

Council Briefing – 7/3/12



# **Business Improvement Areas – At Work in Seattle**

City of Seattle Business Improvement Area Assistance Program

# Vitality Depends on ...



Strong Management



Cleaning & Maintenance



Safety & Security



WELCOME

Marketing & Promotions



Planning & Design Improvements



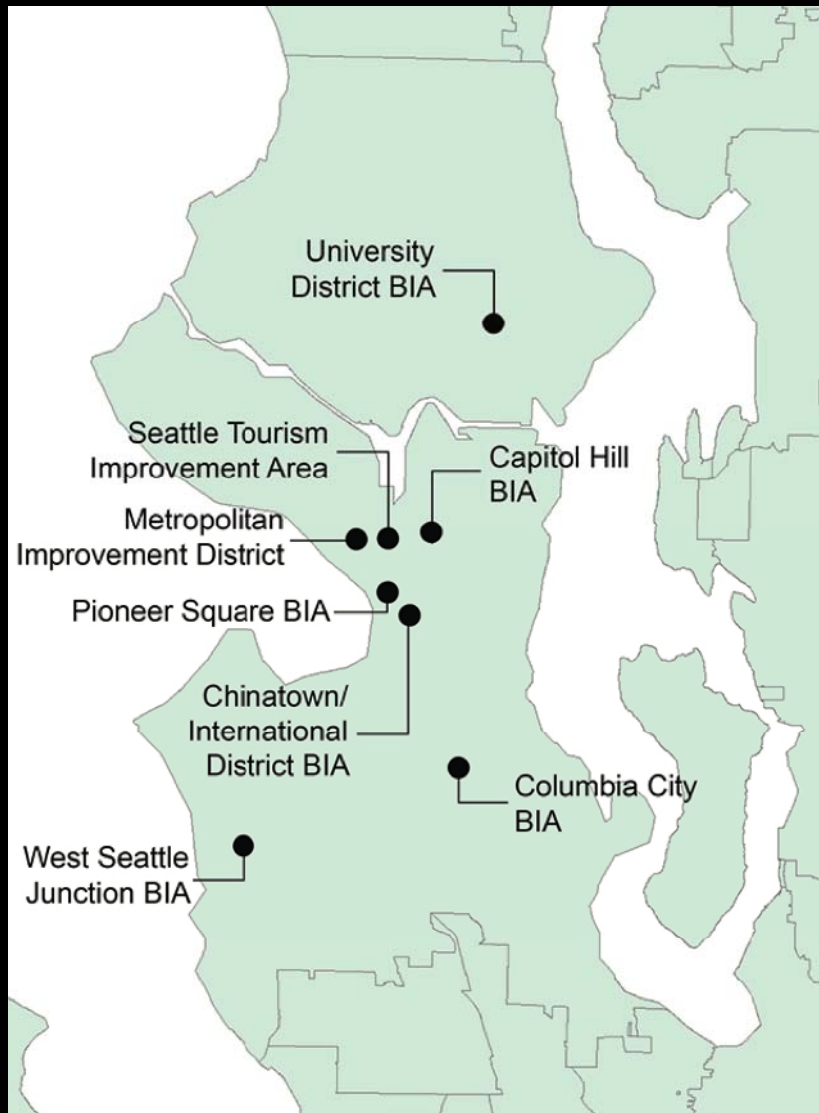
Retail & Business Strategies



# What is a BIA?

- ▶ Enacted by City Council
- ▶ Assessment on Properties and/or Businesses
- ▶ Assessment is a local preference:
  - » Square Footage
  - » Value
  - » Sales
  - » Etc.
- ▶ Managed in the neighborhood
- ▶ Uses are also local preferences:
  - » Maintenance
  - » Security
  - » Improvements
  - » Events
  - » Management
  - » Etc.





## BIAs in Seattle

### EXISTING

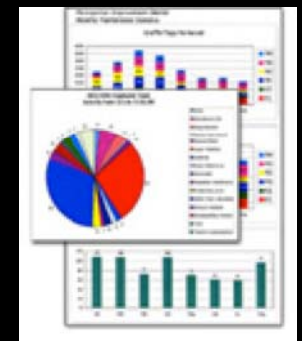
- ▶ Downtown
- ▶ Capitol Hill
- ▶ Chinatown / International District
- ▶ Columbia City
- ▶ Pioneer Square
- ▶ University District
- ▶ West Seattle Junction
- ▶ Seattle Tourism Improvement Area

### IN PROGRESS

- ▶ Central District: 23<sup>rd</sup> & E. Union; Jackson Street
- ▶ Belltown / SODO / Ballard
- ▶ Updates: Pioneer Square; Capitol Hill; Chinatown / International Dist; West Seattle

# Downtown Metropolitan Improvement District (MID)

- ▶ Created: 1999
- ▶ Budget: \$5.4 million
- ▶ \$0.29/\$1000 of value + \$0.31 / Lot Square Foot
- ▶ Activities:
  - » Common area maintenance
  - » Safety ambassadors
  - » Marketing & special events
  - » Research & market analysis
  - » Professional management
  - » Commute Seattle



# Capitol Hill

- ▶ Created: 1986
- ▶ Budget: \$130,000
- ▶ \$2/\$1000 of sales to \$3,500 maximum
- ▶ Activities:

- » Common area maintenance
- » Street beautification
- » Winter lighting





# Chinatown / International District



- ▶ Created: 1994
- ▶ Budget: \$191,000
- ▶ 7 - 13 ¢ / square foot; varies by type and location; different formulas for housing/hotels, parking, property and business owners, and others
- ▶ Activities:
  - » Common area maintenance
  - » Marketing and special events
  - » Professional management

# Pioneer Square



- ▶ Created: 1983
- ▶ Budget: \$200,000
- ▶ \$0.31 - 1.25/\$1000 of sales; varies by type; \$4000 maximum
- ▶ Activities:
  - » Common area maintenance
  - » Special events
  - » Beautification
  - » Professional management



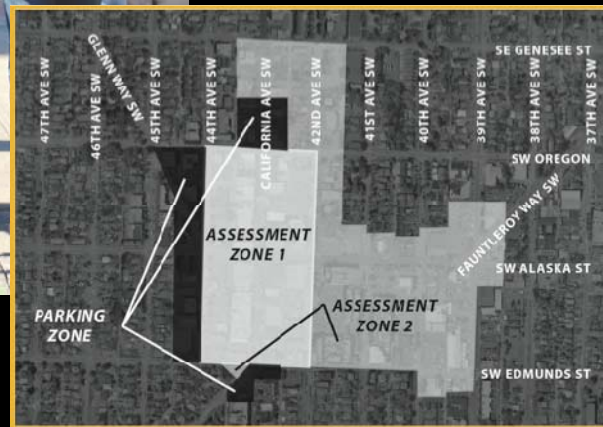
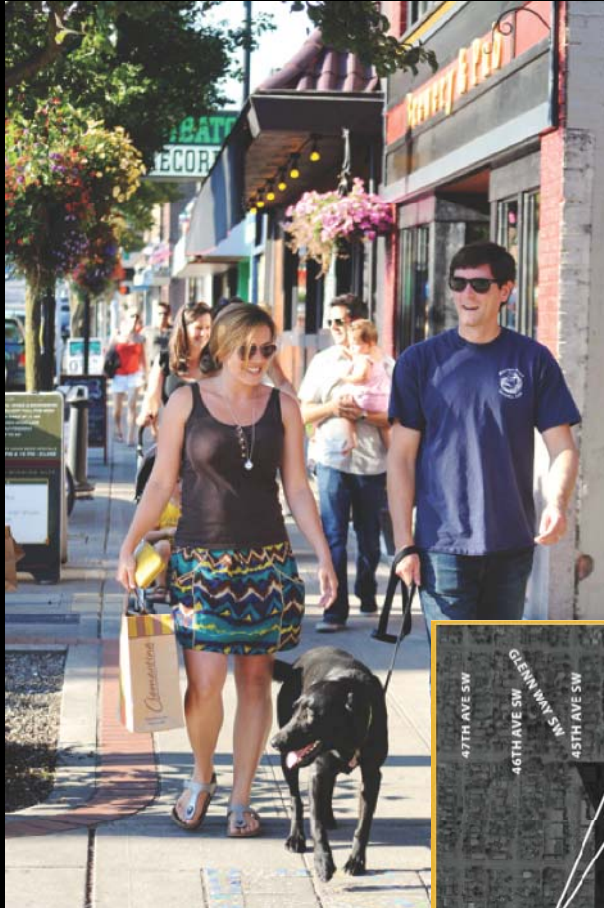


# University District

- ▶ Created: 1996
- ▶ Budget: \$145,000
- ▶ 6 - 11¢/square foot; varies by type;  
\$10,000 maximum
- ▶ Activities:
  - » Common area maintenance
  - » Security
  - » Professional management



# West Seattle Junction



- ▶ Created: 1987
- ▶ Budget: \$263,000
- ▶ \$.75 - 2.75/\$1000 of Sales; varies by type and location
- ▶ Activities
  - » Parking management
  - » Common area maintenance
  - » Special events
  - » Beautification
  - » Professional management

# Columbia City



- ▶ Created: 2999
- ▶ Initial Budget: \$53,000
- ▶ Anticipated Budget: \$85,000
- ▶ 4.2¢ / Property sq. ft.  
20.0¢ / \$1,000 Assessed Value
- ▶ Activities
  - » Common area maintenance
  - » Security
  - » Beautification





# Seattle Tourism BIA



- ▶ Created: 2011
- ▶ Large Hotels Only
- ▶ Budget: \$5-6 Million
- ▶ \$2.00 / Occupied Room Night
- ▶ Activities:
  - Increase Leisure Tourism, via:
    - » Promotion
    - » Advertising
    - » Sales & Marketing
    - » Professional Management

# Motivations for Creating a BIA

- ▶ Reduce crime
- ▶ Increase:
  - ▶ perception of safety
  - ▶ cleanliness
  - ▶ sales
  - ▶ rents
- ▶ Improve district image
- ▶ Ensure that everyone pays their fair share!



# Current BIA Formation / Revision Activity

- ▶ MID (Metropolitan Improve. District)
- ▶ Belltown
- ▶ Pioneer Square
- ▶ SODO
- ▶ Broadway / Capitol Hill
- ▶ Madison Valley
- ▶ West Seattle Junction
- ▶ Ballard
- ▶ Others: Jackson Street;  
23<sup>rd</sup> & E. Union; Chinatown /  
International District; Lake City





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