



MID Ratepayer Advisory Board
Hybrid Meeting
September 26, 2023 | 8-9 a.m.

8:00	Call to Order	Reza Marashi, Chair
8:02	Guest Ratepayer Comment	
8:05	Chair's Report ✓ ACTION: Minutes from June meeting	Reza Marashi, Chair
8:10	MID Moment	Jennifer Casillas, VP Public Realm & Ambassador Operations
8:15	Financial Report 📄 August financial dashboard	Sabrina Villanueva, Vice Chair Elisabeth James, COO
8:20	Program Manager Report	Jon Scholes, DSA President & CEO
8:30	Downtown Revitalization 📄 September recovery dashboard	Ryan Gockel, Director Strategic Initiatives
8:40	MID Program Update	Jennifer Casillas, VP Public Realm & Ambassador Operations
8:55	New Business	Reza Marashi, Chair
8:57	Guest Ratepayer Comment	
9:00	Adjourn	Reza Marashi, Chair

**Meeting Minutes
MID Ratepayer Advisory Board
June 20, 2023**

Presiding: Lisa Nitze, Chair

Attending: Andy Bench, Aaron Blankers, Cary Clark, Jennie Dorsett, Jeff Draeger, Simone Loban, Ben Grace, Gina Grappone, Marshall Johnson, Valerie Heide Mudra, Laura Jean Humiston, Ed Leigh, Erik Lausund, Collin Madden, Reza Marashi, Lars Pederson, Lori Richards, Steve Van Til, Sabrina Villanueva, Michael Walzl

Staff: Jon Scholes, Emily Bailor, Jennifer Casillas, Nick Jackal, Elisabeth James, Kylie Rolf, Sally Wright

**CALL TO ORDER
Lisa Nitze, Chair**

Lisa welcomed the group to the June meeting. She reminded the group that the meeting was the annual business meeting. She asked for guest comments. None were offered.

**CHAIR'S REPORT
Lisa Nitze, Chair**

Lisa called attention to the minutes from the May meeting. She asked for a motion to approve the minutes. Motion was made and seconded; approval by consensus. She reviewed a memo detailing the requirements of the board at the annual business meeting. She noted that the board would receive briefings on each item (workplan, budget and program manager). She reviewed the agenda.

**23/23 SLATE OF NOMINEES
Lisa Nitze, Chair**

Lisa called attention to the memo detailing the re-nominations, new nominations and officer nominations to the board for the 23/24 fiscal year. She asked for a motion to approve the re-nominations the board. Motion was made and seconded; approval by consensus. She asked for a motion to approve the new nominations to the board. Motion was made and seconded; approval by consensus. She asked for a motion to approve nominating Reza Marashi to the Chair position and Sabrina Villanueva to the Vice Chair position. Motion was made and seconded; approval by consensus.

Lisa thanked the MID Board Development Committee. Lisa thanked the outgoing members for their contributions.

**PROGRAM MANAGER REPORT
Jon Scholes, DSA President & CEO**

Jon reminded the group that the DSA/MID Annual meeting would be held on June 27. He informed the group that the Mayor would be announcing additional detail related to the Downtown Activation Plan.

2023 - 2024 WORK PLAN

Jon Scholes, DSA President & CEO

Lisa Nitze, Chair

Jon provided introductory remarks for the 23/24 workplan. He highlighted the addition of an advocacy position focused on providing ratepayers with a dedicated FTE to address issues and problems in the public realm. He noted that the MID investment in private security will continue in 23/24. Lisa asked for a motion to recommend the MID workplan as presented. Motion was made and seconded; approval by consensus.

2023 - 2024 BUDGET

Elisabeth James, COO

Lisa Nitze, Chair

Bif reviewed the budget memo in detail. She noted that the budget is focused on continuing to support downtown recovery and the expansion and continuation of MID services. MID leadership will be focused on scaling up of staffing and equipment. She reviewed the increases in ambassador services (staffing, equipment, programming). She reviewed increased revenue sources and resulting increases in expenses. She reviewed the fund balance. Lisa called for a motion to recommend the budget as presented. Motion was made and seconded; approval by consensus.

2023 - 2024 MID PROGRAM MANAGER

Lisa Nitze, Chair

Lisa called attention to the memo included in the packet detailing the requirement of the board to recommend a program manager for the 23/24 fiscal year. She called for a motion to recommend the DSA continue as the program manager. Motion was made and seconded; approval by consensus.

DOWNTOWN REVITALIZATION

Ryan Gockel, Director Strategic Initiatives

Ryan reviewed the recovery dashboards. He discussed total monthly visitor numbers, return of office workers, hotel room demand, proposed and under construction residential units, incidents of violent crime, tent counts on downtown sidewalks, and Narcan deployments.

MID PROGRAM REPORT

Jennifer Casillas, VP Public Realm & Ambassador Operations

Jenn provided an update on the MID programs. She noted that teams are fully staffed with HR continuing to recruit, hire and train employees to help retention numbers. She reviewed a number of new dashboards that will be presented to the board regularly for each MID program.

COMMUTE SEATTLE

Kirk Hovenkotter, Executive Director, Commute Seattle

Kirk provided an update on the activities of Commute Seattle.

NEW BUSINESS

None.

ADJOURN

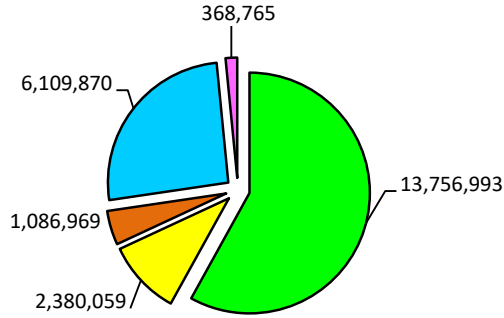
9:00 a.m.

DBIA Services / Metropolitan Improvement District Financial Dashboard

August 2023

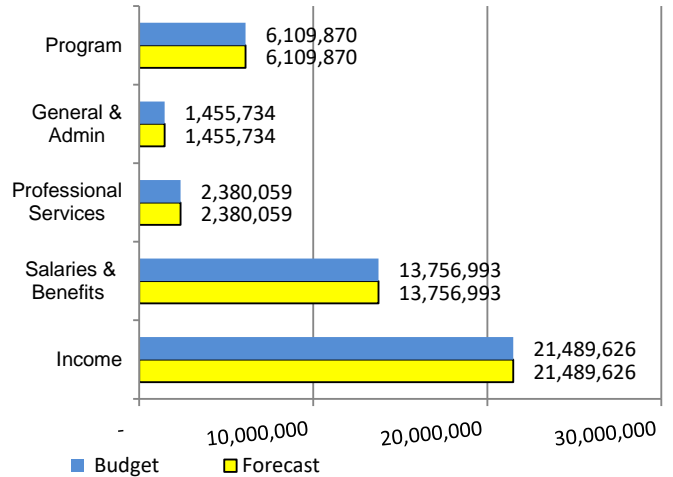
2023/2024 Fiscal Year - Annual Budget

Total 23/24 Budgeted Expenses \$23,702,656



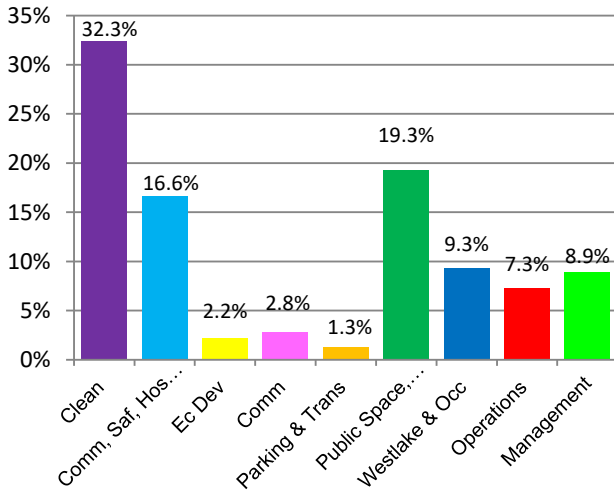
- Salaries & Benefits
- Professional services
- General & Admin
- Program
- Depreciation

2023/2024 Fiscal Year - Inc & Exp - Actual to Forecast

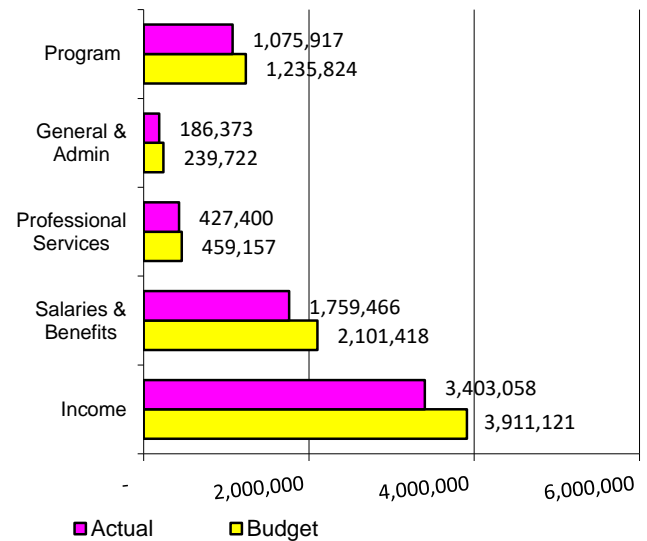


2023/2024 Year to Date - Expenses by Program

YTD Expenses \$1,774,624

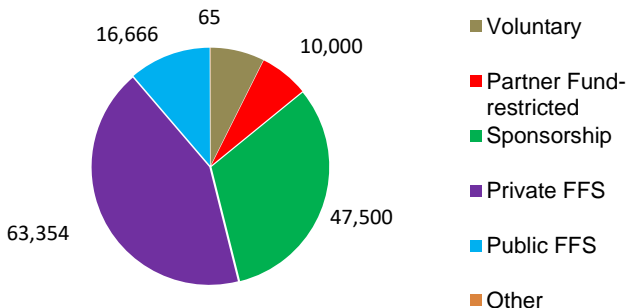


2023/2024 Year to Date - Income & Exp - Actual to Budget



YTD Non-Assessment Income

YTD Non-Assessment Income \$74,362



Fund Balance

Beginning Fund Balance

Uncommitted DBIA fund balance @ 6/30/23	1,965,454
Uncommitted City Fund balance @ 6/30/23	2,636,338
Total Fund Balance @ 6/30/23	4,601,792
Forecast net gain/loss @ 6/30/24	(2,213,030)
add back depreciation	368,765
Committed Funds Summary	
Fund Reserve Policy-Operating exp 9%	(1,550,162)
Increase in Fixed assets	(282,500)
FORECAST UNCOMMITTED FUNDS	924,865

Downtown Recovery Dashboard

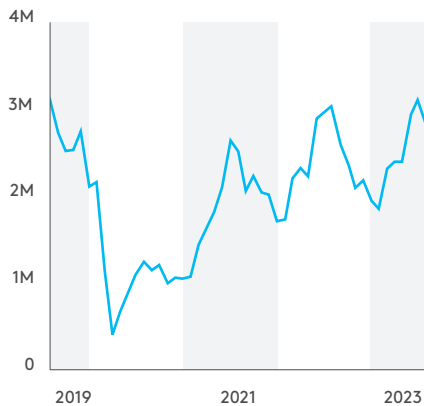
SEPTEMBER 2023 / AUGUST DATA

Please credit the Downtown Seattle Association Recovery Dashboard for use of charts, data and images on this page.

Downtown Seattle was the first American urban center to experience the impacts of COVID-19, enduring a sudden economic downturn. As downtown continues to recover, DSA will publish a monthly Recovery Dashboard examining key recovery metrics. The data sets provide a comparison point to the same time period in 2019. Additionally, the dashboard will feature notable stories that provide context regarding downtown’s recovery, renewal and reemergence.

Visitors

Total monthly visitors since 2019

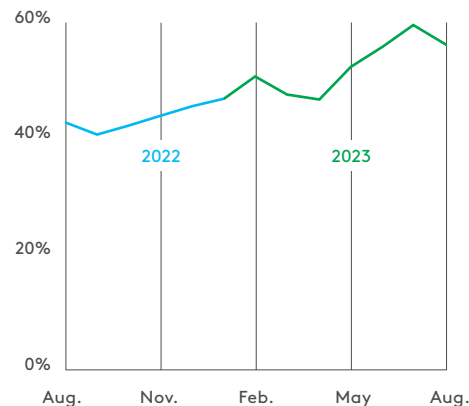


Nearly three million visitors came downtown in August 2023 — a slight decline from the post-pandemic record set in July, but a strong month nonetheless. This represented about 91% of the visitors seen in August 2019.

Source: Placer.ai

Return to Office

Monthly worker foot traffic compared to 2019

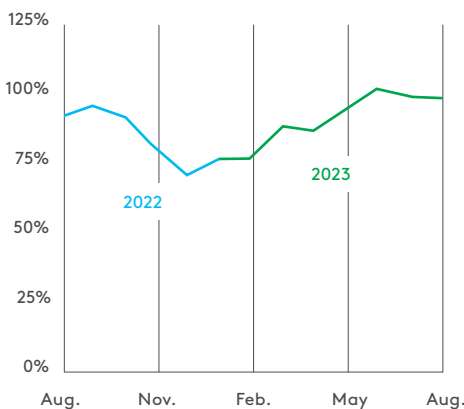


August 2023 saw the second-highest level of weekday worker foot traffic since the start of the pandemic, with an average of more than 88,000 workers coming downtown daily. This represents 56% of August 2019’s worker foot-traffic level and marked the fourth straight month where worker foot-traffic levels have surpassed 50% compared to the same period in 2019.

Source: Placer.ai

Hotel Room Demand

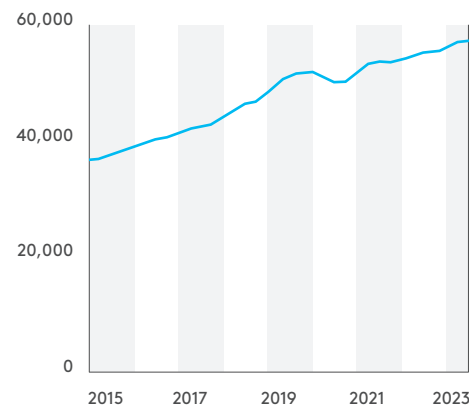
Monthly hotel rooms sold compared to 2019



August 2023 saw the highest number of hotel rooms sold downtown (399k) since August 2019. This represented 99% of the rooms sold in August 2019.

Sources: Visit Seattle, STR

Occupied Apartment Units



The number of occupied apartment units maintained a post-pandemic high in August, surpassing 57,000 occupied units for the first-time ever.

Source: CoStar

Of Note in Downtown



126%
increase

Gallons of trash collected by MID ambassadors downtown in August 2023 compared to August 2022. This is primarily attributable to the 66% increase in Clean Team ambassador hours worked, new, more efficient cleaning equipment, and the increase in total foot traffic compared to August 2022.



106,116
residents

Downtown's residential numbers continue to climb. With more than 106,000 people now living here, our center city population has increased 61% since 2013.



17,100
concertgoers

DSA's Downtown Summer Sounds concert series brought more than 17,100 attendees to 10 different downtown outdoor venues for 37 free shows across 9 weeks. That's a 50% increase over last season's series.

Coming Up in Downtown



Courtesy of Smartsheet

Smartsheet is bringing its ENGAGE 2023 User Conference to the Seattle Convention Center's Summit building next week. Visit Seattle reports an estimated 3,500 attendees are expected to generate approximately \$10.5 million in economic impact.



Courtesy of NHL

The Seattle Kraken drop the puck on the pre-season on Monday, Sept. 25 in the first of three straight matches on the home ice at Climate Pledge Arena.



Credit: Angela Sterling

September marks the unofficial start of the performance season in downtown Seattle, the region's arts and cultural center. The curtain raises at The Fifth Avenue Theatre, ACT Theatre, Pacific Northwest Ballet, Seattle Symphony and more. Including live music, downtown venues hosted more than 1,400 performances in 2022.

NOTES ON SOURCES

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 the downtown neighborhoods with the heaviest concentration of office space.*
- 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.*