

MID Ratepayer Advisory Board

Hybrid Meeting

January 28, 2025 | 8-9:30 a.m.

8:00	Call to Order	Sabrina Villanueva, Chair
8:02	Guest Ratepayer Comment	
8:05	Chair's Report ✓ ACTION: Minutes from November meeting	Sabrina Villanueva, Chair
8:10	Guest Speaker	Kelly Kinnison, KCRHA
8:30	Program Manager Report	Jon Scholes, DSA President & CEO
8:40	Bylaw Amendment 📄 Memo	Sabrina Villanueva, Chair
8:45	Financial Report 📄 November Financials	Jon Scholes, DSA President & CEO Jack McCarthy, Director, Finance
8:50	Downtown Revitalization 📄 January Revitalization Dashboard	Ryan Gockel, Director Strategic Initiatives
9:00	MID Program Update	Jennifer Casillas, VP Public Realm & Ambassador Operations
9:15	New Business	Sabrina Villanueva, Chair
9:30	Adjourn	Sabrina Villanueva, Chair

Meeting Minutes

MID Ratepayer Advisory Board

November 19, 2024

Presiding: Sabrina Villanueva, Chair

Attending: Gabe Grant, Courtney Jolicouer, Sally Bagshaw, Aaron Blankers, Ross Peyton, Anita Shah, Simone Loban, Adam Bowser, Collin Madden, LJ Humiston, Allison Delong, Dan Feely, Ed Leigh, Steve Van Til, Dan Temkin, Gina Grappone, Rebecca Uusitalo, Andy Bench, Tim Andrews, Valerie Heide Mudra, Tim Kuniholm, Laura Horn, Cary Clark, Jennie Dorset

Staff: Jon Scholes, Jennifer Casillas, Elisabeth James, Steven Walls, Sally Wright, Anna Smalley, Ryan Gockel

CALL TO ORDER

Sabrina Villanueva, Chair

Sabrina welcomed the group to the November meeting.

CHAIR'S REPORT

Sabrina Villanueva, Chair

Sabrina welcomed the guest speaker Captain Randy Ward. Sabrina reviewed the rest of the meeting agenda. She called attention to the minutes from the June meeting. A motion was made to approve the minutes as presented; motion was seconded; no discussion and approval by consensus. She reminded the group that there will be no December MID Board meeting and that the next MID Board meeting would be held on January 28.

GUEST SPEAKER

Captain Randy Ward, West Precinct SPD

Sabrina introduced Captain Ward. Captain Ward provided his remarks. He focused on the Downtown Activation Plan (DAP) and his collaboration with the Mayor's Office and other community partners. He reiterated a need for more resources specifically for DAP. He answered questions from Board Members.

MID BOARD BYLAW AMENDMENT

Sabrina Villanueva, Chair

Sabrina called attention to a memo recommending updates to the MID Ratepayer Advisory Board Bylaws. She explained that this amendment is to ensure compliance with both the current MID Ordinance and the City of Seattle's BIA Policies. A motion was made to approve the Amendment and motion was seconded. Discussion revealed that the board would like to postpone a vote to allow for more discussion and to see the red-line version prior to a vote.

MID PROGRAM MANAGER REPORT
Jon Scholes, DSA President & CEO

Jon provided a brief program manager report. He called attention to the 25th Anniversary of the MID. He thanked Jennifer and Steve for their work on the DAP.

FINANCIAL REPORT
Elisabeth James, COO

Bif provided a financial report. She informed the group that Jack McCarthy has begun as the new Director of Finance. She briefly reviewed the year-end financials noting that it is as usual.

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, observed drug activity, welfare checks, and Narcan deployments. He also provided data regarding the number of local visitors downtown, noting a significant increase in October likely due to the new Overlook Walk opening.

MID PROGRAM REPORT
Jennifer Casillas, VP Public Realm & Ambassador Operations

She highlighted the October and November Ambassador of the Month. The Board discussed incentives that come with being Ambassador of the Month. She provided an update on staffing partnerships.

the recent wrap of the Downtown Summer Sounds concert series and noted the recent installation of lighting on a block of 3rd Ave. Finally, she provided an update on security staffing.

Jenn provided a MID Moment for November.

NEW BUSINESS

None.

ADJOURN

9:00 a.m.

MID Ratepayer Advisory Board Bylaws Update

January 28, 2025

TO: MID Ratepayer Advisory Board

FR: Sabrina Villanueva, Chair

RE: MID Ratepayer Advisory Board Bylaws

A summary of the recommended updates to the MID Ratepayer Advisory Board Bylaws is below.

The MID Board bylaws were last revised in April 2013. To ensure that board governance is compliant with both the current (2023) MID ordinance and the City of Seattle's BIA policies, we recommend the below changes. A complete red-line version and clean version will be distributed electronically upon request.

- Article 1
 - Technical updates to dates and ordinance numbers
- Article 2
 - Notice of ratepayer meetings to be posted on DSA website
- Article 3
 - Board members obligation to sign a document prepared by the City Office of Economic Development
 - Updates to board member selection process to reflect city BIA policies
 - Includes language about OPMA requirements per city BIA policies
 - Updates to committee structure
 - Creation of MID executive committee to review financials and program operations, meeting as necessary
 - Creation of Public Realm Operations Committee to discuss MID clean, community safety and hospitality and public space programming and activation

DBIA SERVICES
Statement of Revenue and Expenses
July 1 - Nov 30, 2024

	YTD Nov 2024			Full Year Fcst vs Budget		
	Actual	Budget	better/(worse) than budget	Forecast	Budget	better/(worse) than budget
Income						
Assessment Net	8,485,745	8,615,318	(129,573)	19,451,399	19,451,399	0
Voluntary	110,656	105,388	5,268	210,776	210,776	0
Unrestricted Partner Funding			0			0
Donor Restricted Partner Funding	93,005	83,000	10,005	166,000	166,000	0
Sponsorship	124,406	174,500	(50,094)	239,500	239,500	0
Fees for Services Private	71,890	129,195	(57,305)	201,912	201,912	0
Fees for Service Public	153,058	145,827	7,231	453,648	453,648	0
Other Income	5,890	0	5,890			0
Total Income	9,044,651	9,253,228	(208,577)	20,723,235	20,723,235	0
Expense						
Salaries & Benefits	5,367,578	6,063,870	696,292	14,712,658	14,712,658	0
Professional Services	1,022,545	1,021,242	(1,303)	2,480,654	2,480,654	0
General & Administrative incl Depr	508,255	525,768	17,513	1,272,921	1,272,921	0
Program Expenses	2,046,234	2,101,850	55,616	4,910,184	4,910,184	0
Total Expense	8,944,612	9,712,730	768,118	23,376,417	23,376,417	0
CHANGE IN NET ASSETS	100,039	(459,502)	559,541	(2,653,182)	(2,653,182)	0

FUND BALANCE SUMMARY		YTD Actual Exp by Program				
Uncommitted DBIA Services Fund balance @ 6/30/24		Actual	%	Budget	%	
Uncommitted City Held Fund balance @ 6/30/24		Clean 205	3,232,230	36%	3,783,689	39%
Total Fund Balance @ 6/30/24	5,241,894	Sfty, Hsp & Outrch 210/215	1,524,659	17%	1,569,946	16%
Forecast net gain/loss @ 6/30/25	(2,653,182)	Econ Dev 110	177,924	2%	286,479	3%
less capital exp	(262,000)	Comm 105	230,447	3%	226,592	2%
COMMITTED FUNDS SUMMARY		Park & Trans 115	108,330	1%	108,330	1%
Fund Reserve Policy-Operating expenses 9%	1,661,961	Events/Pub Space	1,283,130	14%	1,198,034	12%
Add back current year depreciation	222,643	WLP, OCC, Bell St, Pioneer Parks	824,110	9%	1,021,176	11%
FORECAST UNCOMMITTED FUND BALANCE 6/30/24	4,211,316	Downtown Activation Plan	31,377	0%	0	0%
		Operations 100	708,894	8%	1,518,484	16%
		Management	823,512	9%	0	0%
			8,944,612	100%	9,712,730	100%

Balance Sheet Prev Year Comparison (unaudited)
As of Nov 30, 2024

	2023 vs 2024			Jun 30, 2024 (unaudited)
	Nov 30, 2024	Nov 30, 2023	\$ Change	
ASSETS				
Cash	1,685,255	2,106,968	(421,713)	1,177,653
Accounts Receivable	1,109,883	486,913	622,970	2,947,419
Other Current Assets	375,816	1,208,854	(833,038)	218,054
Fixed Assets	306,135	364,929	(58,794)	310,673
TOTAL ASSETS	3,477,089	4,167,664	(690,575)	4,653,799
LIABILITIES & EQUITY				
Liabilities				
Accounts Payable	587,965	696,874	(108,908)	992,703
Deferred Revenue + Refundable Advance	345,573	106,171	239,403	73,221
Liabilities + Payroll	547,379	570,663	(23,283)	712,601
Total Current Liabilities	1,480,918	1,373,707	107,211	1,778,525
Long term Liabilities	(2,350)	25,645	(27,995)	8,838
Total Liabilities	1,478,568	1,399,351	79,216	1,787,363
Equity				
Retained Earnings + Temp Restricted	2,866,436	2,837,378	29,058	2,647,798
Net Income	(867,915)	(69,066)	(798,849)	218,638
Total Equity	1,998,521	2,768,312	(769,791)	2,866,436
TOTAL LIABILITIES & EQUITY	3,477,089	4,167,664	(690,575)	4,653,799

Downtown Revitalization Dashboard

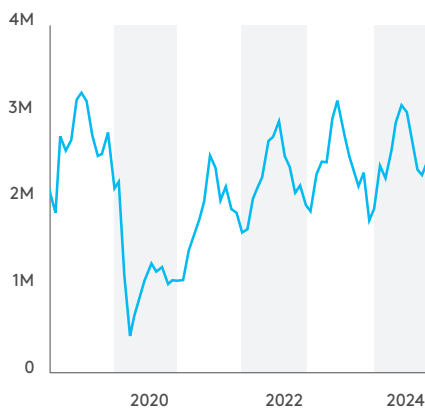
JANUARY 2025 / DECEMBER DATA

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 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

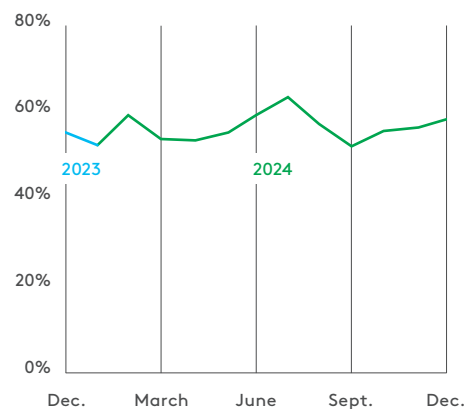


More than 2.4 million unique visitors came downtown during December 2024. This represents 88% of the visitors seen in December 2019, and was a 6% increase over the number of visitors seen during December 2023.

Source: Placer.ai

Return to Office

Average weekday worker foot traffic compared to 2019

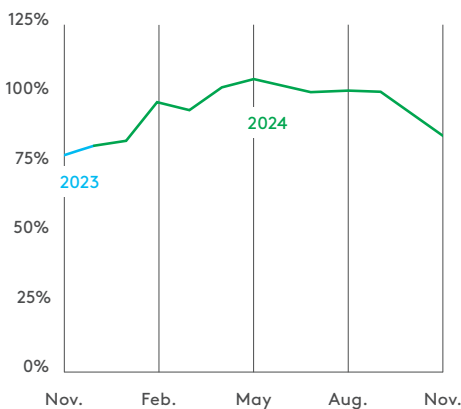


In December, downtown's average weekday worker foot traffic was 58% of December 2019's average. Including the holidays, downtown averaged more than 75,000 workers per weekday. This represents a 5% increase from December 2023, possibly due to major holidays falling in the middle of the week.

Source: Placer.ai. Note: The November averages in 2023 and 2024 exclude Thanksgiving and the following Friday.

Hotel Room Demand

Monthly hotel rooms sold compared to 2019

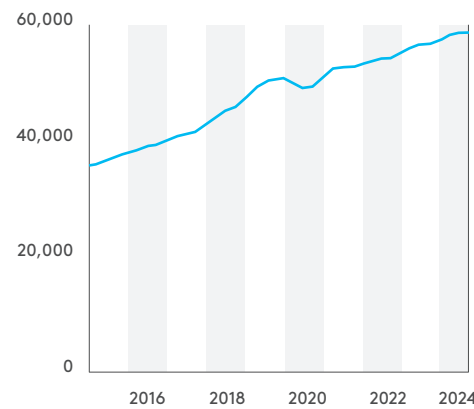


There were more than 255,000 downtown hotel rooms sold in December 2024. This figure represents 84% of the demand in December 2019, and is a 9% increase compared to December 2023.

Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



At the end of Q4 2024, the number of occupied apartment units downtown continued growing, rising to nearly 59,000 units. This represented a 4% increase compared to Q4 2023 and a 17% increase compared to Q4 2019.

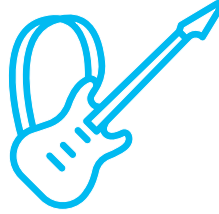
Source: CoStar

Of Note in Downtown



1,354,982
visitors

More than 1.3 million people visited the Pike Pine Corridor (Pike and Pine streets from First to Ninth avenues) in December 2024. This is a 7% increase over November 2024 foot traffic.



3,570
hours of programming

DSA/MID produced more than 3,500 hours of free activities in 2024 in four downtown parks: Bell Street Park, Occidental Square, Pioneer Park and Westlake Park.



88
openings

In 2024, there were 88 openings of new street-level businesses within the 300 square blocks of the Metropolitan Improvement District.

Coming Up in Downtown

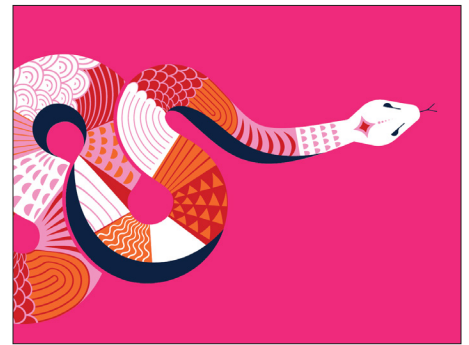


Town Hall Seattle will host A Conversation with Percival Everett at 7:30 p.m. on Thursday, Jan. 23. This event with the author of #1 New York Times bestseller and National Book Award-winning novel “James” will be in-person and available online.



Courtesy of Top Court Events

Youth volleyball takes over the Seattle Convention Center for the MLK Seattle Kickoff Jan. 18-20. The tournament will utilize both convention buildings with an expected attendance of nearly 6,000 people and an economic impact of millions of dollars.



Usher in the Year of the Snake on Sunday, Jan. 26. DSA/MID festivities begin in Westlake Park at 11:30 a.m., with a performance featuring the talented Mak Fai Kung Fu Dragon & Lion Dance Association at noon. The performers will then move to First and Pike for a 1 p.m. show.

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.