



Only in Seattle Initiative

Vision

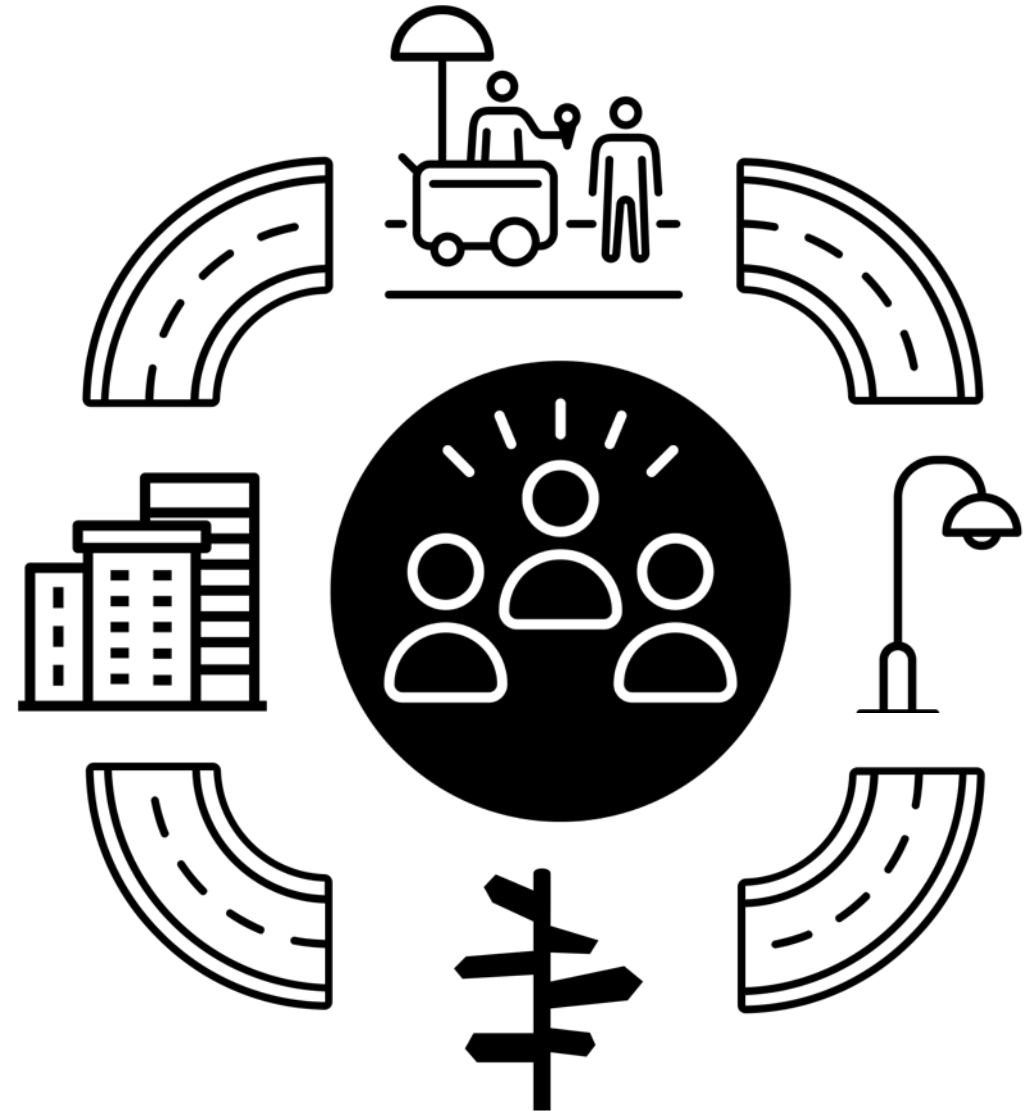
To build an equitable and vibrant city by fostering neighborhood business districts that are centers of local commerce, community and culture.

Mission

To support local businesses, building owners, and residents to unite around a common vision for their district and work together to achieve it.

Only in Seattle is based on this set of core building blocks that are essential to any successful business district:

- Business Organization
- Marketing and Events
- Placemaking
- Business Development
- Clean and Safe



Business District Stages of Development

Organizing

- Engaged stakeholders
- Vision for district
- Desire for Action Plan
- Need seed funding to grow

Transforming

- Engaged stakeholders focused around a structure
- Adopted Action Plan
- Responding to community and business needs
- Generating revenue; seeking continued grant support for operations

Established

- A lead business organization coordinating efforts and measuring success
- Financially stable
- Ongoing implementation of Action Plan
- Reorganizing based on community need/change



Ballard's evolution through the business district stages of development...Organizing



VISION FOR BALLARD
CHAMBER OF COMMERCE - 1/23/11

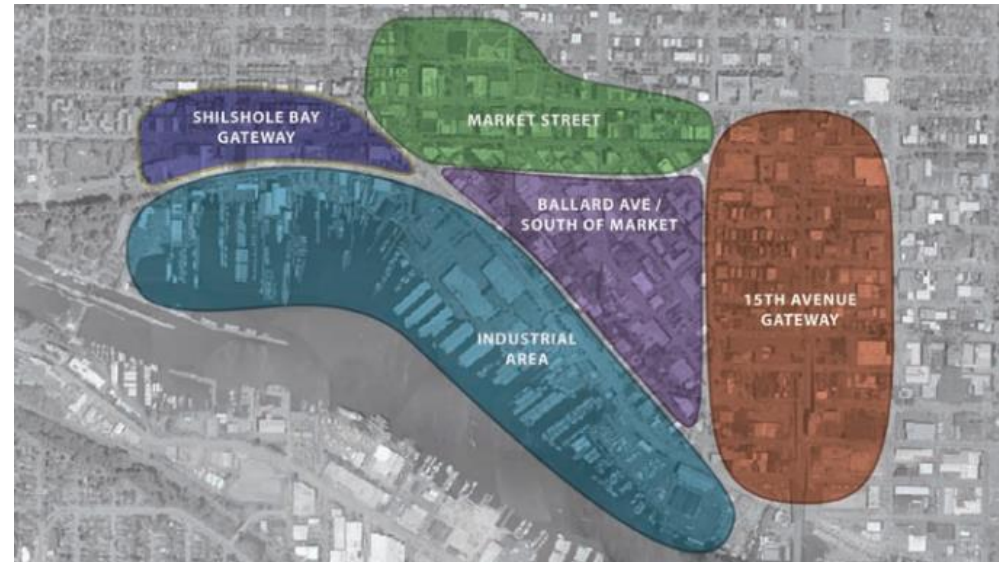
VALUES	WORDS	FEARS
<ul style="list-style-type: none">CONNECTEDPERSONAL CONNECTIONWELDED TOGETHERLUCKYSENSE OF COMMUNITYUNIQUE/INDEPENDENTSENSE OF PLACE	<ul style="list-style-type: none">DIVERSITYUNIQUEINTERESTINGOUTERSPACECONNECTEDDYNAMICSMALL SCALECHANGINGBALANCEDCITY VIBANTINNOVATIVEINDEPENDENT	<ul style="list-style-type: none">LOSING INDUSTRIALLOSING BALANCELOSING BEDROOMCHALLENGE OR CHANGELOSING CHARACTERINCREASING CRIME/TOURISMLOSS OF CONNECTIONLOSSING CONNECTIONCONGESTIONUNMANAGED GROWTH

IDEAS & VISIONS

- More up to date buildings
- More high rise buildings
- More colorful buildings
- More green buildings
- More modern buildings
- More diverse buildings
- More unique buildings
- More interesting buildings
- More connected buildings
- More dynamic buildings
- More small scale buildings
- More changing buildings
- More balanced buildings
- More city v. hazy buildings
- More innovative buildings
- More independent buildings
- More sense of place buildings

ISSUES

- BUSINESS MIX
- DEVELOP OPS
- TENANCY
- VACANCY
- TRANSP. PARKING
- RENEW OUT TO
- MORE OUTSIDE RECREATION IN NEW DEVELOPMENT
- PARKING
- RESIDENTS TRUSTING
- LOW PRICES FOR THE AREA
- LOW TEMPORARY TENANTS
- BALLARD ARE SHOWN REDEVELOP
- 5 TO 10 YEARS TO GO
- BUY PRICES IS GOOD
- SPREADING VIEWS ON THE PATH ISSUES
- DISPERSED BUILDINGS



Ballard's evolution through the business district stages of development...Transforming

- Brand identity, Visit Ballard
- Website rebrand
- Advocacy for light rail to Ballard
- Ballard Midday Music in Bergen Place Park
- Ballard Seafood Fest



BALLARD SEAFOODFEST 2017
THE VERIS LAW GROUP AND VISITBALLARD.COM MAINSTAGE PRESENTS

FRI JULY 7
5 PM - 10 PM
NITE WAVE
#ALL4DORAS

SAT JULY 8
11 AM - 10 PM
STRAND OF OAKS
LA LUZ
DUDE YORK
HOBSEXUAL
BREAD & BUTTER
HONCHO PONCHO
THE PRO & THE CON

SUN JULY 9
11 AM - 9 PM
THE DIP
THE LIL SMOKIES
VAUDEVILLE ETIQUETTE
THE WARREN G. HARDINGS
EVENING BELL
SCHOOL OF ROCK

FREE! **ALL AGES**

KEXP MACKIE the Stranger BALLARD SEAFOODFEST SEAFOODFEST.ORG VERIS LAW GROUP PASTHOURS ATTRACTIONS VISIT BALLARD

Ballard's evolution through the business district stages of development...Established

BIA Ratepayer Advisory Board
Budget & Work Plan Oversight
Members: Property owners representing commercial, retail, and restaurant businesses, residential property owners and nonprofits
Meetings: Quarterly and Annually
Advises: Budget and work plan
Fiduciary Control: BIA revenues



Ballard Alliance Operating Board
Operational Leadership & Oversight
Members: Businesses, residents, nonprofits, BIA ratepayer representatives
Meetings: 12 times per year
Advises: Budget and work plan
Fiduciary Control: All Non-BIA Revenues (e.g. grants, membership dues, fundraising)



BALLARD ALLIANCE
 In addition to the BIA services, the Ballard Alliance will continue to provide the same benefits to members as the Ballard Chamber and produce SeafoodFest

MEMBERSHIP BENEFITS

- Marketing
- Programs
- Networking
- Advocacy

BIA PROGRAMS

- Clean Streets & Graffiti Removal
- Mental Health Outreach
- Advocacy
- Public Safety
- Park Activation
- Business Development
- Urban Design/Transportation

Revenue Sources

- BIA Revenues 47%
- Fundraising 44%
- Grants 6%
- Membership 3%

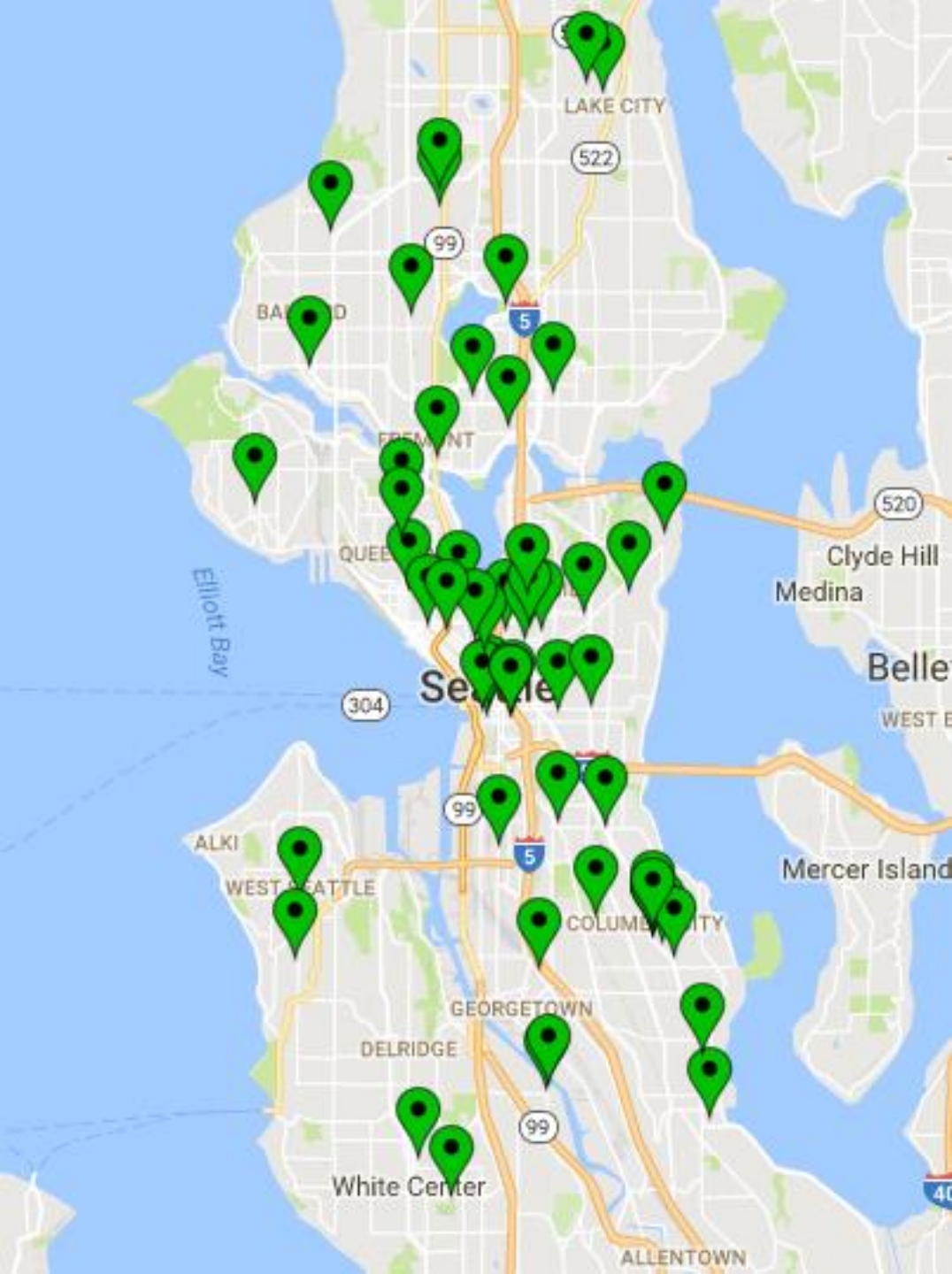
2018 O/S Initiative Awards

\$1.4 million available funding from:

- Community Development Block Grant (CDBG)
- City General Fund

Grant Allocations

- \$1MM - Action Plan grants awarded to 22 districts
- \$32k – BIA service grants to 6 districts
- \$44k – Racial Equity and inclusion service grants to 6 districts
- \$138,000 - Public space improvements to 8 districts
- Total of 23 unique districts funded



OIS Grant Application Summary

Tier I

Action Plan Grants for activities in 5 core areas
Organizing (\$10,000-\$50,000),
Transforming (\$35,000-\$150,000)
Established Districts (\$10,000-\$35,000)

Tier II

Business
Improvement Area
Support

Tier III

Racial Equity and
Inclusion in Business
Districts

Tier IV

Mobile Business
Consulting

Tier V

City Infrastructure/
Public Space
Improvements

Tier III

Racial Equity Training



Tier III support requires a two-part foundational training focused on building racial equity and inclusion in business districts for district managers and stakeholders. The training focuses on key concepts such as relationship building with racially diverse businesses, racial implicit bias in program design, and systemic and institutional racism. The training is conducted in a cohort setting where business district stakeholders will learn tools and strategies to transform policies, behavior and practices with a racial equity focus.

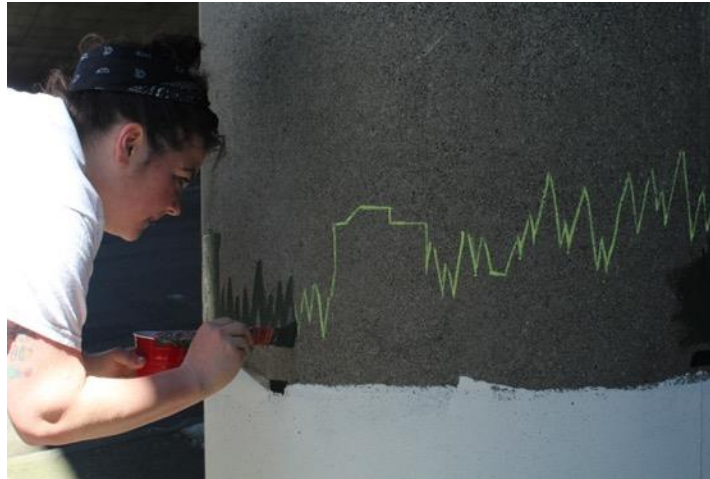
Community Liaisons Support



Tier III support offers support from Community Liaisons to connect with non-English speaking business owners and address their needs. Above is a meeting facilitated by a Community Liaison between SPD, the business owner and OED to address specific needs.

Tier V Public Space Improvement

FIRST HILL
IMPROVEMENT ASSOCIATION



The First Hill Improvement Association (FHIA) was awarded Tier V funding to conduct outreach and engagement to design of the Interstate I5 columns. Once the public process was complete and a design was selected by the community, FHIA contracted with a local nonprofit arts organization to design and paint I5 columns, a welcoming gateway to their district.

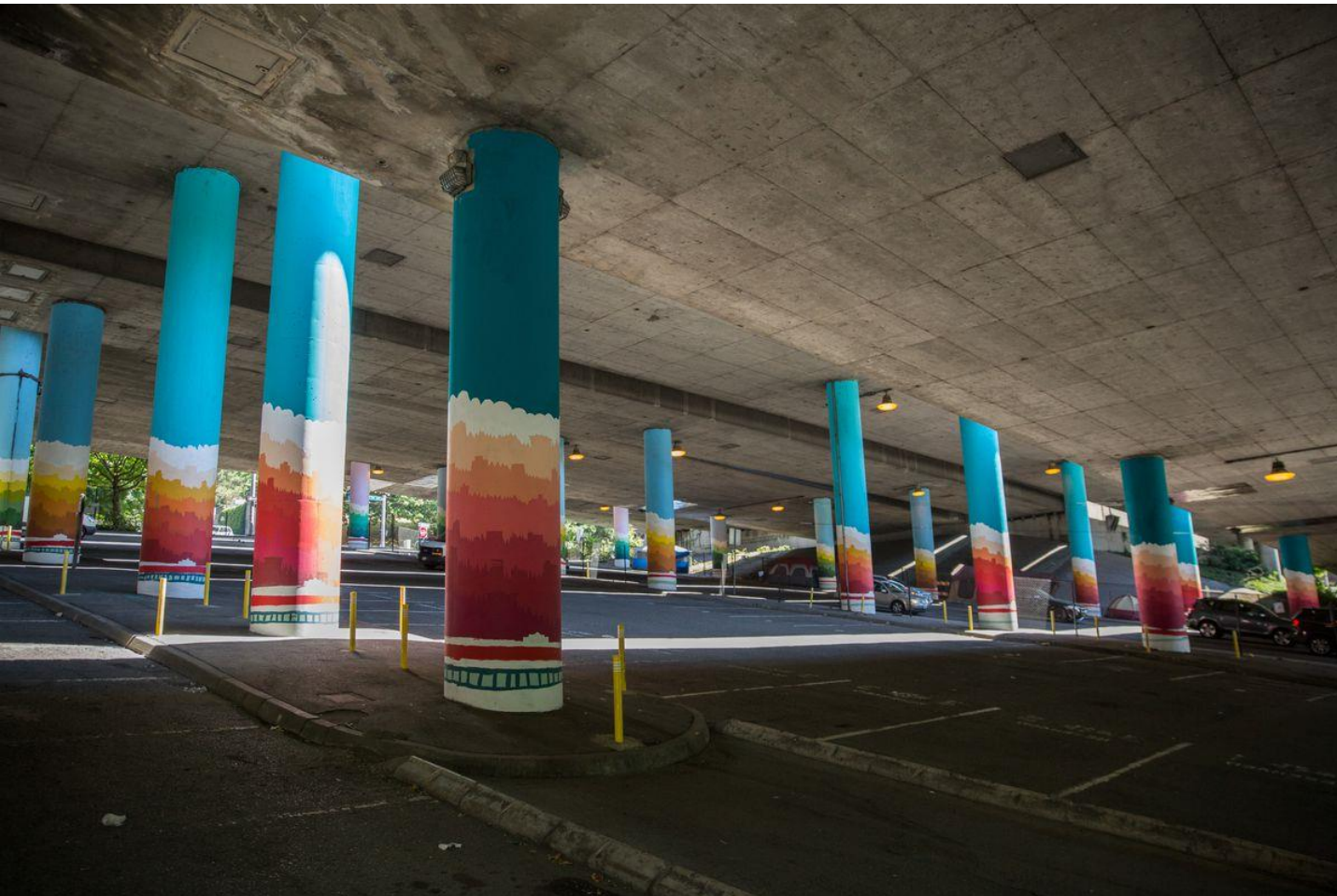
Before...

FIRST HILL
IMPROVEMENT ASSOCIATION

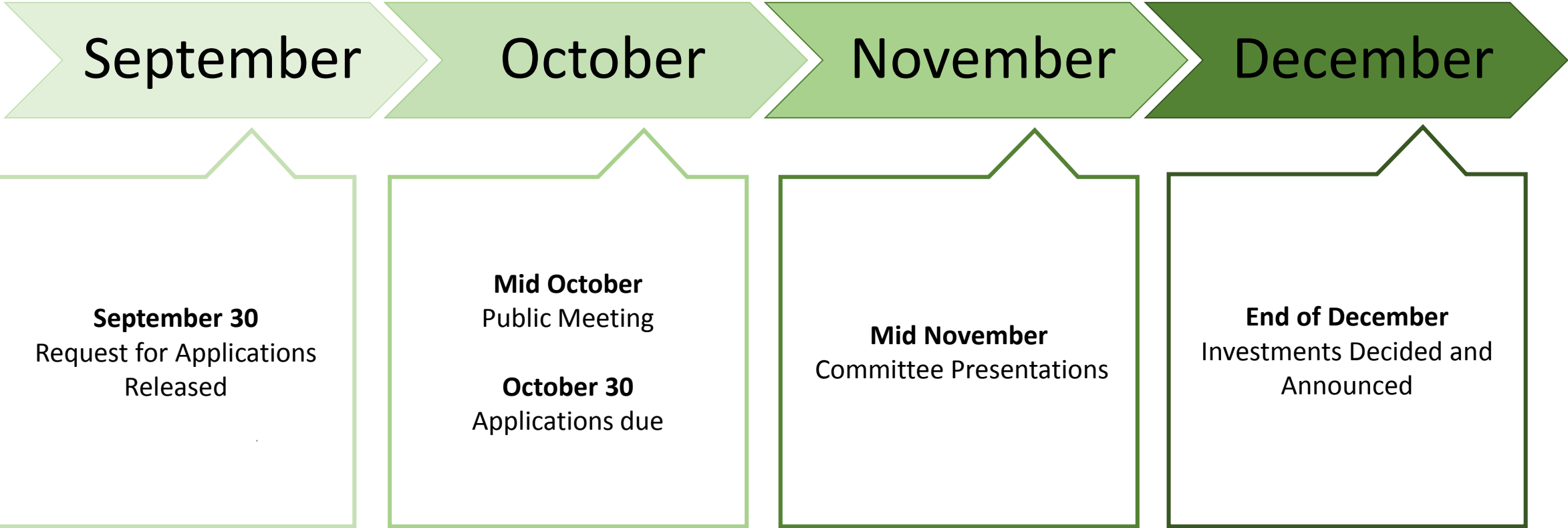


...After

FIRST HILL
IMPROVEMENT ASSOCIATION



Typical *OIS* Grant Application Timeline



Contact Us



Seattle Office of
Economic Development

Only in Seattle



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