

A message to our ratepayers

July 2025

As we embrace the energy of summer in downtown Seattle, I'm proud to reflect on the incredible progress we've made together. The Metropolitan Improvement District continues to be a catalyst for positive change, fueling everything from our daily cleaning and safety services to vibrant public space activations helping bring our community together. This revitalization would not be possible without the funding and support of 1,300 downtown property owners.

Last month at the DSA/MID Annual Meeting & Party, we celebrated our accomplishments from the past year and priorities for the coming year. Then, at the MID Annual Board Meeting we welcomed new members, approved the 2025/26 budget and I was honored to be named Board Chair of the Ratepayer Advisory Board effective July 1.

We're excited for the programming in our parks and public spaces this summer including the 46th annual Downtown Summer Sounds concert series, more Club World Cup watch parties, the monthly Food Truck Fest and daily activations that will bring fresh energy to the center city. These events provide something for everyone – all free and open to the public, thanks to your continued support.

Our 165 downtown ambassadors are key to making these events and activations happen. This is the largest team we've ever had, and their impact is felt daily. Whether

they're cleaning, offering hospitality to visitors or providing supplies and connections to services for those living on the streets, our ambassadors help ensure downtown is a welcoming place for all. I'd also like to highlight our 2025 Lee Townsend MID Ambassador of the Year, Jules Sauer, a Public Realm Operations (PRO) Team assistant supervisor who exemplifies the dedication, compassion and leadership that defines our ambassador team. Her commitment to downtown and colleagues is truly inspiring, and we're proud to honor her with this well-deserved recognition.

I'm pleased to share that we've made significant strides in enhancing the look and feel of key areas downtown, including Third Avenue. With your continued partnership, we've been able to improve the streetscape, making it a more inviting place for both pedestrians and businesses. And there's more to come. Our efforts to brighten and activate Third Avenue will continue throughout the year – in coordination with nearby property owners – with more lighting and artwork on the way.

As we move forward into the new fiscal year, I'm excited about the momentum we've built together. Our downtown is on the rise, and the role that each of you plays cannot be overstated. Thank you for your continued commitment to a cleaner, safer and more vibrant downtown. We couldn't do it without you.



Amy Baker

*MID Ratepayer Advisory Board Chair
General Manager, Perform Properties*

Your Assessment at Work

June 2024-May 2025



1,205,510

Gallons of
trash and debris
removed



48,766

Graffiti tags removed



64,563

Incidents of human/
animal waste removed



6,030

Syringes collected



51,147

People given
directions



20,719

Hours of programming
and activation in
downtown parks



Visitors enjoying First & Pike Plaza

MID Ratepayer Satisfaction Survey Recap

The winter 2025 MID ratepayer satisfaction survey revealed valuable insights on ratepayers' perception of MID services and areas for improvement. Survey results saw an increase in satisfaction with almost all services as well as improvements in perceptions of downtown safety and cleanliness.

Data also indicated areas for improvement – specifically areas where ratepayers would like to focus more investment and attention, such as business retention efforts and downtown parks and public spaces. The survey results play a critical role in guiding the MID's efforts to enhance the ratepayer experience and meet the evolving needs of downtown.

Fully Staffed - In 2024-25, the team was fully staffed with 165 ambassadors. They delivered 12% more service hours than the year prior, and there was significant improvement in respondents who found the MID clean, safe and welcoming.

Retail Recruitment - Ratepayers indicated a desire to improve the MID's business retention services. As part of ongoing revitalization efforts, DSA/MID recently partnered with Downtown Works, a Seattle-based national retail consulting firm, to support the growth and

vitality of center city retail. The partnership aims to foster a strong, vibrant retail environment downtown.

First & Pike Plaza - In April 2025, DSA/MID began programming the pedestrian-only section of Pike Street between First and Second avenues. This is one of the most heavily foot-trafficked sections of the Pike-Pine Corridor, with millions of locals and visitors frequenting Pike Place Market. Between January-May 2025, total foot traffic increased by 57% compared to the same period in 2024.

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

Summer Fun in the Parks

With ratepayer and sponsor support, downtown Seattle is the place to be this summer. Downtown Summer Sounds, the DSA/MID free outdoor concert series, returns for its 46th year, with 19 shows running from July 11-Aug. 28. And for soccer fans, Club World Cup watch parties will continue in Westlake Park. Occidental Square will be offering a free soccer pitch all summer long, and new programming at Pioneer Park and First & Pike are reinvigorating these two public spaces.

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 11 individuals nominated as ambassadors of the month throughout the program year. The 2025 Lee Townsend Ambassador of the Year award was given to Jules Sauer at the DSA/MID Annual Meeting on Thursday, June 12.

Jules Sauer leads the teams that setup and activate downtown parks and plazas. Making these public spaces vibrant and welcoming for all is just part of her role. She's also a leader by example, embodying the attributes of the award's namesake. Congratulations Jules!



Ambassador of the Year: Jules Sauer