2022 DOWNTOWN SPOKANE BUSINESS IMPROVEMENT DISTRICT BY THE NUMBERS









"THE BEST NEW SPORTS VENUE IN THE NATION" SPORTS TRAVEL MAGAZINE

POKALADE

"#66 BEST PLACES TO LIVE" LIVIBILITY

#7 BEST PERFORMING CITIES" MILKEN INSTITUTE



~ JESSICA ATKINSON ~ SWEET FROSTINGS



~ DOMINIC VILLAREAL ~ A MODERN PLANTSMAN



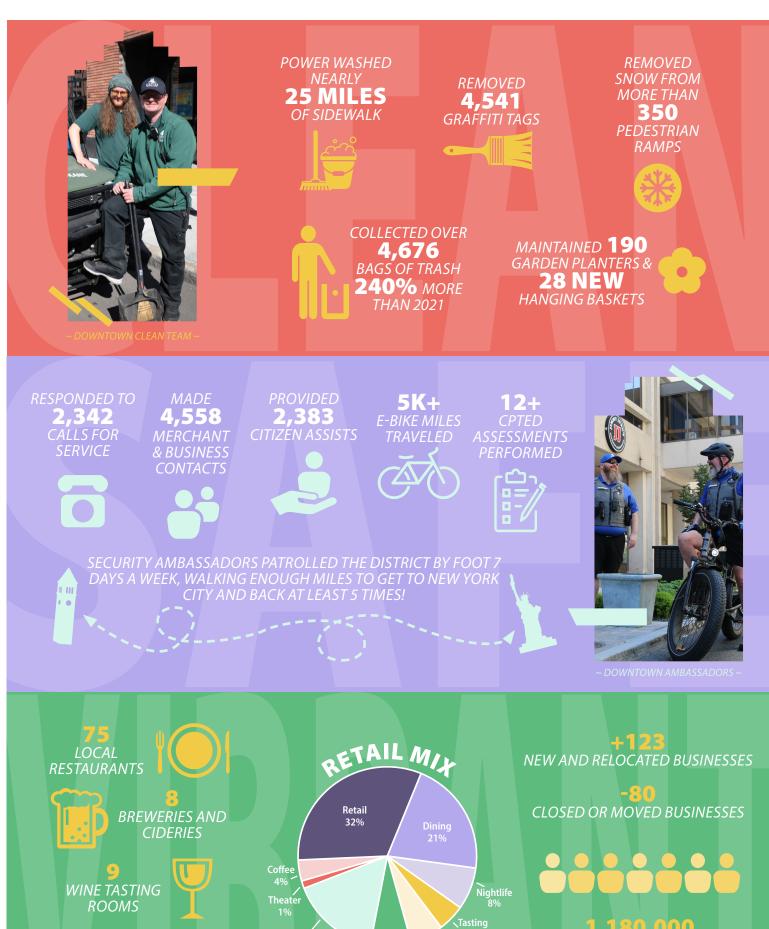
~ JAKE ROSENBERG ~ SOLITUDE BARBERSHOP



~ NINA CHERIE ~ NINA CHERIE COUTURE



~ ETHAN STOWELL ~ ETHAN STOWELL RESTAURANTS



Health &

Beauty 16%

THEATER

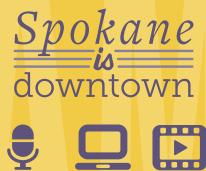
SEATS

I Hospitality Room 5%

Financial

1,180,000 CUMULATIVE FOOT TRAFFIC FOR MAJOR DOWNTOWN EVENTS





ODCAST WEBSITE GUESTS FEATURES 10 10



~ HANNAH NELSON | SPOKANE REFILLERY ~

"AFTER THE DSP RAN A WRITTEN PIECE ON MY BUSINESS ON SOCIAL MEDIA, I QUICKLY SOLD OUT OF ALMOST MY ENTIRE INVENTORY. FOLLOWING THAT SURGE IN POPULARITY, KHQ GOT AHOLD OF ME AND RAN A PIECE ON SPOKANE REFILLERY ON THE NEWS. I SOLD OUT OF ALL MY PRODUCT WITHIN A FEW DAYS FOR A SECOND TIME.

ESPECIALLY FOR BEING BRAND NEW, I REALLY APPRECIATED THE SPOTLIGHT DSP PUT ON MY BUSINESS TO HELP IT THRIVE."

avelcome SOCIALS @DOWNTOWNSPOKANE 11.5K 18.6K **FOLLOWERS FOLLOWERS** WORKER TARGETED CAMPAIGN OCTOBER 24-28 **1.8K 19.8**K **FOLLOWERS FOLLOWERS** WEBSITE CLICK **INSTAGRAM THROUGHS** ENGAGEMENT UP **INCREASED** 678% 281%

8

AN 1, 2022-DEC 31, 2022 137,420

2022 RATEPAYER SURVEY

As a provider of enhanced municipal services in the Downtown Business Improvement District (BID), the Downtown Spokane Partnership conducted the first annual survey of business and property owners and managers within the BID (Ratepayers) in September 2022.

Results from the survey aim to inform annual and ongoing planning, and to better understand the needs of Spokane's city center. The purpose of the survey is to identify factors and trends affecting business operations and commerce in downtown Spokane.

Overall, BID Ratepayers feel mostly positive about downtown as a place for people to live, work and play. Feedback noted public safety, security, and adequate services for the homeless/mentally ill as some

> Poor 17%

> > Good

of the highest priorities facing the city's center. Ratepayers were satisfied overall with the beauty and attractiveness of downtown, with sidewalk cleanliness being the greatest opportunity for improvement. Generally, ratepayers were also satisfied with parking, mobility, and transportation in downtown.

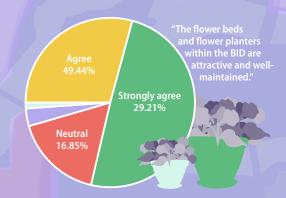
Ratepayers were notified of the opportunity to provide feedback via email and physical mail.



Most respondents agree downtown Spokane contributes positively to the overall well-being of Spokane and is an exciting and active place to live.



The flower beds and flower planters within the BID were most appreciated by respondents.



SAFETY

Perceptions of safety decline from day to evening to night/early morning.

Ninety-five percent of respondents are either neutral or disagree to an extent that they feel the BID is a safe place during the hours of 10pm–7am.

7AM-6PM

6PM-10PM

10PM-7AM

HOW WOULD YOU RATE DOWNTOWN SPOKANE AS A PLACE TO DO BUSINESS?

Downtown received a good but mostly fair rating as a place to do business.

Over half of respondents to this survey reported owning their respective business and/or property in downtown for over 10 years.

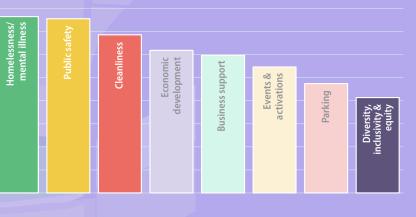
PRIORITIES WITHIN THE BID

HOW WOULD YOU RATE THE FOLLOWING WITHIN THE BID?

Both on and off-street parking availability were rated above fair. Micro-mobility received the highest satisfaction score.



A strong majority of respondents reported public safety and homelessness/mental illness as the highest priorities facing the BID.



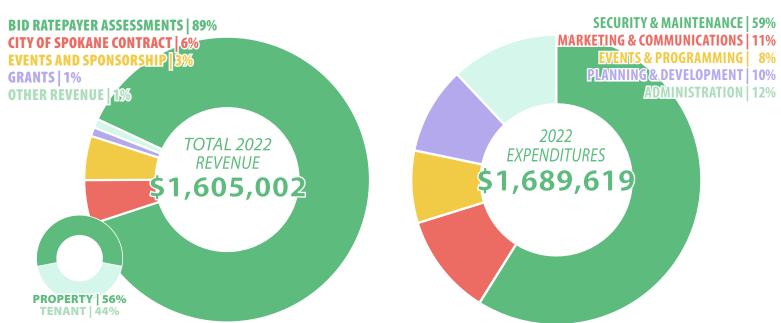
BID SERVICES

Clean & maintenance services, along with security were strongly rated the most important of the BID services posed to respondents.



WHO FUNDED THE BUSINESS IMPROVEMENT DISTRICT IN 2022?

HOW WERE RESOURCES ALLOCATED IN 2022?



MOST EPIC COMEBACK SINCE 2020 **REVIVAL TEA CO.**

3ES

MOST UNDERRATED THE MANGO TREE

BEST COUPLE NEIGHBORING BUSINESSES OR BLOCK WHISTLE PUNK BREWING AND HERITAGE BAR

MOST PHOTOGENIC EXTERIOR OR FAÇADE, OR INTERIOR THE HISTORIC DAVENPORT HOTEL

> MOST RELIABLE MOST LIKELY NOT TO CHANGE AUNTIE'S BOOKSTORE

MOST LIKELY TO BRIGHTEN UP YOUR DAY BOO RADLEY'S

> ONE OF A KIND MOST UNIQUE **THE SPACE**

MOST LIKELY TO BE IN A MUSIC VIDEO DURKIN'S LIQUOR BAR

> FAVORITE FRESHMAN BEST NEW BUSINESS

COMMON LANGUAGE BREWING CO.

BEST "GLOW-UP" BUSINESS EXPANSION OR IMPROVEMENTS DRY FLY DISTILLING

MOST LIKELY TO MAKE SEATTLE JEALOUS PETUNIA & LOOMIS

MOST LIKELY TO BECOME AN INFLUENCER THE WOODSHOP

MOST LIKELY TO SAVE THE PLANET SPOKANE REFILLERY

BEST DRESSED FOR STAFF OR BUSINESS MARKETING FRINGE & FRAY

LIFE OF THE PARTY BRICK WEST BREWING CO.



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