2022 DOWNTOWN SPOKANE
BUSINESS IMPROVEMENT DISTRICT
BY THE NUMBERS
SPOKALADES

“THE BEST NEW SPORTS VENUE IN THE NATION”
SPORTS TRAVEL MAGAZINE

“#66 | BEST PLACES TO LIVE”
LIVIBILITY

“#7 | BEST PERFORMING CITIES”
MILKEN INSTITUTE

SPOKANE IS DOWNTOWN

~ JESSICA ATKINSON ~
SWEET FROSTINGS

~ DOMINIC VILLAREAL ~
A MODERN PLANTSMAN

~ JAKE ROSENBERG ~
SOLITUDE BARBERSHOP

~ NINA CHERIE ~
NINA CHERIE COUTURE

~ ETHAN STOWELL ~
ETHAN STOWELL RESTAURANTS
5,171 THEATER SEATS

~ DOWNTOWN AMBASSADORS ~

MADE 4,558 MERCHANT & BUSINESS CONTACTS

POWER WASHED NEARLY 25 MILES OF SIDEWALK

RESPONDED TO 2,342 CALLS FOR SERVICE

COLLECTED OVER 4,676 BAGS OF TRASH 240% MORE THAN 2021

MAINTAINED 190 GARDEN PLANTERS & 28 NEW HANGING BASKETS

PROVIDED 2,383 CITIZEN ASSISTS

5K+ E-BIKE MILES TRAVELED

12+ CPTED ASSESSMENTS PERFORMED

SECURITY AMBASSADORS PATROLLED THE DISTRICT BY FOOT 7 DAYS A WEEK, WALKING ENOUGH MILES TO GET TO NEW YORK CITY AND BACK AT LEAST 5 TIMES!

75 LOCAL RESTAURANTS

8 BREWERIES AND CIDERIES

9 WINE TASTING ROOMS

5,171 THEATER SEATS

RETAIL MIX

+123 NEW AND RELOCATED BUSINESSES

-80 CLOSED OR MOVED BUSINESSES

1,180,000 CUMULATIVE FOOT TRAFFIC FOR MAJOR DOWNTOWN EVENTS
“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.”

~ Hannah Nelson | Spokane Refillery ~

Websites

- 80 square blocks
- 599 properties
- 596 parcels
- 1.5 billion assessed value of properties in the bid
- 1,355 tenants
- 151 owner-occupied residential
- 2,502 hotel rooms
- 151 assessed off-street parking stalls

Podcast

- 10 guests
- 8 video profiles

Socials

@DowntownSpokane

- 11.5K followers
- 18.6K followers
- 19.8K followers
- 1.8K followers

Worker Targeted Campaign

- October 24-28

Welcome Back to Downtown

- Instagram engagement up 678%
- Website click throughs increased 281%

New Website Users

- www.downtownspokane.org
- 137,420
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 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.

CLEAN AND BEAUTIFUL

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

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>49.44%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>29.21%</td>
</tr>
<tr>
<td>Neutral</td>
<td>29.21%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>16.85%</td>
</tr>
</tbody>
</table>

“The flower beds and flower planters within the BID are attractive and well-maintained.”

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.

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.

<table>
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<tr>
<th>Rating</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Good</td>
<td>37%</td>
</tr>
<tr>
<td>Fair</td>
<td>42%</td>
</tr>
<tr>
<td>Poor</td>
<td>17%</td>
</tr>
<tr>
<td>Do not know</td>
<td>4%</td>
</tr>
</tbody>
</table>

Over half of respondents to this survey reported owning their respective business and/or property in downtown for over 10 years.
WHO FUNDED THE BUSINESS IMPROVEMENT DISTRICT IN 2022?

BID RATEPAYER ASSESSMENTS | 89%
CITY OF SPOKANE CONTRACT | 6%
EVENTS AND SPONSORSHIP | 3%
GRANTS | 1%
OTHER REVENUE | 1%

TOTAL 2022 REVENUE
$1,605,002

HOW WERE RESOURCES ALLOCATED IN 2022?

SECURITY & MAINTENANCE | 59%
MARKETING & COMMUNICATIONS | 11%
PLANNING & DEVELOPMENT | 8%
ADMINISTRATION | 12%

2022 EXPENDITURES
$1,689,619

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.

PRIORITY SCALE

1.0 1.5 2.0 2.5 3.0 3.5 4.0 4.5 5.0

HOSTED BY THE BID SERVICES

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

PRIORITY SCALE

1.0 1.2 1.4 1.6 1.8 2.0 2.2 2.4 2.6

PRIORITIES WITHIN THE BID

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

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MOST EPIC COMEBACK SINCE 2020
REVIVAL TEA CO.

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.