



Downtown
Seattle
Association

Metropolitan
Improvement
District



MID Renewal 2023-2033

Introduction

- Strong petition support
- MID Services
- Renewal process and outreach
- Proposed business plan





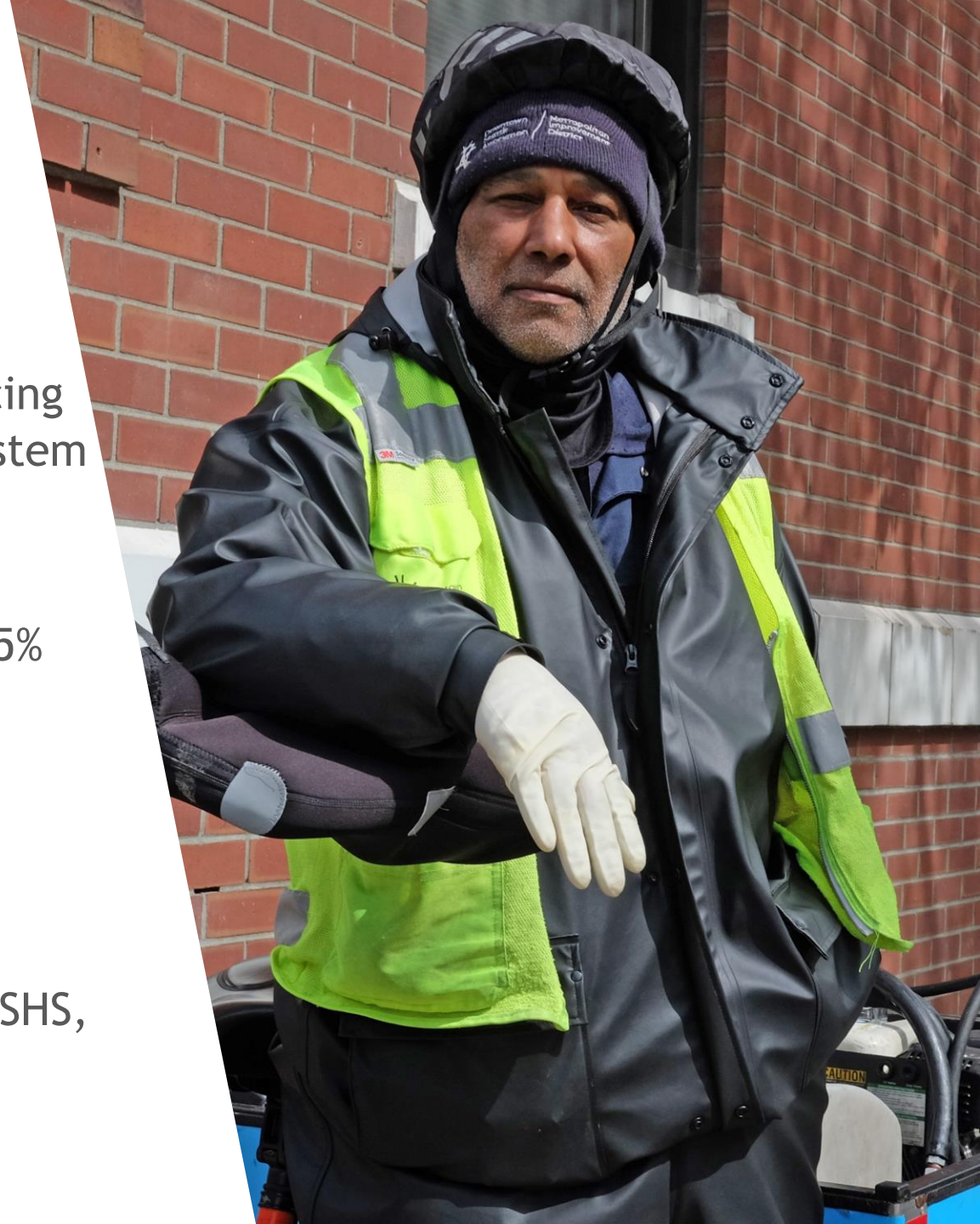
MID Basics

- Formed via City ordinance in 1999. Renewed in 2013 for 10-year term
- \$15.5m in annual private investment (FY 22/23)
- Assessments on hospitality, office, residential, parking and retail properties
- DSA has served as program manager since inception
- Public realm stewardship, marketing, economic development and advocacy, outreach, transportation
- Employment opportunity program
- 128 ambassador positions
- Services provided across 285 square blocks, 7 days/week



Employment Opportunity Program

- Employment opportunities for individuals experiencing homelessness; engagement with criminal justice system
- Starting wage \$20/hour
- Benefits include fully paid medical, dental, vision; 5% 401(k) match; EAP; ORCA card
- Housing and social service support
- Partnership with reentry programs, local nonprofits including Chief Seattle Club, Union Gospel Mission, Seattle Municipal Court, Pioneer Human Services, DSHS, Homeless Veterans Reintegration Program



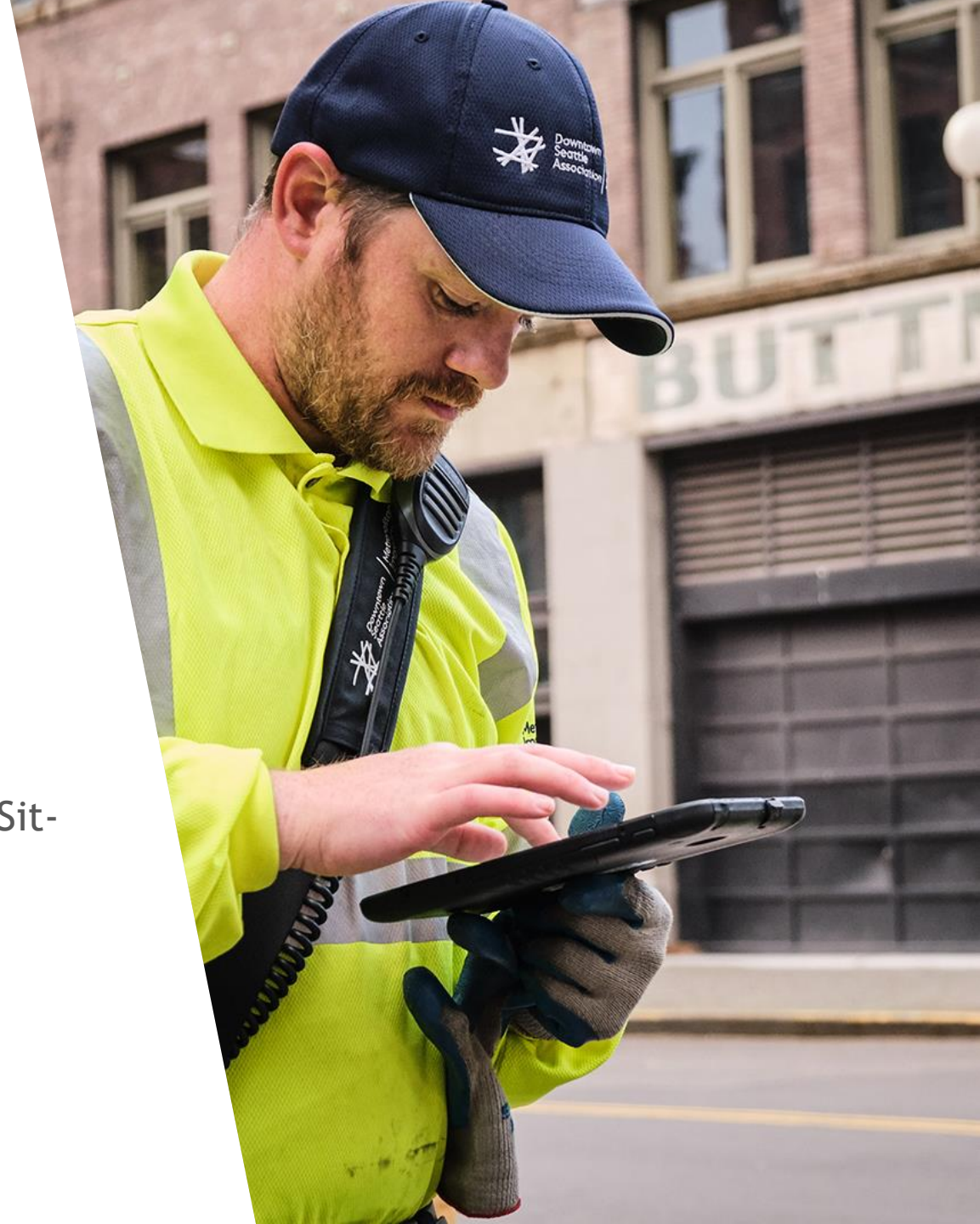
10-year Impact

- Between July 2013 and June 2022 the MID:
 - Removed 8,664,909 gallons of trash
 - Cleaned up / disposed of 102,571 incidents of human/animal waste
 - Collected 97,315 syringes
 - Removed 339,229 graffiti tags
 - Conducted 71,156 welfare checks for unsheltered individuals
 - Assisted 770,806 visitors with directions



March 2023 Impact

- Removed 105,237 gallons of trash
- Collected 336 syringes
- Removed 5,345 graffiti tags
- 2,420 lbs of illegally dumped materials collected
- Conducted 1,144 welfare checks for unsheltered individuals
- 204 outreach engagements; 392 Conditions of Entry/Sit-Lie violations
- Narcan administered 17 times
- 55 security responses to ratepayer calls
- Interrupted 3 assaults













MOJO'S

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WESTLAKE CENTER

Downtown's Evolution 2013-2022

- Residential population is up 51%
- Employment is up 31%
- 42% increase in building square footage
- Downtown accounts for 50% of Seattle's economic activity
- 50% of city's property value



2022 MID Operational Changes

- Investment in unarmed security
- Increased use of trikes, bikes and machines
- New recruitment initiative and increase in ambassador wages
- Additional visibility and engagement with customers
- Streamlined use of technology
- Ambassadors began carrying Narcan



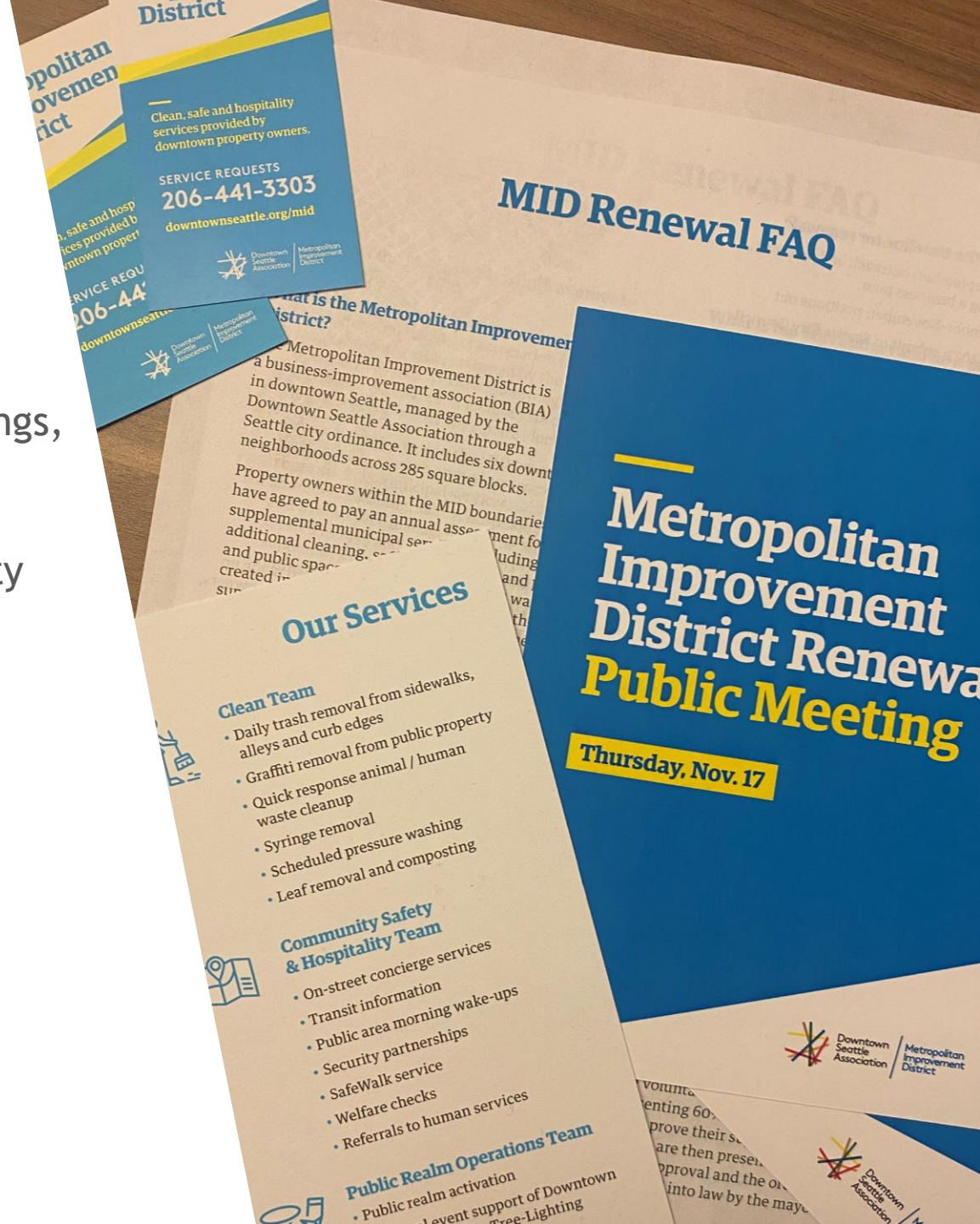
MID Reauthorization/Renewal

- Guided by Renewal Committee of property owners and MID Board
- Informed by outreach with ratepayers, staff, stakeholders, City
- Business plan approved by MID Board and DSA Board in October
- Petitions distributed in November to all property owners
- 66% of assessment support received in February



Renewal Outreach

- Formation of MID Renewal Committee with regular meetings & reviews
- Employee engagement including facilitated team meetings, focus groups and a survey
- 1:1 interviews with select MID ratepayers across property types
- Focus group with peer downtown organizations
- Mailers to all MID ratepayers
- Development of printed and online materials
- Virtual and in person public meetings
- Online surveys and newsletters
- Outreach to proposed expansion area



Outreach Findings

- Strong support and appreciation for MID services (especially during the pandemic)
- Ongoing concerns about safety and security in downtown Seattle
- Concerns about the homelessness crisis and its impact on downtown
- Desire for more cleaning services
- Desire for City to commit to providing a higher level of core services downtown



MID Business Plan

- New 10-year term beginning July 1, 2023-June 30, 2033
- Minor modifications to the southern boundary with opportunity for expansion in future years
- 10 percent increase in cleaning services/total hours
- Increase investment in ambassador wages
- Investment to sustain unarmed security services
- New customer service/advocacy position
- Sustain investment in park activation/programming
- Technical modifications to ordinance



Proposed MID Service Area

- Expanding the MID boundary to include south end of Pioneer Square
- Closer alignment with Pioneer Square BIA
- 20 additional properties in expansion area

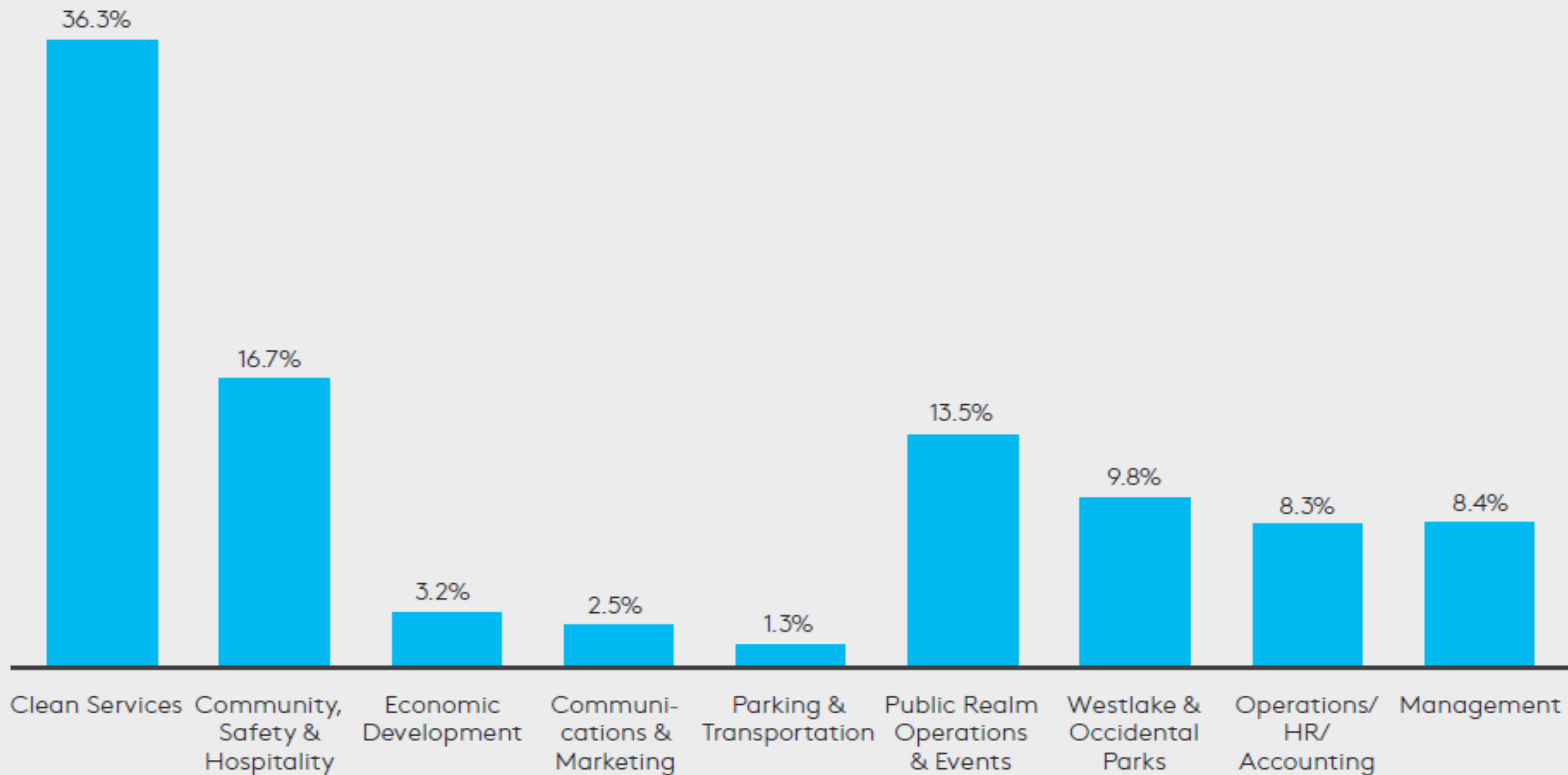


Budget Info

- Investment level \$18.3m in FY 23/24
- Sustain and increase services
- Responsive to high inflationary environment and competitive labor market
- Majority of budget dedicated to on-street clean, safe and public realm activation and beautification programs



2023-24 EXPENSE ALLOCATION BY PROGRAM



Assessment Formula & Rates

Current assessment formula:

- Value of property + size of lot/land footage
- Caps in place for all properties to limit total annual assessment

Principles for new 10-year plan:

- Support \$18.3m budget for 23/24
- Rebalance equity among different property types
- Achieve predictable cost escalation over time
- Sustain services over 10-year term



Assessment Formula & Rates

Specifics:

- Keep Total Appraised Value factor the same (\$0.37)
- Increase Land Sq Ft ceiling by 15% to \$0.45
- Increase Building Sq Ft ceiling by 15% to \$0.24
- Eliminate Total Appraised Value ceiling (near zero impact)
- Increase the Hotel and Residential ceilings:
 - Hotels from \$97 to \$125/room/year (phased in over 2 years)
 - Residential \$152 to \$195/unit/year (phased in over 2 years)
- Increase assessments by CPI-U each year (min. 2.5%; max 5.0%)
- Recalculate assessments once in Year-5, for Year-6 assessments



Q & A



Along Side Ian

Downtown Seattle Association