

# A message to our ratepayers

January 2024

As we kick off a new year, we have much to celebrate in downtown Seattle, including the steady return of workers and visitors and a record residential population.

In November, downtown averaged more than 86,000 daily worker visits and saw 2.1 million visitors. Holiday events funded by Metropolitan Improvement District ratepayers drew tens of thousands of people – from the annual tree lighting celebration to a pop-up ice skating rink, giant holiday-themed light sculptures, free concerts and more. The day after Thanksgiving, downtown’s retail core saw a 37% increase in foot traffic over the same day the prior year.

Downtown’s continued recovery is due in part to the support of property owners within the MID. Your investment in cleaning and hospitality services, private security patrols, park and public space activations, marketing and more, is making a huge difference. And thanks to your overwhelming support for MID renewal this last year, and the subsequent unanimous approval by the Seattle City Council, the efforts to keep downtown clean, safe and welcoming will continue for another decade. With funds from Seattle Mayor Harrell’s Downtown Activation Plan, we have 39 additional

downtown ambassadors budgeted to join the team of 140 already in the field seven days a week.

Last fall, the city of Seattle also approved the parks-management agreement with the Downtown Seattle Association (program manager of the MID) and expanded the work of DSA/MID to two additional urban parks. That means more amenities and hours of family-friendly events for residents, workers and visitors.

In this new year, we are launching a customer survey to ensure we continue meeting your needs. As the chair of your MID Ratepayer Advisory Board, I invite you to visit [downtownseattle.org/mid](http://downtownseattle.org/mid) this month to find and complete the survey. We will report back results to the MID Advisory Board and to ratepayers when those are tabulated.

Thank you for your ongoing support of and investment in a thriving city, and happy new year.



**Reza Marashi**  
*MID Ratepayer Advisory Board Chair*  
*Director of Government Affairs, Kilroy Realty*

## Your Assessment at Work

December 2022–November 2023



**1,371,518**

Gallons of trash removed



**50,314**

Graffiti tags removed



**60,025**

Incidents of human/animal waste removed



**4,345**

Syringes collected



**45,682**

People given directions



**11,830**

Unique events/activations in public spaces



*PRO Team ambassadors setting up Occidental Square for the day.*

## Track the Impact of Downtown Ambassadors

Interested in exploring the numbers behind the work of the MID-funded downtown ambassadors? Now you can review the impact of their work by team through new online performance dashboards. These reports track a variety of tasks, from gallons of trash collected each month by the Clean Team; to the number of welfare checks conducted by the Community Safety & Hospitality Team; and the hours of programming supported in DSA-managed urban parks by the Public Realm Operations (PRO) Team.

Ambassadors collect raw data in the field on mobile devices and that information is used to generate these dynamic reports that are updated monthly. In addition to these new dashboards, you can find information on the MID website about general MID services, hours of operation, how to make a service request, news and videos about the MID and our ambassadors, and information for MID ratepayers. To see the metrics, visit [downtownseattle.org/mid](http://downtownseattle.org/mid) and find specific details under each ambassador team.



*Visitors enjoying holiday activities in Westlake Park.*

## Celebrating the Holidays Downtown

With support from MID ratepayers and sponsors, downtown Seattle sparkled for the holidays with life-sized light sculptures in Westlake Park and festive lighting in Occidental Square in historic Pioneer Square. Thousands of people came downtown on the day after Thanksgiving for the annual downtown tree lighting celebration and fireworks. Downtown was also home to dozens of free family-friendly activities, including live concerts, sweet treats and snow flurries, and an 80-foot pop-up ice skating rink, back for a second year.