



DOWNTOWN SPOKANE

PARTNERSHIP

November 1, 2023

Dear Downtown BID Ratepayer:

On behalf of the Downtown Spokane Business Improvement District Ratepayer Advisory Board, thank you for being a part of this special district. By owning property, locating your business here and/or living in downtown Spokane, you are part of the special financing district known as the Downtown Business Improvement District, or BID, administered by the City of Spokane.

Nearly 30 years ago, the BID was established by property and business owners to promote economic and community vitality in downtown Spokane through enhanced services and programs in the geographically defined BID service area. As a BID Ratepayer, you have unique access to supplemental services and programs that directly benefit you, your employees and customers. BID assessments collectively fund supplemental services and improvements that enhance—not replace—existing municipal services, including: security, maintenance, beautification and landscaping, marketing and public space activation, business support, urban planning, and transportation. The Downtown Spokane Partnership (DSP) staff work 7-days-a-week to manage these services and maintain a dynamic and safe district where Spokanites can work, live, shop and recreate. Your BID assessment is critical to achieving this.

Like the more than 1,000 similar business improvement districts across the country, BID-funded services and programs ensure that the people that work, live, visit and recreate in our district flourish. With guidance from the BID Ratepayer Advisory Board and BID Ratepayers like you, DSP constantly evaluates and adjusts services to respond to the changing needs of downtown Spokane. 2023 assessments supported:

Keeping downtown safe and clean.

- Security & Hospitality Ambassadors provided more than 6,000 combined citizens assists, responses to calls for service, and contacts to merchants and businesses.
- New supplemental evening private security services were added to extend security services during the holiday shopping season.
- Clean & Green Team Members collected more than 3,000 bags of trash and removed more than 3,000 graffiti tags while maintaining 190 garden planters and 58 hanging garden baskets that enhanced the pedestrian experience.
- Clean & Green Team Members continued regular cleaning of downtown railroad viaducts with a focus on coordination with city code enforcement to address ongoing hot spots.
- Quarterly "Point in Time" counts assessed the number of unhoused populations in the area with new social outreach training programs and staff education to support connecting individuals with housing, services and supports.

Elevating the issues affecting downtown.

- Utilized a comprehensive survey of BID ratepayers to inform vital decisions and policies for improving the experiences of workers, residents, and visitors in the BID.
- Continued to lead education around policies, development and funding that support vibrant, safe and welcoming streets and public places.
- Completed review of the BID's management district plan with analysis of BID expansion opportunities.

- MORE NEXT PAGE -



Enhancing economic vitality.

- Maintained and updated the BID's online business directory, parking information and event listings on the DowntownSpokane.org website.
- Supported nearly a dozen new business openings with ribbon cutting and grand opening support services.
- Awarded more than \$25,000 in Small Business Façade Improvement Grants to support and coach small commercial property and business owners to improve the street-front exteriors of their structures.
- Launched new Downtown Repair Grant program to support immediate repairs to address property damage to façades from criminal activity.
- Grew the "Spokane is Downtown" marketing campaign to highlight local and small businesses within in the BID each month, including the kick-off of the annual "Best in BID" awards featured in the *Spokane Journal of Business*.
- Produced a new economic snapshot of downtown Spokane featuring data, facts and statistics about the BID, in-depth editorial profiles, and a new downtown development map.

Expanding programming, events and place activation.

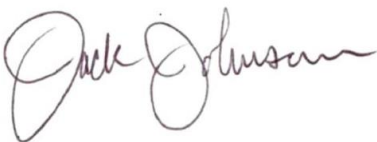
- Enhanced the Park Spokane program to create a recognizable parking brand to help downtown users find and use off-street parking.
- Revived events and activations that directly increased foot traffic in the downtown BID, including First Fridays, Weekends on Wall Street, Fall Fest, Holiday Sidewalks, and block parties like Teleport Vintage Fest, Wall Street Luau, National Night Out and more.
- Continued to support community organizations to host events in downtown that honor the history and traditions of our city's diverse communities, including Festa Italiana, Tacos y Tequila, and others.
- Provided ongoing support of Spokane Arts to repair murals and place new iconic art in public places around the BID.
- Expanded the "Back to Downtown" annual campaign to produce monthly activities and marketing promotions that engaged downtown employees and customers to continue the path toward recovery and reopening.

In 2024, BID assessments will continue to support services and programs that make downtown an appealing option to work, live and visit. In particular, focusing on services that ensure downtown is safe, clean and welcoming for everyone with expanded security and hospitality services, new public space activations, enhanced business support programs, and initiatives that will continue to add value for BID Ratepayers.

Learn more about the BID, services and your BID Ratepayer Advisory Board representatives at www.DowntownSpokane.org/ratepayers.

Thank you for investing in downtown Spokane and your continued support.

Sincerely,



Jack Johnson
2023 Chair I Downtown Resident, Position 1
Downtown BID Ratepayer Advisory Board



Emilie Cameron
President & CEO
Downtown Spokane Partnership



WELCOME to the BUSINESS IMPROVEMENT DISTRICT

WHAT IS THE BUSINESS IMPROVEMENT DISTRICT? (BID)

The Downtown Spokane BID is a unique financing mechanism that helps more than 850 business owners and 350 property parcels in the 80-block BID area to collectively pool resources to provide supplemental services and improvements that enhance – not replace – existing municipal services.

Authorized by Washington state law, the BID was established by downtown property and business owners with support of the City Council in 1995 and reauthorized in 2001.

The BID aids general economic development and neighborhood revitalization by focusing on key services its stakeholders (BID Ratepayers) have identified, including safety and security, cleanliness and maintenance, marketing and events, urban planning and beautification, and transportation.

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WHY DOES DOWNTOWN NEED A BID?

Spokane joined more than 1,000 cities across the country when it created the Downtown Spokane BID. The BID provides a way for downtown business owners to pool financial resources to more effectively pay for enhanced services and programs to supplement the services that are provided by the City of Spokane. BID services and programs are unique and tailored to the needs of the district's business and residential community and have broad-based support for its effectiveness. As Spokane continues to grow and evolve, the demands on BID services will also grow and change. It is important that the BID and the City continue to work together to learn from each other to improve BID services and management.



HOW IS THE BID ADMINISTERED?

Downtown Spokane Partnership (DSP) is a private, not-for-profit membership organization hired by the City of Spokane to administer and manage the BID. DSP also leads planning and advocacy functions that support the development and vitality of downtown Spokane (such as the "Downtown Plan Update"). The elected Ratepayer Advisory Board (RAB) represents Ratepayers' interests to promote and improve their district by advising the City regarding assessments, monitoring service delivery, hearing appeals of assessments brought by Ratepayers, supporting budget development, and planning for the future of the BID. Any Ratepayer in good standing can seek a nomination to the RAB.

HOW IS THE BID FUNDED?

The BID is a way for downtown to get needed services supplemental to what the City provides. When business and property owners pool their funds, the result is a strong organization with more impact than any single entity could have. The BID is funded primarily by Ratepayer assessments and private investment, including supplementary contracts, event sponsorships, grants, and other contributions. By providing a stable funding source, the BID can invest in community priorities and services equitably for the benefit of all Ratepayers within the district.

HOW ARE BID ASSESSMENTS SPENT?

The BID supports economic vitality and neighborhood beautification to encourage livability, vitality, and community. BID programs focus on key areas making downtown Spokane a more desirable place for businesses, employees, residents, shoppers, and visitors. Similar to other BIDs across the country, BID programs focus on clean, safe, marketing & events, and business support.

clean: The Clean Team works 7-days-a-week to remove trash, leaves, graffiti, and weeds, provides common-area snow and ice removal, augments City services after large events, cleans and sterilizes railroad underpasses, and plants and maintains garden boxes and hanging baskets across the district.

safe: The Security Ambassadors provide security and hospitality services throughout BID daily. The program coordinates a collaborative network of private security with the police and provides valuable

information and assistance to visitors and workers.

marketing & events: From amplifying downtown shopping, dining, and entertainment options to coordinating events like "First Friday" and holiday programming, marketing and events help to generate traffic for businesses and make downtown a vibrant and friendly destination for residents and visitors.

business support: From supporting ribbon cuttings to business access to resources and information, business support is

economic development. Helping ground-floor and skywalk retailers thrive is critical to creating a vibrant downtown.

transportation: Parking validation (EasyPark) and satellite-parking programs like ShuttlePass are important parts of the "Park Spokane" programs managed by the BID to support finding and using downtown parking. The BID also provides advice and recommendations to support enhanced parking options, public transportation, micro-transit and road improvements.



DOWNTOWN SPOKANE BUSINESS IMPROVEMENT DISTRICT 2024 MANAGEMENT PLAN

A. Management & Administration

- Provide staff assistance to the BID Ratepayer Advisory Board, coordinating recommendations regarding the BID budget, expenditures, and programs.
- Develop annual workplan and operating budget for the BID utilizing feedback from BID Board and annual ratepayer survey to gauge priorities.
- Convene and administer an annual meeting of all ratepayers in February 2024 and facilitate all BID Board meetings.
- Maintain BID financial accounts, including liquidity, solvency and compliance with GAAP, RCW 35.87A.010, Spokane Municipal Code 04.31.030, and BID Board designated 17% risk operating reserve.
- Deliver an independent audit report of expenditures.
- Deliver quarterly reports of BID activities with YTD financials and time allocation.
- Maintain database of business and property ownership information for the purposes of City of Spokane's billing and collecting special assessments.
- Develop and propose assessment methodology and operating budget for recommended BID expansion.
- Enhance and implement priorities focused on collaboration, innovation and diversity with a focus on building and deepening relationships with other civic organizations, cultural associations and private entities.

B. Safe & Clean

- Continue to hire, train, deploy and manage Security & Hospitality Ambassadors and Clean Team members throughout the BID.
- Establish and implement optimal staffing levels for security patrols, removing graffiti, sweeping and power washing, litter/debris removal and general cleanup work as well as shoveling snow and seasonal activities.
- Maintain centralized electronic reporting for Ambassadors and Clean Team members to track and report activities, address service requests and identify trends.
- Increase ratepayer contacts and proactive security checks with ongoing CPTED evaluations and ratepayer education leveraging rebates and repair grants.
- Collaborate and communicate with SPD and private security entities in the BID, including staff assistance to the Downtown Security Collaborative.
- Increase coordination with city departments to enhance BID services and improve pedestrian-level infrastructure, including preservation, replacement and maintenance of streetlights, tree canopy, trash cans, etc.
- Support navigation to housing and services for unhoused populations in the BID.

C. Economic Vitality

- Promote businesses, events and programs in the BID to local and regional audiences in mediums that include—but are not limited to—email newsletters, social media, earned media, advertising and marketing campaigns, printed materials.
- Maintain online directory of BID business and events at DowntownSpokane.org.
- Grow and support local diverse business ownership with a focus on assistance to businesses and entrepreneurs in accessing resources, coaching and important information.
- Share up-to-date market information on downtown Spokane with new materials that communicate trends and information about investment activity, residential density, visitor traffic, business growth, demographics and more.
- Support strategic development of underused and/or underutilized properties for new creative housing, retail, and office uses.
- Maintain up-to-date information on parking rates, availability and off-street parking lease options online at ParkSpokane.org while continuing to coordinate parking validation (EasyPark, PremierPark) and promotional parking programs (ShuttlePark).
- Continue to enhance wayfinding and implementation of directional signage that identifies off-street parking facilities under the brand “Park Spokane.”

D. Public Space Activation & Enhancement

- Enhance the unique identity of the places and programs in the BID with a focus on the image of downtown through the development of marketing materials, public relations campaigns and promotions.
- Support a robust, collaborative, and accessible event ecosystem in collaboration with event planners and city departments to encourage and promote events and complementary programming.
- Provide special events and ongoing activations that are oriented towards resident and employee community-building.
- Partner with community organizations on initiatives that emphasize art in public places by artists who are people of color, women and/or historically marginalized communities.
- Foster underwriting opportunities and leverage Expo +50 partnership to advance initiatives designed to activate and improve underutilized public spaces and enhance downtown programming.
- Implement aesthetic improvements to enhance landscaping, lighting and decorative programs that make Downtown more inviting, attractive and walkable.
- Continue to evaluate beautification and landscaping programs to enhance pedestrian experience while increasing sustainability.