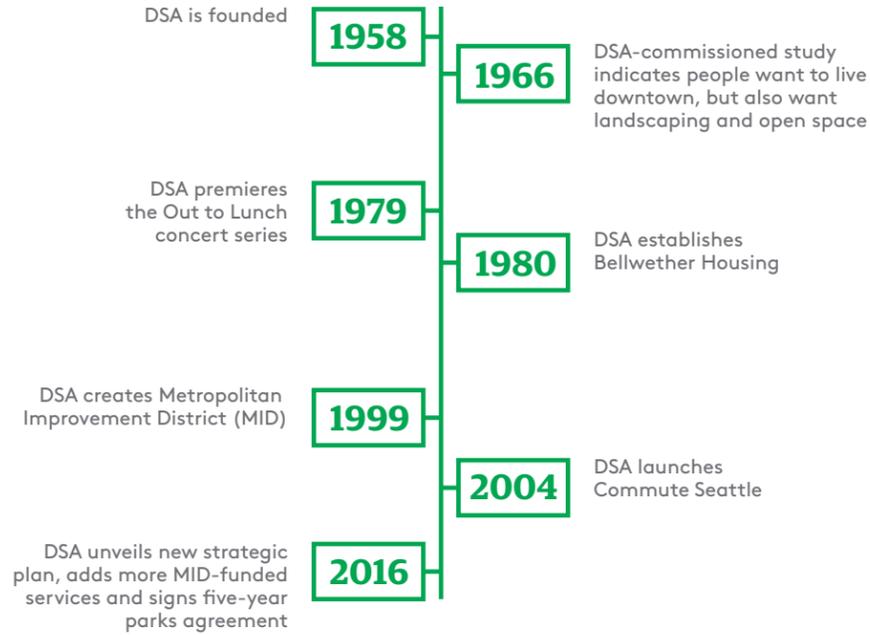


DSA's History and Key Accomplishments



A Great Year

Downtown Seattle is experiencing exceptional growth. As it evolves and changes, DSA is here, working to make our urban core the best it can be for businesses, workers, residents and visitors. We're a steward of downtown parks and public spaces, a partner with organizations that address homelessness and affordable housing and a catalyst for solving persistent challenges like transportation. Over the past year, with support from our members, ratepayers and partners, we continued delivering on our mission to create a healthy, vibrant downtown. We look forward to partnering with you in the coming year as we continue to shape our downtown and our city together.

Thank you for your support.



Jon Scholes
President & CEO

About Us

DSA is a nonprofit membership organization focused on making downtown Seattle a great place to live, work, shop and play through public policy advocacy, economic development, marketing, urban planning and public realm stewardship.



Mission

To create a healthy, vibrant downtown



Vision

DSA envisions downtown Seattle as everybody's neighborhood—a global and growing 24/7 center for business, residents and visitors that is vibrant, welcoming, clean and safe. One that is easy to get to and through, and is the region's center of innovation and culture. Downtown is a collection of unique neighborhoods—each maintaining its own authentic character, leadership and sense of community. Together, they create an active and diverse urban environment with something for everyone.

Learn more at DSA's new and expanded website
downtownseattle.org



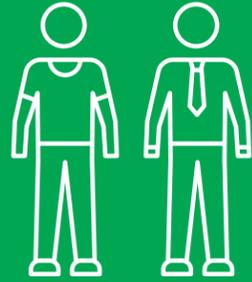
A YEAR OF CITY MAKING

2016-2017 DSA/MID Annual Report



DSA by the Numbers*

Providing our members influence, access and opportunity



2,200

corporate, nonprofit and residential members



1,200

MID ratepayers



12

downtown neighborhoods, from SoDo to South Lake Union



5,000

members at dozens of DSA informational, educational and networking events

▶ **1,200** businesses and community leaders at our sold-out State of Downtown

*Membership and ratepayer numbers are approximate

Guided by our five-year strategic plan, we serve as your voice on key strategic areas of focus, including the urban experience, economic competitiveness and effective, reliable transportation.



Urban Experience

Creating a 24/7 experience that is inviting, clean and safe for everyone



Provided staffing, programming and amenities at Westlake Park and Occidental Square

- ▶ **~450,000** combined park visitors
- ▶ **2,300** food truck appearances, 900 hours of live music, 54,000 carousel riders
- ▶ **\$305,000** in public grant funding secured



Improved and shaped vibrant and welcoming public spaces, including Pike Street Hill Climb



Launched Act One of the Pike-Pine Renaissance with community open house

- ▶ **\$20M** pedestrian connection between the Waterfront and Capitol Hill



Expanded MID-funded cleaning, safety and outreach services across 285 downtown blocks

- ▶ **79,734** people helped with directions
- ▶ **818,300** gallons of trash collected
- ▶ **122** homeless individuals connected with housing, treatment, job training and case-management services

Economic Competitiveness

Attracting jobs, encouraging innovation and investment and increasing housing supply



Influenced passage of downtown rezone legislation to increase affordable and market-rate housing, which will result in **2,100** new affordable units



DSA members contributed **\$265,000** to the successful Seattle Housing Levy Campaign



Advocated for the development of the Washington State Convention Center Addition



Continued efforts to site a public elementary school downtown to serve a growing number of downtown families

Transportation and Access

Promoting and advocating for effective, safe and reliable options to and through downtown



Launched a 20-year transportation and public realm vision for downtown in partnership with the City, County and Sound Transit, leveraging more than **\$1.2M** in public funding



Achieved 10-year goal of ensuring **70%** of all commuting trips downtown are via transit, walking, biking and ride share



Led the effort to ensure success of Sound Transit 3, including assisting DSA members in contributing **\$1.7M** to the campaign



Helped nearly **700,000** visitors take advantage of short-term, reduced-rate parking through downtownseattleparking.com