

MID Ratepayer Advisory Board

Hybrid Meeting

January 30, 2024 | 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 November meeting	Reza Marashi, Chair
8:10	Program Manager Report	Jon Scholes, DSA President & CEO
8:15	MID Moment	Jennifer Casillas, VP Public Realm & Ambassador Operations
8:20	Financial Report 📄 December financials	Sabrina Villanueva, Vice Chair Elisabeth James, COO
8:25	Downtown Revitalization 📄 January recovery dashboard	Ryan Gockel, Director Strategic Initiatives
8:35	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

November 28, 2023

Presiding: Reza Marashi, Chair

Attending: Ross Peyton, Adam Bowser, Andy Bench, Aaron Blankers, Den Feeney, Lori Richards, Amy Baker, Cary Clark, Collin Madden, Ed Leigh, Gina Grappone, Mark Astor, Gabe Grant, Jeff Draeger, Lauer Horn, Lisa Nitze, Laura-Jean Humiston, Sabrina Villanueva, Rebecca Uusitalo, Sally Clark, Steve Van Til, Tim Kuniholm, Valerie Heide Mudra

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

CALL TO ORDER

Reza Marashi, Chair

Reza welcomed the group to the November meeting. He welcomed the new members and reviewed the agenda. He asked for any guest comments. None were offered.

GUEST SPEAKER

Amy Smith, City of Seattle CARE Team

Reza introduced Amy. She provided the group with a summary of her background and discussed how she addressed the problems with the current emergency call services. She explained the importance of the relationship between CARE and Health 1/Health 99. She noted her current focus and plans to scale the program city-wide after starting with downtown.

CHAIR'S REPORT

Reza Marashi, Chair

Reza called attention to the minutes from the September meeting. He asked for a motion to approve the minutes. A motion was made and seconded, approval by consensus. Reza noted that MID staff continues to press the City Attorneys office for a resolution to the delinquent MID ratepayers. He reviewed the remainder of the agenda and reminded the group of the next MID Board meeting.

MID MOMENT

Jenn Casillas, VP Public Realm and Ambassador Operations

Jenn shared that a local company donated 150 thanksgiving meals to ambassadors.

FINANCIAL REPORT

Sabrina Villanueva, Vice Chair
Elisabeth James, COO

Sabrina noted no major variances. She noted that there are some salary savings from open

positions, but the HR team is fully staffed and working hard to hire up to fill those vacant positions.

MID PROGRAM MANAGER REPORT

Jon Scholes, DSA President & CEO

Jon discussed the recent holiday treelighting event and the plan for engaging the city in a conversation about their lack of support in addressing the disruptive protesters. He noted that regarding staffing, leadership is looking at what changes to make to ensure consistent service continues to be provided. He provided an update on the public drug use ordinance currently being considered by city hall. He informed the group that the International Downtown Association conference would be held in Seattle in September. Finally, he noted that the Commute Seattle Executive Director position would be open in December and a plan for hiring the new ED is being formed by the Commute Seattle Advisory Board.

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. He also provided data regarding the number of local visitors to downtown.

MID PROGRAM REPORT

Jennifer Casillas, VP Public Realm & Ambassador Operations

Jenn provided an update on the MID programs. She reviewed the new program dashboards and offered comments on the statistics.

NEW BUSINESS

None.

ADJOURN

9:00 a.m.

**DBIA Services
Financial Report
December 2023 YTD**

Income:

Income variances are based on timing of billing to City for MID, BRV and Downtown Activation Plan funds. No major variances projected for year end forecast.

Expenses:

Open ambassador positions are being filled at a pace that supports proper training and improved retention; turnover is down more than 70% Q1 YOY reflecting improved engagement and successful onboarding program. We currently have 26 more ambassadors on staff than same time last year. Some expense savings in Security YTD based on SPD staff shortages.

DBIA Services
Statement of Revenue & Expenses
July - December 2023

	Monthly			YTD			Full Year		
	Actual - Current & Previous Months			Actual	Budget	Variance	Forecast	Budget	Variance
	Dec 23	Nov 23	Oct 23	7/1/23 - 12/31/23			7/1/23 - 6/30/24		
INCOME									
4000 · Assessments	2,022,820	1,254,503	1,537,182	9,986,305	10,905,109	(918,804)	18,257,704	18,257,704	-
4010 · Voluntary	59,670	9,144	9,143	105,388	103,500	1,888	207,000	207,000	-
4120 · Donor Unrestricted Partner Funding	10,000			20,000	-	20,000			
4130 · Donor Restricted Partner Funding					150,000	(150,000)	300,000	300,000	-
4400 · Sponsorship	46,500	20,355	65,000	179,500	257,500	(78,000)	267,500	267,500	-
4700 · Private Fees for Services	16,791	260,088	8,237	139,034	158,558	(19,524)	298,112	298,112	-
4720 · Public Fees for Services	53,122		8,333	372,579	796,153	(423,574)	2,159,310	2,159,310	-
49xx · Other Income			67	130	-	130			
Total Income	2,208,903	1,544,090	1,627,962	10,802,936	12,370,820	(1,567,884)	21,489,626	21,489,626	-
EXPENSES									
Salaries/Benefits									
5000 · Salaries Management	192,074	174,827	173,226	1,157,088	1,184,977	27,889	2,525,023	2,525,023	-
5010 · Benefits Management	21,099	20,864	21,334	127,550	139,698	12,148	289,450	289,450	-
5020 · 401k Management	6,080	6,072	5,973	38,357	56,126	17,769	112,255	112,255	-
5030 · Salaries Line Staff	523,407	465,208	465,222	3,120,501	3,751,937	631,436	7,396,286	7,526,286	130,000
5040 · Benefits Line Staff	102,192	107,291	100,515	659,031	908,108	249,077	1,795,086	1,855,086	60,000
5050 · 401k Line Staff	3,965	4,484	4,858	30,300	47,031	16,731	94,079	94,079	-
5060 · Payroll Taxes	83,589	74,466	84,156	523,388	655,492	132,104	1,344,814	1,354,814	10,000
Total 500 · Salaries/Benefits	932,406	853,212	855,284	5,656,215	6,743,369	1,087,154	13,556,993	13,756,993	200,000
Professional Services									
6000 · Accounting Services	10,684			10,684	11,500	816	11,500	11,500	-
6010 · Consulting Services		500	2,500	64,500	74,248	9,748	78,500	78,500	-
6030 · IT Support / Websites/ Domains	34,630	15,934	20,371	149,625	153,331	3,706	309,166	309,166	-
6040 · Legal	153,684	153,684	153,684	0	0	-	0	0	-
6050 · Management Services				922,109	922,109	-	1,844,213	1,844,213	-
6060 · Payroll Services	4,996	3,481	4,270	23,513	19,500	(4,013)	39,000	39,000	-
6070 · Temp Staffing				0	36,960	36,960	60,960	60,960	-
6100 · Other Prof Services	58	2,351	1,473	5,951	18,360	12,409	36,720	36,720	-
Total 600 · Professional Services	204,052	175,950	182,298	1,176,382	1,236,008	59,626	2,380,059	2,380,059	-
General & Administrative									
7000 · Bank / Credit Card Fees	746	1,375	21	3,402	6,773	3,371	8,125	8,125	-
7010 · Computers / Technology				4,355	8,249	3,894	16,500	16,500	-
7020 · Dues / Subscriptions	87	95	793	3,032	10,781	7,749	22,215	22,215	-
7030 · Employee Recognition	10,741	7,688	5,070	37,556	49,628	12,072	80,250	80,250	-
7040 · Insurance	9,103	9,103	9,103	54,618	41,055	(13,563)	82,116	82,116	-
7050 · Leasing & Maint	1,503	1,351	1,351	7,590	9,000	1,410	18,000	18,000	-
7060 · Licenses & Permits	1,976	798	1,110	6,010	3,500	(2,510)	5,400	5,400	-
7070 · Meeting & Board Exp	698	1,414	6,190	16,239	13,222	(3,017)	32,450	32,450	-
7080 · Misc			20	270	248	(22)	500	500	-
7100 · Maintenance & Repairs Office	80	76	1,170	1,936	2,526	590	5,050	5,050	-
7110 · Office Supplies	2,698	2,515	2,669	17,458	15,000	(2,458)	30,000	30,000	-
7120 · Postage & Delivery	45			70	160	90	300	300	-
7130 · Printing	2,111	143	918	3,634	3,596	(38)	7,200	7,200	-
7140 · Recruitment Staff	3,206	852	1,285	13,605	18,879	5,274	37,250	37,250	-
7150 · Rent / Storage	36,282	36,249	36,282	217,458	225,222	7,764	450,444	450,444	-
7160 · Tax Expense		6,105	3,226	11,771	25,250	13,479	49,149	49,149	-
7170 · Telephone Expense	15,081	10,722	8,561	66,913	75,510	8,597	151,020	151,020	-
7180 · Training	1,800	1,840	15,050	30,049	37,248	7,199	61,500	61,500	-
7190 · Travel		431	18,457	20,792	29,008	8,216	29,500	29,500	-
7900 · Bad Debt				0	0	-			
Total 700 · General & Administrative	86,157	80,757	111,276	516,758	574,855	58,097	1,086,969	1,086,969	-

Downtown Recovery Dashboard

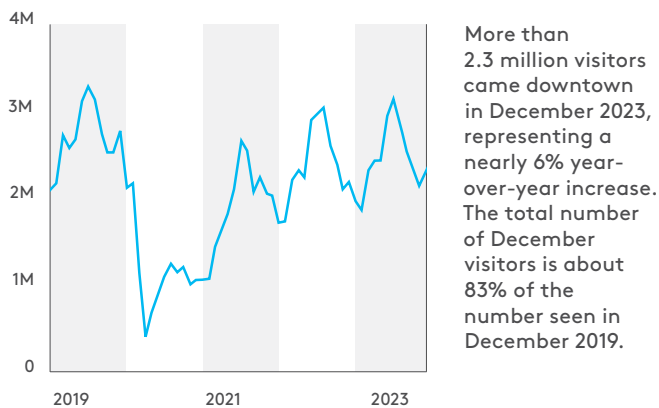
JANUARY 2024 / DECEMBER DATA

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

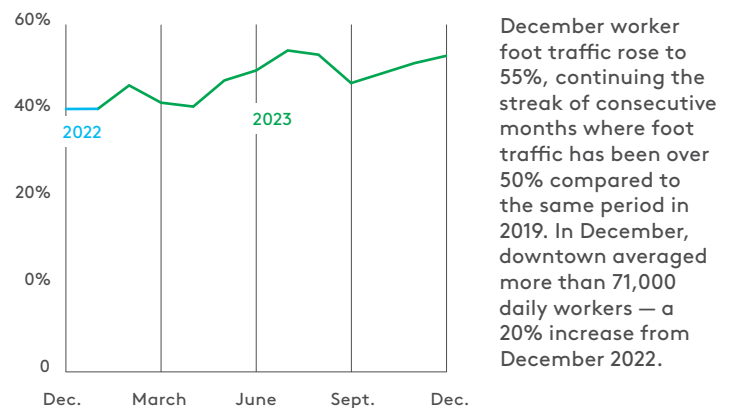
Total monthly visitors since 2019



Source: Placer.ai

Return to Office

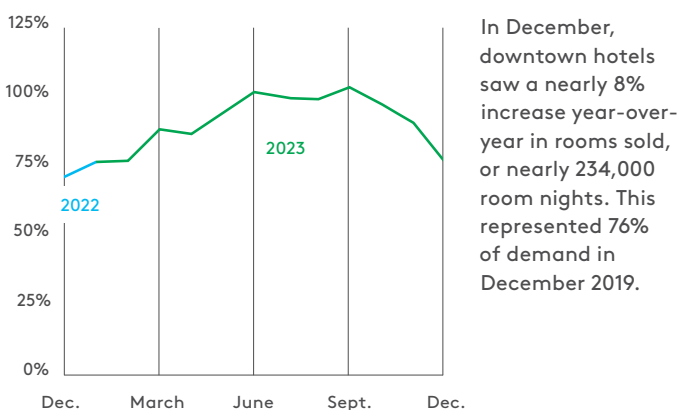
Average weekday worker foot traffic compared to 2019



Source: Placer.ai. Note: The November 2023 daily average excludes Nov. 22-24 due to the Thanksgiving holiday.

Hotel Room Demand

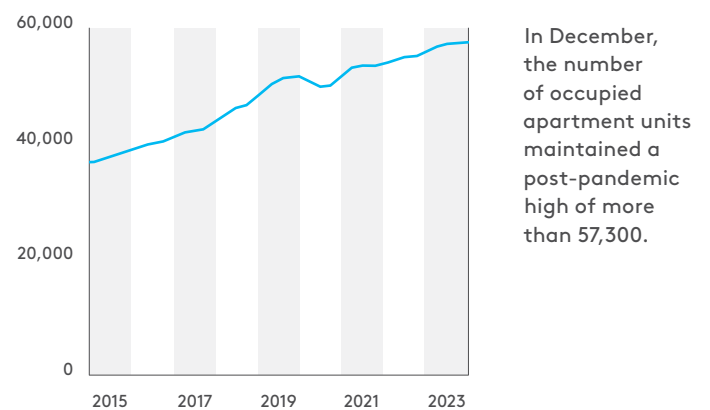
Monthly hotel rooms sold compared to 2019



Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



Source: CoStar

Of Note in Downtown



20%

decline in violent crime

Incidents of violent crime in the center city declined by more than 20% through November 2023 compared to the same period last year. This marks one of the lowest levels of violent crime incidents in the core since 2016.



1.1M

Seattle Center visits

Seattle Center saw a significant increase in visits over the holidays thanks in part to the new Seattle Christmas Market, PNB's Nutcracker and New Year's at the Needle. December saw the highest level of visitors to Seattle Center since 2017, and it was the fifth-busiest month for visitors of any month for the past seven years.



29.3M

visits to downtown Seattle

Visitor foot traffic was strong in 2023 with more than 29.3 million visits to downtown. That compares to 28.5 million in 2022 and 22.8 million in 2021.

Coming Up in Downtown



Courtesy of Live Nation

Strike a pose at Climate Pledge Arena next month when Madonna brings The Celebration Tour to Seattle. Originally scheduled for July 2023, the legendary performer will take the stage for two shows at CPA – Feb. 17 and 18.



Courtesy of Seattle Boat Show

The Seattle Boat Show will bring thousands of people (browsing and shopping) to the Lumen Field Events Center from Feb. 2-10. The largest boat show on the West Coast will feature 800 boats and nearly 300 exhibitors and dealers.



Credit: Marketplace Events

The Northwest Flower & Garden Festival is expected to bring 60,000 people to the heart of downtown from Feb. 14-18. The Seattle Convention Center's Arch building will be home to more than 20 display gardens, 115 free seminars, workshops and more.

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.

	Monthly			YTD			Full Year		
	Actual - Current & Previous Months			Actual	Budget	Variance	Forecast	Budget	Variance
	Dec 23	Nov 23	Oct 23	7/1/23 - 12/31/23			7/1/23 - 6/30/24		
Program Expenses									
8000 · Activation	256,975	65,347	69,002	927,374	1,075,140	147,766	1,602,640	1,602,640	-
8010 · Equipment - Programs	12,599	19,740	39,015	132,765	114,450	(18,315)	223,900	223,900	-
8020 · Marketing & Promo *In Oct exp moved to S	37,021	2,459	(21,096)	79,177	135,006	55,829	180,000	180,000	-
8030 · Outreach	(208)	4,039	2,835	16,021	30,000	13,979	60,000	60,000	-
8040 · Radios		2,216	193	6,530	12,502	5,972	25,000	25,000	-
8050 · Leasing / Rentals	152,751	1,360	17,142	172,502	245,000	72,498	245,000	245,000	-
8060 · Security	302,269	210,074	217,961	1,207,172	1,166,504	(40,668)	2,295,000	2,295,000	-
8070 · Services - Program	129,971	56,492	71,756	464,436	378,100	(86,336)	787,000	587,000	(200,000)
8080 · Supplies - Programs	36,787	24,725	27,591	147,512	178,404	30,892	331,800	331,800	-
8090 · Trash Removal / Water Clean-up	48,631	25,582	27,959	173,033	235,000	61,967	430,000	430,000	-
8100 · Uniforms	6,682	13,104	10,193	55,618	55,845	227	122,030	122,030	-
8190 · Other Program Exp	2,810	265	2,480	6,380	6,250	(130)	7,500	7,500	-
Total 800 · Program Expenses	986,288	425,403	465,031	3,388,520	3,632,201	243,681	6,309,870	6,109,870	(200,000)
9000 - Depreciation		8,769	14,073	65,061	184,387	119,326	368,765	368,765	-
Total Expense	2,208,903	1,544,091	1,627,962	10,802,936	12,370,820	1,567,884	23,702,656	23,702,656	-
Change in Net Assets	-	-	-	-	-	-	(2,213,030)	(2,213,030)	-

YTD Actual Expenses by program	\$	%
Cleaning program	3,552,700	32.9%
Community, Safety, Hospitality & Outreach	1,817,445	16.8%
Public Space, PRO & Events	1,853,799	17.2%
Westlake & Occidental Parks	1,033,425	9.6%
Economic Development	231,932	2.1%
Communications	244,066	2.3%
Parking & Transportation	130,000	1.2%
Downtown Activation Plan	67,618	0.6%
Operations	1,257,210	11.6%
Management	614,741	5.7%
		0.0%
	10,802,936	100.0%

FUND BALANCE SUMMARY	
Uncommitted DBIA Services Fund balance @ 6/30/23	1,965,454
Uncommitted City Held 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	
Less: Fund Reserve Policy-Operating expenses 9%	(1,532,162)
Less: Increase in Fixed assets	(282,500)
FORECAST UNCOMMITTED FUND BALANCE June 2024	942,865

financials

dashboard