

Metropolitan Improvement District

MID Renewal & Expansion

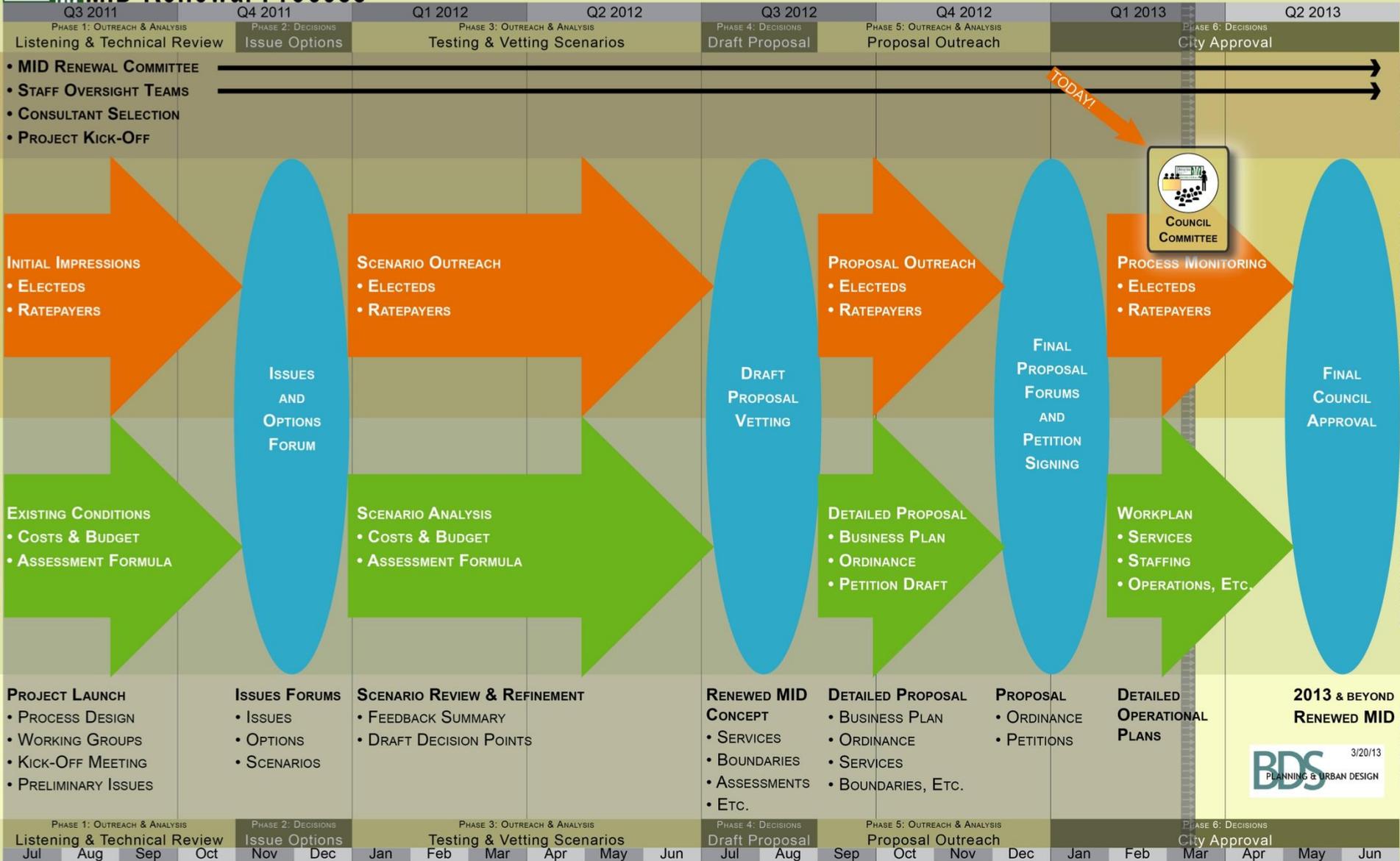
City Council – 3/20/13



Founded by Downtown Seattle Association



MID Renewal Process



TODAY!



Services Summary

Clean — Keep Downtown clean; provide 2nd Chance employment

- Increased hours & public streetscape maintenance

Safety, Outreach & Hospitality Services — Make Downtown safe & welcoming

- Additional police teams; human services / mental health focus; parks ambassadors

Marketing & Communications — Promote & market Downtown

- Holiday & summer campaigns; parking information; benchmarking

Businesses Development & Market Research — Recruit & retain businesses & jobs

- Data collection & trend analysis; business retention & recruitment; retail recruitment

Transit, Bikes, & Parking — Increase access & mobility

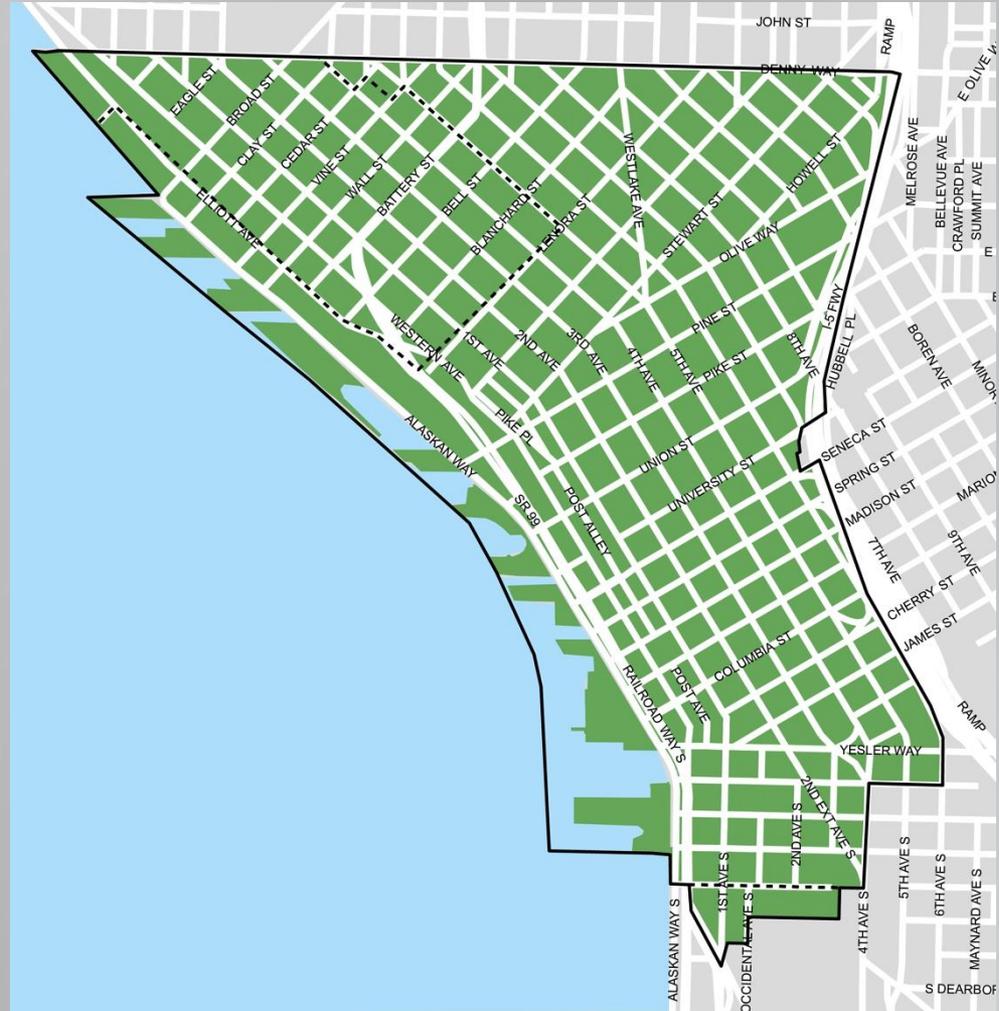
- Discount transit passes; bike facilities; parking management strategies

Management — Excellent program management & administration

New Boundaries



Existing MID



Outreach Summary

3 Leadership Forums — Kick-off; critical issues; key concepts

- MID Board; City officials; top ratepayers

50+ Committee Meetings — June 2011 – March 2013

- MID Board • Renewal • Assessment equity • Belltown • Services • Special issues

20+ Belltown Community Meetings— October 2011 – March 2013

- Community forums • Focus groups • Community Council • Business Association

100+ Individual Ratepayer Briefings — Critical issues; Assessment calculations

- Assessment equity • Services • Special conditions • Questions • Concerns

50+ Belltown-specific Ratepayer Briefings — Belltown & individual issues; assessments

- BBA/BCC/Consultant outreach – City funding: Office of Economic Development & Department of Neighborhoods

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