



History of the 15th Ave E Merchant's Association

In 2013, a group of merchants from Capitol Hill's 15th Ave E commercial corridor formed the "15th Ave Merchants Association." Over the last 8 years, The Merchants Association has achieved:

- acting as a leader and creating a collective voice for the business community on 15th Ave E in order to propose and respond to legislative and governmental matters relating to economic development
- hosting several Street Festivals on 15th
- We've become a bridge to the nearby residential neighborhood and become a point of contact for the city when important information needs to be communicated and
- We've encouraged growth consistently and addressed with a collective voice issues of security, transportation, and other problems and opportunities that have arisen on 15th Ave E.

15 TH AVENUE EAST
LIVE. WORK. PLAY.





Today, we are hoping to evolve the 15th Avenue Merchants Association into the more sustainable model of a BIA to better support our community and support collaboration in our neighborhood.



Why are we forming a BIA?

- The next step for the 15th Ave Merchants' Association to evolve to a more sustainable model that will support the businesses and community on 15th
- We've seen successful models around the city. This is a great model for Community Collaboration
- Access to grants and also a point of contact for the city. We've been told directly from many city members that BIAs are a good way to contact neighborhoods
- A way to use **local** funds for **local** programming



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How much effort has there been to reach out to stakeholders?

- Current signed support is 73% and that represents a variety of stakeholders.
- Our working group represents a variety of stakeholders and represents around 13% of the total district
- We have had multiple, informal merchants meetings over the last 3 years discussing the pros and cons of forming a BIA
- We mailed every ratepayer physical invitations on April 27, 2021 to attend 2 formal, virtual public meetings



Proposed 15th Ave E BIA Boundary Map

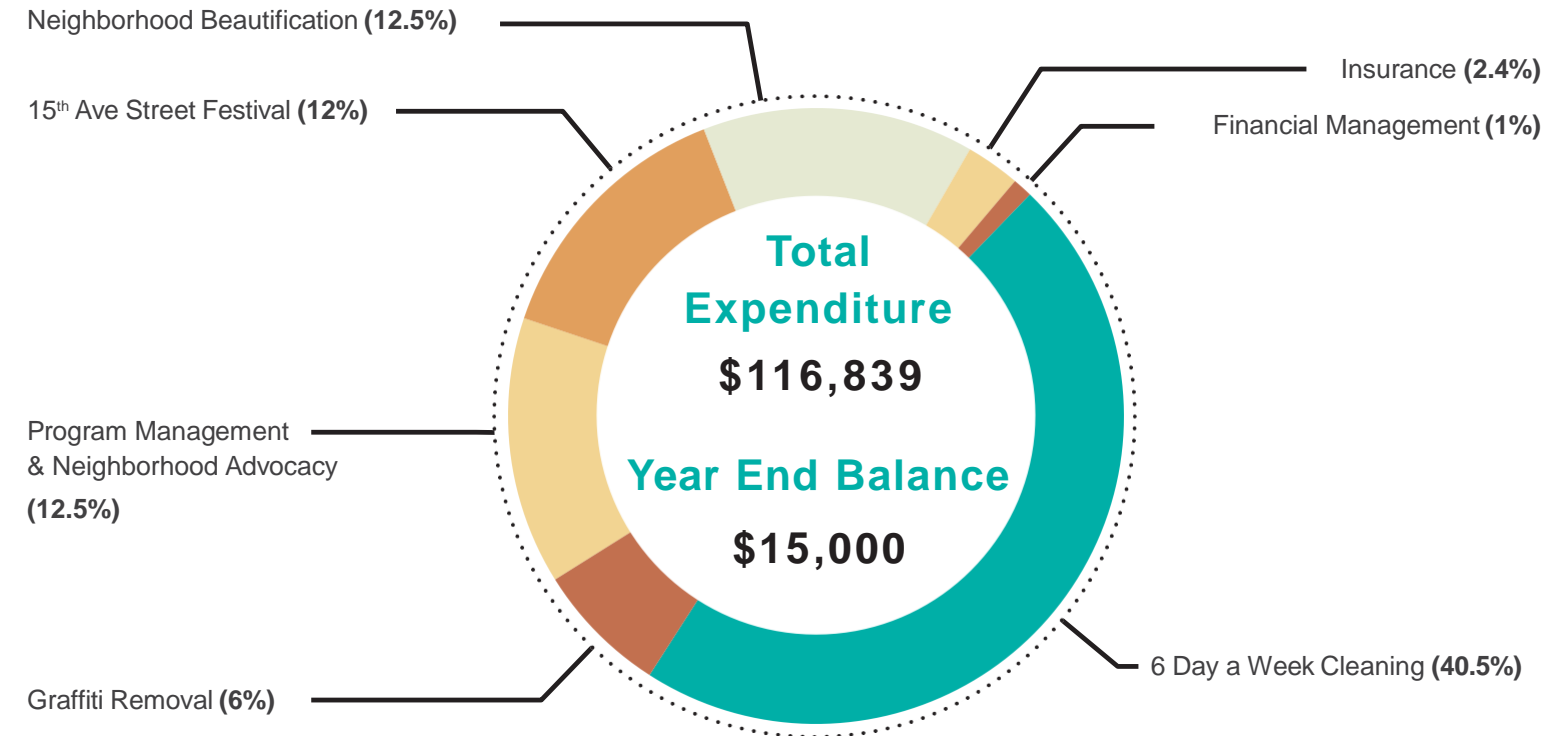


Assessment Formula

$$(0.15 \times \text{Lot Square Footage}) + (0.10 \times (\text{Total Appraised Value} / 1000))$$

*Average assessment for a ratepayer with less than 10,000 square feet is \$1,219 per year

Distribution of Funds





What the 15th Ave E BIA will Provide the Community

ADVOCACY FOR 15TH - 24.5%

- Communications & outreach
- Marketing
- 15th Avenue East Street Festival
- Grant Writing
- Global Pandemic Response
- Small Business Support
- Employee Support and Education Resources

SAFETY FOR 15TH

- Safety classes & events
- Social Service Outreach

CLEANLINESS FOR 15TH - 59%

- Street Beautification
- Street & Sidewalk Cleaning
- Garbage Can Program
- Graffiti Removal

ADMINISTRATION - 3.4%

- Business expenses
- Legal & accounting
- Insurance
- Staffing



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Voices of Support

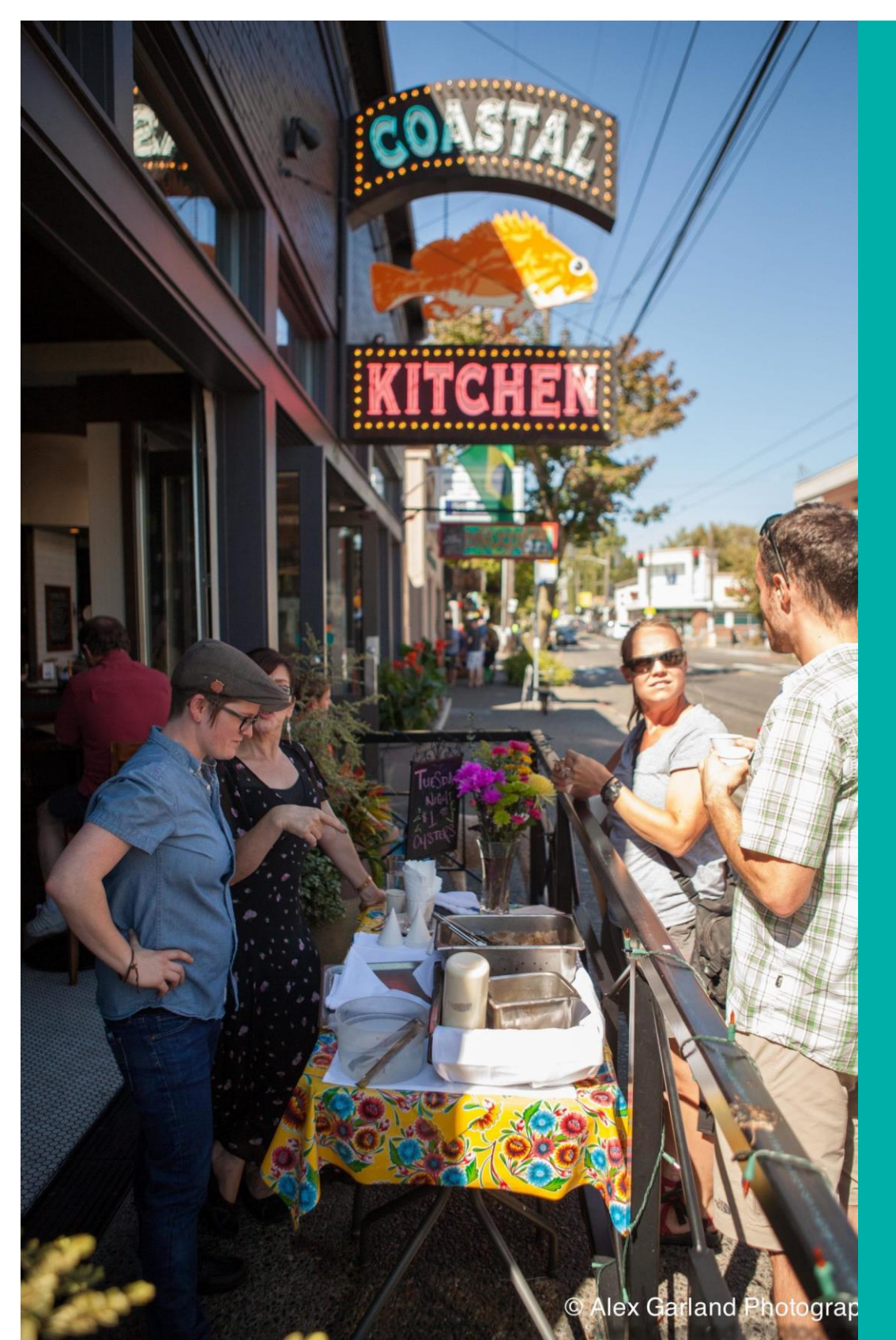
“Forming the BIA will help bring the neighborhood together, supporting our community and our local businesses, and I’m looking forward to the additional support, especially for businesses like mine who survived the challenges of the pandemic.”

Phebe Rossi | Founder, CEO of Nuflours Bakery on 15th Ave E

“I fully support this BIA for 15th Avenue, it’s a wonderful idea and will greatly improve the look and feel of the street. Public-private partnerships are one of the most effective ways to make smart investments in the public realm when our civic services are too often stretched financially. This is a very welcome initiative for Capitol Hill.”

Joe Whitford | President of Twin Gables Condominium Homeowners Association.





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Voices of Support

“The proposed 15th Ave E BIA is great news for a beloved but beleaguered neighborhood high street. The absence of a BIA on Capitol Hill is sorely evident in the current state of neglect facing the Pike/Pine corridor and Broadway. Neighbors need only take a stroll around Pioneer Square to see what a difference a neighborhood caretaker can make: Look at how well the Alliance for Pioneer Square maintains the sidewalks and public spaces in their neck of the woods.

I’m excited to see small independent business favorites like Ada’s and Rainbow step up as community stewards. With an anchor institution like Kaiser Permanente footing most of the bill, the 15th Ave E BIA is both a great deal for the neighborhood and an example of big business paying its fair share through a progressive revenue scheme to directly improve the public realm.

Our family, which includes a first-generation immigrant woman of color and our infant daughter, looks forward to spending more of our time and dollars along 15th Ave E.”

Gregory Scruggs, Yiting Lim, and baby Lena | Squire Park residents