



The Ballard Alliance: Bringing the Community Together to Make a Better Ballard

Seattle City Council
Affordable Housing,
Neighborhoods & Finance
Committee

7 September 2016

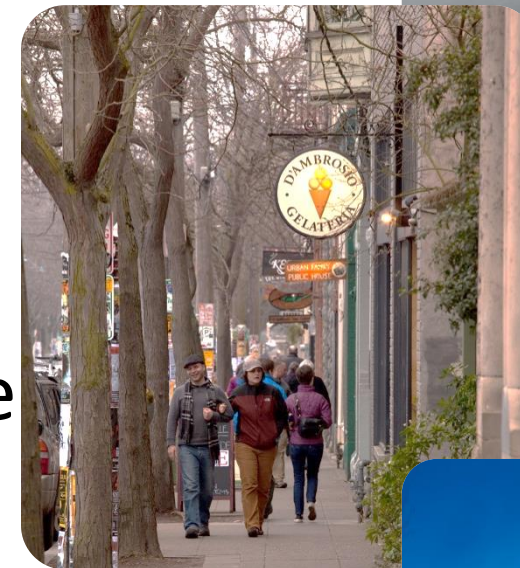
Bringing Ballard Together

Explosive Growth and Change

- ❖ Ballard is a **HUB Urban Village** with more than 10,000 residents and 5,100 jobs.
- ❖ Population grew by 24% between 2000 and 2010 and residential growth is exploding.

Community Building & Outreach

- ❖ 2011-12 Visioning Process.
- ❖ Leveraging 2013-14 Only in Seattle Grant Awards, the Ballard Chamber completed a comprehensive **Strategic Planning** process.
- ❖ **Diverse Participation** – Property owners, residents, retailers, restaurants, service businesses, social service providers, non-profit organizations.



Ballard Improvement Area (BIA) – Three Years in the Making

BIA Outreach Summary Chart

Outreach Type	Ratepayer Classifications Targeted	Geographic Areas Targeted	Stakeholders Targeted
Petition Packet Mailing - June 2015 (198 petitions; 123 packets)	<u>All Ratepayer Classifications</u>	<u>All Geographic Areas within Boundary</u>	<u>All Ratepayers</u>
Petition Packet Mailing - February 2016 (43 petitions; 43 packets*)	<u>All Ratepayer Classifications</u>	<u>All Geographic Areas within Boundary</u>	<u>All Ratepayers</u>
Open House Office Hours - February 16, 18 & 19, 2016 (9 Hours Total)	<u>Personal Letter</u> mailed to all who remained unsigned as of 2.4.16	<u>Personal Letter</u> mailed to all who remained unsigned as of 2.4.16	<u>Personal Letter</u> mailed to all who remained unsigned as of 2.4.16
Regular Formula Working Group Meetings	Commercial, Non-profits, Residential, Medical, Maritime/Industrial	All Geographic Areas within Boundary	Commercial, Non-profits, Residential, Medical, Maritime/Industrial
Ballard District Council Meetings	<u>All Ratepayer Classifications</u>	BIA District + Greater Ballard Area	All stakeholders represented; open to the public
Central Ballard Residents Association	Residential	BIA District/Central Ballard	Residential
Ballard Merchants Group	Commercial (retail and restaurant tenants)	BIA District/Central Ballard	Commercial (retail and restaurant tenants)
Follow-up Phone Calls and E-mails	<u>All Ratepayer Classifications</u>	All Geographic Areas within Boundary	All Stakeholders: Commercial, Non-profits, Residential, Medical, Maritime/Industrial

*This petition packet mailing was distributed to ensure unsigned ratepayers for whom e-mail addresses and/or phone numbers were not available, had a second opportunity to review the full petition packet. In addition, the cover letter included in the mailing packet contained an invitation to the Open House Office Hours.

Ballard Improvement Area Benefits

A vibrant place for Ballard residents, businesses and visitors:

- ❖ Economic recruitment strategies to develop an **18-hour economy**
- ❖ Strategic recruitment of **new employers and commercial space**
- ❖ Strategies to **connect residents** with Ballard retailers, restaurants and businesses
- ❖ Marketing and promotions strategies that **draw new shoppers and visitors** on a regional and national basis
- ❖ **Parking + transportation strategies**
- ❖ **“Summer Nights in Ballard”** event series
- ❖ A sustainable **holiday lighting** program



Ballard Improvement Area Benefits

Clean, Healthy & Safe:

- ❖ Contract with a private service provider to **clean sidewalks, alleyways, and remove graffiti**
- ❖ Advocate for **increased police presence**
- ❖ Advocate for city services and policies that **address homelessness, drug/alcohol abuse, and mental health issues**
- ❖ 10% of budget will be directed to **mental health outreach services**



Budget:

- ❖ The proposed BIA will raise \$399,102 matched by \$360,00 from The Ballard Alliance.

Who Supports the Ballard Improvement Area

- ❖ AMLI Residential – Mark 24 Apartments
- ❖ Bad Albert's
- ❖ Ballard Blocks I and II
- ❖ Ballard Brothers
- ❖ Ballard Space
- ❖ Ballard Square
- ❖ Banner Bank
- ❖ Bartell Drugs
- ❖ Bastille Café and Bar
- ❖ C.D. Stimson
- ❖ Central Ballard Residents Association
- ❖ Chase Bank
- ❖ CKM Associates
- ❖ Compass Housing Alliance
- ❖ Habitude Salon
- ❖ Hattie's Hat
- ❖ Henbart
- ❖ Hotel Ballard
- ❖ Kick-it Boutique
- ❖ Leif Erikson Building Association
- ❖ Limback Lumber
- ❖ Majestic Bay Theater
- ❖ Malone Law Group
- ❖ Market Street Shoes
- ❖ Mill Creek Residential
- ❖ Nieder Manufacturing
- ❖ Noma Condominium Commercial Space
- ❖ NOMA Condominiums
- ❖ Nordic Heritage Museum
- ❖ Occidental Lodge
- ❖ Odin Apartments
- ❖ Olympic Athletic Club
- ❖ People's Bank
- ❖ Pryde Johnson
- ❖ re-souL
- ❖ Secret Garden Books
- ❖ St. Luke's Episcopal Church
- ❖ Stoll Petteys
- ❖ Stoneburner
- ❖ Swedish Ballard Medical Center
- ❖ Sweet Mickey's
- ❖ The Commons at Ballard
- ❖ The Sunset Tavern
- ❖ Umpqua Bank
- ❖ Urbana Apartments
- ❖ Veris Law Group
- ❖ Visibility Partners
- ❖ Waco Enterprises
- ❖ Washington Federal
- ❖ Wells Fargo Bank

**62.4% Support From All
Ratepayer Classifications**

**65.5% Support from
Residential Ratepayer
Classifications**

Questions and Answers

