

## MID Ratepayer Advisory Board

Hybrid Meeting

November 28, 2023 | 8-9 a.m.

8:00	Call to Order	Reza Marashi, Chair
8:02	Guest Speaker	Amy Smith, Acting Chief City of Seattle, Community Assisted Response & Engagement (CARE)
8:15	Chair's Report ✓ ACTION: Minutes from September meeting	Reza Marashi, Chair
8:20	Program Manager Report	Jon Scholes, DSA President & CEO
8:30	MID Moment	Jennifer Casillas, VP Public Realm & Ambassador Operations
8:35	Financial Report 📄 October financial dashboard	Sabrina Villanueva, Vice Chair Elisabeth James, COO
8:40	Downtown Revitalization 📄 November recovery dashboard	Ryan Gockel, Director Strategic Initiatives
8:45	MID Program Update	Jennifer Casillas, VP Public Realm & Ambassador Operations
8:55	New Business	Reza Marashi, Chair
8:57	Guest Ratepayer Comment	
9:00	Adjourn	Reza Marashi, Chair

## **Meeting Minutes**

### **MID Ratepayer Advisory Board**

**September 26, 2023**

**Presiding:** Reza Marashi, Chair

**Attending:** Lauren ??, Adam Bowser, Andy Bench, Lisa Nitze, Gina Grappone, Amy Baker, Valerie Heide Mudra, Allison Delong, Collin Madden, Cary Clark, Simone Loban, Ed Leigh, Sally Bagshaw, Steve Van Til, Sabrina Villanueva, Lars Pederson, Dan Temkin, Ross Peyton, Janice Blair

**Staff:** Jon Scholes, Emily Bailor, Jennifer Casillas, Nick Jackal, Elisabeth James, Kylie Rolf, Sally Wright

### **CALL TO ORDER**

**Reza Marashi, Chair**

Reza welcomed the group to the September meeting. He welcomed the new members and reviewed the agenda. He asked for any guest comments. None were offered.

### **CHAIR'S REPORT**

**Reza Marashi, Chair**

Reza called attention to the minutes from the June meeting. He asked for a motion to approve the minutes; a motion was made and seconded. Approval by consensus. Reza informed the group that he would be submitting a letter to the City Attorney and the Office of Economic Development on behalf of the ratepayer board to inquire as to the plan to collect outstanding MID assessments from delinquent ratepayers.

### **MID MOMENT**

**Jenn Casillas, VP Public Realm and Ambassador Operations**

Jenn shared a letter from a grateful citizen visiting from London. She noted that the ambassadors being thanked had gone out their way to assist this tourist.

### **FINANCIAL REPORT**

**Sabrina Villanueva, Vice Chair**

**Elisabeth James, COO**

Sabrina noted no major variances early in the fiscal year. Bif reviewed the financial dashboard.

### **MID PROGRAM MANAGER REPORT**

**Jon Scholes, DSA President & CEO**

Jon introduced Kiera as the new Specialist, Community Relations & Ratepayer Engagement. Jon discussed the decision of the KCRHA to cease their operations in downtown. He noted that the problem of homelessness has not been solved but MID resources should be focused on MID operations. Discussion ensued.

Jon informed the group that the agreement between the City and DSA/MID to continue managing Westlake and Occidental Parks and expand to Bell Street and Pioneer park has been finalized for another 6 years. Jon noted that the City has committed \$1.5m to the MID to expand programs and operations. Finally he noted that the International Downtown Association has selected Seattle as the location for their 2024 conference; this event will be completely underwritten by sponsors and no MID dollars will be utilized.

#### **DOWNTOWN REVITALIZATION**

**Ryan Gockel, Director Strategic Initiatives**

Ryan reviewed the recovery dashboards. He discussed total monthly visitor numbers, return of office workers, hotel room demand, proposed and under construction residential units, incidents of violent crime, tent counts on downtown sidewalks, and Narcan deployments.

#### **MID PROGRAM REPORT**

**Jennifer Casillas, VP Public Realm & Ambassador Operations**

Jenn provided an update on the MID programs. She reviewed the new program dashboards and offered comments on the statistics. She thanked the group for their support of all the summer activations and noted that planning is well underway for all things holiday.

#### **NEW BUSINESS**

None.

#### **ADJOURN**

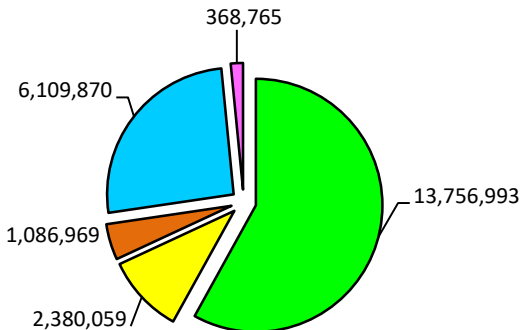
9:00 a.m.

# DBIA Services / Metropolitan Improvement District Financial Dashboard

October 2023

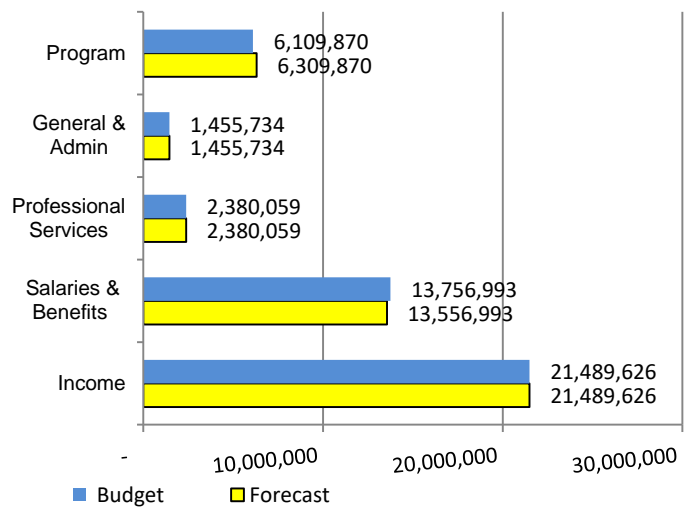
## 2023/2024 Fiscal Year - Annual Budget

**Total 23/24 Budgeted Expenses \$23,702,656**



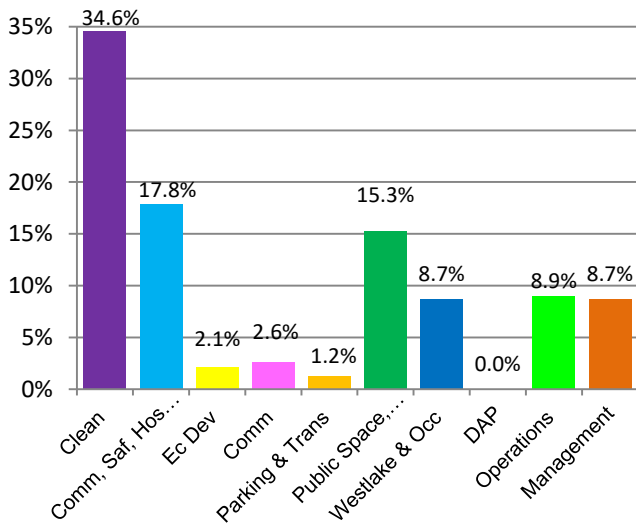
- Salaries & Benefits
- Professional services
- General & Admin
- Program
- Depreciation

## 2023/2024 Fiscal Year - Inc & Exp - Actual to Forecast

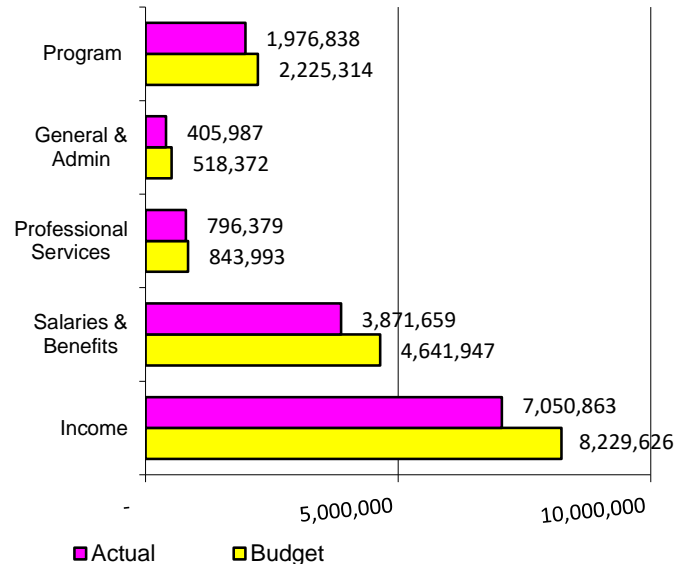


## 2023/2024 Year to Date - Expenses by Program

**YTD Expenses \$7,050,862**

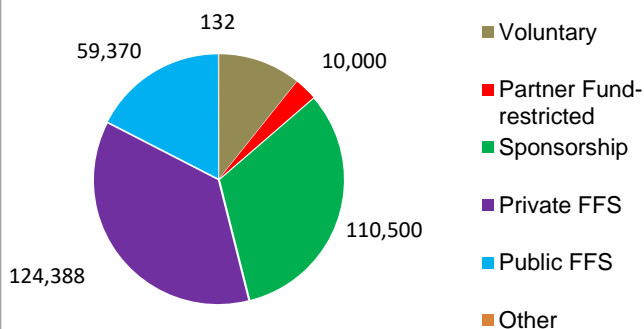


## 2023/2024 Year to Date - Income & Exp - Actual to Budget



## YTD Non-Assessment Income

**YTD Non-Assessment Income \$340,964**



## Fund Balance

### Beginning Fund Balance

Uncommitted DBIA fund balance @ 6/30/23	1,965,454
Uncommitted City Fund balance @ 6/30/23	2,636,338
<b>Total Fund Balance @ 6/30/23</b>	<b>4,601,792</b>

Forecast net gain/loss @ 6/30/24

(2,213,030)

add back depreciation

368,765

### Committed Funds Summary

Fund Reserve Policy-Operating exp 9%

(1,532,162)

Increase in Fixed assets

(282,500)

**FORECAST UNCOMMITTED FUNDS**

942,865

recovery dashboard

# Downtown Recovery Dashboard

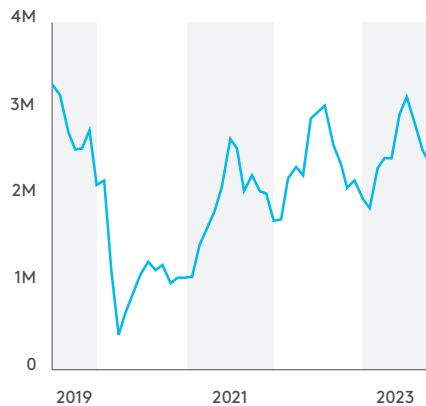
NOVEMBER 2023 / OCTOBER DATA

Please credit the Downtown Seattle Association  
Recovery Dashboard for use of charts, data and  
images on this page.

Downtown Seattle was the first American urban center to experience the impacts of COVID-19, enduring a sudden economic downturn. As downtown continues to recover, DSA will publish a monthly Recovery Dashboard examining key recovery metrics. The data sets provide a comparison point to the same time period in 2019. Additionally, the dashboard will feature notable stories that provide context regarding downtown's recovery, renewal and reemergence.

## Visitors

Total monthly visitors since 2019

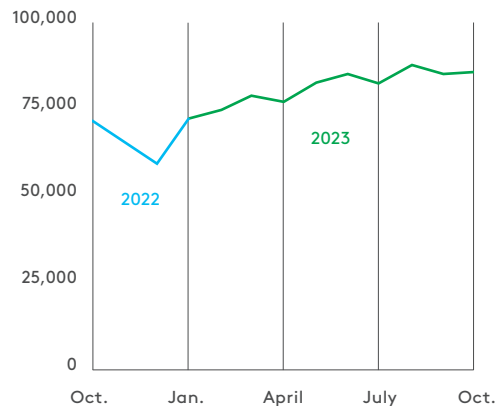


Nearly 2.4 million visitors came downtown in October 2023. This represented 93% of the visitors seen in October 2019.

Source: Placer.ai

## Return to Office

Average daily worker foot traffic (Monday-Friday)

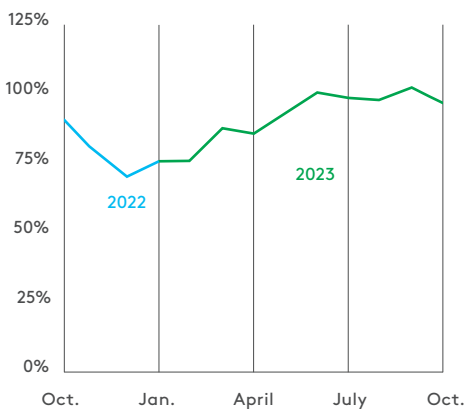


Downtown averaged more than 85,000 daily worker visits in October 2023. This is the second-highest daily average since the start of the pandemic and marks the sixth straight month where worker foot-traffic levels have surpassed 50% compared to the same period in 2019.

Source: Placer.ai

## Hotel Room Demand

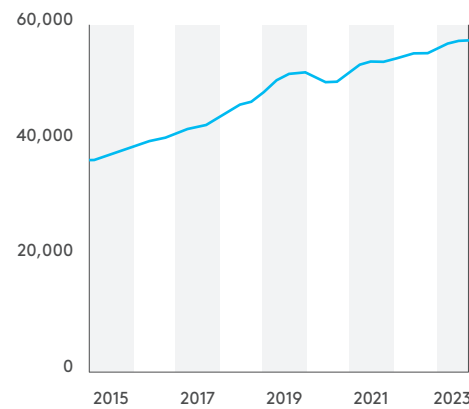
Monthly hotel rooms sold compared to 2019



Hotels continued to show signs of strength in October, selling more than 369,000 room nights. This represented 97% of the rooms sold in October 2019 and is a 6.5% increase from October 2022.

Sources: Visit Seattle, STR

## Occupied Apartment Units



In October, the number of occupied apartment units maintained a post-pandemic high of more than 57,000.

Source: CoStar

# Of Note in Downtown



**1.18M**  
gallons of trash

*The DSA/MID Clean Team collected 1,188,197 gallons of trash from downtown sidewalks, curblines and alleys so far in 2023.*



**1.03M**  
visits

*According to our foot-traffic data tool Placer.ai, there were 1,035,159 visits to the Pike/Pine corridor in October. That number captures foot traffic along Pike and Pine streets from First to Ninth avenues.*



**7,300**  
residential units

*There are more than 7,300 residential units under construction in downtown Seattle. Among peer downtowns, that level of urban multifamily development is more than 80% greater than the next closest downtown.*

Source: CoStar

## Coming Up in Downtown



Credit: © Angela Sterling

It's a big season for our performing arts venues. The curtain rises on a number of holiday favorites this month, including *The Nutcracker* performed by the Pacific Northwest Ballet; Irving Berlin's *White Christmas* at The 5th Avenue Theatre; and *A Christmas Carol* at ACT.



The annual sign of the start of the holiday season is Friday, Nov. 24 at Westlake Park. The free festivities begin at 3:30 p.m. with music and live performances. The tree lighting, illumination of the iconic Macy's Star and a fireworks show will kick off the holidays in downtown. During the same weekend last year, more than 115,000 people visited downtown's retail core.



Courtesy of Trans-Siberian Orchestra

On a 60-city tour, the Trans-Siberian Orchestra takes the stage twice at Climate Pledge Arena with shows on Nov. 25 and Nov. 26. As they say, 'tis the season for lasers, pyro and holiday music.

### NOTES ON SOURCES

Downtown foot traffic data are provided by Placer.ai and are based on cell phone location data. Each person is counted once per day. International visitors are not included. Subsets of this data in the charts are as follows:

- Office worker presence is estimated based on visits by workers who were present between 8 a.m. and 6 p.m. on weekdays in the downtown neighborhoods with the heaviest concentration of office space.\*
- Total visitors includes those who do not live or work downtown. It does not include international visitors.

- Hotel data are based on monthly reports from STR, provided by Visit Seattle.
- Apartment occupancy data are from CoStar. This is reported quarterly but the current quarter data are updated in real-time as new information is added to the database.

*\*Note that workers who have not visited their work site in the past 90 days are classified as "visitors" until they are regularly visiting their work site at least three times in a one-week period.*