

THE BALLARD BIA RENEWAL

Seattle City Council: Economic Development, Technology & City Light Committee

Sharing our programs,
accomplishments
and renewal plan.

AUGUST 9, 2023



Ballard 
Alliance

Agenda

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Welcome and Introductions

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Overview of Existing BIA

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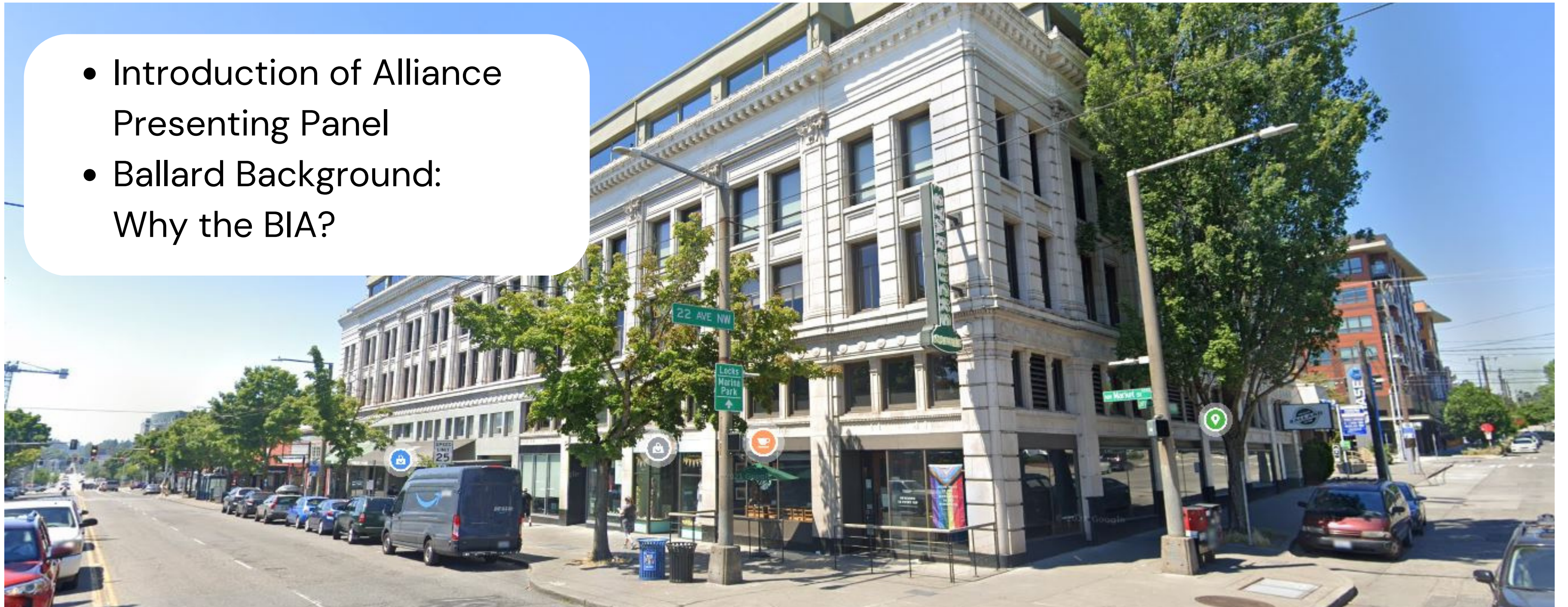
Planning for the Future

4

Review of BIA Proposal

Welcome and Introductions

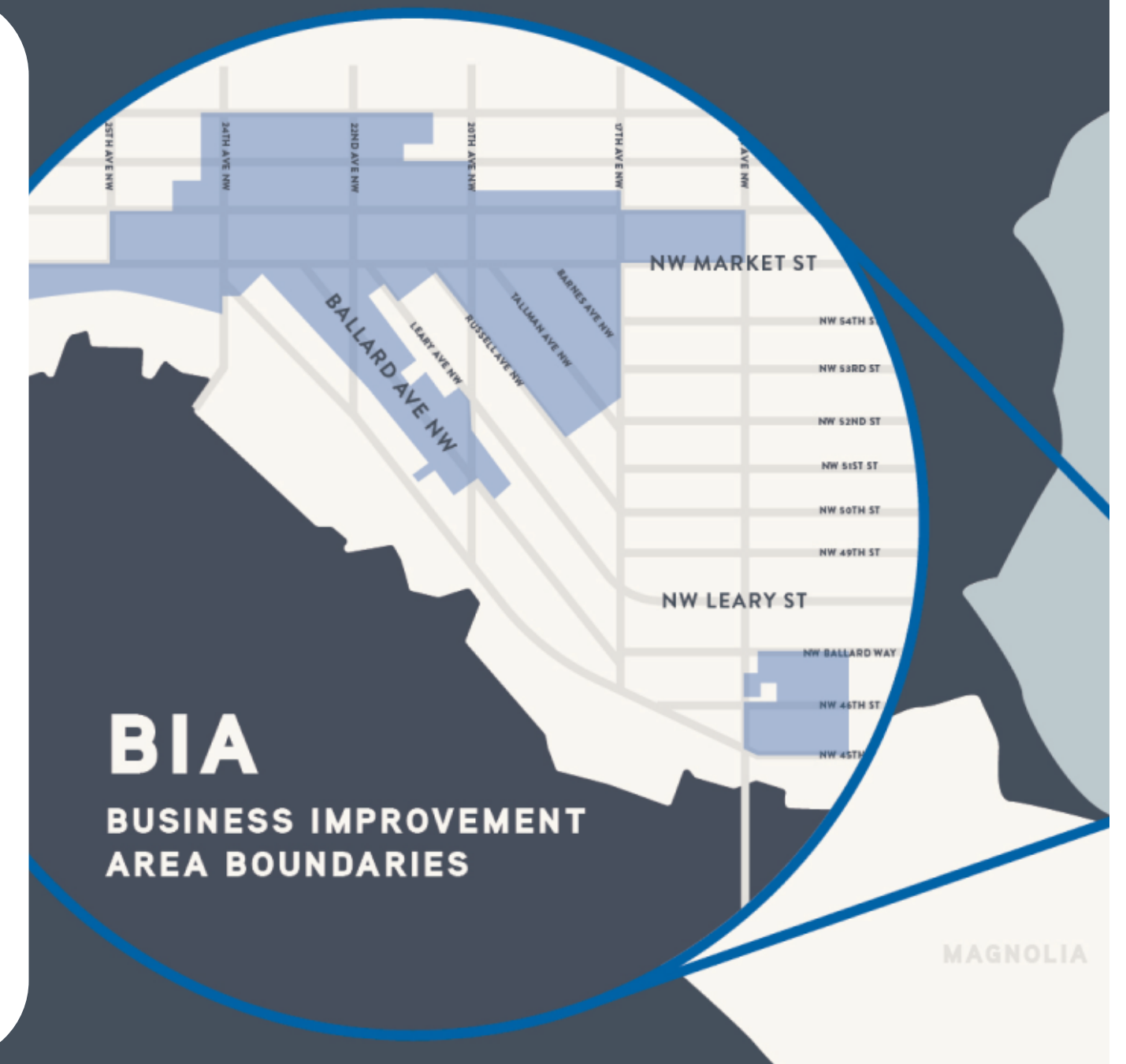
- Introduction of Alliance Presenting Panel
- Ballard Background: Why the BIA?



The Ballard Alliance Story

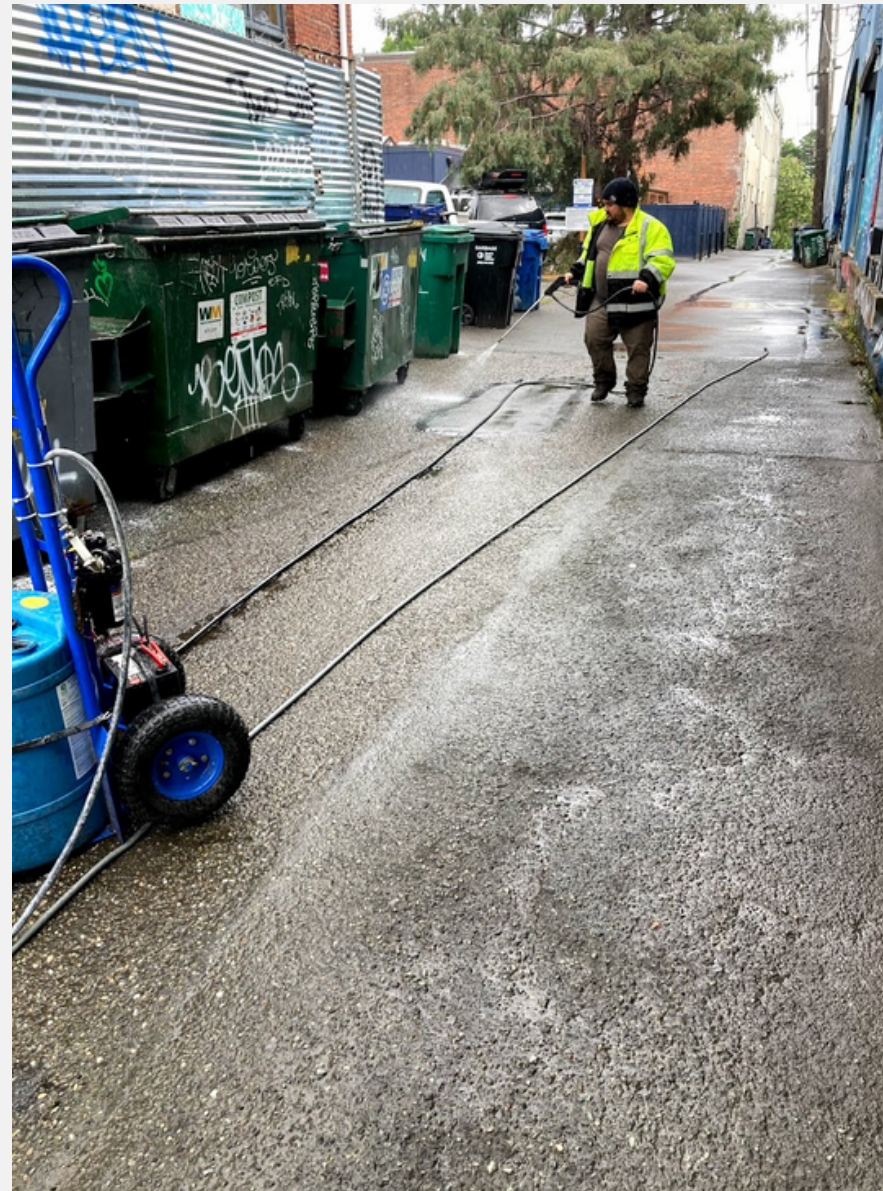
Overview of Existing BIA

- **Current lifecycle:** Jan 1, 2017 – Dec 31, 2023
- **Current parcel count:** 175
- **Ratepayers:** Commercial and Residential Property Owners
- **Governance:** Ratepayer Advisory Board
- **Programs & Services:**
 - Public Safety & Public Health Enhancement
 - Clean Environment
 - Business Development & Retention
 - Advocacy, Urban Design & Transportation
 - Marketing & Promotions
 - Management



The Alliance at Work

- Clean Streets
- Economic Development
- Public Art
- Homelessness Outreach
- Ballard Commons Park
- Marketing + Promotions
- Programs + Events
- Advocacy



Clean Streets

- Regular service
 - 10,628 – Bags of trash
 - 3,034 – Public can overflows
 - 5,525 – Biohazards cleaned up
 - 5,034 – Sharps collected
 - 7,631 – Bags of leaves removed
 - 20 – Tons of leaves removed by street sweeping
 - 30+ – Hours spent power washing alleyways
 - 15,865 – Hours spent in total
- Streets, tree and park maintenance (with City)
- Seattle One Day of Service
- Holiday Lights
 - 115,000+ lights throughout core



Economic Development

- Business Recruitment and Incubation
 - 110 businesses outreached, 57% BIPOC- and/or women-owned
 - 13 businesses landed, 85% BIPOC- and/or women-owned
- Property, Business and Market Research
- Business technical support + informational webinars
- BMRG Meetings
- Public space activations: outdoor dining, holiday lighting, public art
- Business-focused marketing + events



Ballard Blossom Activation



- Built relationship with property owner
- Hired artists to cover the vacant Ballard Blossom building with murals
- Negotiated partnership to utilize the first floor of the building as an incubator space for small businesses
 - 3 incubator businesses signed long-term leases nearby

Ballard Avenue Street Cafes



- Advocated for street cafes to allow businesses to utilize outdoor space and protect public health
- Negotiated with City, Farmers Market and businesses for expanded cafe program
- Redesign of Ballard Ave allows more room for street cafes and pedestrian access

Public Art



- Contributed directly and indirectly to over \$200,000 of funding to 47 different local artists resulting in 21,000 SF of public art to the Ballard Core
 - 21 permanent murals
 - 30+ temporary murals
 - 9 utility box wraps
 - 1 sculpture
- Facilitated 2 community-painted murals
- Supporting the addition of 1000 SF of artwork through Urban Artwork's Mural Apprentice Program

Storefront Mural Project

- Hired artists to paint murals on the boarded-up storefronts
- 25 storefront murals were installed featuring 14 different artists
- Created vibrancy while businesses were closed and drew people to the neighborhood



Homelessness Outreach

- Partnered with REACH in 2017 to provide a geographic-based outreach worker for Ballard
- Relationships developed were key to a successful transition at Ballard Commons Park in 2021
- Vast majority of park residents transitioned to shelter and housing
- Surrounding business and residential environment has stabilized



Photo Courtesy: Kevin Clark – Seattle Times (2023)

Ballard Commons Park

- Park rehabilitation complete
 - Children's play area is funded, permits are being reviewed and construction is scheduled to begin this month
- Grand Re-Opening
 - Partnered with CM Strauss and City of Seattle to program 30+ vendors, food trucks and performers
- Ongoing Weekly Programming
 - 7 businesses, April – August
- Summer Movie Series



Photo Courtesy: Ray Dubicki – The Urbanist (2023)

Marketing + Promotions



- Promotional video campaign
- Love Your Local program
- Travel writer/influencer campaign
- Sea-Tac Spotlight Ads (2021-23)
- Social media growth

Marketing + Promotions



Savor the Flavors of the Ballard Farmers Market

Explore the vibrant Ballard Farmer's Market every Sunday from 9 AM to 2 PM, where you can find an array of fresh produce, locally made products, and unique crafts. From juicy fruits to handmade soaps, this market offers a delightful shopping experience.



- VisitBallard.com maintained a presence and averaged 18K users in Q2 of 2023
- 2023 Social Media Growth:
 - Added 689 followers to Visit Ballard Instagram Account (6,709 total)
 - Added 200 followers to Visit Ballard Facebook Page (2.8k total)
- Expanding website pages including the creation of an online map of LGBTQIA+-owned businesses
- SEATAC Spotlight ads for 2021-2023

Programs + Events

- ArtWalk
- Sidewalk Sale
- SeafoodFest
- Ballard Gives
- Harvest Food Drive
- Holiday Buskers
- HolidayFest + Events
- Hullabaloo
- Wine Walk + Cocktail Trail
- Movies in the Park



Advocacy



- Sound Transit Light Rail to Ballard
- Ballard Case Conferencing
- 22nd Avenue Activation
- Ballard Commons Playground
- Elected official walking tours

Planning for the Future

- Strategic Plan
- Ballard Improvement Area Renewal



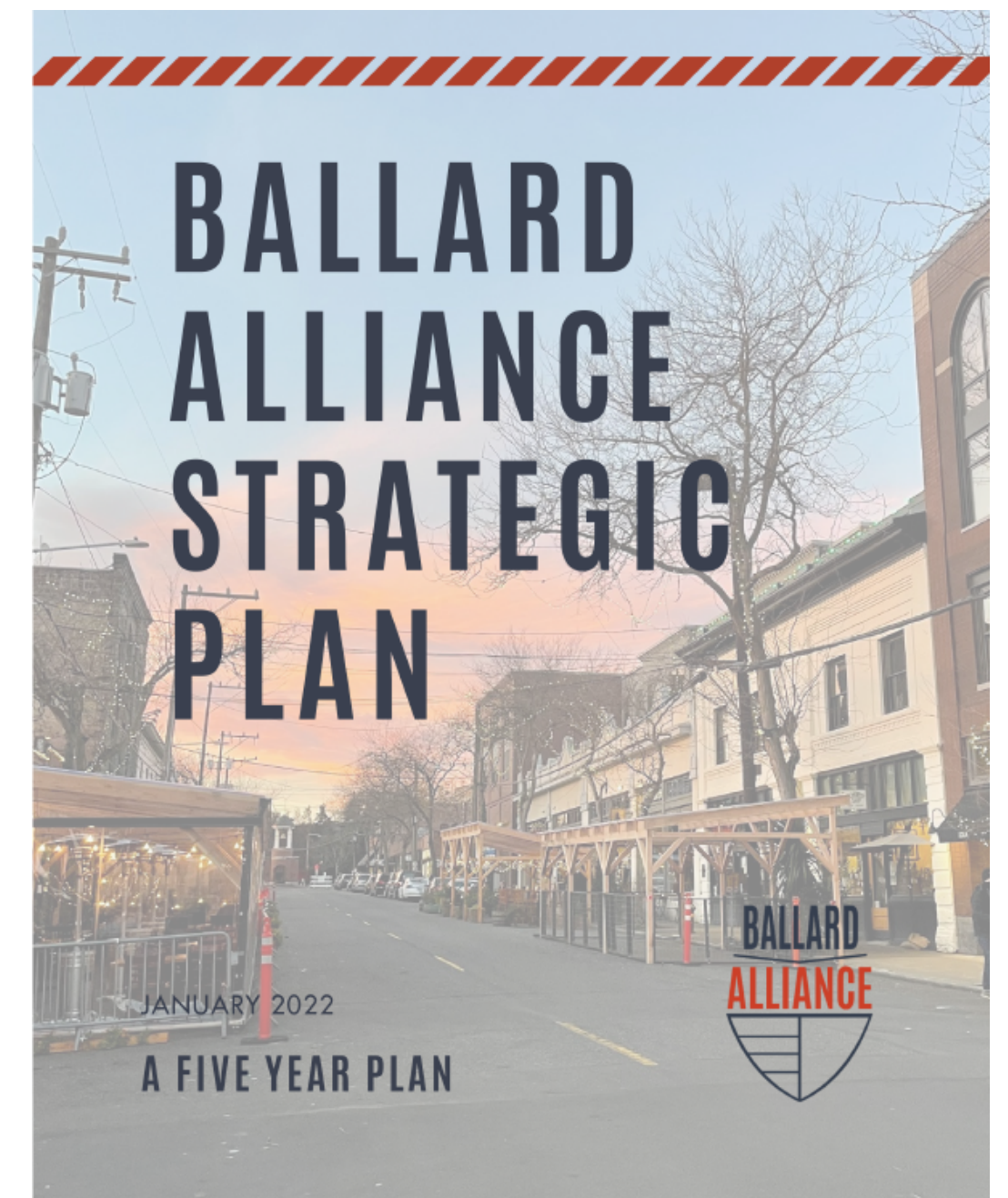
Strategic Plan

Vision for Ballard

Ballard is an eclectic and independent urban village with something for everyone. We embrace balanced growth that celebrates the many layers of our heritage.

Mission Statement

Collective action to build and sustain a vibrant, inclusive, and resilient Ballard.



Plan into Action – BIA Renewal

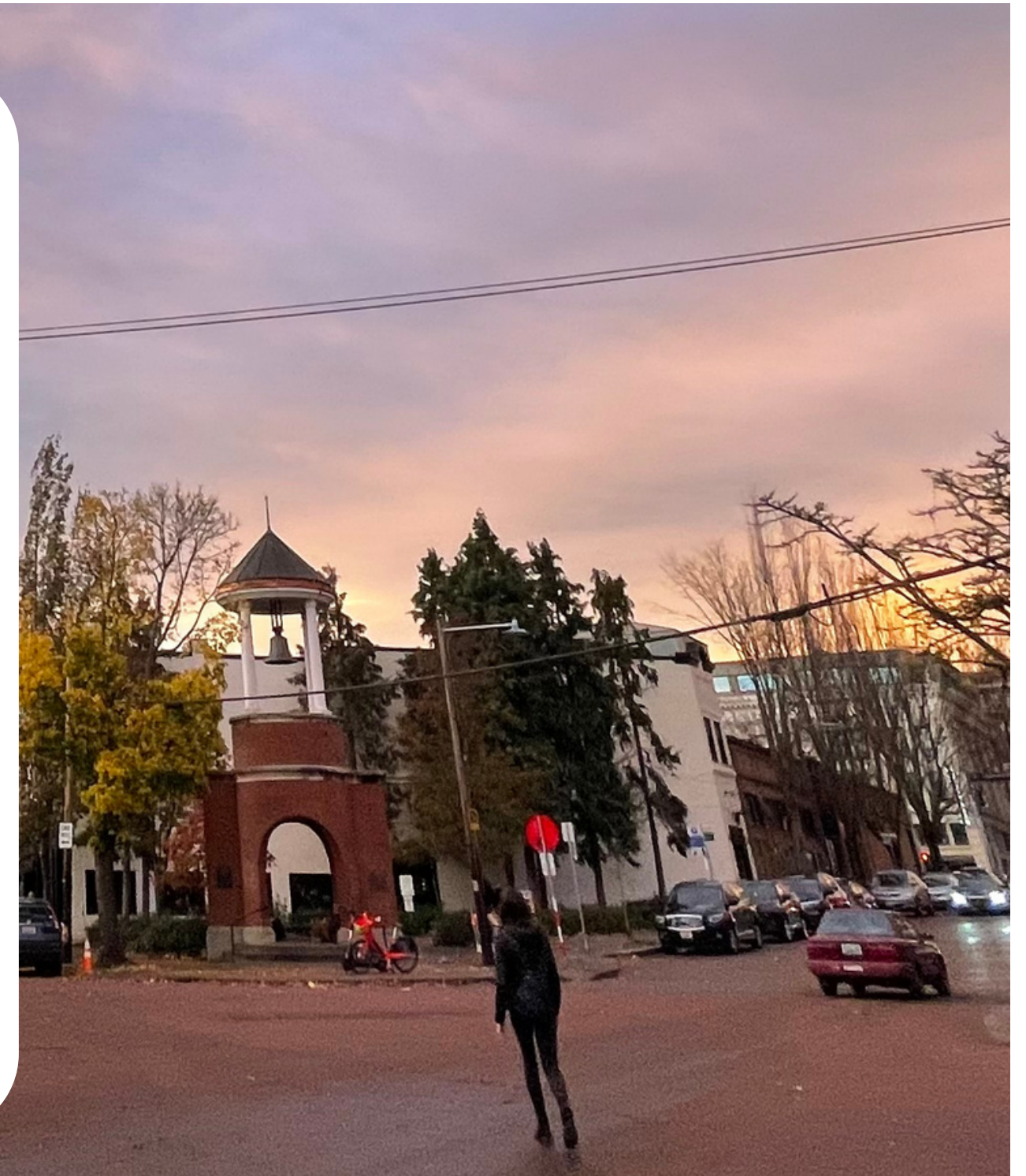
A Snapshot of Programs and Services...

- Sustain and expand clean services
- Increase security services
- New beautification programs
- Strengthen advocacy efforts
- Business recruitment and services support
- Enhanced marketing & promotions
- Provide a **unified voice** for Ballard

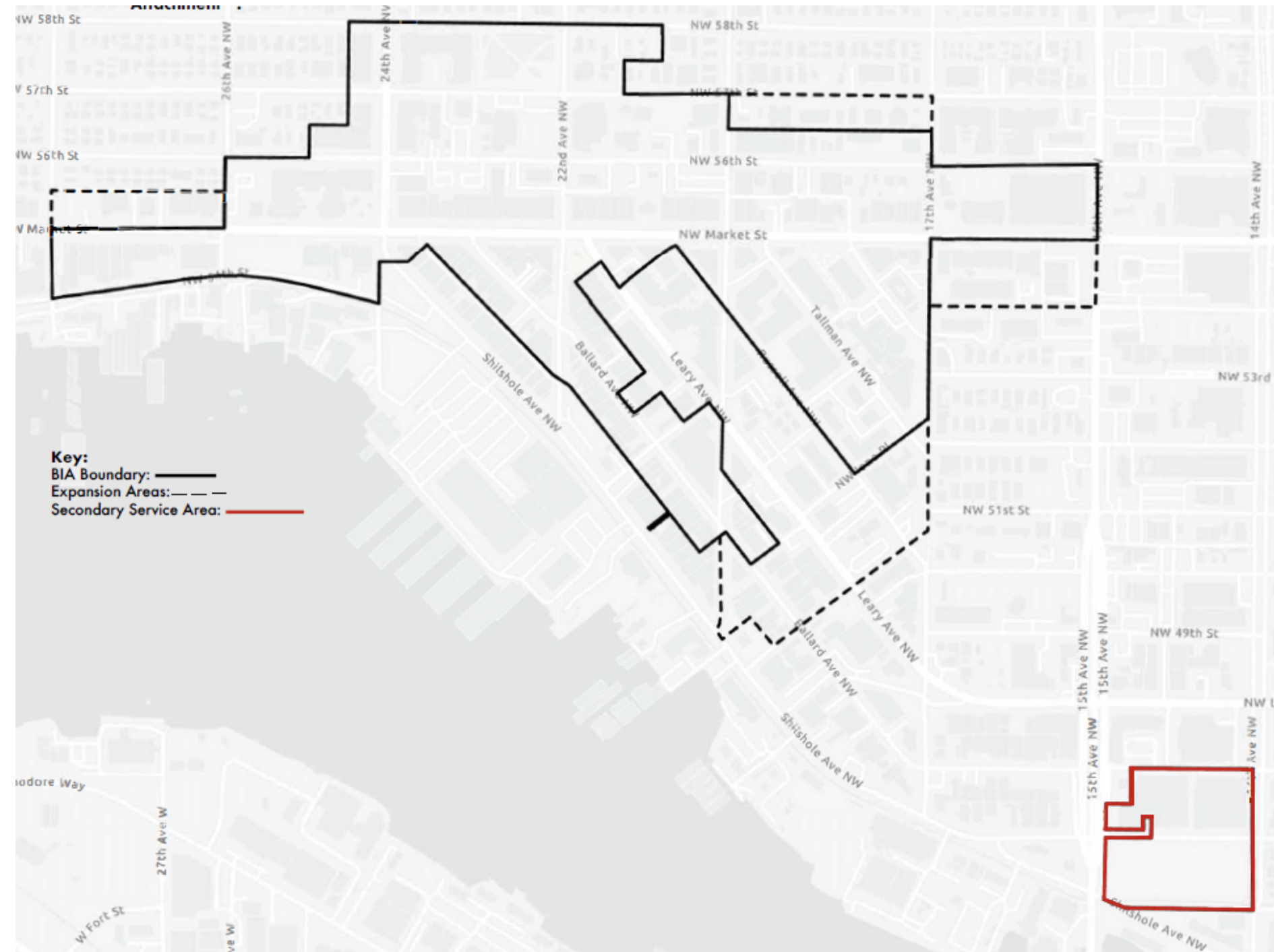


Overview of BIA Renewal

- **Proposed lifecycle:** Jan 1, 2024 – Dec 31, 2035
- **Proposed parcel count:** 234
- **Ratepayers:** Commercial and Residential Property Owners
- **Governance:** Ratepayer Advisory Board
- **Programs & Services:**
 - Public Safety & Public Health Enhancement
 - Clean Environment
 - Business Development & Retention
 - Advocacy, Urban Design & Transportation
 - Marketing & Promotions
 - Management



Boundary Map



Assessment Updates

- Formula essentially the same as initial BIA – rates updated to reflect inflation
- Establishes 12-year life cycle
- No mid-cycle property valuation recalculation.
- Annual inflation adjustment based on CPI – 2% floor and 6% ceiling
- New construction assessed once reflected on KC Assessor property records

2024 Program + Services Budget

Public Safety & Enhancement ... \$257.4K

Clean Environment ... \$247.5K

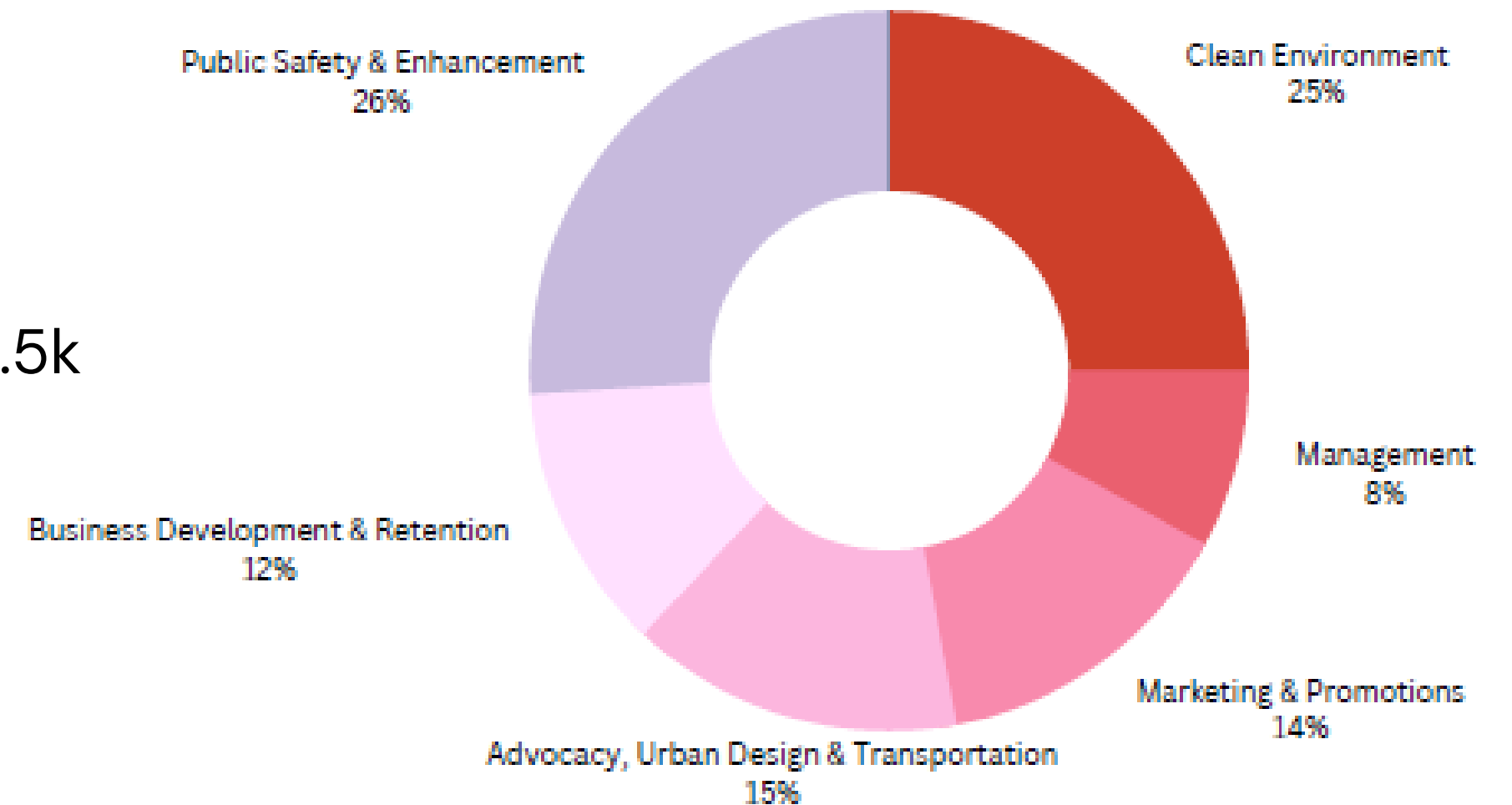
Business Development & Retention ... \$118.8k

Advocacy, Urban Design & Transportation ... \$148.5k

Marketing & Promotions ... \$138.6k

Management ... \$79.2k

Proposed Program Budget: \$990,199



Support for Renewal – 64.3%

- Renewal campaign garnered nearly 65% support from ratepayers.
- The existing BIA has demonstrated the success of this local investment.
- The renewed BIA will build on this success and ensure that Ballard remains a thriving community for its property owners, businesses and residents.



Q & A

Ballard 
Alliance

