



SEATTLE CITY COUNCIL

Economic Development, Technology, and City Light Committee

Agenda

Wednesday, April 12, 2023

9:30 AM

Public Hearing

Council Chamber, City Hall
600 4th Avenue
Seattle, WA 98104

Sara Nelson, Chair
Debora Juarez, Vice-Chair
Lisa Herbold, Member
Kshama Sawant, Member
Dan Strauss, Member

Chair Info: 206-684-8809; Sara.Nelson@seattle.gov

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SEATTLE CITY COUNCIL
Economic Development, Technology, and City
Light Committee
Agenda
April 12, 2023 - 9:30 AM
Public Hearing

Meeting Location:

Council Chamber, City Hall, 600 4th Avenue, Seattle, WA 98104

Committee Website:

<https://www.seattle.gov/council/committees/economic-development-technology-and-city-light>

This meeting also constitutes a meeting of the City Council, provided that the meeting shall be conducted as a committee meeting under the Council Rules and Procedures, and Council action shall be limited to committee business.

Members of the public may register for remote or in-person Public Comment to address the Council, and to speak during the Public Hearing. Details on how to provide Public Comment are listed below:

Remote Public Comment - Register online to speak during the Public Comment period, or during the Public Hearing, at the meeting at <http://www.seattle.gov/council/committees/public-comment>. Online registration to speak will begin two hours before the meeting start time, and registration will end at the conclusion of the Public Comment period, and at the conclusion of the Public Hearing, during the meeting. Speakers must be registered in order to be recognized by the Chair.

In-Person Public Comment - Register to speak on the Public Comment sign-up sheet or the Public Hearing sign-up sheet located inside Council Chambers at least 15 minutes prior to the meeting start time. Registration will end at the conclusion of the Public Comment period, and at the conclusion of the Public Hearing, during the meeting. Speakers must be registered in order to be recognized by the Chair.

Submit written comments to Councilmember Nelson at Sara.Nelson@seattle.gov

Please Note: Times listed are estimated

A. Call To Order

B. Approval of the Agenda

C. Public Comment

D. Items of Business

1. [Appt 02510](#) **Appointment of Lowell Deo as member, Seattle Film Commission, for a term to April 23, 2024.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

2. [Appt 02511](#) **Appointment of Tom Florino as member, Seattle Film Commission, for a term to April 23, 2024.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

3. [Appt 02512](#) **Appointment of Kat Ogden as member, Seattle Film Commission, for a term to April 23, 2024.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

4. [Appt 02513](#) **Appointment of Anthony Tackett as member, Seattle Film Commission, for a term to April 23, 2024.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

5. [Appt 02514](#) **Appointment of Beth Barrett as member, Seattle Film Commission, for a term to April 23, 2025.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

6. [Appt 02515](#) **Appointment of Laura Jean Cronin as member, Seattle Film Commission, for a term to April 23, 2025.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

7. [Appt 02516](#) **Appointment of Melissa Matthies Purcell as member, Seattle Film Commission, for a term to April 23, 2025.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

8. [Appt 02517](#) **Appointment of Champ Ensminger as member, Seattle Film Commission, for a term to April 23, 2026.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

9. [Appt 02518](#) **Appointment of Mark A. Freid as member, Seattle Film Commission, for a term to April 23, 2026.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

10. [Appt 02519](#) **Appointment of Michael Huang as member, Seattle Film Commission, for a term to April 23, 2026.**

Attachments: [Appointment Packet](#)

Supporting Documents: [Presentation](#)

Briefing, Discussion, and Possible Vote (3 minutes)

Presenters: Preeti Shridhar and Chris Swenson, Office of Economic Development

11. [CB 120537](#) **AN ORDINANCE relating to downtown business improvement areas; establishing a new ten-year Business Improvement Area to be known as the Metropolitan Improvement District; levying special assessments upon owners of commercial property, multifamily residential property, and mixed-use property within the area; providing for the deposit of revenues in a special account and expenditures therefrom; providing for collection of and penalties for delinquencies; providing for the establishment of a Ratepayers Advisory Board; providing for an implementation agreement with a Program Manager; disestablishing the existing Metropolitan Improvement District that was established by Ordinance 124175 (“2013 MID”); suspending the issuance of assessments and providing for the continuity of services under the 2013 MID; providing for the transfer of any remaining funds from the 2013 MID Account; and ratifying and confirming certain prior acts.**

Attachments: [Att A - Proposed MID Boundaries](#)

Supporting

Documents:

[Summary and Fiscal Note](#)

[Summary Att A - MID 2023-2033 Business Plan](#)

[Central Staff Memo](#)

[MID Benefit Analysis](#)

[MID Renewal FAQ](#)

[MID Services Summary](#)

[DSA Presentation](#)

[OED Presentation](#)

Public Hearing, Briefing, and Discussion (45 minutes)

Presenters: Preeti Shridhar and Phillip Sit, Office of Economic Development; Jon Scholes, President & CEO, Lisa Nitze, and Brian Scott, Downtown Seattle Association

Register online to speak at the Economic Development, Technology, and City Light Public Hearing at <http://www.seattle.gov/council/committees/public-comment>. Online registration to speak at the Public Hearing pertaining to Council Bill 120537, as referenced in Resolution 32090 and Resolution 32091, during the Economic Development, Technology, and City Light

Committee meeting will begin two hours before the 9:30 a.m. meeting start time, and registration will end at the conclusion of the Public Hearing during the meeting. Speakers must be registered in order to be recognized by the Chair.

In-Person Public Comment - Register to speak at the Public Hearing pertaining to Council Bill 120537, as referenced in Resolution 32090 and Resolution 32091, on the sign-up sheet located inside Council Chambers at least 15 minutes prior to the meeting start time. Registration will end at the conclusion of the Public Hearing period during the meeting. Speakers must be registered in order to be recognized by the Chair.

If you are unable to attend the remote meeting, please Submit written comments to Councilmember Nelson at Sara.Nelson@seattle.gov.

E. Adjournment



Legislation Text


File #: Appt 02510, **Version:** 1

Appointment of Lowell Deo as member, Seattle Film Commission, for a term to April 23, 2024.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Lowell Deo</i>		
Board/Commission Name: <i>Seattle Film Commission</i>		Position Title: <i>On-screen talent or their representatives (Position 1)</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * <i>4/24/2023</i> to <i>4/23/2024</i> <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Greenwood (D5, D6)</i>	Zip Code: <i>98117</i>	Contact Phone No.: [REDACTED]
Background: <i>With extensive work in Northwest productions like Grimm, The Librarians, and Three Busy Debras, Lowell is living proof actors CAN make a living in Seattle. Now Washington State (and Seattle) are realizing the importance of a strong creative community—not only in terms of spiritual fulfillment, but also tax dollars. Lowell is excited to be part of the vanguard to help attract production to Seattle; to help research, listen to and plan with the folks who can bring back our once vibrant industry.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): 3/28/2023		Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>

*Term begin and end date is fixed and tied to the position and not the appointment date.

Lowell Deo



BIG FISH NW TALENT REPRESENTATION
877.424.4347
WWW.BIGFISHNW.COM

Television

"Just Roll With It"	Chip Challumway	Kenwood TV Prod./Disney Channel
"Three Busy Debras"	Mr. Speaker	Adult Swim/Alive and Kicking Inc.
"The Scottish Play"	Det. Hendrix	Amazon Prime/Magnussen Media Group
"The Musicianer"	Reggie Thurkill	Solid Sender Productions
"Grimm" Season 6	Attendant Todd	NBC/Universal Television
"Tabitha: Witch of the Order"	Father Thomas	Pilot/TP Productions
"The Librarians"	General McLarty	TNT/Electric Entertainment
"Grimm" Season 4	Mayor	NBC/Universal Television
"Z Nation"	Redburn	SyFy/The Asylum
"The Fugitive"	Television Reporter	CBS/Warner Brothers Television

Film

"23 Short Films About the End of the World"	Samuel	Christen Kimbell
"All Those Small Things"	Deputy J. Hader	Andrew Hyatt/Rebel Kat Productions
"Outside"	Professor	Farahd Abdullah Wallizada/Nimbus Vision
"Once Between a Time"	Dr. Toby Leroux/Potion Master	Shawn Nelson/Nelson Entertainment
"Mr. Bleachers"	Dr. Reddy	Timothy Carpenter/Mighty Tripod
"Luz"	Ofc. Dowden	Jon Garcia/Lake Productions
"Stakeout"	Bill Wilkey	John and Paul Otteni
"Stolen Season"	James	Y-US Productions
"The Last Laugh"	Reggie Ray	The October People
"Heartthrob"	Mr. Tachuk	Chris Sivertson/Citizen Skull Productions
"Creatures from the Pink Lagoon"	Stan	Chris Diani/Seattle Theatre Project
"Visioneers"	Television Reporter	Jared Drake/Apothecary Films
"Max Rules:	Interrogator #2	Robert Burke/Jumpshot Films
"Dominoes"	Malik	Cole Drumb/Independent

Commercial

List Available Upon Request

Voice-Over

"Frankie Manning: Never Stop Swinging"	Documentary	WNET/PBS
"The Unforgettable Hampton Family"	Documentary	WNET/PBS
"Twenty Years after the Exxon Valdez Spill"	Documentary	N.O.A.A.
"American Passages"	Documentary	OPB/PBS

Web Series

Chaldea	Dervish/Kombo	Dir. Peter Adkison
Chop Socky Boom	D'Angelo	Dir. Heath Ward
Out to Launch	Mr. Segal	Dir. Mark David Jones

Training

Acting for the Camera	Richard Brestoff (Seattle)
On-Camera	Stephen Black (Seattle)
Voice-over Private Coaching	Nancy Wolfson (Los Angeles/Skype)
Voice-over Private Coaching	Marice Tobias (Seattle/Skype)

SPECIAL SKILLS

Teleprompter and ear prompter proficient, Tennis, Weightlifting, Yoga, Tarot, Beginning Cello, Moderate French

Seattle Film Commission

11 Members: Pursuant to Ordinance 126678, all members subject to City Council confirmation, 3-year terms however, initial terms shall be as follows:

1, 4, 7, and 10 shall be for one year; initial terms for positions 2, 5, 8, and 11 shall be for two years; and initial terms for positions 3, 6, and 9 shall be for three years.

- 5 City Council-appointed
- 5 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Commission

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	5,6	1.	On-screen talent	Lowell Deo	4/24/2023	4/23/24	1	Mayor
6	F	2	2.	Film industry labor unions	Melissa Matthies Purcell	4/24/2023	4/23/25	1	Mayor
1	M	7	3.	Advertising and creative agencies	Michael Huang	4/24/2023	4/23/26	1	Mayor
6	M	N/A	4.	Commercial producers or production companies	Tom Florino	4/24/2023	4/23/24	1	Mayor
2	F	N/A	5.	Film schools, film programs, or film educators	Laura Jean Cronin	4/24/2023	4/23/25	1	Mayor
1	M	4	6.	Post-production companies and personnel i.e., editors, composers, post-supervisors	Champ Ensminger	4/24/2023	4/23/26	1	City Council
6	F	4	7.	Film production crew	Kat Ogden	4/24/2023	4/23/24	1	City Council
6	F	4	8.	Film festivals or film content distribution companies	Beth Barrett	4/24/2023	4/23/25	1	City Council
6	M	N/A	9.	Film location managers	Mark A. Freid	4/24/2023	4/23/26	1	City Council
2	M	N/A	10	Film organizations for underrepresented communities	Anthony Tackett	4/24/2023	4/23/24	1	City Council
			11.	Immersive technology		5/22/23	5/21/25		Commission

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	3	2			1	2				2								
Council	3	2			1	1				3								
Other																		
Total																		

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.

Seattle Film Commission Appointments

Preeti Shridhar, Deputy Director, Office of Economic Development

Chris Swenson, Film Program Manager, Office of Economic Development

4/11/2023

Office of Economic Development

Slide 1



City of Seattle

Establishing the Seattle Film Commission

Ordinance 126678 established a Seattle Film Commission to:

1. Advise and make recommendations to the City on the development of policies and programs that enhance the economic development of Seattle's film industry, and
2. Promote the sustainable growth of family-wage jobs for workers who have been historically underrepresented in the industry.



Goals and Duties of the Commission

1. Inform and influence the regional film industry and community in partnership with the City,
2. Collaborate with industry and regional stakeholders such as King County and Washington State to align efforts,
3. Address industry disparities caused by systemic racism, and
4. Serve as a conduit between the City and industry to advance the City's economic development priorities for the film industry including;
 - attracting and retaining local, regional, national, and global business, and
 - building inclusive career pathways into the film industry.



Seattle Film Commission Operations

- Membership reflects 11 film disciplines
- 5 positions appointed by City Council, 5 positions appointed by the Mayor, and 1 position appointed by the Commission once seated
- The Commission will
 - Meet monthly,
 - Meet annually with the Seattle Music Commission,
 - Annually elect a chair and vice-chair,
 - Adopt bylaws, and
 - Establish terms of one, two, and three years, with a maximum of serving two consecutive terms
- The Commission will be supported by OED



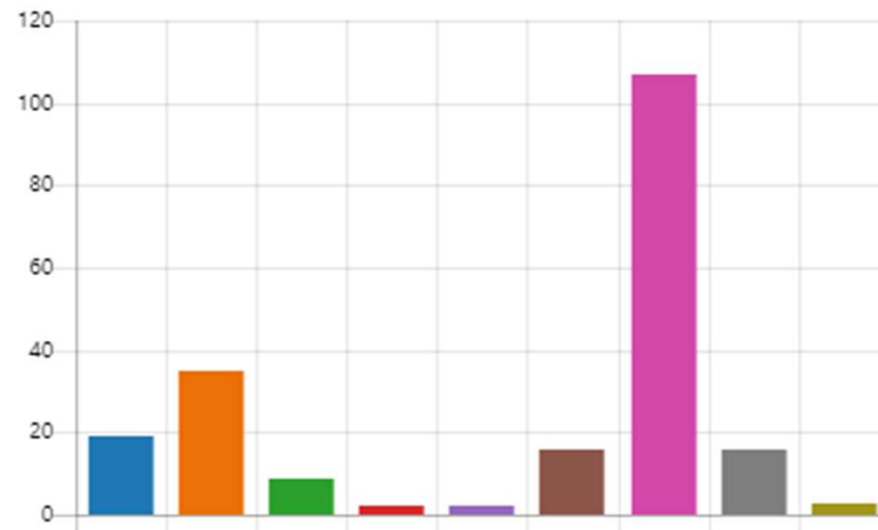
Application and Nomination Process

- Nominations and applications accepted March 2-12
- Received 131 nominations and 179 applications

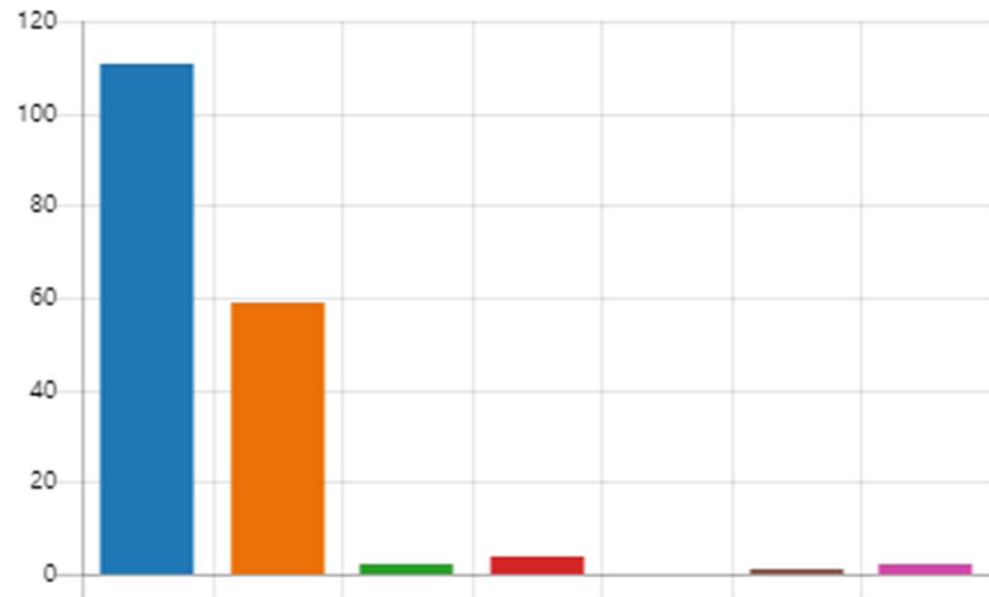
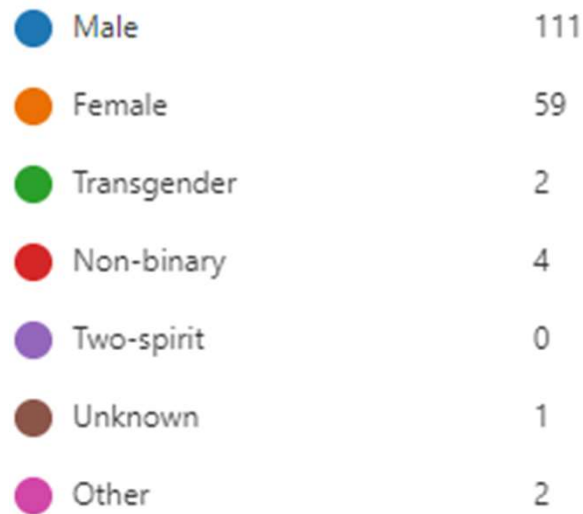


Application and Nomination Demographics

Asian	19
Black or African American	35
Native American or Alaskan N...	9
Native Hawaiian or Pacific Isla...	2
Middle Eastern or North African	2
Hispanic or Latino/a/x	16
White	107
Prefer not to say	16
Other	3

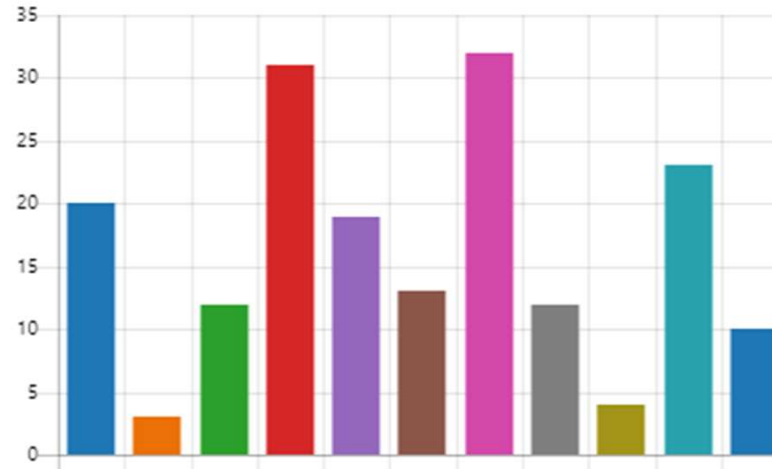


Application and Nomination Demographics



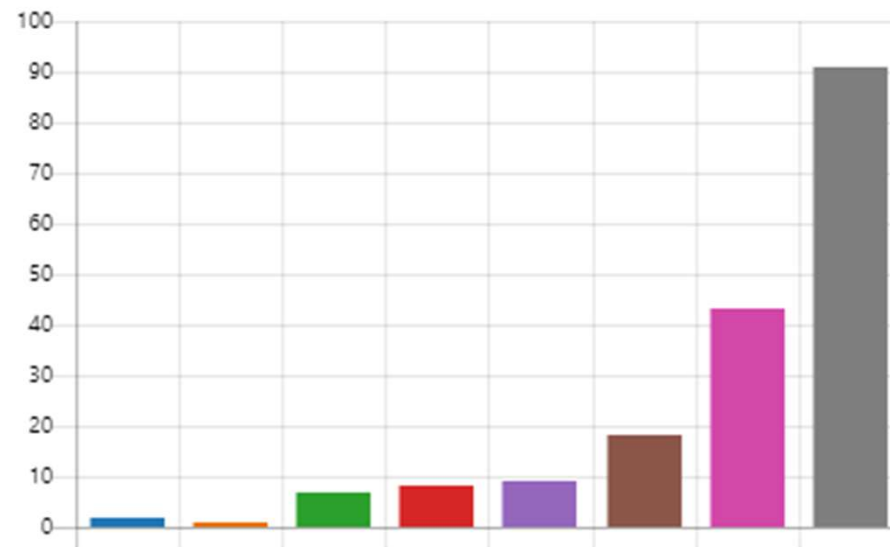
Application and Nomination Industry Disciplines

● Position 1 - On-screen talent ...	20
● Position 2 - Film industry labo...	3
● Position 3 - Advertising and cr...	12
● Position 4 - Commercial prod...	31
● Position 5 - Film schools, prog...	19
● Position 6 - Post-production c...	13
● Position 7 - Film production cr...	32
● Position 8 - Film festivals or fil...	12
● Position 9 - Film location man...	4
● Position 10 - Film organizatio...	23
● Position 11 - Immersive techn...	10

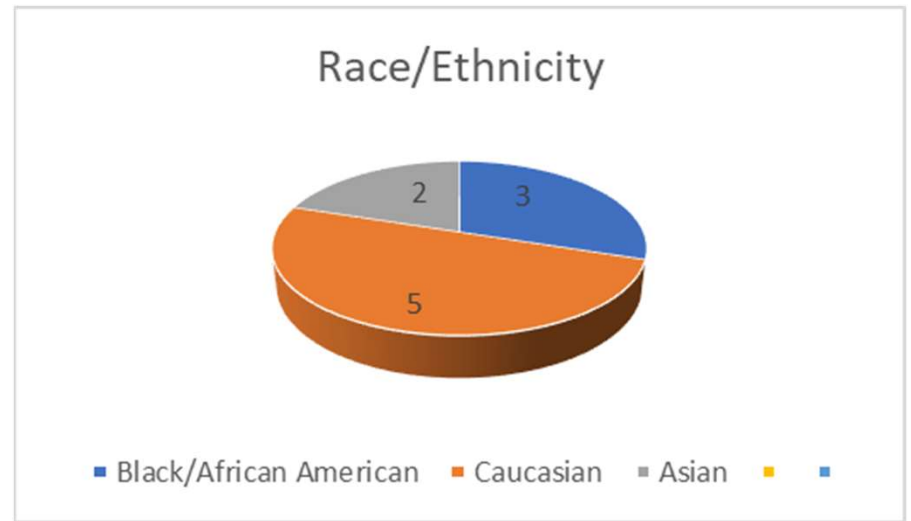
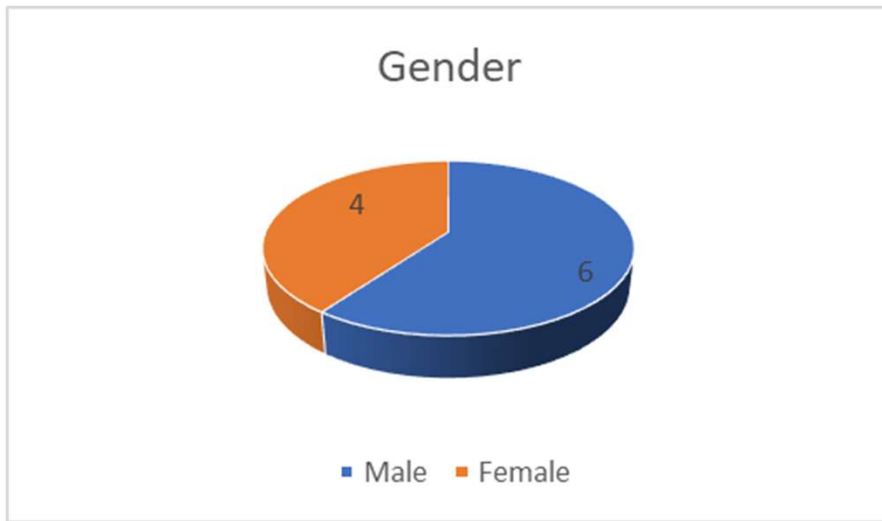


Application and Nomination Professional Experience

● 0 years	2
● Less than 1 year	1
● 1 year - less than 4 years	7
● 4 years - less than 5 years	8
● 5 years - less than 7 years	9
● 7 years - less than 10 years	18
● 10 years - less than 15 years	43
● 15 years +	91



Commissioner Nominee Demographics



Seattle Film Commission Nominees

Name	Organization	Position/ Appointed by	Term	Category
Lowell Deo	Freelance actor	1 (Mayor)	1 year	On-screen talent or their representatives
Melissa Purcell	IATSE 488	2 (Mayor)	2 years	Film industry labor unions
Michael Huang	Milli Agency	3 (Mayor)	3 years	Advertising and creative agencies
Tom Florino	Amazon Studios	4 (Mayor)	1 year	Commercial producers or production companies
Laura Jean Cronin	Pound Pictures	5 (Mayor)	2 years	Film schools, programs, or film educators
Champ Ensminger	Editor	6 (Council)	3 years	Post-production companies and personnel
Kat Ogden	Producer	7 (Council)	1 year	Film production crew
Beth Barrett	SIFF	8 (Council)	2 years	Film festivals or content distribution companies
Mark Freid	Freelance locations	9 (Council)	3 years	Film location managers
Anthony Tackett	African Diaspora Filmmakers, SFI	10 (Council)	1 year	Film organizations belonging to and advocating for communities underrepresented in the film industry
To Be Appointed		11 (Commission)	2 years	Immersive technology and emerging technology businesses



Questions?





Legislation Text

File #: Appt 02511, **Version:** 1

Appointment of Tom Florino as member, Seattle Film Commission, for a term to April 23, 2024.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Tom Florino</i>		
Board/Commission Name: <i>Seattle Film Commission</i>		Position Title: <i>Commercial producers or production companies (Position 4)</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * <i>4/24/2023</i> to <i>4/23/2024</i> <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Maple Valley</i>	Zip Code: <i>98038</i>	Contact Phone No.: <i>[REDACTED]</i>
Background: <i>Tom Florino is the head of economic development policy for Amazon's Global Media & Entertainment (GME) division, including Amazon Studios, Prime Video, Amazon Music, Audible, Amazon Games, and Twitch. Tom is responsible for developing infrastructure and talent development partnerships with governments and local stakeholders to establish production hubs and elevate underserved and underrepresented communities. Tom also crafts training and sponsorship programs with film organizations, including the Association of Film Commissioners International (AFCI), the Cherokee Nation Film Office, and Veterans in Media & Entertainment (VME). Tom has had the opportunity to lead policy strategy for Amazon Studios Prime Video market entry in emerging locations, including Nigeria. Tom's experience also includes managing government relations in New Zealand for The Lord of the Rings: The Rings of Power, and leading policymaker engagement to support relocating the series to the UK.</i>		
Authorizing Signature (original signature): <i>Bruce A. Harrell</i> Date Signed (appointed): 3/28/2023		Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>

*Term begin and end date is fixed and tied to the position and not the appointment date.

Tom Florino

- EXPERIENCE**
- AMAZON.COM – PUBLIC POLICY | ECONOMIC DEVELOPMENT**
- Director – Seattle, WA** **Oct. 2017-Present**
- Head of economic development policy for the Global Media & Entertainment (GME) division, including Amazon Studios, Prime Video, Amazon Music, Audible, Amazon Games, and Twitch
 - Lead global expansion policy strategy for Amazon, including GME, retail operations, corporate offices, devices manufacturing and supply chain operations, and emerging businesses (i.e. Zoox)
 - Develop infrastructure and talent development partnerships with governments and local stakeholders to establish production hubs and elevate underserved and underrepresented communities
 - Craft training & sponsorship programs with film organizations, including the Association of Film Commissioners International (AFCI), the Cherokee Nation Film Office, and Veterans in Media & Entertainment (VME)
 - Lead policy strategy for Amazon Studios | Prime Video market entry in emerging locations, including Nigeria
 - Managed government relations in New Zealand for *The Lord of the Rings: The Rings of Power*, and led policymaker engagement to support relocating the series to the UK
- NEWMARK KNIGHT FRANK – LOCATION STRATEGY AND ECONOMIC INCENTIVES ADVISORY**
- Managing Director – New York, NY** **Nov. 2016-Oct. 2017**
- Negotiated incentive agreements with state and local governments and utilities for clients across diverse industries (software/tech, e-commerce, B2B/B2C manufacturing, finance, pharma, telecom, energy, etc.)
 - Secured a \$48M incentives package for ASOS to create over 2,000 jobs and invest \$40M to establish a 1M square foot distribution center in Union City, Georgia
 - Managed the practice’s outreach to the NYC startup community, including technology and biotech ventures
- ERNST & YOUNG LLP – BUSINESS INCENTIVES AND LOCATION INVESTMENT SERVICES**
- Senior Consultant – New York, NY** **April 2014-Nov. 2016**
- Project manager for Under Armour’s \$4.25B headquarters relocation and expansion in Baltimore, MD
 - Project manager for Lego’s \$1B site selection project for a US manufacturing and distribution facility
 - Successfully secured the following major incentives: Grow NJ Awards – \$51.54M for Seldat, \$23.43M for Chelten House, \$11.9M for BlackRock, \$8.33M for Corning, \$4.25M for H&M; NY Excelsior Awards – \$15M for Anheuser-Busch; \$5M for Snapchat; \$2M for View The Space; \$1.5M for Zocdoc
- NYC PARKING**
- Deputy Director, Finance (CFO) – New York, NY** **July 2012-April 2014**
- Managed \$210M in annual parking revenue from meters and municipal garages
 - Managed annual operating budget of \$51.2M and 10-year capital plan of \$47M
 - Created and improved financial controls, including SOPs for revenue reconciliation, P&L statements, and ROI metrics for new payment technology
- OFFICE OF MAYOR BLOOMBERG – MANAGEMENT & BUDGET (OMB): TRANSPORTATION & TRANSIT FINANCE**
- Manager – New York, NY** **Jan. 2009-July 2012**
- Managed development of FY10-13 budget savings for DOT (-\$234M) and Taxi & Limo Commission (-\$18M)
 - Directed allocation of \$266M in ARRA federal stimulus funds during DOT project evaluation and selection
 - Managed fiscal oversight and quarterly financial plans for DOT (\$817M) and TLC (\$38M) operating budgets
- DELOITTE TAX LLP – STATE STRATEGIC TAX REVIEW: CREDITS & INCENTIVES (C&I)**
- Consultant – New York, NY** **July 2007-Oct. 2008**
- Maintained \$100M tax incentive model and \$17M budget for a portfolio of 12 major C&I projects
 - Drafted an analytical report examining how negotiated tax incentives and statutory tax credits can promote green business practices and sustainable economic development
- EDUCATION**
- CORNELL UNIVERSITY, Ithaca, NY**
- Master’s of Public Administration, 2007
 - Awarded a Merit Fellowship from the Cornell Institute for Public Affairs, 2005-2007
 - Awarded a Teaching Assistantship from the Department of Government, 2006-2007
- COLLEGE OF THE HOLY CROSS, Worcester, MA**
- Bachelor’s of Arts in Political Science, 2005

Seattle Film Commission

11 Members: Pursuant to Ordinance 126678, all members subject to City Council confirmation, 3-year terms however, initial terms shall be as follows:

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6	F	4	8.	Film festivals or film content distribution companies	Beth Barrett	4/24/2023	4/23/25	1	City Council
6	M	N/A	9.	Film location managers	Mark A. Freid	4/24/2023	4/23/26	1	City Council
2	M	N/A	10	Film organizations for underrepresented communities	Anthony Tackett	4/24/2023	4/23/24	1	City Council
			11.	Immersive technology		5/22/23	5/21/25		Commission

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	3	2			1	2				2								
Council	3	2			1	1				3								
Other																		
Total																		

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.

Seattle Film Commission Appointments

Preeti Shridhar, Deputy Director, Office of Economic Development

Chris Swenson, Film Program Manager, Office of Economic Development

4/11/2023

Office of Economic Development

Slide 1



City of Seattle

Establishing the Seattle Film Commission

Ordinance 126678 established a Seattle Film Commission to:

1. Advise and make recommendations to the City on the development of policies and programs that enhance the economic development of Seattle's film industry, and
2. Promote the sustainable growth of family-wage jobs for workers who have been historically underrepresented in the industry.



Goals and Duties of the Commission

1. Inform and influence the regional film industry and community in partnership with the City,
2. Collaborate with industry and regional stakeholders such as King County and Washington State to align efforts,
3. Address industry disparities caused by systemic racism, and
4. Serve as a conduit between the City and industry to advance the City's economic development priorities for the film industry including;
 - attracting and retaining local, regional, national, and global business, and
 - building inclusive career pathways into the film industry.



Seattle Film Commission Operations

- Membership reflects 11 film disciplines
- 5 positions appointed by City Council, 5 positions appointed by the Mayor, and 1 position appointed by the Commission once seated
- The Commission will
 - Meet monthly,
 - Meet annually with the Seattle Music Commission,
 - Annually elect a chair and vice-chair,
 - Adopt bylaws, and
 - Establish terms of one, two, and three years, with a maximum of serving two consecutive terms
- The Commission will be supported by OED



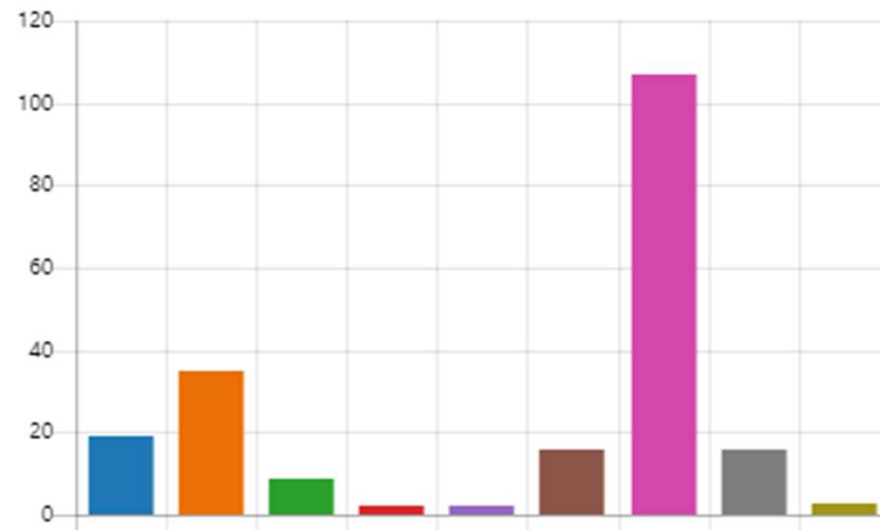
Application and Nomination Process

- Nominations and applications accepted March 2-12
- Received 131 nominations and 179 applications

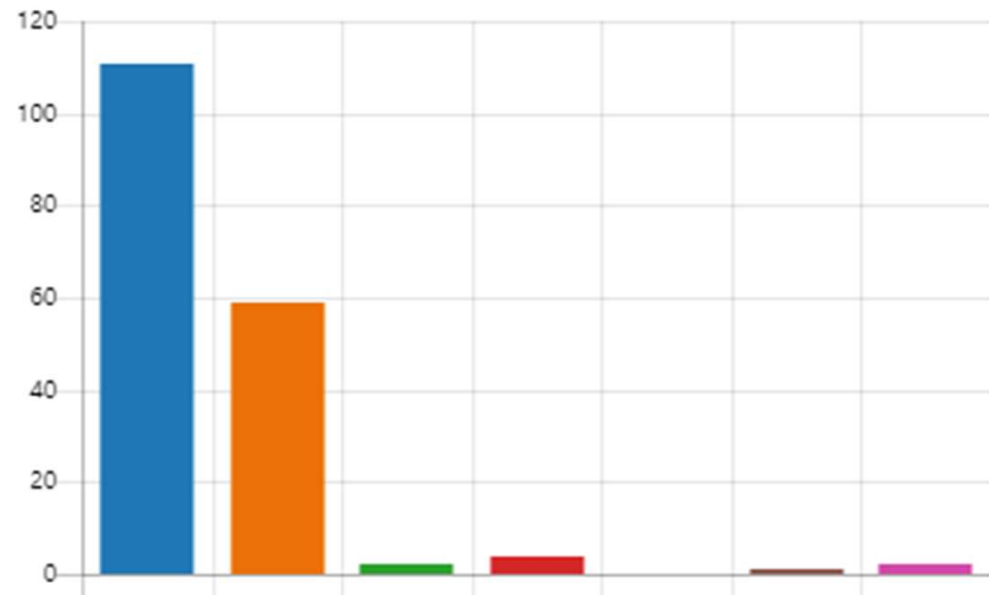
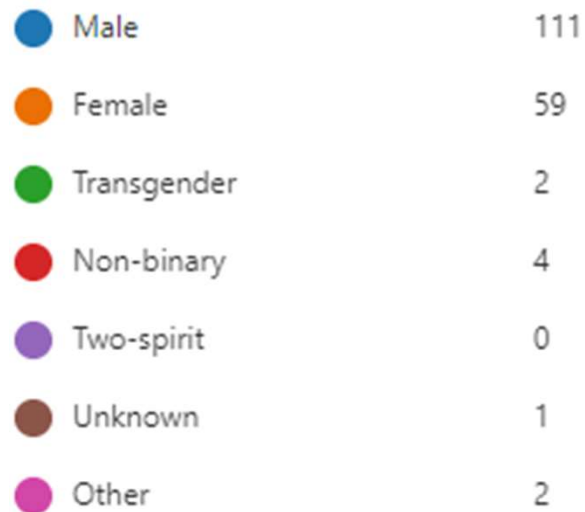


Application and Nomination Demographics

Asian	19
Black or African American	35
Native American or Alaskan N...	9
Native Hawaiian or Pacific Isla...	2
Middle Eastern or North African	2
Hispanic or Latino/a/x	16
White	107
Prefer not to say	16
Other	3

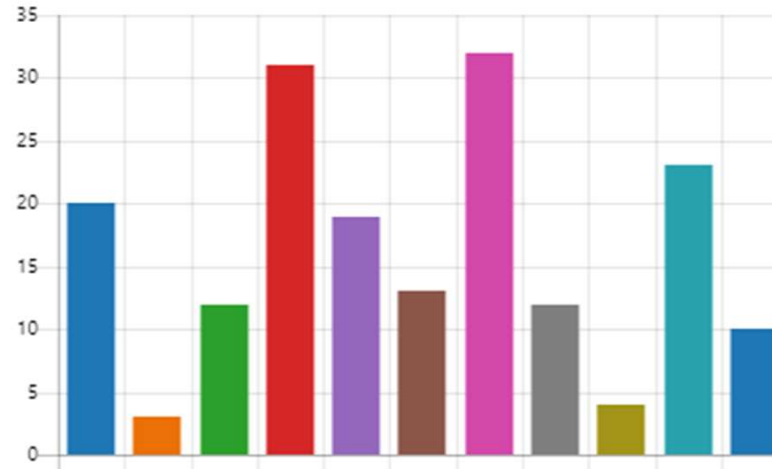


Application and Nomination Demographics



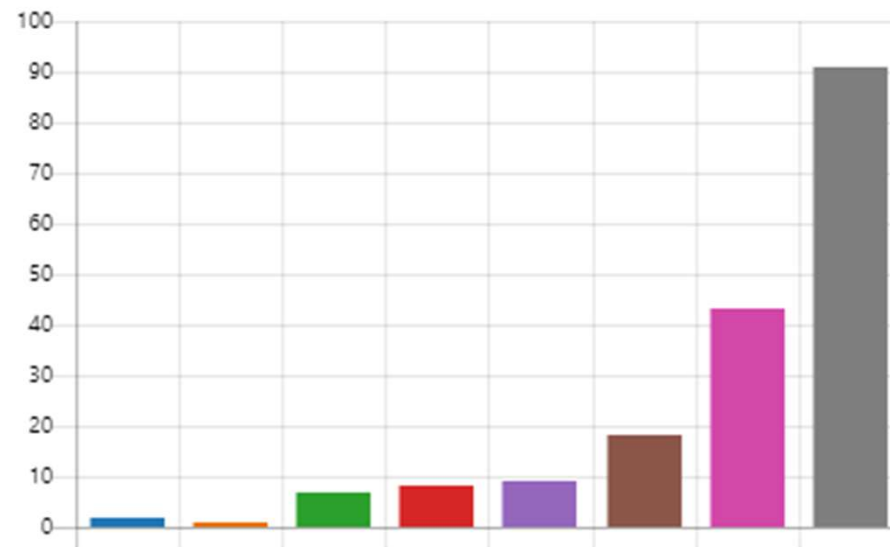
Application and Nomination Industry Disciplines

- Position 1 - On-screen talent ... 20
- Position 2 - Film industry labo... 3
- Position 3 - Advertising and cr... 12
- Position 4 - Commercial prod... 31
- Position 5 - Film schools, prog... 19
- Position 6 - Post-production c... 13
- Position 7 - Film production cr... 32
- Position 8 - Film festivals or fil... 12
- Position 9 - Film location man... 4
- Position 10 - Film organizatio... 23
- Position 11 - Immersive techn... 10

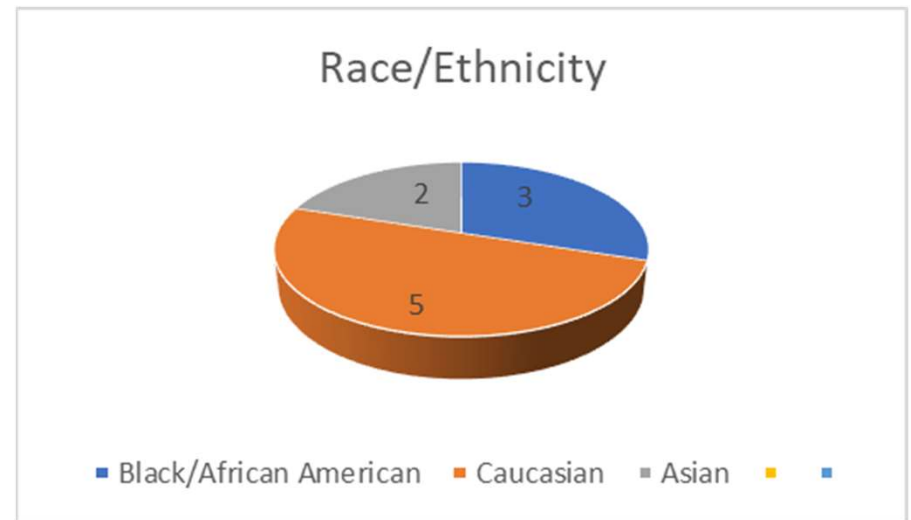
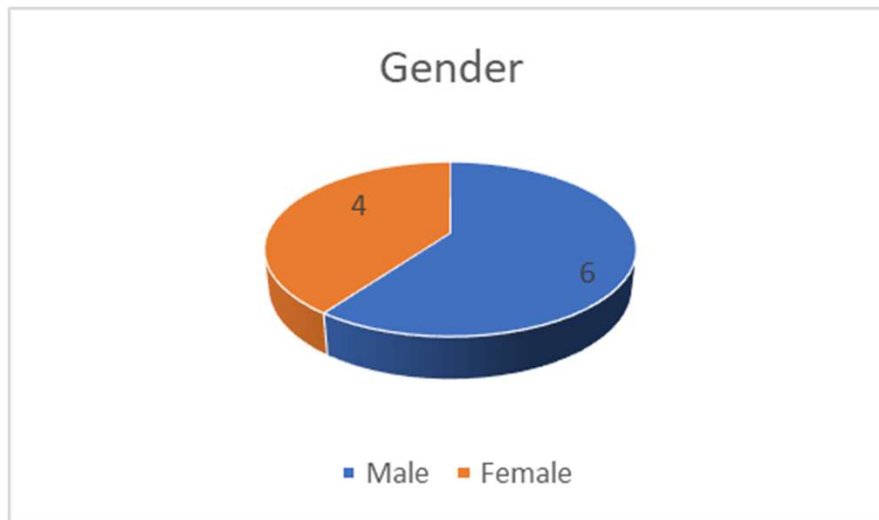


Application and Nomination Professional Experience

● 0 years	2
● Less than 1 year	1
● 1 year - less than 4 years	7
● 4 years - less than 5 years	8
● 5 years - less than 7 years	9
● 7 years - less than 10 years	18
● 10 years - less than 15 years	43
● 15 years +	91



Commissioner Nominee Demographics



Seattle Film Commission Nominees

Name	Organization	Position/ Appointed by	Term	Category
Lowell Deo	Freelance actor	1 (Mayor)	1 year	On-screen talent or their representatives
Melissa Purcell	IATSE 488	2 (Mayor)	2 years	Film industry labor unions
Michael Huang	Milli Agency	3 (Mayor)	3 years	Advertising and creative agencies
Tom Florino	Amazon Studios	4 (Mayor)	1 year	Commercial producers or production companies
Laura Jean Cronin	Pound Pictures	5 (Mayor)	2 years	Film schools, programs, or film educators
Champ Ensminger	Editor	6 (Council)	3 years	Post-production companies and personnel
Kat Ogden	Producer	7 (Council)	1 year	Film production crew
Beth Barrett	SIFF	8 (Council)	2 years	Film festivals or content distribution companies
Mark Freid	Freelance locations	9 (Council)	3 years	Film location managers
Anthony Tackett	African Diaspora Filmmakers, SFI	10 (Council)	1 year	Film organizations belonging to and advocating for communities underrepresented in the film industry
To Be Appointed		11 (Commission)	2 years	Immersive technology and emerging technology businesses



Questions?





Legislation Text

File #: Appt 02512, **Version:** 1

Appointment of Kat Ogden as member, Seattle Film Commission, for a term to April 23, 2024.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Kat Ogden		
Board/Commission Name: Seattle Film Commission		Position Title: Film production crew, including but not limited to props, sets, wardrobe, make-up, hair, camera, grip, and electric (Position 7)
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment	City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Term of Position: * 4/24/2023 to 4/23/2024 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: Capitol Hill (D4)	Zip Code: 981123	Contact Phone No.: [REDACTED]
Background: Kat has worked in the Seattle film market since 2007 as a 1st, 2 nd , and 2nd 2nd Assistant Director for film, television, industrials, reality shows, and music videos. Kat's position supports the vision of the Producers and Director while maintaining consideration of the health, safety and needs of the cast and crew. Kat has worked in other markets (London, New York, Austin, and Los Angeles) and from those experiences understands Seattle's film industry and community are unique. Kat believes that the needs of the individual must be met in a way that benefits the community, for film sets are a collaborative space with many kinds of artisans and craftspeople, where all are equal and contribute needed skills to make a viable, vibrant project, from grips, electricians, art department, hair, make up, wardrobe and other technical departments to directors, actors, and producers.		
Authorizing Signature (original signature):  Date Signed (appointed): 3/28/23	Appointing Signatory: Sara Nelson Seattle City Council Member	

*Term begin and end date is fixed and tied to the position and not the appointment date.

KAT OGDEN



OVERVIEW:

I am a well-rounded, content producer and filmmaker based in the Pacific Northwest with deep roots in structured storytelling and script to screen content. As an independent producer, I pride myself on innovation and creative problem solving, always striving to balance budget and resources with safety and a good work environment. I seek positions that are inclusive, progressive, diverse, and LGBT+ accepting. For more work references please visit my website: www.KatOgden.com.

EXPERIENCE HIGHLIGHTS:

PRODUCER, BAD ROBOT PRODUCTIONS, SANTA MONICA, CA - CURRENT

Attached to produce a television series based on the works of Robin Hobb. In active development.

CREATIVE DEVELOPMENT CONSULTANT, TELEVISION - CURRENT

Serves as a story consultant for a several high-profile producers in scripted and unscripted formats. Specialty in Science Fiction, Fantasy, and Horror with an emphasis on book to screen adaptations both in film and television.

PRODUCER, AUTHOR ROBIN HOBBS, TACOMA, WA, 2008-2019

Marketing, production and strategic development for New York Times Bestseller, Robin Hobb. Assisted in development of multimedia projects including book trailers and documentaries. Attended trade events as Ms. Hobb's representative. Served as point of contact for publishers, publicists, agents, and managers in several countries including the US. Scheduled travel, meetings, and special events.

PRODUCER, INFESTED (SHORT FILM), TACOMA, WA, 2015-2016

Wrote and produced original short film INFESTED with funding from the Tacoma Artist Initiative Program. As producer oversaw all aspects of production from script to screen including post-production. The film screened at Tacoma's Arts Month Opening Party and at the Sacramento Film Festival, 2016.

FIELD COORDINATOR, "LOLWORK," SEATTLE, WA, FEB-AUG 2012

Coordinated producers and cast for a network reality show built around the ICanHazCheezburger site. Responsible for the schedule. Conducted several "follow-doc" portions, interviewing cast in their homes for BravoTv.com. Production Manager: Sylvia Barth, Relativity Real.

PRODUCTION COORDINATOR, "THE OFF HOURS," SEATTLE, WA, APR-JUN 2010

Assisted the Producers for a Seattle independent film. Managed the flow of information between the departments. Served as the administrative hub for production. Arranged vendors, maintained production contact for cast, crew and vendor contacts.

CREATIVE EXECUTIVE, CREATED BY, LOS ANGELES, CA 2003-2005

Involved in all aspects of feature film development relating to company's "First Look" deal with DreamWorks. Met on a weekly basis with agents, producers, directors, and studio executives to pitch projects for development. Represented clients Isaac Asimov, Augusten Borroughs, Robert Heinlein among others. Producer: Vince Gerardis (Game of Thrones, Jumper, Flash Forward)

CASTING ASSOCIATE, "THIRTY DAYS", ACTUAL REALITY PICTURES, LOS ANGELES, CA, 2005

Managed candidates through initial interview and casting process including on camera interviews, applications and screening paperwork. Responsible for scouting and identifying potential resources for unique individuals suited to documentary. Supervisor: Carmen Cuba.

2ND ASSISTANT DIRECTOR, "ZNATION," SPOKANE, WA, MAY 2014

Supported the First Assistant Director, Director, and Producer in pre-production and on set. Responsible for basecamp and actors on set including guiding them through hair, make up and wardrobe and communicating

changes in time estimates. Updated departments on changes to the daily schedule. Responsible for all SAG paperwork, cast contracts, crew start paperwork, Daily Production Reports, Daily Time Sheets and Lunch Reports. UPM: Mary Russell.

2ND ASSISTANT DIRECTOR, "DEEP BURIAL," MOSES LAKE, WA, OCT-NOV 2012

Supported the First Assistant Director, Director, and Producer in pre-production and on set. Responsible for the daily call sheet, crew concerns and completion of all required paperwork for production including SAG contracts, Exhibit G, production reports and accident reports. 1ST AD: Drew Langer. Line Producer: Mel Eslyn.

2ND ASSISTANT DIRECTOR, "ONE SQUARE MILE," SEATTLE, WA, AUG-SEP 2012

Responsible for basecamp and actors on set including guiding them through hair, make up and wardrobe, and communicating any changes in time estimates. Updated departments on any changes to the daily schedule. Responsible for all SAG paperwork, cast contracts, crew start paperwork, and daily Production Reports.

2ND ASSISTANT DIRECTOR, "SAFETY NOT GUARANTEED," SEATTLE, WA, APR-MAY 2011

Supported the First Assistant Director, Director, and Producer in pre-production and production for a SAG Modified Low Budget indie film. Responsible for SAG paperwork, cast contracts, crew agreements, start paperwork for crew, all extras paperwork and call sheets. 1ST AD: Mel Eslyn.

2ND ASSISTANT DIRECTOR, "GROW," LOS ANGELES, CA, FEB 2011

Supported the First Assistant Director and Director in preproduction and production for a low budget, independent TV pilot. 1ST AD: Tony Becerra.

2ND ASSISTANT DIRECTOR, "CAMILLA DICKINSON," SPOKANE, WA, OCT-DEC 2010

Supported the 1st Assistant Director, Director, and Producer in pre-production and production on a 3M indie film. Responsible for call sheets. 1ST AD: Tony Becerra.

2ND ASSISTANT DIRECTOR, "CATECHISM CATAclysm," SEATTLE, WA, OCT 2010

Supported the 1st Assistant Director, Director, and Producer in pre-production and production for a low budget indie film. Fulfilled duties of cast travel, crew accommodations and locations liaison. Responsible for SAG paperwork, cast contracts, crew agreements, all extras paperwork and call sheets. 1st AD: Megan Griffiths.

EDUCATION

New York University	Bachelor of Arts, Anthropology, 1997
Tisch School of the Arts	Meisner Intensive, 1996
Northwest Film Forum	Final Cut X Beginning and Intermediate
Austin School of Film	Producing from Script to Screen

INDUSTRY REFERENCES

Robin Hobb, Author, Random House	████████████████████
Tony Becerra, 1 st Assistant Director, DGA	████████████████████
Vi Pham, Production Supervisor	████████████████████
Jay Kim, Production Assistant	████████████████████

UNION AFFILIATIONS

DIRECTOR'S GUILD OF AMERICA member since 2013
SAG-AFTRA (eligible to work)

SKILLS

Final Cut Pro X, Movie Magic Scheduler, Microsoft Word and Excel (adept at call sheet templates and production report templates) Final Draft, Sprout Social Media Scheduling, Dropbox, "Green Production" workflow methods.

ON CAMERA AND VOICEOVER

Seasoned media professional with twenty-seven years' experience interviewing, hosting, modeling, doing voiceover and acting work. Represented by Topo Swope Talent. Additional credits upon request.

Seattle Film Commission

11 Members: Pursuant to Ordinance 126678, all members subject to City Council confirmation, 3-year terms however, initial terms shall be as follows:

1, 4, 7, and 10 shall be for one year; initial terms for positions 2, 5, 8, and 11 shall be for two years; and initial terms for positions 3, 6, and 9 shall be for three years.

- 5 City Council-appointed
- 5 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Commission

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	5,6	1.	On-screen talent	Lowell Deo	4/24/2023	4/23/24	1	Mayor
6	F	2	2.	Film industry labor unions	Melissa Matthies Purcell	4/24/2023	4/23/25	1	Mayor
1	M	7	3.	Advertising and creative agencies	Michael Huang	4/24/2023	4/23/26	1	Mayor
6	M	N/A	4.	Commercial producers or production companies	Tom Florino	4/24/2023	4/23/24	1	Mayor
2	F	N/A	5.	Film schools, film programs, or film educators	Laura Jean Cronin	4/24/2023	4/23/25	1	Mayor
1	M	4	6.	Post-production companies and personnel i.e., editors, composers, post-supervisors	Champ Ensminger	4/24/2023	4/23/26	1	City Council
6	F	4	7.	Film production crew	Kat Ogden	4/24/2023	4/23/24	1	City Council
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2	M	N/A	10	Film organizations for underrepresented communities	Anthony Tackett	4/24/2023	4/23/24	1	City Council
			11.	Immersive technology		5/22/23	5/21/25		Commission

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	3	2			1	2				2								
Council	3	2			1	1				3								
Other																		
Total																		

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.

Seattle Film Commission Appointments

Preeti Shridhar, Deputy Director, Office of Economic Development

Chris Swenson, Film Program Manager, Office of Economic Development

4/11/2023

Office of Economic Development

Slide 1



City of Seattle

Establishing the Seattle Film Commission

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3. Address industry disparities caused by systemic racism, and
4. Serve as a conduit between the City and industry to advance the City's economic development priorities for the film industry including;
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Seattle Film Commission Operations

- Membership reflects 11 film disciplines
- 5 positions appointed by City Council, 5 positions appointed by the Mayor, and 1 position appointed by the Commission once seated
- The Commission will
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 - Meet annually with the Seattle Music Commission,
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 - Adopt bylaws, and
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- The Commission will be supported by OED



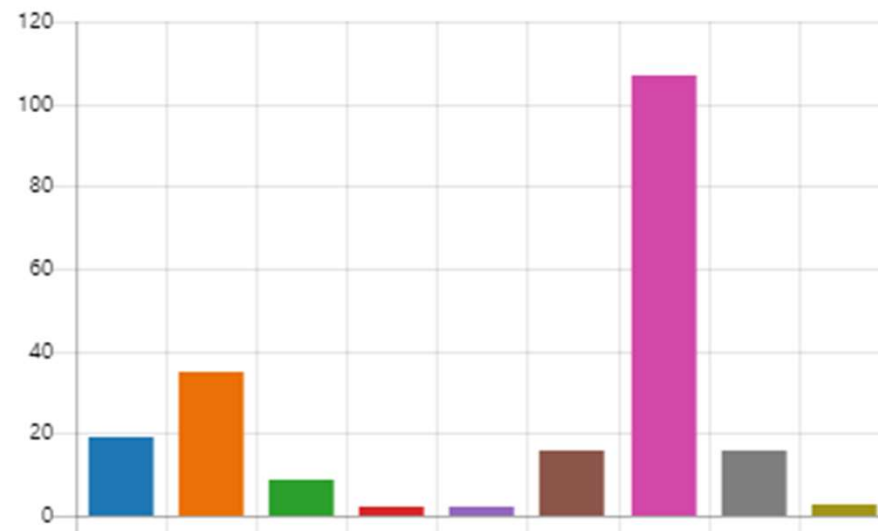
Application and Nomination Process

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- Received 131 nominations and 179 applications

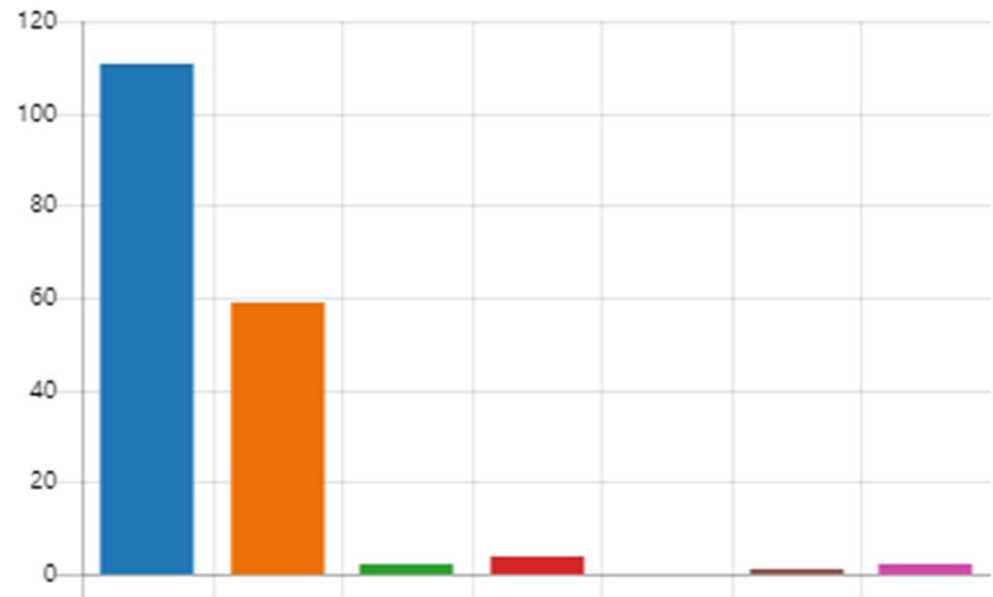
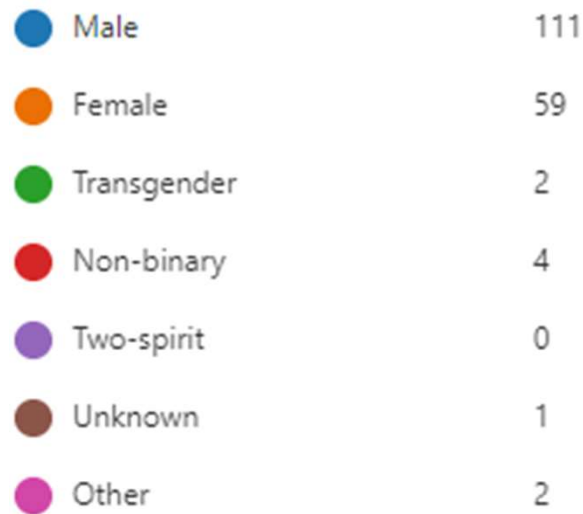


Application and Nomination Demographics

Asian	19
Black or African American	35
Native American or Alaskan N...	9
Native Hawaiian or Pacific Isla...	2
Middle Eastern or North African	2
Hispanic or Latino/a/x	16
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Prefer not to say	16
Other	3

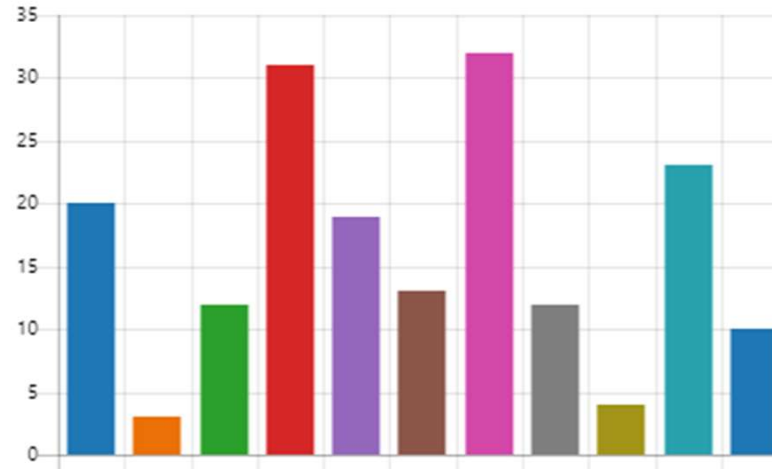


Application and Nomination Demographics



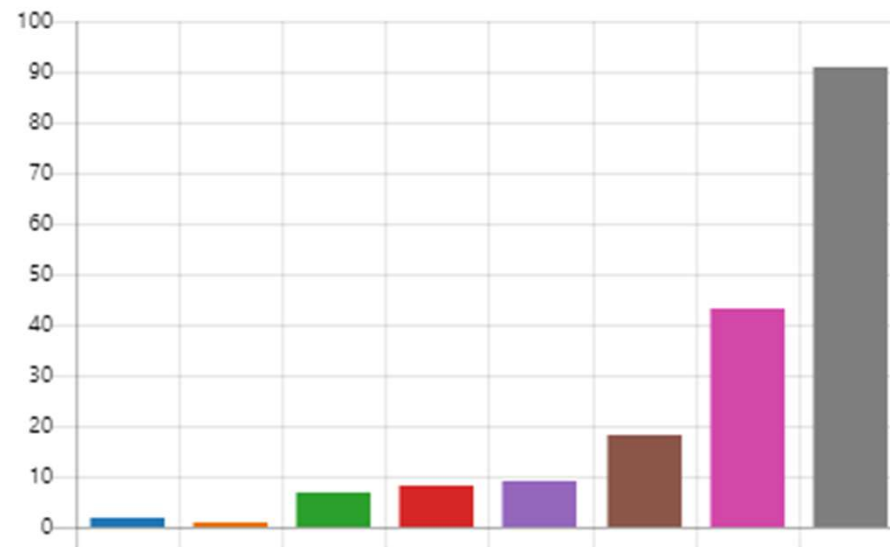
Application and Nomination Industry Disciplines

● Position 1 - On-screen talent ...	20
● Position 2 - Film industry labo...	3
● Position 3 - Advertising and cr...	12
● Position 4 - Commercial prod...	31
● Position 5 - Film schools, prog...	19
● Position 6 - Post-production c...	13
● Position 7 - Film production cr...	32
● Position 8 - Film festivals or fil...	12
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● Position 10 - Film organizatio...	23
● Position 11 - Immersive techn...	10

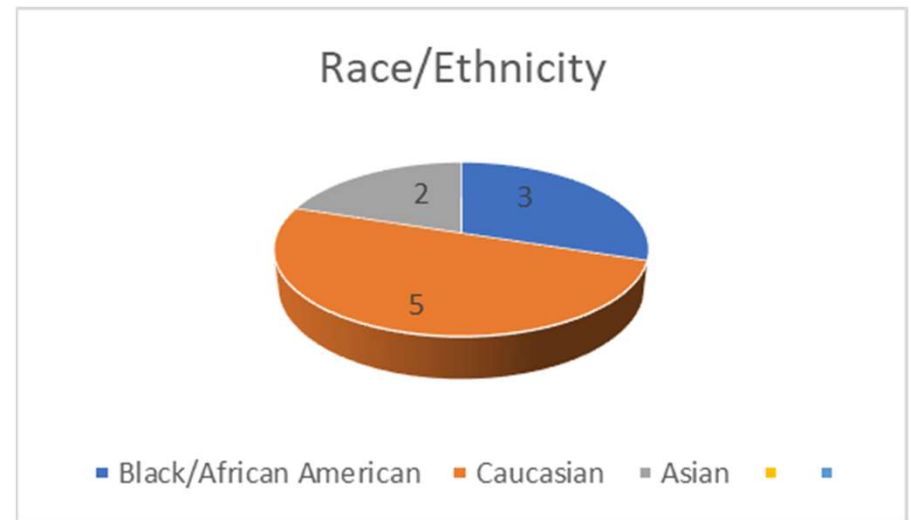
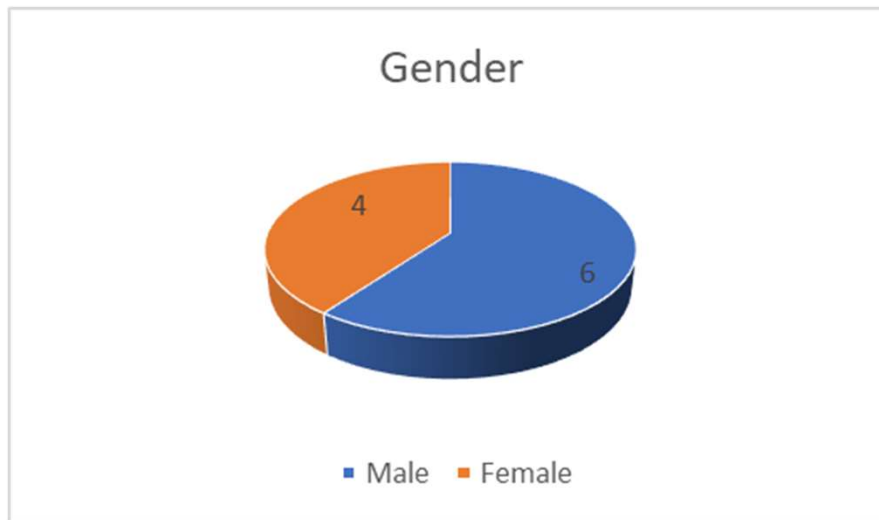


Application and Nomination Professional Experience

● 0 years	2
● Less than 1 year	1
● 1 year - less than 4 years	7
● 4 years - less than 5 years	8
● 5 years - less than 7 years	9
● 7 years - less than 10 years	18
● 10 years - less than 15 years	43
● 15 years +	91



Commissioner Nominee Demographics



Seattle Film Commission Nominees

Name	Organization	Position/ Appointed by	Term	Category
Lowell Deo	Freelance actor	1 (Mayor)	1 year	On-screen talent or their representatives
Melissa Purcell	IATSE 488	2 (Mayor)	2 years	Film industry labor unions
Michael Huang	Milli Agency	3 (Mayor)	3 years	Advertising and creative agencies
Tom Florino	Amazon Studios	4 (Mayor)	1 year	Commercial producers or production companies
Laura Jean Cronin	Pound Pictures	5 (Mayor)	2 years	Film schools, programs, or film educators
Champ Ensminger	Editor	6 (Council)	3 years	Post-production companies and personnel
Kat Ogden	Producer	7 (Council)	1 year	Film production crew
Beth Barrett	SIFF	8 (Council)	2 years	Film festivals or content distribution companies
Mark Freid	Freelance locations	9 (Council)	3 years	Film location managers
Anthony Tackett	African Diaspora Filmmakers, SFI	10 (Council)	1 year	Film organizations belonging to and advocating for communities underrepresented in the film industry
To Be Appointed		11 (Commission)	2 years	Immersive technology and emerging technology businesses



Questions?





Legislation Text


File #: Appt 02513, **Version:** 1

Appointment of Anthony Tackett as member, Seattle Film Commission, for a term to April 23, 2024.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Anthony Tackett		
Board/Commission Name: Seattle Film Commission		Position Title: Film organizations belonging to and advocating for communities underrepresented in the film industry (Position 10)
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment	City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Term of Position: * 4/24/2023 to 4/23/2024 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: Federal Way	Zip Code: 98023	Contact Phone No.: [REDACTED]
Background: Anthony Tackett is a Filmmaker of 25 years working on commercials, narratives along with community support/outreach and as an instructor teaching people from 8 to 70 years old. Anthony is currently the Operations Manager for the Seattle Film Institute. He is the Founder of the African Diaspora Facebook group bringing together black and POC filmmakers to create a safe space for underrepresented filmmakers. Anthony was the Co-chair of the Seattle Film Task Force, the primary goal is creating opportunities for racial, financial equity and education for the underserved and underprivileged. Anthony directed and filmed his first feature documentary Black June, a film following Black Lives Matter Protests that started on June 1st 2020 after the public lynching of George Floyd.		
Authorizing Signature (original signature):  Date Signed (appointed): 3/28/23		Appointing Signatory: Sara Nelson Seattle City Council Member

*Term begin and end date is fixed and tied to the position and not the appointment date.

Anthony Tackett *Abstract Media, LLC.*

Producer, Director, Cinematographer, Editor, Consultant, IATSE Local 793 Member

Production History

Abstract Media (DBA Tackett Films) 2010-Present

Producer, Director, Director of Photography, Consulting

Clients: UW, T-mobile, Spike-TV, Vita-Water, KUOW, CONCACAF, The Discovery Inst., Run Studios, Avanade, Ruptly, Beacon Plumbing, Blue Shield, Farinaz, Mighty Media, MS Research, ASCAC, Rainier Avenue Radio

Pacific Coast Crewing 2021-Present

Camera Operator (HH/Hardcam), Utilities

Clients: Seattle Mariners, Kraken, Sounders, Reign, Portland Trailblazers, TNT, ESPN, MNF, TNF, Fox Sports

Live Nation/Emerald Bay Productions 2016-2018

Camera Operator, Technical Director, Director

Clients: Live Nation- Artist: Gwen Stefani, NIN, Soundgarden, KORN, Matchbox 20, Prophets of Rage, Styx, KISW

Victory Studios 2000-2015

Live switching and streaming, Camera operator, Lighting design

Clients/Shows: “Band in Seattle” Sea. 1-3, Microsoft, McKinstrey, Starbucks, The Basketball Channel, Isilon, Philips

Blue Danube 2017-2021

Camera Operator

Clients: Amazon, Microsoft, Facebook, Food Lifeline

AVMS 2015-2022

Camera Operator, Lighting, V1/2, Projection Setup, LED WALL, Audio Setup, Setup/Strike Crew

Clients: Boeing, Make-a-Wish, Woodland Park Zoo, Alaska Airlines, WAMU Theater, Microsoft, Museum of Flight

Southend Stories 2020-2021

Director, Camera Operator, Editor

Shows: *Sunnyside Up, Episode 1-9, Best Start for Kids (BSK) Webisodes*

B-47 Studios 2013-2016

Director of Photography, Camera Operator, Robo-cam op/tech

Clients: Microsoft, Paccar, 2015 Men’s World Squash Tournament (PSA), Marcus Trufants’ “Barber Shop”

Kinfolk Productions 1999-present

Producing, Camera operator, Lighting, Mentoring, Editing

Clients: Artist: Draze, Kevin Gardner, Battle Me, Neema, Jordan Haas, NOC Records NWSBA, ESFNA

Other Film/Video related projects:

Roots Sports Pacific Coast Crewing (*Hard-Cam Operator, Handheld, Nationally*)
Madaraka One Vibe Africa International (*Producer/Camera Operator*), Kenya
Rich Man Poor Man w/ Clinton Fearon International (*Producer/Camera Op.*), Ivory Coast
NFL (Seahawks) Program Productions, (*Skycam setup & general utilities*)
The Real Winning Edge Fox TV, Challenger Films, Inc, (*Camera Operator*)
The 206 King TV (*Segment Producer/Field Photographer/Sales*)
USPS national ad campaign *Assistant Camera*
T-mobile *in-store videos* Garrigan Lyman Group (GLG) *Director of Photography*
Biz Kid\$ PBS *Camera Operator Assistant Camera*
Grey's Anatomy ABC *Production Assistant*
Extreme Makeover: Weight Loss Edition ABC *Assistant Camera*
Professional Rough-Stock (PRS) -Western Sky Media, Inc *Camera Operator*
Quiero Mi Boda (I want my Wedding) MTV Tr3 *Camera Operator*
X Games 3D: The Movie ESPN/MRB Productions-*Camera Assistant*
Deutsche Telekom *Assistant Camera*
Timberland Pro The Martin Agency & CMS Productions *Production Assistance*
Guilt Trip Delta Airlines Mass Appeal, LLC *Production Assistance*
Scaled Animal Planet Matador Productions NYC, *Production Assistance*
CRTV Infomercials, *Grip*

Proficiencies

Cameras: Panavision, Red Epic, Arri-flex BL Series, Movie-Cam, Arri-Alexa, Canon C-500/300, Black Magic Design, Aaton, Sony A7, XD-cam, XDCam EX PMW-EX1, Panasonic HVX/HPX/HDX/DVX series, all DSLR's

Software: Adobe Premiere CS6/CC, AVID, Final Cut Pro 7 & X, After-Effects, Audition, Canva

Other: Black Magic Switcher, Sports Broadcast HH/HardCam, MX-4 Digital AV mixer, Crestron CPC-2000, Grass Valley Indigo AV mixer, Robotic Camera System, Live-Streaming

Education

Bachelor's In Liberal Arts Evergreen State College, Tacoma 2020-2022)

"How Do I look" Film Workshop - Langston Hughes Cultural Arts Center 2000

Movie-Making Program Associates in Arts Degree Bellevue College 2010-2013

Board Membership

Langston Hughes Performing Art Institute Vice-President board member, 2021-Present

Seattle Film Task Force Former Co-Chair and current Boardmember, 2020-2022

Seattle Filmmakers of the African Diaspora Founder, 2017-Present

Teaching Background

Professional Practices- Seattle Film Institute, Director of Operations & instructor, 2023- present

Path Ways to Art and Entertainment- Alan T. Sugiyama HS at South Lake, Instructor, 2021-2022

Reel Grrls/SDOT- Video Production course Seattle, 2019

Association of the Studies of Classical Ancient Civilization (ASCAC) - Instructor Moorehouse, 2016

Creative Arts Digital Media Academy (CADMA) - Journalism/Video-KVRU Radio, 2013-2018

Nu Black Arts West- Comprehensive Classes - Video Production course, 2014-2015

Seattle Film Commission

11 Members: Pursuant to Ordinance 126678, all members subject to City Council confirmation, 3-year terms however, initial terms shall be as follows:

1, 4, 7, and 10 shall be for one year; initial terms for positions 2, 5, 8, and 11 shall be for two years; and initial terms for positions 3, 6, and 9 shall be for three years.

- 5 City Council-appointed
- 5 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Commission

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	5,6	1.	On-screen talent	Lowell Deo	4/24/2023	4/23/24	1	Mayor
6	F	2	2.	Film industry labor unions	Melissa Matthies Purcell	4/24/2023	4/23/25	1	Mayor
1	M	7	3.	Advertising and creative agencies	Michael Huang	4/24/2023	4/23/26	1	Mayor
6	M	N/A	4.	Commercial producers or production companies	Tom Florino	4/24/2023	4/23/24	1	Mayor
2	F	N/A	5.	Film schools, film programs, or film educators	Laura Jean Cronin	4/24/2023	4/23/25	1	Mayor
1	M	4	6.	Post-production companies and personnel i.e., editors, composers, post-supervisors	Champ Ensminger	4/24/2023	4/23/26	1	City Council
6	F	4	7.	Film production crew	Kat Ogden	4/24/2023	4/23/24	1	City Council
6	F	4	8.	Film festivals or film content distribution companies	Beth Barrett	4/24/2023	4/23/25	1	City Council
6	M	N/A	9.	Film location managers	Mark A. Freid	4/24/2023	4/23/26	1	City Council
2	M	N/A	10	Film organizations for underrepresented communities	Anthony Tackett	4/24/2023	4/23/24	1	City Council
			11.	Immersive technology		5/22/23	5/21/25		Commission

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	3	2			1	2				2								
Council	3	2			1	1				3								
Other																		
Total																		

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.

Seattle Film Commission Appointments

Preeti Shridhar, Deputy Director, Office of Economic Development

Chris Swenson, Film Program Manager, Office of Economic Development

4/11/2023

Office of Economic Development

Slide 1



City of Seattle

Establishing the Seattle Film Commission

Ordinance 126678 established a Seattle Film Commission to:

1. Advise and make recommendations to the City on the development of policies and programs that enhance the economic development of Seattle's film industry, and
2. Promote the sustainable growth of family-wage jobs for workers who have been historically underrepresented in the industry.



Goals and Duties of the Commission

1. Inform and influence the regional film industry and community in partnership with the City,
2. Collaborate with industry and regional stakeholders such as King County and Washington State to align efforts,
3. Address industry disparities caused by systemic racism, and
4. Serve as a conduit between the City and industry to advance the City's economic development priorities for the film industry including;
 - attracting and retaining local, regional, national, and global business, and
 - building inclusive career pathways into the film industry.



Seattle Film Commission Operations

- Membership reflects 11 film disciplines
- 5 positions appointed by City Council, 5 positions appointed by the Mayor, and 1 position appointed by the Commission once seated
- The Commission will
 - Meet monthly,
 - Meet annually with the Seattle Music Commission,
 - Annually elect a chair and vice-chair,
 - Adopt bylaws, and
 - Establish terms of one, two, and three years, with a maximum of serving two consecutive terms
- The Commission will be supported by OED



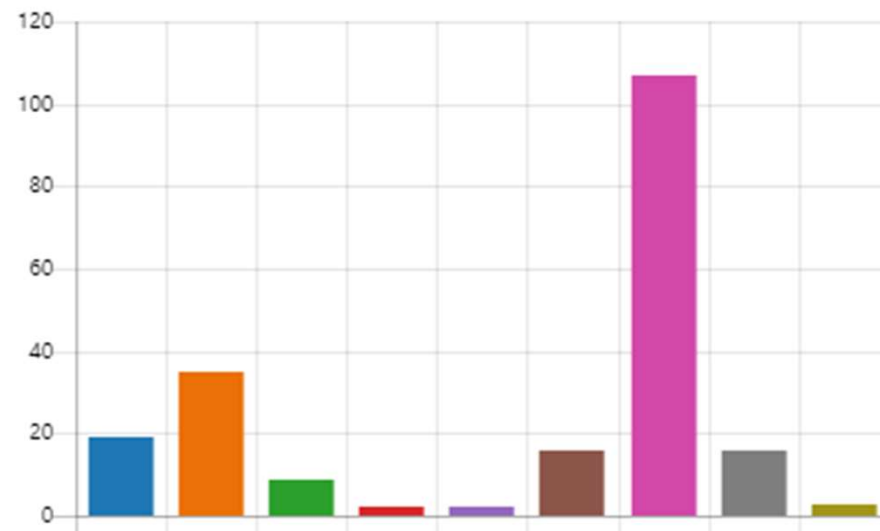
Application and Nomination Process

- Nominations and applications accepted March 2-12
- Received 131 nominations and 179 applications

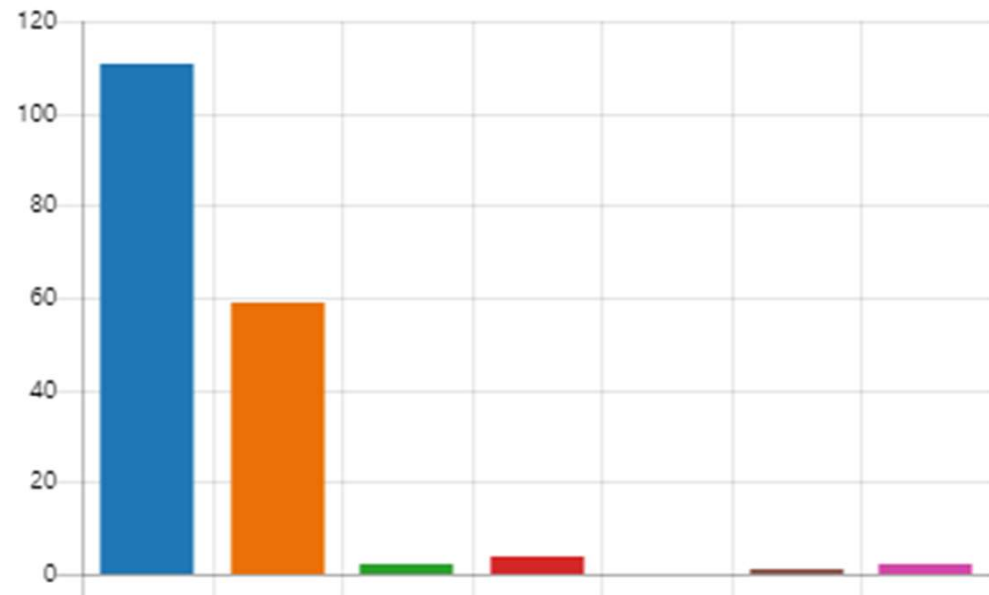
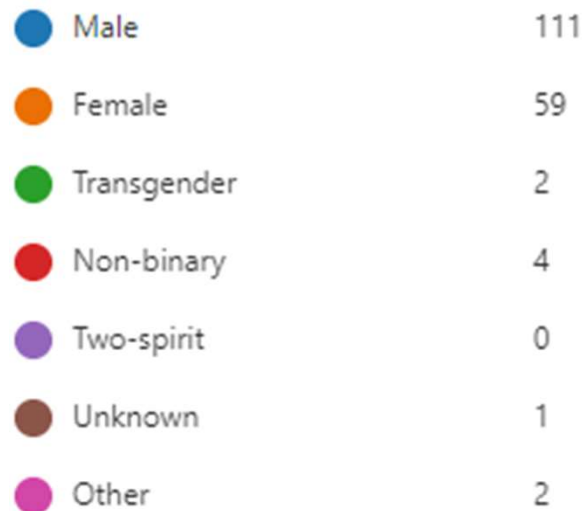


Application and Nomination Demographics

Asian	19
Black or African American	35
Native American or Alaskan N...	9
Native Hawaiian or Pacific Isla...	2
Middle Eastern or North African	2
Hispanic or Latino/a/x	16
White	107
Prefer not to say	16
Other	3

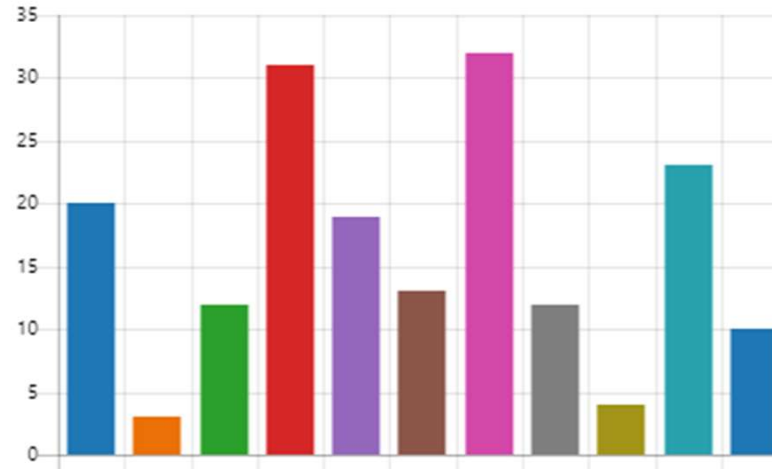


Application and Nomination Demographics



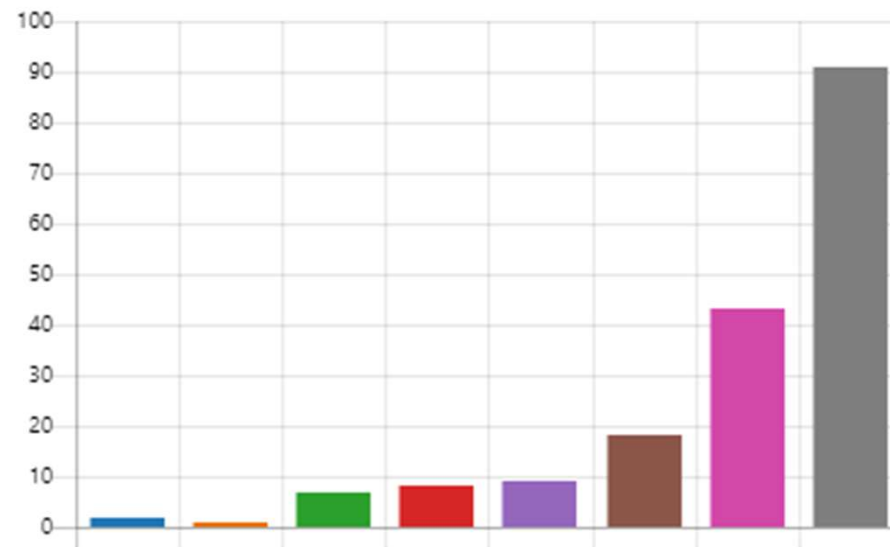
Application and Nomination Industry Disciplines

● Position 1 - On-screen talent ...	20
● Position 2 - Film industry labo...	3
● Position 3 - Advertising and cr...	12
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● Position 8 - Film festivals or fil...	12
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● Position 11 - Immersive techn...	10

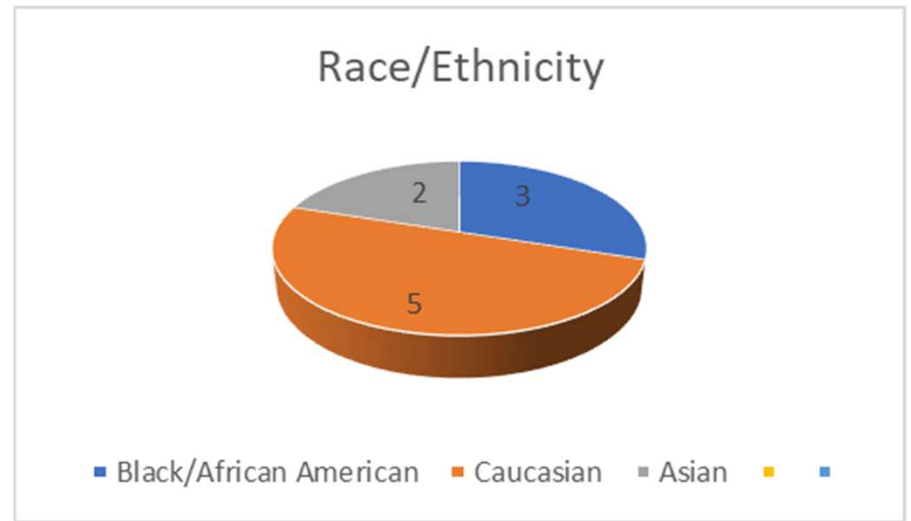
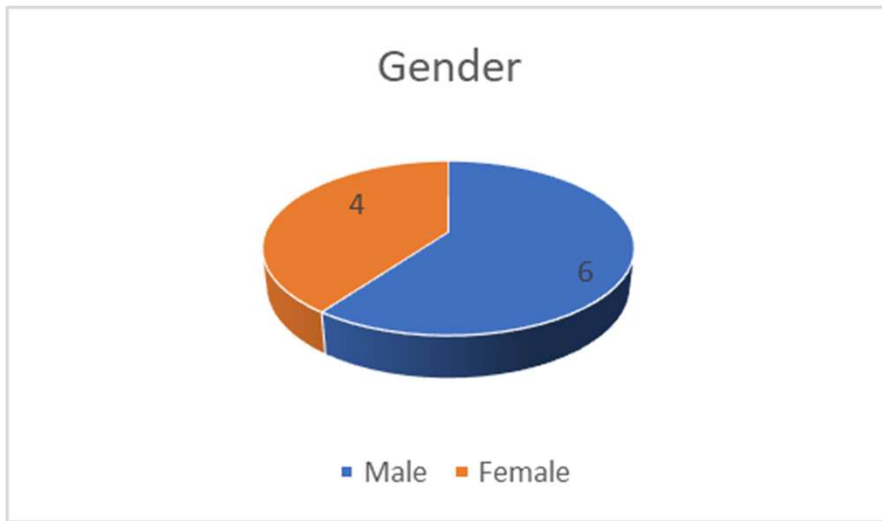


Application and Nomination Professional Experience

● 0 years	2
● Less than 1 year	1
● 1 year - less than 4 years	7
● 4 years - less than 5 years	8
● 5 years - less than 7 years	9
● 7 years - less than 10 years	18
● 10 years - less than 15 years	43
● 15 years +	91



Commissioner Nominee Demographics



Seattle Film Commission Nominees

Name	Organization	Position/ Appointed by	Term	Category
Lowell Deo	Freelance actor	1 (Mayor)	1 year	On-screen talent or their representatives
Melissa Purcell	IATSE 488	2 (Mayor)	2 years	Film industry labor unions
Michael Huang	Milli Agency	3 (Mayor)	3 years	Advertising and creative agencies
Tom Florino	Amazon Studios	4 (Mayor)	1 year	Commercial producers or production companies
Laura Jean Cronin	Pound Pictures	5 (Mayor)	2 years	Film schools, programs, or film educators
Champ Ensminger	Editor	6 (Council)	3 years	Post-production companies and personnel
Kat Ogden	Producer	7 (Council)	1 year	Film production crew
Beth Barrett	SIFF	8 (Council)	2 years	Film festivals or content distribution companies
Mark Freid	Freelance locations	9 (Council)	3 years	Film location managers
Anthony Tackett	African Diaspora Filmmakers, SFI	10 (Council)	1 year	Film organizations belonging to and advocating for communities underrepresented in the film industry
To Be Appointed		11 (Commission)	2 years	Immersive technology and emerging technology businesses



Questions?





Legislation Text


File #: Appt 02514, **Version:** 1

Appointment of Beth Barrett as member, Seattle Film Commission, for a term to April 23, 2025.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Beth Barrett		
Board/Commission Name: Seattle Film Commission		Position Title: Film festivals or film content distributors (Position 8)
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: Fill in appointing authority		Term of Position: * 4/24/2023 to 4/23/2025 <input type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: Capitol Hill (D4)	Zip Code: 98122	Contact Phone No.: [REDACTED]
Background: Beth has been with SIFF since 2003, and is responsible for managing the artistic vision of SIFF, including all aspects of programming for the Seattle International Film Festival, SIFF Cinema's 5 year-round screens, and the SIFF Education team. Graduating from the University of Iowa with a Masters degree in Northern Renaissance Art History, Beth moved to Seattle in 1993, and has worked as a baker, bartender, art docent, and digital prepress technician. She secured SIFF's status as an Academy Award® qualifying festival for short film in 2008. Beth currently serves on the Board of the Film Festival Alliance and the City of Seattle Film Task Force. In addition to her daily work in programming, Beth has served on juries and panels in Palm Springs, Park City, Cleveland, Calgary, Vancouver BC and Berlin, Germany.		
Authorizing Signature (original signature):  Date Signed (appointed): 3/28/23		Appointing Signatory: Sara Nelson Seattle City Council member

*Term begin and end date is fixed and tied to the position and not the appointment date.

Professional Experience

SIFF / Seattle International Film Festival

Artistic Director

9.2016–current

- Responsible for the Artistic Vision of the 49 year-old organization, encompassing the annual Film Festival, SIFF Cinema, and SIFF Education
- Work across departments in the Executive Leadership for the organization
- Maintain relationships with national and international film distribution companies to assure availability of current films for Festival and Cinema
- Work with other Seattle arts organizations (LANGSTON, the Vera Project, KEXP, Seattle Repertory Theatre, etc.) to establish cooperative events both during Festival and year-round at SIFF Cinema
- Manage programming and administration of the annual Festival and SIFF Cinema year-round, with yearly attendance of over 300,000 across departments
- Annual attendance of Art House Convergence, leading conference for Arthouse Theater professionals, including panel participation and moderation
- Serve on juries/panels at internationally known Film Festivals (Berlin, VIFF, Slamdance, Cleveland)

Director of Programming

6.2004–9.2016

- Responsible for the film and event programming at the annual Seattle International Film Festival, with attendance of over 150,000 annually
- Managed over 5,000 film submissions per festival year
- Oversaw 20 person programming team, providing up-to-date information about films and film contacts
- Achieved Oscar-qualifying status in all three short film categories

Publications Coordinator

3.2003–6.2004

- Responsible for the content and presentation of all published materials for the 2003 and 2004 Seattle International Film Festivals

Sydney Film Festival

Programming Assistant

2.2002–7.2002

- Responsible for auxiliary materials, director biographies, programming notes and research for the 2002 Sydney Film Festival

Mardi Gras Film Festival/QueerScreen

Volunteer Coordinator

12.2001–3.2002

- Responsible for recruiting and scheduling of over 100 volunteers for the 2002 Mardi Gras Film Festival, was a year-round contact for the festival's parent organization

Volunteer Experience

Seattle Film Task Force

Advisory Committee Member

2020–2021

Served on the City of Seattle Film Task Force to advocate for film festivals in the industry.
Position held: Chair of the Marketing Committee

Film Festival Alliance

Board Member

2018–2023

Represented SIFF at the international alliance of film festival organizations. Positions held:
Secretary of the Board, Chair of the Governance Committee

Bumberboard

Advisory Committee Member

2006–2007; 2017–2019

Represented film arts on the Bumbershoot arts advisory committee; participated in all aspects of the citizen advisory committee, including programming and logistics

Education

Associates of Art

Graphic Imaging and Printing Technology, Seattle Central Community College

June 1996

Masters of Art

Art History, University of Iowa, Iowa City IA

May 1993

Bachelors of Art

English Literature, University of Iowa, Iowa City IA

December 1989

Seattle Film Commission

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Council	3	2			1	1				3								
Other																		
Total																		

Key:

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Seattle Film Commission Appointments

Preeti Shridhar, Deputy Director, Office of Economic Development

Chris Swenson, Film Program Manager, Office of Economic Development

4/11/2023

Office of Economic Development

Slide 1



City of Seattle

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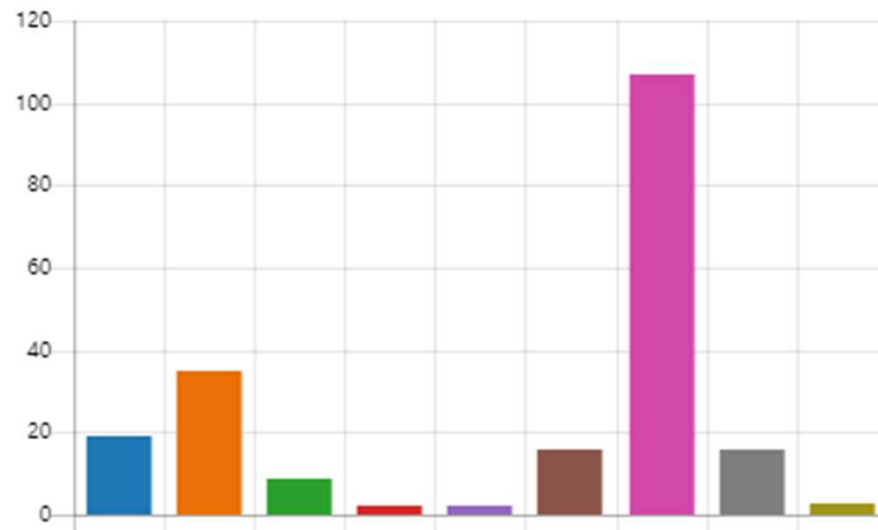
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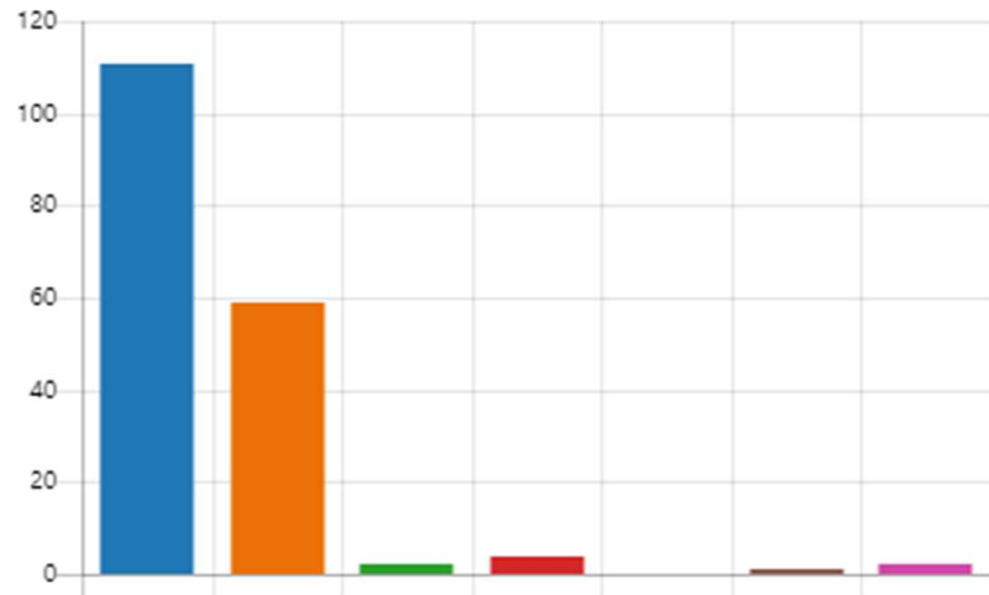
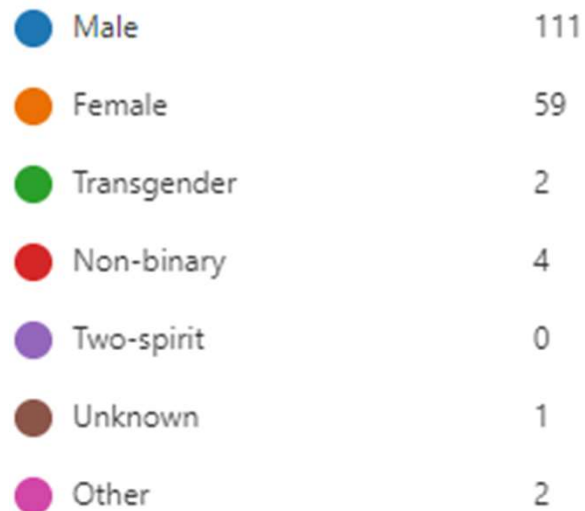


Application and Nomination Demographics

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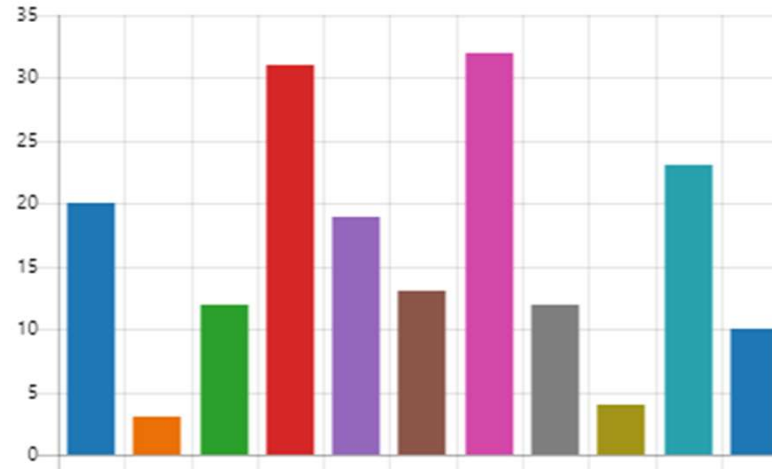


Application and Nomination Demographics



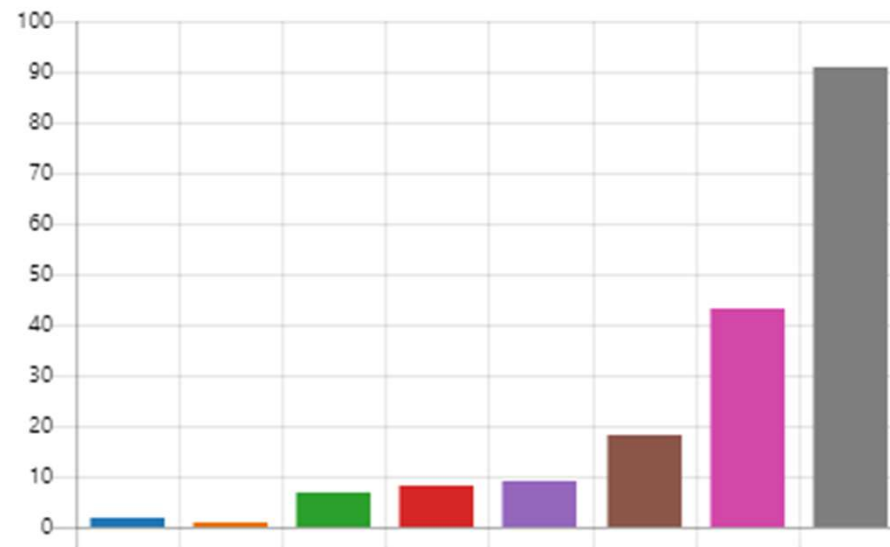
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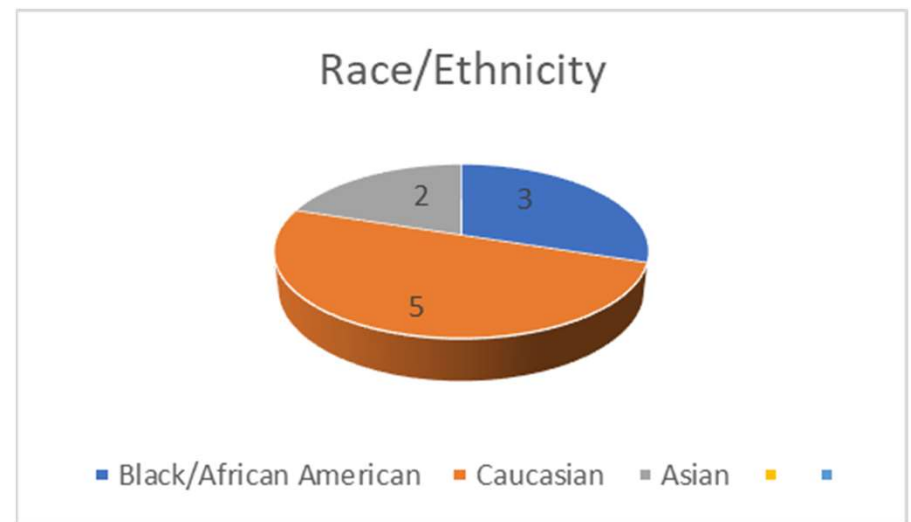
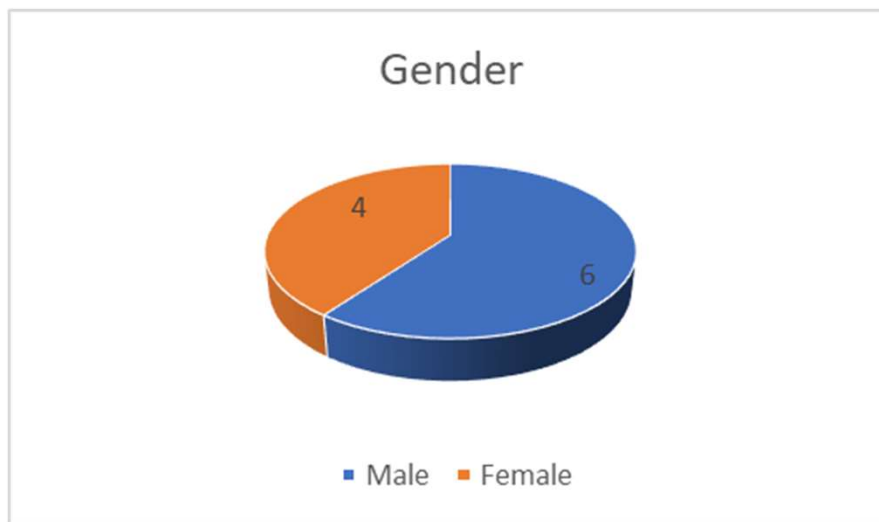


Application and Nomination Professional Experience

● 0 years	2
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Commissioner Nominee Demographics



Seattle Film Commission Nominees

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Laura Jean Cronin	Pound Pictures	5 (Mayor)	2 years	Film schools, programs, or film educators
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Anthony Tackett	African Diaspora Filmmakers, SFI	10 (Council)	1 year	Film organizations belonging to and advocating for communities underrepresented in the film industry
To Be Appointed		11 (Commission)	2 years	Immersive technology and emerging technology businesses



Questions?





Legislation Text


File #: Appt 02515, **Version:** 1

Appointment of Laura Jean Cronin as member, Seattle Film Commission, for a term to April 23, 2025.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

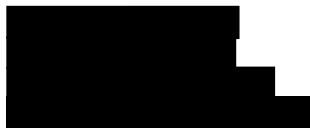
Appointee Name: <i>Laura Jean Cronin</i>		
Board/Commission Name: <i>Seattle Film Commission</i>		Position Title: <i>Film schools, programs, or film educators (Position 5)</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * 4/24/2023 to 4/23/2025 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Orting</i>	Zip Code: <i>98360</i>	Contact Phone No.: [REDACTED]
Background: <i>Laura Jean Cronin is a producer and director known for the Emmy-award winning PBS show Biz Kid\$ (2008). She received the Audience Award for Block Party (2001) from Seattle Lesbian and Gay Film Festival along with Best Girls Short for "One Night" (2009) and Best Local Film for Leave It! (2002). Laura also won Best Local Film for Free Parking (2006) from Cinema K Children's Film Festival. In 1994, she founded Pound Pictures [us], a motion pictures and film company in Seattle, WA. Laura is Vice President of Women in Film/Seattle and Lead Producer at Reel Grrls Productions, a non-profit offering production services for non-profits at a reasonably low fee. Laura is producer and director at B47 Studios, a full-service video production studio in Seattle, WA. Laura taught film studies at Center on Linguistic and Cultural Democracy for seven years. She mentors girls age 9-19 on production and video services at Reel Grrls for low cost. Laura received her Ph.D -ABD in Comparative Literature and Film from University of Washington. As Lead Producer for Remove the Gap Productions, Laura is helping to usher in a new generation of media makers who have traditionally fallen through the gap. Creating content with the youth in the program allows Laura to wear her producer hat as well as her educator hat. Laura is driven by the energy, excitement, awe, intelligence and creativity that the participants in these programs bring.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): 3/28/2023		Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>

*Term begin and end date is fixed and tied to the position and not the appointment date.

RESUME

CONTACT

LAURA JEAN CRONIN



BACKGROUND

Summary

I have over 20 years of combined academic and professional experience in production, analysis, review and instruction of film and video. I have written and produced numerous short narrative films that have screened at film festivals worldwide and garnered accolades along the way. The emphasis of my narrative filmmaking is to explore the complexities and diversities of the human experience. Under the banner Pound Pictures I have produced video content for numerous local organizations as a one person operation from conception through post-production. I made a foray into the indie television world, working my way from Second Assistant Director, to First AD to Line Producer on the set of Biz Kid\$, a public television show for youth focusing on Financial Literacy. I have filled the role of Lead Producer for B47 Studios and Reel Grrls where I brought to fruition projects of various sizes and types, with budgets from \$5,000 to \$500,000, while keeping a keen eye on the client's messaging and brand. Currently I run the program Remove the Gap Productions for Northwest Film Forum as an independent contractor, where we instruct youth in production skills and then provide on the job training.

Special Skills

Software: Final Cut Pro, Adobe Premiere, Creative Suite, Microsoft Word, Excel, Quicken, Final Draft, Studio Suite and Filemaker Pro.

Language: Fluent in Italian, Proficient in Spanish

Dog Training: Obedience, Herding, Tracking

SELECTED STAFF POSITIONS

Remove the Gap Productions (formerly Reel Grrls Pro)

Lead Producer May 2013 – Present

Remove the Gap Productions produces broadcast quality client videos while mentoring youth in a path to a career. RGP offers a quarterly production skills intensive series focusing on client based content. The series is open to all ages and genders. From that series, young women and non-binary gender individuals are invited to become Apprentices for Remove the Gap Production Company. The Apprentices are paired one on one with professionals in the field. In its current incarnation, Remove the Gap Productions is a subsidiary of Northwest Film Forum and I am an Independent Contractor. Our client list includes Microsoft, Premera, Washington State, The Labor Center, City of Seattle, King County, Vyne at Seatac, Rainier Foodbank, among others.

Biz Kids, LLC

Line Producer/Production Manager/First AD. December 2006 – April 2017

I started with this production company as a Second AD in Season 1 and worked my way up to Line Producer for Season 6. I was responsible for the execution of the scripts which included, creative input, social bias/sensitivity meetings, hiring of crew and cast, creating shooting schedules, managing budgets, running the set on shoot days, maintaining various databases, all while keeping everyone sane.

B47 Studios

Lead Producer/First AD. March 2014 – March 2017

I was the main contact for clients and was responsible for meeting the client's needs while creating a product that told their brand story. I was responsible for client research and discovery, client intake,

creating concept/proposal, creating budget and keeping project within budget constraints, hiring crew/independent contractors, running the shoot days and overseeing the project through post production and delivery.

Center for Linguistic & Cultural Democracy

Instructor. September 2004 - 2011

The CCD provides opportunities for non-traditional students to pursue their AA degrees and BA's in Education. I taught courses in History of Film, Media Literacy, Interpersonal Communication and English Language and Composition.

SELECTED FILM CREDITS

Home for Sale; Film Short, Animation, **Writer/Director**, Seattle University, 2014

Getting Around to It; Film Short, HD, **First Assistant Director**, Norma Straw Films, 2014

Acts of Witness; Film Short, HD, **UPM/ First Assistant Director**, Acts of Witness LLC, 2014

The IF Project; **Videographer/Editor**, Dir. Kathlyn Horan, Tin Fish Films, 2010

The Epiphany; Film Short, 35 mm, **First Assistant Director**, Violet Films, 2010

One Night; Film Short, HD, **Writer/Producer/Director/Editor**, Pound Pictures, 2009

Arthur; Film Short, 16mm, **Director**, SIFF Cinema, 2009

Free Parking; Film Short, 35mm, **Writer/Producer/Director/Editor**, Pound Pictures, 2006

The Graffiti Artist; DV Feature, **Line Producer**, This Kid Productions, 2004

Leave it!; Film Short, 35mm, **Writer/Producer/Director/Editor**, Bi- Product Productions, 2002

Domme; Film Short 16mm, **First Assistant Director**, HDIC Productions, 2002

Teaching Umoja; Documentary, DV, **Videographer/Editor**, Early Childhood Equity Alliance, 2002

Block Party; Film Short 16mm, **Writer/Director/Editor**, Bi- Product Productions, 2001

John Gill; Film Short, 16mm, **Writer/Producer/Director/Editor**, Bi- Product Productions, 1999

TELEVISION CREDITS

Biz Kid\$: 1-Hour Variety Show, **Line Producer/First Assistant Director**, PBS, Season 6, Jan-Apr., 2017.

The [206]: ½ Hour Comedy Show, **Line Producer**, KING 5, S1, E1-6, 2012.

Art Zone: ½ Hour Variety Show, **Field Producer**, Seattle Channel, 2012.

Biz Kid\$: 1-Hour Variety Show, **First Assistant Director**, PBS, Seasons 1 -5, 2006-2011.

Biz Kid\$: 1-Hour Variety Show, **Production Manager**, PBS, Seasons 3-5, 2008-2011.

Throw Me a Bone: ½-Hour Comedy Pilot, **First Assistant Director**, Rick Stevenson, 2011

The Big Half Hour: ½-Hour Variety Show Pilot, **First Assistant Director**, Sandy Wilson, 2010

EDUCATION

Doctor of Philosophy Candidate in Comparative Literature and Film Studies (ABD)

University of Washington, 2000

College of Arts and Sciences

Master of Italian Language and Literature

University of Washington, 1994

College of Arts and Sciences

Bachelor of Fine Art in Printmaking

University of Washington, 1990

College of Arts and Sciences

Bachelor of Art in Italian Language and Literature

University of Washington, 1990

College of Arts and Sciences

PROFESSIONAL AFFILIATIONS

Women in Film/Seattle

President Emeritus

Climate Change Video Awards

Judge, 2017

48 Hour Film Festival

Juror, 2016

Seattle International Film Festival

Shorts Juror, 2015

Seattle Lesbian and Gay Film Festival

Shorts Juror, 2004

Seattle Lesbian and Gay Film Festival

Shorts Screening Committee, 2001-2003

SELECTED AWARDS/HONORS

Seattle Lesbian and Gay Film Festival Audience Award: *One Night*, Best Girl's Short, 2010.

Cinema K Children's Film Festival: *Free Parking*, Best Local Film, 2006

Women In Film Nell Shipman Awards: *Free Parking*, Rising Star Award, 2006

Women In Film Nell Shipman Awards: *Free Parking*, Best Short Nomination, 2006

Telluride Indie Fest Winner, *Princess and Buddha*, 2003

Key West Indie Fest Winner, *Princess and Buddha*, 2003

Washington State Screenplay Competition Top Ten: *Princess and Buddha*, 2003

Verzaubert International Queer Film Festival Juror's Award: *Leave It!*, Third Best Short, 2002

Seattle Lesbian and Gay Film Festival Oppenheimer Award: *Leave It!*, Best Local Film, 2002

Seattle Lesbian and Gay Film Festival Audience Award: *Leave It!*, Best Local Short, 2002.

Seattle Lesbian and Gay Film Festival Audience Award: *Block Party*, Best Local Short, 2001

Gerberding Rome Fellowship: University of Washington, 1997

Seattle Urban League 18th Annual Juried Minority Art Exhibit: *It's Only a Flesh Wound*, Second Place, 1993

King County Arts Commission Gallery Grant, 1990

References available upon request.

Seattle Film Commission

11 Members: Pursuant to Ordinance 126678, all members subject to City Council confirmation, 3-year terms however, initial terms shall be as follows:

1, 4, 7, and 10 shall be for one year; initial terms for positions 2, 5, 8, and 11 shall be for two years; and initial terms for positions 3, 6, and 9 shall be for three years.

- 5 City Council-appointed
- 5 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Commission

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	5,6	1.	On-screen talent	Lowell Deo	4/24/2023	4/23/24	1	Mayor
6	F	2	2.	Film industry labor unions	Melissa Matthies Purcell	4/24/2023	4/23/25	1	Mayor
1	M	7	3.	Advertising and creative agencies	Michael Huang	4/24/2023	4/23/26	1	Mayor
6	M	N/A	4.	Commercial producers or production companies	Tom Florino	4/24/2023	4/23/24	1	Mayor
2	F	N/A	5.	Film schools, film programs, or film educators	Laura Jean Cronin	4/24/2023	4/23/25	1	Mayor
1	M	4	6.	Post-production companies and personnel i.e., editors, composers, post-supervisors	Champ Ensminger	4/24/2023	4/23/26	1	City Council
6	F	4	7.	Film production crew	Kat Ogden	4/24/2023	4/23/24	1	City Council
6	F	4	8.	Film festivals or film content distribution companies	Beth Barrett	4/24/2023	4/23/25	1	City Council
6	M	N/A	9.	Film location managers	Mark A. Freid	4/24/2023	4/23/26	1	City Council
2	M	N/A	10	Film organizations for underrepresented communities	Anthony Tackett	4/24/2023	4/23/24	1	City Council
			11.	Immersive technology		5/22/23	5/21/25		Commission

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	3	2			1	2				2								
Council	3	2			1	1				3								
Other																		
Total																		

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.

Seattle Film Commission Appointments

Preeti Shridhar, Deputy Director, Office of Economic Development

Chris Swenson, Film Program Manager, Office of Economic Development

4/11/2023

Office of Economic Development

Slide 1



City of Seattle

Establishing the Seattle Film Commission

Ordinance 126678 established a Seattle Film Commission to:

1. Advise and make recommendations to the City on the development of policies and programs that enhance the economic development of Seattle's film industry, and
2. Promote the sustainable growth of family-wage jobs for workers who have been historically underrepresented in the industry.



Goals and Duties of the Commission

1. Inform and influence the regional film industry and community in partnership with the City,
2. Collaborate with industry and regional stakeholders such as King County and Washington State to align efforts,
3. Address industry disparities caused by systemic racism, and
4. Serve as a conduit between the City and industry to advance the City's economic development priorities for the film industry including;
 - attracting and retaining local, regional, national, and global business, and
 - building inclusive career pathways into the film industry.



Seattle Film Commission Operations

- Membership reflects 11 film disciplines
- 5 positions appointed by City Council, 5 positions appointed by the Mayor, and 1 position appointed by the Commission once seated
- The Commission will
 - Meet monthly,
 - Meet annually with the Seattle Music Commission,
 - Annually elect a chair and vice-chair,
 - Adopt bylaws, and
 - Establish terms of one, two, and three years, with a maximum of serving two consecutive terms
- The Commission will be supported by OED



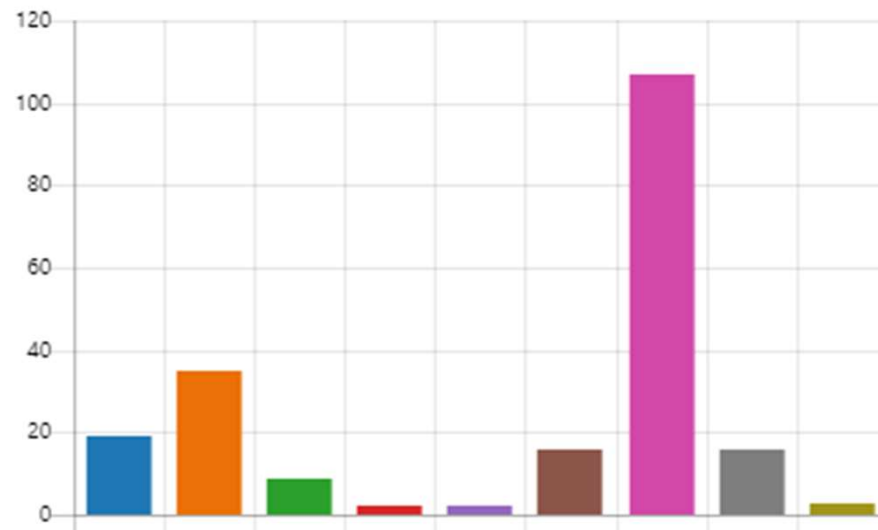
Application and Nomination Process

- Nominations and applications accepted March 2-12
- Received 131 nominations and 179 applications

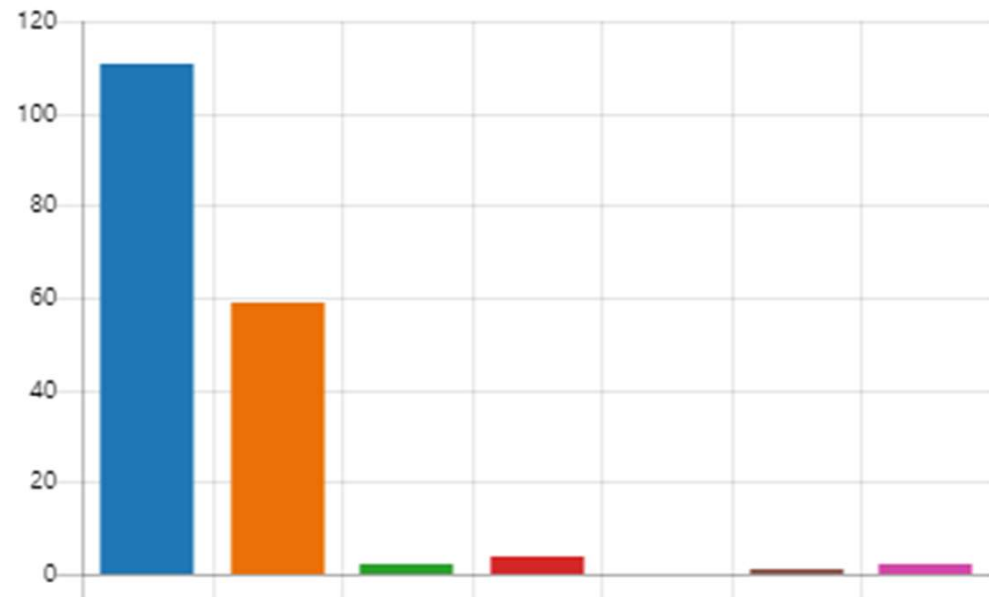
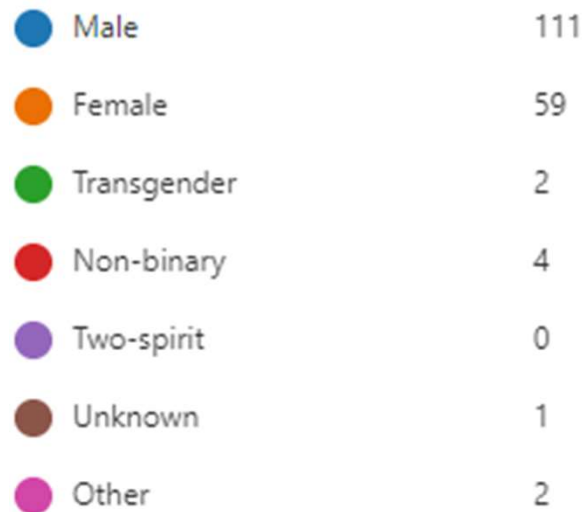


Application and Nomination Demographics

Asian	19
Black or African American	35
Native American or Alaskan N...	9
Native Hawaiian or Pacific Isla...	2
Middle Eastern or North African	2
Hispanic or Latino/a/x	16
White	107
Prefer not to say	16
Other	3

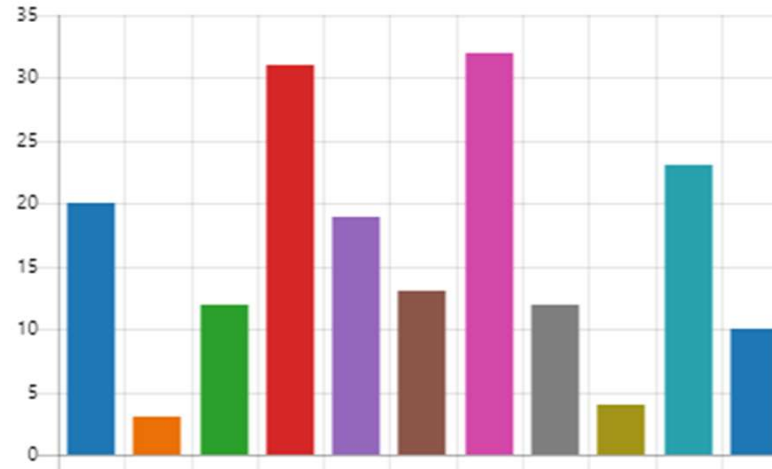


Application and Nomination Demographics



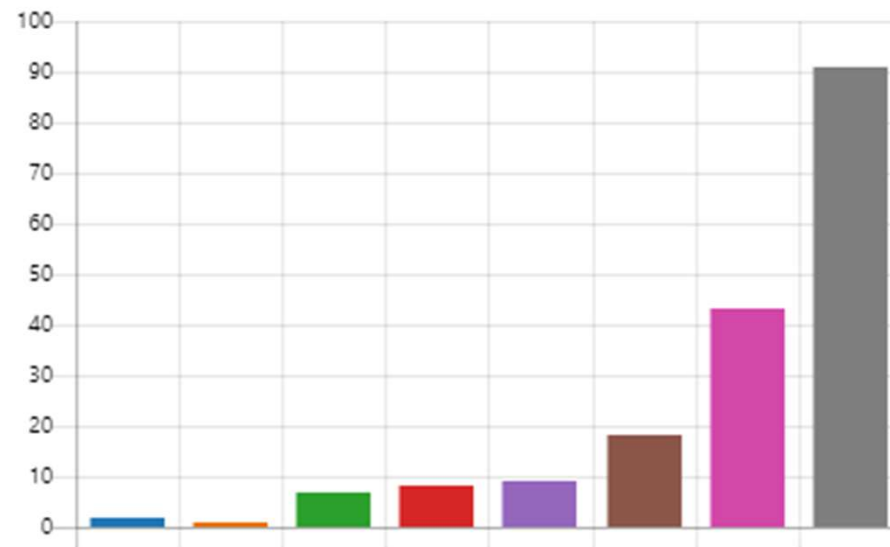
Application and Nomination Industry Disciplines

● Position 1 - On-screen talent ...	20
● Position 2 - Film industry labo...	3
● Position 3 - Advertising and cr...	12
● Position 4 - Commercial prod...	31
● Position 5 - Film schools, prog...	19
● Position 6 - Post-production c...	13
● Position 7 - Film production cr...	32
● Position 8 - Film festivals or fil...	12
● Position 9 - Film location man...	4
● Position 10 - Film organizatio...	23
● Position 11 - Immersive techn...	10

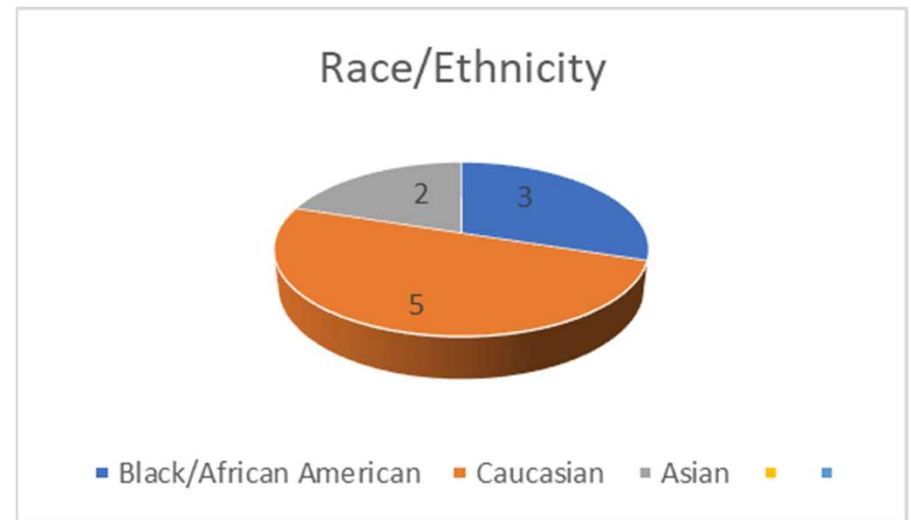
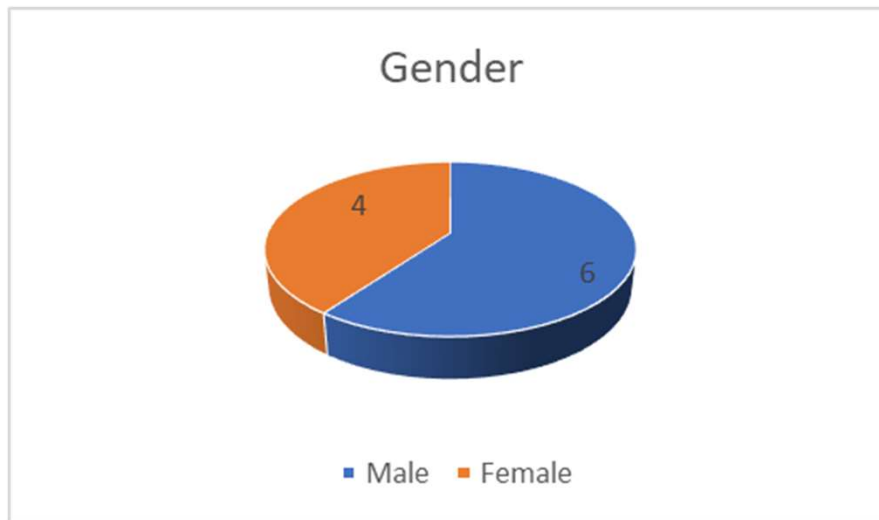


Application and Nomination Professional Experience

● 0 years	2
● Less than 1 year	1
● 1 year - less than 4 years	7
● 4 years - less than 5 years	8
● 5 years - less than 7 years	9
● 7 years - less than 10 years	18
● 10 years - less than 15 years	43
● 15 years +	91



Commissioner Nominee Demographics



Seattle Film Commission Nominees

Name	Organization	Position/ Appointed by	Term	Category
Lowell Deo	Freelance actor	1 (Mayor)	1 year	On-screen talent or their representatives
Melissa Purcell	IATSE 488	2 (Mayor)	2 years	Film industry labor unions
Michael Huang	Milli Agency	3 (Mayor)	3 years	Advertising and creative agencies
Tom Florino	Amazon Studios	4 (Mayor)	1 year	Commercial producers or production companies
Laura Jean Cronin	Pound Pictures	5 (Mayor)	2 years	Film schools, programs, or film educators
Champ Ensminger	Editor	6 (Council)	3 years	Post-production companies and personnel
Kat Ogden	Producer	7 (Council)	1 year	Film production crew
Beth Barrett	SIFF	8 (Council)	2 years	Film festivals or content distribution companies
Mark Freid	Freelance locations	9 (Council)	3 years	Film location managers
Anthony Tackett	African Diaspora Filmmakers, SFI	10 (Council)	1 year	Film organizations belonging to and advocating for communities underrepresented in the film industry
To Be Appointed		11 (Commission)	2 years	Immersive technology and emerging technology businesses



Questions?





Legislation Text

File #: Appt 02516, **Version:** 1

Appointment of Melissa Matthies Purcell as member, Seattle Film Commission, for a term to April 23, 2025.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Melissa Matthies Purcell</i>		
Board/Commission Name: <i>Seattle Film Commission</i>		Position Title: <i>Film industry labor unions (Position 2)</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * <i>4/24/2023</i> to <i>4/23/2025</i> <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Columbia City (D2)</i>	Zip Code: <i>98118</i>	Contact Phone No.:
Background: <i>Melissa Purcell is the Northern Business Agent of the I.A.T.S.E. Local 488, Studio Mechanics of the Pacific Northwest. These are the technicians and artist's that work as freelance crew on film, television, commercial and corporate content. In the mid 1990's she served on the Executive Board of Women In Film Seattle. In 2006, she was asked to help bring Labor on board in the forming of a new state tax incentives program. Working in partnership with the stakeholders involved, the program was passed through state legislation and was signed by then Governor Christine Gregoire, which became Washington Filmworks. She was a member of the Seattle Film Task Force within the Seattle Office of Film and Music, as well as Washington Filmworks' Film Leadership Committee (FLC) and the WA State Labor Council's (WSLC) Transportation and Economic Development Committee. She is a prop master by trade in the commercial advertising, television and feature film industry and occasionally works as a production designer on corporate and commercial content. Her credits as a Prop Master, include such films as Rushmore, Forces of Nature, The Details, Nightjohn, and Smoke Signals to name just a few. She has worked with well-known directors such as Martha Coolidge, Wes Anderson, Charles Burnett, Bronwen Hughs, Chris Eyre, and Curtis Hanson. She is a strong proponent of social justice and worker's rights, and lives in South Seattle with her husband, a director of photography, and their two teenaged children.</i>		
Authorizing Signature (original signature): Date Signed (appointed): 3/28/2023		Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>

*Term begin and end date is fixed and tied to the position and not the appointment date.

Melissa Matthies Purcell

PRODUCTION DESIGNER



COMMERCIALS/CORPORATE WEB:

Production Designer/
Art Director;

ADP	Bob Industries
UPS	Smuggler
University of Washington	Tool of North America
Washington State Lottery	Strange and Wonderful
Phillips Lumify	Digital Kitchen
Humira	Nonfiction Unlimited
Ford	Nonfiction Unlimited
Microsoft	Lustre Communications
PEMCO Insurance	Chelsea Pictures & The Company
GE	Anonymous Content
Hyundai	Park Pictures
BECU	FORM
Lincoln Mercury	Millennium Pictures
NBA,	Biscuit
And Others...	

FEATURES/TELEVISION:

Production Designer;	"In the Mean Time" (Short)	Brad Cox, director
Set Decorator;	"Face of a Stranger" (Television movie)	Claudia Weill, director Steve Karatzas, prod. designer
	"The Chocolate War" MCEG Sterling	Keith Gordon, director David Ensely, prod. designer
Prop Master;	"The Details" Miramax	Jacob Estes, director Toby Corbett, prod. designer
	"Forces of Nature" DreamWorks	Bronwen Hughes, director Lester Cohen, prod. designer
	"Rushmore" Touchstone	Wes Anderson, director David Wasco, prod. designer
	"Smoke Signals" Miramax	Chris Eyre, director Charlie Armstrong, prod. designer
	"Georgia" Ciby 2000	Ulu Grosbard, director Lester Cohen, prod. designer
	"Mad Love" Buena Vista	Antonia Bird, director David Brisbin, prod. designer

Seattle Film Commission

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Roster:

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Mayor	3	2			1	2				2								
Council	3	2			1	1				3								
Other																		
Total																		

Key:

*D List the corresponding Diversity Chart number (1 through 9)

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Seattle Film Commission Appointments

Preeti Shridhar, Deputy Director, Office of Economic Development

Chris Swenson, Film Program Manager, Office of Economic Development

4/11/2023

Office of Economic Development

Slide 1



City of Seattle

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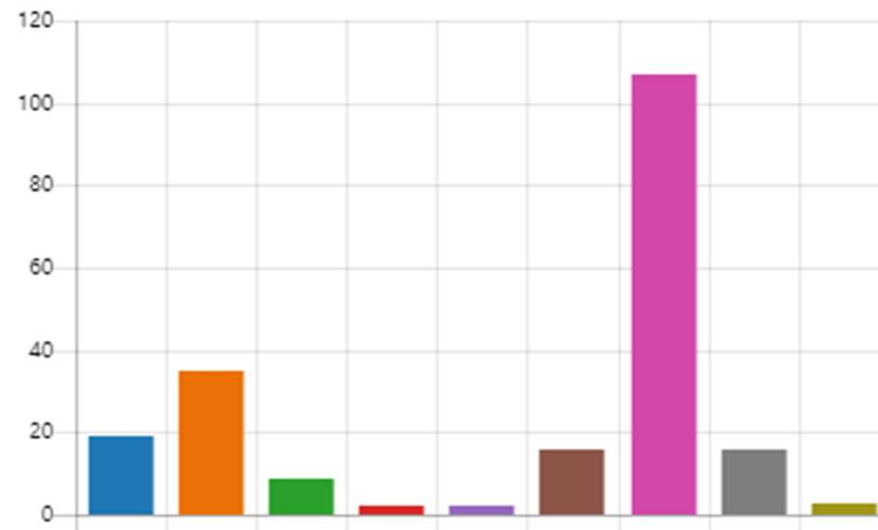
Application and Nomination Process

- Nominations and applications accepted March 2-12
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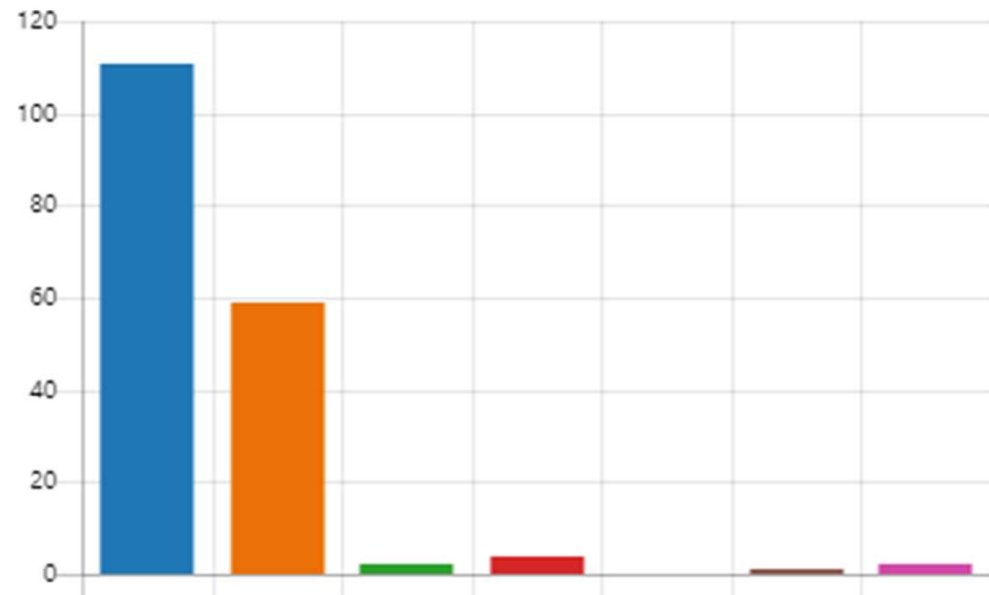
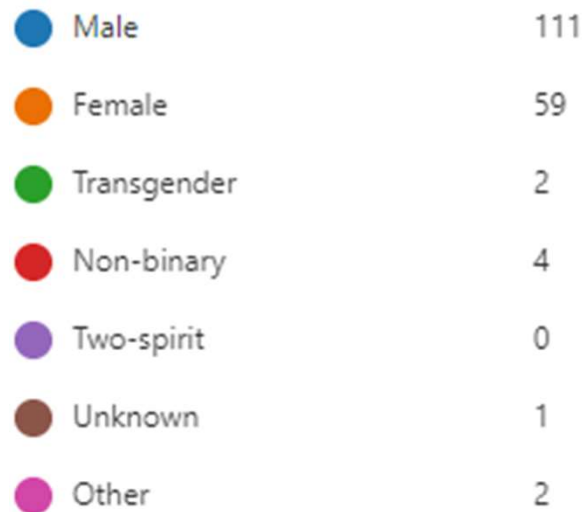


Application and Nomination Demographics

Asian	19
Black or African American	35
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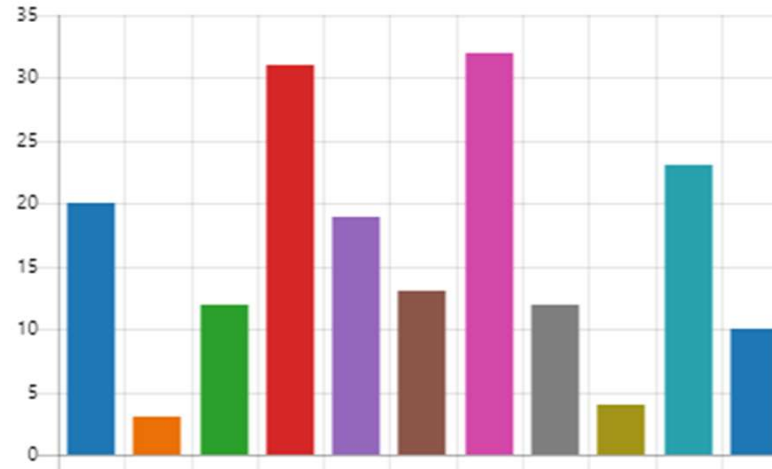


Application and Nomination Demographics



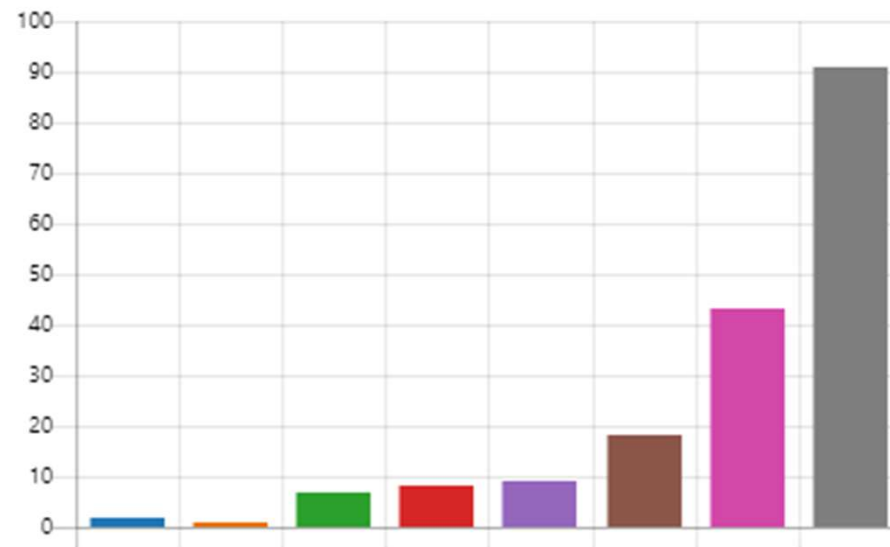
Application and Nomination Industry Disciplines

● Position 1 - On-screen talent ...	20
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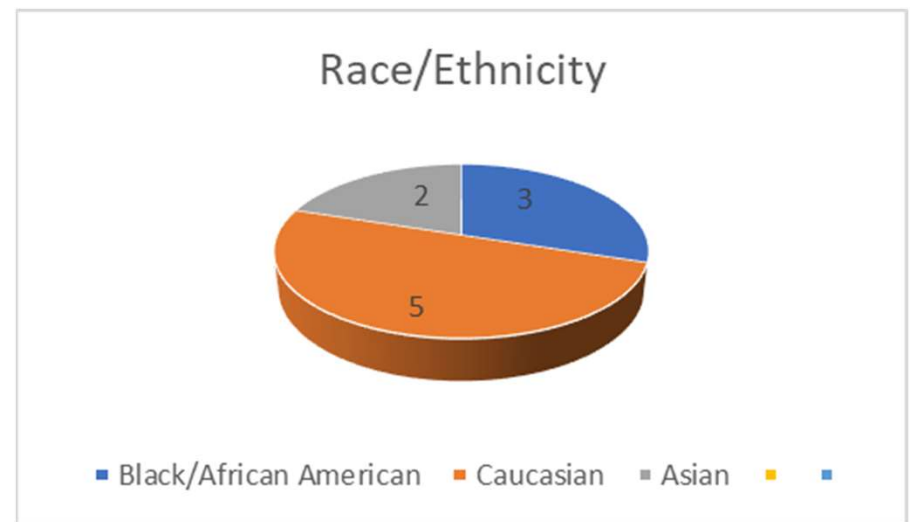
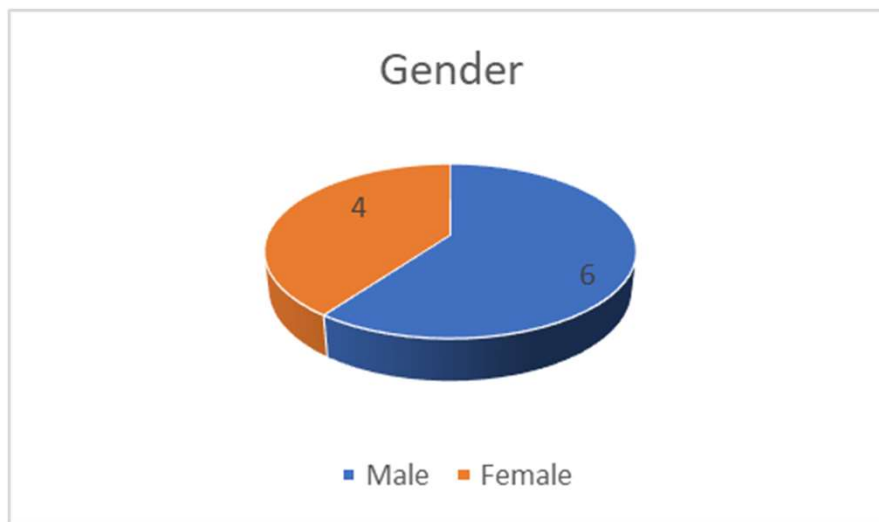


Application and Nomination Professional Experience

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● 7 years - less than 10 years	18
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● 15 years +	91



Commissioner Nominee Demographics



Seattle Film Commission Nominees

Name	Organization	Position/ Appointed by	Term	Category
Lowell Deo	Freelance actor	1 (Mayor)	1 year	On-screen talent or their representatives
Melissa Purcell	IATSE 488	2 (Mayor)	2 years	Film industry labor unions
Michael Huang	Milli Agency	3 (Mayor)	3 years	Advertising and creative agencies
Tom Florino	Amazon Studios	4 (Mayor)	1 year	Commercial producers or production companies
Laura Jean Cronin	Pound Pictures	5 (Mayor)	2 years	Film schools, programs, or film educators
Champ Ensminger	Editor	6 (Council)	3 years	Post-production companies and personnel
Kat Ogden	Producer	7 (Council)	1 year	Film production crew
Beth Barrett	SIFF	8 (Council)	2 years	Film festivals or content distribution companies
Mark Freid	Freelance locations	9 (Council)	3 years	Film location managers
Anthony Tackett	African Diaspora Filmmakers, SFI	10 (Council)	1 year	Film organizations belonging to and advocating for communities underrepresented in the film industry
To Be Appointed		11 (Commission)	2 years	Immersive technology and emerging technology businesses



Questions?





Legislation Text


File #: Appt 02517, **Version:** 1

Appointment of Champ Ensminger as member, Seattle Film Commission, for a term to April 23, 2026.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Champ Ensminger		
Board/Commission Name: Seattle Film Commission		Position Title: Post-production companies and personnel, such as editors, composers, and post-supervisors (Position 6)
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment	City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Term of Position: * 4/24/2023 to 4/23/2026 <input type="checkbox"/> Serving remaining term of a vacant position	
Residential Neighborhood: Central District (D4)	Zip Code: 98122	Contact Phone No.: [REDACTED]
Background: For over 10 years, Champ has had a wide perspective on the film industry, ranging from directing short films in his native Thailand to seeing the process of online curation and community management at the Manhattan offices of Vimeo. Champ's active participation in Seattle organizations like the Northwest Film Forum and the Seattle Asian American Film Festival has allowed him to develop a deep understanding of the challenges and opportunities facing media artists from diverse backgrounds. In his most recent role as part of the post-production team at World Famous in Seattle, Champ has worked on creating content for major brands like T-Mobile, Microsoft, and Amazon. Through a transition from a traditional post-production house to a creative agency, Champ has gained a keen insight into the economic opportunities that the film industry can bring to Seattle as well as glimpses in the crossovers that occur between advertising and narrative-driven filmmaking.		
Authorizing Signature (original signature):  Date Signed (appointed): 3/28/23	Appointing Signatory: Sara Nelson Seattle City Council Member	

*Term begin and end date is fixed and tied to the position and not the appointment date.

Champ Ensminger



SELECT SCREENINGS + PUBLICATIONS

<i>Yai Nin</i> NOWNESS Asia, Hong Kong	2022
<i>Yai Nin</i> Alaska Airlines Inflight Entertainment (U.S. / Canada / Mexico)	2022
<i>Yai Nin</i> Asian American International Film Festival, New York City, NY	2020
<i>Yai Nin</i> Los Angeles Asian Pacific Film Festival, Los Angeles, CA	2020
<i>Yai Nin</i> Indie Memphis Film Festival, Memphis, TN	2020
<i>Yai Nin</i> Tallgrass Film Festival, Wichita, KS	2020
<i>Yai Nin</i> Austin Asian American Film Festival, Austin, TX	2020
<i>Yai Nin</i> Florida Film Festival, Enzian Theater, Maitland, FL	2020
<i>Yai Nin</i> Hawai'i International Film Festival, Honolulu, HI	2020
<i>Worlds Next Door</i> NW Filmmaker's Festival, Northwest Film Center, Portland, OR	2018
<i>Worlds Next Door</i> Local Sightings, Northwest Film Forum, Seattle, WA	2018
<i>Braids</i> Wyeth In Retrospect, Seattle Art Museum, Seattle, WA	2017
<i>Shared Space</i> Local Sightings Film Festival, Northwest Film Forum, Seattle, WA	2017
<i>Shared Space</i> Seattle Transmedia Film Festival, Seattle, WA	2017
<i>Shared Space</i> Next Dance Cinema, Velocity Dance Center, Seattle, WA	2016
<i>Us</i> Local Sightings Film Festival, Northwest Film Forum, Seattle, WA	2016
<i>Us</i> Cascadia Arts and Music Festival, Granite Falls, WA	2016
<i>Us</i> Jacob Burns Media Arts Center, Pleasantville, NY	2016
<i>Pony Blues</i> Cascadia Arts and Music Festival, Granite Falls, WA	2016
<i>Pony Blues</i> "Border Blaster," Dublab + KCET Public Broadcasting, Los Angeles, CA	2016

AWARDS + RESIDENCIES

Best Documentary Short, DC Asian Pacific American Film Festival, Washington, D.C.	2020
Best Documentary Short, Local Sightings Film Festival, Seattle, WA	2020
Programmers' Choice Award, Bushwick Film Festival, Brooklyn, NY	2020
Best Documentary Short, Seattle Asian American Film Festival, Seattle, WA	2020
Emerging Artist Fellow, Jacob Burns Film Center, Pleasantville, NY	2015
Audience Award, Experimental Category, NFFTY, Seattle, WA	2011

EDUCATION

BA, Comparative Literature, Anthropology, University of Washington, Seattle, WA	2011
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PANELS / TEACHING

Guest Speaker, Up In The Air Podcast, Seattle, WA	2021
Guest Speaker, Good Morning ASEAN, Bangkok, TH	2020
Instructor, Filmmaking Fundamentals, Northwest Film Forum, Seattle, WA	2019
Panelist, Demystifying Film Festivals, NFFTY, Seattle, WA	2019
Panelist, Visual Storytelling Workshop, Artists of Color Expo and Symposium, Seattle, WA	2017
International Documentary Filmmakers Panel, Northwest Film Forum, Seattle, WA	2017
Meetup for a Cause, Northwest Film Forum, Seattle, WA	2017
Teaching Artist, Chappaqua Summer Program, Jacob Burns Film Center, Pleasantville, NY	2015
Instructor, Social Media for Photographers, Documentary Arts Asia, Chiang Mai, TH	2015
Instructor, Intermediate Video Workshop, Documentary Arts Asia, Chiang Mai, TH	2015

OTHER WORK

2011 - Now

Editor, short film "Soul Food" directed by Emily Teera, Los Angeles, CA
Mentee, NAL Media Mentorship, NAL Media, Atlanta, GA
Cohort, Content Strategy and Digital Storytelling Certificate, University of Washington, Seattle, WA
Photo documentation of artist storefronts, Shunpike, Seattle, WA
Contributing videographer, *Women's March Doc Presents: America Rise*, Seattle, WA
Editor, *World Famous*, Seattle, WA
Contributing photographer and videographer, Matador Network, New York, NY
Contributing videographer, Okayplayer, New York, NY
Contributing Filmmaker, Planetary Collective, New York, NY
Volunteer and Workshop Instructor, Documentary Arts Asia, Chiang Mai, Thailand
Production and Office Assistant, M s s ng P eces, Brooklyn, NY
Content + Community Management Apprentice, Vimeo, New York, NY
Films Coordinator, ASUW Arts & Entertainment, University of Washington, Seattle, WA

Seattle Film Commission

11 Members: Pursuant to Ordinance 126678, all members subject to City Council confirmation, 3-year terms however, initial terms shall be as follows:

1, 4, 7, and 10 shall be for one year; initial terms for positions 2, 5, 8, and 11 shall be for two years; and initial terms for positions 3, 6, and 9 shall be for three years.

- 5 City Council-appointed
- 5 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Commission

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	5,6	1.	On-screen talent	Lowell Deo	4/24/2023	4/23/24	1	Mayor
6	F	2	2.	Film industry labor unions	Melissa Matthies Purcell	4/24/2023	4/23/25	1	Mayor
1	M	7	3.	Advertising and creative agencies	Michael Huang	4/24/2023	4/23/26	1	Mayor
6	M	N/A	4.	Commercial producers or production companies	Tom Florino	4/24/2023	4/23/24	1	Mayor
2	F	N/A	5.	Film schools, film programs, or film educators	Laura Jean Cronin	4/24/2023	4/23/25	1	Mayor
1	M	4	6.	Post-production companies and personnel i.e., editors, composers, post-supervisors	Champ Ensminger	4/24/2023	4/23/26	1	City Council
6	F	4	7.	Film production crew	Kat Ogden	4/24/2023	4/23/24	1	City Council
6	F	4	8.	Film festivals or film content distribution companies	Beth Barrett	4/24/2023	4/23/25	1	City Council
6	M	N/A	9.	Film location managers	Mark A. Freid	4/24/2023	4/23/26	1	City Council
2	M	N/A	10	Film organizations for underrepresented communities	Anthony Tackett	4/24/2023	4/23/24	1	City Council
			11.	Immersive technology		5/22/23	5/21/25		Commission

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	3	2			1	2				2								
Council	3	2			1	1				3								
Other																		
Total																		

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.

Seattle Film Commission Appointments

Preeti Shridhar, Deputy Director, Office of Economic Development

Chris Swenson, Film Program Manager, Office of Economic Development

4/11/2023

Office of Economic Development

Slide 1



City of Seattle

Establishing the Seattle Film Commission

Ordinance 126678 established a Seattle Film Commission to:

1. Advise and make recommendations to the City on the development of policies and programs that enhance the economic development of Seattle's film industry, and
2. Promote the sustainable growth of family-wage jobs for workers who have been historically underrepresented in the industry.



Goals and Duties of the Commission

1. Inform and influence the regional film industry and community in partnership with the City,
2. Collaborate with industry and regional stakeholders such as King County and Washington State to align efforts,
3. Address industry disparities caused by systemic racism, and
4. Serve as a conduit between the City and industry to advance the City's economic development priorities for the film industry including;
 - attracting and retaining local, regional, national, and global business, and
 - building inclusive career pathways into the film industry.



Seattle Film Commission Operations

- Membership reflects 11 film disciplines
- 5 positions appointed by City Council, 5 positions appointed by the Mayor, and 1 position appointed by the Commission once seated
- The Commission will
 - Meet monthly,
 - Meet annually with the Seattle Music Commission,
 - Annually elect a chair and vice-chair,
 - Adopt bylaws, and
 - Establish terms of one, two, and three years, with a maximum of serving two consecutive terms
- The Commission will be supported by OED



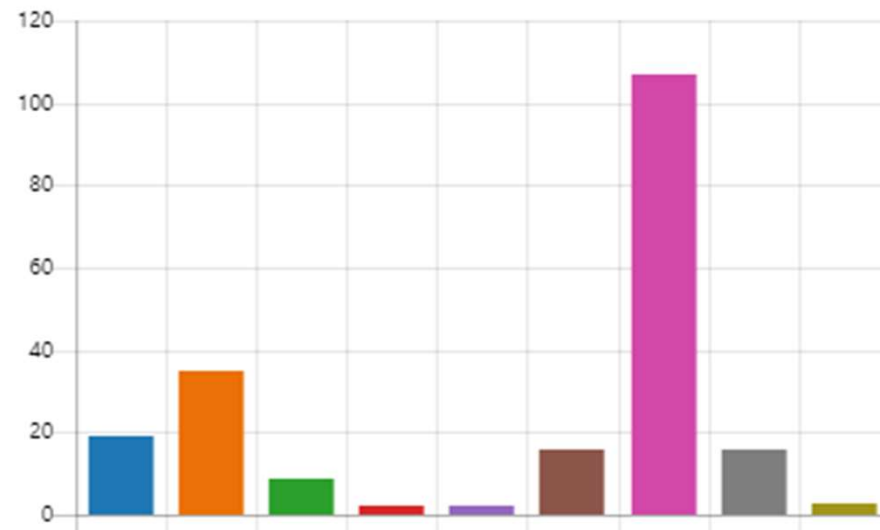
Application and Nomination Process

- Nominations and applications accepted March 2-12
- Received 131 nominations and 179 applications

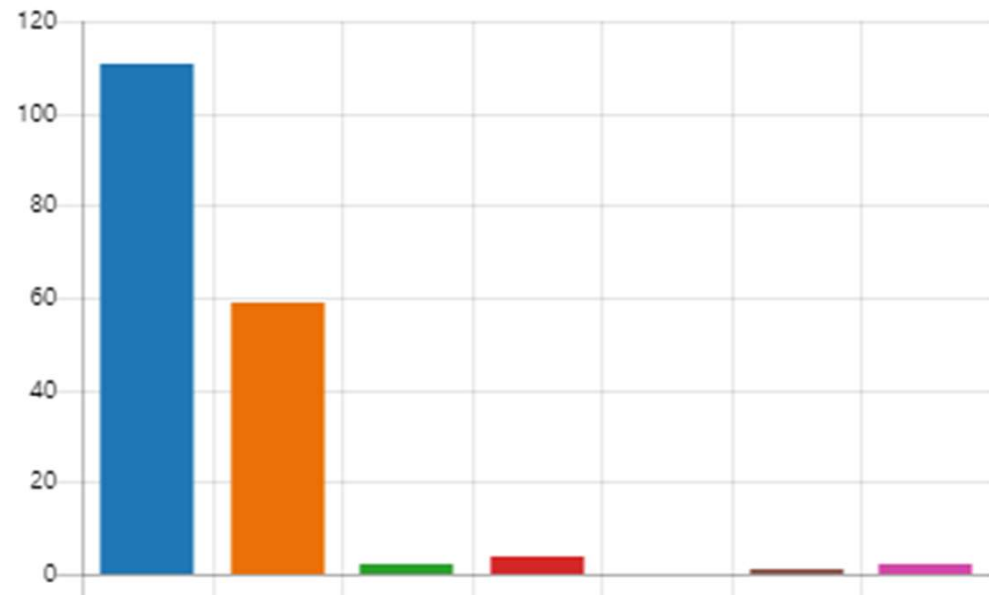
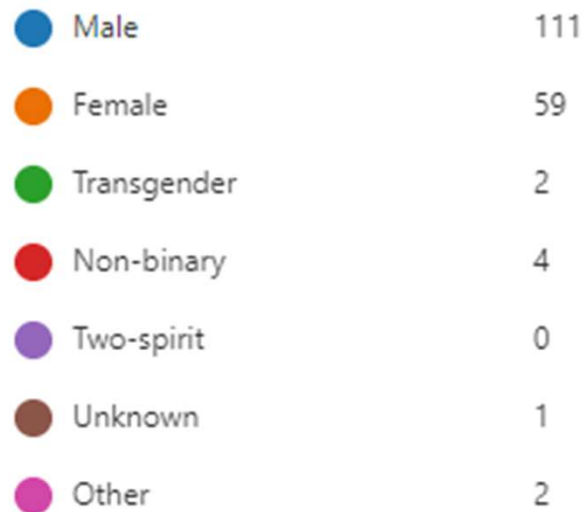


Application and Nomination Demographics

Asian	19
Black or African American	35
Native American or Alaskan N...	9
Native Hawaiian or Pacific Isla...	2
Middle Eastern or North African	2
Hispanic or Latino/a/x	16
White	107
Prefer not to say	16
Other	3

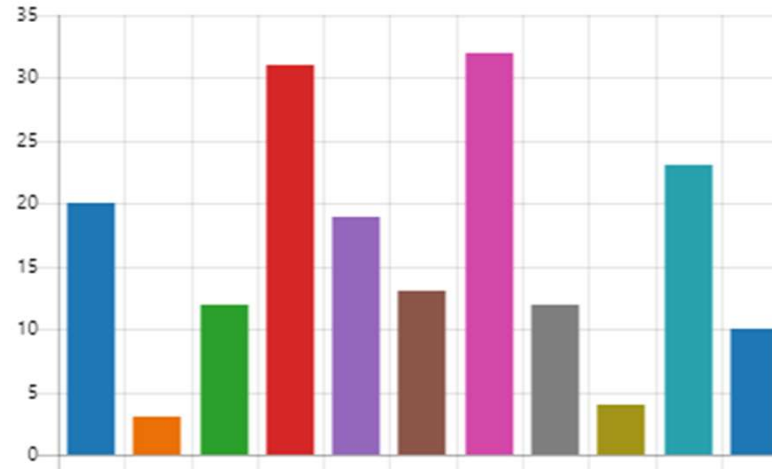


Application and Nomination Demographics



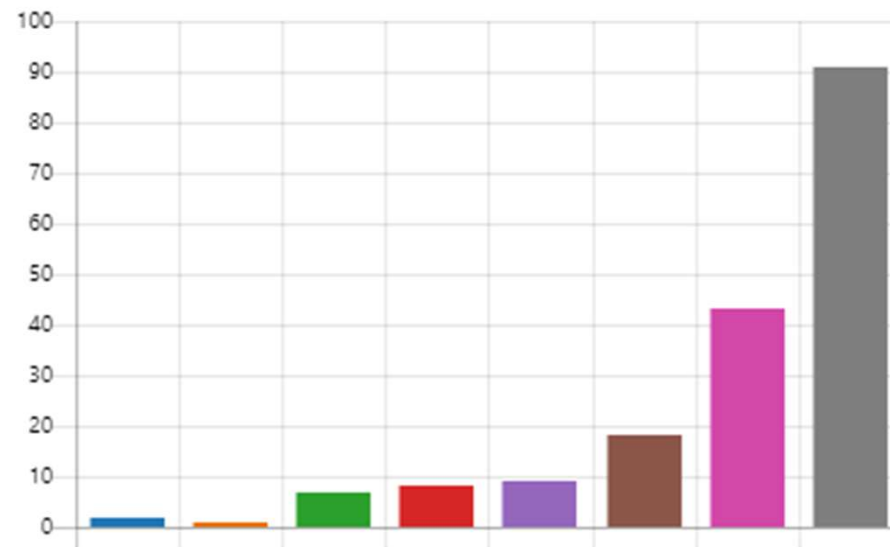
Application and Nomination Industry Disciplines

- Position 1 - On-screen talent ... 20
- Position 2 - Film industry labo... 3
- Position 3 - Advertising and cr... 12
- Position 4 - Commercial prod... 31
- Position 5 - Film schools, prog... 19
- Position 6 - Post-production c... 13
- Position 7 - Film production cr... 32
- Position 8 - Film festivals or fil... 12
- Position 9 - Film location man... 4
- Position 10 - Film organizatio... 23
- Position 11 - Immersive techn... 10

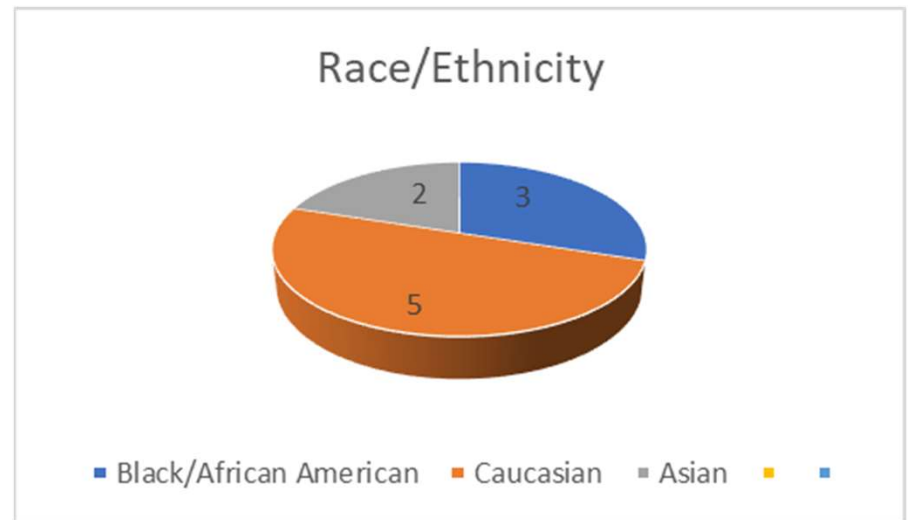
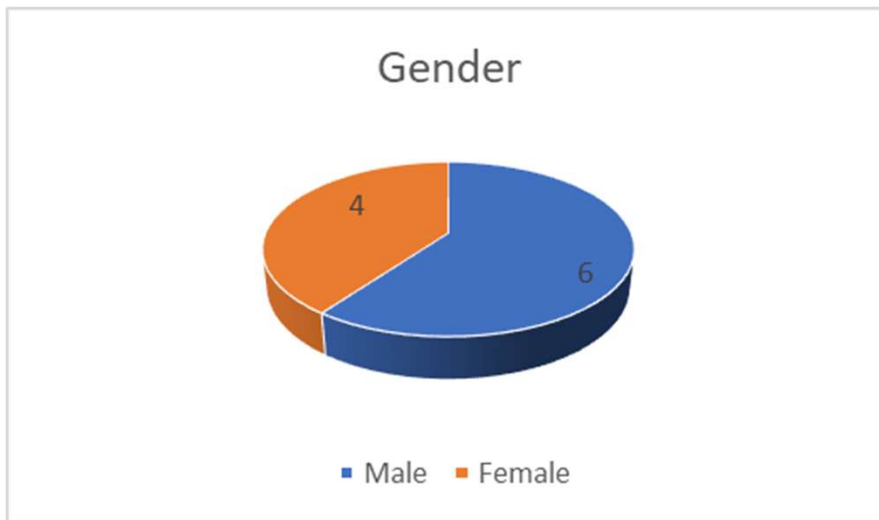


Application and Nomination Professional Experience

● 0 years	2
● Less than 1 year	1
● 1 year - less than 4 years	7
● 4 years - less than 5 years	8
● 5 years - less than 7 years	9
● 7 years - less than 10 years	18
● 10 years - less than 15 years	43
● 15 years +	91



Commissioner Nominee Demographics



Seattle Film Commission Nominees

Name	Organization	Position/ Appointed by	Term	Category
Lowell Deo	Freelance actor	1 (Mayor)	1 year	On-screen talent or their representatives
Melissa Purcell	IATSE 488	2 (Mayor)	2 years	Film industry labor unions
Michael Huang	Milli Agency	3 (Mayor)	3 years	Advertising and creative agencies
Tom Florino	Amazon Studios	4 (Mayor)	1 year	Commercial producers or production companies
Laura Jean Cronin	Pound Pictures	5 (Mayor)	2 years	Film schools, programs, or film educators
Champ Ensminger	Editor	6 (Council)	3 years	Post-production companies and personnel
Kat Ogden	Producer	7 (Council)	1 year	Film production crew
Beth Barrett	SIFF	8 (Council)	2 years	Film festivals or content distribution companies
Mark Freid	Freelance locations	9 (Council)	3 years	Film location managers
Anthony Tackett	African Diaspora Filmmakers, SFI	10 (Council)	1 year	Film organizations belonging to and advocating for communities underrepresented in the film industry
To Be Appointed		11 (Commission)	2 years	Immersive technology and emerging technology businesses



Questions?





Legislation Text


File #: Appt 02518, **Version:** 1

Appointment of Mark A. Freid as member, Seattle Film Commission, for a term to April 23, 2026.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Mark A. Freid		
Board/Commission Name: Seattle Film Commission		Position Title: Film location managers (Position 9)
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment	City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Term of Position: * 4/24/2023 to 4/23/2026 <input type="checkbox"/> Serving remaining term of a vacant position	
Residential Neighborhood: Snohomish	Zip Code: 98296	Contact Phone No.: [REDACTED]
Background: Mark's 34 year Motion Picture Industry career began at entry level. Working his way through several departments and full time employment at a motion picture studio, Mark began work in the locations department in 2001. As film location manager, Mark has led locations for major feature film, television, and commercial work including Transformers 4, KIMI, Rampart, 50 Shades of Gray, Late Autumn, and many national commercial campaigns.		
Authorizing Signature (original signature):  Date Signed (appointed): 3/28/23	Appointing Signatory: Sara Nelson Seattle City Councilmember	

*Term begin and end date is fixed and tied to the position and not the appointment date.

Mark A. Freid – Seattle

Location Management and Scouting. Field Producing.

QUALIFICATIONS

Teamster Local 399 Location Manager.
CSATF Safety Passport.

LOCATION SCOUTING AND MANAGEMENT 2001-2017

FEATURE FILM/TELEVISION:

War for Planet of the Apes. 20th Century Fox. VFX Plate Unit Location Manager
Ryan Stafford, VFX Producer.

50 Shades Freed, 50 Shades Darker. Focus Features. 2nd Unit Location Manager
Scott Ateah, 2nd Unit Dir. Barbra Kelly UPM. Marcus Viscidi Producer.

Grey's Anatomy. ABC/Disney. Location Scout
Thomas Barg, Production Supervisor.

Vacation. Warner Brothers/New Line. 2nd Unit Location Manager
Peter Novak, 2nd Unit Production Supervisor.

The Librarians. Electric Entertainment. Location Scout
Bobby Warberg, Location Manager. David Drummond, Location Scout.

50 Shades of Grey. Focus Features. 2nd Unit Location Manager
David Wasco Production Designer, Barbra Kelly, UPM, Marcus Viscidi Producer.

Transformers 4. Paramount Pictures. Location Manager
JJ Hook, Location Manager. Daren Hicks, Production Supervisor.

They Die By Dawn. Location Manager
Jaymes Seymor, Director. Peter Novak, Producer.

America's Most Wanted. STF Productions. Location Manager
Miles Perman, Producer.

Paranormal Activity The Marked One. Paramount Pictures Location Scout
Christopher Landon, Director. Stephenson Crossley, Location Manager.

Hayden Lake. Location Manager
Ryan Page, Christopher Pomeranke Directors. Linette Shorr, Production Designer.
Lacey Leavitt, Producer.

Rampart. Lightstream Pictures. Location Manager
Oren Moverman, Director. David Wasco Production Designer.
Karen Getchell, Production Supervisor. Ben Foster, Lawrence Inglee, Clark Peterson,
Ken Kao, Producers. Michael DiFranco and Lila Yacoub Executive Producers.

<u>Late Autumn.</u> Kim Tae-Yong, Director. Dave Drummond, Co-Location Manager Mischa Jakupcak, Producer.	Location Manager
<u>The Details.</u> Doug duMas, Location Manager.	Key Assistant Location Manager
<u>Greenberg.</u> Focus Features. Stephenson Crossley, Location Manager.	Key Assistant Location Manager
<u>Leverage.</u> Electric Entertainment. Gary Kesell, Location Manager.	Key Assistant Location Manager
<u>The Janky Promoters.</u> Cube Vision. Ralph Meyer, Location Manager.	Key Assistant Location Manager
<u>My Sisters Keeper.</u> Feature. Kristen Wagner, Location Manager.	Key Assistant Location Manager
<u>The Shield.</u> Season 5 and 7. Series. Gary Kesell, Location Manager.	Key Assistant Location Manager
<u>Evan Almighty.</u> Universal Studios. Colleen Gibbons, Location Manager.	Key Assistant Location Manager
<u>Sleeper Cell.</u> Series. Gary Kesell, Location Manager.	Key Assistant Location Manager
<u>Herbie: Fully Loaded.</u> Disney.. Curtis Collins, Location Manager.	Key Assistant Location Manager
<u>The Ring II.</u> Dreamworks/SKG. Craig Van Gundy, Location Manager.	Location Scout
<u>Cold Case.</u> Season 1. Warner Brothers TV. Veronique Vowell, Location Manager.	Key Assistant Location Manager
<u>Surviving Christmas.</u> Dreamworks/SKG. Veronique Vowell, Location Manager.	Key Assistant Location Manager
<u>Judging Amy.</u> Antionette Levine, Location Manager.	Location Scout
<u>Hollywood Homicide.</u> Revolution Studios. Stuart Neumann, Peter Novak, Location Managers.	Key Assistant Location Manager
<u>Bruce Almighty.</u> Universal Studios.. David Thornsberry, Location Manager.	Location Scout
<u>Confessions of a Dangerous Mind.</u> Miramax. Ellen Gessert, Location Manager.	Assistant Location Manager

First Monday. Bellisarius Productions.
Gary Kesell, Location Manager. Assistant Location Manager

The Agency. Series.
Gary Kesell, Location Manager. Assistant Location Manager

COMMERCIAL, STILLS, CORPORATE AND MUSIC VIDEO:

Valero. Kiss and Kill.
Pedro De Oliveira, Producer. Location Manager

Boeing. Tool.
Pedro De Oliveira, Producer. Location Manager

Jeep. Supply & Demand.
Henry Dragonas, Producer. Location Manager

CenturyLink. Anonymous Content.
John Benet, Producer. Location Manager

Alaska Airlines. Sister.
Robert Morales, Producer. Location Manager

REI. Tool
Jason Manz, Producer. Location Manager

Fruity Pebbles. Society.
Jill McBride, Producer. Location Manager

Microsoft Holo. Strange and Wonderful.
Jill McBride, Producer. Location Manager

Fidelity. Matador Productions
Tracy Gosein, Producer. Location Manager

Turkish Airlines. RBA Productions.
Rock Andrews, Producer. Beverly Andrews, Producer. Location Manager

Alaska Airlines: Face on the Tail. Curator Pictures.
Jill McBride, Producer. Location Manager

Kawasaki. Fuse Interactive.
Jonathan Munsayac, Producer. Location Manager

Mercedes. A White Label.
Amanda Clark, Producer. Location Manager

<u>Pepsi. Epoch.</u> Rogers Marquess, Production Supervisor.	Location Manager
<u>Ford. Aero Film.</u> Nicole Ebeo, Production Supervisor	Location Manager
<u>Poweraid. Anonymous Content.</u> Stephanie Evans, Production Supervisor.	Location Manager
<u>GMC. Stanley Photography Inc.</u> Michael Jackson, Producer.	Location Manager
<u>Nissan Maxima and Altima. Imperial Woodpecker.</u> Anita Wetterstedt, Producer.	Location Manager
<u>Nissan Titan. Anderson Hopkins.</u> Brian Gibson, Producer.	Location Manager
<u>UPS Store. Smuggler.</u> <u>Doug duMas Location Manager.</u>	Location Manager
<u>Nike. Reset</u> Andrew Travelstead, Producer. Robby Mooring, Production Manager. Craig Stevens UPM.	Location Manager
<u>Kia. Bandito Brothers.</u> Jeanne Mattiussi, Producer. Gerg Baldi, Director.	Location Manager
<u>Toyota. Square Planet Media.</u> Kendra Wester, Producer. Tim Damon, Director.	Location Manager
<u>United Way: Russel Wilson. NFL Films</u> Liz Leafy, Producer. Jeff Stupak, UPM.	Location Manager
<u>Alaska Air Russel Wilson. Station Film.</u> Algela Jones, Producer.	Location Manager
<u>Apple: Sugar Plum. Imperial Woodpecker.</u> Anita Wetterstedt, Producer.	Location Manager
<u>Kia. Recommended Media.</u> Doug duMas, Location Manager	Location Manager
<u>Harley Davidson. Clutch Studios</u> Karen Knudsen, Producer.	Location Manager
<u>Bulleit Bourbon. !brainwash.</u> Eugene Mazzola Producer. Kathee Saelee UPM.	Location Manager
<u>Hi Tec. RBA Productions.</u> Rock and Beverly Andrews Producers.	Location Manager

<u>Chevy Silverado "Strong"</u> Tool of North America. Lindsay Skutch, Producer. Mark Campbell Production Supervisor	Location Manager
<u>Apple:High Roller.</u> Epoch. Media Arts Lab. Katina Hubbard, Producer	Location Manager
<u>Microsoft SkyDrive.</u> PBJs Andrew Weisnet Producer.	Location Manager
<u>BECU.</u> The Famous Group. DNA Seattle Mark Campbell, Line Producer.	Location Manager
<u>Burlington Coat Factory.</u> Rabbit Content. Zac Zimmerman, Producer.	Location Manager
<u>Ford.</u> Nonfiction Unlimited. Stacey Peralta, Director. Jim Shippee, Producer.	Location Manager
<u>Taylor Made.</u> NYCA. Lynne Roswell, Producer.	Location Scout
<u>Bon Iver: "Towers"</u> Music Video Nabil Elderkin, Director. Kathleen Heffernan, Producer.	Location Manager
<u>Volkswagon.</u> Prettybird Productions Max Maklin, Director. Robin Buxton, Producer.	Location Manager
<u>Cathay Pacific.</u> Hello & Company Doug duMas, Location Manager. Alexandra Chamberlin, Producer.	Location Scout
<u>Ford.</u> Tool of North America. Doug duMas, Location Manager. John Schwartzman, Director	Location Scout
<u>Nintendo Weekly.</u> Pop Arts Media Adam Matalon, Director.	Location Manager
<u>HTC.</u> Oh Hello, Elisabeth Compton, Line Producer.	Location Manager
<u>Humira.</u> Aero Film Doug duMas, Location Manager.	Location Scout
<u>If Insurance: "Don't you worry about a thing".</u> Tomas Jonsgarden, Director. Flodellfilm. A Catch 22 Productions. Todd HarterProducer.	Location Manager
<u>US Cellular : "Mike Whelan" Seattle Unit</u> Doug Walker, Director. Mirror Films: Paul Papanek, Producer.	Location Manager

Apple : Ipad "The Band" – Seattle Scout
Jessica Sanders, Director.
Epoch. Kathryn Lynne Rhodes Producer.

Location Scout

Microsoft "Office Union"
Oh Hello. Lacey Leavitt, Producer.

Location Scout

ATT "A Billion Flowers" – Los Angeles Unit
TWIN, Directors.
Rabbit Content. Zac Zimmerman, Producer.

Location Manager

Mary Bridge Children's Hospital
Theresa Wingert, Director
Sticks and Stones Studio. Marlon Staggs, Producer.

Location Scout

Microsoft
Touch Worldwide. Barry Caillier, Producer.

Location Manager

DIGITAL VIDEO/FIELD PRODUCTION & WEB PRODUCTION:

Excite@Home Redwood City, CA Sean Silas, Product Manager	Content Producer ClickVdeo	1999-2001
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Daily programming, scheduling and content production for Broadband delivery.
Multimedia Production of "Bailey's Picks" feature.
Managed client accounts and assumed marketing and acquisition responsibilities.

Excite@Home (<http://www.excite.com>) announced a new broadband entertainment site called Excite ClickVideo. It takes programming from a wide range of providers and showcases it to its broadband customers.

Content includes news, short films, cartoons and music videos. The site features a virtual VJ named "Bailey" that acts as a host of the site.

"Short form video is clearly a killer application for broadband because video is a natural part of the broadband service and experience. Excite ClickVideo gives users personalized control over video unlike they've ever had before with traditional television. They can search for and immediately get a specific news story or short film rather than waiting for it," said Richard Gingras, senior vice president and general manager, Excite Studios, Excite@Home.

This content portal strategy is a duplication of what Lycos did with its recently launched Lycos TV initiative. Excite@Home, uses content from providers like AtomFilms, Honkworm, House of Blues, IFILM, LikeTelevision, Quokka, WhirlGirl, sputnik7.com, wildbrain.com and WireBreak.com, to name a few.

Each provider has agreed to supply new content on a weekly basis to keep content fresh. Subscribers can also personalize their experience by organizing it on their "My ClickVideo" page. They can add and remove content, and it is later automatically updated with new clips.

M&R Sales and Services Oceanside, CA Thad Hutton, Marketing and Ad Mgr.	Video Producer CD Rom and Web content 1999 Baja 1000 Entry Trade Show Factory Presentations	1998-1999
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Red Bull North America Santa Monica, CA Sean Hackney, Marketing Mgr.	Video Producer Fat Tire Festival – Squaw Valley Trade Show Presentations **FreeFly Clowns	1997
--	--	------

***"At the end of the Free Fly Festival, Charles Bryan et Mike Vail allowed themselves the indulgence of throwing a jeep from the Skydive Arizona Skyvan in order to shoot some pictures and film for Red Bull, their sponsor. At 4000 m, the jeep was dropped over a desert area. The car had no parachute and crashed without a bounce in big cloud of dust. The shock compressed it, tearing numerous metallic parts apart. It was then towed and sent to the scrapyards."

WORK HISTORY 1990 – 1998

1997-1998 Mystic Knights of Tir Na Nog. Series

Post Production Coordinator.

Saban.

Lauren Levine, Producer.

1996-1997 Sony Pictures Imageworks Camera Department. Culver City, CA.

Visual Effects Stage Manager, Visual Effects Camera and Motion Control Equipment Coordinator, Production Coordinator.

Intel, Speed, Wolf, Ghost and the Darkness, Independence Day, The Cable Guy, The Craft, Anaconda, The Double, Michael, Jerry Maguire, Volcano, Starship Troopers, Contact, City of Angels.

1995 Block Party. MGM Feature. VFX & Additional Photography.

Production Coordinator.

Terry Donnelley, Producer. Alex Funke, VFX Supervisor.

1995 Deidre Hall's Story. Movie of the Week.

Assistant Production Coordinator.

Tri Star Television.

Judy Rosner, Prod Coord. Terry Donnelley, Producer.

Stan Margulies, Deidre Hall, Executive Producers.

1995 Eco - Challenge. Adventure Race Series.

Production Coordinator.

Eco-Challenge Lifestyles INC.

Mike Sears, Producer/Director.

Mark Burnett, Brian Terkelsen, Executive Producers.

1995 Prowler. Pilot (1 Hr.).

Assistant Production Coordinator.

Warner Brothers TV/Bakula Productions.

Scott Bakula, Executive Producer. Peter Bogdanovich, Director.

1994-1995 Friends. Pilot/Series.

Production Assistant.

Warner Brothers TV/ Bright, Kauffman, Crane Productions.

Todd Stevens, Producer. Andy Zall, Editor. James Burrows, Director.

1994 Stargate. Feature Film. Second Unit Visual Effects.

Set Production Assistant.

Kleiser - Walczak Construction Co.

David Stump, DP. Jeff Oaken, Director.

1994 Sony Imageworks. Visual Effects Studio.

Visual Effects Stage Assistant.

Sony Pictures.

Ferd Metz, Dept. Mgr. Marcus Kraus Supervisor.

1994 Signs And Wonders. Mini-Series, BBC 2.

Additional 2nd Assistant Director.

Pinnacle Communications/BBC Productions.

Oak O'Connor, 1st A.D. Robb Dalton, UPM.

Maurice Phillips, Director.

1993-1994 Under The Skins. Documentary.

Director, Producer, Editor.

Single Wing Productions/Red Eye Productions.

1993 Naked Gun 33 1/3. Feature Film.

Set Production Assistant.

David Zucker/Bob Weiss. Paramount Pictures.

John Hockrige, 1st AD, Joe Kontra, 2nd AD.

Peter Segal, Director.

1993 Tom. Pilot.

Production Assistant.

Warner Brothers TV/ Wapello County Prods.

Philip Mckenzie, Director.

1993 Rolling Stone 1993 Year in Review. Special.

Post Production Assistant.

Rock and Roll Hall of Fame 1993. Special.

Post Production Assistant

Tenth Planet Productions.

Daved Cunningham, UPM. Joel Gallen, Executive Producer.

1993 Wapello County Productions.

Assistant to VP of Special Projects.

Roseanne and Tom Arnold.

Kami Lerner, Vice President of Special Projects.

1993 Family Album. Pilot/Series.

Set & Production Assistant.

Bright, Kauffman, Crane Productions.

Peter Segal/Ellen Rauch, Producer. Andy Zall, Editor.

1993 Jackie Thomas Show. Series.

Production Assistant.

Warner Brothers TV / Wapello County Prod.

Peter Segal, Producer. Ellen Rauch, UPM. Michael Lessac, Director.

1992-1993 Tom Arnold, The Naked Truth II, III. Specials.

Post and Production Assistant.

Peter Segal, Producer/Director. Tom Colamaria UPM.

1992 The Bodyguard. Feature Film.

Set Production Assistant.

Warner Brothers.

Albert Shapiro, 1st AD. Albert Cho, 2nd AD.

Mick Jackson, Director.

1992 All Tied Up. Feature Film.

Additional 2nd Assistant Director.

Moonstone Entertainment.

Jeff Shiffman, 1st AD. Stacey Fish, 2nd AD.

John Mark Robinson, Director.

1992 Sins of Desire. Feature Film.

Key Set Production Assistant.

Cinetel Films.

Larry Litton, 1st AD. Jeff Shiffman, 2nd AD.

Jim Wynorski, Director.

1991 Harmony Pictures. Commercial Productions.

Production Assistant.

1991 Luna Pier Pictures. Commercial Productions.

Production Assistant .

1991-1992 The Sunday Comics. Series.

Set & Production Assistant .

Fox/Ceisler, Rovello Productions.

Oak O'Connor, Producer. Tom Colamaria, UPM.

1991 Comedy On The Road. Pilot/Series.

Post & Production Assistant .

TeleAmerica Entertainment/A&E.

Doug Wellman, Producer. Larry O'Daly, Executive Producer.

1990-1991 An Evening at the Improv. Series.

Post, Set & Production Assistant .

TeleAmerica Entertainment/A&E .

Doug Wellman, Producer. Larry O'Daly, Executive Producer.

Seattle Film Commission

11 Members: Pursuant to Ordinance 126678, all members subject to City Council confirmation, 3-year terms however, initial terms shall be as follows:

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Roster:

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			11.	Immersive technology		5/22/23	5/21/25		Commission

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	3	2			1	2				2								
Council	3	2			1	1				3								
Other																		
Total																		

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.

Seattle Film Commission Appointments

Preeti Shridhar, Deputy Director, Office of Economic Development

Chris Swenson, Film Program Manager, Office of Economic Development

4/11/2023

Office of Economic Development

Slide 1



City of Seattle

Establishing the Seattle Film Commission

Ordinance 126678 established a Seattle Film Commission to:

1. Advise and make recommendations to the City on the development of policies and programs that enhance the economic development of Seattle's film industry, and
2. Promote the sustainable growth of family-wage jobs for workers who have been historically underrepresented in the industry.



Goals and Duties of the Commission

1. Inform and influence the regional film industry and community in partnership with the City,
2. Collaborate with industry and regional stakeholders such as King County and Washington State to align efforts,
3. Address industry disparities caused by systemic racism, and
4. Serve as a conduit between the City and industry to advance the City's economic development priorities for the film industry including;
 - attracting and retaining local, regional, national, and global business, and
 - building inclusive career pathways into the film industry.



Seattle Film Commission Operations

- Membership reflects 11 film disciplines
- 5 positions appointed by City Council, 5 positions appointed by the Mayor, and 1 position appointed by the Commission once seated
- The Commission will
 - Meet monthly,
 - Meet annually with the Seattle Music Commission,
 - Annually elect a chair and vice-chair,
 - Adopt bylaws, and
 - Establish terms of one, two, and three years, with a maximum of serving two consecutive terms
- The Commission will be supported by OED



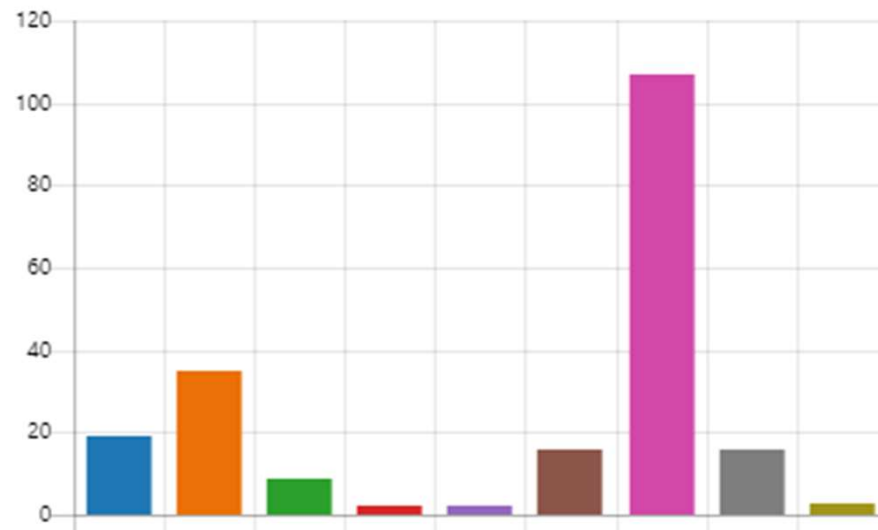
Application and Nomination Process

- Nominations and applications accepted March 2-12
- Received 131 nominations and 179 applications

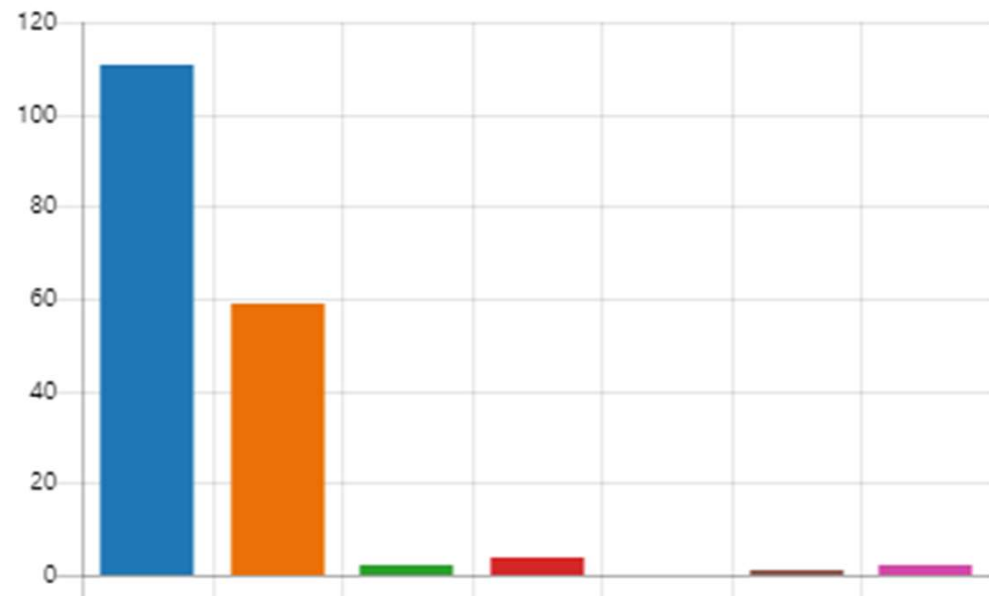
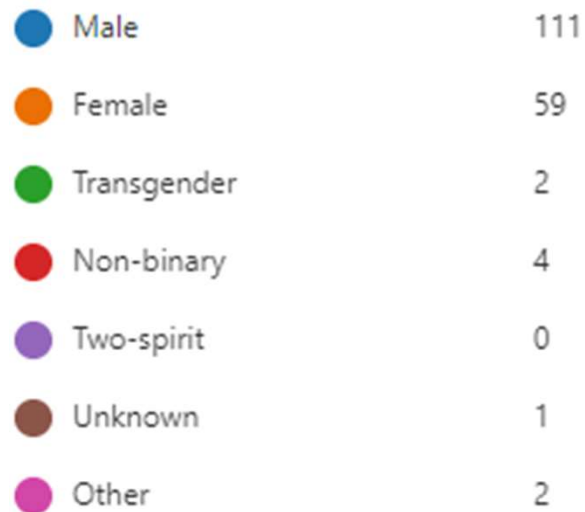


Application and Nomination Demographics

Asian	19
Black or African American	35
Native American or Alaskan N...	9
Native Hawaiian or Pacific Isla...	2
Middle Eastern or North African	2
Hispanic or Latino/a/x	16
White	107
Prefer not to say	16
Other	3

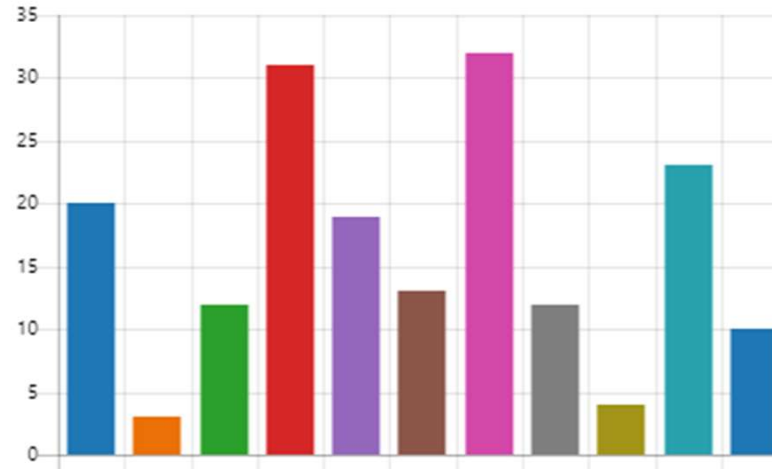


Application and Nomination Demographics



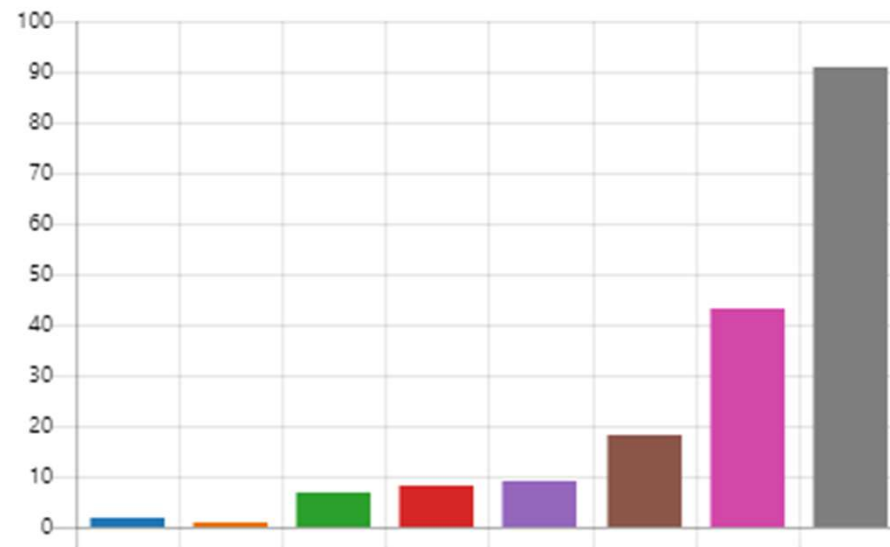
Application and Nomination Industry Disciplines

● Position 1 - On-screen talent ...	20
● Position 2 - Film industry labo...	3
● Position 3 - Advertising and cr...	12
● Position 4 - Commercial prod...	31
● Position 5 - Film schools, prog...	19
● Position 6 - Post-production c...	13
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● Position 8 - Film festivals or fil...	12
● Position 9 - Film location man...	4
● Position 10 - Film organizatio...	23
● Position 11 - Immersive techn...	10

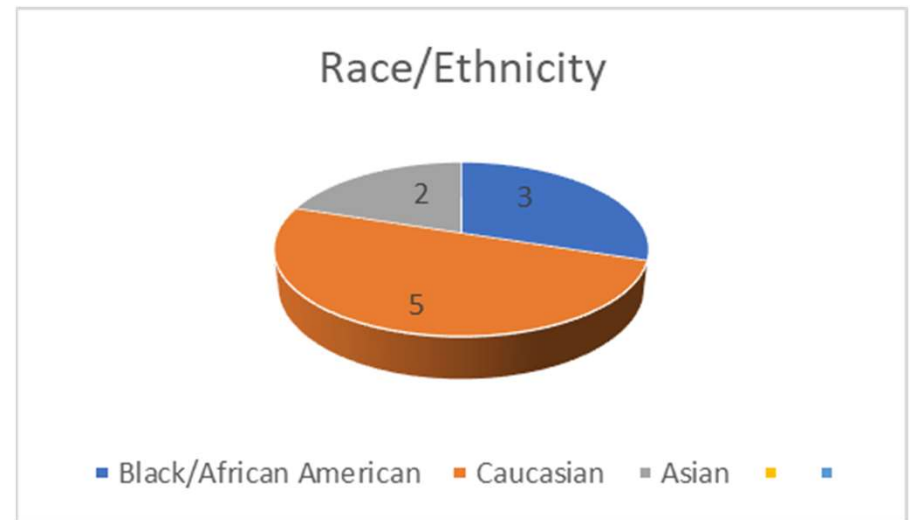
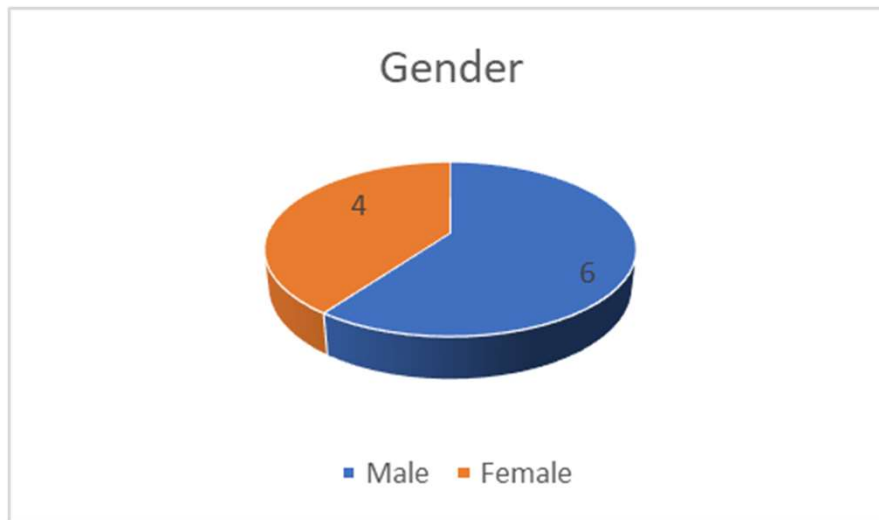


Application and Nomination Professional Experience

● 0 years	2
● Less than 1 year	1
● 1 year - less than 4 years	7
● 4 years - less than 5 years	8
● 5 years - less than 7 years	9
● 7 years - less than 10 years	18
● 10 years - less than 15 years	43
● 15 years +	91



Commissioner Nominee Demographics



Seattle Film Commission Nominees

Name	Organization	Position/ Appointed by	Term	Category
Lowell Deo	Freelance actor	1 (Mayor)	1 year	On-screen talent or their representatives
Melissa Purcell	IATSE 488	2 (Mayor)	2 years	Film industry labor unions
Michael Huang	Milli Agency	3 (Mayor)	3 years	Advertising and creative agencies
Tom Florino	Amazon Studios	4 (Mayor)	1 year	Commercial producers or production companies
Laura Jean Cronin	Pound Pictures	5 (Mayor)	2 years	Film schools, programs, or film educators
Champ Ensminger	Editor	6 (Council)	3 years	Post-production companies and personnel
Kat Ogden	Producer	7 (Council)	1 year	Film production crew
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Mark Freid	Freelance locations	9 (Council)	3 years	Film location managers
Anthony Tackett	African Diaspora Filmmakers, SFI	10 (Council)	1 year	Film organizations belonging to and advocating for communities underrepresented in the film industry
To Be Appointed		11 (Commission)	2 years	Immersive technology and emerging technology businesses



Questions?





Legislation Text


File #: Appt 02519, **Version:** 1

Appointment of Michael Huang as member, Seattle Film Commission, for a term to April 23, 2026.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Michael Huang		
Board/Commission Name: Seattle Film Commission		Position Title: Advertising and creative agencies (Position 3)
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: Fill in appointing authority		Term of Position: * 4/24/2023 to 4/23/2026 <input type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: Belltown/Denny (D7)	Zip Code: 98121	Contact Phone No.: [REDACTED]
Background: Michael is a third culture kid with an obsessive curiosity for all things storytelling, culture, and community. He brings 15+ years of experience in the creative, arts, and advertising industries as well as 8+ years of owning and operating the Milli creative agency in Seattle. As a Seattle native having grown up in the local Hip Hop scene, he's traveled the world competing in international breakdancing competitions, managed musicians, and shot photos and documentaries. He translated these experiences into his work early on with Red Bull as a brand manager, and later at award winning global agencies such as Razorfish and McGarry Bowen. After a stint on Madison Avenue in New York, he went on to found his own creative shop, Milli, in 2014 focused on creative, cultural, and social change. Since then Milli has gone on to win numerous awards working with clients like Microsoft, Netflix, The Movement For Black Lives, The City of Seattle, and Amazon including producing their own, unbranded award winning films. Outside of Milli, Michael has spent more than a decade working in the non-profit and creative industry to support BIPOC led efforts for social and racial justice, representation, and in support of youth.		
Authorizing Signature (original signature):  Date Signed (appointed): 3/28/2023		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

*Term begin and end date is fixed and tied to the position and not the appointment date.

Michael Huang

Creative Strategist & Executive Producer

Summary

Michael Huang is a creative strategist, executive producer, business owner, and advocate with over 15 years of experience across advertising, production, arts and culture, and social justice sectors.

Experience

Milli Agency // Founder & Managing Director // 2014 - Present

- Founder and chief creative strategist of Seattle-based creative agency working across operations, business development, strategic development, creative direction, client engagement, content production, and project management
- Developed, strategized, and produced a full range of digital, social, and video content for wide variety of clients from small businesses, to civic organizations, to Fortune 500's
- Produced award-winning brand spots, documentaries, and storytelling content across private, public, and civic sectors
- Select clients include: Microsoft, Netflix, Amazon, Meta, City of Seattle, University of Washington, Community Passageways, and Movement For Black Lives

McGarryBowen // Senior Strategist // 2013 - 2014

- Head social media content strategist for United Airlines account. Lead social strategy and content strategy for the 2013 United Airlines rebrand.
- Worked across multi-disciplinary team of art directors, designers, producers, cinematographers, photographers, business executives and client executives to execute international campaign work

Razorfish // Content Strategist // 2011 - 2013

- Social and content strategy for wide range of clients including Nike, Microsoft Office, Holland America, Experian, Tempurpedic, Intel, MillerCoors, and more

Education & Volunteering

University of Washington, Class of 2010

Michael G. Foster School of Business, BA in Business Administration - Marketing
Certificate of International Studies in Business - Focus on China

Google Rare Leadership Academy, Class of 2022

Rare with Google Leadership Academy is a global leadership accelerator for underrepresented talent in the creative industries co-created by academics, DEI leaders and Google

Extraordinary Futures // Co-Founder // 2011 - 2020

Extraordinary Futures is a non-profit partnered with the Massive Monkees dance crew focused on providing critical life skills and mentorship through street dance and arts to at-risk and underprivileged youth

Seattle Film Commission

11 Members: Pursuant to Ordinance 126678, all members subject to City Council confirmation, 3-year terms however, initial terms shall be as follows:

1, 4, 7, and 10 shall be for one year; initial terms for positions 2, 5, 8, and 11 shall be for two years; and initial terms for positions 3, 6, and 9 shall be for three years.

- 5 City Council-appointed
- 5 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Commission

Roster:

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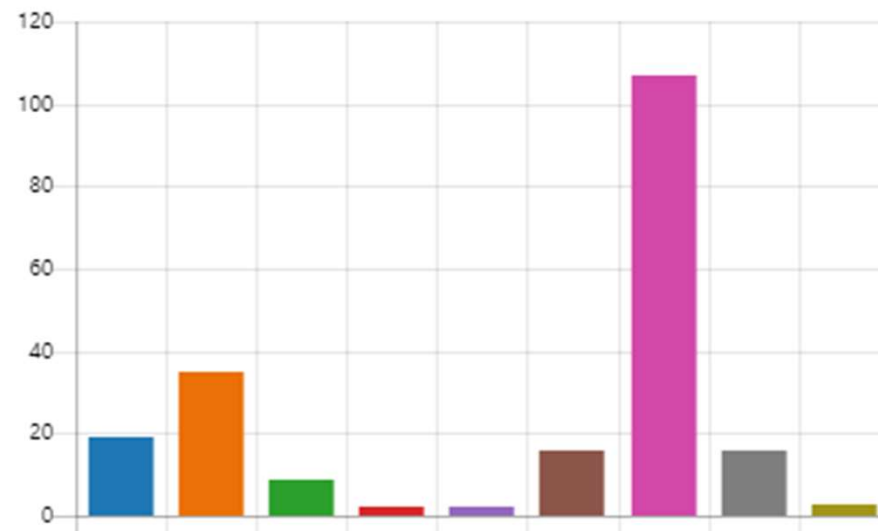
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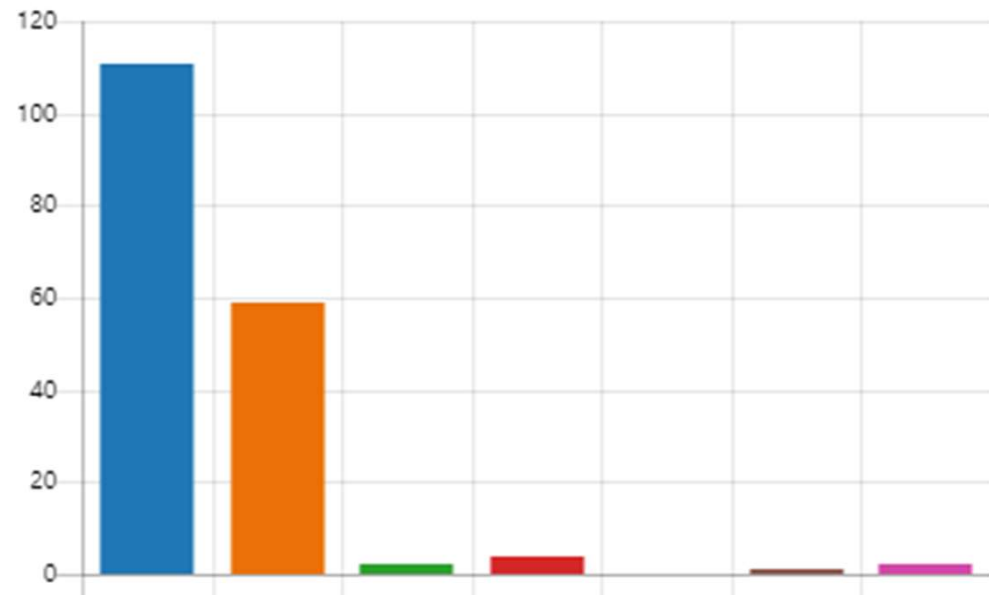
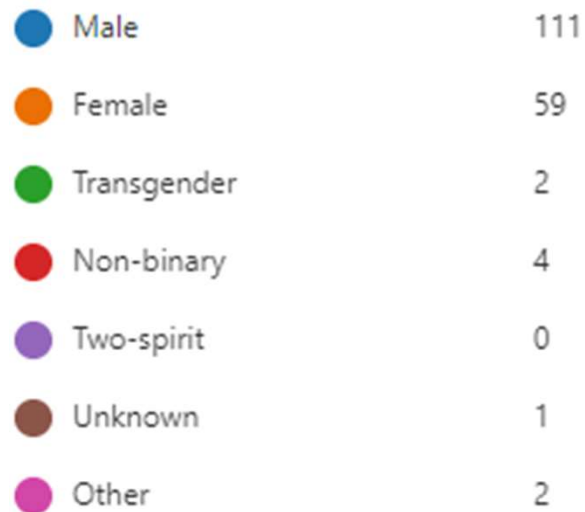


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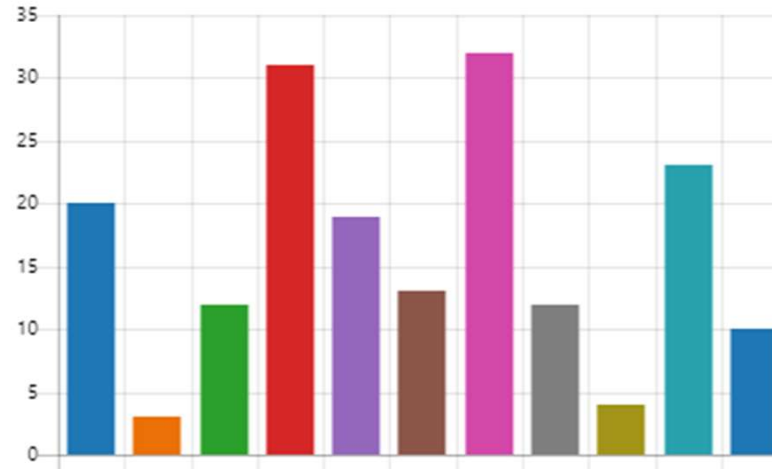


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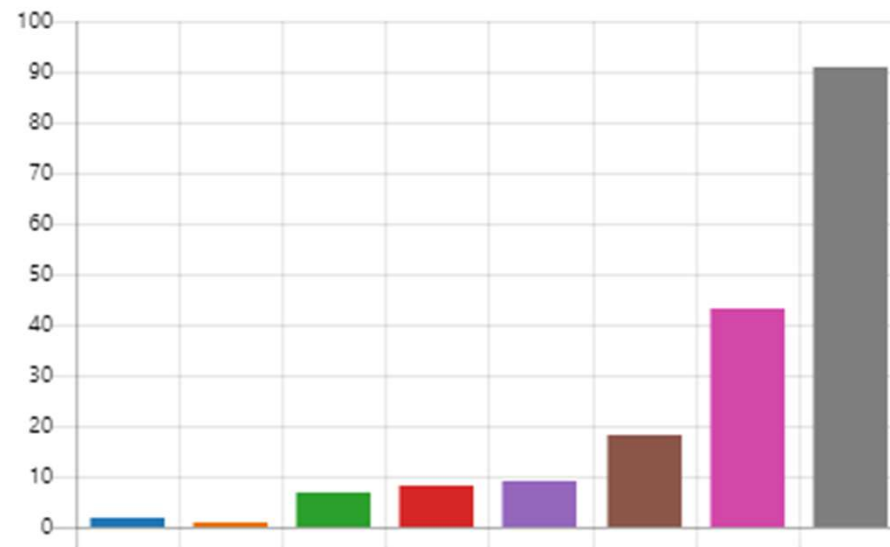
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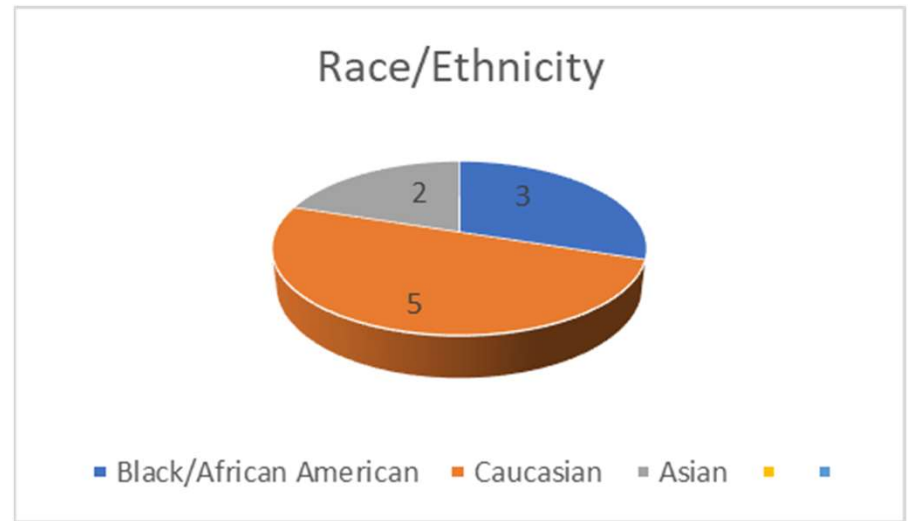
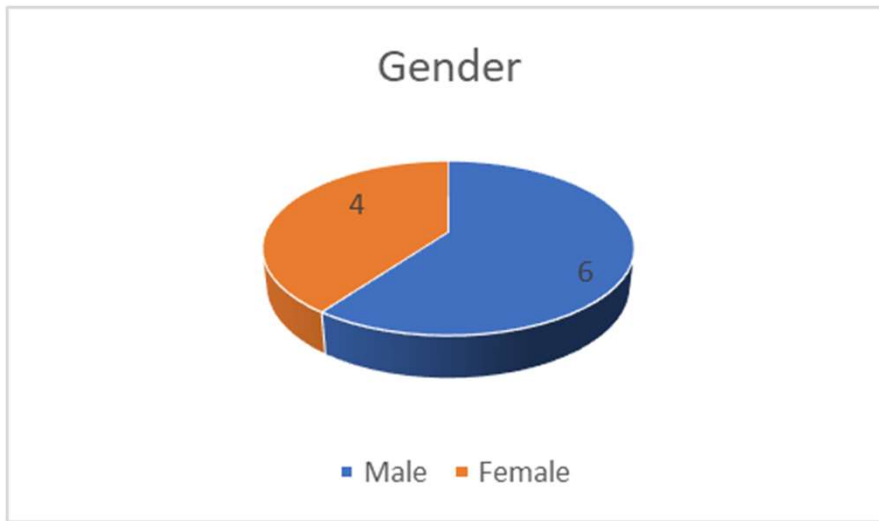


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Questions?





Legislation Text

File #: CB 120537, **Version:** 1

CITY OF SEATTLE

ORDINANCE _____

COUNCIL BILL _____

AN ORDINANCE relating to downtown business improvement areas; establishing a new ten-year Business Improvement Area to be known as the Metropolitan Improvement District; levying special assessments upon owners of commercial property, multifamily residential property, and mixed-use property within the area; providing for the deposit of revenues in a special account and expenditures therefrom; providing for collection of and penalties for delinquencies; providing for the establishment of a Ratepayers Advisory Board; providing for an implementation agreement with a Program Manager; disestablishing the existing Metropolitan Improvement District that was established by Ordinance 124175 (“2013 MID”); suspending the issuance of assessments and providing for the continuity of services under the 2013 MID; providing for the transfer of any remaining funds from the 2013 MID Account; and ratifying and confirming certain prior acts.

WHEREAS, chapter 35.87A RCW authorizes the City to establish business improvement areas to provide special benefits to business and property owners within a defined geographic area through the imposition of special assessments; and

WHEREAS, the owners of commercial, multifamily residential, and mixed-use properties located within the area and representing over 66 percent of the total special assessments levied by this ordinance filed a petition with The City of Seattle (“City”) to establish a new Metropolitan Improvement District pursuant to chapter 35.87A RCW, a copy of which is filed in Clerk File 322591; and

WHEREAS, to gauge the percentage of special assessments that were reflected in signed petitions, City staff followed RCW 35.87A.010, and calculated the dollar amount of the special assessment that each commercial, multifamily residential, or mixed-use property would pay, and compared the dollar amount represented by signed petitions and letters of support to the estimated total for the entire proposed Metropolitan Improvement District, and the result was nearly 66 percent in approved and validated

petitions, which exceeds the threshold of 60 percent stated in RCW 35.87A.010; and

WHEREAS, the City Council adopted Resolution 32089, initiating the Metropolitan Improvement District via the resolution method instead of the petition method as provided for in RCW 35.87A.030; and

WHEREAS, pursuant to RCW 35.87A.040, the City Council on March 28, 2023, adopted Resolution 32090 entitled “A RESOLUTION of intention to establish a new Metropolitan Improvement District and fix a date and place for a hearing thereon,” which stated its intention to establish the new Metropolitan Improvement District, the proposed boundaries, and the proposed programs, and which set the date and time for a public hearing; and

WHEREAS, pursuant to RCW 35.87A.180, the City Council adopted Resolution 32091, which stated its intention to disestablish the current Metropolitan Improvement District established in 2013 by Ordinance 124175 and set a date and place for a public hearing; and

WHEREAS, the purpose of the Metropolitan Improvement District is to enhance conditions for the commercial, multifamily residential, and mixed-use properties by performing activities that go beyond the basic services provided by the City; and

WHEREAS, as provided by Resolution 32090, the City Council, through its Economic Development, Technology, and City Light Committee, held a virtual public hearing at 9:30 a.m. on April 12, 2023, at City Council Chambers, City Hall, 600 Fourth Avenue, 2nd Floor, Seattle, Washington, 98104; and

WHEREAS, the testimony received at that virtual public hearing resulted in the Council determining that establishing a new Metropolitan Improvement District is in the best interest of the owners of commercial, multifamily residential, and mixed-use properties within the Metropolitan Improvement District’s boundaries; NOW, THEREFORE,

BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:

Section 1. Disestablished. The current Business Improvement Area (BIA) known as the Metropolitan Improvement District (“2013 MID”) established by Ordinance 124175 shall be disestablished at 12:01 a.m. on

July 1, 2023.

Section 2. 2013 MID Assessments to Cease. No further MID assessments from Ordinance 124175 shall be made after July 1, 2023.

Section 3. Winding up of Operations. The Director of the Office of Economic Development or designee (“OED Director”) is authorized to enter into an agreement with the Program Manager of the 2013 MID to provide for continuity of services and winding up of operations of the 2013 MID. All 2013 MID program and management operations shall cease effective July 1, 2023 and all remaining funds in the 2013 MID Account shall immediately be transferred to the account described in Section 9 of this ordinance.

Section 4. Area established. As authorized by chapter 35.87A RCW, there is established a Business Improvement Area to be known as the Metropolitan Improvement District (“MID”), within the following boundaries as shown on the map attached to this ordinance as Attachment A and described in this section. When a street or alley is named, the area boundary is the centerline of the right-of-way including vacated portions unless otherwise specified in the description.

The Metropolitan Improvement District Area:

- From the corner of Elliott Avenue and Denny Way, proceed west to Elliott Bay [excluding Myrtle Edwards Park]; then proceed
 - South along the waterfront to Alaskan Way and Broad Street; then proceed
 - South along Alaskan Way, including the piers and/or properties abutting the west side of Alaskan Way, to South Dearborn St; then proceed
 - East to 1st Ave South; then proceed
 - South to South Royal Brougham Way, including properties abutting the west side of 1st Ave South to Alaskan Way South; then proceed
 - East to Occidental Avenue South; then proceed
 - North on Occidental Avenue South to South King Street; then proceed

- East on South King Street, including properties abutting the south side of South King Street to 4th Avenue South; then proceed

- North on 4th Avenue South to South Washington Street; then proceed
- East on South Washington Street to 6th Avenue South; then proceed
- North along 6th Avenue South and 6th Avenue to Jefferson Street; then proceed
- North along Interstate-5 to Denny Way [excluding Freeway Park]; then proceed
- West along Denny Way and West Denny Way to Elliott Avenue.

In case of a conflict between the descriptions of the areas and the map, the descriptions shall control.

Section 5. Programs. Special assessment revenues shall be used for the following component programs within the Business Improvement Area:

- A. Cleaning and Maintenance Services;
- B. Community Safety, Hospitality, and Outreach Services;
- C. Public Events and Beautification of Public Spaces;
- D. Economic Development, Advocacy and other Planning Services;
- E. Promotion, Marketing and Communication Services;
- F. Transportation and Parking Support; and
- G. Program Management.

All such activities are supplemental to programs and services provided by the City and are not intended to displace any services regularly provided by municipal government. The total projected cost of MID programs that will be paid for with the proposed MID's assessments in the fiscal year of 2023-2024 is estimated to be approximately \$18.3 million. This will also be the approximate amount in subsequent years as adjusted by various factors including, but not limited to, inflation and other impacts to the total level of assessment due to factors discussed in the assessment formula.

Section 6. Levy of special assessments. To finance the programs authorized in Section 5 of this

ordinance, a ten-year special assessment shall be levied upon and collected from the owners of commercial property, multifamily residential property (buildings containing four or more residential units), and mixed-use property (multifamily residential and commercial) located within the boundaries of the Metropolitan Improvement District (MID) described in Section 4 of this ordinance. Initial assessment calculations will be based on property information from the King County Assessor’s Office for Value Year 2021/Tax Year 2022. The MID shall annually update records based on data and information from King County and the City. Ratepayers shall be assessed by the City in ten annual installments to be billed semi-annually beginning in the year of the authorization (2023), by applying the following assessment rates to each ratepayer:

A. Base Year Assessment = $(\$0.45 \times \text{Land Square Footage}) + (\$0.37 \times (\text{Total Taxable Value (Land + Improvements)} / \$1,000))$. Records for the assessment calculation are based on information provided by the King County Assessor’s Office. This calculation is called the “Base Formula.” Modifications or limitations to these assessments are described below.

B. Building Square Footage Ceiling. For any individual parcel for which the Floor Area Ratio (FAR=Net Building Square Footage/Land Square Footage) is greater than 0.5, no Base Year assessment shall exceed an amount equal to $(\$0.24 \times \text{Net Building Square Footage})$. This rate is called the “Building Square Footage Ceiling.”

C. For the following special classifications of Ratepayers (using King County Assessor’s Present Use Code) and where more than 75 percent of a property’s total net building square footage is designated a hotel, parking or residential section use code, a Special Assessment Ceiling Rate as set forth below shall be applied to the Base Year Assessment to determine the rate most reflective of benefit for that particular class of Ratepayer:

1. Hotel Room Ceiling. The hotel room ceiling shall be \$112 in the first assessment year; \$125 in the second assessment year and adjusted by an inflationary factor as set forth in Section 6(G)(3) of this ordinance in the second through tenth assessment years.

2. Residential Unit Ceiling. The residential unit ceiling shall be \$175 in the first assessment

year; \$195 in the second assessment year and also adjusted by an inflationary factor as set forth in Section 6(G) (3) of this ordinance in the second through tenth assessment years.

3. Surface Parking Ceiling: ($\$0.81 \times (\text{Total Appraised Value}/\$1,000)$).

D. If the Total Appraised Value and Total Taxable Value in the King County Assessor's records are not equal, then using the King County Assessor's notations about "Tax Value Reason" (TVR), nonprofit rates or other special criteria may apply under the following rules:

1. If TVR is "OP" (Operating Property), then use Appraised Value.

2. If TVR is "HP" (Historic Property), then use Taxable Value.

3. If TVR is "NP" (Nonprofit Org.), and the property is in nonprofit use, then use Taxable Value and calculate the MID Assessment as 25 percent of the Base Formula. Twenty-five percent of the Base Formula is called the Nonprofit Rate.

4. If TVR is "EX" or "MX" (Exempt from Taxes), then review the property in detail, and:

a. If the property is owned and operated by a governmental organization, and in governmental use, then it is exempt from mandatory MID assessment.

b. If the property is owned and operated by a nonprofit organization in nonprofit use, the MID Assessment is calculated using Taxable Value and the Nonprofit Rate.

c. If the property is operated by a for-profit organization, the MID Assessment is calculated using Appraised Value.

5. If TVR is blank, then use Taxable Value.

E. When more than one Assessment Ceiling Rate applies to a single parcel, Ratepayers shall pay the lesser of the applicable Assessment Ceilings.

F. Properties owned by governmental entities and public utilities will not be assessed except as provided in Section 6(D) of this ordinance.

G. To maintain the current level of services and increase benefits provided by MID, annual assessment

rate increases shall be applied consistent with this subsection.

1. Assessments in the second through fifth years, as adjusted pursuant to this subsection, shall be based upon the same property values as in the first assessment year. In the sixth assessment year (2028-2029), the base formula shall be calculated using the most recent Total Appraised Value, Total Taxable Value, Land Square Footage, Net Building Square Footage, and other information from the King County Assessor's Office.

2. Assessments in the sixth, seventh, eighth, ninth, and tenth assessment years, as adjusted pursuant to this subsection, shall be based upon the same property values as in the sixth assessment year.

3. After the first assessment year, the Land Square Footage rate, and the ceilings for Building Square Footage, Hotel Room, and Residential Unit rates shall be adjusted by an Inflationary Factor, which will be equal to the change in the annual Consumer Price Index for All Urban Consumers in Seattle-Tacoma-Bellevue ("CPI") but no less than 2.5 percent and no greater than 5 percent.

4. After the first assessment year, the value portion of the prior year's base assessment calculation shall be adjusted by an Inflationary Factor, which will be equal to the change in the annual Consumer Price Index for All Urban Consumers in Seattle-Tacoma-Bellevue ("CPI") but no less than 2.5 percent and no greater than 5 percent.

5. Notwithstanding the provisions of this subsection, the following shall apply:

a. The Base Formula rate for the Total Taxable Value portion of the calculation will not exceed \$0.37.

b. The Base Formula rate for the Land Square Footage portion of the calculation will not exceed \$0.45 x the cumulative Inflationary Factor.

c. The Building Square Footage Ceiling will not exceed \$0.21 x the cumulative Inflationary Factor.

d. The Hotel Room Ceiling will not exceed \$125.00 x the cumulative Inflationary Factor.

e. The Residential Unit Ceiling will not exceed \$195.00 x the cumulative Inflationary

Factor.

f. The Surface Parking Ceiling will not exceed \$0.81 x the cumulative Inflationary

Factor.

H. New benefit areas shall be added to the assessment roll on an annual basis, as follows. A “new benefit area” is created when a parcel’s net building square footage increases as a result of either a new building or expansion of an existing building. A new benefit area shall be added to the MID assessment roll following its inclusion in the King County Assessor assessment roll during the preceding year. The new benefit area shall be assessed according to the Base Formula factors and Assessment ceiling rates in effect during the assessment year. A new benefit area will continue to have its value updated to the most current year value until it is designated as 100 percent complete and no new dollars are added by the King County Assessor’s Office. The formula for a new benefit area will be calculated using the new King County Assessor’s values in the Base Formula multiplied by the annual CPI Factor in effect. New Business Improvement Area (BIA) assessments will be billed at the next regularly scheduled billing period established by the Director of Treasury Services.

I. Multifamily Tax Exemption (MFTE). If a property is owned by a for-profit entity and qualifies for the MFTE from the City, the Base Year Assessment will be calculated using the Total Appraised Value upon 100 percent completion of the building and/or authorization of MFTE.

J. Rate changes. Changes in assessment rates other than as described in this section shall only be authorized by ordinance consistent with RCW 35.87A.140 and with the approval of the BIA Advisory Board and shall not occur more than one time per year.

Section 7. Assessments shall commence as of July 1, 2023, or on the effective date of this ordinance, whichever is later.

Section 8. Billing schedule. Special assessments shall be billed on a semi-annual basis. The Treasury Director may change the billing frequency by directive to an interval no more frequent than quarterly. The Treasury Director shall mail a copy of a directive issued under this section to all ratepayers not less than 90

days before the new billing due date is to take effect.

Section 9. Deposit of revenues. There is in the City Treasury's Business Improvement Area Fund a separate subaccount designated the Metropolitan Improvement District Account (called "the Account"). The following monies shall be deposited in the Account:

A. All revenues from special assessments levied under this ordinance;

B. All income to the City from public events financed with special assessments;

C. Gifts and donations;

D. Interest and all other income from the investment of Account deposits;

E. Reimbursements due to the Account; and

F. All revenues from special assessments levied under Ordinance 124175 pursuant to Section 3 of this ordinance.

Section 10. Administration. The Treasury Director shall administer the program for the City with authority to:

A. Collect the special assessments; refund special assessments when overpaid or otherwise improperly collected; extend the deadline for payment; and waive delinquency charges, processing fees, and interest whenever the delinquency results from extenuating circumstances beyond the ratepayer's control, such as a casualty loss causing premature closure of the business or bankruptcy, or the total payment due to the City (exclusive of delinquency charges and interest) is \$10 or less;

B. Calculate and collect the interest, delinquency charges, and processing fees for late payments; and

C. Accept and deposit advance payment of assessments by ratepayers; accept donations from governmental agencies, the public, and owners and operators of businesses on property that is developed or redeveloped during the existence of the Metropolitan Improvement District.

Section 11. Delinquent payments. If an assessment has not been paid within 30 days after its due date,

the Treasury Director shall send a reminder notice and add a \$5 processing fee. If the assessment is not paid within 60 days after its due date, a delinquency charge shall be added in the amount of ten percent of the assessment. All assessments that are not paid within 60 days of the due date shall also bear interest from the due date at 12 percent per annum. The Treasury Director is authorized to refer any unpaid assessments to a collection agency or to bring an action to collect any unpaid assessments in any court of competent jurisdiction in King County.

Section 12. Notices. Notices of assessment, installment payments, or delinquency, and all other notices contemplated by this ordinance may be sent by ordinary mail or delivered by the City to the address shown on the records of the Treasury Director, and, if no address is shown there, to the address shown on the records of the King County Assessor's Office. Failure of the ratepayer to receive any mailed notice shall not release the ratepayer from the duty to pay the assessment on the due date and any interest, delinquency charges, and processing fees.

Section 13. Disputes. Any ratepayer aggrieved by the amount of an assessment or delinquency charge may upon request obtain a meeting with the Treasury Director or the Treasury Director's designee. If not satisfied, the ratepayer may appeal the matter to the City's Hearing Examiner in the manner provided for a contested case under Seattle Municipal Code Chapter 3.02. The ratepayer has the burden of proof to show that the assessment or delinquency charge is incorrect.

Section 14. Audit. The City may conduct random audits of ratepayers to ensure that assessments are being properly calculated and reported.

Section 15. Expenditures. Expenditures from the Account shall be made upon demand and presentation of documentation of allowable expenses to the Treasury Director by the BIA Program Manager and shall be used exclusively for the purposes as defined in Section 5 of this ordinance.

Section 16. Program Manager. The Director of the Office of Economic Development or designee ("OED Director") is authorized to contract with a local non-profit entity operating primarily within the City

with experience in BIA management to act as the Program Manager. The Program Manager's duties, subject to the approval of the ratepayers at each annual meeting, will be to manage the day-to-day operations of the Metropolitan Improvement District and to administer the projects and activities. The Program Manager shall exercise fiduciary responsibility to spend the special assessment revenues exclusively for the benefit of the Metropolitan Improvement District and only for the purposes identified in Section 5 of this ordinance. The Program Manager shall abide by City ordinances and state law related to business improvement areas.

Meetings of the Program Managers' board or committee at which Metropolitan Improvement District activities are anticipated to be discussed shall be open to the public, with at least five days' advance notice posted by the Program Manager(s) on its website and also disseminated by any other means that the Program Manager(s) generally uses to communicate.

Section 17. BIA Advisory Board. The OED Director shall, within 30 days of the effective date of this ordinance, appoint an interim BIA Advisory Board comprised of ratepayers representative of the entire geography and variety of sizes within the Metropolitan Improvement District. The OED Director shall solicit recommendations from the ratepayers and shall appoint the interim board from that list. The interim BIA Advisory Board will, within 90 days of the effective date of this ordinance, recommend an inaugural BIA Advisory Board ("Board").

The composition of the Board shall be representative of the varying sizes and types of property owners, residents, and business tenants, within the geographic area of the Metropolitan Improvement District and may include public agencies.

The OED Director shall appoint the inaugural Board members from the list recommended by the interim BIA Advisory Board. The OED Director may appoint additional members to the Board beyond those recommended by the interim BIA Advisory Board to ensure a broad representation of ratepayers.

As a prerequisite to serving on the Board, each member shall sign an acknowledgment, prepared by the OED Director, that they will abide by City ordinances and state law related to business improvement areas.

The Board shall be responsible for: adopting bylaws consistent with the City’s BIA policies; adopting policy guidelines; recommending approval of budgets, expenditures, and programs; and providing advice and consultation to the OED and Treasury Directors and to the Program Manager.

The Board shall meet at least once quarterly; recommend an annual work program and budget; address and discuss ratepayer concerns and questions regarding the Metropolitan Improvement District programs; and sponsor an annual ratepayers’ meeting. Meetings of the Board shall be open to the public and subject to the Open Public Meetings Act, with at least five days’ advance notice posted by the Program Manager on its website and disseminated by any other means that the Program Manager generally uses to communicate.

At the annual ratepayers’ meeting, the Board shall present its proposed work plan and budget for the next year, and its recommendation regarding whether to continue with the current Program Manager. The work plan, budget, and recommendation regarding whether to continue with the current Program Manager must be approved by a vote of the ratepayers and submitted to the OED Director for review and approval.

Section 18. Request to disestablish. The Metropolitan Improvement District shall have a term of ten years and will expire ten years after the date that the area is established. Upon a petition signed by ratepayers that would pay 60 percent of the proposed special assessments, the BIA Advisory Board shall request that the City Council disestablish the Metropolitan Improvement District in accordance with chapter 35.87A RCW.

Section 19. Ratification and confirmation. The making of contracts and expenditures and the sending of assessment notices consistent with the authority of this ordinance taken after its passage and prior to its effective date are ratified and confirmed.

Section 20. This ordinance shall take effect and be in force 30 days after its approval by the Mayor, but if not approved and returned by the Mayor within ten days after presentation, it shall take effect as provided by Seattle Municipal Code Section 1.04.020.

Passed by the City Council the _____ day of _____, 2023, and signed by

me in open session in authentication of its passage this _____ day of _____, 2023.

President _____ of the City Council

Approved / returned unsigned / vetoed this ____ day of
_____, 2023.

Bruce A. Harrell, Mayor

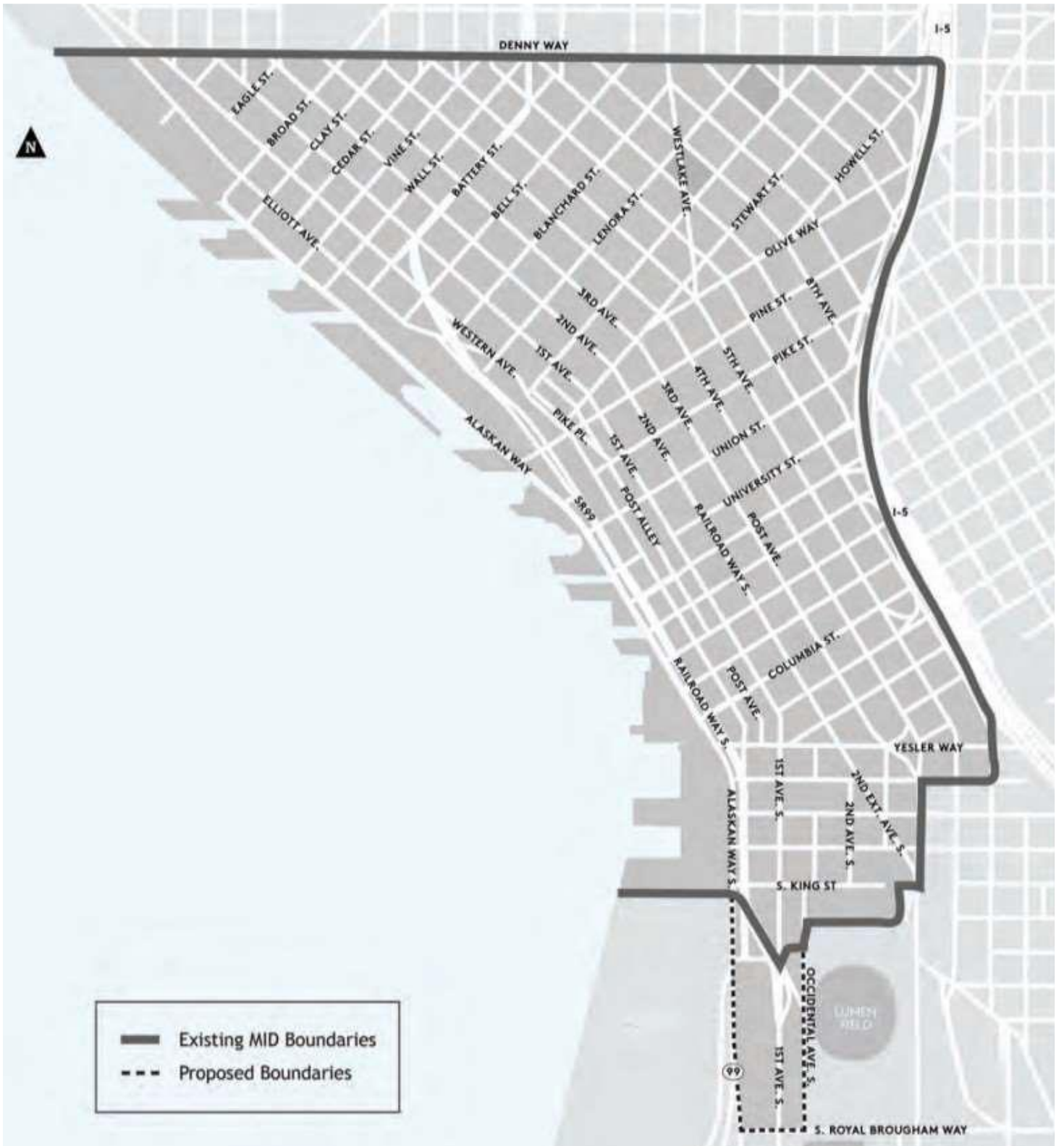
Filed by me this _____ day of _____, 2023.

Elizabeth M. Adkisson, Interim City Clerk

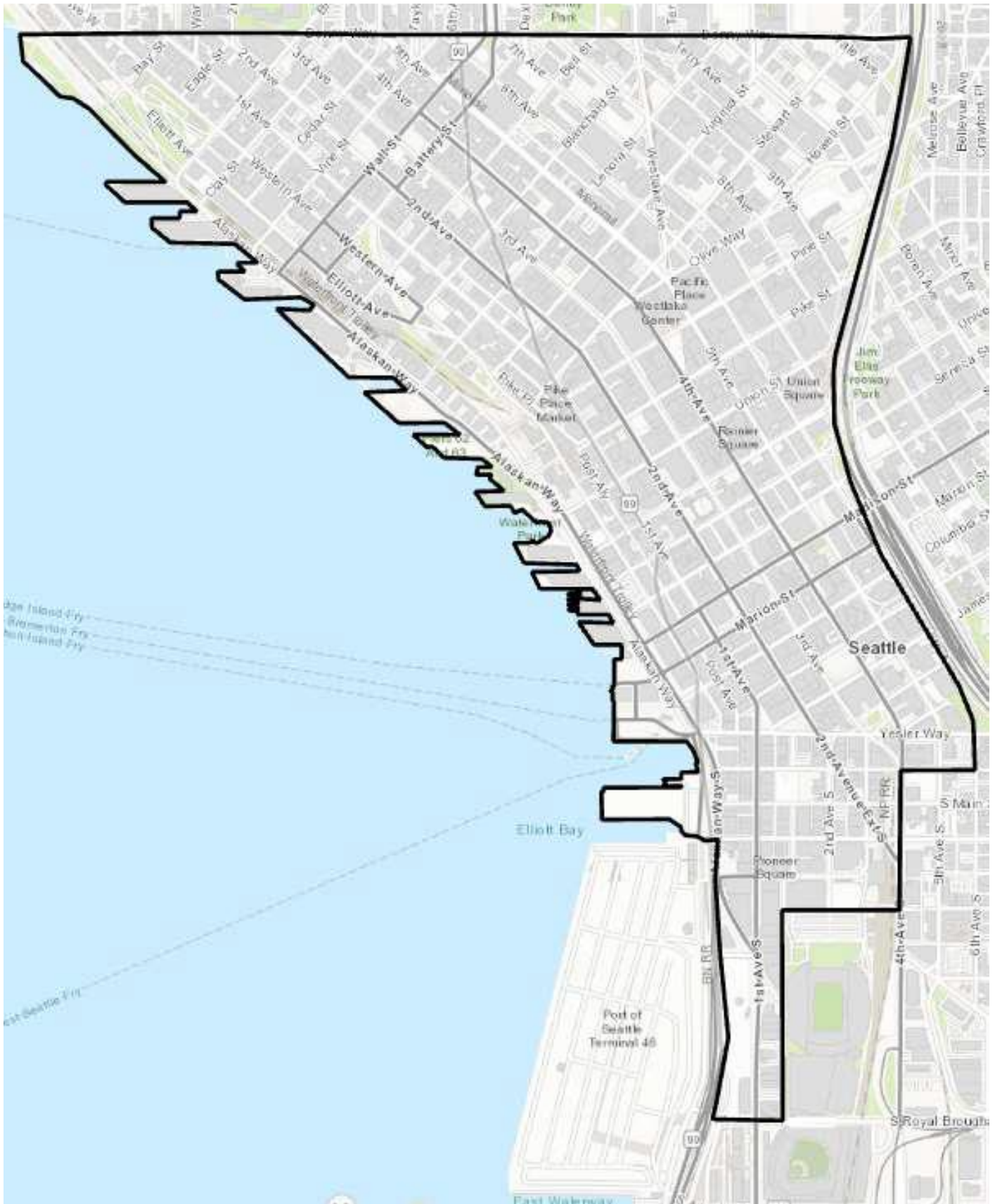
(Seal)

Attachments:
Attachment A - Proposed MID Boundaries

Attachment A – Proposed MID Boundaries
V1



Attachment A – Proposed MID Boundaries
V1



Southern Boundary Detail:



SUMMARY and FISCAL NOTE

Department:	Dept. Contact:	CBO Contact:
Office of Economic Development	Phillip Sit	Nick Tucker

** Note that the Summary and Fiscal Note describes the version of the bill or resolution as introduced; final legislation including amendments may not be fully described.*

1. BILL SUMMARY

Legislation Title: AN ORDINANCE relating to downtown business improvement areas; establishing a new ten-year Business Improvement Area to be known as the Metropolitan Improvement District; levying special assessments upon owners of commercial property, multifamily residential property, and mixed-use property within the area; providing for the deposit of revenues in a special account and expenditures therefrom; providing for collection of and penalties for delinquencies; providing for the establishment of a Ratepayers Advisory Board; providing for an implementation agreement with a Program Manager; disestablishing the existing Metropolitan Improvement District that was established by Ordinance 124175 (“2013 MID”); suspending the issuance of assessments and providing for the continuity of services under the 2013 MID; providing for the transfer of any remaining funds from the 2013 MID Account; and ratifying and confirming certain prior acts.

Summary and background of the Legislation:

This Ordinance disestablishes the current Metropolitan Improvement District (2013 MID) establishes a new Metropolitan Improvement District under RCW 35.87A. The Metropolitan Improvement District is expected to be funded by a special assessment levied on the owners of commercial, multi-family residential, and mixed-use properties within its boundaries. The City would contract with a program manager to administer the activities set out in the Metropolitan Improvement District business plan. The new MID’s program manager will be overseen by a Ratepayers Advisory Board, which would be broadly representative of the ratepayers within the Metropolitan Improvement District.

The existing MID, which was established in 2013 by Ordinance 124175, expires on July 1, 2023. This ordinance is the final piece of legislation required to create a new Metropolitan Improvement District, as required by chapter 35.87A RCW. The City Council passed a resolution to initiate the formation of the Metropolitan Improvement District, as well as a resolution of intent that included the date and place of a public hearing. After the public hearing, the City Council agreed to go forward with this ordinance.

The Metropolitan Improvement District would be established for the duration of ten years, with the base year being FY2023/2024. The Metropolitan Improvement District believes its proposal is efficient, accountable, and responsive to the area’s needs. The group collected signatures for a petition to form the Metropolitan Improvement District that will fund the following programs within the Business Improvement Area:

- A. Cleaning and Maintenance Services;

- B. Community Safety, Hospitality, and Outreach Services;
- C. Public Events and Beautification of Public Spaces;
- D. Economic Development, Advocacy and other Planning Services;
- E. Promotion, Marketing and Communication Services;
- F. Transportation and Parking Support; and
- G. Program Management.

The petitioning effort resulted in a show of financial support by ratepayers who would pay at least 60% of the total special assessment revenues. Assessments will commence as of July 1st, 2023, or the effective date of this ordinance, whichever is later. The Metropolitan Improvement District will be overseen by a Ratepayers Advisory Board, which would be broadly representative of the proposed ratepayers and stakeholders from the district.

2. CAPITAL IMPROVEMENT PROGRAM

Does this legislation create, fund, or amend a CIP Project? Yes No

3. SUMMARY OF FINANCIAL IMPLICATIONS

Does this legislation amend the Adopted Budget? Yes No

Does the legislation have other financial impacts to The City of Seattle that are not reflected in the above, including direct or indirect, short-term or long-term costs?

No, the Metropolitan Improvement District (MID) would be established as a revenue-neutral program.

Are there financial costs or other impacts of *not* implementing the legislation?

If the Metropolitan Improvement District (MID) legislation is not implemented, it would potentially eliminate \$18 million in annual enhanced programs and services in the downtown service area.

4. OTHER IMPLICATIONS

a. Does this legislation affect any departments besides the originating department?

Treasury Services in the Office of City Finance administers the assessments for the BIAs. OED has worked in close coordination with Treasury on this legislation package. Treasury will collect the BIA assessments from its ratepayers. Treasury holds the funds solely for the purpose of reimbursing the Program Manager for administering staffing, projects, and other costs associated with the BIA.

b. Is a public hearing required for this legislation?

Yes, the public hearing date is set in the companion MID Intention to Establish resolution and was held on [REDACTED] as required by RCW 35.87A.140.

c. Is publication of notice with *The Daily Journal of Commerce* and/or *The Seattle Times* required for this legislation?

Yes. The companion MID Intention to Establish resolution was published to give notice of the public hearing for the proposed Council Bill.

d. Does this legislation affect a piece of property?

Please see Attachment A to the Ordinance: Proposed MID Boundaries

e. Please describe any perceived implication for the principles of the Race and Social Justice Initiative. Does this legislation impact vulnerable or historically disadvantaged communities? What is the Language Access plan for any communications to the public?

The Metropolitan Improvement District is not expected to have adverse disproportionate impacts on vulnerable and historically disadvantaged communities in the district. OED will complete a RET on the outreach process on the MID renewal.

f. Climate Change Implications

1. Emissions: Is this legislation likely to increase or decrease carbon emissions in a material way?

No.

2. Resiliency: Will the action(s) proposed by this legislation increase or decrease Seattle's resiliency (or ability to adapt) to climate change in a material way? If so, explain. If it is likely to decrease resiliency in a material way, describe what will or could be done to mitigate the effects.

No.

g. If this legislation includes a new initiative or a major programmatic expansion: What are the specific long-term and measurable goal(s) of the program? How will this legislation help achieve the program's desired goal(s)?

Summary Attachment A, the MID Business Plan, expands on the goals of the MID.

Summary Attachments:

Summary Attachment A - MID 2023-2033 Business Plan

MID 2023-2033 BUSINESS PLAN



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26	Management Services



Overview

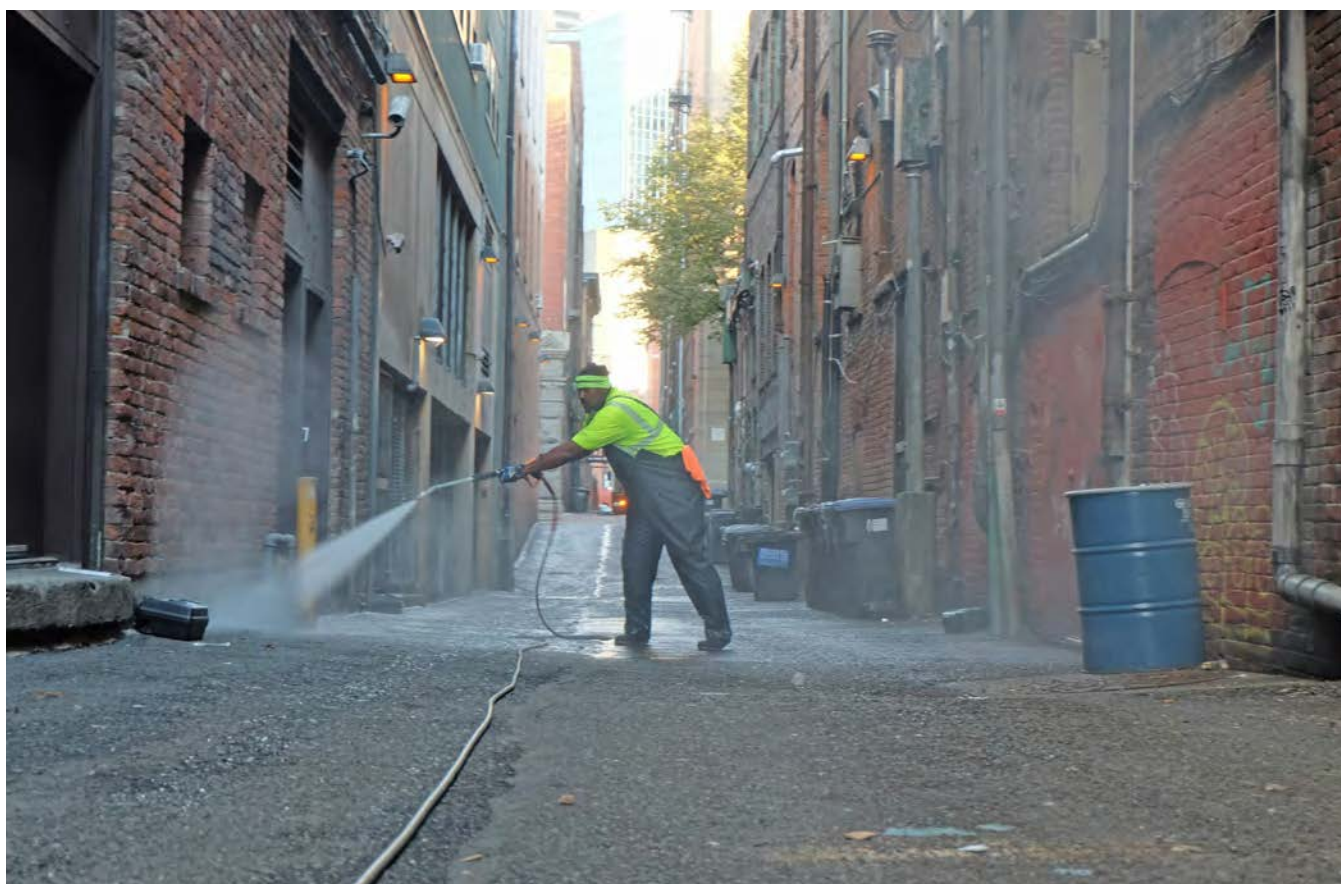
In 1999 the Downtown community came together under the leadership of the Downtown Seattle Association to form the Metropolitan Improvement District. The MID is a business-improvement area in downtown Seattle spanning 285-square blocks in six downtown neighborhoods. With support and funding from commercial and residential property owners within the MID boundaries, DSA provides an array of services to ensure a clean, safe and welcoming downtown for all. The downtown MID ratepayers and community members came together in 2013 to request the City to renew the MID and it is up for renewal again in 2023. As required by the City MID ordinance, a diverse advisory board of 35 property owners recommends an annual budget, program manager and work plan and provides ongoing input and oversight of MID programs. In addition to making sure downtown is clean, safe, a great place live, work and do business, the MID offers

stability and employment, healthcare and housing support to justice-involved individuals and those experiencing homelessness.

The following plan reviews:

- The reimagining process that determined the MID's post-pandemic services
- The MID renewal process and outreach conducted with MID ratepayers and downtown stakeholders
- The proposed services
- Budget considerations for 2023-24 and beyond
- Review of current MID assessment formula structure
- MID renewal goals
- Proposed changes to the assessment formula

Credit: @adam_noble86



MID-funded Services

MID-funded downtown ambassadors work seven days a week, 362 days a year, providing:

- Cleaning, including graffiti and biohazard removal
- Safety, outreach and hospitality services
- Maintenance of public infrastructure
- Park/public space event management and operations

In addition, MID funding supports:

- Marketing and promotion of downtown
- Public realm art installations and beautification
- Numerous family-friendly events
- Advocacy, research and economic development
- Transportation and commuting services
- Employment opportunities for individuals experiencing homelessness and/or are justice involved



Reimagining the MID for the Future

2022 MID OPERATIONAL CHANGES

Increased investment in private security staffing to address ratepayer and staff safety concerns

Expanded use of mobile cleaning equipment to increase speed of service delivery

\$3.00/hour increase in ambassador wages to respond to competitive labor environment and improve ambassador retention

Expanded duties of community safety and hospitality teams for enhanced coverage

MID operational changes implemented in 2022, based on stakeholder feedback.

In early 2022, to address both immediate post-pandemic conditions and the evolving needs of downtown Seattle into the next decade, the DSA and MID staff, along with members of the MID Ratepayer Advisory Board, began work on reimagining MID operations. Internally, an all-staff survey was conducted, and focus groups were comprised of operations leadership and ambassadors. All worked together on blue-sky planning, as well as concrete operational enhancements to be piloted immediately.



MID Accomplishments

The MID maintains an extensive record of services performed in order to demonstrate benefits to ratepayers, and to manage resources and employee productivity. Between July 2013 and June 2022, MID ambassadors accomplishments included:



8,664,909

gallons of trash removed



102,571

incidents of human/animal waste cleaned up /disposed of



97,315

syringes collected



339,229

graffiti tags removed



71,156

welfare checks for unsheltered individuals conducted



770,806

visitors and tourists assisted with directions



MID Renewal Process and Community Outreach

In March 2022, the MID Ratepayer Advisory Board established the MID Renewal Committee to inform and oversee the MID renewal process. This group of property owners and representatives was tasked with reviewing service needs, budget and rates as well as proposed assessment formula changes and potential boundary adjustments. The Renewal Committee was also instrumental in providing feedback on improving communication with ratepayers. Additionally, a MID Assessment Equity Work Group comprised of individuals representing commercial, residential and hotel properties was formed to review the MID's current assessment formula and impacts of proposed assessment changes across various property types.

To support extensive stakeholder outreach and renewal process management, DSA hired BDS Planning & Urban Design (BDS) and Kate Joncas, Director of Urban Strategy and Development with MIG.

MID STAKEHOLDER OUTREACH

MID stakeholder outreach began in January 2022 with the “reimagining” efforts and review of current MID services, continued throughout summer 2022 and is ongoing. Outreach efforts have included:

- Formation of the MID Renewal Committee and holding regular meetings and reviews
- Focus groups with the largest MID ratepayers
- Employee engagement, including facilitated team meetings, focus groups and a survey
- 1:1 interviews with select MID ratepayers across property types
- Focus group with CEOs and operations directors representing large downtown organizations across the U.S.
- Mailers to all MID ratepayers with notice of a scheduled public meeting, as well as information about where to learn more about the MID renewal process
- Online MID Renewal Fact Sheet and FAQ created and posted on the MID and DSA websites
- Virtual public meeting conducted on July 14, 2022
- Posting of information to the website KnowYourMID.org and ability to submit comments
- Online survey of MID ratepayers regarding service satisfaction and program direction
- Presentations to MID Condo Board association presidents and members
- New quarterly MID Dispatch newsletter developed and sent via email in September 2022 to more than 3,000 MID stakeholders
- Regular updates at MID Ratepayer Advisory Board meetings
- Meetings with City of Seattle leadership focused on current services and renewal
- A second public meeting held in-person on November 17, 2022
- Feedback from these events and stakeholder outreach confirms the following:
 - 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 additional cleaning services
 - Desire for the city to commit to providing a higher level of core services downtown



MID 2023-2033 Business Plan Goals

The reimagined enhancements to the MID’s core services form the basis for current operations and establish the foundation of the proposed 2023-2033 MID Business Plan. The accumulated feedback from stakeholder outreach meetings, along with ongoing conversations with ratepayers throughout the summer of 2022, provided clear messages that the MID must: remain focused on the core services of cleaning and safety; continue activation of public spaces throughout the MID to bring positive activities to public spaces; and be diligent in advocacy efforts to reestablish a strong partnership with the city and other public sector partners for the provision of basic services downtown.

KEY ELEMENTS OF THE 2023-2033 BUSINESS PLAN

- Sustained investment in private security patrols and SPD emphasis patrols
- Increase in cleaning services through expanded staffing and scheduling
- Competitive wages and benefits for our ambassador teams
- Enhanced advocacy/ratepayer customer service resources to focus on the city’s basic service responsibilities and engagement with ratepayers
- Activation and programming of additional public spaces with private/city investment

Impacts of Existing MID Assessment Mechanism: 2013-2023

Since the MID was last renewed in 2013, downtown Seattle has experienced significant growth. More than 100,000 people now live downtown – an increase of more than 50%. Over that time, employment and tourism have also grown significantly. Construction of new buildings has increased downtown square footage within the MID by 42%. Property values have also grown by more than 200%. During this period, MID assessments as a percentage of total property value in the district have decreased from .06% to .03%.

Under the current MID ordinance, each property is evaluated based on multiple criteria and then billed based on the lowest of the applicable calculated assessments. The formula was developed to include “ceilings,” which set a maximum assessment level across various property types. In 2013, nearly 65% of properties were assessed at the base levels, allowing for growth in annual assessments based on property value increases, plus an inflation factor of up to 3%. This provided appropriate funding for services that are responsive to changing conditions and growth in downtown.

However, with the record increase in property values over the past decade, more than two thirds of properties have reached “maximum ceilings” under the current formula. This limits funding additional services and programming to meet the needs of our growing downtown. In fact, the combination of ceiling limits and the current 3% inflation cap means that growth of assessment funding now falls behind the actual MID expense increases for wages, supplies and services. In a high-inflationary environment this puts significant downward pressure on MID funding, driving a reduction in services.

The ceilings have also played a significant role in altering assessment equity across property types. With current ceilings in effect, assessments of office properties have increased at a much faster rate than hotel and residential properties relative to respective increases in value.





MID Renewal Goals

The MID Renewal Committee and Assessment Equity Work Group developed the following goals for MID renewal:

- **Funding sufficient to deliver the service levels ratepayers have requested in the proposed MID Business Plan for 2023-2033.** In 2022-2033, MID ratepayers invested \$15.5M toward MID services. Sustaining current cleaning and safety/security service levels, providing extended cleaning services and increasing ambassador wages in the new MID Business Plan will require an assessment budget of approximately \$18M in year one.
- **Improved ratepayer equity across property types.** Over the past decade, assessments paid by office properties in the MID have grown more than assessments on residential and hotel properties. Going forward, adjustments to the assessment calculations by property type are needed to increase the relative assessments on residential and hotel properties to align with the assessments on office properties.
- **Closer linkage to actual CPI-U changes, as we face high inflation.** Based on the 2013 ordinance's cap of 3% annual increases even if CPI-U is higher than 3%, MID assessment increases have sometimes trailed inflation. MID assessments need to track closer to true inflation to avoid a shortfall in service delivery in future years.
- **More predictable budgeting for ratepayers** through a single mid-term TAV (total appraised value) adjustment. Having a formula that will allow ratepayers and staff to more accurately plan for future years' expenses was also key. The current MID business plan has provided for three updates to the property values used to determine assessment amounts, which in many cases has led to significant and unexpected increases for ratepayers because of the significant increases to property values in downtown over the previous decade.

Analysis of Assessment Options

To meet these objectives and fulfill the four goals set out by the Committee (generate sufficient revenue to invest in the proposed Services Plan while rebalancing equity across property types and avoiding extraordinary increases for any single property type), several assessment scenarios were analyzed. These ranged from removal of all ceilings to assessment calculations based on a single property value millage across all property types to a single square footage rate across all property types. After careful consideration, the following changes were recommended by the Assessment Equity Work Group and Renewal Committee.

Proposed Term

The renewed MID BIA will have a term of 10 years (2023-2033).



Boundaries and Proposed Adjustments

Proposed Metropolitan Improvement District – Service Area

The renewed Metropolitan Improvement District will cover the area generally between Elliott Bay and Interstate-5, and between Denny Way and the sports stadiums to the south. The MID Renewal Committee recommends an adjustment of the MID. The area (noted by a dashed border) is congruent with Pioneer Square Historic District.



Figure 1 map of entire current MID plus southern expansion

New MID Boundary 2023-2033

If the boundary modification is adopted, Figure 2 shows the MID's new boundary for 2023-2033.



Figure 2 map new MID boundary for 2023-2033

MID Governance

MID Ratepayer Advisory Board

The MID has a Ratepayer Advisory Board that recommends an annual budget, work plan and Program Manager to the City of Seattle. The board provides guidance and oversight of general operations and programs. The Ratepayer Advisory Board is representative of the diverse range of property owners and includes representation from each MID neighborhood and ratepayer type. Appointees may represent more than one category, but the final board composition must represent the full geography of the MID and various ratepayer types and sizes.

MID RATEPAYER ADVISORY BOARD CATEGORIES

Neighborhoods

West Edge, Retail Core, Pioneer Square, Waterfront, Denny Triangle and Belltown

Ratepayer size

Small, medium and large ratepayers

Residential

Both condominium and apartment

Voluntary

Property owners that are not assessed but voluntarily contribute to the MID

Ratepayer type

Office, retail, parking and hotel

The Ratepayer Board has five committees that meet regularly: Finance, Clean and Safe, Communications and Marketing, Board Development and Executive.

2022-2023 RATEPAYER ADVISORY BOARD MEMBERS

Andy Bench
Wright Runstad & Company

Lisa Nitze
Nitze-Stagen

Allison Shephard
Holland Partner Group

Rebecca Uusitalo
Urban Renaissance Group

Dan Temkin
Block 41

Michael Pagana
Ethan Stowell Restaurants

Cary Clark
Argosy Cruises

Steven Van Til
Vulcan

Brandon Gardiner
Brickman / Pioneer Square

Lori Richards
Avison Young

Jeff Blunk
Nordstrom

Ross Peyton
Unimark Construction

Ben Grace
Amazon

Erik Lausund
Seattle Children's Research Institute

Tim Kuniholm
Seattle Aquarium

Amy Baker
Equity Office / DT Resident

Simone Loban
Ratepayer tenant / DT Resident

Janice Blair
Resident - Waterfront Landing

Mark Astor
Martin Smith, Inc

Aaron Blankers
Washington Holdings

Dan Feeney
Hines

Ed Leigh
Equity Residential

Collin Madden
GEM Real Estate

Allison Delong
Tishman Speyer

Valerie Heide Mudra
Resident - Belltown

Marshall Johnson
CWD Group

Reza Marashi
Kilroy

Michael Walzl
Hotel 1000

Jeff Draeger
Seattle Art Museum

Lars Pedersen
Hotel Åndra

Jennie Dorsett
Hudson Pacific Properties

Sabrina Villanueva
Clise Properties

Steve Emory
Madison Marquette

Gina Grappone
Recovery Café

Laura Jean Humiston
Resident - Pioneer Square



Assessment Formula and Methodology

Assessments in First Year

- Continue basic assessment formula, with adjustments to rates and ceilings across property types
- Increase the base assessment formula's lot footage rate to \$0.45, but maintain the value rate at \$0.37
- Raise Building Square Footage Ceiling factor to \$0.24
- Increase Hotel Room Ceiling to \$125 per room; with a two-year phase in of \$112 in Year 1 and \$125 in Year 2
- Raise Residential Unit Ceiling to \$195 per unit, with a two-year phase in of \$175 in Year 1 and \$195 in Year 2
- Eliminate the TAV Ceiling
- Adjust Surface Parking Ceiling factor to \$0.81 per \$1000/TAV
- Maintain nonprofit formula at 25% of base assessment (for properties owned by a nonprofit entity and in charitable use)

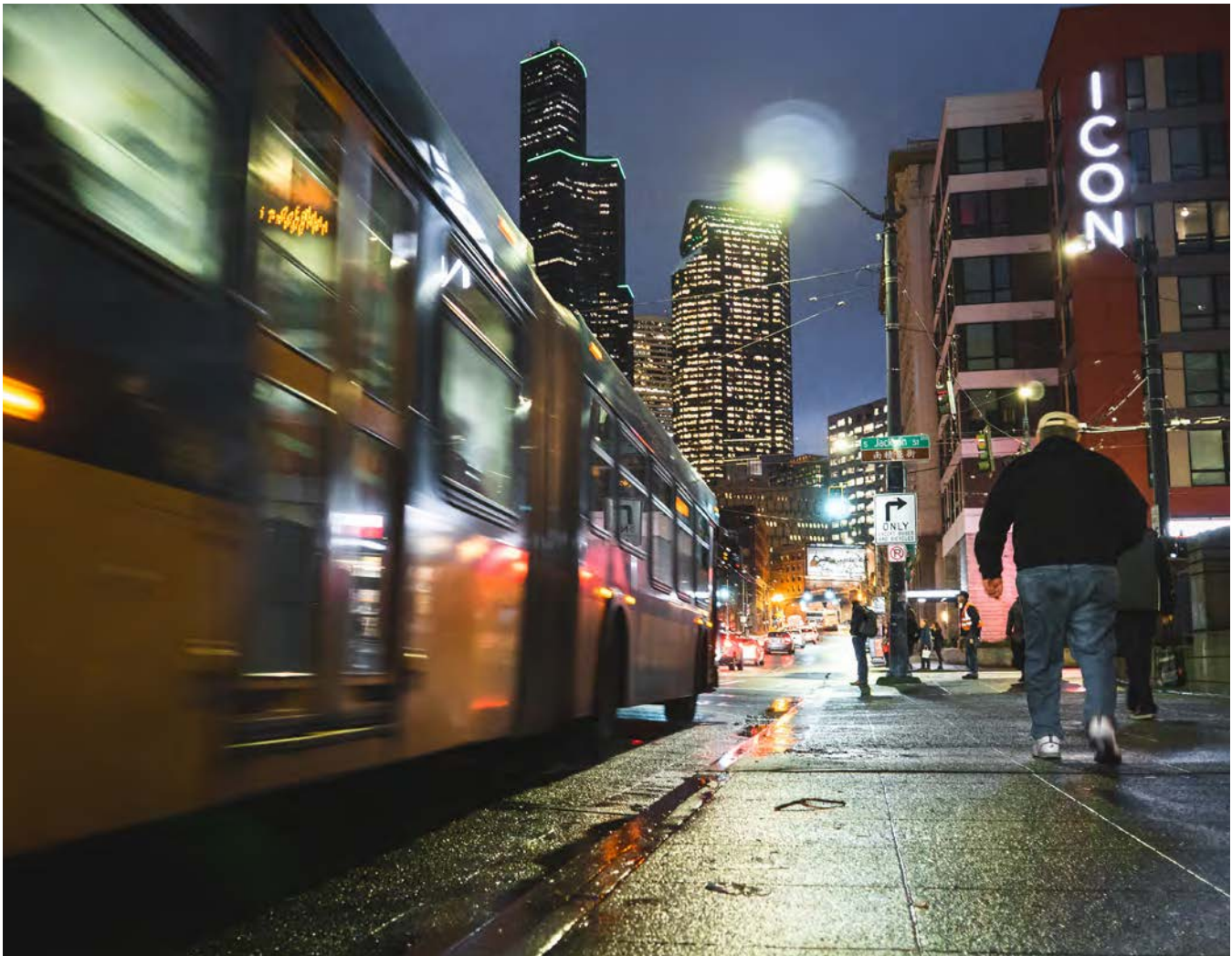
Annual Updates

- Apply CPI-U increase annually (at least 2.5%, but not more than 5%) to:
 - Value portion of the prior year's base-assessment calculation
 - Lot square footage rate, as well as ceilings for Building Square Footage, Residential Units, Hotel Rooms and Surface Parking
- Year 1-5 will be based on 2022 King County valuation data
 - Property valuations will be updated in Year 5 based on King County Assessor data, for calculation of Years 6-10 assessments
- Capture assessment on new development each year

Assessment Formula and Ceiling Factors

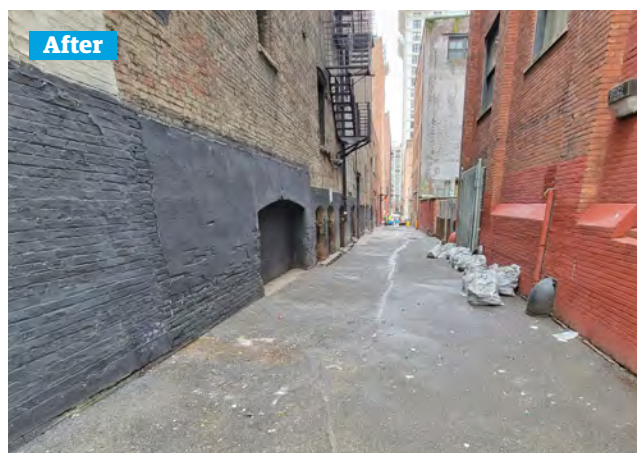
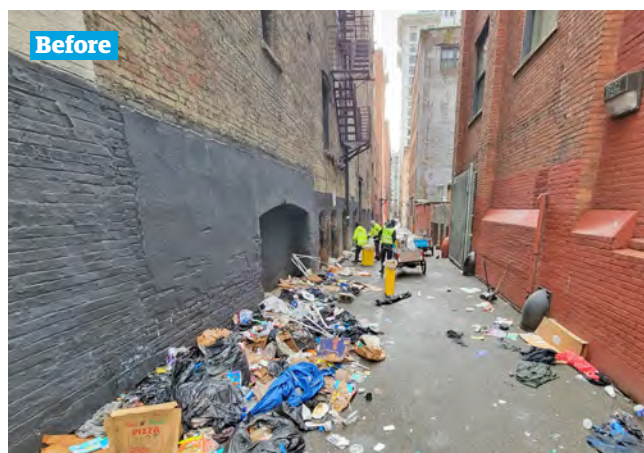
Formula	Rationale	Rate	Notes
Assessment / \$1,000 TAV	Reflects differential benefit associated with different land uses, investment value of property within land uses, and economic activity.	\$0.37	Value rate will remain the same
Assessment / Land Sq. Ft.	Reflects common level of service to all benefiting properties.	\$0.45	Increase of \$0.06 per lot square foot from 2022/23 value

Ceilings	Rationale & Calculation	Factor	Notes
Building Square Footage Ceiling	Limits assessments on small buildings due to limited rent-producing potential. (If FAR > 0.5, then Factor * Building New Square Feet) Floor Area Ratio (FAR): Net Building Square Footage / Land Square Footage	\$0.24	A \$0.03 per building square foot from 22/23 value
Hotel Room Ceiling	Limits assessments on hotels – value received relates to per room occupancy & revenue potential. (Factor * Number of Rooms).	\$125.00	Phased in over two years - Year 1 rate ceiling will be \$112 per room, and Year 2 rate ceiling will be \$125
Residential Unit Ceiling	Limits assessments on residential units – value received relates to per unit occupancy. (Factor * Number of Units)	\$195.00	Phased in over two years - Year 1 rate ceiling will be \$175 per unit, and Year 2 rate ceiling will be \$195
Surface Parking TAV Ceiling	Limits assessments on surface parking to compensate for limited benefits. (Factor * King County Total Appraised Value / \$1,000)	\$0.81	Per \$1,000 Total Appraised Value
Nonprofit Reduced Rate	Limits assessments on properties owned by nonprofits and in charitable use	25%	Of Basic Formula



Technical Changes to Current MID Ordinance

- **Multifamily Tax Exemption treatment.** Clarification of assessment of properties participating in Multifamily Tax Exemption (MFTE) program to align with City of Seattle policy.
- **Assessment of mixed-use properties.** Residential and hotel room ceilings will not apply to a mixed-use property unless the section use square footage designated with a hotel or residential section use code comprises at least 75% of the property's total net building square footage.
- **Assessing New Benefit Areas.** "New Benefit Area" shall be added to the assessment roll on an annual basis and will supersede the previous assessment for that parcel.
 - A New Benefit Area is created when a parcel's Net Building Square Footage increases as a result of either a new building or significant expansion of an existing building as recorded by the King County Assessor's Office.
 - Property values for a New Benefit Area will be updated annually until designated as 100% complete by the Assessor's Office.
- **University of Washington-owned properties.** UW-owned properties within the MID (which have previously received special assessment consideration) will be assessed using the base assessment formula. Property values for UW properties were not publicly available when the previous business plan and ordinance were developed. King County now publishes values for UW's downtown properties, which allows for properties to be assessed using the proposed MID assessment formula.



MID Budget and Services

MID income is a combination of assessment revenue, along with private and public partnership funding and fees for service. As the program manager appointed by the City, the Downtown Seattle Association develops an annual work plan based on the recommendations and priorities of the Ratepayer Advisory Board. The work plan and supporting budget are submitted each year for approval by a majority of ratepayers attending the MID annual meeting. The work plan aligns with priorities established in the Ordinance, including: Clean Services; Safety Outreach and Hospitality, including Law Enforcement; Marketing and Communications Services; Business Development and Market Research Services; Transit, Bike and Parking Services; and Management.

Income and Expenses (in thousands)

Projected Income for the 23/24 fiscal year

Assessments	\$18,060
Partner Funding	320
Sponsorship	226
Fee for Service Public	551
Fee for Service Private	149
Projected Income	\$19,306

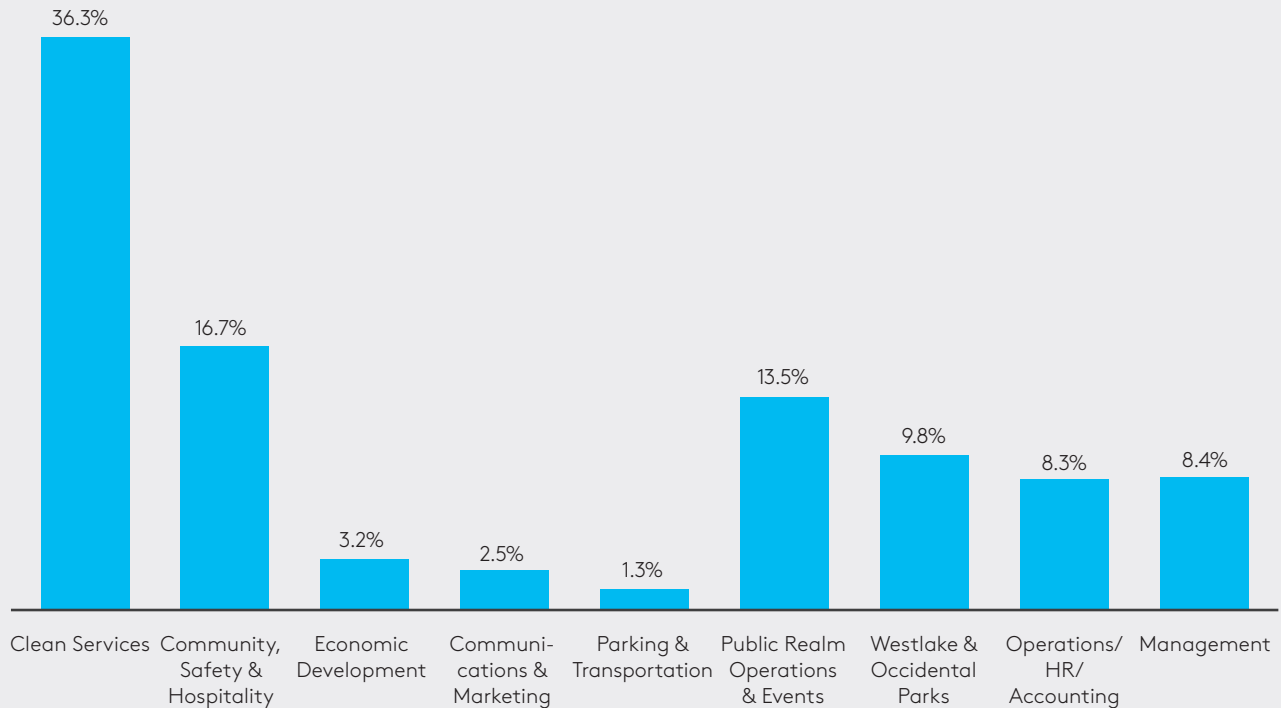
Projected Expenses

Wages & Benefits	\$11,909
Professional Service	2,200
General & Administrative	1,135
Program Expenses	6,192
Total Expenses	\$21,436

Funded from reserve (2,130)

*see budget considerations on following pages

2023-24 EXPENSE ALLOCATION BY PROGRAM



Budget Considerations 2023-2024 and Future Years

The MID is audited by an outside firm on an annual basis and is in a healthy financial position. Assessment fund reserves of approximately \$5 million accumulated during the 20-21 and 21-22 fiscal years as a result of the global pandemic impacts, including:

- Mandatory shut-downs of operations
- Pandemic-related service restrictions and reductions
- Furloughs/enhanced unemployment benefits; and
- Federal pandemic wage and benefit credits

This accumulated reserve has enabled the MID to invest beyond available “current year assessment funding” toward services focused on downtown’s recovery. Specifically, in 2022, the MID Advisory Board approved raising ambassador starting wages to \$20/hour; increasing security and cleaning services; and implementing downtown recovery activations,

events, beautification and marketing. With depletion of those accumulated reserves, increases in future year assessments will be required to sustain service levels currently in place as well as to fund proposed service enhancements in a high-inflation environment and competitive labor market.

For the proposed 23-24 fiscal year, these costs include:

Sustained private security and SPD emphasis patrols	\$2.0m
Increased Clean team staffing/services by 10%	\$500k
Additional Advocacy efforts relative to city services	\$130k
Increase in ambassador wages	\$175k

Clean Services

The Clean Team is responsible for keeping the sidewalks, curbs and other areas of the downtown physical environment clean and free of litter, trash, graffiti and other forms of debris, clutter and obstructions. The team uses specialized cleaning equipment, including trucks, trikes and all-terrain litter vacuums to take care of the most challenging needs. Services are provided from 6:30 a.m.-9 p.m., 362 days a year.

Services

- Sweep and remove debris from sidewalks and curb lines
- Collect trash and litter
- Remove graffiti tags and stickers from public fixtures (light poles, mailboxes, parking signs and bike racks)
- Dispose of illegal dumps, large items and debris left by encampments in the right-of-way
- Schedule and execute regular pressure washing of alleys and sidewalks
- Provide pressure washings and graffiti removal from private property at ratepayer request
- Remove human/animal waste in public right-of-way
- Clean up and dispose of syringes
- Supervise 2,000+ hours of annual court-ordered community service
- Provide additional focused cleaning in high-transit and high-pedestrian traffic areas
- Support annual and seasonal cleanup of trash and debris in the water along the shoreline
- Contract with partner vendors to augment specialty services as needed (pressure washing, leaf clean-up, etc.)
- Maintain and continuously improve upon an electronic reporting system and dashboard to facilitate reporting, follow up and management
- Maintain mechanized cleaning machines/vehicles to increase efficiency and impact, including:
 - (40) Electric-Assisted Trikes
 - (5) Ford Trucks
 - (3) Green Machines
 - (2) All-Terrain Litter Vacuums (ATLV)



Community Safety and Hospitality Services

The Community Safety & Hospitality Team assists visitors, residents, workers and those in need. Team members perform a range of services intended to keep downtown Seattle safe, welcoming and livable. Duties include: providing directions and safety escorts, supporting local ordinances while working closely with security and law enforcement, working with social services agencies, providing welfare checks and supporting parks and public spaces. Services are provided from 7:30 a.m.- 9 p.m., 362 days a year.

Services

- Provide concierge service and uniformed presence in key locations to support visitors, businesses and residents, including in DSA/MID-managed parks and public spaces
- Offer customer service, wayfinding and transit information
- Provide safety escorts through the MID's SafeWalk service
- Assist in enrolling downtown businesses and properties in the West Precinct Conditions of Entry program
- Address civil ordinance violations, including Conditions of Entry (trespass) and sitting and lying in the public right of way when it impedes pedestrian access or building entryways
- Address physical items of public disorder, including overturned scooters, discarded signs and large debris, and work with the Clean Team to resolve these in a timely manner
- Provide welfare checks and relationship-building with people who are unsheltered in downtown
- Administer Narcan to individuals in need
- Engage with service agencies (KCRHA, REACH, DESC) to assist in connecting people to case management and available services
- Conduct regular visits with street level businesses, and downtown property and security personnel
- Partner with the West Precinct and the SPD Crime Prevention Coordinator to provide community education and support in the areas of crime prevention, public safety, and personal safety resources
- Conduct data collection to support public realm, public safety, and human welfare efforts
- Fund and oversee contracts with SPD and private security to provide uniformed presence in the right-of-way, support for ratepayers, observe and report criminal activity, address civility issues and support MID ambassadors when working in higher-risk areas



Parks and Public Space Management

The Public Realm Team is responsible for developing and implementing consistent, family-friendly programming in DSA/MID-managed urban parks (Occidental Square and Westlake Park) through an agreement with the City of Seattle. The team also provides ambassador staffing in parks and public spaces throughout the MID ensuring that they are clean, safe and welcoming for all. Ambassador staff provide information to visitors, support activations, events and vendors, and care for park amenities while staffing public spaces. Public Realm Ambassadors are stewards of quality of life in the public realm. Services are provided from 7:30 a.m.- 9 p.m., 362 days a year.

Services

- Provide information on the location of businesses and attractions
- Assist transit riders on bus schedules
- Track events occurring in Seattle and provide information to pedestrians
- Set-up/break-down park amenities (tables, chairs, games, etc.)
- Work with City of Seattle Park Rangers, SPD and security officers to report illegal behavior
- Observe and track condition of various public amenities throughout the public realm (newspaper boxes, light poles, public art, etc.) and share information to stakeholders for repairs/replacement
- Support consistent activation and programming in Westlake Park and Occidental Square, including:
 - Live music
 - Food trucks
 - Beautification efforts (planting, lighting, murals)
 - Art installations
 - Entertainment (concerts, performers, sports, etc.)
 - Community organization partnerships
 - Permitted events
- Plan and execute large-scale seasonal special events, including:
 - Downtown Seattle Tree Lighting Celebration
 - Holiday programming from late November into January, including multiple family-friendly events with entertainment, performers, incentives and more
 - Annual summer concert series in parks and various other locations bringing 30+ free live concerts to downtown



Communications and Marketing

Promote and market downtown to local and regional residents and visitors and position downtown as a vibrant, safe, clean and family-friendly destination. This includes ongoing promotion of yearlong MID-funded public events and activations and seasonal holiday and summer campaigns focused on creating a welcoming, vibrant urban experience and bringing locals into downtown. Efforts also involve communicating directly with MID ratepayers on the impacts of their investments, with the general public about the services MID-funding supports, branding MID ambassador equipment and supporting ambassador recruitment efforts with communication materials.

Downtown Marketing

- Promote downtown Seattle to local and regional visitors using a variety of communications channels, including social media, earned media/PR, digital and print communication and paid media as budget allows
- Maintain and promote a website designed to communicate events and activities throughout downtown post-pandemic. (Love,SeaTown)
- Maintain a robust online directory of what is open downtown post-pandemic (DSA/MID website)
- Promote yearlong and seasonal park and public space events and activations, including Downtown Summer Sounds and Holidays in Downtown/Tree Lighting
- Promote MID-funded services through DSA/MID website(s), videos, social and other digital and print collateral.
- Maintain and promote two websites designed to communicate what is open and available downtown post-pandemic.
- Promote MID-funded services through DSA/MID website(s), videos and other digital and print collateral.
- Support the ongoing marketing of downtown small businesses, retail and restaurants, attractions and arts and cultural organizations.
- Create signage, print materials and giveaways for events as needed

MID Ratepayer Engagement

- Create and send quarterly MID ratepayer email newsletter
- Produce informational insert on MID services mailed with twice-yearly assessments and posted online
- Host DSA/MID Annual Meeting with a report on MID investments and milestones
- Hold MID Annual Ratepayer Meeting
- Maintain DowntownSeattle.org/MID and KnowYourMID.org
- Post regular MID-related content on Facebook, Instagram and LinkedIn
- Send periodic emails to MID ratepayers about possible disruptions in downtown due to protests, marches, construction and other events
- Conduct business check-ins conducted by ambassadors with collateral explaining MID services

Ambassador Recruitment Support

- Create informational materials on working for the MID for use at recruiting events
- Post open jobs on DSA/MID website

Advocacy and Economic Development

Provide vision, leadership and influence on a range of issues impacting downtown, including public safety, chronic homelessness, transportation and overall health and recovery of downtown. Efforts focus on making downtown Seattle attractive and accessible to property and business owners, workers, residents and visitors. The team works closely with city and county leaders, neighborhood organizations and government agencies to ensure issues important to ratepayers get heard.

Economic Competitiveness and Research

- Advocate for transit and other transportation alternatives, providing services and housing options to those in crisis on our streets and investing in safe, inviting public spaces
- Research ballot initiatives and campaigns and provide insight into their impacts on the downtown experience and how they will address ratepayer priorities
- Collaborate with city and county government leaders on downtown economic development issues and initiatives
- Identify and facilitate opportunities for ratepayers to make their voices heard on issues of importance to downtown businesses, residents, visitors and workers
- Be a partner, thought-leader and advocate for strengthening downtown as a center for jobs, innovation and investment.
- Collect data to track downtown's recovery and economic health across a variety of metrics and provide analysis for our members, potential investors, policy-makers and the media
- Partner with the City of Seattle's Office of Economic Development on business-recruitment strategies
- Respond to requests, provide information and work with potential businesses and investors to recruit them to downtown Seattle

Policy Expertise

Increase the amount of policy analysis and research in areas that advance MID priorities and strategic initiatives (i.e. Third Avenue Vision report, future downtown light-rail expansion, downtown public safety initiatives). Continue to strengthen our reputation amongst policymakers and ratepayers as the go-to source for information on policies impacting downtown.

Convener and Advocate

- Provide access and opportunities for ratepayers and members to engage directly with city and regional leaders to amplify their voices in order to move the needle on a variety of issues affecting the downtown experience
- Find opportunities to convene downtown residents, workers, businesses and property owners to discuss issues and projects affecting downtown and ensure those perspectives are heard and considered at policy-maker tables
- Maintain relationships with city and regional governmental agencies. Help ensure ratepayer concerns and issues are directed and elevated to the appropriate point of contact within the relevant city or county agency for resolution

Commute Seattle

Increase access to transportation options to make downtown easy to reach for visitors, commuters and residents across the region.

Services

- Consult with ratepayers on world-class commute facilities and commuter benefits
 - Advise on parking policy and parking management strategies
 - Support with City of Seattle Transportation Management Plan regulations
 - Provide analysis of commuter trends for individual properties
 - Provide 1:1 Commute Consultations for tenants' employees
 - Offer guidance on transportation changes and their impacts
 - Conduct planning to meet sustainability goals
- Continue to provide discount transit pass sales and commute program consulting for property owners and tenants including:
- Transit pass product consultations to advise tenant investments in commuter benefits
 - One-stop-shop for commuter transportation; web site, newsletter, social media
 - Tenant engagement seminars to educate tenants about transportation options and issues
 - Transportation events and briefings for tenants and employees
 - Quarterly best-practices transportation workshops for tenants
 - Research: bi-annual commuter mode split trend study & reports
 - Assistance in designing bike facilities to attract tenants
 - E-Bike facilities consultations and best-practices for property owners and tenants
 - Bike encouragement events (i.e Biking 101)
 - Bike inventory updates and bike map outreach resources



Management Services

The Downtown Seattle Association (DSA) is the founder and program manager for the MID. The DSA has managed the MID Program since 1999 and is committed to excellent customer service to ratepayers. DSA provides management services for the MID under an annual contract with the City of Seattle.

Services include:

- Provide high-quality program administration and excellent customer services
- Develop and effectively implement services
- Provide sound financial and contract management
- Provide staff assistance and guidance to the MID Ratepayer Advisory Board to carry out the programs and activities financed through the MID assessments
- Provide the Board with organizational assistance, including setting meeting times, locations, and agendas; notifying all ratepayers of all Board meetings, keeping minutes; and following through on recommended activities
- Develop and carry out the Board-approved work plan, including specific products or activities, timelines and budget for each major element
- Schedule, organize and execute an annual meeting of all ratepayers
- Set program benchmarks based on Ratepayer Advisory Board priorities and keep ratepayers informed of progress

Develop and effectively implement service programs

- Actively seek and acquire national best practices and keep ratepayers informed of new and successful strategies
- Hire, train and manage high-quality staff to implement the MID programs
- Establish contacts throughout the country with other BIAs, call on their expertise in designing and benchmarking MID programs
- Identify and develop partnerships, grants and other resource-leveraging opportunities

Provide financial and contract management services

- Staff the MID Finance Committee and provide timely and accurate financial reporting
- Negotiate and execute subcontracts for work according to the approved budget. Through strict contract management ensure that these services are provided in a high-quality, cost effective and accountable manner
- Submit to the City, after approval of the Board, an annual work plan, proposed budget, and a statement of assessment rates requested for financing subsequent program years

Provide clear and consistent data tracking and reporting

- Develop regular reports on MID services provided
- Provide timely, accurate data to improve MID service delivery
- Maintain MID service program dashboards, highlighting progress against critical priorities and informing service plans and timely modifications grounded in data and analysis
- Conduct research projects

Support Public/Private Partnerships

The MID is proud to partner with many downtown public agencies and nonprofits to provide services including:

- City of Seattle: SDOT and SPU
- Uplift NW
- Belltown United
- Alliance for Pioneer Square
- Market to MOHAI
- DESC
- Union Gospel Mission
- LEAD
- King County Drug Diversion Court
- South Seattle College



To create a healthy, vibrant downtown for all

1809 7th Ave. Suite 900
Seattle, WA 98101

DowntownSeattle.org/mid

KnowYourMID.org

April 6, 2023

MEMORANDUM

To: Economic Development, Technology, and City Light Committee
From: Jasmine Marwaha, Analyst
Subject: Metropolitan Improvement District – Council Bill 120537

On April 12, 2023, the Economic Development, Technology, and City Light Committee (Committee) will hold a public hearing and have an initial briefing and discussion on [Council Bill \(CB\) 120537](#) that would establish a Business Improvement Area (BIA) called the Metropolitan Improvement District (MID), replacing the MID established in 2013 that will sunset on June 30, 2023. Staff from the Office of Economic Development (OED) and proponents of the proposed MID BIA will be at the Committee meeting to describe the background, outreach, intent, and scope of the proposal.

This memorandum: (1) provides general background about BIAs; (2) describes City policy and State law governing the formation of a BIA; (3) summarizes the content of CB 120537; and (4) identifies next steps. Attachment 1 shows the boundaries of the proposed 2023 MID BIA.

Background

BIAs are economic development funding mechanisms that allow businesses, multifamily residential developments, and mixed-use developments located within the geographic boundaries of the area to assess themselves to fund enhanced services, programming, and management for the area.

OED provides staff support to BIAs, and the Department of Finance and Administrative Services (FAS) collects assessment revenues from ratepayers and disburses the funds. There are currently 11 [established BIAs](#) in Seattle, including the 2013 MID BIA.

Establishing a New BIA

Procedures for establishing and operating a BIA are governed by [Chapter 35.87A RCW](#). BIAs may be initiated either by a petition from prospective ratepayers who would pay at least 60 percent of the BIA assessments or by resolution. The City has its own non-binding BIA policies, most recently amended by [Resolution 31567](#) in 2016. Per the adopted policies, the City will consider a new BIA when presented with a petition by those who represent 60 percent or more of the total assessment in the proposed BIA.

In March 2022, the proponents submitted to the City petitions (Clerk File 322591) in support of the 2023 MID BIA from potential ratepayers representing 65.5 percent of the total assessment, above the recommended minimum threshold of 60 percent. The proponents have received one petition in opposition to the new 2023 MID BIA, representing 0.03 percent of the total assessments.

On March 28, 2023, the Council began the process to consider the 2023 MID BIA by introducing and adopting three resolutions:

1. [Resolution 32089](#) that initiated consideration of the 2023 MID BIA;
2. [Resolution 32090](#) that stated the City's intent to establish the 2023 MID BIA and set a date and location for a public hearing on the proposal; and
3. [Resolution 32091](#) that expressed intent to formally disestablish the 2013 MID BIA and set a date and location for a public hearing on the disestablishment.

Resolutions 32090 and 32091 set the date of the public hearing for April 12, 2023. Comments will be accepted in one public hearing for both the establishment of the proposed 2023 MID BIA, and the disestablishment of the 2013 MID BIA. The hearing will be held in person and remotely in Committee. As required by State law, Resolutions 32090 and 32091 were published in the Daily Journal of Commerce and mailed to all potential ratepayers at least 10 days prior to the hearing.

On March 28, 2023, the Council introduced a fourth piece of legislation (CB 120537) that would establish the new 2023 MID BIA and levy the special assessment to fund MID BIA activities.

CB 120537

CB 120537 would establish a new 2023 MID BIA beginning on July 1, 2023. Among other things, the bill:

- Establishes the geographic boundaries of the 2023 MID BIA;
- Describes the assessment schedule (the annual rates assessed for various property use categories);
- Describes the programs that would be funded by the assessments;
- Establishes an Advisory Board;
- Authorizes OED to contract for program management; and
- Allows for all remaining funds in the 2013 MID BIA Account to be transferred to the 2023 MID BIA Account.

Boundaries

The new 2023 MID BIA boundaries would differ from the 2013 MID BIA by expanding south, encompassing 20 additional parcels along either side of 1st Avenue South until Royal Brougham Way, congruent with the Pioneer Square Historic District. Please see Attachment 1 for more details.

Term

The new MID BIA would be established for a period of 10 years, beginning on July 1, 2023. Prior to expiration of this term, proponents may recommend that the BIA be renewed.

Assessments

The rate is proposed to be 37 cents per \$1,000 of total appraised value (TAV), plus 45 cents for every lot square foot, subject to limitations, or “ceilings” summarized in Table 1 below.

Table 1. Maximum assessment rate by category

Category	Maximum Assessment	Notes
Small buildings (Floor Area Ratio of less than 0.5)	\$0.24 x Building Square Feet	-
Hotel Rooms	\$125 x number of hotel rooms	Phased in over two years – Year 1 rate ceiling will be \$112 per room, and Year 2 rate ceiling will be \$125.
Residential Units	\$195 x number of units	Phased in over two years – Year 1 rate ceiling will be \$175 per unit, and Year 2 rate ceiling will be \$195.
Surface Parking	\$0.81 per \$1,000 TAV	-
Nonprofit Reduced Rate	25% of basic formula	Nonprofit rate will apply only if the property is being used for a nonprofit use.

The rate of assessments for years one through five (beginning on July 1, 2023) will be based on the King County Assessor’s 2022 property data. Property valuations will be updated in year five based on the King County Assessor’s 2028 property data for years six through ten. Rates and ceilings will be adjusted annually based on the Consumer Price Index, but shall be no less than 2.5 percent, and not more than 5 percent. Properties that are redeveloped or substantially expanded during the 10-year term of the MID BIA will be assessed using their new appraised value and be subject to the same annual inflation factor.

Residential and hotel room maximum assessments will not apply to a mixed-use property unless at least 75 percent of the property’s total net building square footage is designated for hotel or residential use.

Programs

The new MID BIA would fund the following programs and services:

- Cleaning and Maintenance Services;
- Community Safety, Hospitality, and Outreach Services;
- Public Events and Beautification of Public Spaces;
- Economic Development, Advocacy, and other Planning Services;
- Promotion, Marketing and Communication Services;
- Transportation and Parking Support; and
- Program Management.

Compared to the 2013 MID BIA, the new 2023 MID BIA is proposed to be similar in scope, with expanded cleaning services and higher labor costs anticipated. The [Metropolitan Improvement District 2023-2033 Business Plan](#) provides a more detailed description of the proposed budget and program activities.

Program Manager

OED would be authorized to contract with a local non-profit entity operating primarily within the City, with experience in BIA management, to act as the Program Manager. The Program Manager of the current MID BIA, the Downtown Seattle Association, would fulfill this criteria and is anticipated to continue in this role with the new MID BIA.

BIA Advisory Board

Within 30 days of the effective date of the legislation, OED would appoint an interim MID BIA Advisory Board (Board) that would, in turn, recommend membership of an inaugural Board within 90 days of the effective date of the legislation. The Board would be comprised of “representative of the varying sizes and types of property owners, residents, and business tenants, within the geographic area of the Metropolitan Improvement District.” The Board would be required to have residents and business tenants, and may include public agencies.

In addition to appointing Board members from the list recommended by the interim Board, OED may appoint additional members beyond those recommended to ensure broad representation on the Board.

The Board shall be responsible for: adopting bylaws consistent with the City’s BIA policies; adopting policy guidelines; recommending approval of budgets, expenditures, and programs; and providing advice and consultation to the OED and Treasury Directors and to the Program Manager.

Next Steps

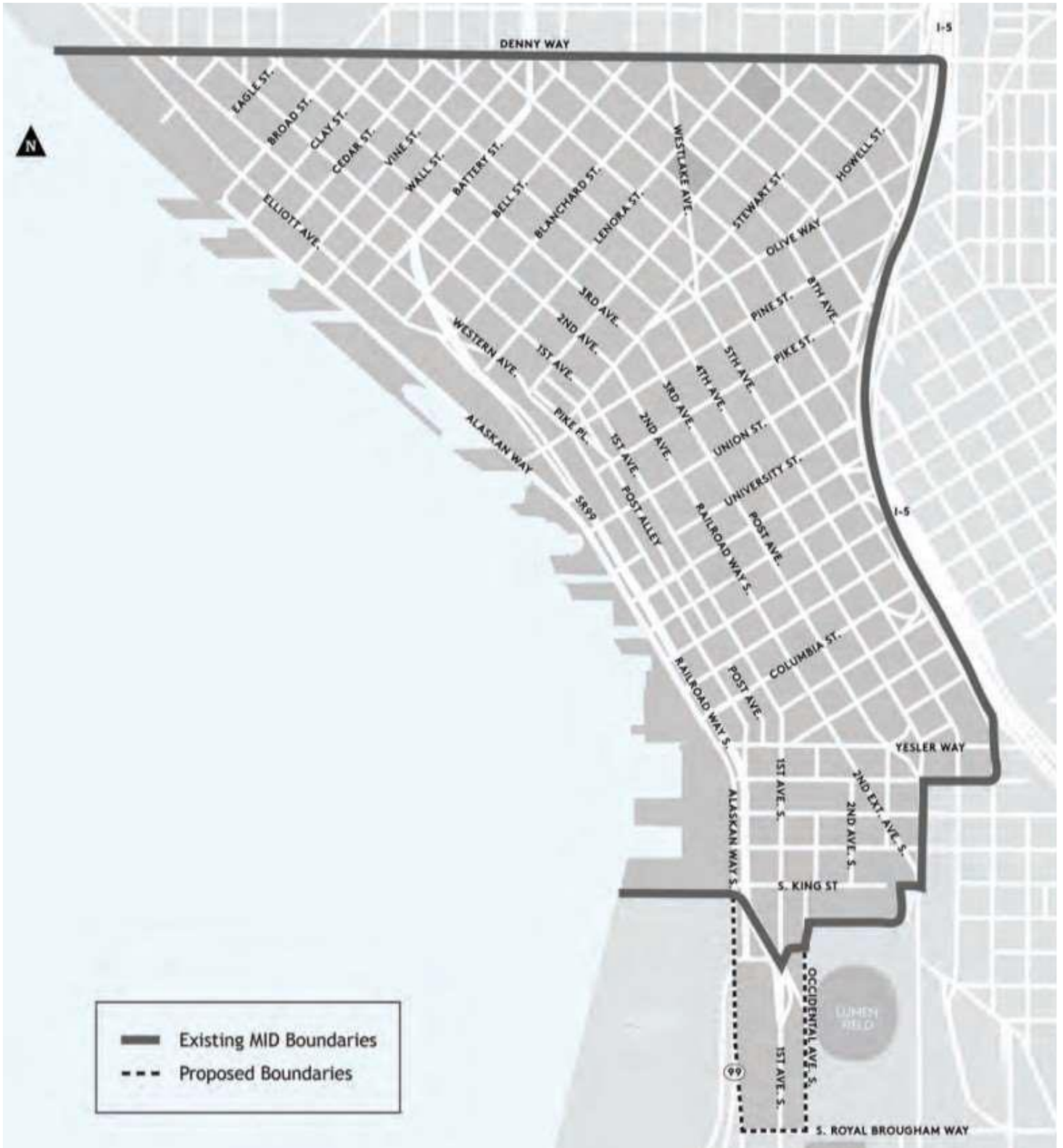
At the next meeting on April 12, 2023, the Committee will hold a public hearing and have an initial briefing and discussion on [CB 120537](#). At the following Committee meeting on April 26, 2023, the Committee will consider any proposed amendments and possibly vote on CB 120537. If the Committee votes to recommend passage of CB 120537 on April 26, the City Council will likely consider the legislation at its meeting on May 2, 2023.

Attachments:

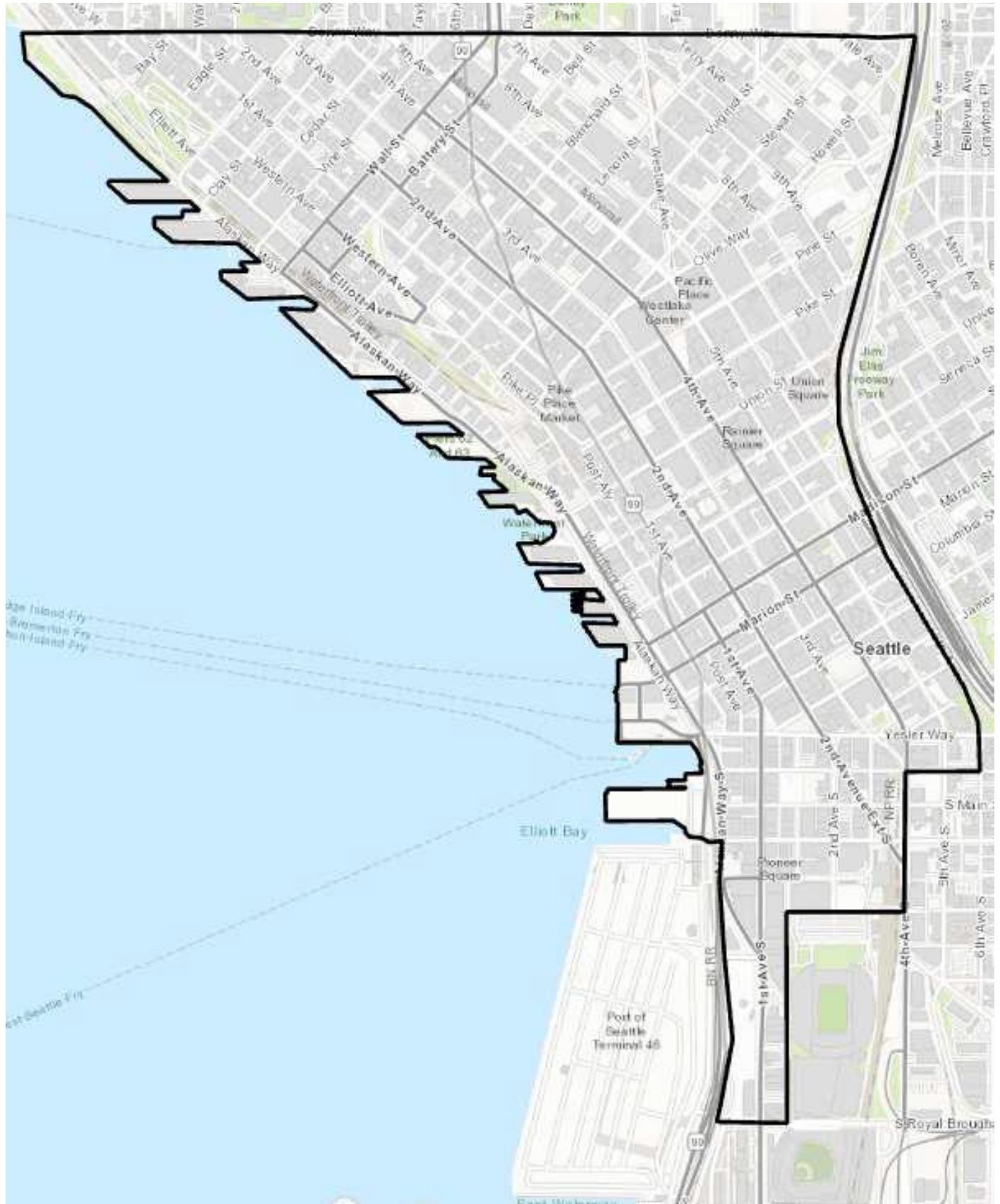
1. Proposed 2023 Metropolitan Improvement District Boundary Maps

cc: Esther Handy, Director
Aly Pennucci, Deputy Director
Yolanda Ho, Supervising Analyst

Attachment 1 – Proposed 2023 Metropolitan Improvement District Boundary Maps
V1



Attachment 1 – Proposed 2023 Metropolitan Improvement District Boundary Maps
V1



Attachment 1 – Proposed 2023 Metropolitan Improvement District Boundary Maps
V1

Southern Boundary Detail:



METROPOLITAN IMPROVEMENT DISTRICT (MID) RENEWAL BENEFIT ANALYSIS

OFFICE OF ECONOMIC DEVELOPMENT
PHILLIP SIT, BIA ADVOCATE

HIGHLIGHTS:

Created under Ordinance 124175 as a ten-year BIA in 2013, the current Metropolitan Improvement District (MID) is scheduled to sunset on July 30th, 2023. The proposed renewal requires the approval from City Council and the Mayor's Office. In response to community feedback and having successfully obtained signatures representing over 65% from potential ratepayers, the MID is proposing a ten-year renewal and expansion.

BUDGET - The total estimated budget for the proposed Metropolitan Improvement District (MID) beginning at the time of the authorization (July, 2023) is estimated at **\$18,363,534.10**.

RATEPAYERS - The assessment is on all eligible (1260) properties and the ratepayers are therefore primarily property owners, including commercial, nonprofits, multifamily residential properties (4 units or more), and tax-exempted properties being utilized for commercial purposes.

SUPPORT - As of Feb 20th, 2023, the MID has petition signature from **505 petitions** in support of the MID renewal, representing **65.92 percent** of assessment in support.

OPPOSITION - As of Feb 20th, 2023, the City has received one known petition in opposition to the renewal, representing **0.03 percent** of assessment in opposition.

BOUNDARIES - The renewal makes an expansion along the southern boundaries of the MID footprint. The proposed boundary encompasses the current MID and expands the boundary to the south to include 20 additional properties in Pioneer Square at the request of property owners in the expansion area.

BIA PROGRAMS AND SERVICES - are standard and similar to other recent BIAs.

ASSESSMENTS - Records for the initial assessment calculations are based on data and information from the King County Assessor's Office. The base assessment rate on each assessable property within the proposed boundaries will be **\$.37 per \$1,000** of the total taxable value and/or total appraised value and **\$.45 per lot sq. footage**. Non-profits, churches, and other eligible properties will continue to receive a nonprofit rate due to the nature of their ownership. Different types of assessment ceilings are potentially applicable to ratepayers during the lifetime of the ordinance.

BENEFIT ANALYSIS - Based on this analysis, the assessment methodology based on Total Taxable Value (TTV), Total Appraised Value (TAV), and other parcel related factors will charge ratepayer assessments relatively to the benefits provided by the MID programs and services.

OUTREACH - The MID launched a Renewal Committee comprised of property and business owners throughout this proposed area starting in March of 2022, additional details are provided in **Section H: Outreach and Support**.

PROGRAM MANAGER - The MID Program Manager is recommended by the Ratepayers Advisory Board to the City. The Ratepayers Advisory Board approves an annual budget, work plan, and program manager for use of BIA generated funds in alignment with the BIA ordinance.

BUSINESS IMPROVEMENT AREA (BIA) OVERVIEW:

Currently, there are **11 BIAs** in Seattle generating a total of **\$30 million dollars** in enhanced programs and services to business districts. The current MID provides **\$15 million** in annual assessments to support professional management, clean and safe, economic development, transportation, and business district advocacy.

- BIA services are primarily funding by a special assessment on district properties or businesses
- BIAs are governed by a locally controlled board of directors
- BIAs provide services to supplement, not replace services already provided by the City
- BIAs serve as a critical liaison between City government and neighborhood stakeholders

This Business Improvement Area (BIA) benefit analysis has been prepared to support the proposed reauthorization and expansion of the MID within the City of Seattle and a requirement of Resolution 31657 - the Citywide BIA Policies.

SECTION A: MID PROPOSED BOUNDARIES

The proposed MID encompasses nearly 300 square blocks and covers service areas between Elliott Bay and I-5, and between Denny Way and to South Royal Brougham Way. The MID renewal committee recommended a modest expansion to include 20 additional parcels south of King Street in alignment with the Pioneer Square Historic District boundaries.

FIG A1: PROPOSED MID BOUNDARIES



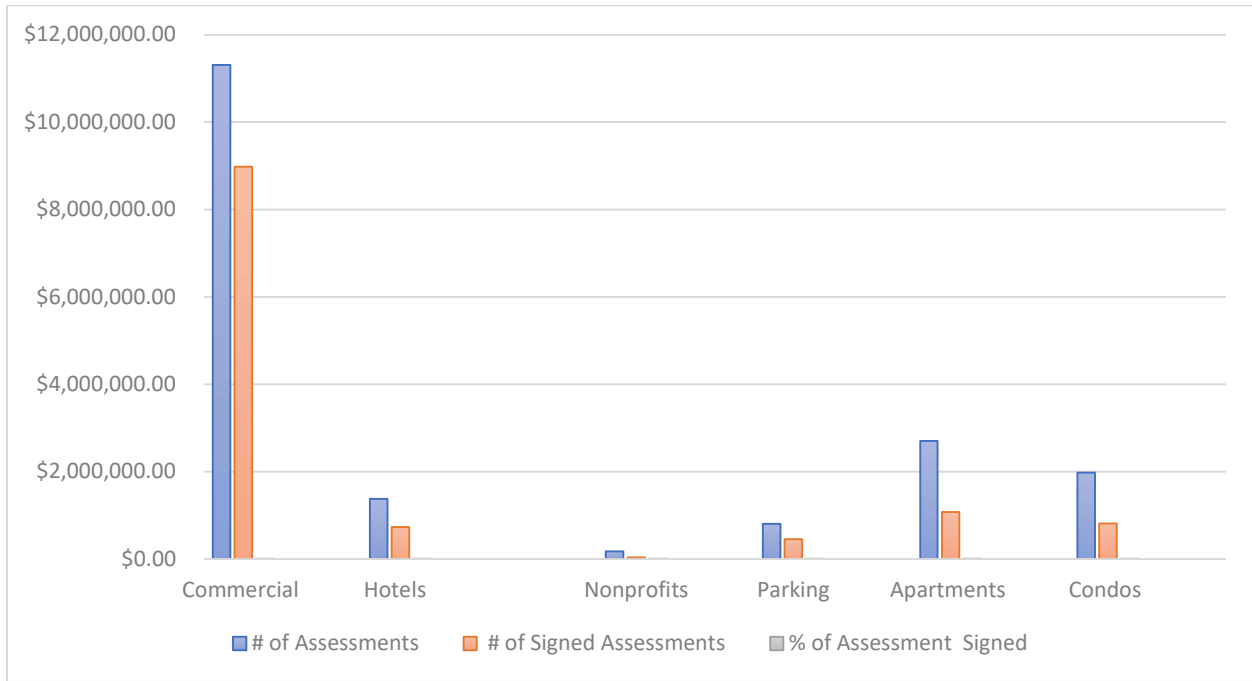
FIG A1: SOUTHERN BOUNDARY DETAIL



SECTION B: MID PETITION SUPPORT

The proposed MID has petition signature from **505 petitions** in support of the reauthorization and expansion, representing **65.92%** in assessments from six categories of property owners within the MID boundaries. Per [State RCW 35.87A.010](#), BIA petitions are based upon the assessment that would be generated by the proposal.

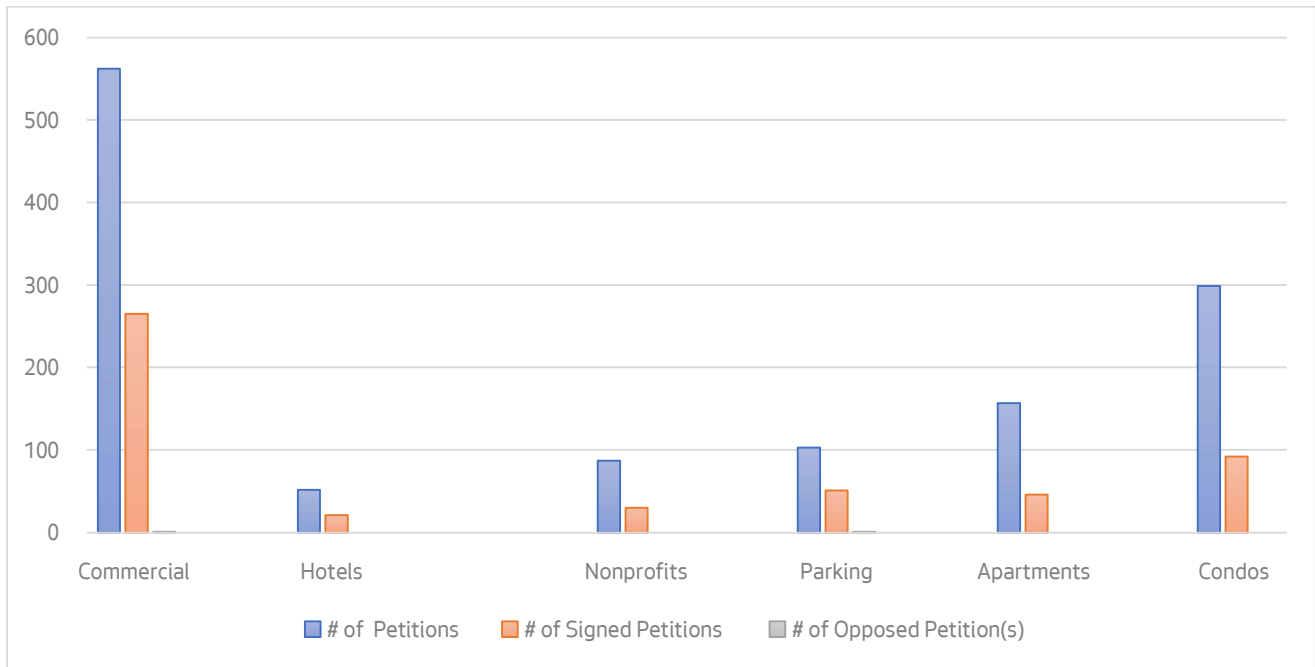
B1: PETITION SUPPORT BY ASSESSMENTS ACROSS RATEPAYER TYPES



Property Type	# of Assessments	# of Signed Assessments	% of Assessment Signed
Commercial	\$11,311,991.39	\$8,980,994.70	79.39
Hotels	\$1,382,673.60	\$734,100.34	53.09
Nonprofits	\$181,143.18	\$39,970.37	22.07
Parking	\$806,721.08	\$455,334.28	56.44
Apartments	\$2,703,433.72	\$1,076,169.51	39.81

Condos	\$1,977,571.13	\$819,309.52	41.43
Total	\$18,363,534.10	\$12,105,068.72	65.92

FIG B2: INDIVIDUAL PETITION SUPPORT BY RATEPAYER TYPES



Property Type	# of Petitions	# of Signed Petitions	# of Opposed Petition(s)	% of Petitions Signed
Commercial	562	265	0	41.15
Hotels	52	21	0	40.38
Nonprofits	87	30	0	34.48
Parking	103	51	1	49.51
Apartments	157	46	0	29.29
Condos	299	92	0	30.77
Total	1260	505	1	40.08

SECTION C: MID BUDGET

The MID will generate an estimated total of **\$18,363,534.10** in assessments for the base year of authorization (2023-2024). The MID will continue to invest and expand programs and services that provides benefit to the district since 2013. Stakeholders benefits from clean team and ambassador services, parks and public space management, marketing and promotion of downtown, economic development and transportation, and district-specific advocacy efforts. **Section D has a description and additional details on MID programs and services.**

As with the majority of BIAs in Seattle, the MID ordinance proposes an **Annual Customer Price Index (CPI) inflation factor** to maintain programs and services over time. The ordinance will also annually update the assessment for properties that are developed/redeveloped using data from the King County Assessor’s Office and the Office of Economic Development. **New Benefit** includes identifying and updating assessable parcels and total taxable and appraised value, and recalculating the base assessment and potential assessment ceilings, which is the current assessment process for the existing MID. **Section E provides an overview on the MID assessment mythology.**

FIG C1: MID BUDGET

MID Programs and Services	23/24 Budget	Percentage
Cleaning Team	\$6.5M	35.6%
Ambassador Program and Outreach	\$3.4M	18.6%
Parks and Public Space Management	\$3.5M	19.1%
Marketing and Promotion of Downtown	\$0.7M	3.8%
Economic Development & Transportation	\$0.6M	3.3%
Admin and HR	\$1.8M	9.8%
MID Program Management Expense	\$1.8M	9.8%
Total Budget	\$18.3M	100%
Personnel and overhead cost are included in each program element		

FIG C2: ADDITIONAL MID BUDGET CONSIDERATIONS

The MID will also make additional investments from accumulated reserves, totaling \$2.8M from savings, due to the impacts of the pandemic during the 20-21 and 21-22 fiscal years.

Additional Investments	23/24 Budget
Sustained Private Security and SPD emphasis patrols	\$2M
Increased Clean Team Staffing by 10%	\$0.5M
Additional Advocacy Efforts	\$0.13M
Increase in Ambassador Wages	\$0.17M
Total Budget	\$2.8M

SECTION D: BIA PROGRAMS AND SERVICES

Washington State law outlines a number of purposes for the use of BIA generated funds (see RCW 35.87A.010(1)). The services and activities funded by the MID annual assessment revenue are in addition those service already provided by the City. A summarized description of current BIA services is shown below with highlights of recent success and outcomes. The proposed MID will continue these BIA services. Additional details regarding MID services and be found in the 2022-2023 MID Business Plan.

A. CLEANING SERVICES:

The MID provides cleaning services that includes public sidewalk, curbs, and other areas of the downtown public realm, keeping downtown clean and removal of trash, graffiti, and other forms of debris. The Clean Team uses specialize cleaning equipment, including a fleet of trucks, trikes, and litter vacuums. Services are provided from 6:30AM to 9:00PM, 362 days a year.

B. COMMUNITY SAFETY AND HOSPITALITY SERVICES:

The MID provides teams to assist visitors, residents, workers, and those in need. Team members perform a range of services intended to keep the district safe, welcoming, and livable. Duties include providing direction and safety escorts, supporting local ordinances while working closely with security and law enforcement, working with social services agencies, providing welfare checks and supporting public parks and spaces. Services are provided from 7:30AM to 9:00PM, 362 days a year.

C. PARKS AND PUBLIC SPACE MANAGEMENT:

The MID Public Realm Team is responsible for developing and implementing consistent family-friendly programming in Occidental Square and Westlake Park via an agreement with the City of Seattle. The team also provides ambassador staffing within the MID boundaries to ensure that public parks and spaces are clean, safe, and welcoming for all. Ambassador staff provide information to visitors, support activation, events, and vendors, and care for park amenities. Services are provided from 7:30AM to 9PM, 362 days a year.

D. COMMUNICATIONS AND MARKETING:

The MID works to promote and market downtown to local and regional residents and visitors and position downtown as a vibrant, safe, clean, and family-friendly destination. Marketing includes ongoing promotion of yearlong MID-funded public events and activation and seasonal holiday and summer campaigns focused on creating a welcoming, vibrant urban experiencing and bringing locals into downtown. Efforts also involve communicating directly with MID ratepayers on the impact of their investments, with the general public about the services MID funding supports, branding MID/ambassador requirements and supporting ambassador recruitment efforts with communication materials.

E. ECONOMIC DEVELOPMENT, TRANSPORTATION, AND ADVOCACY:

The MID works to provide advocacy on a range of issues impacting downtown. From creating welcoming public spaces, to advocating for more affordable housing and better transportation options, the MID works on making downtown attractive and accessible to business tenants, workers, residents, and visitors.

F. MANAGEMENT SERVICES:

The DSA provides the program management of the current MID via an annual contract with the City of Seattle, and is expected to continue to provide program management for the proposed MID.

SECTION E: ASSESSMENT METHODOLOGY

As a downtown business district, the MID has seen an increase of 42 percent in building sq. footage and total property values has increased by more than 200 percent over the past decade. The current MID has a number of assessment "ceilings" across different property types, which a majority of parcels are currently at under the existing ordinance. A number of these factors into consideration, along with assessment updates recommended by OED.

To determine the final assessment, each of the different ceilings is applied to any property that qualifies for it and the lowest of all resulting assessments is used.

To determine if properties are receiving benefits commensurate with their assessments, total assessment amounts are compared by property type

ASSESSMENTS DETAILS:

- **Base year assessment:** The MID assessment formula increases the lot sq. footage from **\$0.39 to \$0.45**, while the **\$0.37 per \$1,000** of the Total Taxable Value (TTV) and/or Total Appraised Value as recorded from the King County Assessor's Office remains the same. By utilizing the base assessment plus annual CPI, the MID assessment will remain predictable for ratepayers and the program manager. Residential units are assessed at \$175 first year and limited to \$195 per unit and hotel rooms are limited to \$112 first year and limited to \$125 per unit for the duration of the ordinance
- **New Benefit:** Properties seeing an increase in building sq. footage as a result of new development or significant expansion will have their property attributes and assessment updated by the City of Seattle annually until the parcel is designated as 100% complete by King County
- **Multi-Family Tax Exemption:** If a property is owned by a for-profit entity under an MFTE exemption, the Base Year Assessment will be calculated using the Total Appraised Value upon 100 percent completion of the building and/or authorization of the MFTE exemption from the Office of Housing. MFTE properties owned and operated by nonprofits will receive the non-profit rate
- **Non-Profit Rate:** If a property is owned and operated by a nonprofit entity, the Base Year Assessment will receive the reduced assessment rate. Such properties are eligible for reduced nonprofit rate of **25% for the base assessment**, the justification being that properties are receiving fewer overall benefits, primarily in marketing and economic development, in addition to providing a general public benefit to the district
- **Government Exempted Properties:** Government properties within the MID are typically not assessed but government owned properties that are leased to for-profit entities for commercial activities are assessable under the base assessment formula
- **Assessments on Mixed-Use Properties:** Residential and hotel room ceilings will not apply to a mixed-use property unless the sq. footage designated within one of the two categories comprises at least 75% of the property's total building sq. footage

SECTION F: BASE ASSESSMENT BENEFITS

Commercial Buildings:

# of Parcels	% of Parcels	Lot Sq. Footage	% Lot Sq. Footage	Bldg. Sq. Footage	% Bldg. Sq. Footage	Total Value (TAV)	% of Total Value	Base Assessment	% Base Assessment
562	44.6%	7,514,932	54.7%	48,031,679	55.7%	\$25.9B	56.8%	\$11.3M	61.6%

The **562 parcels** in this category are primarily comprised of commercial office buildings, retail and service-oriented storefronts. The conclusion drawn by the percentage ratio between the percent of TAV and MID assessment is that existing commercial buildings are providing a commensurate assessment with the benefits received from MID services for property owners, business tenants, employees, and customers. Additional commercial development and redevelopment will pay a commensurate amount as a result of the New Benefit language within the proposed ordinance.

Hotels:

# of Parcels	% of Parcels	Lot Sq. Footage	% Lot Sq. Footage	Bldg. Sq. Footage	% Bldg. Sq. Footage	Total Value (TAV)	% of Total Value	Base Assessment	% Base Assessment
52	4.12%	987,309	7.2%	8,384,808	9.7%	\$3.16B	6.9%	\$1.38M	7.5%

The **52 parcels** in this category are comprised of traditional hotels and motels within the MID boundaries. Hotels are assessed by the base assessment formula but there is a ceiling that is capped at \$112 per unit for the first year, this is an acknowledgment that these properties are tied to guest occupancy and hotels are not always fully occupied during non-peak seasons. In addition, hotels within the MID boundaries are also assessed under a separate Business Improvement Area, known as the Seattle Tourism Improvement Area (STIA). Hotel/Apartment hybrids will not be assessed solely by the hotel unit ceiling unless one of the two categories comprises at least 75% of the property's total building sq. footage. The conclusion drawn between the value and assessment ratio is that hotels are providing a commensurate assessment with the benefits received from MID services.

Non-Profits:

# of Parcels	% of Parcels	Lot Sq. Footage	% Lot Sq. Footage	Bldg. Sq. Footage	% Bldg. Sq. Footage	Total Value (TAV)	% of Total Value	Base Assessment	% Base Assessment
87	4.1%	571,447	4.1%	2,345,999	2.7%	\$795.3M	1.7%	\$0.18M	0.9%

The **87 parcels** in this category are nonprofits located in the district, comprised of subsidized apartments, group homes, and churches. Nonprofit classifications are based on the tax value reason as designated by the King County Assessor’s Office. Such properties are eligible for reduced nonprofit rate of 25% for the base assessment or whichever ceiling is the lowest, the reasoning being that properties are receiving less marketing and economic development benefit, in addition to providing a public benefit to the district. **72 parcels or nearly 83%** of these properties are housing for low-income individuals.

The conclusion drawn between the value and assessment ratio is that nonprofits are providing a commensurate assessment with the benefits received from MID services. If the nonprofit property was to be converted/leased to business tenants generating a profit, the property would no longer be considered as exempted from BIA assessments and would be reassessed by TTV and/or TAV.

Parking Lots/Garages:

# of Parcels	% of Parcels	Lot Sq. Footage	% Lot Sq. Footage	Bldg. Sq. Footage	% Bldg. Sq. Footage	Total Value (TAV)	% of Total Value	Base Assessment	% Base Assessment
103	8.2%	1,131,287	8.2%	2,411,182	2.8%	\$1.13B	2.5%	\$0.8M	4.4%

The **103 parcels** this category are parking lots and garages located within the MID boundaries. Nearly 50 percent of these parcels are currently at a ceiling but it is a reasonable assumption that a number of these parcels could be redeveloped during the duration of the proposed MID, with new development being reclassified under a new assessment/ceilings. The conclusion drawn between the value and assessment ratio is that parking lots and garages are providing a commensurate assessment with the benefits received from MID services.

Apartments:

# of Parcels	% of Parcels	Lot Sq. Footage	% Lot Sq. Footage	Bldg. Sq. Footage	% Bldg. Sq. Footage	Total Value (TAV)	% of Total Value	Base Assessment	% Base Assessment
157	12.5%	1,803,832	13.1%	13,868,484	16%	\$7.4B	16.1%	\$2.7M	14.7%

Condos:

# of Parcels	% of Parcels	Lot Sq. Footage	% Lot Sq. Footage	Bldg. Sq. Footage	% Bldg. Sq. Footage	Total Value (TAV)	% of Total Value	Base Assessment	% Base Assessment
299	23.7%	1,730,154	12.6%	11,185,825	13%	\$7.2B	15.9%	\$1.97M	10.8%

The **456 parcels** combined in these two categories are primarily comprised of traditional apartments and condo buildings, with 281 parcels currently at an assessment ceiling for the base year. The conclusion drawn by the percentage of TAV and MID assessment is that multifamily properties are providing a commensurate assessment with the benefits received as residents benefits directly and indirectly from MID services and programming, as it relates to clean and safe, community advocacy, and public space management. Many downtown residents are drawn to the appeal of the public realm and the amenities that are partly supported by MID investments.

SECTION H: OUTREACH AND SUPPORT

MID petition packets containing an informational letter, signature page for each assessable property, and the 2023-2033 business plan were mailed or courier to each ratepayer in November 2022. Any returned petitions marked undeliverable were then subjected to additional research for updated contact information.

The MID provided a dedicated email address to field questions, requests for stakeholder meetings, and to receive feedback. Two public meetings were held, one in July, 2022 and a second one in November, 2022. All ratepayers were informed via postcard and communication was distributed via email and posted on the MID website.

- A committee comprised of MID ratepayers was formed in early 2022.
- Focus groups were held with largest ratepayers to listen to concerns
- Internal team meetings; focus groups and surveys
- 1:1 interviews with select MID ratepayers across different property types
- Focus groups of large downtown organization CEOs and operations directors

- Mailers to all MID ratepayer with notice of scheduled public meeting, as well as information about where to learn more about MID renewal process
- Dedicated web page to MID renewal; fact sheets and FAQs posted and updated regularly
- Virtual public meeting held via Zoom July 14, 2022
- Information routinely posted on KnowYourMID.org with ability to submit comment
- Online survey of MID ratepayers on service satisfaction and program direction
- Presentations to MID Condo Board associations presidents and members
- New MID Dispatch newsletter developed and emailed to more than 3,000 MID stakeholders
- Regular updates and review with the MID Ratepayer Advisory Board
- Meetings with City of Seattle leadership focused on current services and renewal
- Second public meeting held in-person November 17, 2022 (with time for public comment)

SECTION I: GLOSSARY:

Assessment: A BIA assessment is a fee that each ratepayer pays to support the programs funded by the BIA. The sum of all the individual assessments that ratepayers pay comprise the total yearly assessment of the BIA, and underwrite most, if not all, annual operating expenses. The total yearly assessment is unique to each BIA in Seattle.

BIA: "BIA" is an acronym for Business Improvement Area. A business improvement area is a geographically defined area within the City of Seattle, in which services, activities, and programs are paid for through a special assessment which is charged to all eligible ratepayers within the area with the intention of reasonably distributing the benefits received and the costs incurred to provide the agreed-upon services, activities, and programs.

BIA Advisory Board: The City's policy is to create a BIA Advisory Board to oversee operations of the funds, approve an annual budget for use of BIA generated revenues and recommend a Program Manager; however, the City has sole discretion as to how the revenue derived from the BIA is to be used within the scope of the purposes stated in the BIA ordinance.

BIA Notification and Petition Validation Process: Processes in which the City notifies potential ratepayers of the BIA proposal and validates the petitions signed in favor of a BIA proposal. The

City's policy is to send a letter to all potential ratepayers to notify them that the BIA proposal has been submitted to the City. The City also validates all signed petitions that have been submitted by the party or parties requesting to establish the BIA.

Program Manager: the organization that administers the operations of the BIA. The Program Manager is recommended by the BIA Advisory Board to the City. The BIA Advisory Board approves an annual budget for use of BIA generated funds in alignment with the BIA ordinance. The Program Manager administers the funds in accordance with the approved budget through direct expenditures and/or contracts with service providers. The Program Manager's administration will comply with all applicable provisions of law, with all county and City resolutions and ordinances, and with all regulations lawfully imposed by the state auditor or other state agencies.

Ratepayer: those individuals, organizations or entities that are assessed, i.e. those that receive an assessment bill from the City as a result of establishing the BIA. Individuals, organizations or entities that receive an increase in their lease rates or other contractual agreement with ratepayers as a result of the establishment of the BIA are not, for purposes of City policies, considered ratepayers.

Ratepayer Classification: ratepayers that are grouped into a specific category either for purposes of applying a unique assessment rate or formula or for distinguishing a unique type or level of benefit.

Stakeholder: Individuals, organizations or entities that are located in or have a direct interest in the boundaries of the district. They can be ratepayers or non-ratepayers. They may include, but not be limited to, property owners, businesses, residents, government agencies, nonprofit agencies and other institutions. For example, a district could have the presence of manufacturing businesses, retail and service businesses, a private school, nonprofit service providers, condo associations, residential property owners, commercial property owners, etc.

MID Renewal FAQ

What is the Metropolitan Improvement District?

The Metropolitan Improvement District is a business-improvement association (BIA) in downtown Seattle, managed by the Downtown Seattle Association through a Seattle city ordinance. It includes six downtown neighborhoods across 285 square blocks.

Property owners within the MID boundaries have agreed to pay an annual assessment for supplemental municipal services, including additional cleaning, safety, hospitality and parks and public space management. The MID was created in 1999 and renewed in 2013 with the support of a majority of MID ratepayers. The ordinance must be approved again in 2023.

What is a BIA?

More than 1,200 business-improvement areas/districts similar to the MID have been established in the US since the 1970s. This privately controlled management approach has become important to ensuring that downtowns and business districts thrive and grow.

What is the Downtown Seattle Association?

The DSA is a nonprofit membership organization established in 1958, whose mission is to create a healthy, vibrant downtown for all. DSA focuses on:

- The urban experience, including public safety and chronic homelessness
- Economic development, including affordable housing and a strong business environment
- Transportation and access to and through downtown

DSA is the program manager of the Metropolitan Improvement District.

What is the MID budget and how is the money spent?

The MID collects approximately \$15.5 million a year in assessments, which fund:

- Daily cleaning of downtown streets and sidewalks, including trash and biohazard removal, illegal dumping, alley flushing and graffiti removal
- Daily private security patrols within the MID boundaries
- Hospitality and concierge services
- Interactions with downtown's unsheltered and vulnerable populations on how to access services and notification of encampments to the city
- Programming in parks and public spaces
- Downtown marketing, economic development and research
- Events and activations

Aren't these services provided by the city of Seattle?

The city of Seattle does provide municipal services, including garbage pickup, policing and economic development. However, the level of services provided by the city has not kept pace with the needs of a growing downtown or the additional challenges brought on by the pandemic. Similar to the MID, there are business-improvement districts in other areas of Seattle.

What is the process for renewing the MID?

To renew the voluntary MID ordinance, property owners representing 60% of the total assessment are required to prove their support by signing petitions, which are then presented to the City Council for approval and the ordinance is ultimately enacted into law by the mayor.

What is the timeline for renewal?

- Now-September: outreach and listening; forming a business plan
- September-November: petitions out
- Early 2023: submit to Seattle City Council for review
- May 2023: in front of Council
- June 2023: signed by Mayor Harrell
- July 1, 2023: new MID starts

What happens if the MID is not renewed?

If the MID is not renewed, all MID-funded programs would cease.

How much will I have to pay?

The amount ratepayers are assessed depends on the property type. A group of ratepayers carefully evaluates the assessment formula during each renewal process to ensure equity across all ratepayers.

What parts of downtown are included?

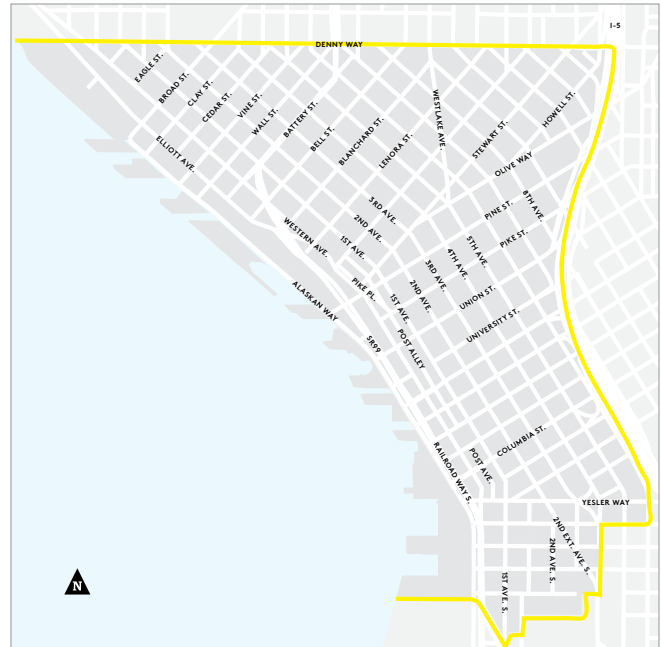
The MID serves Belltown, the Denny Regrade, Retail Core, Pioneer Square, Waterfront and West Edge neighborhoods of downtown.

Who are the ratepayers?

Ratepayers are commercial and residential property owners inside the MID boundaries. These include property management organizations, nonprofits, hotels, condominiums and apartments. Government-owned properties do not currently pay into the MID.

How can I get more information?

More information is available on the Downtown Seattle Association website downtownseattle.org/mid or Know Your BIA site knowyourmid.org.



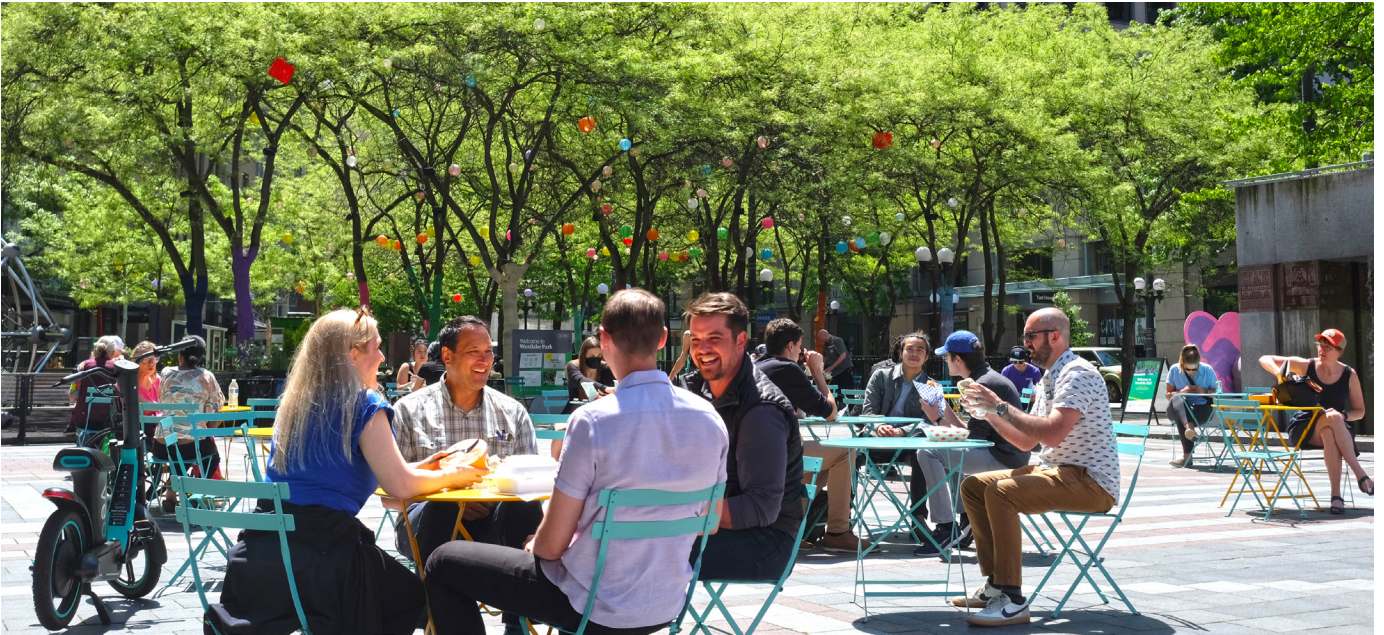
How is the MID governed?

The MID is governed by an advisory board made up of ratepayers, including commercial property owners, leaders of nonprofit organizations and downtown residents. A full list of board members can be found at downtownseattle.org/ratepayerboard. The chair of the MID Advisory Board is also a member of the Downtown Seattle Association Board of Directors.

Why should we renew the MID?

MID investments help ensure a cleaner, healthier and more welcoming downtown Seattle for all who live, work and play here. If MID funding was not in place, thousands of gallons of trash each year would accumulate on streets and sidewalks, including biohazard and human waste. Graffiti would remain on the sides of buildings, and there would be a reduced focus on helping move downtown's unsheltered and vulnerable populations into housing and services. Without private security, public events, art installations, beautification efforts and urban park programming, downtown would feel far less safe and welcoming.





MID Services Summary



CORE SERVICES

MID-funded downtown ambassadors work seven days a week, 362 days a year, providing:

- Cleaning
- Safety and hospitality
- Public realm services

MID funding also supports:

- Marketing and promotion of downtown
- Public realm art installations
- Multiple family-friendly events
- Research and economic development
- Transportation and commuting services

In early 2022, MID services were reevaluated by DSA and MID staff, along with members of the MID Board, to respond to the evolving post-pandemic needs of downtown Seattle. The MID is a second-chance employer, offering stability and employment to justice-involved individuals and those experiencing homelessness.

Founded by the Downtown Seattle Association in 1999 through a city of Seattle ordinance, the Metropolitan Improvement District is a business-improvement area in downtown Seattle spanning 285 square blocks in six downtown neighborhoods. With funding from commercial and residential property owners within the MID boundaries, DSA provides an array of services to ensure a clean, safe and welcoming downtown for all. The MID ordinance was renewed by the Seattle City Council in 2013 and is up for renewal in 2023.

The MID is managed by DSA. An advisory board of 35 property owners recommends an annual budget and work plan and provides ongoing input and oversight.

Cleaning

The Clean Team deploys across the MID daily to remove trash (including biohazard, human and animal waste) and graffiti from sidewalks, alleyways and other public infrastructure. In recent years, investments have been made in more specialized equipment, including trucks, trikes, all-terrain litter vacuums and power-washing tools to ensure greater coverage, efficiency and speed.



Before



After



Safety, Concierge, Hospitality and Street Outreach to Community Safety & Hospitality

Moving on foot and bikes, Community Safety & Hospitality ambassadors are highly visible across the MID and provide an array of services, including:

- Concierge services and directions for the public
- Daily staffing in the DSA/MID-managed parks and public spaces
- Daily visits to ratepayer businesses
- Sidewalk clearing
- Welfare checks
- Information on services and housing options to unhoused people
- Downtown encampment reports to the city

Private Security & SPD Patrols

Through a contract with Iron & Oak, the MID invests in over 800 hours per week of private security downtown in addition to funding dedicated overtime bike patrols with the Seattle Police Department. These safety services help ensure a greater security presence downtown for residents, workers and visitors during a time when the Seattle Police Department faces a critical staffing shortage.

Parks & Public Space Management

Through an agreement with the city of Seattle, DSA manages two urban parks (Occidental Square in the historic Pioneer Square district and Westlake Park in the heart of the retail core), and programs additional public spaces. The Public Realm Operations Team supports programming, events and beautification in these public spaces for all to enjoy.

Outdoor Events & Activations

Each year with MID support, DSA produces Downtown Summer Sounds, a free concert series for residents, workers and visitors, along with an annual Holiday Tree Lighting celebration that draws thousands downtown. To help welcome people back in 2021 and 2022, DSA/MID created and marketed dozens of additional events and promotions all summer long.

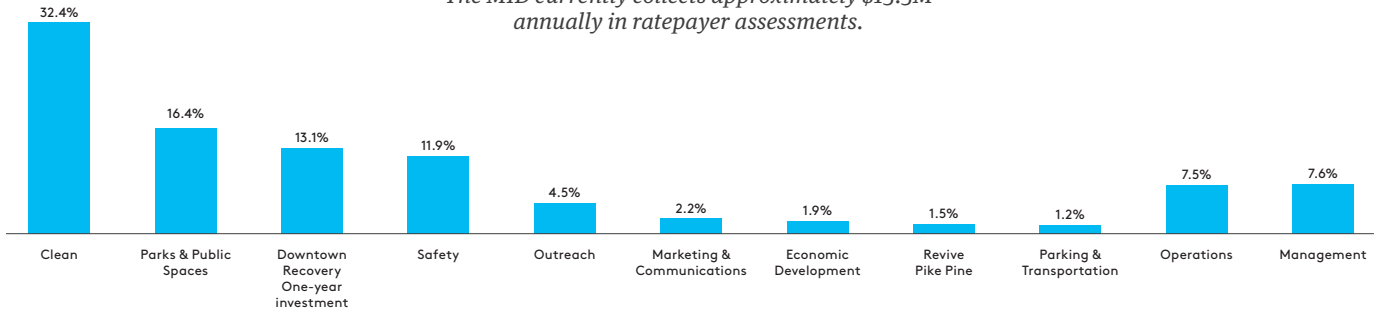
Marketing, Economic Development & Research

MID funding supports the ongoing marketing of downtown small businesses, retail and restaurants, attractions, and arts and cultural organizations. MID funds supported a dedicated regional advertising campaign in the summer and winter of 2021 to encourage the return of visitors post-pandemic. Funding also supports economic development efforts and research on key downtown performance metrics to bolster continued investment in downtown by businesses and residents.

BUDGET OVERVIEW

Total Expenses by Program, July 2021–June 2022

The MID currently collects approximately \$15.5M annually in ratepayer assessments.



YOUR MID INVESTMENT AT WORK

Numbers represent January 2013 to May 2022.



10,044,561

gallons of trash collected



115,243

incidents of human/animal waste removed*



94,598

syringes collected



362,477

graffiti tags removed



73,347

welfare checks for unsheltered individuals



859,894

directions given to tourists and visitors

* Figures are from 2018 to present. Prior to 2018, these were combined with other waste types.



FOR MORE INFORMATION,
PLEASE VISIT:

downtownseattle.org/mid
or knowyourmid.org



Downtown
Seattle
Association

Metropolitan
Improvement
District



MID Renewal 2023-2033

Introduction

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





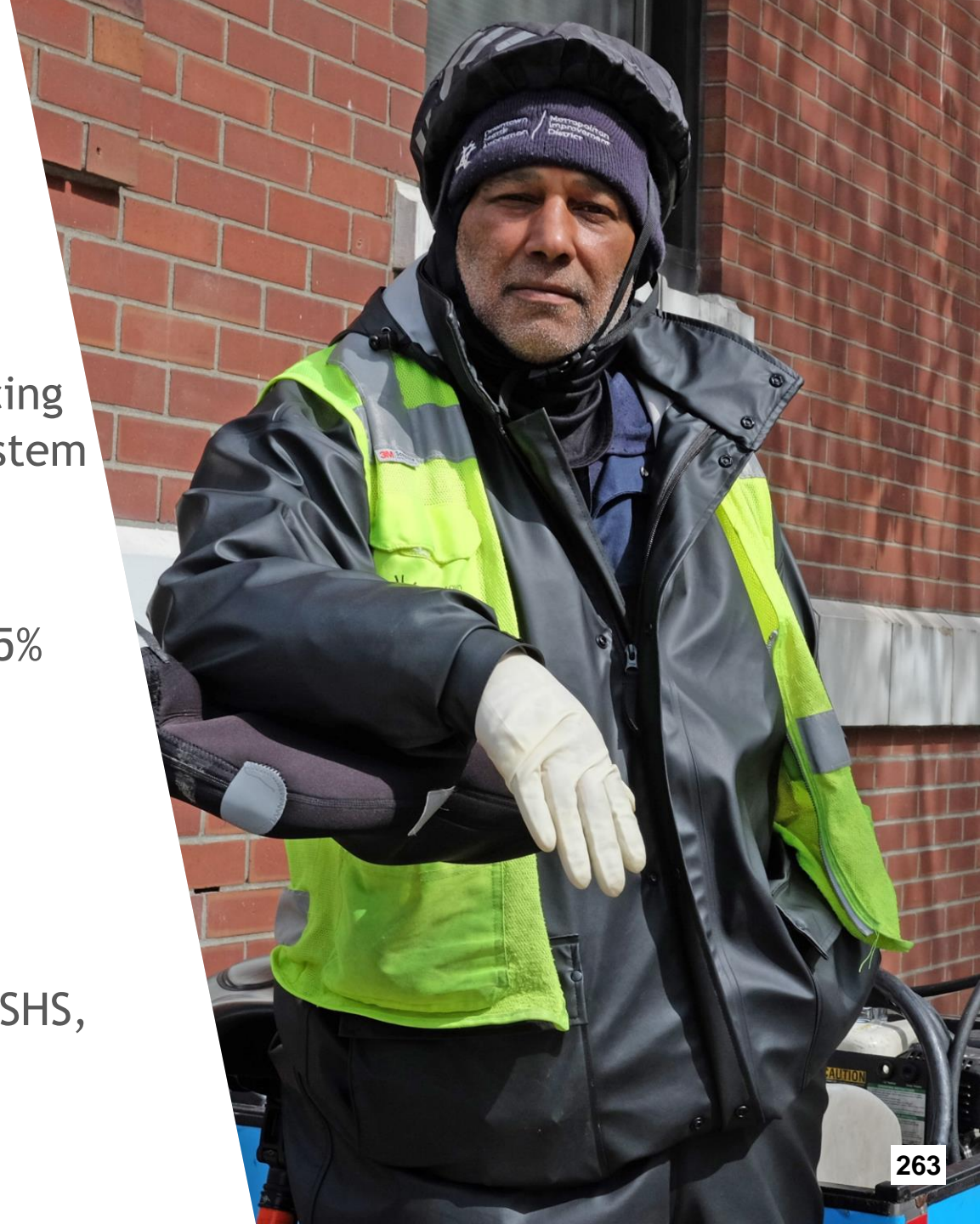
MID Basics

- 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



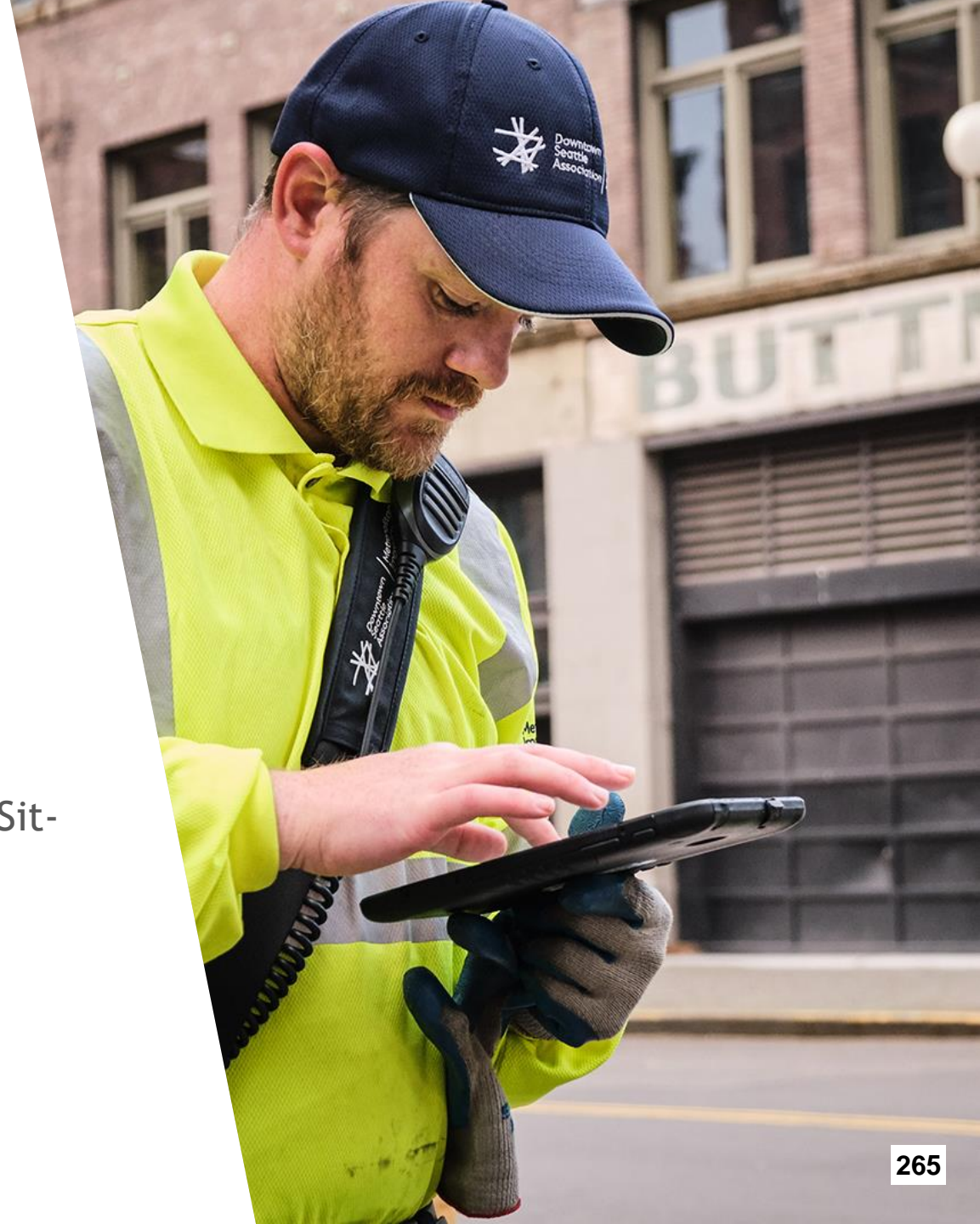
10-year Impact

- 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





MARKET at
CENTURY SQUARE





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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



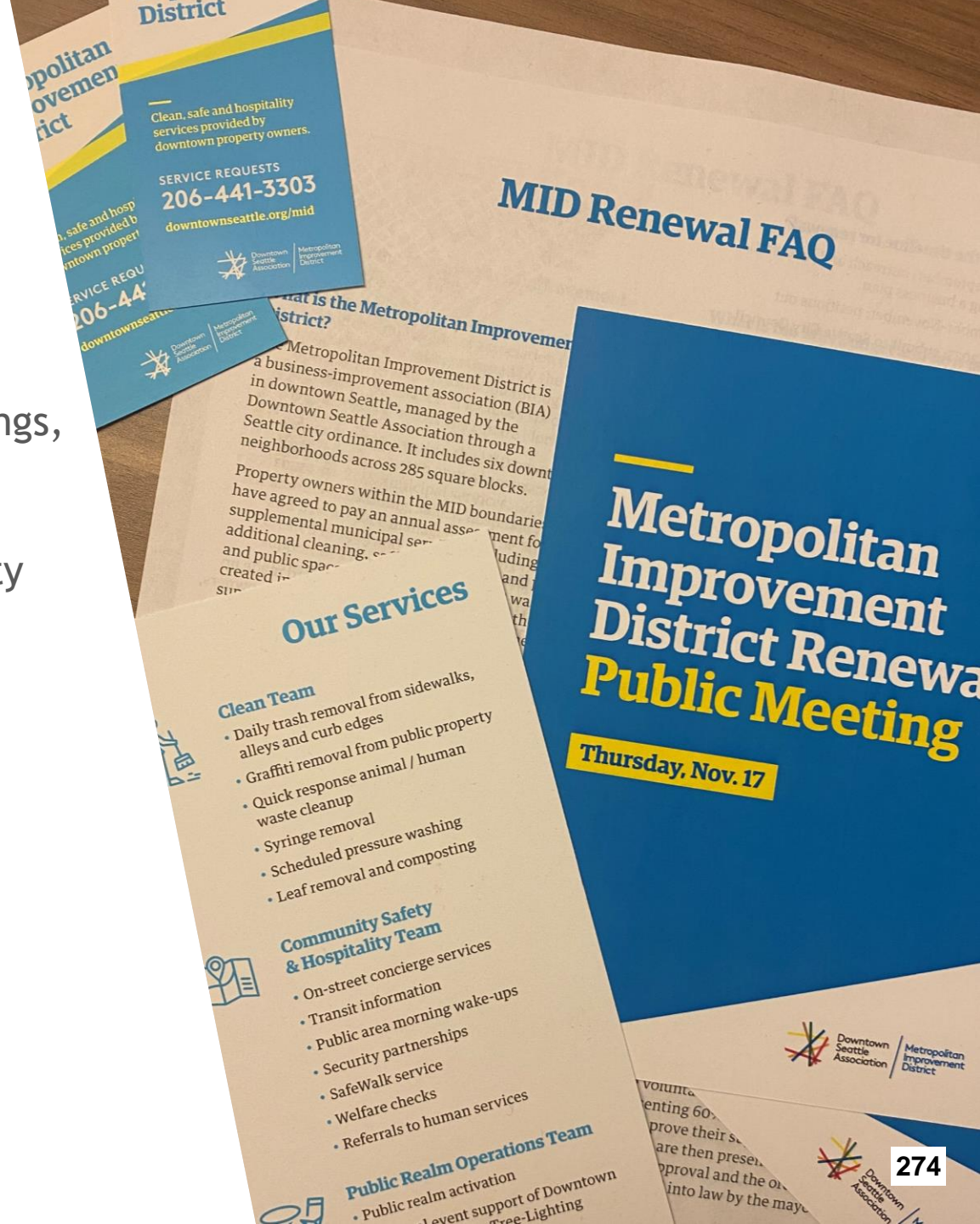
MID Reauthorization/Renewal

- 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

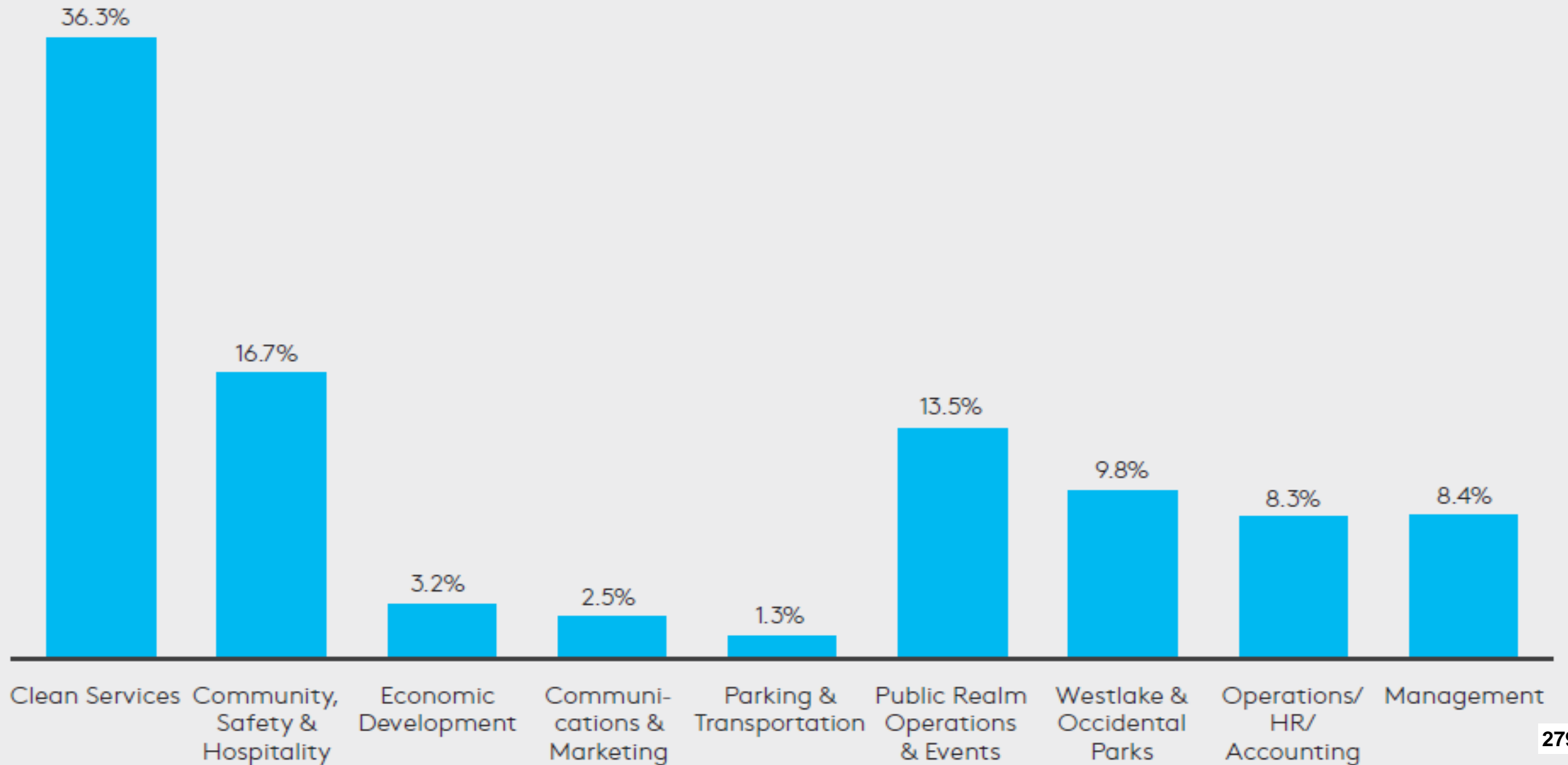


Budget Info

- 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

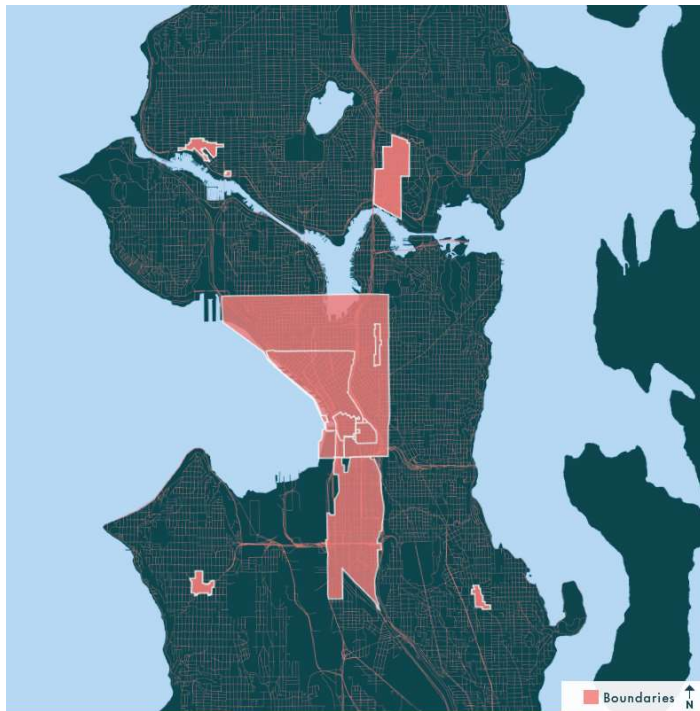
Metropolitan Improvement District Renewal and Expansion

Phillip Sit, Business Improvement Area Advisor, Office of
Economic Development

Office of Economic Development



BUSINESS IMPROVEMENT AREA PROGRAM



- 11 Business Improvement Areas (BIAs) in Seattle generating \$30 million dollars in enhanced business services and programs
- Local control, predictable and sustainable funding
- Revenue collected is 100% allocated to the district
- Vital partnership between City and Districts

DEVELOPMENT PROCESS

1. BIA FORMATIONS AND RENEWALS:

Demonstrates 60-plus percent support from ratepayers via petitions

- Proponents can utilize property values, building and lot square footage, business and occupation taxes, or any other reasonable factor relating to the benefits received

2. CITY DEPARTMENT REVIEW:

OED evaluates each BIA proposal for its adherence to City policies and State RCWs and that ratepayers are receiving benefits from proposed BIA programs and services

3. CITY AUTHORIZATION:

BIAs are approved by City Council, using authority provided in RCW 35.97A



MID BACKGROUND

Downtown is seeking a **10-year** renewal of the Metropolitan Improvement District (MID), as the current MID legally sunsets on **June 30th, 2023**. SA0

- The MID has secured **66%** of support in property-based petitions, and requires legislative approval by City Council and the Mayor.



Slide 4

SA0 ..."seeking a 10-year renewal of the Metropolitan Improvement District (MID) as the current MID legally sunsets on June 30, 2023."

Schaefer, Adam, 2023-04-05T18:14:09.188

MID MAP

- Expansion of southern boundaries
- MID covers area between Elliott Bay and I-5 and between Denny Way and the stadiums to the South
- Pioneer Square and the Seattle Tourism Improvement Area have separate business-based BIA that overlaps with the MID



ASSESSMENTS UPDATES

- **MID base assessment** will continue to be based upon King County Property Values and Lot Sq. Footage
- **Assessment Ceilings** are applied depending on property use type
- **CPI adjustment annually** of 2.5 to 5 percent
- **5-Year District Wide Update in 2028-2029**, all parcel property values shall be updated
- Updates on how new construction and exempted properties are assessed



MID PROGRAMS

- Clean Team, graffiti and biohazard removal
- Ambassador Program, public safety, outreach and hospitality services
- Park and public space management
- Marketing and promotion of downtown
- Economic development and transportation



PROPOSED MID BUDGET

MID Programs and Services

	Current Budget 2022/2023	New Budget 2023/2024
Cleaning Team	\$5.5M	\$6.5M
Ambassador Program and Outreach	\$2.8M	\$3.4M
Parks and Public Space Management	\$2.8M	\$3.5M
Marketing and Promotion of Downtown	\$0.5M	\$0.7M
Economic Development & Transportation	\$0.8M	\$0.6M
Admin and HR	\$1.5M	\$1.8M
MID Program Management Expense	\$1.6M	\$1.8M
Total Budget	\$15.5M	\$18.3M



QUESTIONS?

