

2020 BUSINESS IMPROVEMENT DISTRICT MANAGEMENT PLAN



DOWNTOWN
SPOKANE

Prepared by the
DOWNTOWN SPOKANE PARTNERSHIP

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)

The Spokane City Council created the downtown Business Improvement District (BID) in July 1995 at the request of the area's business and property owners. The BID is authorized by Washington State law to aid general economic development and neighborhood revitalization. The current City Ordinance for the BID will sunset on December 31, 2021.

Comprising approximately 80 blocks of the Central Business District, the BID boundaries are Maple to Browne, and the Railroad Viaduct to North River Drive and Mallon. More than 850 business owners and 350 property parcels are contained within the area.

The BID programs of clean, safe, parking and promoting positive experiences have been fundamental since 1995, stabilizing Downtown Spokane and stimulating new investment. The BID encourages investment by providing the revenue and influence to keep our commercial streets clean, safe, and economically vibrant.

The Ratepayer Advisory Board (RAB) represents the interests of Ratepayers by establishing operating procedures, developing budgets, advising the City regarding assessments, monitoring service delivery and planning for the future of the BID in an advisory capacity. Furthermore, it is the responsibility of the RAB to review all assessment issues and recommend appropriate resolutions.

RAB positions are designated by geography, business, and property type to ensure that the BID's interests are well represented and served. The RAB meets monthly to discuss budget, management, and program delivery issues on behalf of the BID Ratepayers. The RAB guides the day-to-day function of the BID service delivery.

CORE PRINCIPLES

- Foster Innovation
- Practice implicit fairness
- Continue to foster a high level of trust
- Continual assessment and improvement
- Be forward thinking and always keep the big picture in mind
- Be Inclusive
- Perform at peak levels and test talents

ORGANIZATIONAL STRENGTH

- Grow and improve ratepayer/customer/member relations
- Maintain financial solvency and GAAP compliance
- Launch 501c3 and PDA
- Utilize PBID software to better connect with ratepayers
- Strengthen internal communications
- Update IT infrastructure and service





CITY OF SPOKANE

DOWNTOWN SPOKANE PARTNERSHIP (DSP)

Downtown Spokane Development Association 501c6 Private Non-profit Membership Organization

DSP BOARD OF DIRECTORS

DSP President
DSP Membership
DSP Staff

The Downtown Spokane Partnership is hired by the City of Spokane to administer the BID (1995-2021). Under this agreement, the DSP provides planning efforts for Downtown, and oversees the implementation of downtown enhanced public services. The DSP Board of Directors sets the strategic agenda, guides and manages the revitalization program, and administers various implementation entities.

PARKING AND BUSINESS IMPROVEMENT DISTRICT (BID)

Funding Mechanism for Enhanced Services
[Authorized by Washington RCW 35.87A & Spokane SMC 04.31]

BID RATEPAYER ADVISORY BOARD

Directed by DSP President as the BID Program Administrator. The BID Board Advises, Recommends and Monitors Budget and Services and Hears Appeals from Ratepayers Regarding Assessments.

MANAGEMENT AND ADMINISTRATION

The DSP assigns staff resources based on annual business plan requirements to maximize an effective resource mix between the DSP and BID. The graph below represents the percentage of time allocated to BID or DSP activities for each staff resource.

FOCUSED MANAGEMENT

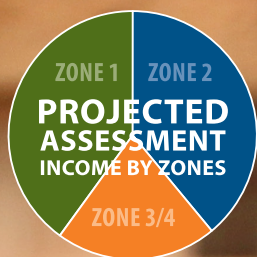
DSP staff provide focused management to oversee tasks listed in the City BID contract, including:

- Contract management
- Management plan implementation
- Ratepayer outreach and communication
- Business retention and recruitment
- City relations
- Board engagement and support
- Annual audit

STAFF ALLOCATION

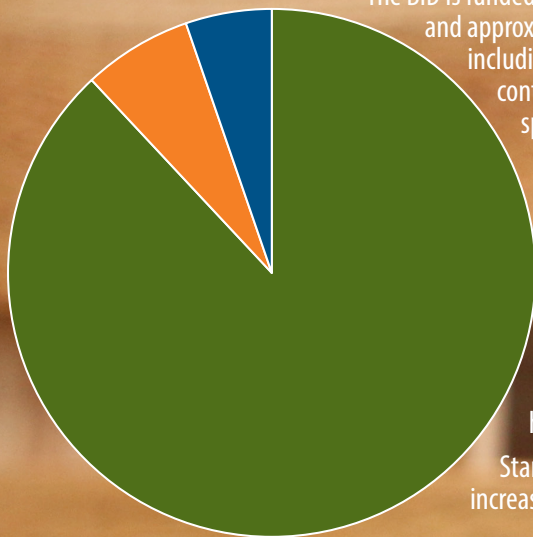


2020 BUDGET



INCOME SUMMARY

Projected Assessment Income	\$1,316,458	88%
City Services Contract	\$100,000	7%
Other Income	\$78,919	5%
TOTAL INCOME	\$1,495,377	100%



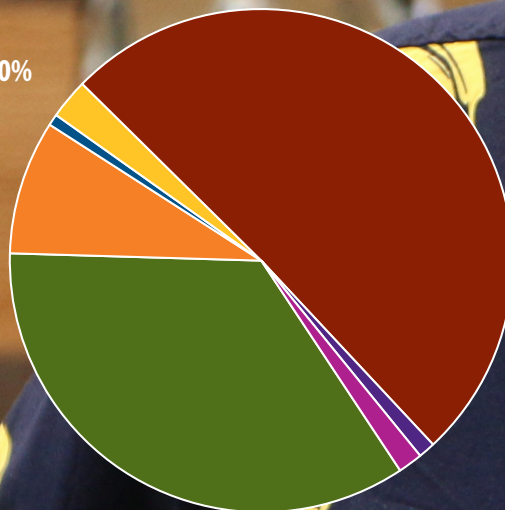
The BID is funded by \$100,000/year from the City of Spokane and approximately \$1,395,377 in private investment, including Ratepayer assessments, business contributions to parking validation, event sponsorships and other contributions. The funds from the City exclusively support a portion of the Clean Team and the Security Ambassador programs.

Assessment rates for preexisting categories were increased for 2019 upon approval by the Spokane City Council. Previously rates had seen no increase since the formation of the BID in 1995, although a housing category was added in 2005.

Starting in 2020 tenant assessment rates will increase as determined by the CPI-U.

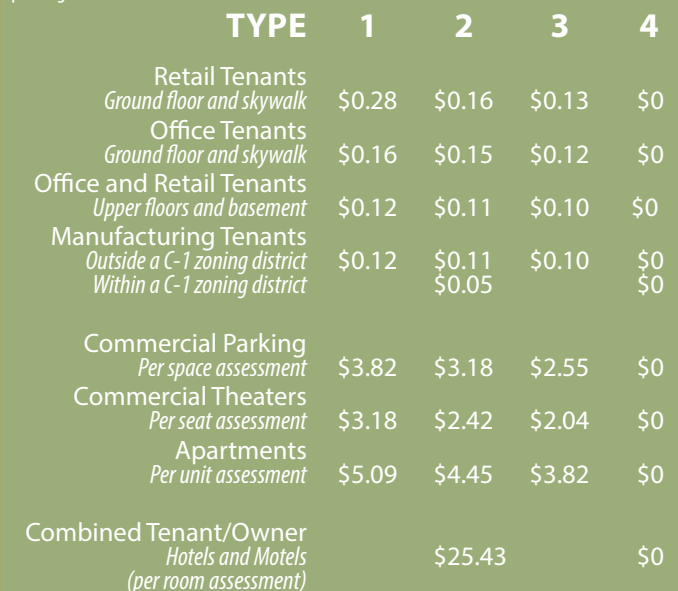
EXPENSE SUMMARY

BID Administration	\$519,824	35%
Marketing	\$129,000	9%
Communications	\$10,940	1%
Events & Programming	\$38,550	3%
Common Area Services	\$757,244	51%
Operations and Transportation	\$16,200	1%
Planning and Development	\$23,500	2%
TOTAL EXPENSES	\$1,495,258	100%



BID programs focus on key areas that make downtown a desirable location for businesses, residents, shoppers, and visitors. The Ratepayer Advisory Board (RAB) establishes a draft budget and allocations are reviewed annually by the DSP and BID boards prior to being submitted to Spokane City Council for approval. Similar to other BIDs across the country, programs focus on clean, safe, marketing, growth, and transportation.

The expense summary is detailed above.



2020 GOALS





FOSTERING A ROBUST DOWNTOWN ECONOMY

PLANNING

- Complete update of the Downtown Plan
- Finish design for Riverside and Wall Street improvements
- Collaborate with Spokane Arts to launch Riverside Ave Urban Cultural Trail
- Set and begin execution of a plan for use of 501c3 and PDA
- Launch expansion of the BID into south downtown

CLEAN-BEAUTIFUL

- Encourage walkability through beautification
- Reduce litter in public spaces
- Expand cleaning to programmed public spaces

SAFE AND INVITING

- Increase effectiveness and visibility of Security Ambassadors
- Foster and maintain collaborative relationship with the Spokane Police Department to improve perceptions of safety in downtown
- Decrease vandalism through thoughtful design of public and private spaces utilizing CPTED principals
- Expand outreach relationships with non-profit organizations

VIBRANT

- Foster sustained activations and events for the enjoyment of visitors, residents and employees
- Engage in design to improve the downtown experience and activate public spaces.
- Launch updated **marketing** and promotions campaign to promote downtown retail, restaurants, nightlife and entertainment
- Work with the City and other Utilities to mitigate negative impacts from street construction projects

PARKING

- Increase long-term parking stock for residential and workforce population
- Support priority elements of city parking study
- Strengthen **marketing** and communications around parking, transportation and validation programs



DOWNTOWN
SPOKANE

**DOWNTOWN SPOKANE PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT**

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