



# City of Seattle

## Office of Economic Development



*Columbia City, Seattle*



*Scott Giles and Bill Stamey – Ken's Market, Greenwood*

# Neighborhood Business District Revitalization Program

**Regional Development and Sustainability Committee**  
**August 3, 2010**

# Neighborhood Business Districts

## Contribution to Seattle's Economy

Seattle's diverse neighborhoods are unique assets creating a desirable "personality of place" with tangible economic benefits:

Neighborhood Business District Focus Areas	2009 Gross Sales Revenue*
International District/Little Saigon Urban Village	\$633,963,308
12 <sup>th</sup> Avenue Corridor in Capitol Hill	\$155,083,204
Jackson Street Corridor in the Central Area	\$155,366,860
MLK at Othello	\$45,675,076
Rainier Beach	\$25,991,967
Pioneer Square	\$1,208,500,686
<b>2009 Gross Sales Revenue</b>	<b><u>\$2,224,581,104</u></b>

\* As reported to the City's Department of Executive Administration

# Neighborhood Business Districts Approach

OED's Neighborhood Business District Program is designed to foster vibrant neighborhood business districts that:

- Allow small businesses to grow and flourish, making a positive contribution to the city's economic health
- Reflect the unique character of the neighborhoods where they are located, and contribute to their vitality.



*West Seattle Junction*

# Neighborhood Business Districts

## Targeted Services

- **Multi-year NBD grants – “Buy Local” campaign**
  - Encourage longer-term projects and support City-wide “Buy Local” marketing efforts
- **Comprehensive revitalization plans**
  - Community Development Corporations’ focus on neighborhood commercial corridors (HomeSight, SEED, Inter\*IM, SCIDPDA, CHH, CADA)
  - Broadway Action Agenda and Pioneer Square Revitalization Initiatives
- **Business Improvement Areas (BIA)**
  - Formation & technical assistance
- **Farmers Markets**
  - Permitting & relocation assistance



*Greenwood, Seattle*

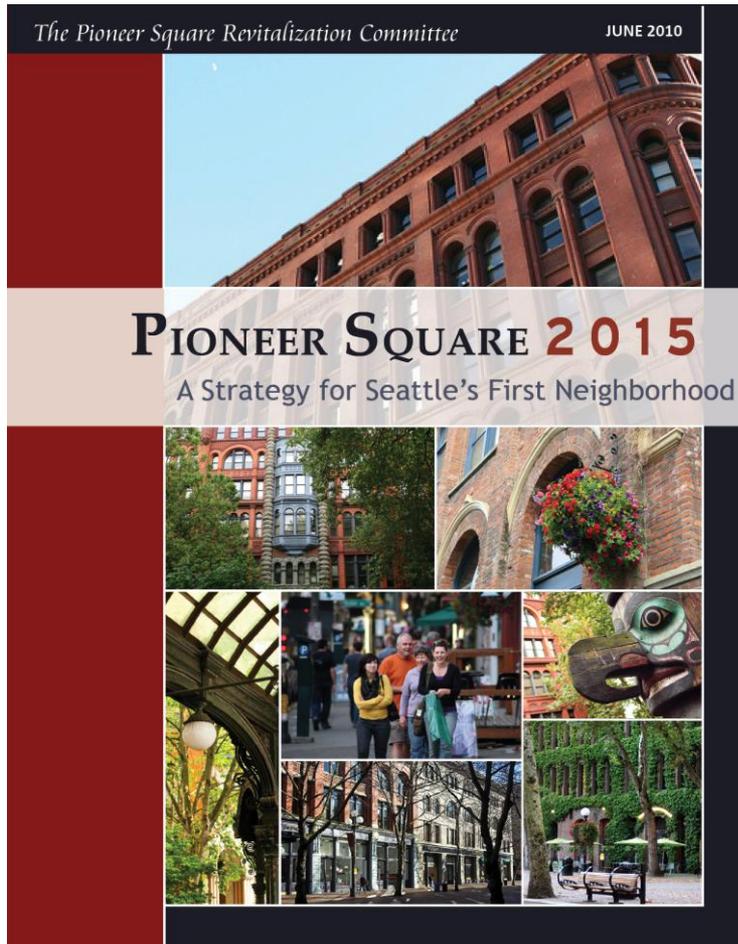
# Neighborhood Business Revitalization

## Building Blocks for Healthy Districts

- **Business Retention & Mix**
- **Pedestrian Environment**
- **Marketing & Promotion**
- **Organizational Development**
- **Clean & Safe**



# Neighborhood Business Revitalization Framework in action



## SUMMARY OF GOALS

### Community Goals and Strategies

- Goal #1:** Actively Engage Businesses in Supporting Economic Growth
- Goal #2:** Build the Neighborhood's Organizational Development & Advocacy Capacity
- Goal #3:** Focus on the District's Historic Building Assets & Enhance the Built Environment
- Goal #4:** Effectively Market, Brand and Promote Pioneer Square

### City Goals and Strategies

- Goal #1:** Support Pioneer Square's Historic Buildings and a Positive Development Environment
- Goal #2:** Provide Economic Development Support and Investment
- Goal #3:** Provide Supportive Utility, Parking and Transportation Infrastructure
- Goal #4:** Ensure an Environment of Public Safety and Civility

# Neighborhood Business Revitalization

Next Steps	Target Dates
Present concepts to Council Committee Regional Sustainable Development	August 3, 2010
Outreach and discussion of new program approach with commercial district leaders	Aug/Sept., 2010
Finalize program design	Sept./Oct., 2010
Solicit specific proposals from Neighborhood Commercial Districts	Oct./Nov., 2010
Select Target Neighborhood Commercial Districts	Nov./Dec., 2010
Approve 2011 workplans for participants	Jan./Feb., 2011
Assess progress and finalize 2012 workplan	Oct./Nov., 2011