



# Only in Seattle Supporting Neighborhood Business Districts

Presentation to Civil Rights, Utilities and Economic Development Committee

April 9, 2019

# Only in Seattle History

## Community Development Corporations (CDCs)

Path to Sustainability:  
Affordable Housing



1997-  
2007

## CDCs- Neighborhood Business Districts

Main Street Approach



2008-  
2010

## Only in Seattle City-Wide Business Districts

Main Street Approach  
Sustainability: BIAs  
Racial Equity Focus



2011-  
Present

# Only in Seattle

## Vision

**To build an equitable and vibrant city by fostering neighborhood business districts that are centers of local commerce, community and culture.**

## Mission

**To support local businesses, building owners, and residents to unite around a common vision for their district and work together to achieve it.**

# Why do we focus on these strategies?

## Organization



## Business Development



## Marketing and Events



## Clean and Safe



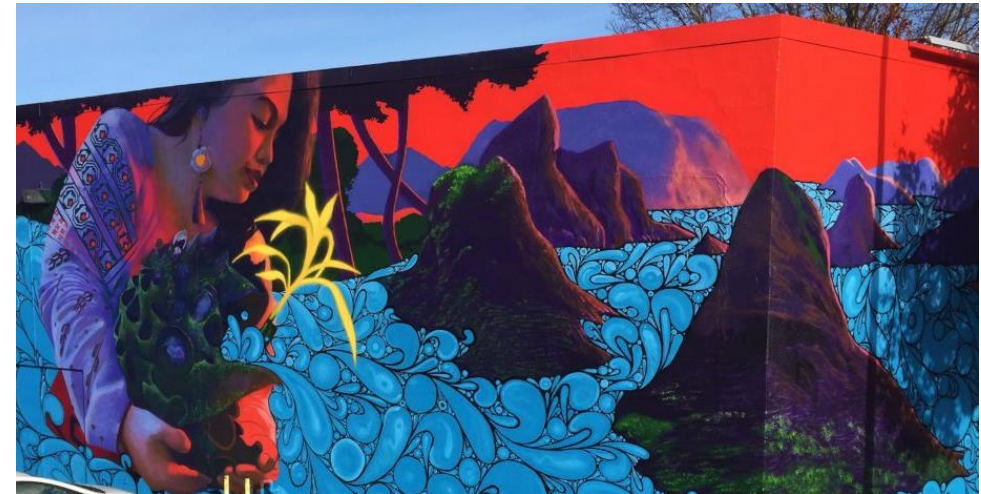
## Placemaking



# Example: Mt Baker Hub Alliance

## Hub News:

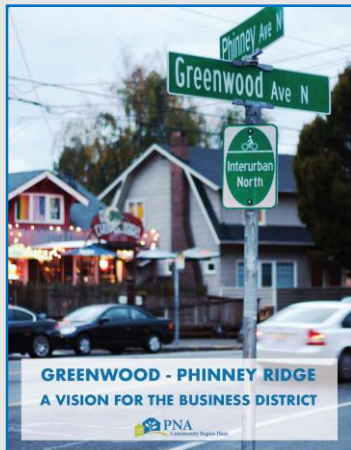
*Vibrant Murals, Plate of Nations, Meaningful Movies, and more!*



# Program Components

## Grants

- Action Plan Grants
- Public Space Grants



## Services

- Business Improvement Area Support
- Racial Equity Training and Outreach
- Commercial Affordability Workshops
  - Peer Networks



<b>2019 OIS Grants by District</b>	<b>Action Plan</b>	<b>Public Space</b>	<b>Total</b>
Chinatown - ID	\$140,000	\$80,000	\$220,000
Central Area	\$140,000	\$75,000	\$215,000
MLK/Othello	\$140,000		\$140,000
Rainier Beach	\$75,000	\$35,000	\$110,000
Beacon Hill	\$50,000		\$50,000
Lake City	\$83,000	\$40,000	\$123,000
South Park	\$50,000		\$50,000
Hillman City	\$50,000		\$50,000
Mt Baker Station	\$48,000		\$48,000
Capitol Hill	\$80,000	\$10,000	\$90,000
Georgetown	\$0	\$50,000	\$50,000
First Hill	\$30,000	\$35,000	\$65,000
Pioneer Square	\$18,000		\$18,000
Greenwood/Phinney	\$40,000		\$40,000
North Aurora	\$40,000		\$40,000
Belltown	\$10,000		\$10,000
Crownhill	\$10,000		\$10,000
<b>Total Grants</b>	<b>\$1,004,000</b>	<b>\$325,000</b>	<b>\$1,329,000</b>

# EXAMPLE ACTION PLAN

## Rainier Beach's "Light Up The Beach" Business Promotion



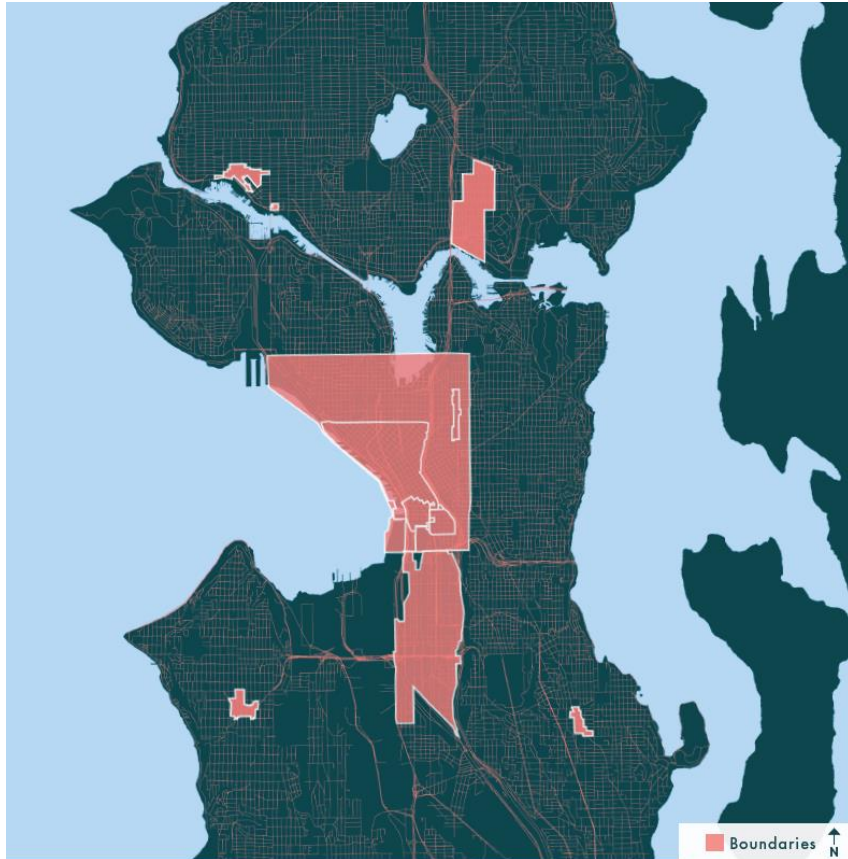


# EXAMPLE PUBLIC SPACE GRANT

## Chinatown-ID Neighborhood Lighting Study



# BIA PROGRAM

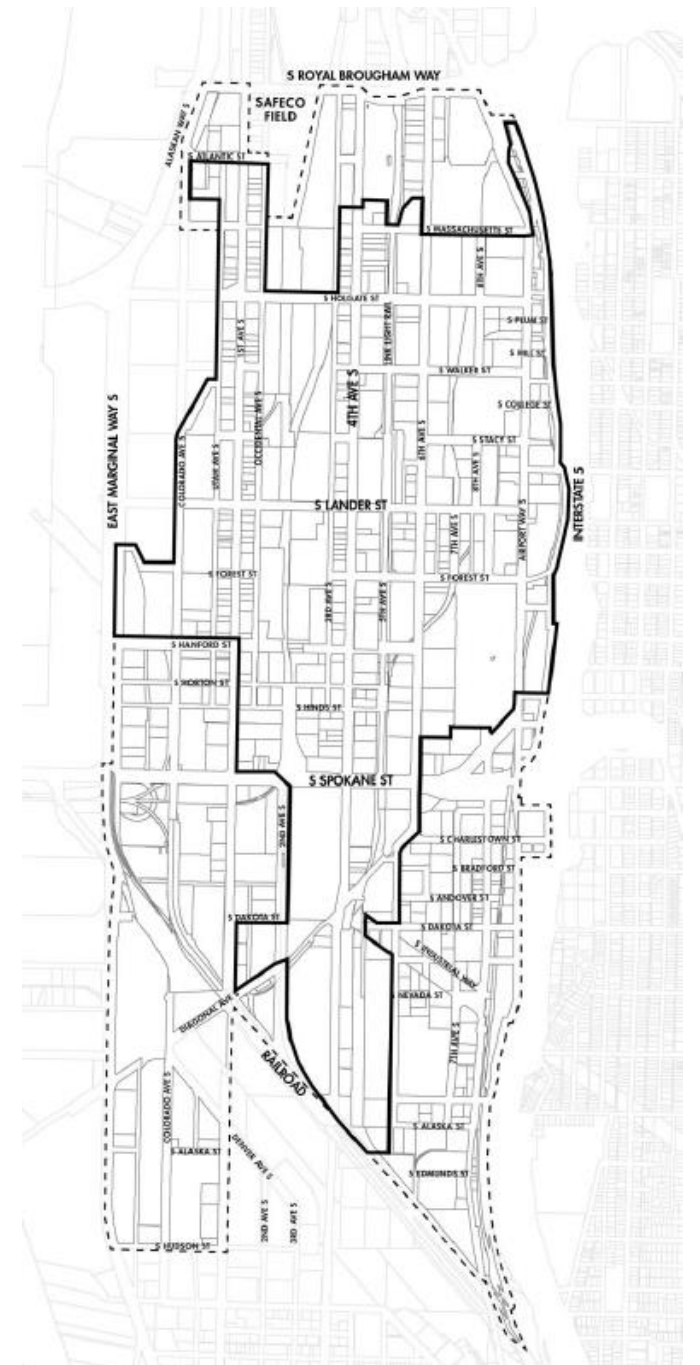


- **10 BIAs in Seattle generating 22 million dollars in enhanced services and programs to support business districts**
- **Local control, predictable and sustainable funding**
- **Revenue collected is 100% reallocated to the district**
- **OED provides technical and policy support**

# SODO BIA RENEWAL



The renewal and expansion will provide 10 years of sustainable funding for enhanced services and programs to SODO business and property owners



# RACIAL EQUITY TRAINING AND OUTREACH



- **Training districts to better serve business owners of color**
- **Outreach by Department of Neighborhood's Community Liaisons**

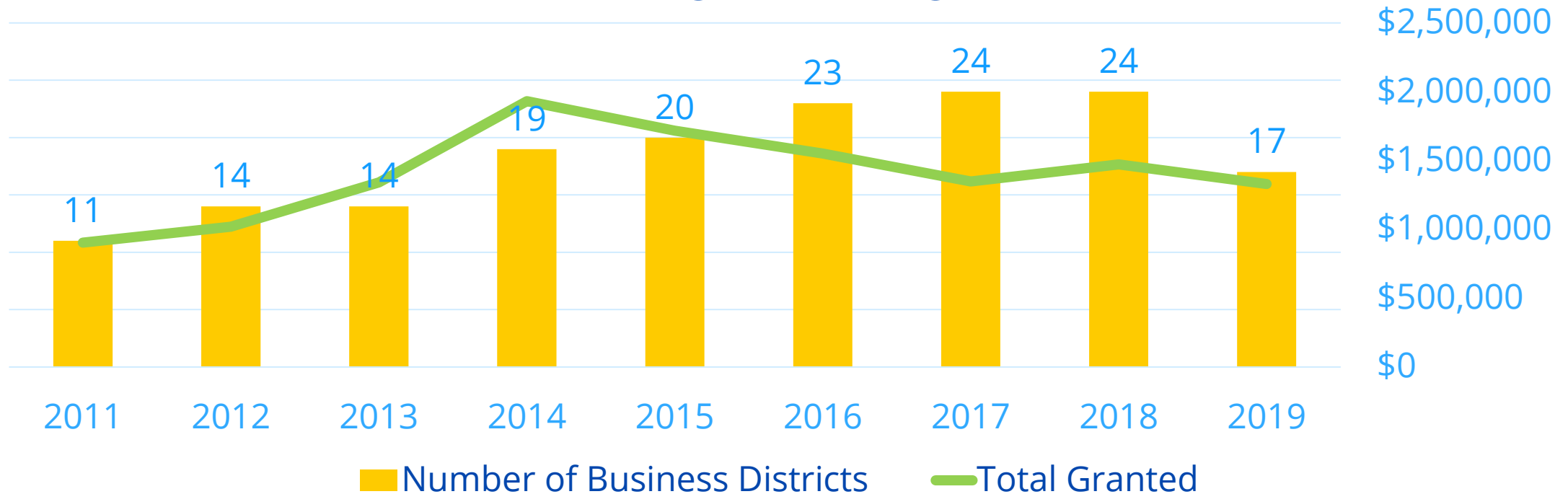
# COMMERCIAL AFFORDABILITY WORKSHOP

Supports small businesses as they evaluate their options and learn about resources available.



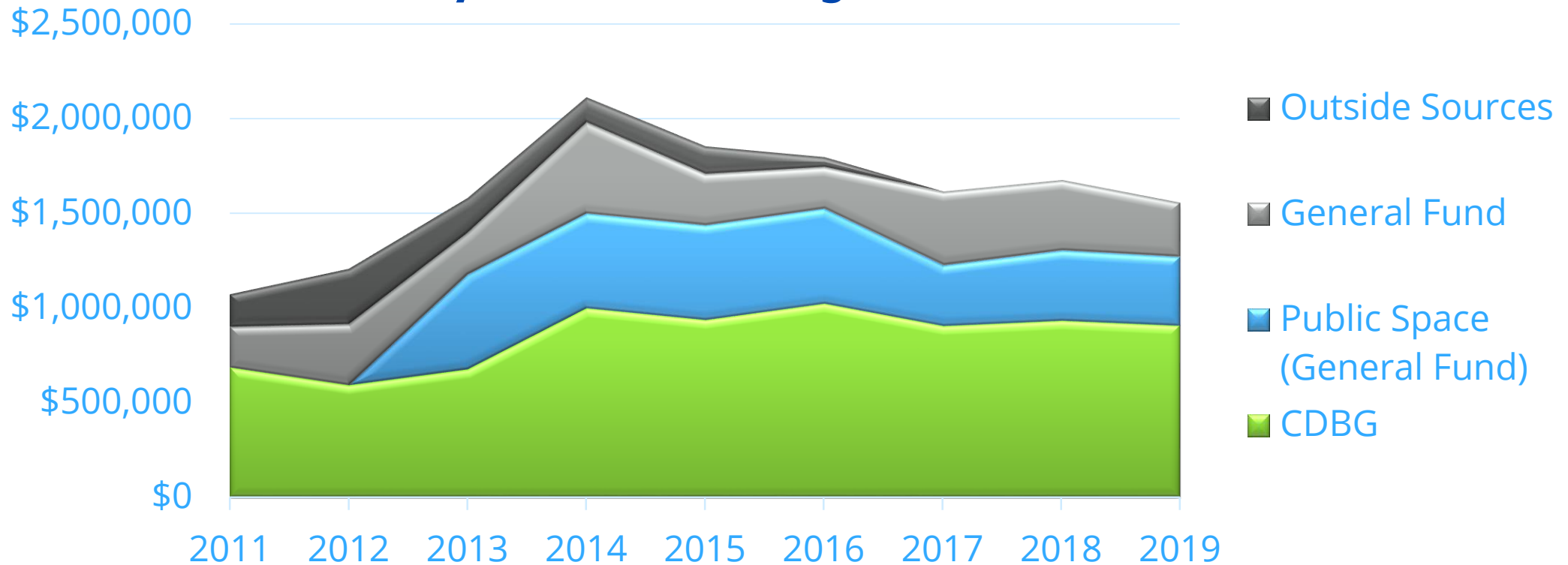
# OIS Trends

## # Business Districts Served and Program Funding



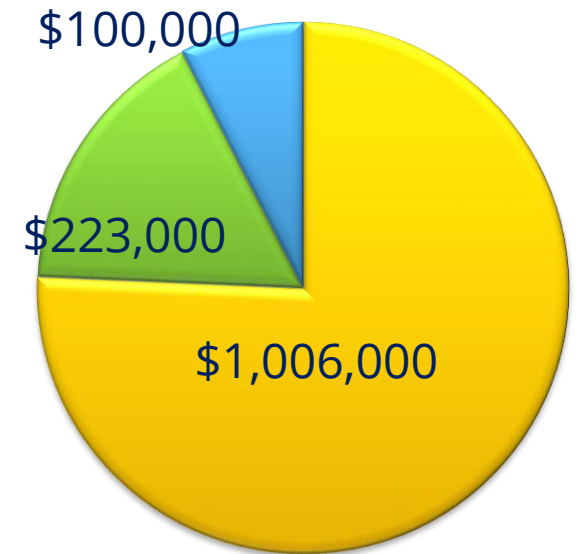
# OIS Trends

## Only in Seattle Funding Over Time



<b>2019 OIS Grants by District</b>	<b>Action Plan</b>	<b>Public Space</b>	<b>Total</b>
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**2019 Grants by  
District Classification**

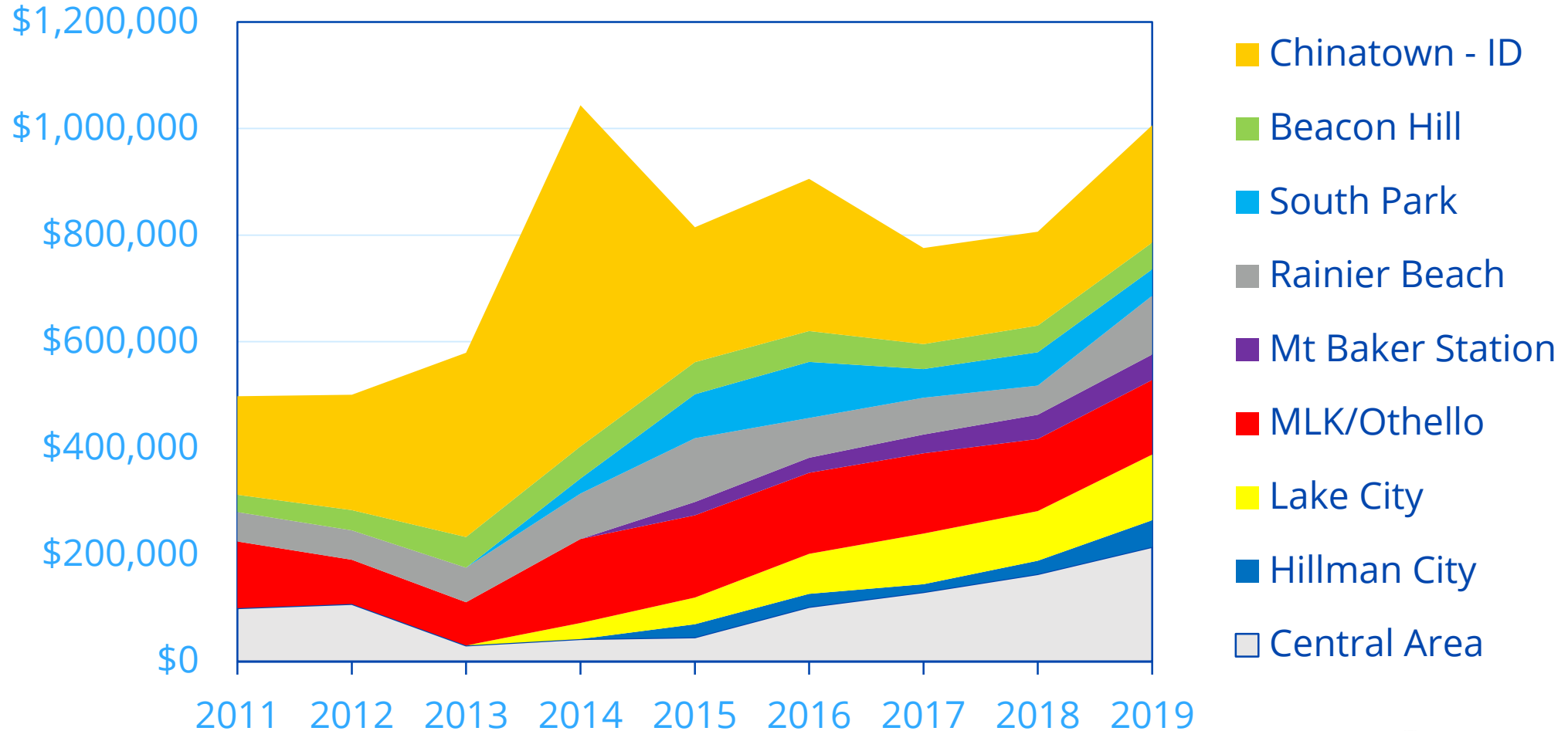


- Equity Districts
- Established
- Organizing



# OIS Trends

## "Equity Districts" Receiving Sustained Funding Over Time



# Only in Seattle Program Outcomes

**5,900**  
VOLUNTEERS

**BUSINESS AND RESIDENTS  
WORKING ON DISTRICT  
PROJECTS**

**\$22**  
MILLION

**BUSINESS IMPROVEMENT  
AREA (BIA) INVESTED TO  
SUPPORT DISTRICTS**

**680**  
EVENTS

**PROMOTIONAL, CULTURAL,  
SAFETY AND CLEANING EVENTS  
IN DISTRICTS**

**\$1.2**  
MILLION

**PUBLIC AND PRIVATE FUNDING  
LEVERAGED IN DISTRICTS**

# Only in Seattle Team - Contact Us!



Theresa Barreras, Business Districts Manager  
theresa.barreras@seattle.gov  
206-684-4505



Heidi Hall, Business Districts Advocate  
heidi.hall@seattle.gov  
206-733-9967



Ken Takahashi, Development Finance Advisor  
ken.takahashi@seattle.gov  
206-684-8378



Phillip Sit, Business Improvement Area  
Advocate  
phillip.sit@seattle.gov  
206-455-1212



Peter Bloch-Garcia Business Districts Advocate  
Peter.blochgarcia@seattle.gov  
206-386-9748



# CENTRAL AREA COLLABORATIVE

**Mission:** To create and sustain a framework for commercial vitality, leadership development and cultural legacy preservation that inspires and attracts investments in high-quality strategies and tools, resulting in wealth creation for historical, present, and future residents, reflective of the brilliance of a culturally diverse and respectful community.

**Vision:** The Central Area is a thriving economic and culturally vibrant community.

**Values:** Alignment; Collaboration; Collective Responsibility; Transparency



# CENTRAL AREA COLLABORATIVE

## BOARD MEMBERS



## PARTNERS



## 2018 Accomplishments

- Hired Construction Navigator
- Central Area Lighting Study
- Central Area Neighborhood Design Guidelines
- Advocated for culturally relevant products at New Seasons and Vulcan development
- Funded cultural identifier project with Historic Central Area Arts and Culture District (HCAACD)