

## MID Ratepayer Advisory Board

Hybrid Meeting

March 26, 2024 | 8-9 a.m.

8:00	<a href="#">Call to Order</a>	Sabrina Villanueva, Vice Chair
8:02	<a href="#">Guest Ratepayer Comment</a>	
8:05	<a href="#">Guest Speaker</a>	Paul Jackson, Director - Graffiti Programs and Initiatives, City of Seattle
8:15	<a href="#">Chair's Report</a> ✓ ACTION: Minutes from January meeting	Sabrina Villanueva, Vice Chair
8:25	<a href="#">Program Manager Report</a>	Jon Scholes, DSA President & CEO
8:30	<a href="#">MID Moment</a>	Jennifer Casillas, VP Public Realm & Ambassador Operations
8:33	<a href="#">Financial Report</a> 📄 March financials	Sabrina Villanueva, Vice Chair Elisabeth James, COO
8:40	<a href="#">Downtown Revitalization</a> 📄 March revitalization dashboard	Ryan Gockel, Director Strategic Initiatives
8:45	<a href="#">MID Program Update</a>	Jennifer Casillas, VP Public Realm & Ambassador Operations
8:55	<a href="#">New Business</a>	Sabrina Villanueva, Vice Chair
8:57	<a href="#">Guest Ratepayer Comment</a>	
9:00	<a href="#">Adjourn</a>	Sabrina Villanueva, Vice Chair

## **Meeting Minutes**

### **MID Ratepayer Advisory Board**

**January 30, 2024**

**Presiding:** Reza Marashi, Chair

**Attending:** Ross Peyton, Adam Bowser, Andy Bench, Aaron Blankers, Den Feeney, Lori Richards, Amy Baker, Cary Clark, Collin Madden, Ed Leigh, Gina Grappone, Mark Astor, Gabe Grant, Jeff Draeger, Lumar Horn, Lisa Nitze, Laura-Jean Humiston, Sabrina Villanueva, Rebecca Uusitalo, Sally Clark, Steve Van Til, Tim Kuniholm, Valerie Heide Mudra

**Staff:** Jon Scholes, Emily Bailor, Brian Cannon, Jennifer Casillas, Elisabeth James, Michael Johnson, Kylie Rolf, Steven Walls, Sally Wright

#### **CALL TO ORDER**

**Reza Marashi, Chair**

Reza welcomed the group to the January meeting. He welcomed the 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 November meeting. He asked for a motion to approve the minutes. A motion was made and seconded, approval by consensus. Reza provided a brief update on a meeting with stakeholders to discuss solutions to the homelessness and drug use crisis with the plan to bring forward ideas to the Mayor in the next few months. He reviewed the remainder of the agenda and reminded the group of the next MID Board meeting.

#### **MID PROGRAM MANAGER REPORT**

**Jon Scholes, DSA President & CEO**

Jon provided a brief program manager report. He noted that efforts continue to recruit and retain MID ambassadors. He discussed next steps in the downtown activation plan.

#### **MID MOMENT**

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

Jenn provided a shout out to all the MID teams for their continued efforts to provide top-notch customer service across the board. She noted that all the teams worked together to ensure a successful season of holiday activations. She updated the group on the Ambassadors of the month for November and December.

#### **FINANCIAL REPORT**

**Sabrina Villanueva, Vice Chair**

**Elisabeth James, COO**

Sabrina noted no major variances. She noted that there are some salary savings from open

positions, but the HR team is fully staffed and working hard to hire up to fill those vacant positions.

#### **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. He also provided data regarding the number of local visitors to downtown.

#### **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.

#### **NEW BUSINESS**

None.

#### **ADJOURN**

9:00 a.m.



**DBIA Services  
Financial Report  
February 2024 YTD**

**Income:**

Income variances are based on timing of billing to City for MID, and Downtown Activation Plan funds. No major variances projected for year end forecast. Have not drawn Parks partner funding yet (line 4130).

**Expenses:**

Open ambassador positions are being filled at a rapid pace (42 in the last 2 months) that supports proper training and improved retention; turnover is down YOY reflecting improved engagement and successful onboarding program. **We currently have 157 ambassadors on staff vs. budget of 165 positions.**

**Forecast:**

. At this point, we are forecasting significant savings in wages and benefits reflecting the year to date savings, and reallocating some of that to additional contract pressure washing, security patrols, replacing the 2013 truck and the Westlake Park kiosk.



**DBIA Services**  
**Statement of Revenue & Expenses**  
**July - February 2024**

	Monthly			YTD			Full Year		
	Actual - Current & Previous Months			Actual	Budget	Variance	Forecast	Budget	Variance
	Feb 24	Jan 24	Dec 23	7/1/23 - 2/29/24			7/1/23 - 6/30/24		
<b>INCOME</b>									
4000 - Assessments	1,436,613	1,243,844	2,023,468	12,667,210	13,882,967	(1,215,757)	18,257,704	18,257,704	-
4010 - Voluntary	17,565		59,670	122,953	138,000	(15,047)	211,089	207,000	4,089
4120 - Donor Unrestricted Partner Funding			10,000	20,000	-	20,000	20,000		
4130 - Donor Restricted Partner Funding				0	200,000	(200,000)	275,000	300,000	(25,000)
4400 - Sponsorship		22,500	46,500	202,000	262,500	(60,500)	204,500	267,500	(63,000)
4700 - Private Fees for Services	15,134	-13,912	16,791	140,256	201,744	(61,488)	201,561	298,112	(96,551)
4720 - Public Fees for Services	268,784	297,876	53,122	939,239	1,232,487	(293,248)	2,394,652	2,159,310	235,342
49xx - Other Income				332	-	332	332		332
<b>Total Income</b>	<b>1,738,096</b>	<b>1,550,308</b>	<b>2,209,551</b>	<b>14,091,990</b>	<b>15,917,698</b>	<b>(1,825,708)</b>	<b>21,564,838</b>	<b>21,489,626</b>	<b>55,212</b>
<b>EXPENSES</b>									
<b>Salaries/Benefits</b>									
5000 - Salaries Management	178,040	175,276	192,074	1,510,403	1,556,937	46,534	2,491,589	2,525,023	33,434
5010 - Benefits Management	22,703	21,863	21,099	172,115	189,613	17,498	270,393	289,450	19,057
5020 - 401k Management	7,015	6,981	6,080	52,353	73,394	21,041	89,402	112,255	22,853
5030 - Salaries Line Staff	511,206	485,209	523,407	4,110,681	4,904,229	793,548	6,917,764	7,526,286	608,522
5040 - Benefits Line Staff	120,988	127,734	102,192	907,753	1,234,430	326,677	1,687,688	1,855,086	167,398
5050 - 401k Line Staff	2,372	4,277	3,965	36,949	61,507	24,558	69,266	94,079	24,813
5060 - Payroll Taxes	84,591	81,697	84,234	690,322	869,377	179,055	1,211,407	1,354,814	143,407
<b>Total 500 - Salaries/Benefits</b>	<b>926,915</b>	<b>903,037</b>	<b>933,051</b>	<b>7,480,576</b>	<b>8,889,487</b>	<b>1,408,911</b>	<b>12,737,509</b>	<b>13,756,993</b>	<b>1,019,484</b>
<b>Professional Services</b>									
6000 - Accounting Services	-140		10,684	10,544	11,500	956	10,544	11,500	956
6010 - Consulting Services	2,000			66,500	75,664	9,164	71,327	78,500	7,173
6030 - IT Support / Websites/ Domains	21,628	25,751	34,630	203,239	204,441	1,202	323,548	309,166	(14,382)
6040 - Legal	-	-	-	0	0	-	0	0	-
6050 - Management Services	153,670	153,698	153,684	1,229,477	1,229,477	-	1,844,213	1,844,213	-
6060 - Payroll Services	5,097	4,865	4,996	33,475	26,000	(7,475)	46,475	39,000	(7,475)
6070 - Temp Staffing	0			0	44,960	44,960	0	60,960	60,960
6100 - Other Prof Services	1,762	2,192	58	9,907	24,480	14,573	14,482	36,720	22,238
<b>Total 600 - Professional Services</b>	<b>184,017</b>	<b>186,506</b>	<b>204,052</b>	<b>1,553,142</b>	<b>1,616,522</b>	<b>63,380</b>	<b>2,310,589</b>	<b>2,380,059</b>	<b>69,470</b>
<b>General &amp; Administrative</b>									
7000 - Bank / Credit Card Fees	56	65	746	3,523	7,191	3,668	4,506	8,125	3,619
7010 - Computers / Technology	539			4,895	10,999	6,104	10,727	16,500	5,773
7020 - Dues / Subscriptions	3,911	229	87	7,171	14,520	7,349	17,005	22,215	5,210
7030 - Employee Recognition	6,097	6,656	10,741	50,049	59,852	9,803	83,958	80,250	(3,708)
7040 - Insurance	9,103	9,103	9,103	72,824	54,741	(18,083)	110,433	82,116	(28,317)
7050 - Leasing & Maint	1,358	1,393	1,503	10,341	12,000	1,659	16,341	18,000	1,659
7060 - Licenses & Permits	-281		1,976	5,729	3,500	(2,229)	7,529	5,400	(2,129)
7070 - Meeting & Board Exp	2,906	3,049	698	22,454	21,598	(856)	34,477	32,450	(2,027)
7080 - Misc	121			391	332	(59)	579	500	(79)
7100 - Maintenance & Repairs Office	323		80	2,259	3,368	1,109	5,289	5,050	(239)
7110 - Office Supplies	2,190	4,051	2,698	23,700	20,000	(3,700)	35,200	30,000	(5,200)
7120 - Postage & Delivery	0		45	70	202	132	152	300	148
7130 - Printing	0	62	2,111	3,696	4,714	1,018	5,914	7,200	1,286
7140 - Recruitment Staff	2,613	1,439	3,206	17,656	25,005	7,349	29,394	37,250	7,856
7150 - Rent / Storage	36,282	36,249	36,282	289,989	300,296	10,307	449,220	450,444	1,224
7160 - Tax Expense	6,181	10,426	5	28,383	33,216	4,833	69,872	49,149	(20,723)
7170 - Telephone Expense	15,755	12,554	15,081	95,221	100,680	5,459	148,220	151,020	2,800
7180 - Training	1,552	4,673	1,800	36,330	45,332	9,002	52,526	61,500	8,974
7190 - Travel	8	0		20,800	29,172	8,372	20,846	29,500	8,654
7900 - Bad Debt						-			-
<b>Total 700 - General &amp; Administrative</b>	<b>88,714</b>	<b>89,949</b>	<b>86,162</b>	<b>695,481</b>	<b>746,718</b>	<b>51,237</b>	<b>1,102,188</b>	<b>1,086,969</b>	<b>(15,219)</b>

	Monthly			YTD			Full Year		
	Actual - Current & Previous Months			Actual	Budget	Variance	Forecast	Budget	Variance
	Feb 24	Jan 24	Dec 23	7/1/23 - 2/29/24			7/1/23 - 6/30/24		
<b>Program Expenses</b>									
8000 · Activation	124,081	31,799	256,975	1,083,254	1,209,304	126,050	1,691,112	1,602,640	(88,472)
8010 · Equipment - Programs	18,351	19,672	12,599	167,687	150,850	(16,837)	275,221	223,900	(51,321)
8020 · Marketing & Promo	6,487	5,756	37,021	91,419	150,008	58,589	166,296	180,000	13,704
8030 · Outreach	(509)	2,993	(208)	18,504	40,000	21,496	51,969	60,000	8,031
8040 · Radios	20,460	0		26,989	16,668	(10,321)	53,377	25,000	(28,377)
8050 · Leasing / Rentals	43,998	2,618	152,751	219,118	245,000	25,882	230,118	245,000	14,882
8060 · Security	195,432	203,357	302,269	1,605,961	1,542,672	(63,289)	2,227,449	2,295,000	67,551
8070 · Services - Program	51,094	42,942	129,971	558,472	449,400	(109,072)	660,440	587,000	(73,440)
8080 · Supplies - Programs	14,486	18,528	36,787	179,638	229,536	49,898	358,545	331,800	(26,745)
8090 · Trash Removal / Water Clean-up	26,344	6,712	48,631	206,033	300,000	93,967	412,344	430,000	17,656
8100 · Uniforms	22,647	4,901	6,682	87,155	79,019	(8,136)	137,180	122,030	(15,150)
8190 · Other Program Exp	140	89	2,810	6,611	6,668	57	176,552	7,500	(169,052)
<b>Total 800 · Program Expenses</b>	<b>523,011</b>	<b>339,367</b>	<b>986,288</b>	<b>4,250,841</b>	<b>4,419,125</b>	<b>168,284</b>	<b>6,440,603</b>	<b>6,109,870</b>	<b>(330,733)</b>
9000 - Depreciation	15,439	31,450		111,950	245,846	133,896	231,585	368,765	137,180
<b>Total Expense</b>	<b>1,738,096</b>	<b>1,550,309</b>	<b>2,209,553</b>	<b>14,091,990</b>	<b>15,917,698</b>	<b>1,825,708</b>	<b>22,822,474</b>	<b>23,702,656</b>	<b>880,182</b>
<b>Change in Net Assets</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(1,257,636)</b>	<b>(2,213,030)</b>	<b>955,394</b>

YTD Actual Expenses by program	\$	%
Cleaning program	4,464,742	31.7%
Community, Safety, Hospitality & Outreach	2,352,913	16.7%
Public Space, PRO & Events	2,096,897	14.9%
WLP, OCC., Pioneer, Bell St Parks	1,430,620	10.2%
Economic Development	312,288	2.2%
Communications	329,340	2.3%
Parking & Transportation	173,332	1.2%
Downtown Activation Plan	478,609	3.4%
Operations	1,223,772	8.7%
Management	1,229,477	8.7%
		0.0%
	<b>14,091,990</b>	<b>100.0%</b>

<b>FUND BALANCE SUMMARY</b>	
Uncommitted DBIA Services Fund balance @ 6/30/23	1,965,454
Uncommitted City Held 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	(1,257,636)
add back depreciation	231,585
<b>COMMITTED FUNDS SUMMARY</b>	
Less: Fund Reserve Policy-Operating expenses 9%	(1,453,526)
Less: Increase in Fixed assets	(282,500)
<b>FORECAST UNCOMMITTED FUND BALANCE June 2024</b>	<b>1,839,715</b>

# Downtown Revitalization Dashboard

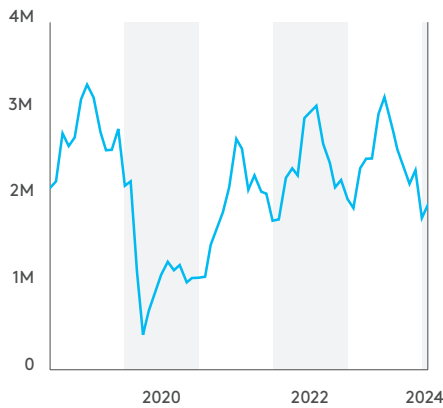
MARCH 2024 / FEBRUARY DATA

Please credit the Downtown Seattle Association Revitalization 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 evolve, DSA will publish a monthly Revitalization Dashboard examining key 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 renewal and reemergence.

## Visitors

Total monthly visitors since 2019

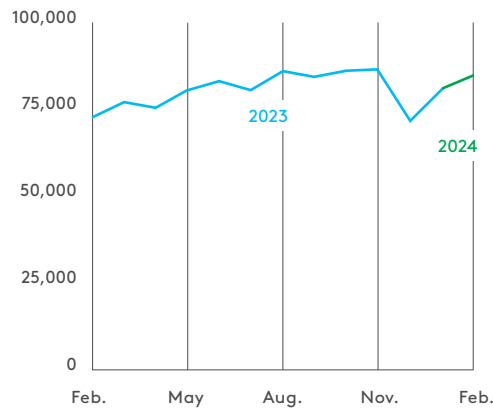


Nearly 1.9 million visitors came downtown in February 2024, representing a 2% increase from the previous year. The total number of February visitors was 87% of the number seen in February 2020.

Source: Placer.ai

## Return to Office

Average daily worker foot traffic (Monday–Friday)

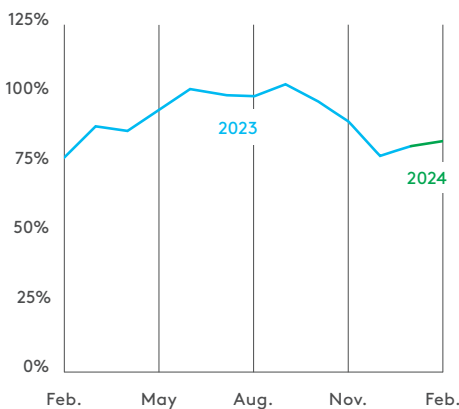


In February, downtown averaged more than 85,000 daily workers — a 16% increase from February 2023. Worker foot traffic in February was at 57% compared to the same period in 2020.

Source: Placer.ai. Note: The November 2023 daily average excludes Nov. 22–24 due to the Thanksgiving holiday.

## Hotel Room Demand

Monthly hotel rooms sold compared to 2019

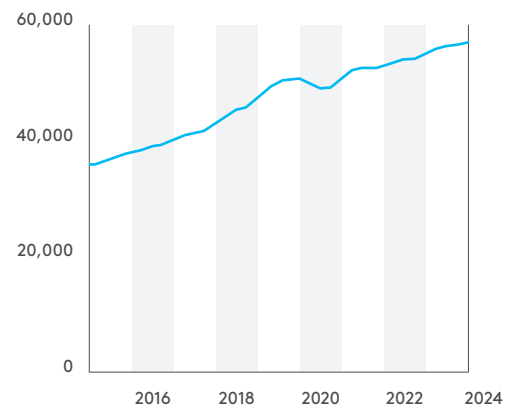


Downtown hotels saw a nearly 20% increase year-over-year in rooms sold, or more than 250,000 room nights. This represented 83% of demand in February 2020.

Sources: Visit Seattle, STR

## Occupied Apartment Units

Quarterly



In February, the number of occupied apartment units was nearly 57,000. There are around 6,000 residential units currently under construction with around 1,100 units delivered so far this year.

Source: CoStar

# Of Note in Downtown



**\$26.5M**  
economic impact

Visit Seattle estimates the 2024 Emerald City Comic Con generated more than \$26 million in local economic impact. The annual convention welcomed an estimated 85,000 attendees over a four-day period.



**47%**  
increase in trash collected

The DSA/MID Clean Team collected 112,545 gallons of trash in February — that's 47.5% more than was collected in February 2023.



**14%**  
decline in violent offenses

There were 316 violent crimes in the downtown core in 2023 — a nearly 14% decline from 2022. The downtown core consists of SPD beats M1, M2 and M3.

## Coming Up in Downtown



Food Truck Fest takes over Westlake Park on Thursday, March 21. Coinciding with the first full day of the men's NCAA Basketball Tournament, DSA/MID will bring in Pop-A-Shot basketball, five food trucks and a DJ. This just might be the best lunch break of the year.



Credit: Ben VanHouten / Seattle Mariners

The Seattle Mariners open the 2024 season with a three-game homestand against the Boston Red Sox. More than 40,000 fans will flock to T-Mobile Park on Thursday, March 28. DSA/MID will be hosting a Mariners Opening Day Celebration from 5-7 p.m. in Occidental Square. There will be giveaways featuring Mariners merchandise, food trucks and more.



Credit: @moshitea and @rintaichou

Sakura-Con — the oldest and most well-attended anime convention in the Pacific Northwest — descends upon downtown Friday, March 29. More than 25,000 fans of animation and culture are expected over the three-day event.

### 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.