

Ballard Alliance Renewal & Business Plan

Ballard Alliance Overview

Adopted in 2017, the Ballard Alliance developed and implemented a successful set of programs and services that work to enhance the vitality of downtown Ballard for its residents, visitors, businesses, and property owners.

From its clean and safe programs to economic development, marketing, promotions, and tourism, the Alliance has established a strong leadership voice and has helped the community through unprecedented and unique challenges.

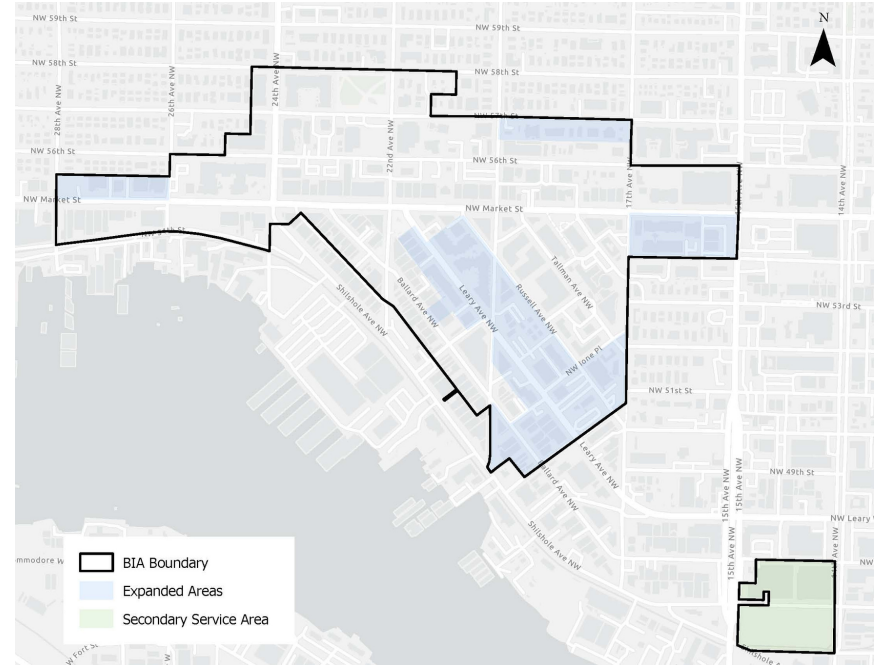
Looking Ahead - BIA Renewal

The Alliance is now seeking renewal of the Ballard Improvement Area (BIA). Based on the strategic planning work of more than 50 members of the Ballard community, the Alliance proposes a renewed and modestly expanded BIA district (see map).

The renewed BIA will not only allow the Alliance to offer its services and advocacy efforts to a larger base of residents, businesses and property owners, but it will also provide the organization with sustainable resources to implement new services identified by our community that will build and maintain a vibrant, inclusive and resilient Ballard.

Key Ballard Alliance Accomplishments

- Restoration of Ballard Commons Park
- Successfully advocated for tunneled light rail to Ballard
- Helped Ballard businesses navigate the pandemic and maintain a thriving business district
- Successfully negotiated a Street Café Program allowing restaurants and retailers to flourish while preserving the Farmer's Market
- Created vital public space programs including clean streets, public art, and public space activation
- Front-line advocacy work on critical issues like public safety, homelessness, and transportation
- Worked to enhance safety through the addition of overnight security and relentless advocacy at City Hall



This map outlines the proposed Ballard Improvement Area service area. The blue shading indicates proposed expansion areas. The green shading indicates the "secondary service area." The secondary service area will receive all Ballard Alliance services (see reverse side) except for street cleaning and private security.

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Program & Services*

The renewed BIA will build on the success of the Ballard Alliance, expand current service offerings to a modestly expanded boundary and provide enhanced programs and services as identified through the strategic planning initiative. Below is an overview of the services and actions the proposed BIA will provide within its boundaries:

Public Safety & Public Health Enhancement

- Increased security services and neighborhood ambassadors
- Advocate for improved public safety services to support our business and residential communities
- Advocate for a strengthened and expanded network of services to support unhoused individuals within the boundary in finding shelter and services

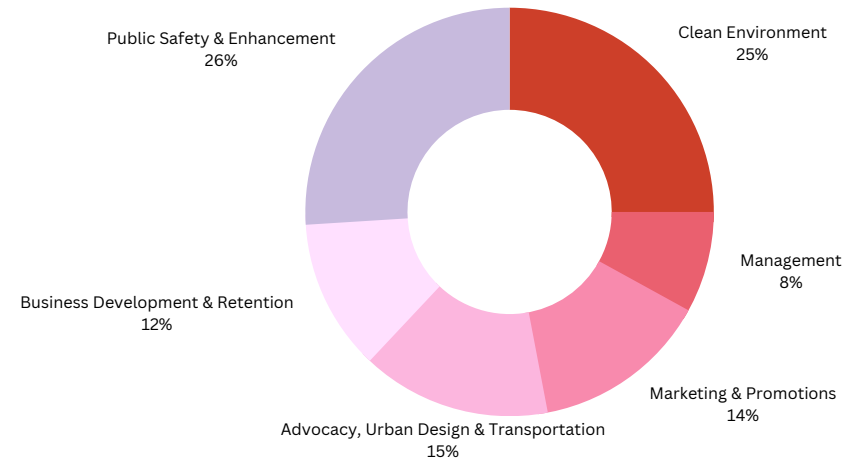
Clean Environment & Public Realm

- Sustain and expand street cleaning services including on-demand pickup for trash and illegal dumping
- Ensure that parks and public spaces are restored and maintained, providing unencumbered use for all
- Plan and implement new beautification programs (e.g., hanging planter baskets, stationary planter boxes, etc.)
- Work to make Ballard Improvement District a public art destination with an active program of installations
- Create a robust activation program that will increase the vitality of our parks and public spaces

Advocacy, Urban Design and Transportation

- Increase the Alliance's position as a go-to source for important issues
- Provide and amplify a unified voice for Ballard and leverage Ballard Alliance's influence
- Advocate for tunneled light rail service with a station at or West of 15th Avenue NW
- Advocate for critical transportation and infrastructure to support the growing needs of Ballard businesses and residents
- Strengthen relationships with businesses, residents, and community organizations within the improvement district

Proposed Program Budget: \$990,199



Marketing and Promotions

- Sustain existing and implement enhanced marketing and promotions to support our businesses and keep our community thriving
- Raise Ballard's public profile as an outstanding place to live, work, shop, play and visit
- Sustain and grow events, programs, and public space activation
- Actively engage with Ballard residents to support their desire to live in a thriving community

Business Development & Retention

- Actively recruit new businesses to the Ballard Improvement District that both reflect and enhance its character
- Support small businesses and promote connections to opportunities and resources
- Advocate on key policy issues important to Ballard's businesses and overall economic vitality

Organizational Management

- Provide program and contract management services

* All programs and services will be provided exclusively to the property owners, residents and businesses that reside within the proposed boundary.