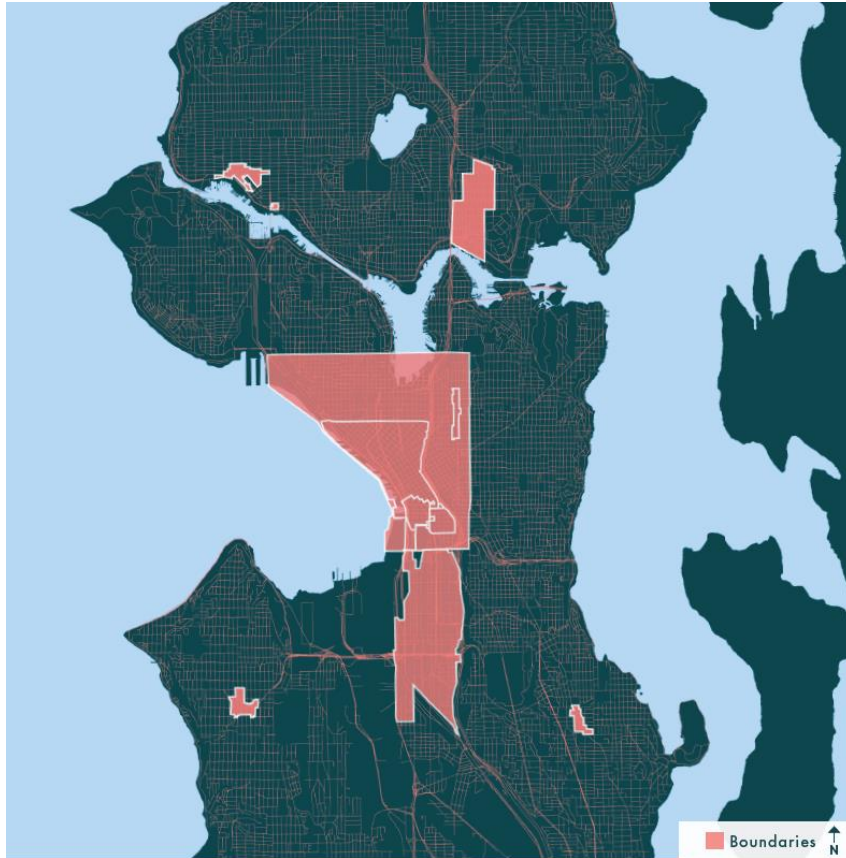


# 15<sup>th</sup> Ave Business Improvement Area (BIA) Presentation

September 8th, 2021



# BIA PROGRAM



- 10 BIAs in Seattle currently generating \$26 million dollars in enhanced business services and community programming
- Local control, predictable and sustainable funding and capacity
- Revenue collected is 100% allocated to the district
- Vital partnership between City and Districts

# BIA DISTRICTS

|   |   |   |   |   |
|---|---|---|---|---|
|  |  |  |  |  |
| <b>Pioneer Square</b><br>est. 1983  | <b>Capitol Hill</b><br>est. 1986  | <b>West Seattle</b><br>est. 1987  | <b>Chinatown ID</b><br>est. 1994  | <b>U District</b><br>est. 1996  |

|  |  |  |  |  |
|--|--|--|--|--|
| est. 2004  | est. 2008  | est. 2011  | est. 2013  | est. 2016  |
| <b>Downtown Seattle</b>  | <b>Columbia City</b>   | <b>Visit Seattle</b>   | <b>SODO</b>  | <b>Ballard</b>   |
|  |  |  |  |  |

## **MARKETING & PROMOTIONS**

Efforts to create a positive, consistent image of local businesses and the district as a whole. This includes marketing, promoting events, holiday activities, advertising, and media.

## **CLEAN & SAFE PROGRAMS**

Efforts that contribute to a district's feeling clean and safe for visitors, customers, and employees. This includes sanitation, landscaping, public safety, lighting, homeless outreach, and power washing.

## **PUBLIC REALM IMPROVEMENTS & PLANNING**

Efforts to make business districts and neighborhoods inviting, easily accessible, and supportive of community visions. This includes activation of public spaces, transportation planning, beautification, and urban design.

## **BUSINESS & ECONOMIC DEVELOPMENT**

Efforts that support businesses and local economies to prosper. This includes networking, retail recruitment, technical assistance, and business outreach.

## **PROFESSIONAL MANAGEMENT & ORGANIZATIONAL DEVELOPMENT**

Professional program management and collaboration with property owners, businesses, and residents toward a common vision for the business district.

## **ADVOCACY**

Efforts to coordinate and organize support or actions around issues relating to business districts. This includes communications, policy research, and working with key decision-makers.

# BIA FORMATION

## 1. BIA FORMATION:

Community demonstrates 60 plus percent support from ratepayers

- 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

OED ensures that ratepayers are receiving benefits from proposed BIA programs and services

- Completed a BIA Benefit Analysis & Review
- Completed a Racial Equity Toolkit
- Completed a BIA 5-year Program Evaluation

## 3. CITY AUTHORIZATION:

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

# 15<sup>TH</sup> AVE BIA PROPOSAL

- 15<sup>th</sup> Ave Merchant's Association has **secured 72.84%** of petition support
- OED received **29 signed petitions out of 37 petitions** for the proposed district, the base assessment year budget would be **\$116,839.00**
- The BIA proposal is set for **seven years**, and the assessable ratepayers are property owners, the Ratepayer Advisory Board (RAB) will be comprised of residents, business tenants, and property owners
- The base assessment rate on each assessable property within the proposed boundaries will be **\$0.10 per \$1000** of the total appraised value and **\$0.15 for every lot square foot**



## OFFICE OF ECONOMIC DEVELOPMENT

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