

# 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

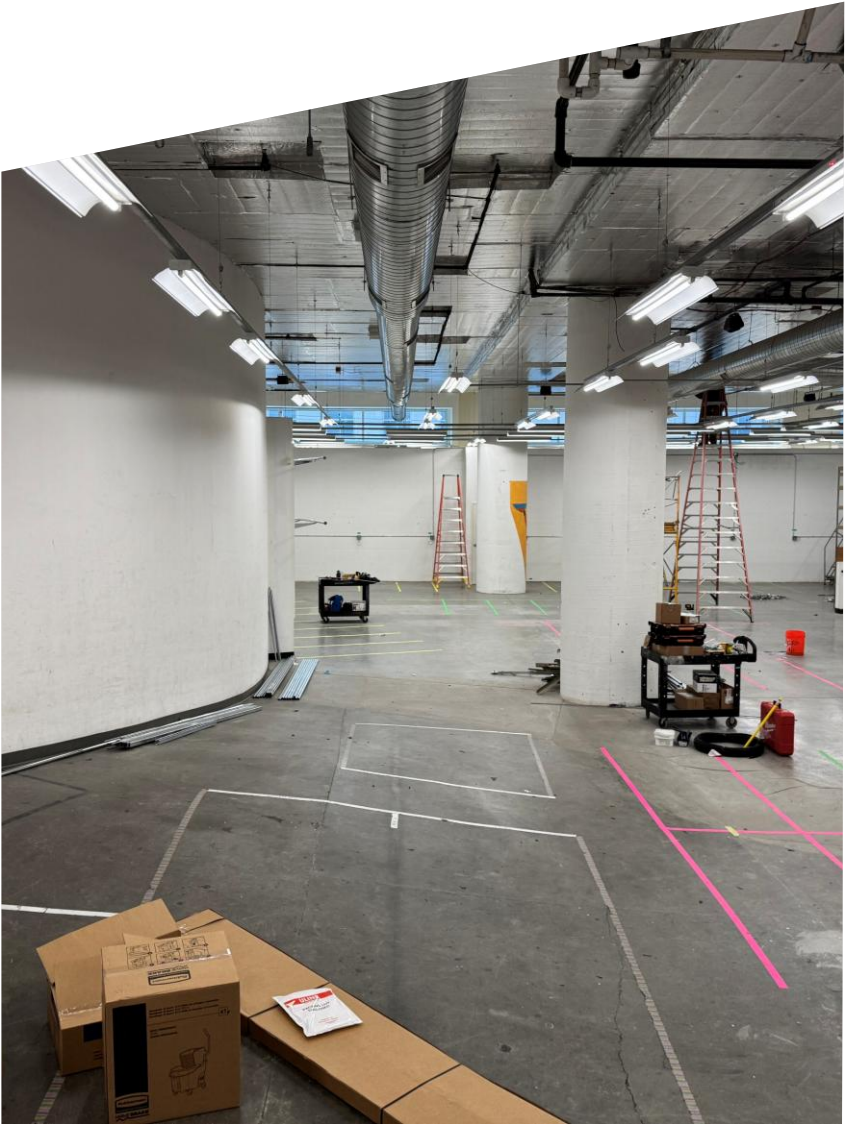
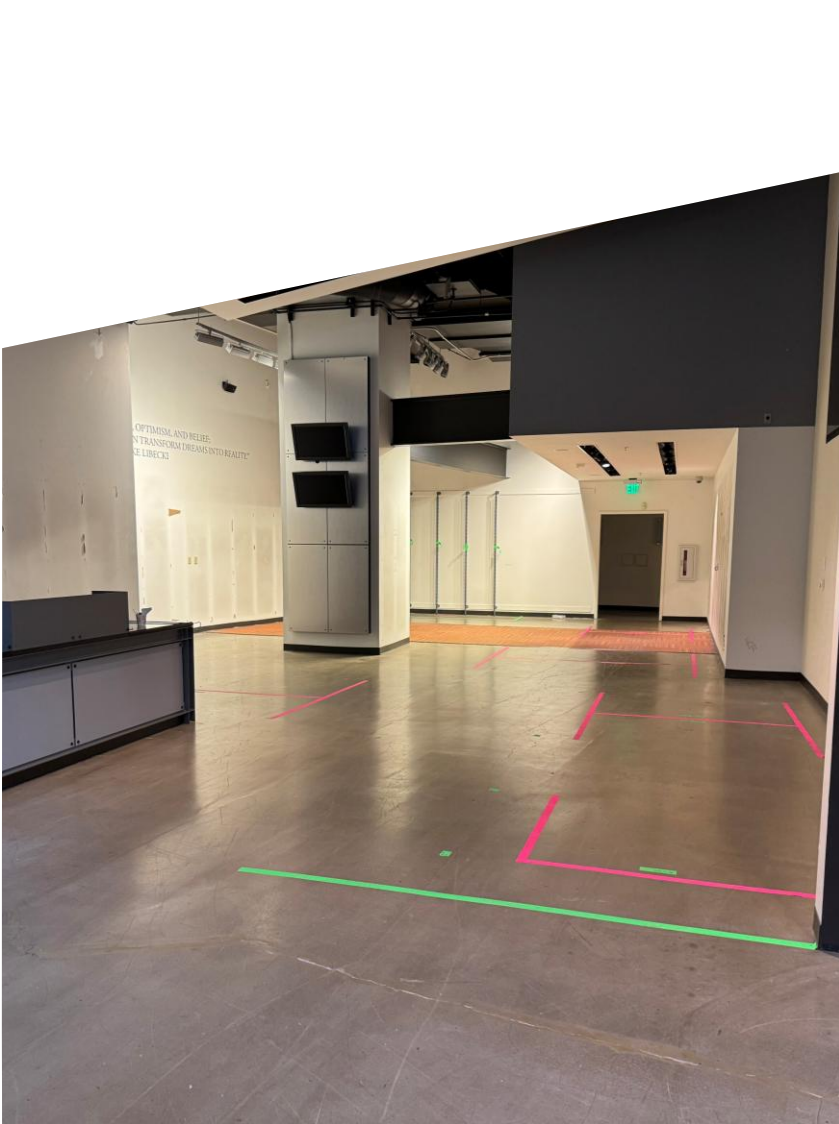


# 3<sup>rd</sup> & Pine Space

---

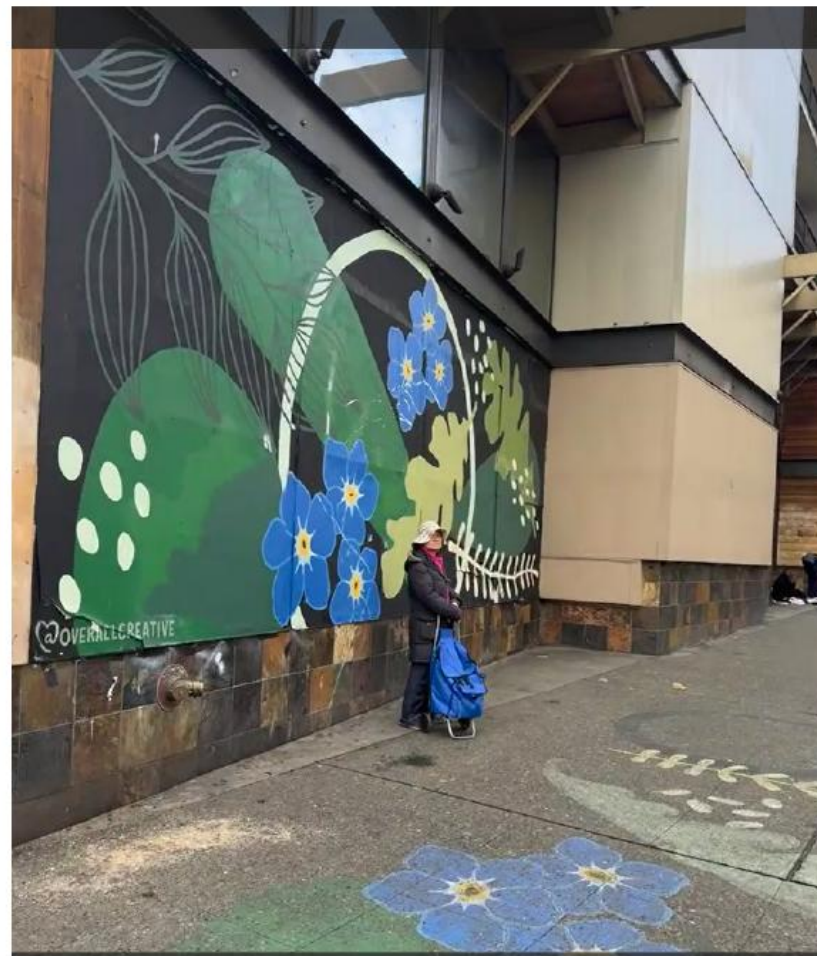
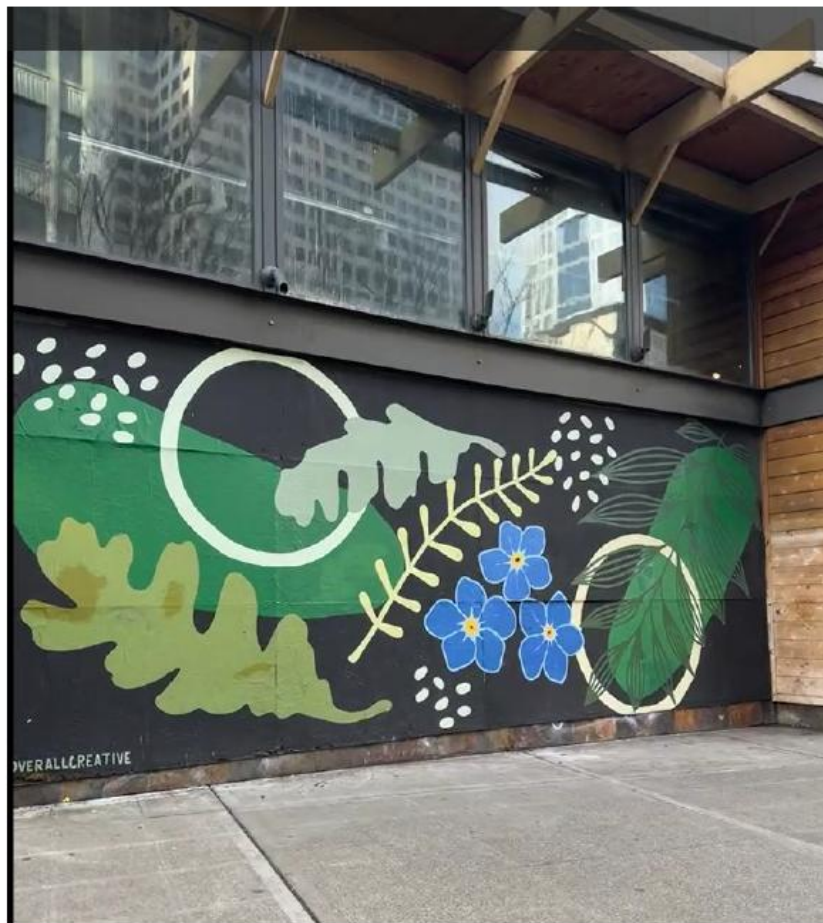
# New Fleet Mobilization Location

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



# 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



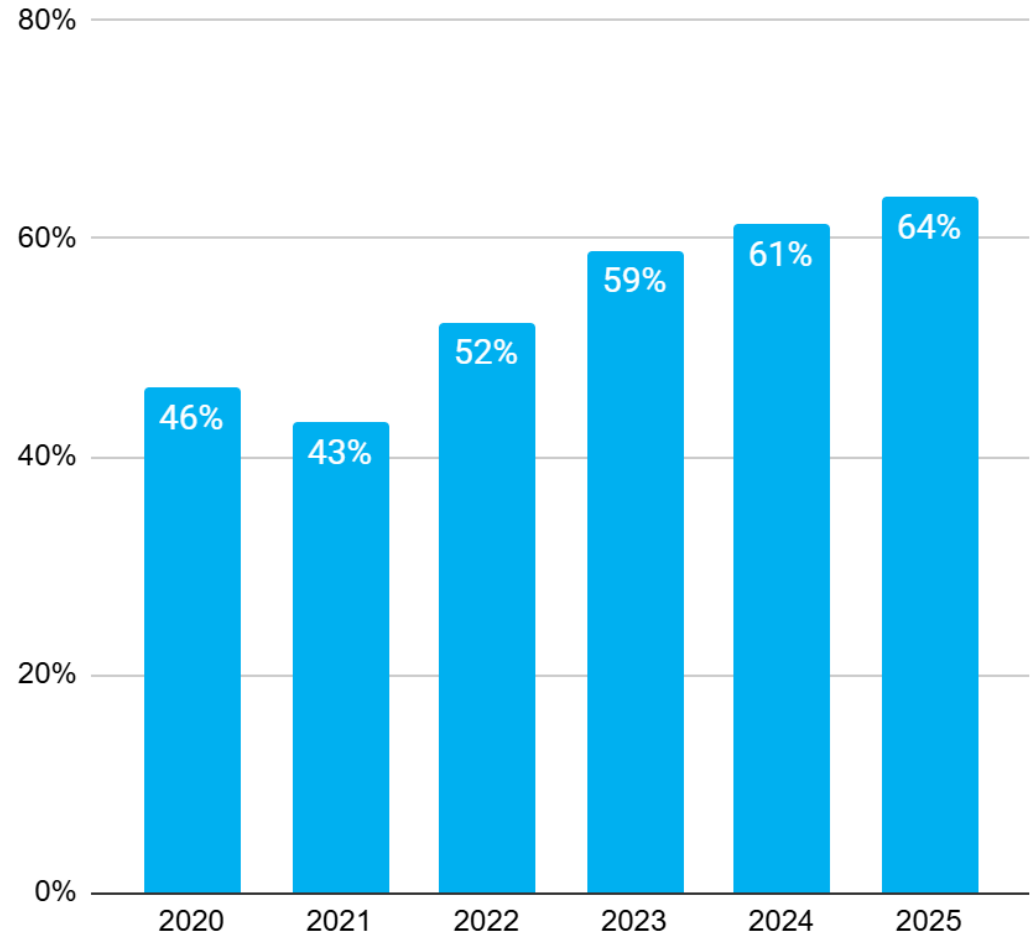
Ryan Gockel, Director, Research  
& Strategic Initiatives

# 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



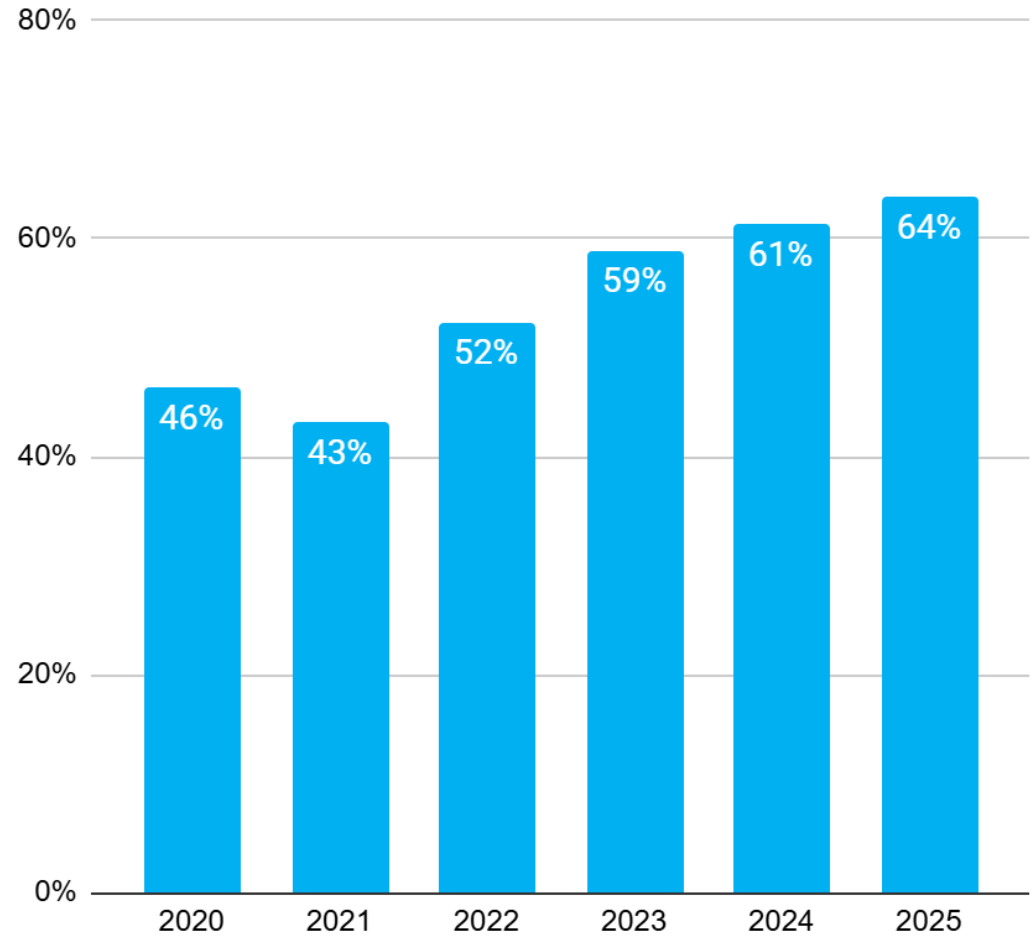
Source: Placer.ai

# 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



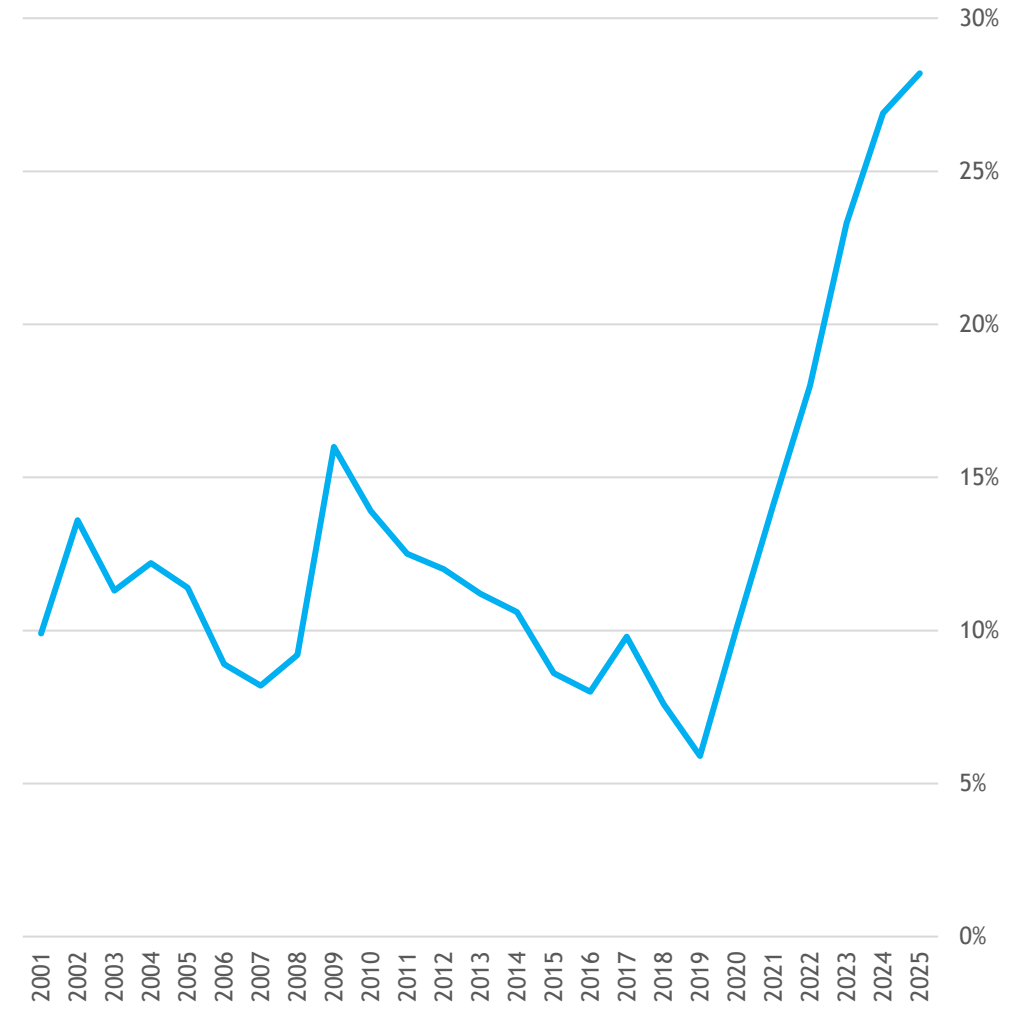
Source: Placer.ai

# 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

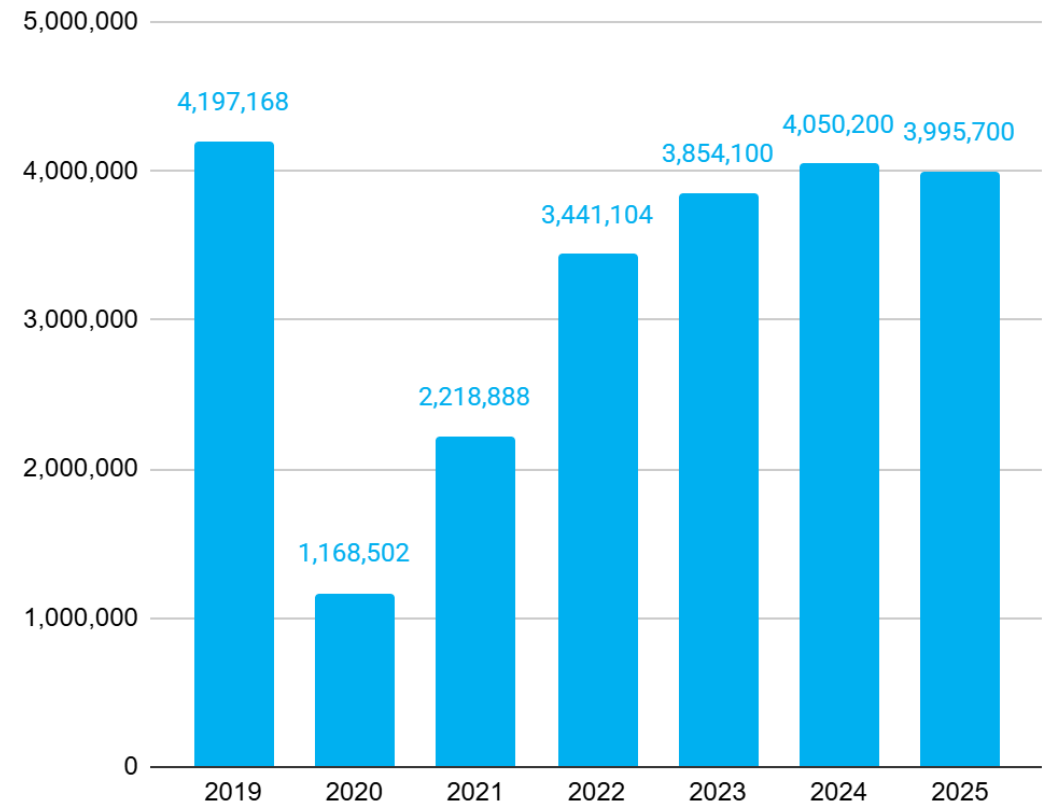


# Economic Revitalization Metrics

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



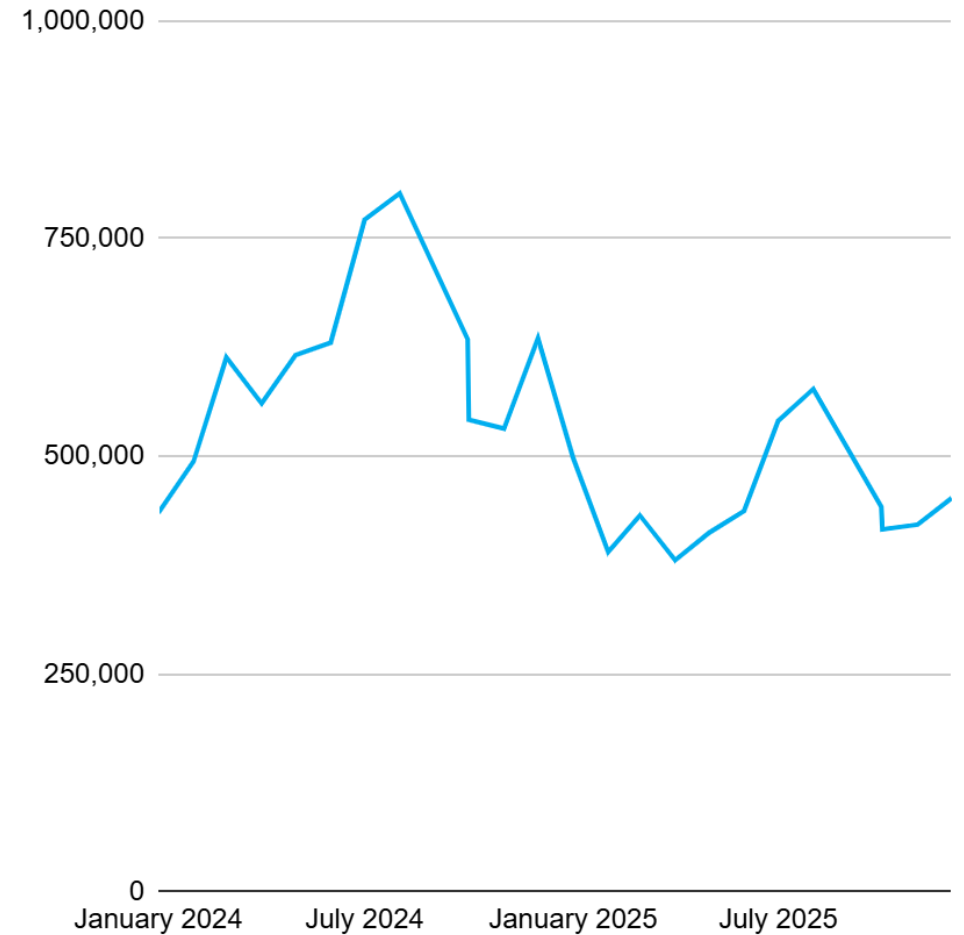
Sources: Visit Seattle, STR

# 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



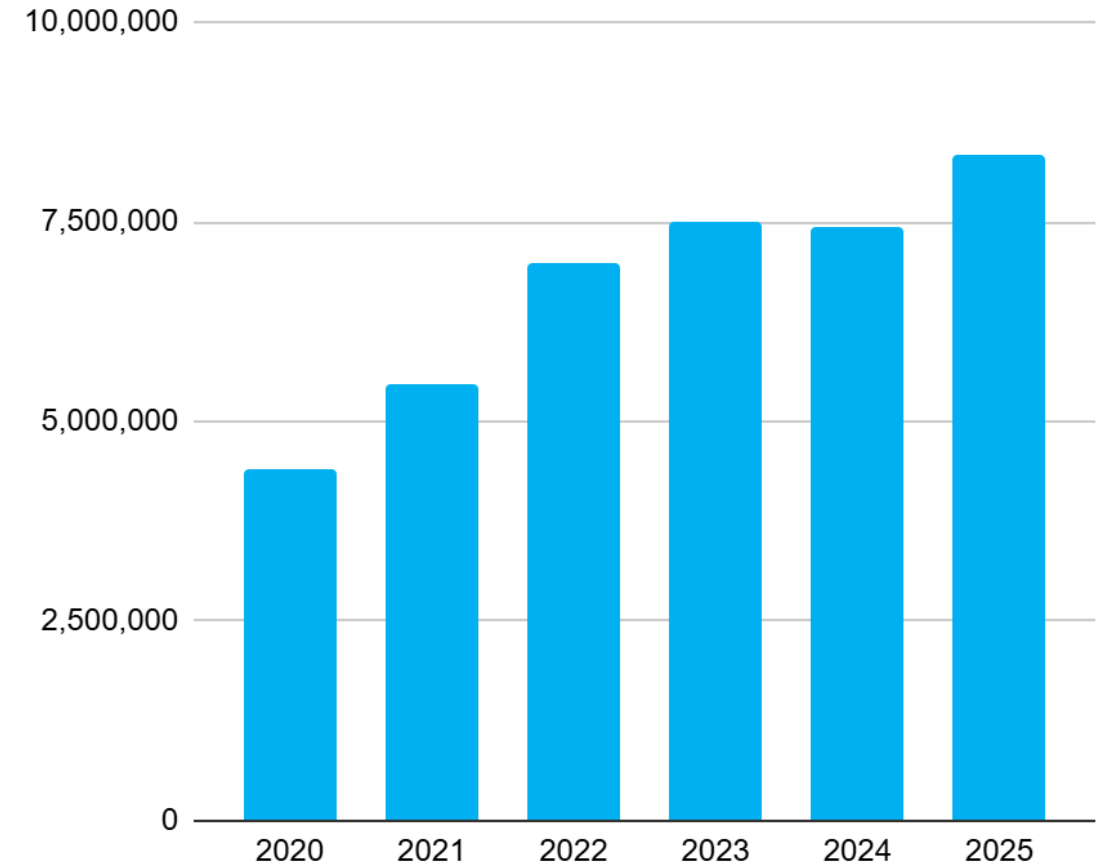
Source: U.S. Customs and Border Protection, Travelers and Conveyances data, 2026

# 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



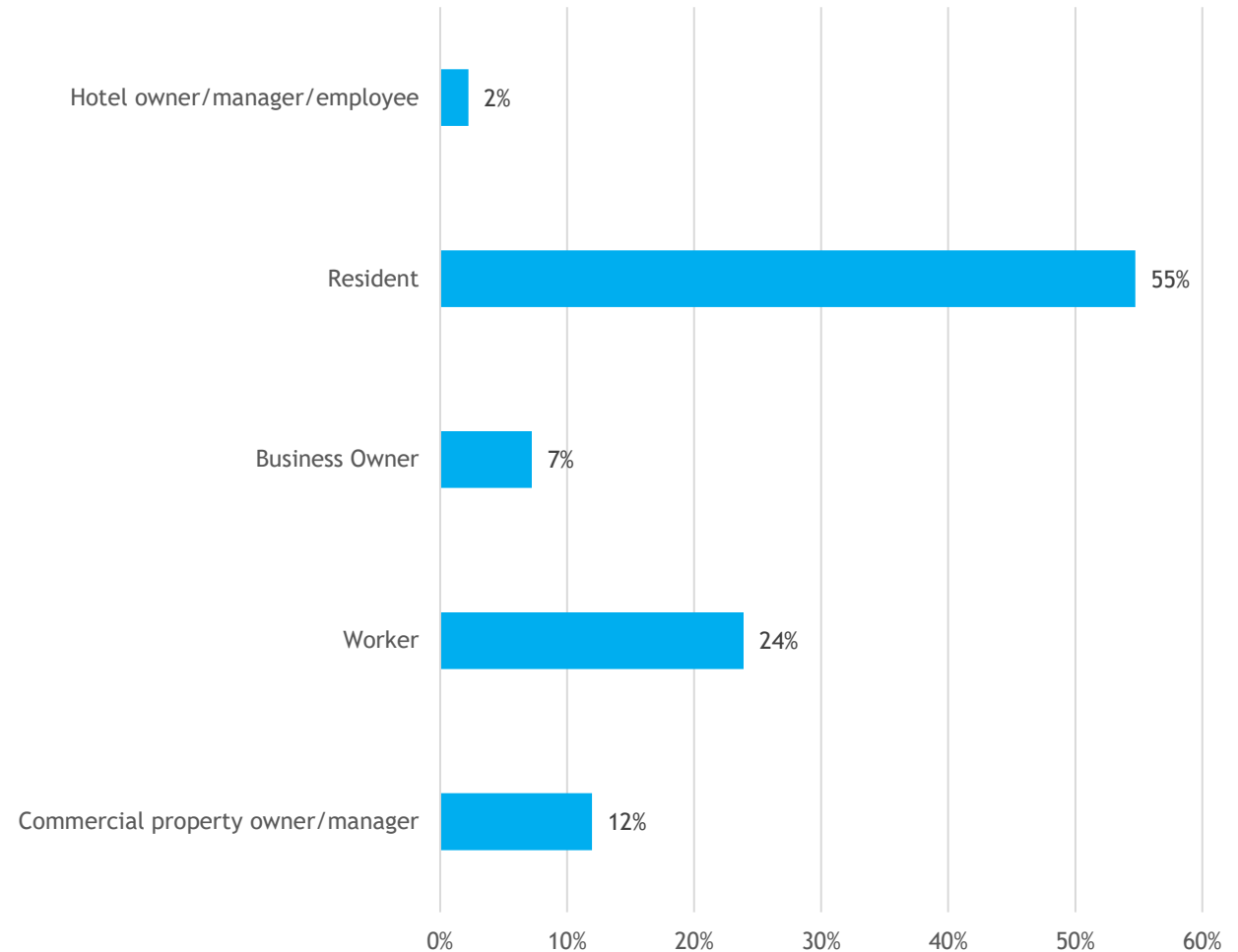
Source: Placer.ai

# 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

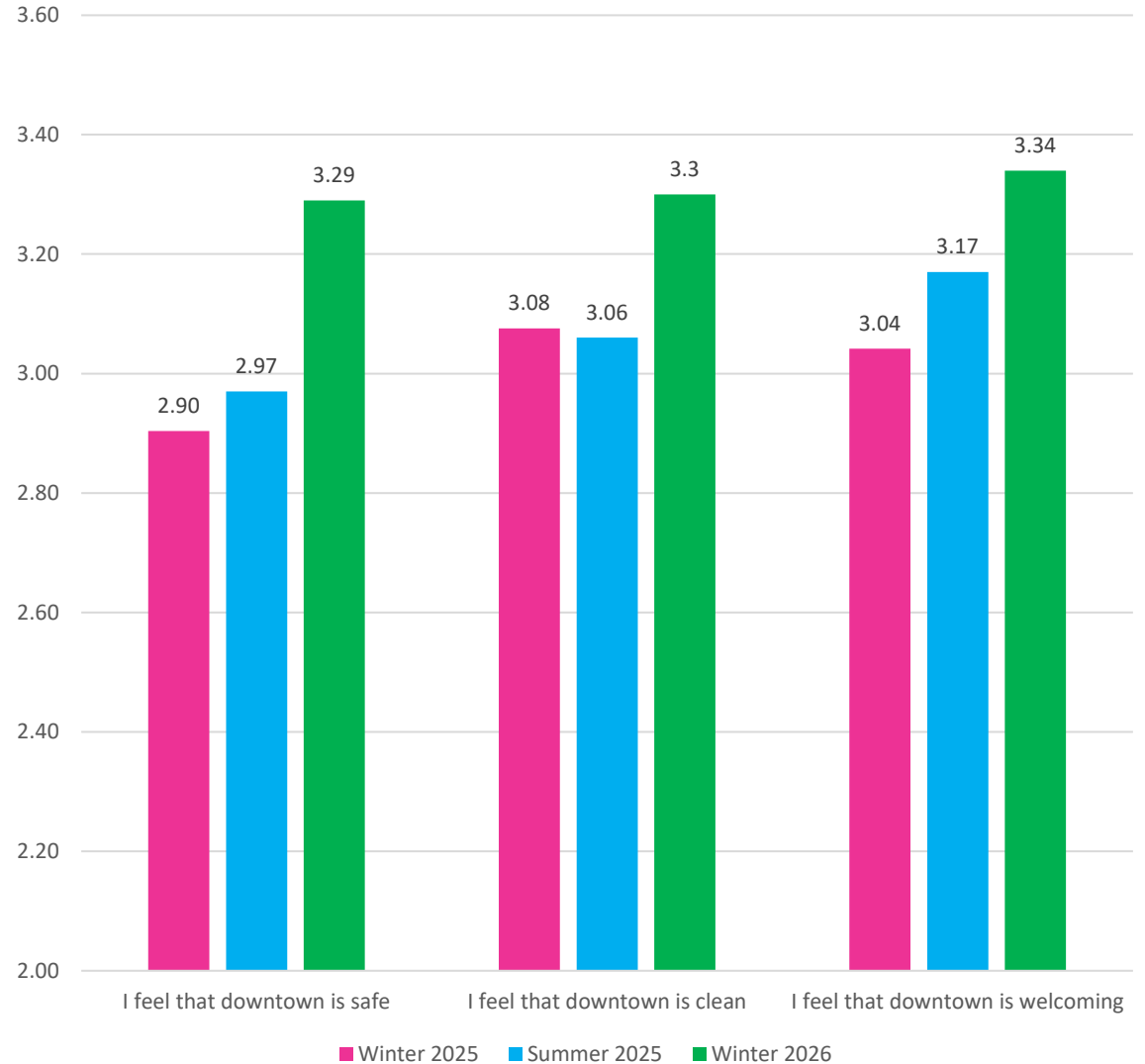
\* Respondents could choose more than 1 option, will total more than 100%.



# MID Ratepayer Perceptions

WINTER 2026

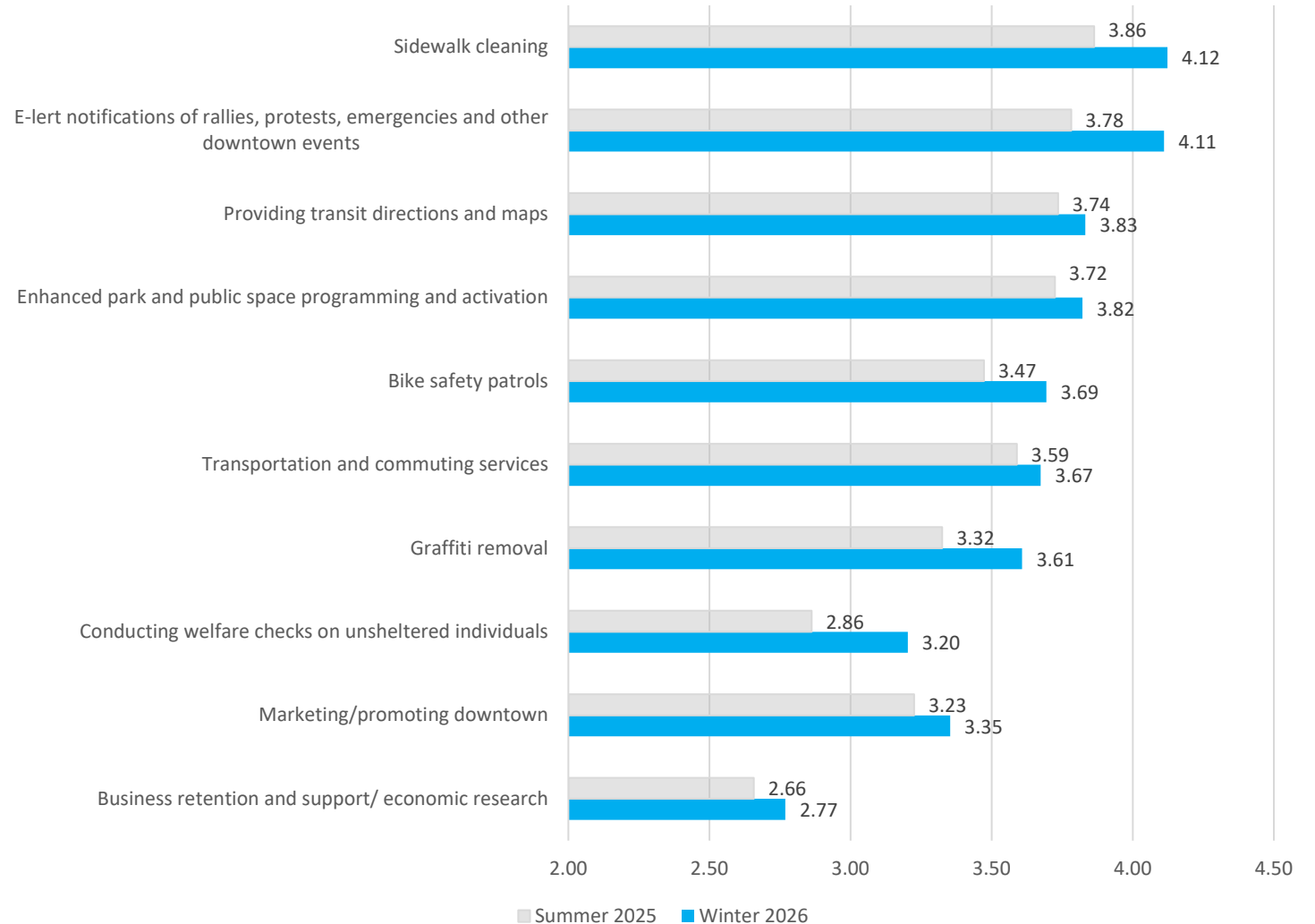
- Significant improvement across all three perception questions
- Perceptions that downtown is safe increased the most, rising 0.32 points
- First time all have been above 3.0



# 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

