

MID Ratepayer Advisory Board

Hybrid Meeting

May 19, 2026 | 9-10:15 a.m.

9:00	Call to Order	Amy Baker, Chair
9:02	Guest Ratepayer Comment	
9:05	Chair's Report ✓ ACTION: Minutes from March meeting	Amy Baker, Chair
9:10	Program Manager Report	Jon Scholes, DSA President & CEO
9:20	Financial Report 📄 March Financials 📄 Draft FY 26/27 Budget	Matt Gurney, COO Jack McCarthy, Director Finance
9:40	Downtown Revitalization 📄 April Revitalization Dashboard	Ryan Gockel, Director Strategic Initiatives
9:50	MID Moment	Jenn Casillas, VP, Public Realm & Ambassador Operations
9:55	MID Program Update	Jenn Casillas, VP, Public Realm & Ambassador Operations
10:13	New Business	Amy Baker, Chair
10:15	Adjourn	Amy Baker, Chair

Meeting Minutes

MID Ratepayer Advisory Board

March 31, 2026

Presiding: Amy Baker, Chair

Attending: Ed Leigh, Valerie Heide Mudra, Ross Peyton, Anita Jeerage, Sally Bagshaw, Bart Ricketts, Michael Wang, Adam Bowser, Dan Temkin, Lars Pedersen, Anita Shah, Gabe Grant, Gina Grappone, Jeff Myrter, Laura Horn, Nate Ward, Rebecca Uusitalo, Tim Andrews

Staff: Jon Scholes, Brian Cannon, Ryan Gockel, Owen Harrang, Emily Bailor, Elena Segura, Jack MCarthy, Matt Gurney, Steven Walls

CALL TO ORDER

Amy Baker, Chair

Amy welcomed the group to the March 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 March. She reviewed the agenda and called attention to the minutes from the December meeting. She asked for a motion to approve the minutes, a motion was made and seconded. Minutes were approved by consent. Amy asked for volunteers for the MID Board Development Committee. Finally, she provided a recap of the MID Executive/Finance Committee meeting held earlier in the month.

PROGRAM MANAGER REPORT

Jon Scholes, DSA President & CEO

Jon thanked the board members for their support of the recent State of Downtown. He provided an update on the IKE kiosk initiative. He noted that work to relocate the MID Ambassador fleet storage space is underway and on track for completion in May. He noted that an opening event will be held in early June and all board members will be invited.

Jon turned to Matt to provide an update on work to develop a formal workforce development plan for the organization.

FINANCE REPORT

Matt Gurney, COO

Jack McCarthy, Director Finance

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

Matt provided an update on the budget process.

DOWNTOWN REVITALIZATION

Ryan Gockel, Director Strategic Initiatives

Ryan took the board through the revitalization dashboard from April. He reviewed worker foot traffic numbers noting that numbers are holding steady year-over-year. He called attention to the office vacancy rate noting that data show a possible peak in vacancies. Hotel demand has dipped likely due to lower international travel.

Ryan reviewed the results of the recent MID Ratepayer satisfaction survey.

MID MOMENT

Brian Cannon, Director, Community Safety & Hospitality

Brian provided the MID Moment for March. He informed the group that long-time CSH ambassador Sam Dick is retiring. He highlighted Sams contributions to the MID over his tenure and congratulated him on his retirement.

MID PROGRAM UPDATE

Brian Cannon, Director, Community Safety & Hospitality

Steven Walls, Director, Cleaning Services

Owen Harrang, Director, Public Real Operations

Brian highlighted some recent successes of the CSH team including Conditions of Entry enforcements, welfare checks and concierge services.

Steven called attention to the Ambassadors of the Month for January and February.

Owen reviewed a robust slate of programming and activations in the public spaces MID manages.

New Business

None.

ADJOURN

10:00 a.m.



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

	March 2026			YTD March 2026		
	Actual	Budget	better/(worse) than budget	Actual	Budget	better/(worse) than budget
Income						
Assessment Net	1,706,656	1,706,656	(0)	15,350,901	15,359,901	(9,000)
Voluntary	0	0	0	229,523	225,000	4,523
Sponsorship	0	0	0	149,456	584,000	(434,544)
Fees for Services Private	20,362	5,833	14,528	118,044	64,108	53,936
Fees for Service Public	159,209	0	159,209	1,924,577	1,534,017	390,559
Total Income	1,886,226	1,712,489	173,737	17,772,500	17,767,026	5,474
Expense						
Salaries & Benefits	936,066	1,083,809	147,743	9,848,609	10,476,297	627,687
Professional Services	213,682	225,714	12,032	2,010,026	2,007,550	(2,477)
General & Administrative incl Depr	141,519	115,779	(25,740)	1,197,902	1,172,380	(25,522)
Program Expenses	410,018	274,511	(135,506)	4,289,064	4,969,834	680,770
Total Expense	1,701,284	1,699,813	(1,471)	17,345,602	18,626,060	1,280,458
CHANGE IN NET ASSETS	184,942	12,676	172,266	426,898	(859,034)	1,285,932

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

	Mar. 31, 2026	Mar. 31, 2025	2024 vs 2025
			\$ Change
ASSETS			
Cash	1,486,246	2,413,793	(927,547)
Accounts Receivable	1,466,522	1,638,527	(172,005)
Other Current Assets	(41,628)	161,619	(203,247)
Fixed Assets	323,621	275,235	48,387
TOTAL ASSETS	3,234,761	4,489,174	(1,254,413)
LIABILITIES & EQUITY			
Liabilities			
Accounts Payable	437,956	803,485	(365,529)
Deferred Revenue + Refundable Advance	1,500	95,836	(94,336)
Liabilities + Payroll	561,467	505,407	56,060
Total Current Liabilities	1,000,923	1,404,728	(403,805)
Long term Liabilities	153,739	(2,350)	156,089
Total Liabilities	1,154,662	1,402,378	(247,715)
Equity			
Retained Earnings + Temp Restricted	1,630,153	2,866,436	(1,236,283)
Net Income	449,947	220,360	229,586
Total Equity	2,080,099	3,086,796	(1,006,697)
TOTAL LIABILITIES & EQUITY	3,234,761	4,489,174	(1,254,413)

DBIA Services

Ordinary Income/Expense

This year's forecast vs. this year's budget			
FORECAST	BUDGET		
2025-2026	2025-2026	DIFF (\$)	DIFF (%)
Income			
Contribution Income			
Total Contribution Income	21,171,723	21,610,744	(439,021) -2%
Fees for Services Taxable			
Total Fees for Services Taxable	1,821,136	1,376,641	444,495 24%
Total Income	22,992,859	22,987,385	5,474 0%
Gross Profit	22,992,859	22,987,385	5,474 0%
Expense			
Salaries/Benefits			
Total Salaries/Benefits	13,708,815	14,336,502	(627,687) -5%
Professional Services			
Total Professional Services	2,664,213	2,689,490	(25,278) -1%
General & Administrative			
Total General & Administrative	1,373,219	1,356,062	17,157 1%
Program Expenses			
Total Program Expenses	5,185,715	5,866,483	(680,769) -13%
Total Expense	23,106,524	24,415,210	(1,308,686) -6%
Net Ordinary Income	(113,665)	(1,427,825)	1,314,160 -1156%
Net Income	(113,665)	(1,427,825)	1,314,160 -1156%

This year's forecast vs. next year's budget			
FORECAST	BUDGET		
2025-2026	2026-2027	DIFF (\$)	DIFF (%)
Income			
Contribution Income			
Total Contribution Income	21,171,723	22,112,915	(941,192) -4%
Fees for Services Taxable			
Total Fees for Services Taxable	1,821,136	1,507,383	313,753 17%
Total Income	22,992,859	23,620,298	(627,439) -3%
Gross Profit	22,992,859	23,620,298	(627,439) -3%
Expense			
Salaries/Benefits			
Total Salaries/Benefits	13,708,815	14,178,234	(469,419) -3%
Professional Services			
Total Professional Services	2,664,213	3,193,303	(529,090) -20%
General & Administrative			
Total General & Administrative	1,373,219	1,128,352	244,866 18%
Program Expenses			
Total Program Expenses	5,185,715	5,151,742	33,973 1%
Total Expense	23,106,524	23,768,395	(661,871) -3%
Net Ordinary Income	(113,665)	(148,097)	34,432 -30%
Net Income	(113,665)	(148,097)	34,432 -30%

3 year comparison (24/25 thru 26/27)			
ACTUAL	FORECAST	BUDGET	
2024-2025	2025-2026	2026-2027	
Income			
Contribution Income			
Total Contribution Income	21,160,239	21,171,723	22,112,915
Fees for Services Taxable			
Total Fees for Services Taxable	1,044,159	1,821,136	1,507,383
Total Income	22,204,398	22,992,859	23,620,298
Gross Profit	22,204,398	22,992,859	23,620,298
Expense			
Salaries/Benefits			
Total Salaries/Benefits	14,507,686	13,708,815	14,178,234
Professional Services			
Total Professional Services	2,670,006	2,664,213	3,193,303
General & Administrative			
Total General & Administrative	1,120,613	1,373,219	1,128,352
Program Expenses			
Total Program Expenses	5,028,825	5,185,715	5,151,742
Total Expense	23,519,384	23,106,524	23,768,395
Net Ordinary Income	(1,314,986)	(113,665)	(148,097)
Net Income	(1,314,986)	(113,665)	(148,097)

DRAFT

Downtown Revitalization Dashboard

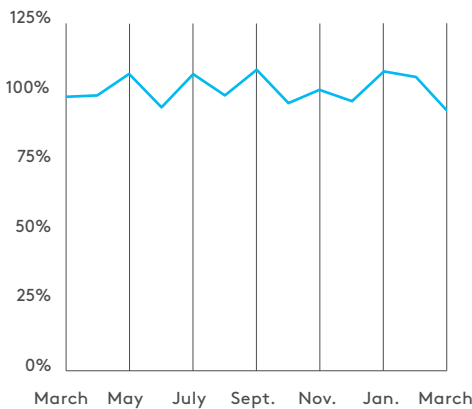
APRIL 2026 / MARCH DATA

DSA publishes 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

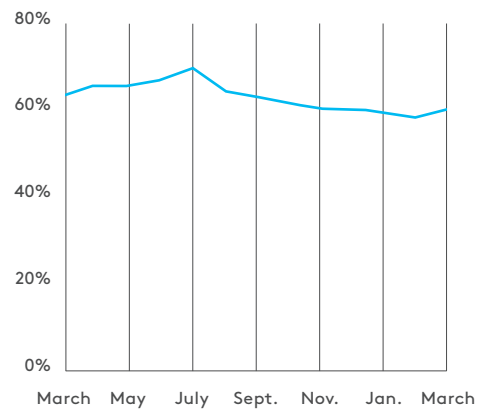


More than 2.8 million unique visitors came downtown in March 2026. This represents 93% of the visitors seen in March 2019 and a 5% decrease from March 2025.

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

Return to Office

Average weekday worker foot traffic

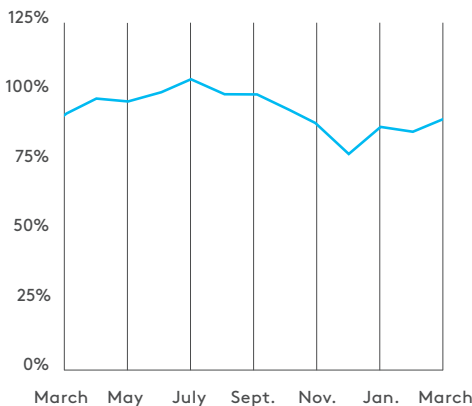


In March, downtown's worker foot traffic was 60% of March 2019's daily average. Worker foot traffic in March saw a 6% decrease year over year.

Source: Placer.ai.

Hotel Room Demand

Monthly hotel rooms sold compared to 2019

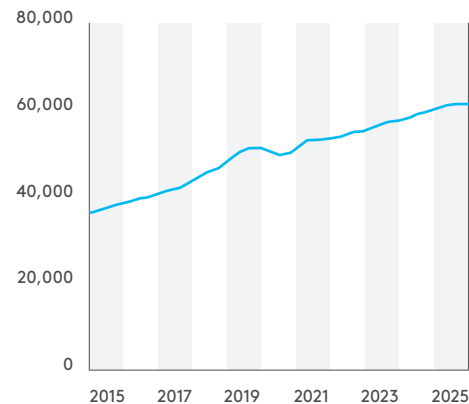


More than 320,000 downtown hotel rooms were sold in March 2026. This figure represents 91% of the demand in March 2019, but a 2% decrease in demand compared to March 2025.

Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



In March, the number of occupied apartment units downtown continued growing, rising to nearly 61,500. This represents a 2% increase compared to Q1 2025 and a nearly 30% increase compared to Q1 2019.

Source: CoStar

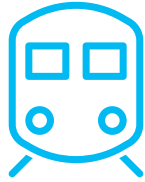
Of Note in Downtown



\$16.6M

parade economic impact

12s provided a jolt to downtown. According to Datafy, the Feb. 11 Super Bowl parade generated an estimated economic impact of up to \$16.6 million.



205,000+

riders

The March 28 opening of the Crosslake Connection was a huge draw. Sound Transit reports there were more than 205,000 riders that day, the second-largest ridership day in their history.



7,472

graffiti tags removed

There was a lot of cleaning and painting in Q1 of 2026. The DSA/MID Clean Team removed 7,472 graffiti tags and/or stickers from public infrastructure and private property.



1.2B

local economic impact

The Port of Seattle is gearing up for a record cruise season with 330 cruise calls, a 10% increase from 2025. The Port is estimating a \$1.2 billion local economic impact this season, up from \$900 million last year.

Coming Up in Downtown



Courtesy of "The Phantom of the Opera" North American Tour

Two Andrew Lloyd Webber productions are running at Historic Theatre District venues in May. Jesus Christ Superstar takes the stage at The 5th Avenue Theatre May 2-17. The Phantom of the Opera will grace the Paramount May 13-24.



Runners rejoice as the Unity Loop 5k on May 16 will mark 30 days until Seattle welcomes the world for the 2026 World Cup. The route will take runners from the countdown clock at Seattle Center, down Fourth Avenue, through Occidental Square to Lumen Field.



The 52nd annual Seattle International Film Festival takes place May 7-17. Three venues in greater downtown will feature films from more than 80 countries, with an opening-night event at the Paramount and an after party at Cannonball Arts on May 7.

NOTES ON SOURCES

Datafy 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.

