

A message to our ratepayers

July 2024

Downtown Seattle continues a strong revitalization, due in part to the support of property owners within the 300-square-block Metropolitan Improvement District. Your investment in cleaning and hospitality services, extra security patrols, park and public space activations, marketing and research continues to have a positive impact.

Visitors are returning to the center city at levels approaching pre-pandemic, with nearly 2.5 million unique visitors to downtown in May 2024. The average daily worker foot traffic count continues to increase, hitting totals not seen since 2020. Visitors and workers join the record 106,000-plus residents who now live downtown.

As ratepayers, your voice is essential. Thanks to those of you who took the time to respond to our satisfaction survey earlier this year. Among those who completed it, business owners and residents were particularly positive about downtown’s direction and the effect of downtown ambassadors on the center city. You can read more about the survey results on the back page of this letter.

Last month at the DSA/MID Annual Meeting, we welcomed new members to the MID Advisory Board, which I am honored to chair. This group of ratepayers meets regularly to help oversee MID operations. The board governs the contract for the Downtown Seattle Association’s management of the MID and also approves the annual budget.

As we head into the busy summer months and continue to welcome more people to the center city, MID funding will support hundreds of hours of summer programming in our urban parks and public spaces, including free outdoor music and art classes, regular food truck festivals and seasonal pop-up markets. The MID-funded free outdoor concert series, Downtown Summer Sounds, returns July 5 for its 45th year, featuring more than 30 local and national bands.

Thank you for your ongoing support of and investment in a thriving center city.



Reza Marashi

*MID Ratepayer Advisory Board Chair
Director of Government Affairs, Kilroy Realty*

Your Assessment at Work

June 2023–May 2024



1,473,181

Gallons of trash and debris removed



51,817

Graffiti tags removed



67,642

Incidents of human/animal waste removed



3,893

Syringes collected



47,269

People given directions



16,475

Hours of programming and activation in downtown parks



Visitors enjoying Food Truck Fest at Westlake Park

MID Ratepayer Satisfaction Survey Recap

In early 2024, the Downtown Seattle Association, as manager of the Metropolitan Improvement District, issued a satisfaction survey to MID ratepayers and downtown stakeholders. The survey was distributed via email, online and in person by downtown ambassadors. In all, 658 responses came in from residents, workers, businesses and property owners.

Respondents highlighted as top concerns: personal belongings and drug paraphernalia left behind on downtown streets, and graffiti on buildings. Stakeholders were also asked to rate current MID-funded services. The highest-rated were sidewalk cleaning, enhanced park activation and bike safety patrols. More than two-thirds of respondents either strongly or somewhat agreed with the statement “MID ambassadors have a positive impact on my experience downtown.”

While overall results were positive, data also indicated areas for improvement. The following are some changes MID staff have undertaken this year.

Service Increases - As of May 2024 the hours of MID-funded monthly cleaning services increased by nearly 30% and safety service hours grew by almost 50% since January. MID leadership continues to hire additional ambassadors to support the delivery of services throughout the district.

Graffiti Response - Historically, downtown ambassadors removed graffiti only in the public right-of-way. However, the program has now expanded to assist property owners with graffiti removal on privately owned buildings within the MID.

Safewalk Promotion - In response to stakeholder feedback, there has been increased promotion of the Safewalk service, whereby a MID ambassador will escort residents and workers to their car or other downtown destination. In January, MID ambassadors provided 30 escorts, and in May that number jumped to more than 400!

The summer ratepayer satisfaction survey is currently in the field and open through July 31. You can access the survey at downtownseattle.org/mid.

Service Hours

Clean Team

Daily: 7 a.m.-9 p.m.

Public Realm Operations Team

Daily: 7 a.m.-9 p.m.

Community Safety & Hospitality Team

Daily: 7 a.m.-9 p.m.

MAKE A SERVICE REQUEST

206-441-3303
downtownseattle.org/service

MID Ambassador of the Year

Each year, MID supervisors select an ambassador of the year from the 12 individuals nominated as ambassadors of the month throughout the program year. The 2024 Lee Townsend Ambassador of the Year award was given to Ron Rhodes at the DSA/MID Annual Meeting on Thursday, June 27.

Ron started with the MID in 2019 as a member of the Clean Team and quickly moved to the Community Safety & Hospitality Team. His colleagues note his impeccable attendance, willingness to lend a hand and the compassion he consistently shows to others. Congratulations, Ron!



MID Ambassador of the Year: Ron Rhodes