

MID Ratepayer Advisory Board

Hybrid Meeting

March 31, 2026 | 9-10:15 a.m.

9:00	Call to Order	Amy Baker, Chair
9:02	Guest Ratepayer Comment	
9:05	Chair's Report <ul style="list-style-type: none"> ✓ ACTION: Minutes from December meeting • Board Development 	Amy Baker, Chair
9:10	Program Manager Report	Jon Scholes, DSA President & CEO Matt Gurney, COO
9:25	Financial Report <ul style="list-style-type: none"> 📄 January Financials 	Matt Gurney, COO Jack McCarthy, Director Finance
9:35	Downtown Revitalization <ul style="list-style-type: none"> 📄 February Revitalization Dashboard 📄 MID Ratepayer Satisfaction 	Ryan Gockel, Director Strategic Initiatives
9:50	MID Moment	Brian Cannon, Director, Community Safety & Hospitality
9:55	MID Program Update	Brian Cannon, Director, Community Safety & Hospitality Steven Walls, Director, Cleaning Owen Harrang, Director, Public Realm Operations
10:13	New Business	Amy Baker, Chair
10:15	Adjourn to 2nd Floor Tour	Amy Baker, Chair

Meeting Minutes

MID Ratepayer Advisory Board

December 9, 2025

Presiding: Amy Baker, Chair

Attending: Amy Baker, Mark Astor, Tim Andrews, Ross Peyton, Nate Ward, Gabe Grant, Lars Pedersen, Sally Bagshaw, Valerie Heide-Mudra, Gina Grappone, Simone Loban, Bart Ricketts, Jennie Dorset, Laura Horn, Cary Clark, Lori Richards

Staff: Jon Scholes, Jennifer Casillas, Ryan Gockel, Emily Bailor, Elena Segura, Jack Mcarthy, Matt Gurney

CALL TO ORDER

Amy Baker, Chair

Amy welcomed the group to the December meeting. She asked if there were any guests that would like to provide comments. None were made.

CHAIR'S REPORT

Amy Baker, Chair

Amy provided the Chair's report for December. She reviewed the agenda and noted that board members are invited to take a tour of the new Ambassador deployment and break space on the 2nd floor. Amy asked for a motion to approve the minutes from the September meeting. A motion was made and seconded. Approval by consensus.

She provided a MID Board Development report. She noted that long time board member Steven Van Til with Vulcan has retired. She reviewed a memo nominating a new representative from Vulcan, Michael Wang, to the board. She asked for a motion to approve the new nominee; a motion was made and seconded; approval by consensus.

GUEST SPEAKER

Captain Garth-Green, Seattle Police Dept.

Amy introduced Captain Garth-Green. He provided the group with an update on West Precinct staffing and patrolling. He discussed departmental priorities for the winter and World Cup. He stood for questions from the Advisory Board.

FINANCE REPORT

Matt Gurney, COO

Jack McCarthy, Director Finance

Matt and Jack provided the Financial report for December. Jack updated the group on major variances in the DBIA financials.

Matt provided an update on plan to relocate the MID fleet equipment (bikes, trikes, and buckets). He shared early design plans for the former Mountain Hardware space at 3rd and Pine. He reviewed the reasons driving the change.

DOWNTOWN REVITALIZATION

Ryan Gockel, Director Strategic Initiatives

Ryan took the board through the revitalization dashboard from November. He noted that hotel demand has softened likely due to a decrease in international travel. He also noted a significant increase in attendance at the recent Treelighting Celebration at Westlake.

MID MOMENT

Jennifer Casillas, VP Public Realm & Ambassador Operations

Jenn provided a MID moment for December.

MID PROGRAM UPDATE

Jennifer Casillas, VP Public Realm & Ambassador Operations

Jenn highlighted the Ambassadors of the month from October and November. She reviewed the Treelighting Celebration and shared other upcoming holiday season activations and events throughout downtown. She noted that the new Christmas tree lot is open at 1st and Pine with hopes to continue the lot in future years. She briefly reviewed activities of the Clean and Community Safety and Hospitality teams.

New Business

None.

ADJOURN

10:00 a.m.

DBIA SERVICES
Statement of Revenue and Expenses
July 1 - January 31, 2026

	January 2026			YTD January 2026		
	Actual	Budget	better/(worse) than budget	Actual	Budget	better/(worse) than budget
Income						
Assessment Net	1,706,656	1,706,656	0	11,937,590	11,946,590	(9,000)
Voluntary	114,761	0	114,761	229,523	112,500	117,023
Unrestricted Partner Funding	0	0	0	0	0	0
Donor Restricted Partner Funding	0	0	0	0	0	0
Sponsorship	(1)	0	(1)	149,456	584,000	(434,544)
Fees for Services Private	16,892	5,833	11,059	76,345	50,989	25,356
Fees for Service Public	108,278	27,288	80,990	1,745,223	1,534,017	211,206
Total Income	1,946,586	1,739,777	206,810	14,138,137	14,228,096	(89,960)
Expense						
Salaries & Benefits	1,506,857	1,083,809	(423,048)	7,893,381	8,308,679	415,298
Professional Services	243,231	220,714	(22,517)	1,587,974	1,545,892	(42,082)
General & Administrative incl Depr	98,426	120,861	22,436	951,405	938,316	(13,090)
Program Expenses	490,691	320,438	(170,253)	3,650,289	4,351,335	701,046
Total Expense	2,339,204	1,745,821	(593,382)	14,083,050	15,144,221	1,061,172
CHANGE IN NET ASSETS	(392,617)	(6,044)	(386,573)	55,087	(916,125)	971,212

Balance Sheet Prev Year Comparison (unaudited)
As of January 31, 2026

	As of January 31, 2026		2024 vs 2025
	Jan. 31, 2026	Jan. 31, 2025	\$ Change
ASSETS			
Cash	1,159,333	1,961,395	(802,063)
Accounts Receivable	1,610,630	1,850,028	(239,398)
Other Current Assets	33,300	205,111	(171,811)
Fixed Assets	340,527	289,060	51,467
TOTAL ASSETS	3,143,789	4,305,594	(1,161,805)
LIABILITIES & EQUITY			
Liabilities			
Accounts Payable	689,751	636,259	53,493
Deferred Revenue + Refundable Advance	0	143,752	(143,752)
Liabilities + Payroll	621,944	560,606	61,338
Total Current Liabilities	1,311,696	1,340,617	(28,921)
Long term Liabilities	146,856	(2,350)	149,206
Total Liabilities	1,458,551	1,338,266	120,285
Equity			
Retained Earnings + Temp Restricted	1,630,153	2,866,436	(1,236,283)
Net Income	55,086	100,892	(45,806)
Total Equity	1,685,238	2,967,328	(1,282,089)
TOTAL LIABILITIES & EQUITY	3,143,789	4,305,594	(1,161,805)

DBIA Services
Profit & Loss Budget vs. Actual
January 2026

	TOTAL	TOTAL	TOTAL	TOTAL
	26-Jan	Budget	/(Worse)Than Bu	%
Ordinary Income/Expense				
Income				
Contribution Income				
4000 · Assessments	1,732,645	1,732,645	-	0%
4010 · Voluntary	114,761	-	-	
Contribution Income - Other	(1)	-	(1)	
Total Contribution Income	1,847,406	1,732,645	114,760	7%
Fees for Services Taxable				
4700 · Private Fees for Services	16,892	5,833	11,059	190%
4720 · Public Fees for Services	108,278	27,288	80,990	297%
4900 · Misc Income	(25,990)	(25,990)	-	0%
Total Fees for Services Taxable	99,181	7,132	92,049	1291%
Total Income	1,946,586	1,739,777	206,810	12%
Gross Profit	1,946,586	1,739,777	206,810	12%
Expense				
Salaries/Benefits				
5000 · Salaries Management	1,082,775	200,387	882,388	440%
5010 · Benefits Management	223,989	25,830	(198,159)	-767%
5020 · 401k Retirement Management	20,669	9,017	(11,652)	-129%
5030 · Salaries Line Staff	19,194	616,596	597,402	97%
5040 · Benefits Line Staff	10,983	136,998	126,015	92%
5050 · 401k Retirement Line Staff	167	3,083	2,916	95%
5060 · Payroll Taxes	149,080	91,897	(57,182)	-62%
Total Salaries/Benefits	1,506,857	1,083,809	(423,048)	-39%
Professional Services				
6010 · Consulting	24,734	6,175	18,559	301%
6030 · IT Support / Websites/ Domains	32,259	29,024	(3,234)	-11%
			-	
6050 · Management Services	173,265	173,265	-	0%
6060 · Payroll Services	11,191	4,800	(6,391)	-133%
6070 · Temp Staffing	-	6,250	6,250	100%
6100 · Other Prof Services	1,783	1,200	(583)	-49%
Total Professional Services	243,231	220,714	(22,517)	-10%
General & Administrative				
7000 · Bank / Credit Card Fees	56	170	(114)	-67%
7010 · Computers / Technology	-	50	50	100%
7020 · Dues / Subscriptions	6,119	238	(5,881)	-2476%
7030 · Employee Recognition	5,377	6,900	1,523	22%
7040 · Insurance	12,251	10,186	(2,065)	-20%
7050 · Leasing & Maint	704	1,450	746	51%
7060 · Licenses & Permits	-	75	75	100%
7070 · Meeting & Board Exp	135	2,450	2,315	94%
7080 · Misc	-	350	350	100%
7100 · Maintenance & Repairs Office	-	300	300	100%
7110 · Office Supplies	567	3,500	2,933	84%
7120 · Postage & Delivery	25	25	-	0%
7130 · Printing	425	500	75	15%
7140 · Recruitment Staff	332	3,265	2,933	90%
7150 · Rent / Storage	52,820	53,873	1,054	2%
7160 · Tax Expense	2,718	2,217	(501)	-23%
7170 · Telecom - Internet	1,769	13,967	12,198	87%
7180 · Training	-	7,271	7,271	100%
			-	
Total General & Administrative	83,298	106,786	23,488	22%
Program Expenses				
8000 · Activation	232,563	93,150	139,413	150%
8010 · Equipment - Programs	12,001	18,917	6,915	37%
8020 · Marketing & Promotions	4,434	7,300	2,866	39%
8030 · Outreach	312	900	588	65%
8030Rnt · Outreach Rent	-	1,794	1,794	100%
8040 · Radios	1,329	2,500	1,171	47%
8050 · Leasing / Rentals	207	500	293	59%
8060 · Security / SPD	84,513	71,534	(12,979)	-18%
8070 · Services - Program	79,127	55,849	(23,278)	-42%
8080 · Supplies - Programs	12,880	23,909	11,028	46%
8090 · Trash Removal / Water Clean-up	54,748	34,000	(20,748)	-61%
8100 · Uniforms	8,576	9,685	1,109	11%
8190 · Other Program Exp	-	400	400	100%
Total Program Expenses	490,691	320,438	(170,253)	-53%
9901 · Depreciation	15,128	14,075	(1,052)	-7%
Total Expense	2,339,204	1,745,821	(593,382)	-34%
Net Ordinary Income	(392,617)	(6,044)	386,573	-6396%
Net Income	(392,617)	(6,044)	(386,573)	6396%

DBIA Services
Profit & Loss Budget vs. Actual
YTD January 2026

	TOTAL	TOTAL	TOTAL	TOTAL
	Jul '25 - Jan 26	Budget	Better / (Worse) Than Budget	%
Ordinary Income/Expense				
Income				
Contribution Income				
4000 · Assessments	12,119,517	12,128,517	(9,000)	0%
4010 · Voluntary	229,523	112,500	117,023	104%
4400 · Sponsorship	149,456	584,000	(434,544)	-74%
Contribution Income - Other	(1)	-	(1)	
Total Contribution Income	12,498,495	12,825,017	(326,522)	-3%
Fees for Services Taxable				
4700 · Private Fees for Services	76,345	50,989	25,356	50%
4720 · Public Fees for Services	1,745,223	1,534,017	211,206	14%
4900 · Misc Income	(181,928)	(181,928)	-	0%
Total Fees for Services Taxable	1,639,641	1,403,079	236,562	17%
Total Income	14,138,136	14,228,096	(89,961)	-1%
Gross Profit	14,138,136	14,228,096	(89,961)	-1%
Expense				
Salaries/Benefits				
5000 · Salaries Management	2,273,949	1,506,660	(767,289)	-51%
5010 · Benefits Management	365,613	169,997	(195,616)	-115%
5020 · 401k Retirement Management	66,208	67,800	1,592	2%
5030 · Salaries Line Staff	3,657,809	4,846,688	1,188,879	25%
5040 · Benefits Line Staff	841,497	992,772	151,275	15%
5050 · 401k Retirement Line Staff	39,683	24,233	(15,449)	-64%
5060 · Payroll Taxes	648,624	700,528	51,905	7%
Total Salaries/Benefits	7,893,381	8,308,679	415,298	5%
Professional Services				
6000 · Accounting	8,000	-	-	
6010 · Consulting	48,748	43,225	(5,523)	-13%
6030 · IT Support / Websites/ Domains	220,207	201,666	(18,541)	-9%
6040 · Legal	52,690	-	(52,690)	
6050 · Management Services	1,212,852	1,212,852	-	0%
6060 · Payroll Services	35,916	36,000	84	0%
6070 · Temp Staffing	-	43,750	43,750	100%
6100 · Other Prof Services	9,562	8,400	(1,162)	-14%
Total Professional Services	1,587,974	1,545,892	(42,082)	-3%
General & Administrative				
7000 · Bank / Credit Card Fees	1,537	3,590	2,053	57%
7010 · Computers / Technology	6,460	350	(6,110)	-1746%
7020 · Dues / Subscriptions	12,472	2,263	(10,210)	-451%
7030 · Employee Recognition	30,589	48,850	18,261	37%
7040 · Insurance	98,076	71,302	(26,774)	-38%
7050 · Leasing & Maint	9,306	10,150	844	8%
7060 · Licenses & Permits	16,655	17,425	770	4%
7070 · Meeting & Board Exp	19,324	17,050	(2,274)	-13%
7080 · Misc	2,468	2,450	(18)	-1%
7100 · Maintenance & Repairs Office	350	2,100	1,750	83%
7110 · Office Supplies	30,818	24,500	(6,318)	-26%
7120 · Postage & Delivery	263	175	(88)	-50%
7130 · Printing	1,787	3,500	1,713	49%
7140 · Recruitment Staff	39,683	22,855	(16,828)	-74%
7150 · Rent / Storage	364,258	456,403	92,145	20%
7160 · Tax Expense	58,656	16,167	(42,489)	-263%
7170 · Telecom - Internet	99,796	97,767	(2,030)	-2%
7180 · Training	29,411	25,546	(3,865)	-15%
7190 · Travel	21,634	13,800	(7,834)	-57%
Total General & Administrative	843,543	836,242	(7,301)	-1%
Program Expenses				
8000 · Activation	1,733,243	1,986,656	253,413	13%
8010 · Equipment - Programs	166,739	139,417	(27,323)	-20%
8020 · Marketing & Promotions	144,181	124,600	(19,581)	-16%
8030 · Outreach	1,598	6,300	4,702	75%
8030Dep · Security Deposits	1,775	-	(1,775)	
8030Rnt · Outreach Rent	6,664	12,559	5,895	47%
8040 · Radios	10,271	17,500	7,229	41%
8050 · Leasing / Rentals	36,255	61,400	25,145	41%
8060 · Security / SPD	490,153	559,126	68,973	12%
8070 · Services - Program	644,863	952,521	307,658	32%
8080 · Supplies - Programs	144,605	174,611	30,005	17%
8090 · Trash Removal / Water Clean-up	200,785	213,250	12,465	6%
8100 · Uniforms	67,605	97,595	29,990	31%
8190 · Other Program Exp	1,553	5,800	4,247	73%
Total Program Expenses	3,650,289	4,351,335	701,046	16%
9901 · Depreciation	107,862	102,074	(5,789)	-6%
Total Expense	14,083,050	15,144,221	1,061,172	7%
Net Ordinary Income	55,086	(916,125)	971,211	-106%
Net Income	55,086	(916,125)	971,211	-106%

Downtown Revitalization Dashboard

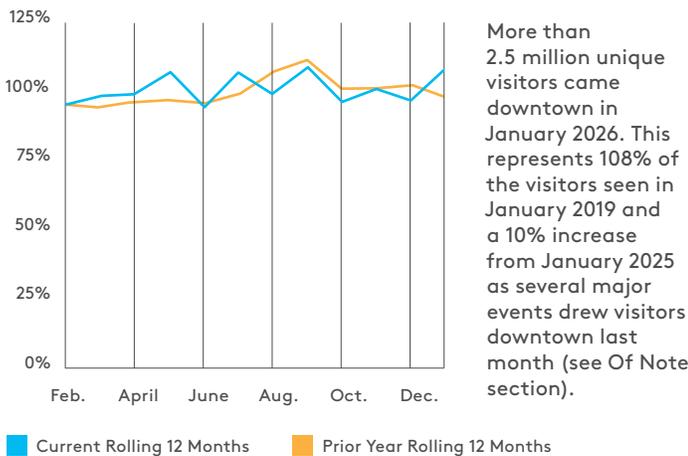
FEBRUARY 2026 / JANUARY DATA

As downtown Seattle’s revitalization continues, DSA will publish a monthly dashboard update examining key metrics that affect our urban core’s vitality and progress. 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.

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

Visitors

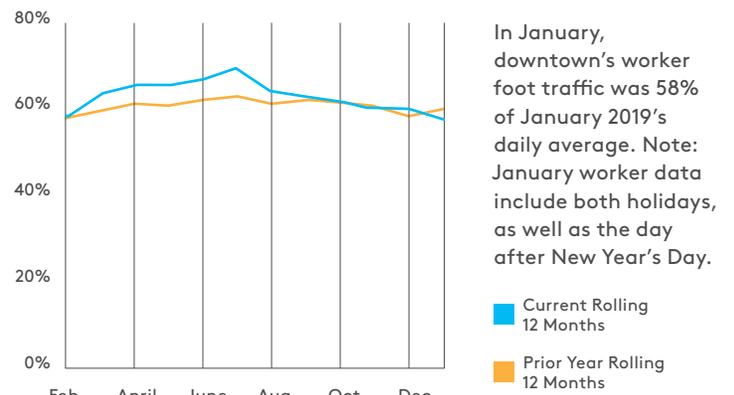
Unique monthly visitors compared to 2019



Source: Placer.ai. Note: February 2020 was used for comparing visitors in February 2025.

Return to Office

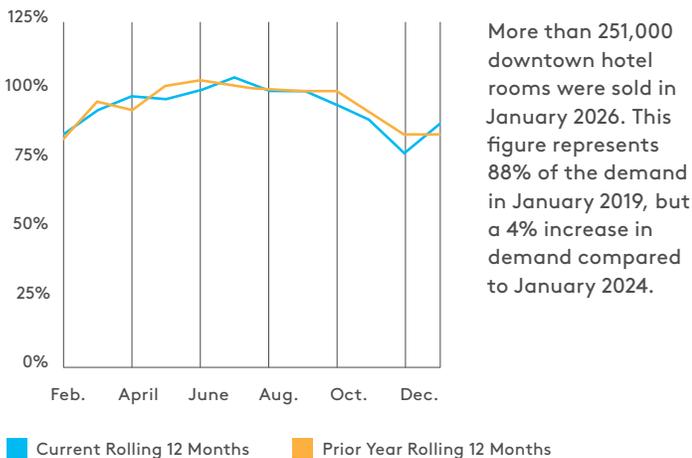
Average weekday worker foot traffic



Source: Placer.ai. Notes: December data include Christmas and surrounding weekdays. As of July 2025 the geography for the worker foot traffic metric has expanded. Current data should not be compared to previously published data due to differing geographies.

Hotel Room Demand

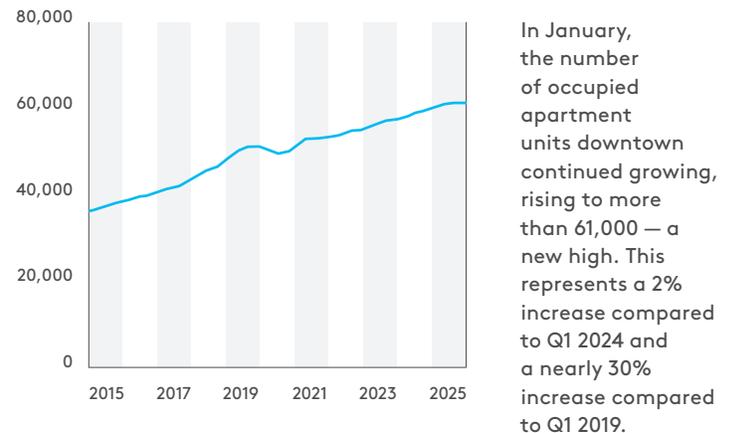
Monthly hotel rooms sold compared to 2019



Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



Source: CoStar

Of Note in Downtown



378,521
visitors

The two home Seahawks playoff games attracted considerable foot traffic downtown. On Jan. 17, when Seattle hosted the NFC Divisional Round playoff between the Seahawks and 49ers, was the busiest January day downtown since before 2019 with 378, 521 people in the heart of the city.



14%
increase

In January 2026, downtown saw a 14% increase in the number of unique visitors coming from more than 150+ miles away. The two days featuring the Seahawks playoff games (Saturday, Jan. 17 and Sunday, Jan. 25) were the two busiest days last month for long distance visitors, more than double the typical January weekend.



1.3M
gallons of trash

In the last 12 months, the DSA/ MID Clean Team collected 1,309,101 gallons of trash from downtown sidewalks, curblines and alleys. The highest monthly total was March 2025 with nearly 128,000 gallons of trash removed.

Coming Up in Downtown



Four days of celebrities, comic creators, authors, actors and pop culture fun take over the Seattle Convention Center March 5-8 for the 2026 Emerald City Comic Con. This is truly a sight to behold as 75,000 fans flock to downtown Seattle for panels, exhibits, booths and much more.



Courtesy of Pacific Northwest Ballet

Pacific Northwest Ballet will be performing Kent Stowell's Firebird for the first time in 20 years. This has been dubbed a "theatrical one act ballet" and described as a "fiery production that will keep you on your toes from start to finish."



Credit: Getty Images

The American League West champion Seattle Mariners open their defense of the division crown with the 2026 home opener March 26 against the Cleveland Guardians. Tridents up!

NOTES ON SOURCES

Datify measures consumer spending by analyzing a cross-section of credit and debit card transactions and cell phone location data

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 downtown Seattle.*
- 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.