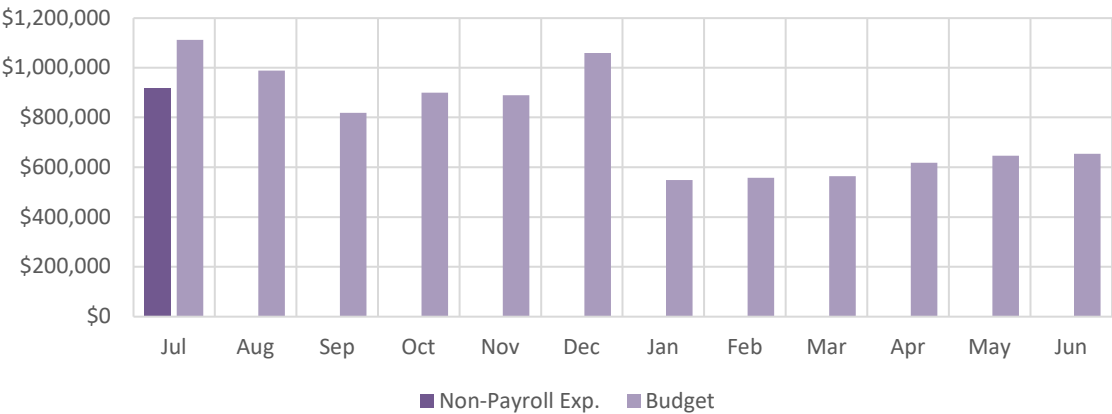
Revenue vs. Budget



Salaries & Benefits vs. Budget



Non-Payroll Expenses vs. Budget



DBIA Services

Income Statement

July 1, 2026 - July 31, 2026

	July 2026		YTD July 2026	YTD Budget	Var.		Full Yr. Budget	YTD Prog.
Revenue								
Assessments	1,883,050		1,883,050	1,883,050	0		21,420,300	9%
Sponsorship	133,500		133,500	135,000	(1,500)		370,000	36%
Fee for Service	240,816		240,816	209,728	31,087		1,642,681	15%
Total Revenue	2,257,366		2,257,366	2,227,779	29,587		23,432,981	10%
Expenses								
Salaries & Benefits	1,615,811		1,615,811	1,655,657	(39,846)		14,166,101	11%
Management Fees	179,230		179,230	179,230	-		2,150,765	8%
Consulting	7,849		7,849	70,000	(62,151)		148,000	5%
IT	27,171		27,171	30,750	(3,579)		373,137	7%
Temp Staffing	35,619		35,619	-	35,619		-	0%
Other Professional Services	1,626		1,626	11,950	(10,324)		163,400	1%
Dues & Subscriptions	1,283		1,283	1,878	(595)		24,581	5%
Employee Recognition	7,137		7,137	6,350	787		73,700	10%
Insurance	12,260		12,260	11,831	429		141,966	9%
Licenses & Permits	10,375		10,375	1,250	9,125		15,650	66%
Office Supplies	2,913		2,913	2,015	898		24,180	12%
Rent	43,256		43,256	45,871	(2,615)		550,454	8%
Taxes	4,734		4,734	2,000	2,734		56,000	8%
Telecom	13,715		13,715	11,361	2,354		136,331	10%
Training & Travel	4,593		4,593	2,000	2,593		29,500	16%
Other G&A	1,633		1,633	5,658	(4,025)		84,391	2%
Activation	282,646		282,646	360,351	(77,705)		2,055,434	14%
Program Equipment	27,687		27,687	22,671	5,016		269,004	10%
Marketing & Promotions	11,935		11,935	30,830	(18,895)		164,422	7%
Outreach	1,238		1,238	3,400	(2,162)		40,800	3%
Leasing & Rentals	4,151		4,151	38,707	(34,556)		89,483	5%
Security / SPD	70,359		70,359	82,918	(12,560)		911,280	8%
Program Services	99,046		99,046	106,083	(7,037)		843,394	12%
Program Supplies	20,024		20,024	26,925	(6,902)		299,304	7%
Trash Removal	27,016		27,016	25,833	1,182		346,000	8%
Other Program Expenses	5,184		5,184	15,785	(10,601)		1,200	432%
Depreciation	15,246		15,246	25,956	(10,710)		140,714	11%
Total Expenses	2,533,733		2,533,733	2,777,260	(243,527)		23,299,192	11%
Net Income	(276,367)		(276,367)	(549,481)	273,114		133,789	-207%

DBIA Services

Balance Sheet

As of July 31, 2026

	July 31, 2026	July 31, 2025
ASSETS		
Current Assets		
Cash	1,668,409	1,240,845
Accounts Receivable	1,712,270	1,439,799
Work in Process Billing	(407,641)	4,665
Prepaid Expense	333,278	371,645
Total Current Assets	3,306,316	3,056,953
Fixed Assets		
Reimbursable TI	199,339	-
FF&E + Leasehold Improvements	1,808,873	1,680,562
Accumulated Depreciation	(1,485,598)	(1,306,325)
Total Fixed Assets	522,613	374,237
Right of Use Asset	600,541	-
TOTAL ASSETS	4,429,470	3,431,190
LIABILITIES		
Current Liabilities		
Accounts Payable	791,842	638,802
Credit Cards	90,732	52,514
Payroll Payable	659,360	585,145
Deferred Revenue	40,250	30,000
Total Current Liabilities	1,582,184	1,306,461
Long Term Liabilities		
Deferred Lease (3rd & Pine)	609,780	-
Deferred Lease (2Pine)	167,506	-
Total Long Term Liabilities	777,286	-
TOTAL LIABILITIES	2,359,471	1,306,461
EQUITY		
Retained Earnings	2,346,367	1,629,568
Net Income	(276,367)	495,162
TOTAL EQUITY	2,069,999	2,124,729
TOTAL LIABILITIES & EQUITY	4,429,470	3,431,190

Downtown Dashboard

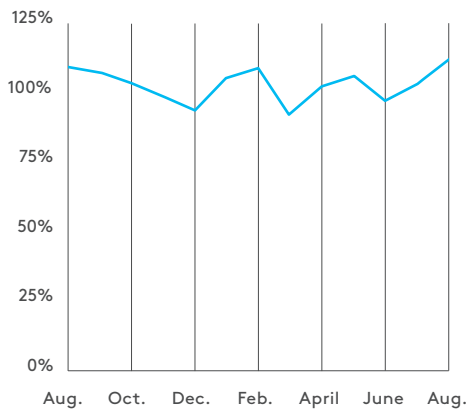
SEPTEMBER 2026 / AUGUST DATA

DSA publishes a monthly dashboard update examining key metrics that affect our urban core's vitality. 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 health and progress.

Please credit the Downtown Seattle Association's Downtown Dashboard for use of charts, data and images in this document.

Visitors

Unique monthly visitors compared to 2019



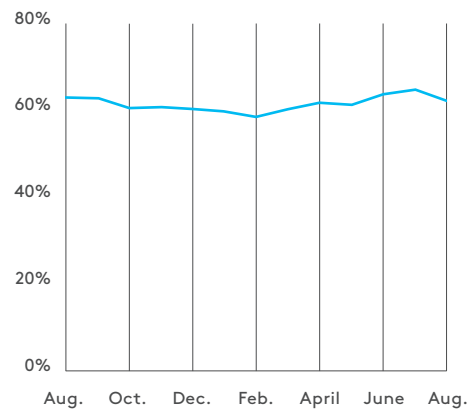
Nearly 3.8 million unique visitors came downtown in August 2026. This represents 112% of the visitors seen in August 2019 and a 3-point increase from August 2025.

Note: Foot traffic only includes domestic visitors.

Source: Placer.ai.

Return to Office

Average weekday worker foot traffic

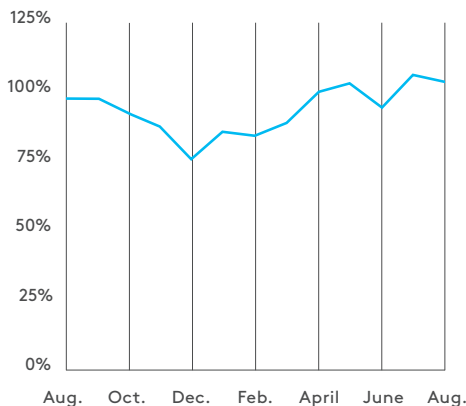


In August, downtown's worker foot traffic was 62% of August 2019's daily average. August 2026 averaged nearly 150,000 daily workers, similar to the average number in the past several months.

Source: Placer.ai.

Hotel Room Demand

Monthly hotel rooms sold compared to 2019

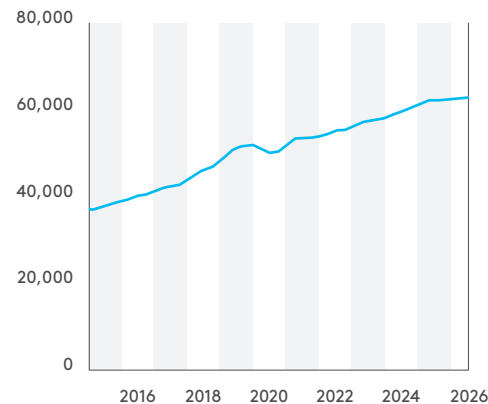


There were nearly 429,000 downtown hotel rooms sold in August 2026. This figure represents 106% of August 2019 demand and a 3% increase compared to August 2025.

Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



In August, the number of occupied apartment units downtown remained around 62,000 units. This represents a 1% increase compared to Q3 2025 and a 21% increase compared to Q2 2019.

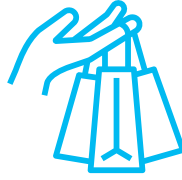
Source: CoStar

Of Note in Downtown



9.2M
visits

August 2026 was downtown Seattle's most heavily visited month since July 2019. Visitor foot traffic was up 24% compared to August 2025.



~\$164.9M
spent

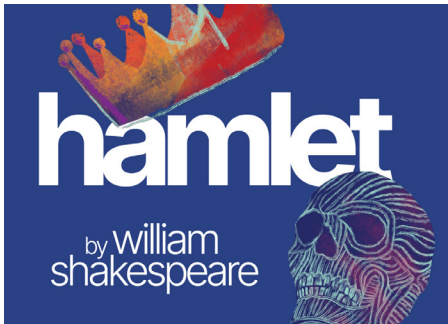
According to Datafy, consumers spent \$164,958,003 downtown in July. That figure is 5% above the previous month.



731,054
gallons

Through the first eight months of the year, the DSA/MID Clean Team has collected 731,054 gallons of trash from downtown sidewalks, curblines and alleys. By volume, that's more than an Olympic-size swimming pool.

Coming Up in Downtown



Fall Arts Season

The fall arts season is in full swing at venues across downtown. Check out Serenade at PNB (Sept. 25-Oct. 4); A Chorus Line at The 5th Avenue Theatre (Sept. 15-27); and Hamlet at Union Arts Center (Sept. 19-Oct. 11).



Chinatown-International District Night Market

The Chinatown-ID Night Market is a free, all ages market celebrating community, food and culture. On Saturday, Sept. 26 dozens of local vendors will line South King Street and cultural performances will take place under the arch in Hing Hay Park.



Courtesy of Festa Italiana Seattle

Festa Italiana Seattle

All things Italian will take over Seattle Center Sept. 26-27 with the 39th annual Festa Italiana. Enjoy Italian cars, music, dance, food, cooking demonstrations and grape stomping at this free cultural experience.

NOTES ON SOURCES

Datafy measures consumer spending by analyzing a cross-section of credit and debit card transactions and cell phone location data.

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 downtown Seattle.*
- 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.

downtownseattle.org/downtowndashboard