

Agenda

MID RATEPAYER ADVISORY BOARD | MARCH 31, 2026



Welcome

Chair's Report

Program Manager Update

Financial Report

Revitalization Dashboard

MID Moment & MID Program Update

New Business & Adjourn



Chair's Report

Amy Baker, Chair



Program Manager Update

Jon Scholes, DSA President &
CEO

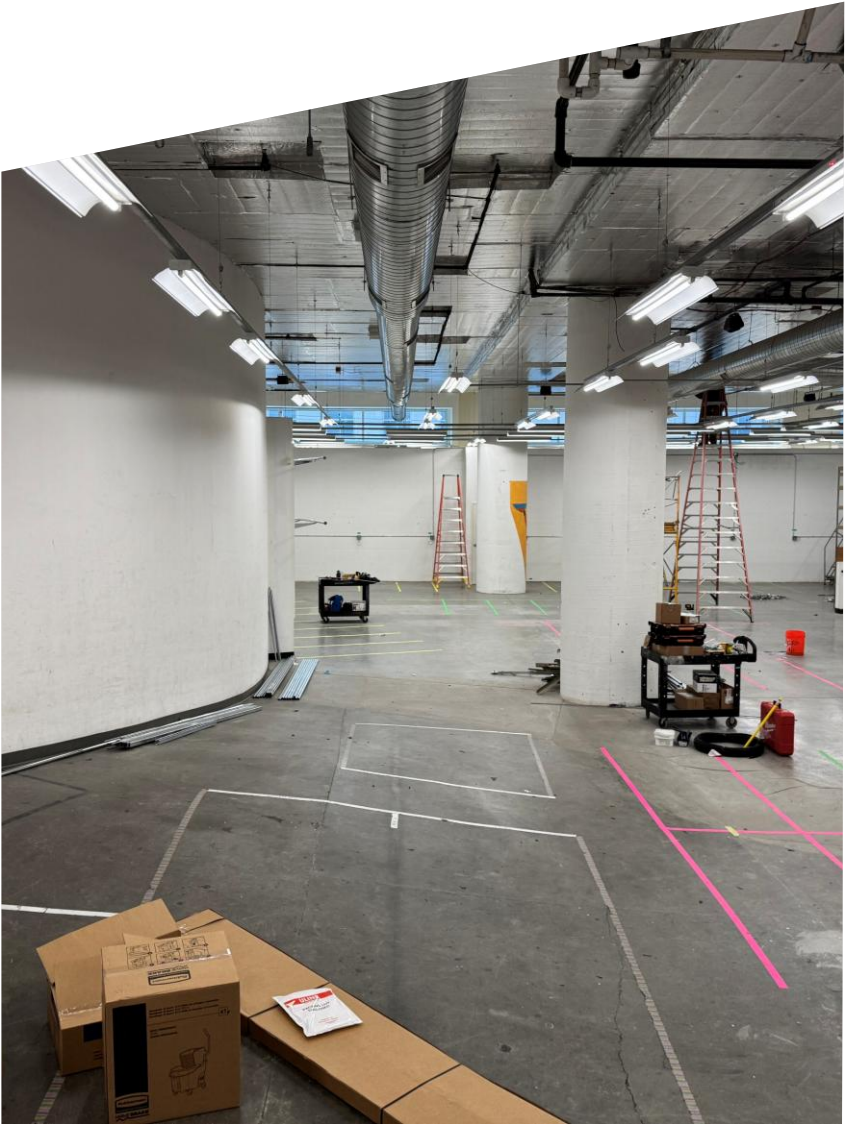
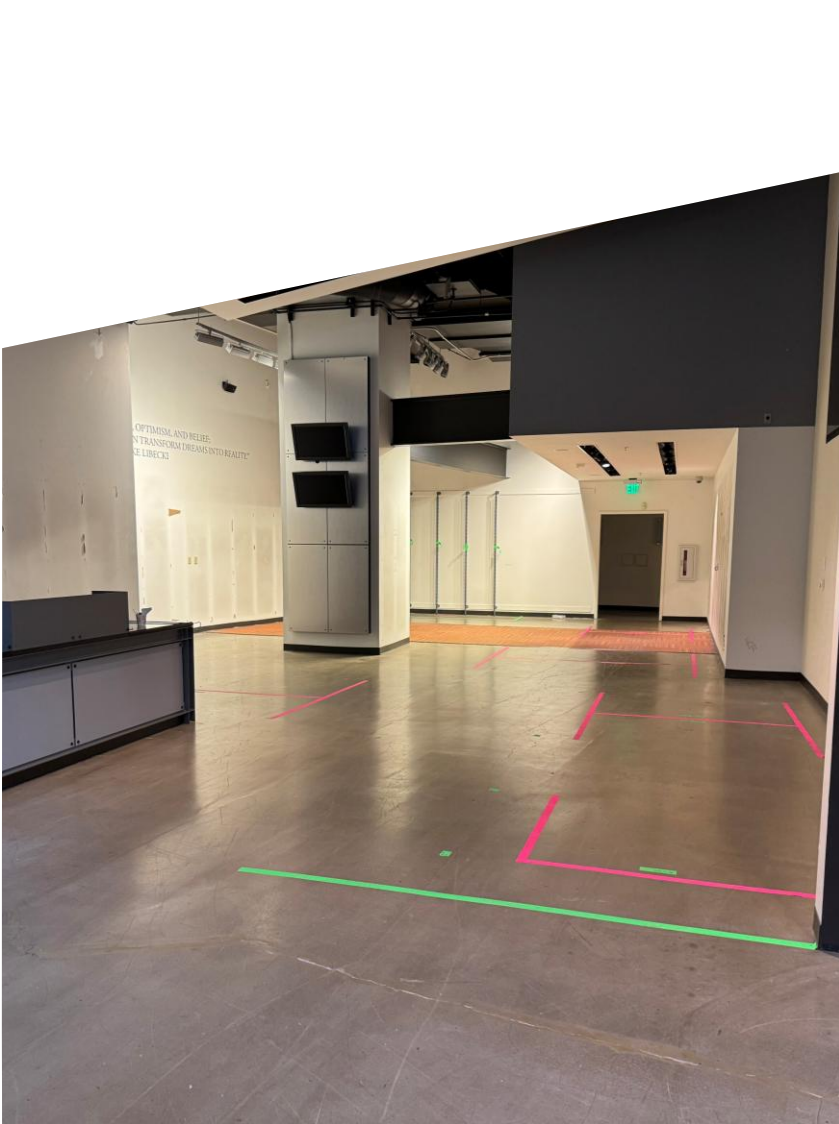
Matt Gurney, COO



3rd & Pine Space

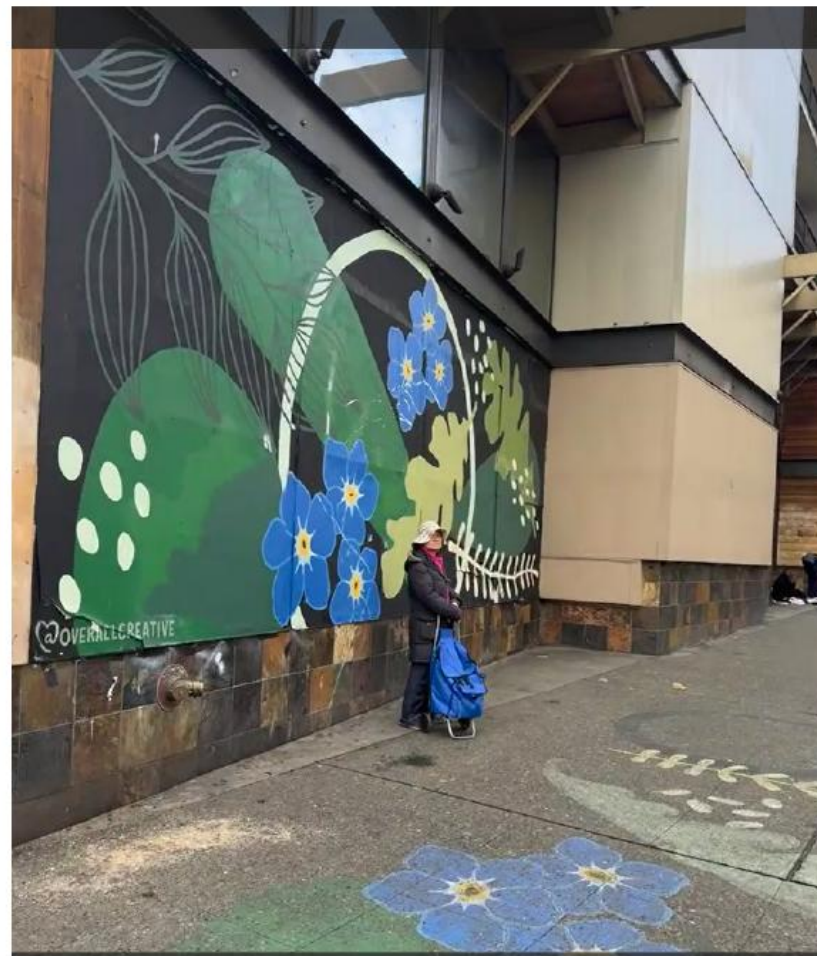
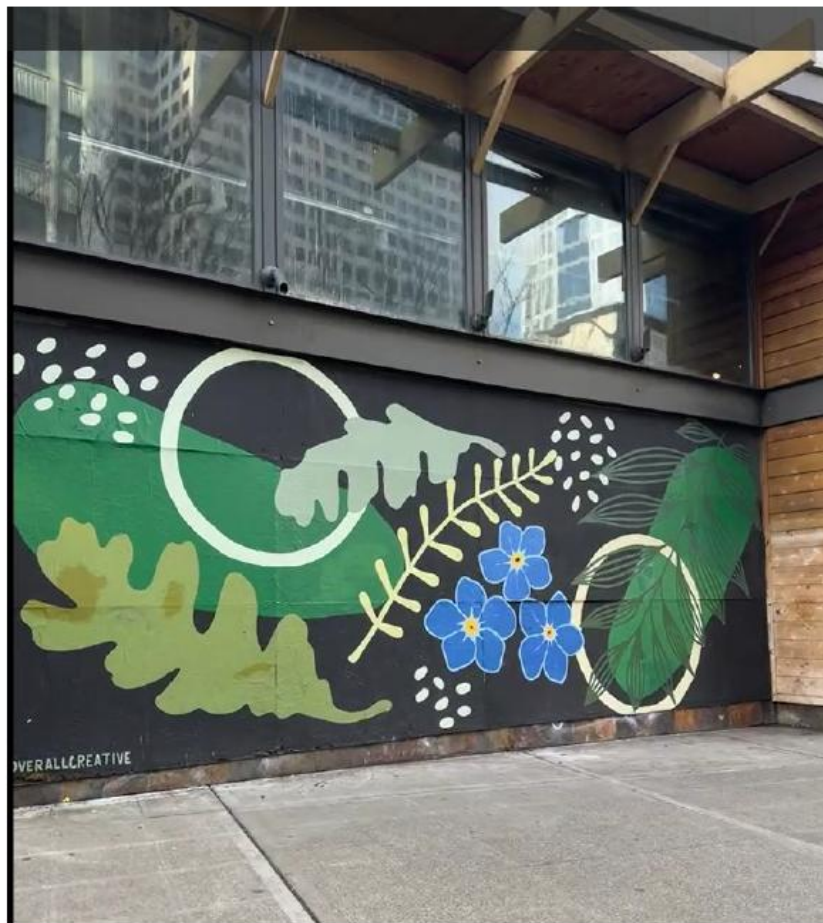
New Fleet Mobilization Location

BIKE AND TRIKE REPAIR, STORAGE AND MORE





Window Vitrine
(or Vinyl)
Opportunity





NINE dot ARTS is a nationally recognized, award-winning art consulting and creative placemaking firm that helps clients transform spaces into one-of-a-kind experiences through the power of art and culture. We've completed over 1,000 real estate projects across 39 states and 5 countries — from workplace hubs to 20,000-acre master plans — generating over \$50 million for the creative economy. Through our partnership with ArtCloud, we connect with underrepresented and emerging artists worldwide, supporting their career development and helping them sell more work.



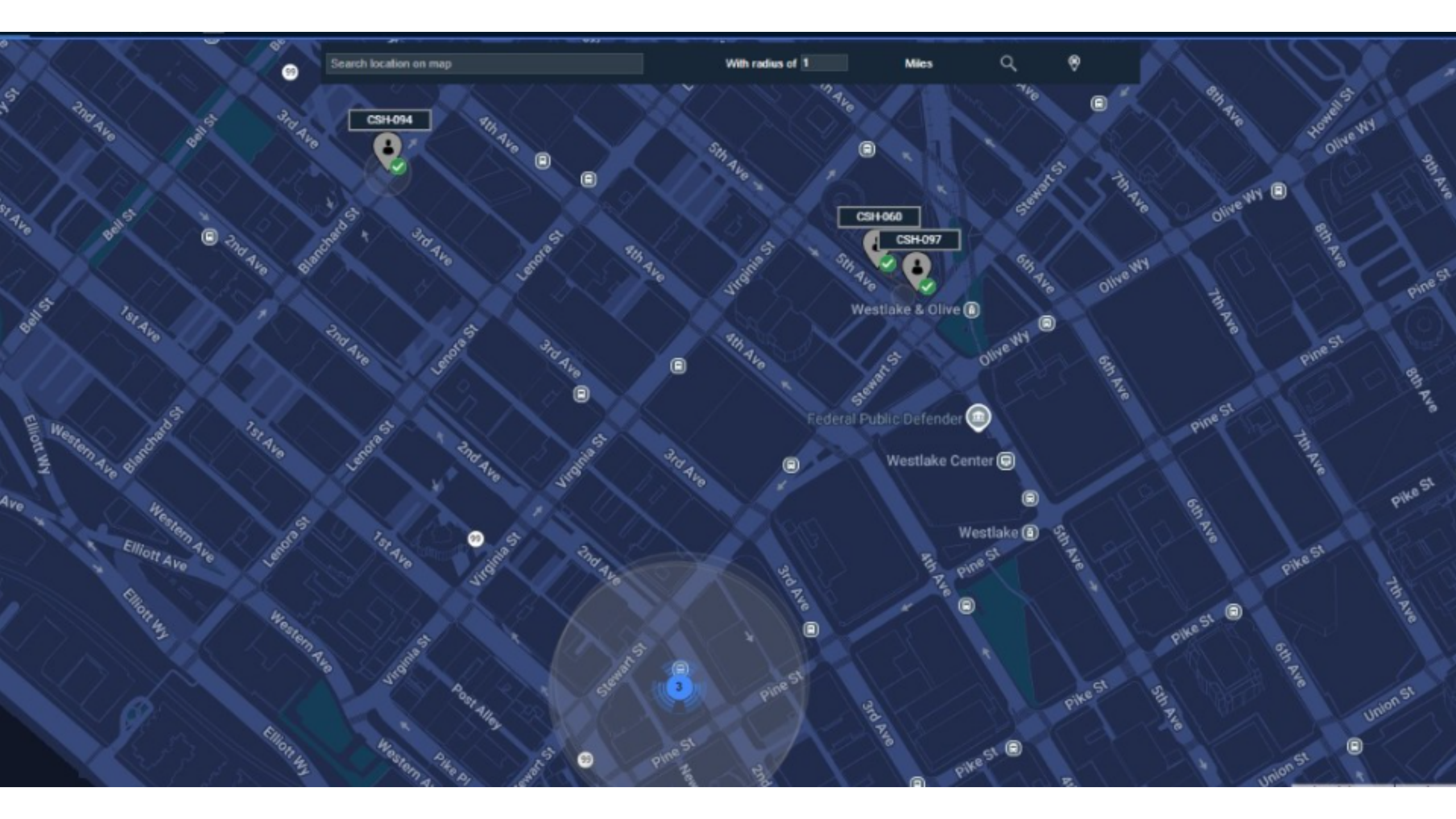
Experience and Collaborations

- commercial offices
- hospitality
- mixed-use developments
- public spaces
- multifamily
- healthcare
- art master plans
- and more
- developers/designers/architects
- artists and cultural organizations
- government agencies
- communities
- municipalities
- cities
- and others

Search location on map

With radius of 1

Miles



CSH-094

CSH-060

CSH-097

Federal Public Defender

Westlake Center

Westlake



Financial Report

Matt Gurney, COO

Jack McCarthy, Director
Finance

Dec & Jan Financials

- January was a 3-payroll month (Jan 2, 16, and 30)
 - Budgeted only two payrolls in Jan - will correct in reforecast for forward months
 - Had moved one July payroll back to FY24-25 so YTD now shows “true” variance
- DAP Revenues/Expenses of ~\$1.2M YTD correct previous months’ variances
- Sponsorship revenue shortfall
- YTD tracking is positive from a Net Income standpoint



Revitalization Metrics

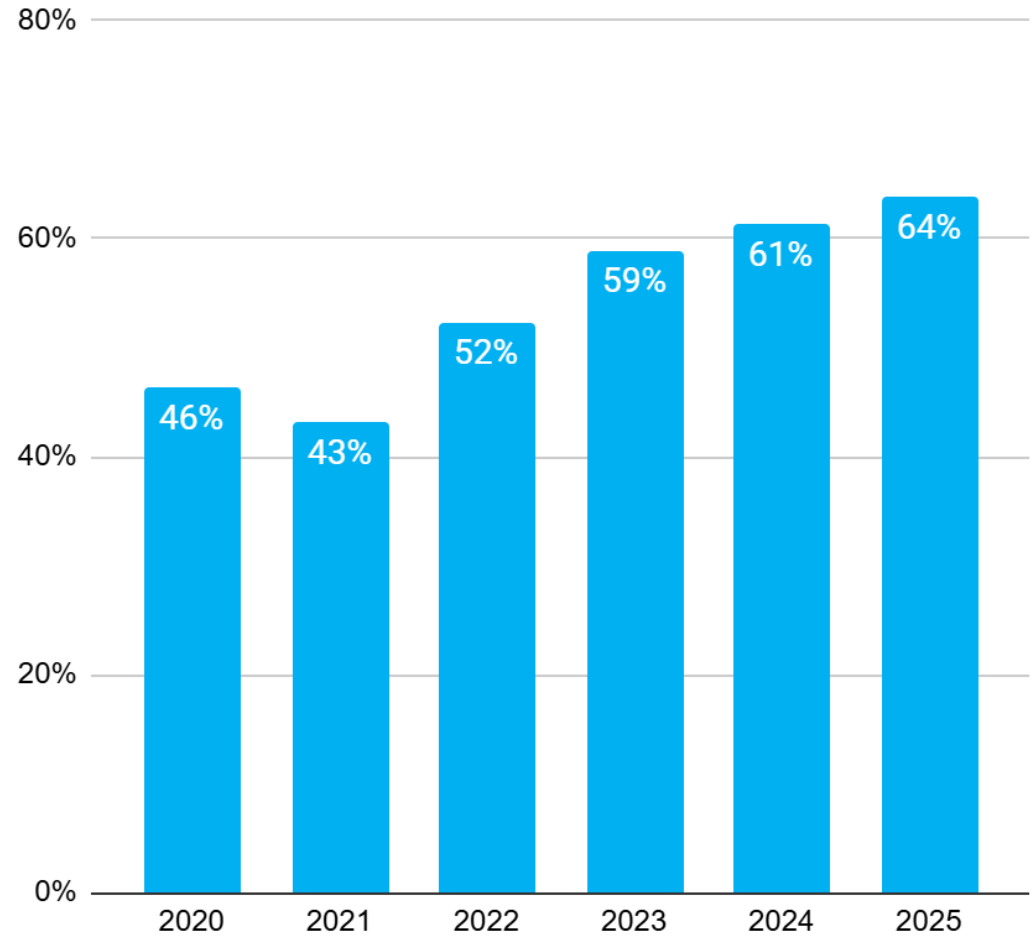
Ryan Gockel, Director, Research
& Strategic Initiatives

Economic Revitalization Metrics

MARCH 2026 / FEB 2026 DATA

- In 2025, worker foot traffic was 64% of 2019, a 3-point increase from 2024
- Feb. 2026 worker foot traffic reached 59% of Feb. 2020 level
- Holding steady with daily worker foot traffic avg 140-150k
- Dec-Feb is challenging period for measuring worker foot traffic, will watch March closely

Yearly Average Weekday Worker Foot Traffic
Compared to 2019



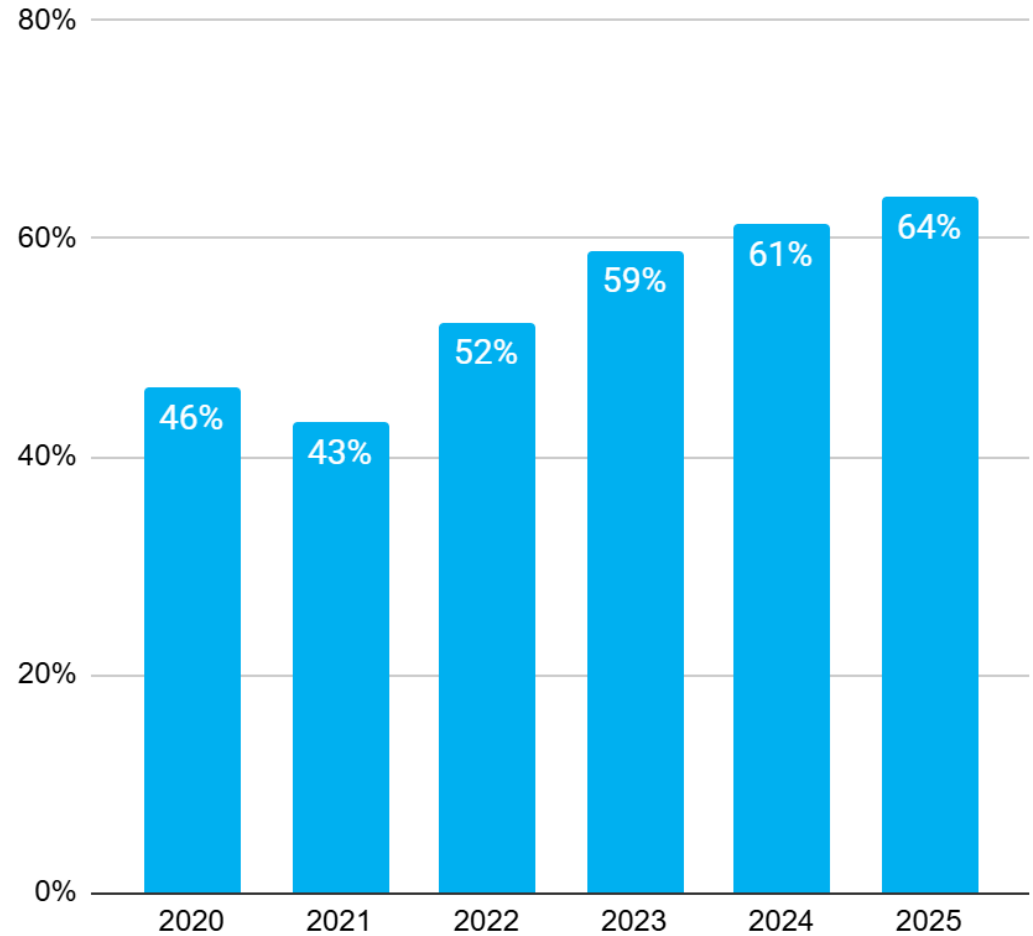
Source: Placer.ai

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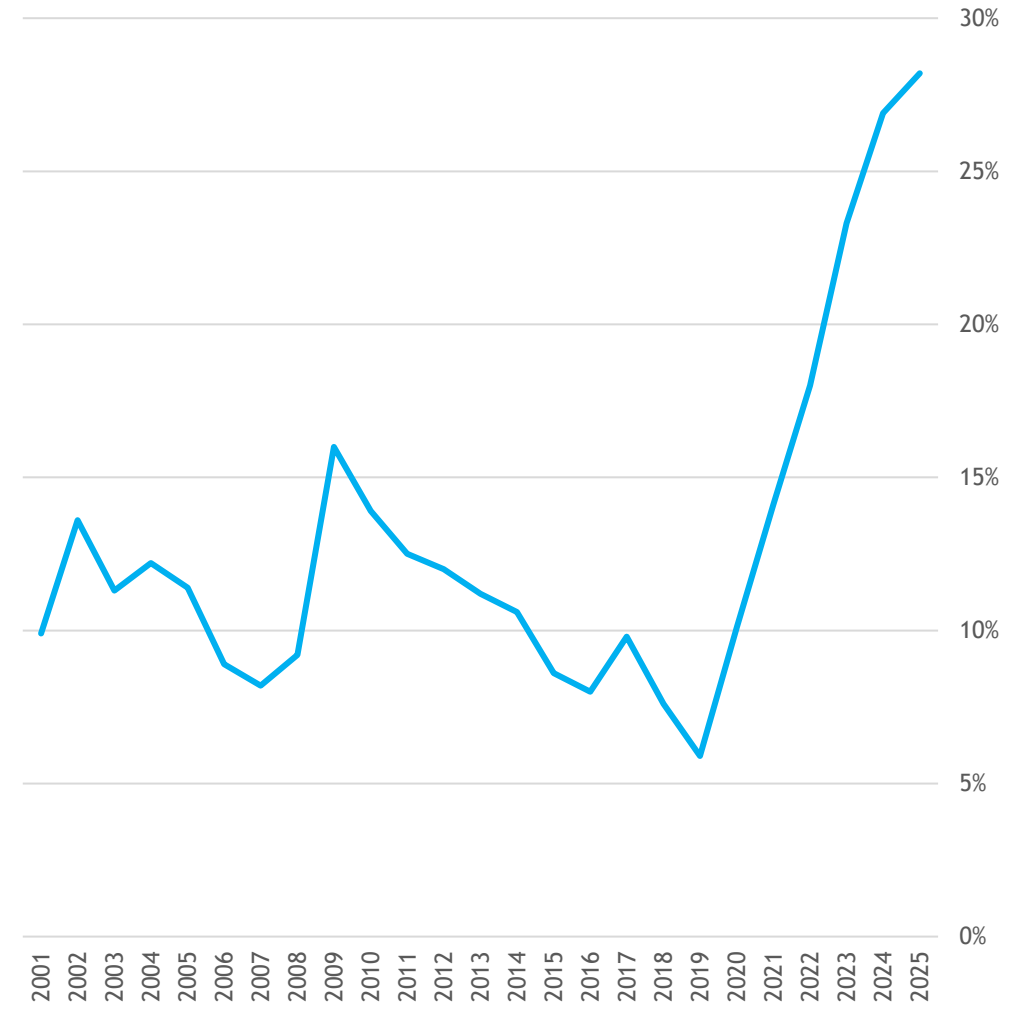
Source: Placer.ai

Economic Revitalization Metrics

MARCH 2026 / FEB 2026 DATA

- Office vacancy rate remains highest since at least 2001, more than 28% according to CoStar
- Parts of commercial core are even higher (33%+)
- Positive note is that the MID's office net absorption rate (rate of vacancies to new leases) is improving and nearly positive

MID Annual Office Vacancy Rate

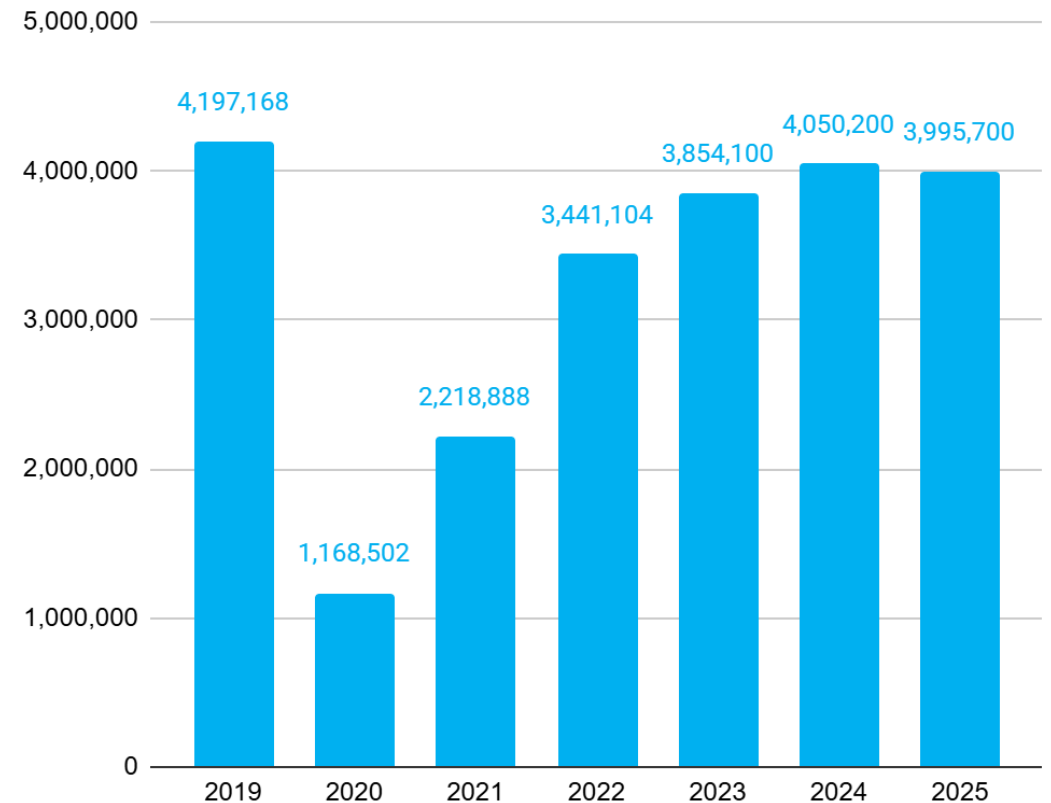


Economic Revitalization Metrics

MARCH 2026 / FEB 2026 DATA

- After a strong 2024, downtown hotel demand weakened slightly in 2025, finishing down 1% YOY
- First YOY decline since 2019
- Fewer Canadian visitors, reduced conventions, in addition to overall economic environment likely played a role
- Improved start to 2026 with YOY gains for Jan (up 4%) and February (up 2%) - Seahawks home playoff run

Hotel Room Demand Room nights sold



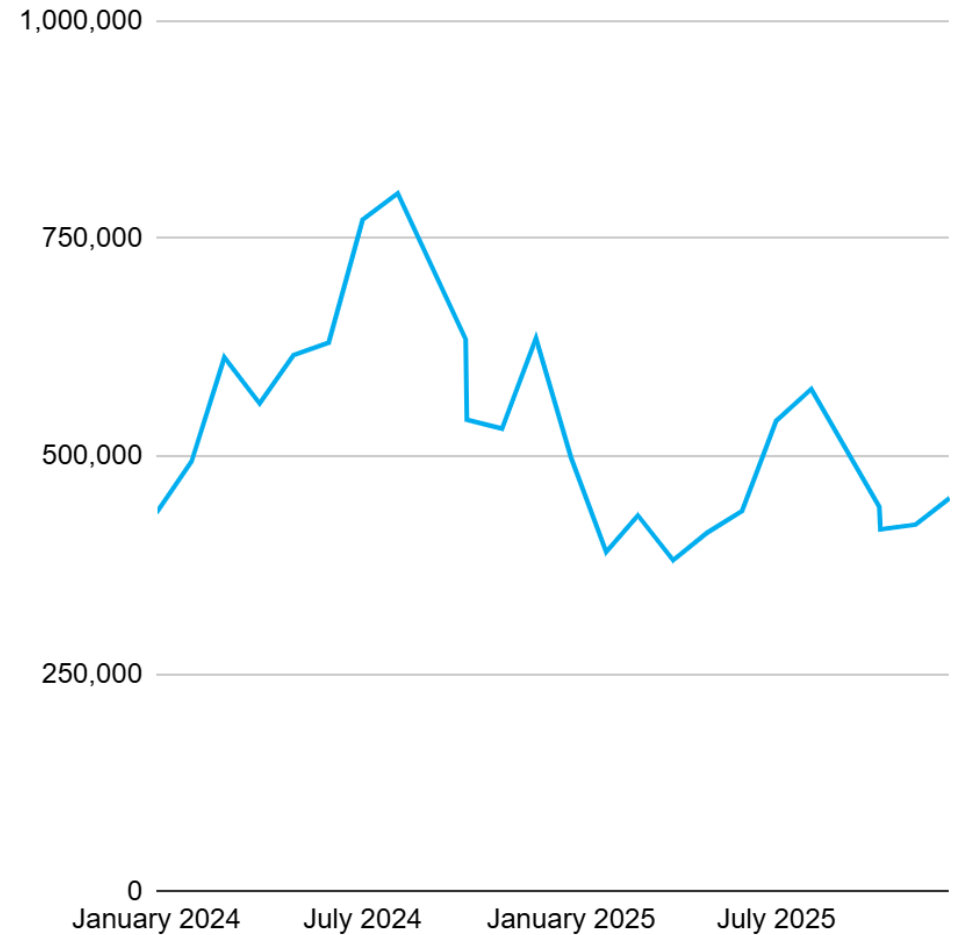
Sources: Visit Seattle, STR

Economic Revitalization Metrics

MARCH 2026 / FEB 2026 DATA

- Starting Feb 2025, every month last year saw YOY declines in travelers entering WA state via Blaine crossing
- Overall, 2025 saw 1.8 million fewer travelers, a 26% decline

Number of Travelers crossing into Washington State
Blaine, WA US-Canada Border Crossing per Month



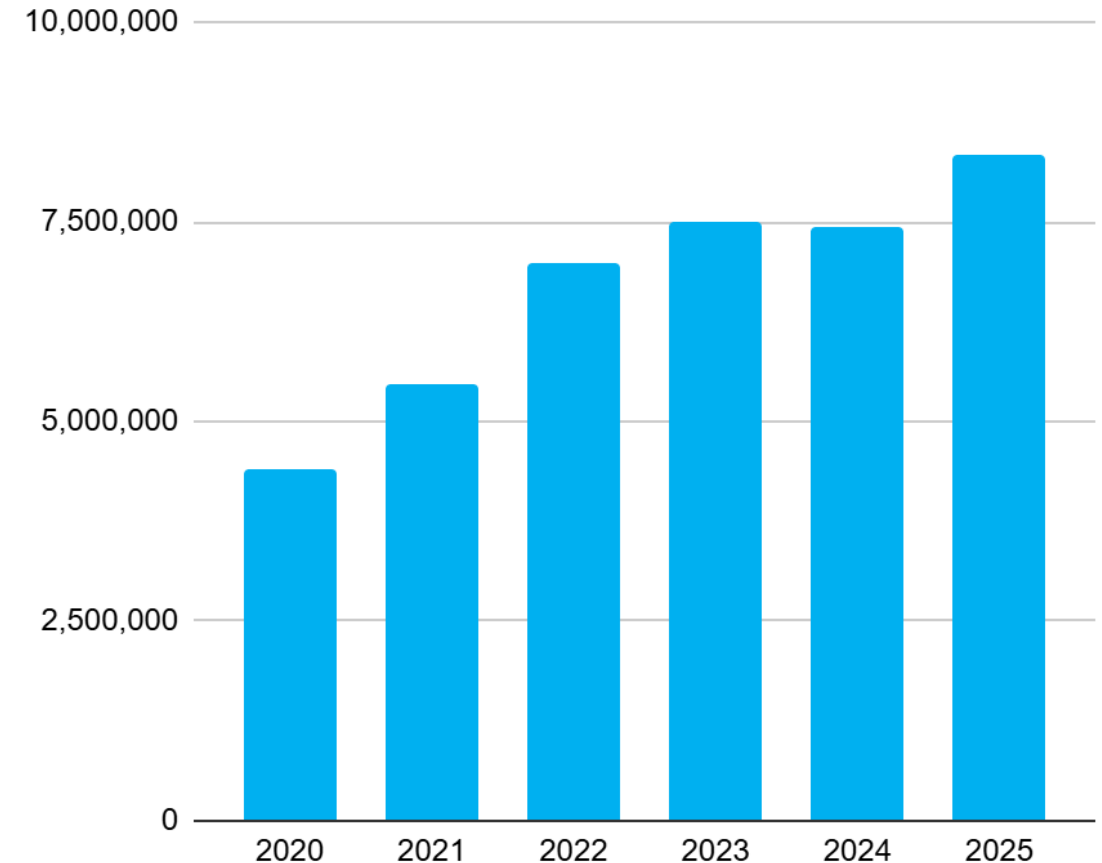
Source: U.S. Customs and Border Protection, Travelers and Conveyances data, 2026

Economic Revitalization Metrics

MARCH 2026 / FEB 2026 DATA

- In 2025, strong local visitor foot traffic esp. spring/summer and holidays, 12% YOY (8.3M visits)
 - April up 35% YOY
 - May up 22%
 - June 19%
 - July 12%
- Major events and waterfront are big drivers of local foot traffic from stadium concerts, sports, parades, conventions, etc.

Local Visitor Foot Traffic in Retail Core



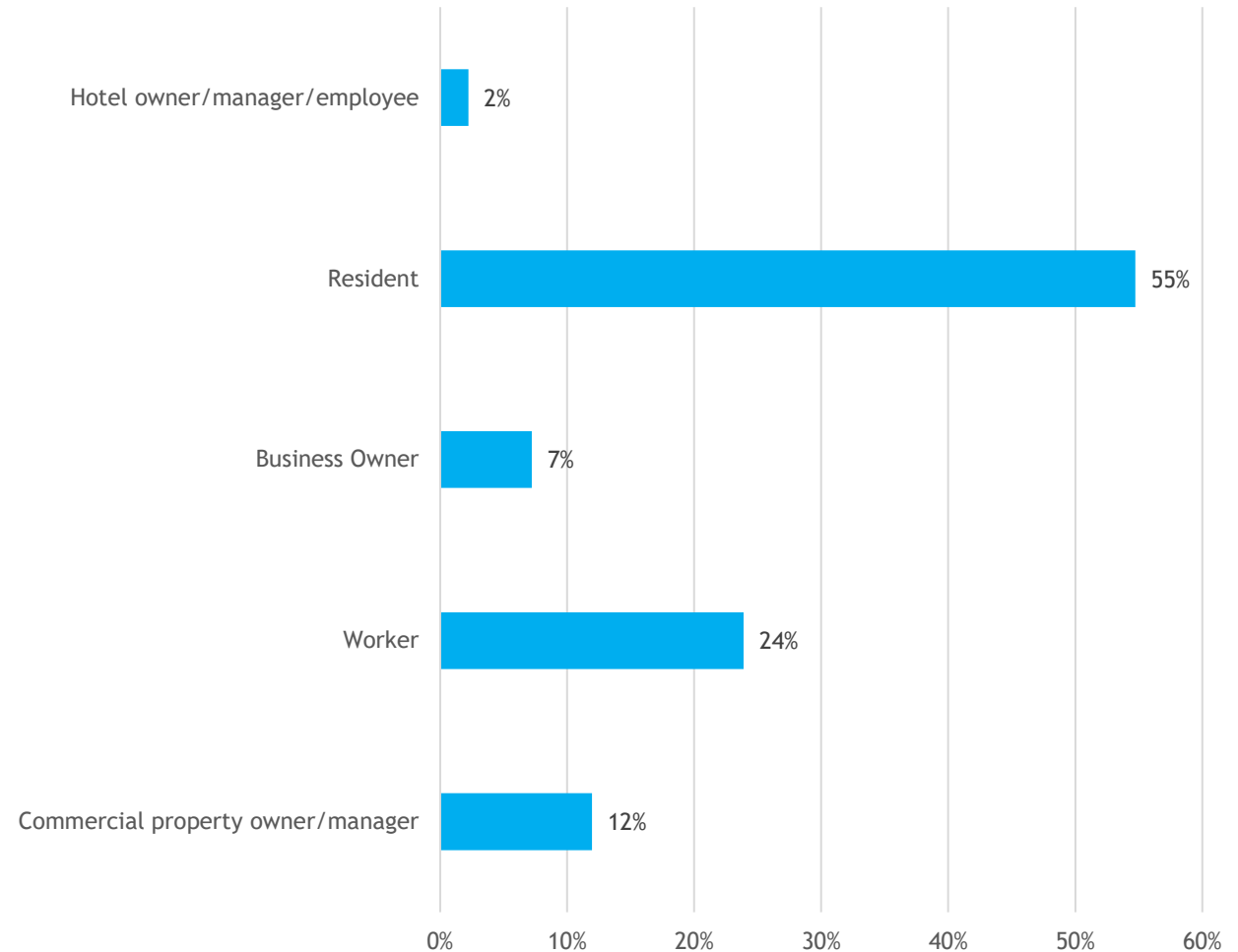
Source: Placer.ai

MID Ratepayer Survey Top Line Results

WINTER 2026

- Survey fielded in January 2026 (n=301)
- Residents comprised 55% of respondents, followed by workers (24%) and commercial property owners (12%)*
- Heard from residents across 56 different condo and apartment buildings

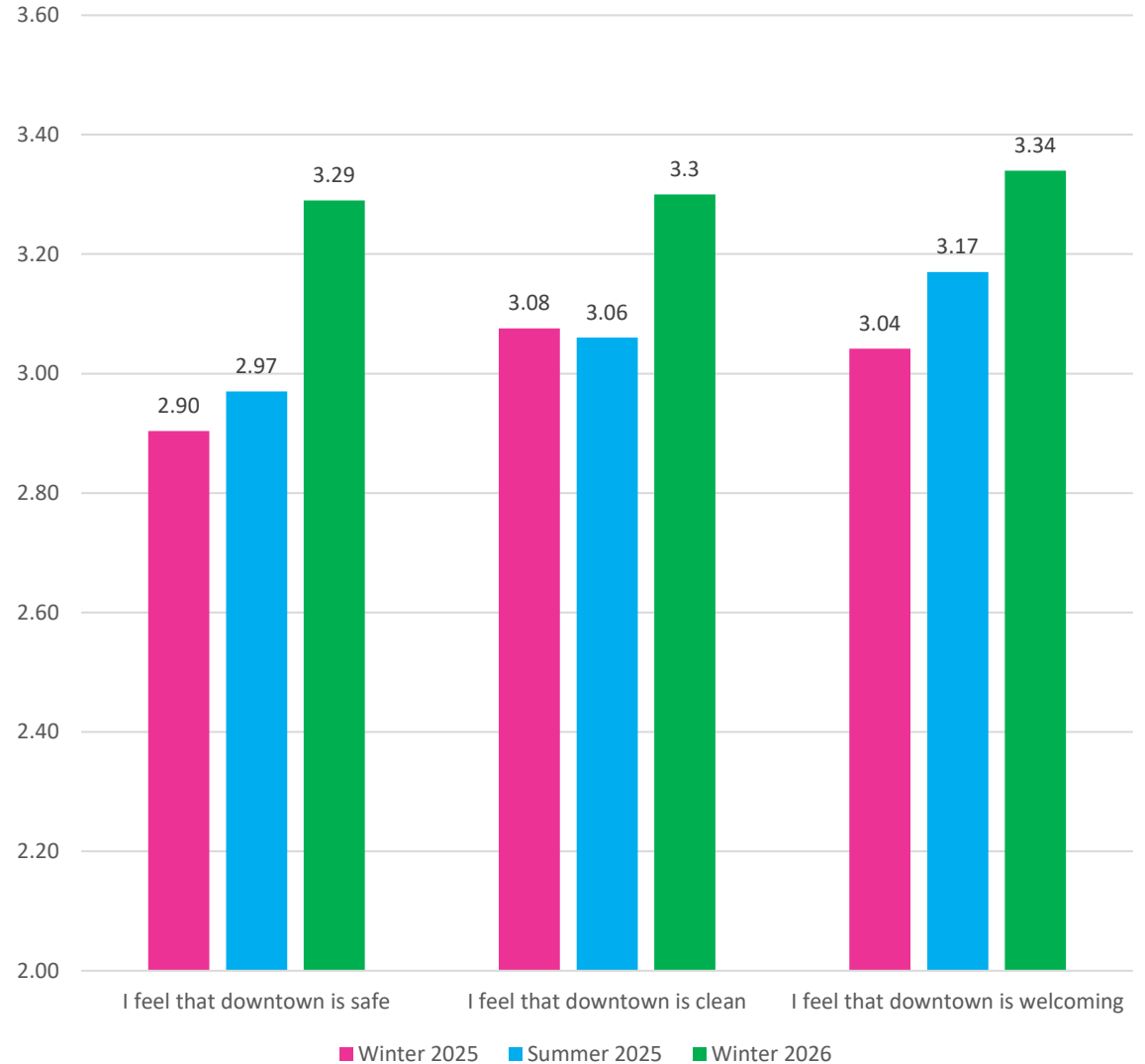
* Respondents could choose more than 1 option, will total more than 100%.



MID Ratepayer Perceptions

WINTER 2026

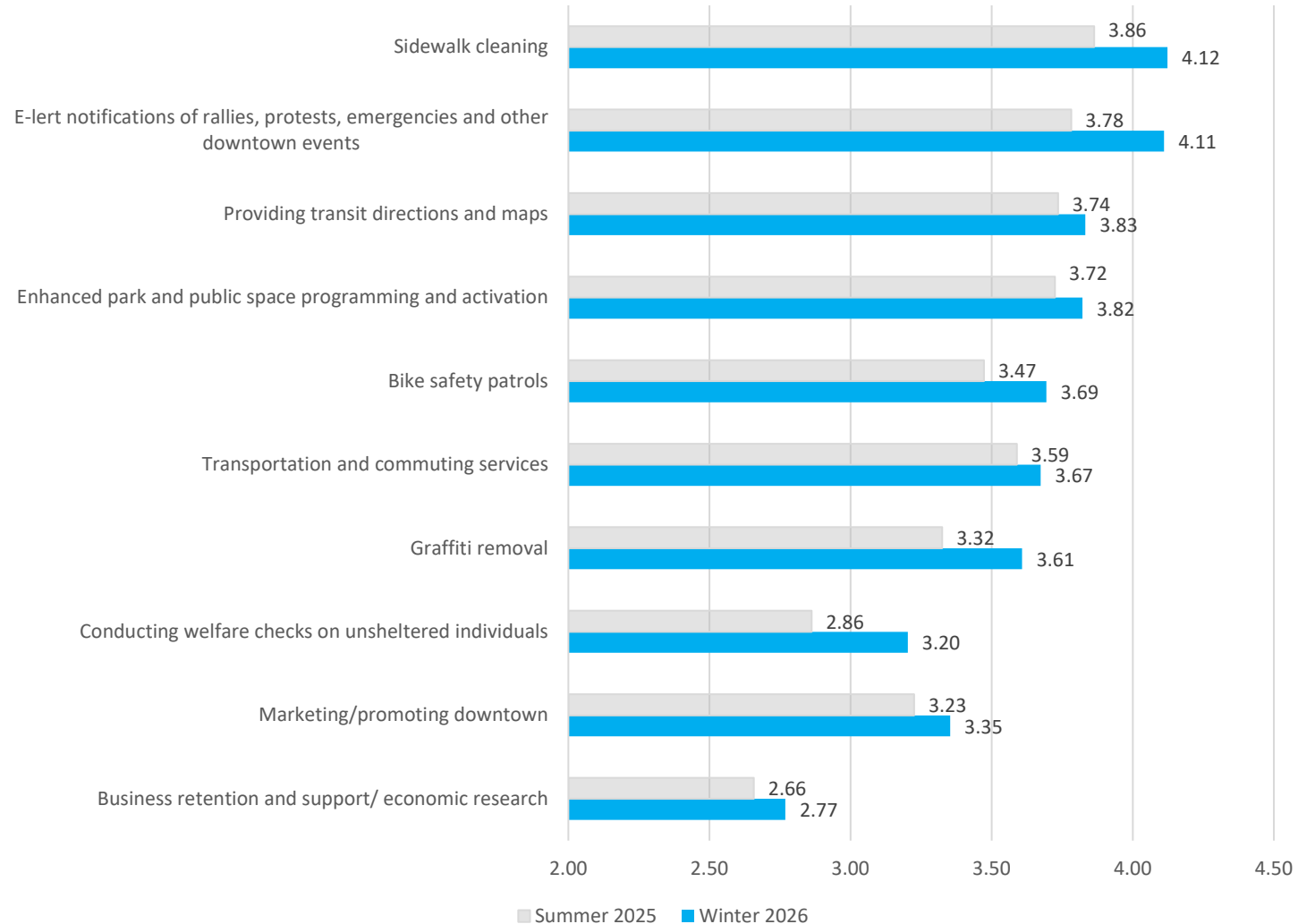
- Significant improvement across all three perception questions
- Perceptions that downtown is safe increased the most, rising 0.32 points
- First time all have been above 3.0



MID Ratepayer Satisfaction

WINTER 2026

- All MID services saw increases in satisfaction
- Business retention efforts remains the lowest in ratepayer satisfaction, but highest on wanting to see increased
- Conducting welfare checks is next lowest, but also saw largest improvement



MID Ratepayer Satisfaction

WINTER 2026

- Overall, solid improvement in ratepayer perceptions and satisfaction with MID services
- Will follow up with proposed steps to improve lowest scoring services
- Next survey will be fielded in July 2026



Downtown
Seattle
Association

Metropolitan
Improvement
District

MID Moment

MID Program Update



MID Moment

Sam Dick, Jr,
Thank you for a job well done!

Brian Cannon, Director
Community Safety & Hospitality

Community Safety and Hospitality



Conditions of Entry



Welfare Checks



On-Street Concierge

Ambassadors of the Month

January 2026

William
Equipment Operator, Clean Team



February 2026

Graciela
Ambassador II, Clean Team

