



# THE JUNCTION

WEST SEATTLE



## What is the WSJA?

The West Seattle Junction Association is a Business Improvement District. It is an organization made up of local merchants and other businesses with an Executive Director, a Board of Directors and committees to organize marketing, beautification, events, safety, cleaning and community service projects. It was founded in 1987 under an ordinance from the City of Seattle.



# West Seattle Junction BIA



## Legend

- WSJ Boundary V2
- Use
  - 4-Plex
  - Apartment
  - Apartment(Mixed Use)
  - Apartment(Subsidized)
  - Art Gallery/Museum/Soc Srvc
  - Bank
  - Church/Welfare/Relig Srvc
  - Club
  - Condominium(Mixed Use)
  - Condominium(Office)
  - Condominium(Residential)
  - Conv Store with Gas
  - Conv Store without Gas
  - Duplex
  - Grocery Store
  - Medical/Dental Office
  - Mini Lube
  - Office Building
  - Park, Public(Zoo/Arbor)
  - Parking(Assoc)
  - Parking(Commercial Lot)
  - Post Office/Post Service
  - Restaurant(Fast Food)
  - Restaurant/Lounge
  - Retail Store
  - Service Station
  - Single Family(C/I Use)
  - Single Family(C/I Zone)
  - Tavern/Lounge
  - Townhouse Plat
  - Utility, Public
  - Vacant(Commercial)
  - Vet/Animal Control Srvc



Our BIA was founded in 1987 with assessments based on businesses' self-declared revenue.

In the WSJA ordinance #115997 under Section 3 Exemptions, it states that:

*'no special assessments shall be levied upon and collected from businesses that qualify for exemption from the City of Seattle Business and Occupation tax.'*

Currently we do not assess any businesses making under \$100K because they are exempt from B&O.

We are seeking to remove the clause from our ordinance linking us to B&O Exemptions.





Why are we doing this? Two reasons:

1-Considering the proposed legislation, businesses under 2 million will be exempt from paying B&O, and therefore also exempt from the special assessments that sustain our BIA. Almost all our businesses are small. This would mean the end of our BIA.

2-Because we believe in fairness. Right now, businesses under \$100K in gross revenue benefit from the BIA's services including security, daily cleaning, graffiti and biohazard removal, marketing, parking, beautification, and more—without contributing financially. This amendment would create a more equitable structure where all businesses contribute, even if it's just a small amount.



## The list of businesses who declared '0' on their assessment form and would be impacted and the communication made thus far.

| Site Name                           | Rate     | Est. Rev.  | Est. Assessm       | communication           | in favor? |
|-------------------------------------|----------|------------|--------------------|-------------------------|-----------|
| ROBERT CAPOVILLA, MA                | 0.001513 | 100,000.00 | \$ 151.30          | Called                  |           |
| ADAM C HALL, MA                     | 0.001513 | 100,000.00 | \$ 151.30          | called                  |           |
| DIANNE MACK                         | 0.001513 | 100,000.00 | \$ 151.30          | emailed                 |           |
| ANTIQUUE MALL OF WS                 | 0.003025 | 100,000.00 | \$ 302.50          | called, emailed 2x      |           |
| JENNIE L SNELL PHD                  | 0.000811 | 100,000.00 | \$ 81.10           | emailed, 2 x            |           |
| ROSE NAILS                          | 0.003025 | 100,000.00 | \$ 302.50          | emailed 2 x             |           |
| PRIMP                               | 0.001513 | 100,000.00 | \$ 151.30          | emailed                 |           |
| SEASONS SALON & SPA                 | 0.003025 | 100,000.00 | \$ 302.50          | emailed                 |           |
| FLEURT                              | 0.001513 | 100,000.00 | \$ 151.30          | emailed 2 x & in person | yes       |
| KIZUKI RAMEN AND IZAKAYA            | 0.003025 | 100,000.00 | \$ 302.50          | emailed 2 x             |           |
| SKINCARE BY CASEY                   | 0.003025 | 100,000.00 | \$ 302.50          | emailed                 | yes       |
| INDUSTRIOUS WEST SEATTLE            | 0.001513 | 100,000.00 | \$ 151.30          | emailed and called      | yes       |
| DENNIS DYE INS AGENCY IN            | 0.003025 | 100,000.00 | \$ 302.50          | emailed 2 x             |           |
| SNIP IT'S HAIR CUTS FOR KIDS        | 0.003025 | 100,000.00 | \$ 302.50          | emailed & in person     | yes       |
| THE SALON                           | 0.001513 | 100,000.00 | \$ 151.30          | emailed x 2             |           |
| LARS GESING                         | 0.001513 | 100,000.00 | \$ 151.30          | emailed and called      | yes       |
| TRIVAS FAMILY MEDICINE              | 0.000811 | 100,000.00 | \$ 81.10           | emailed                 |           |
| BY AND BY SKATE SHOP                | 0.003025 | 100,000.00 | \$ 302.50          | emailed & in person     | yes       |
| CLASSICS BY KENZIE                  | 0.001513 | 100,000.00 | \$ 151.30          | emailed                 |           |
| THE BROCANTE BEACH HOUSE            | 0.003025 | 100,000.00 | \$ 302.50          | emailed & called        | yes       |
| JUNCTION HOT YOGA                   | 0.001513 | 100,000.00 | \$ 151.30          | emailed and called      | yes       |
| JUST POKE WEST SEATTLE              | 0.001513 | 100,000.00 | \$ 151.30          | emailed 2 x             |           |
| <b>Total extra revenue expected</b> |          |            | <b>\$ 4,549.00</b> |                         |           |





## Communication narrative

### WSJA to businesses under the 100K threshold:

- Emailed the included letter to all. Only one business replied, which was the owner of Skin Care by Casy, who said she would support this because she felt everyone should pitch in.
- Walked into three businesses and talked with the owners (Snip Its, Industrious and By and By Skate Shop). Every owner I spoke with in person felt it was a good idea to remove the clause and agreed it's only fair to chip in to help pay for the services the BIA provides.
- Called and talked to Lars Gesing Gallery, Junction Hot Yoga, Fleurt and Brocante, which all said they supported the amendment as well. The owner of Brocante said "Anything we can do to support you! YES, 150% we will pay in." We love being a part of this community.
- In total, 8 of the 22 affected business owners have responded positively thus far.
- None have said they don't support this amendment change.

**The added revenue of \$4500  
annually, will support our clean and  
safe programming.**



# Letter to businesses

**Subject:** A More Equitable BIA for West Seattle – We Need Your Voice

Dear Junction Merchant,

As the Executive Director of the West Seattle Junction Business Improvement Area (WSBIA), I'm reaching out to share an important amendment we're proposing to our founding ordinance (115997). We are seeking to remove the current \$100,000 minimum gross revenue threshold that exempts some businesses from paying BIA assessments.

Why are we doing this? Because we believe in fairness. Right now, businesses under \$100K in gross revenue benefit from the BIA's services—security, daily cleaning, graffiti and biohazard removal, marketing, beautification, and more—without contributing financially. This amendment would create a more equitable structure where all businesses contribute, even if it's just a small amount.

Since you fall under the \$100K revenue mark, your quarterly payment would range between **\$20 to \$75**, based on your self-reported B&O revenue. That's less than the price of a few lattes per month—yet it goes a long way in helping keep our Junction clean, safe, and thriving.

Consider this:

Our cleaning crews remove **an average of 25 graffiti tags and over 40 instances of dog and human waste per visit**.

We produce over **40 community-focused events annually** that generate their own funding and bring tens of thousands of people to celebrate together.

We provide **private security**, beautification projects, holiday activations, and robust marketing—all designed to support the vitality of our small business community.

We regularly hear from merchants who feel it's only fair that everyone pays their share for the services they benefit from. This amendment reflects that spirit of shared investment in the health and success of our neighborhood.

This change would go into effect in **Q4 of 2025**, and I want to make sure your voice is heard. Please let me know your thoughts on this proposal by **Monday, July 21st**. I'm also happy to stop by your place of business or hop on a call to answer any questions you may have next week.

Together, we've built something special here in the Junction—and together, we can make sure it remains strong, vibrant, and equitable for all.

With appreciation,

**Chris Mackay**

Executive Director

West Seattle Junction Association



# Benefits Of Being In The Junction BID

**Provides a strong and vibrant business and community atmosphere.**

- **Increased retail sales** and **patronage of services** in The Junction Business District
- **Enhanced business image** and **consumer awareness** of The Junction Business District
- Provides a vehicle with which to undertake **neighborhood beautification** projects and plan **special events**
- **Clean and safe streets** — we hire and oversee a cleaning crew and a private security team
- Enables this district to provide **low-cost parking** for its customers
- Our marketing creates **awareness** of the products and services available in The Junction
- Provides a **forum to express views and concerns** which can be addressed by the association as a team. Community issues can then be expressed with the weight of the association behind them; outcomes can be influenced at a city-wide level.



# Pillars

## Clean & Safe

- Enhance safety and welcoming vibes in the Junction
- Clean team on-site 4x weekly
- Private foot and drive security patrols 7 days a week

## Beautification

- Build a charming, inviting atmosphere to work and shop
- Banners, perimeter & tree lighting, and flower baskets

## Events

- Create unique, celebratory programs that build community
- Host events that boost economic vibrancy

## Marketing

- Strengthen marketing and promotion for Junction events and businesses
- Utilize social media, eNewsletters, digital ads and press channels

## Advocacy

- Support and connect with the City of Seattle as needed
- Focus on safety, Light Rail advocacy and resource access

## Junction Access

- Manage four affordable parking lots in the Junction



## West Seattle Junction Association Staff - 2 people run the show!



**Chris Mackay**

Executive Director

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**Thank you**

*Together, we're building a lively community hub that's full of opportunity.*