

Business Improvement Areas

Seattle City Council, June 17, 2024

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Business Improvement Areas

Future of Seattle Economy Pillar:

Investing in Neighborhood Business Districts, including investing in Downtown revitalization and neighborhood commercial corridors.

OED partners with Business Improvement Areas (BIAs), which aid:

- Economic vitality,
- Community care and maintenance; and
- Businesses, residents and property owners working together.

What is a BIA?

BIAs are funding mechanisms for revitalizing and managing business districts for the benefit of businesses, residents, and visitors alike.

- Assessment District with boundary, rate, method
- Enacted by City Council
- Overseen by Ratepayer Advisory Board
- BIA proposes rates and methods: Square Footage, Property Value, Business Sales, Etc.
- BIA proposes how to spend the funds: Maintenance, Security, Improvements, Events, Management, Etc.

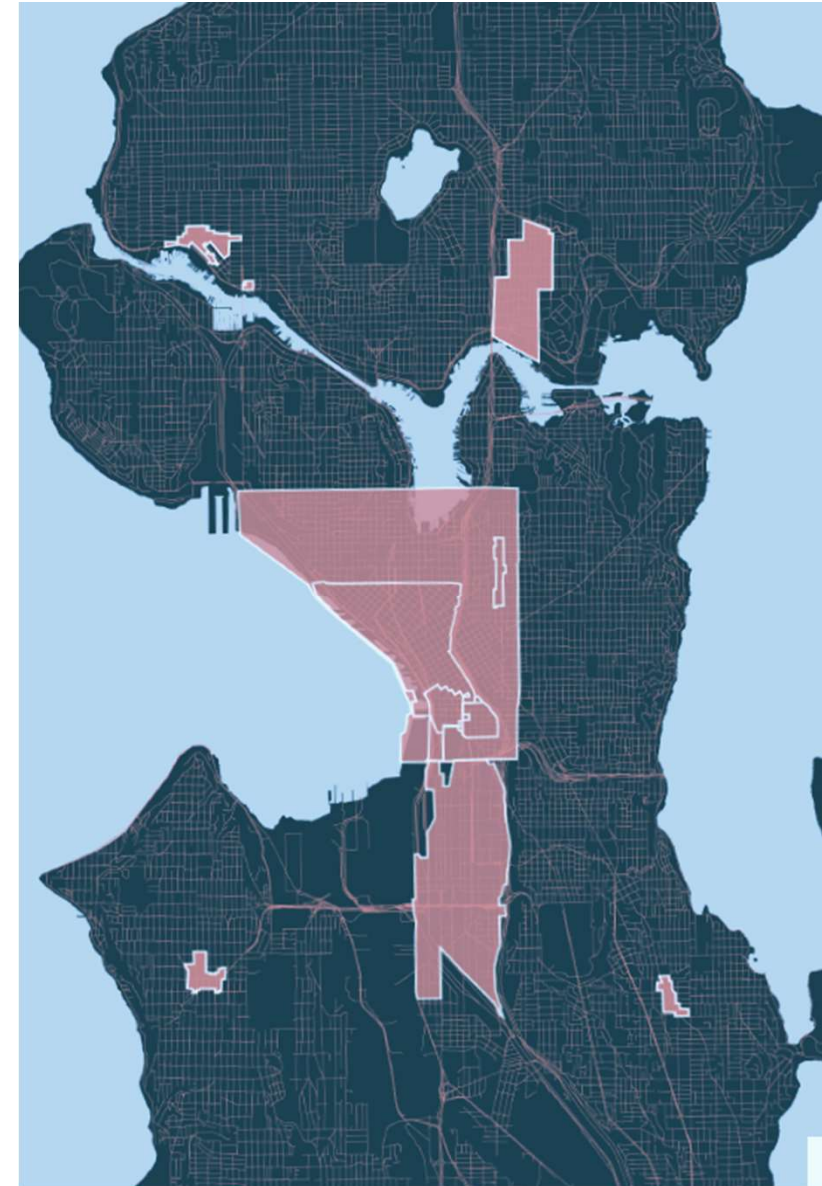
**Washington State Law:
Chapter 35.87A RCW**

**PARKING AND BUSINESS
IMPROVEMENT AREAS**

<https://app.leg.wa.gov/rcw/default.aspx?cite=35.87A>

BIAs in Seattle

- 11 BIAs in Seattle
 - Ballard
 - Capitol Hill (Broadway)
 - 15th Ave (not shown)
 - STIA (Visit Seattle)
 - DSA/MID (Downtown)
 - U District
 - Pioneer Square
 - Chinatown-ID
 - SODO
 - West Seattle Junction
 - Columbia City
- Generate \$38 million for enhanced services and programs
- Predictable and sustainable funding
- Local control: 100% of revenue collected is for district
- Supported by OED and Treasury Services

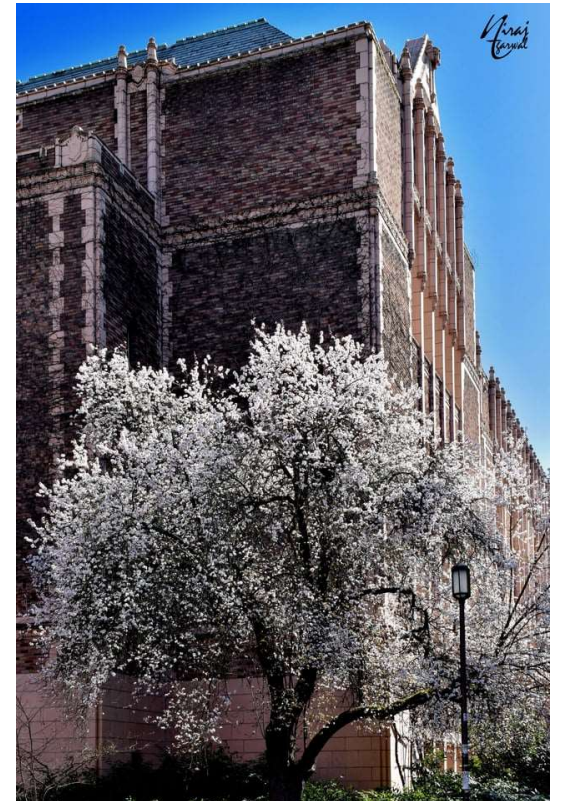


BIA Exploration Project

1) Support Equity Districts to explore BIAs: Provide consulting services and direct funding to expedite the process

2) Support Chinatown-ID BIA to explore update and expansion

3) Invest in Education, Promotion, & Improvements: BIA Handbook, best practices toolkit, optimize City's BIA policies



BIA Formation Process

BIA PROPOSAL DEVELOPMENT

- Local stakeholders determine boundary, rates, services (1+ years)



PETITIONS -

Must get signatures representing 60% or more of the proposed assessment (3-6 months)



CITY DEPARTMENT REVIEW -

OED, FAS, Law evaluate proposal for adherence to City policies and State law (2 months)



CITY ESTABLISHES -

BIAs are established by City Council ordinance using authority provided in RCW 35.97A (3 months)

SODO BIA



Erin Goodman, Executive Director
SODO Business Improvement Area



SODO

Business Improvement Area

Advocating for a Safe, Clean, Connected and Engaged SODO



BIA Area in Acres: 950
Properties/Parcels: 573
Individual Businesses: 1200
Ratepayer Advisory Board Members: 16
Staff: 8 Full-time, 3 Contract Clean Team, 1 Contract Outreach Worker



Partnership with City of Seattle

SAFE & CLEAN

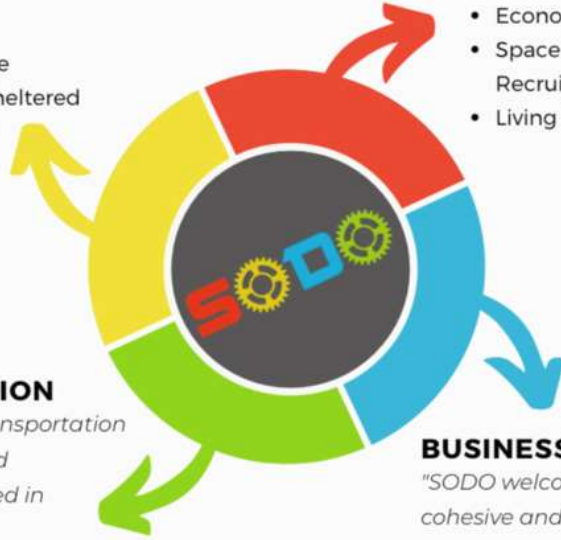
"Strive toward a safe and clean SODO as an attractive place to do business"

- Public Safety
- Green Spaces
- Visual Presence
- Impact of unsheltered homelessness

ECONOMIC DEVELOPMENT

"SODO businesses are supported, secure, and have resources to thrive and grow."

- Economic Recovery
- Space Matchmaking, Recruitment, and Retention
- Living Wage Jobs



TRANSPORTATION

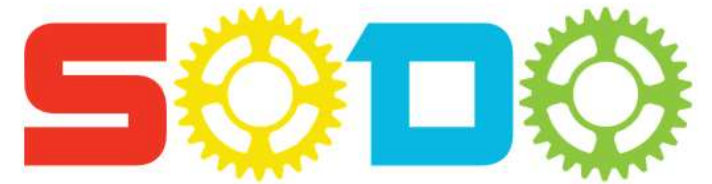
"SODO's views on transportation issues are known and meaningfully included in citywide priorities."

- Road Conditions, Signage, Freight Mobility, and Transit Connectivity
- Transportation Issues & Infrastructure
- Easy Place to Navigate

BUSINESS COMMUNITY

"SODO welcomes and creates a cohesive and interconnected community of businesses."

- Community Social Networking
- Data and Record-Keeping Process
- SODO stories
- Outreach and Communication



Business Improvement Area

Chinatown-International District BIA

- Jeff Liang, Board Chair
- Monisha Singh, Interim Director



Build Lake City Together

Chris Levenson, Project Manager



Look Ahead

Expected at Council in 2024

- West Seattle Junction BIA update this summer
- Phinney/Greenwood new BIA proposal in fall

Potential

- Broadway BIA amendment
- Chinatown ID BIA renewal



Welcome to
PhinneyWood

News and events for Seattle's Phinney Ridge and Greenwood neighborhoods.

Powered by
the PNA



Questions



Seattle Office of Economic Development

Building an **equitable** and **vibrant** city where neighborhood business districts are **centers** of local **commerce, community,** and **culture.**