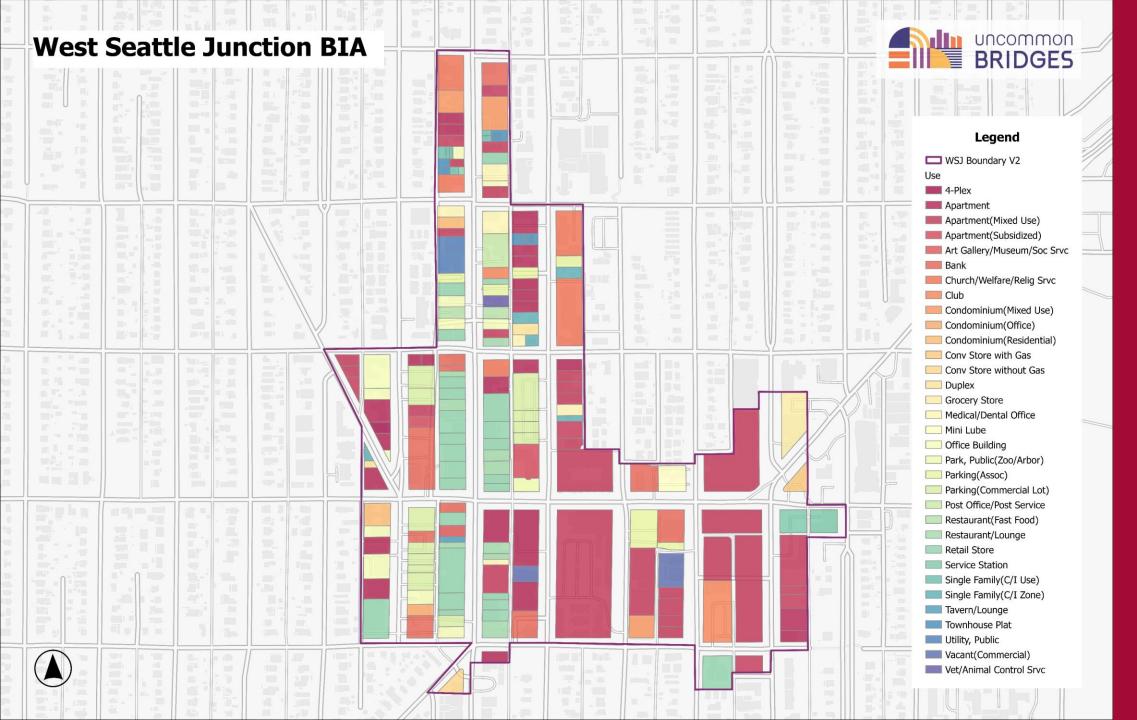


What is the WSJA?

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.







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.

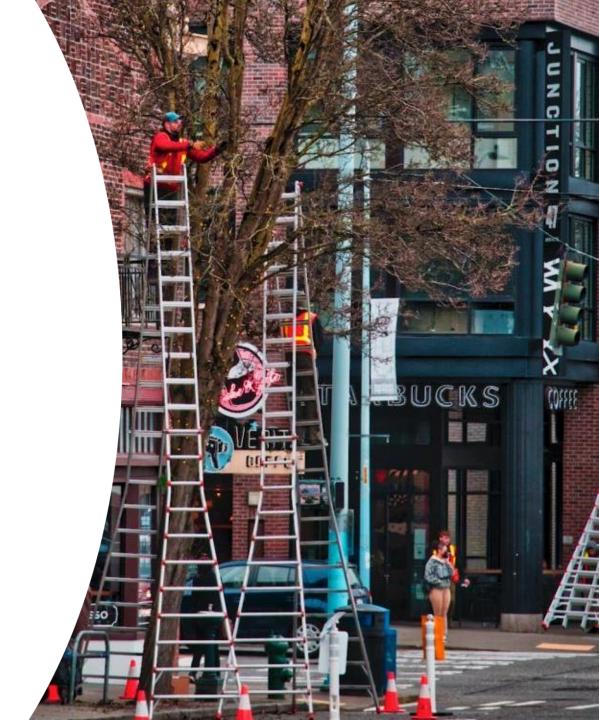
We are seeking to remove the clause from our ordinance linking us to B&O Exemptions.



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 CHALL, MA	0.001513	100,000.00	\$	151.30	called	
DIANNE MACK	0.001513	100,000.00	\$	151.30	emailed	
ANTIQUE 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	
					emailed 2 x & in	
FLEURT	0.001513	100,000.00	\$	151.30	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
					emailed and	
INDUSTRIOUS WEST SEATTLE	0.001513	100,000.00	\$	151.30	called	yes
DENNIS DYE INS AGENCY IN	0.003025	100,000.00	\$	302.50	emailed 2 x	
	\				emailed & in	
SNIP IT'S HAIR CUTS FOR KIDS	0.003025	100,000.00	\$	302.50	person	yes
THE SALON	0.001513	100,000.00	\$	151.30	emailed x 2	
		\			emailed and	
LARS GESING	0.001513	100,000.00	\$	151.30	called	yes
TRIVAS FAMILY MEDICINE	0.000811	100,000.00	\$	81.10	emailed	
					emailed & in	
BY AND BY SKATE SHOP	0.003025	100,000.00	\$	302.50	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
					emailed and	
JUNCTION HOT YOGA	0.001513	100,000.00	\$	151.30	called	yes
JUST POKE WEST SEATTLE	0.001513	100,000.00	\$	151.30	emailed 2 x	
Total extra revenue expected			\$	4,549.00		



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 patrols7 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
chris@wsjunction.org
206-502-8824



Stacie Woods
Director of Marketing & Events
stacie@wsjunction.org
206-758-8213



Thank you

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