

# Ballard Renewal and Expansion Overview

August 9<sup>th</sup>, 2023

**Phillip Sit, Director, Small Business Navigation**  
Office of Economic Development

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**City of Seattle**

# BIA PROGRAM



## OFFICE OF ECONOMIC DEVELOPMENT

- 11 BIAs in Seattle generating \$35 million dollars for enhanced business services and programs
- Local control, predictable and sustainable funding
- Revenue collected is 100% allocated to the district
- Supported by OED and Treasury Services

# RENEWAL PROCESS

## **1. BIA FORMATION:**

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

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## BALLARD BIA BACKGROUND

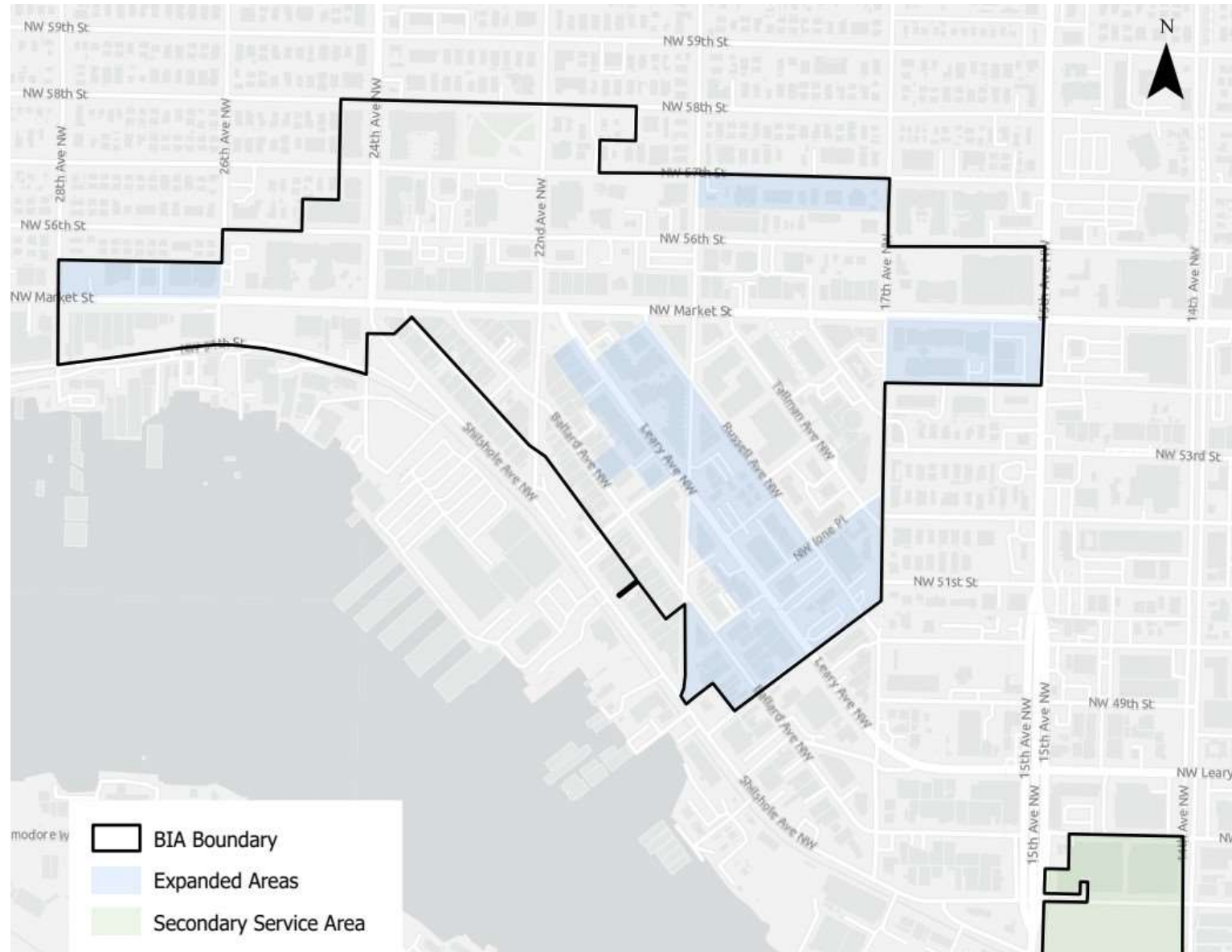
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- The Ballard Alliance is seeking a **12-year** renewal related to the Ballard Business Improvement Area, as the current BIA is scheduled to sunset on **Dec 31<sup>st</sup>, 2023**.
- The Ballard Alliance has secured nearly **65%** of support in petitions, however, the Alliance requires legislative approval by City Council and the Mayor



# BBIA MAP

- Expansion of service boundaries
- Secondary Service Area is the Ballard Blocks



# ASSESSMENTS UPDATES

- Adjust base assessment from \$0.12 to \$0.14 on lot sq. footage and \$0.52 to \$0.60 on Total Appraised Values on eligible property ratepayers
- Adjust residential ceiling from \$90 to \$130 per unit
- CPI adjustment annually of 2 to 6 percent
- New Construction (New Benefits) are updated on an annually basis
- Updates on how new construction and exempted properties are assessed

# BALLARD BIA PROGRAMS

- Public Safety
- Clean Environment and Public Realm
- Advocacy, Urban Design, and Transportation
- Market and Promotions
- Business Development & Retention
- Organizational Management

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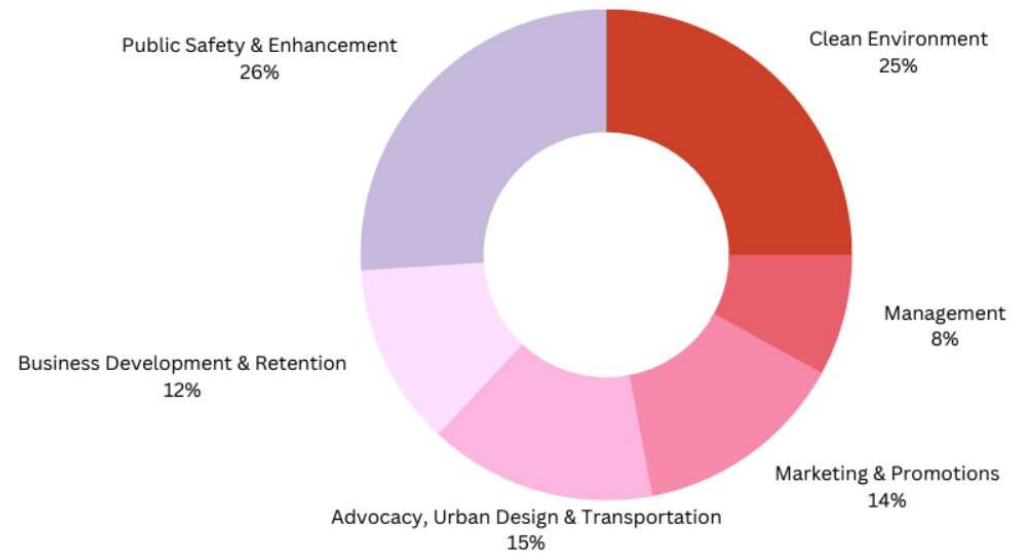


# ASSESSMENTS BREAKDOWN

## Ballard BIA Programs and Services

Public Safety and Enhancement	\$257.4K
Clean Environment	\$247.5K
Business Development and Retention	\$118.8K
Advocacy, Urban Design, and Transportation	\$148.5K
Marketing and Promotions	\$138.6K
Management	\$79.2K
<b>Total Budget</b>	<b>\$990K</b>

## Proposed Program Budget: \$990,199





# BALLARD BUDGET

<b>Ballard BIA Programs and Services</b>	<b>Current Budget 2023</b>	<b>New Budget 2024</b>
Public Safety and Enhancement	\$159.7K	\$257.4K
Clean Environment	\$126.9K	\$247.5K
Business Development and Retention	\$100.9K	\$118.8K
Advocacy, Urban Design, and Transportation	\$72.1K	\$148.5K
Marketing and Promotions	\$110.7K	\$138.6K
Management	\$27.4K	\$79.2K
<b>Total Budget</b>	<b>\$627.7K</b>	<b>\$990K</b>

## QUESTIONS

### OFFICE OF ECONOMIC DEVELOPMENT

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