

2020 BID Management Plan

Fostering a Robust Downtown Economy

Prepared by the Downtown Spokane Partnership

Core Principles

- A. Foster Innovation
- B. Practice implicit fairness
- C. Continue to foster a high level of trust
- D. Continual assessment and improvement
- E. Be forward thinking and always keep the big picture in mind
- F. Be Inclusive
- G. Perform at peak levels and test talents

Organizational Strength

- A. Grow and improve ratepayer/customer/member relations
- B. Maintain financial solvency and GAAP compliance
- C. Launch 501c3 and PDA
- D. Utilize PBID software
- E. Strengthen internal communications
- F. Update IT infrastructure and service

2020 BID Goals

Planning

- A. Complete update of the Downtown Plan
- B. Finish design for Riverside and Wall Street improvements
- C. Collaborate with Spokane Arts to launch Riverside Ave Urban Cultural Trail
- D. Set and begin execution of a plan for use of 501c3 and PDA
- E. Launch expansion of the BID into south downtown

Clean-Beautiful

- A. Encourage walkability through beautification
 - o Add and replace street trees
 - o Expand tree lighting
 - o Increase the number of sidewalk planters
- B. Reduce litter in public spaces
 - o Increase sidewalk cleaning
 - o Increase the number of garbage cans downtown
 - o Improve cleanliness of railroad viaducts
 - o Expand commercial locking dumpsters and garbage cans
 - o Program cleaning in priority activated alleyways

Safe and Inviting

- A. Increase effectiveness and visibility of Security Ambassadors
 - o Engage in continual training efforts
 - o Increased community engagement
 - o Implement Sunday service and continual review of hours of operation
- B. Foster and maintain collaborative relationship with the Spokane Police Department to improve perceptions of safety in downtown.
 - o Pursue expansion of SPD community policing and movement of Precinct to central core

- Expand and maintain data collection of crime in downtown
- Work with SPD and Council to contemplate modifications of laws to address camping and related safety and health concerns in Railroad underpasses
- C. Decrease vandalism through thoughtful design of public and private spaces
 - Continue CPTED evaluations and implementation
 - Improve safety in parking lots and viaducts through lighting and visibility
- D. Expand outreach relationships with non-profit organizations

Vibrant

- A. Foster sustained activations and events for the enjoyment of visitors, residents and employees
 - Sustain existing and grow/add events and activations presented by the BID
 - Support and collaborate with outside events for increased activity in downtown
- B. Engage in design to improve the downtown experience and activate public spaces
 - Facilitate construction of a Zipline at the Spokane Falls Plaza
 - Expand alley activation initiative
 - Deploy wayfinding and gateway signage
- C. Launch updated marketing and promotions campaign to promote downtown retail, restaurants, nightlife and entertainment
- D. Work with the City and other Utilities to mitigate negative impacts from street construction projects

Parking

- A. Increase long-term parking stock for residential and workforce population
 - Advance use of PDA and/or Development Corp for purposes of long-term development of parking structure
 - Seek parking add-backs as part of parking study and Riverside redevelopment
- B. Support priority elements of city parking study to include:
 - Increase rates for on-street parking, Planning of Park-Spokane program and Launch a shared parking program for downtown employees
- C. Strengthen marketing and communications around parking, transportation and validation programs

BUSINESS IMPROVEMENT DISTRICT

FY20 Budget

Approved On November 20th, 2019

net by period (ACCRUAL)			119
			FY20 Budget
INCOME FROM OPERATIONS			
	REVENUE		
	4010.00	Assessment Income	1,380,885
	5010.01	Uncollectable (3%)	(41,427)
	6109.03	Assessment Discount from CPTED Proqram (Expense)	(23,000)
	4079.00	City Programs Passthrough (Income)	0
	6434.02	City Programs Passthrough (Expense)	0
	4065.01	Event Sponsorship Revenue	41,550
	4061.00	Banners & Promotional Theming	7,000
	4016.00	Assessment Income Adjustments	5,000
	4050.00	Security & Maintenance Contract	100,000
	4079.00	Other Programs Revenue	14,100
	4090.00	Other Income - District Campaign	9,100
	4200.03	Interest Income	2,169
		TOTAL REVENUE	1,495,377
EXPENSES FROM OPERATIONS			
	MARKETING		
	5110.01	Advertising Campaign	115,000
	5120.01	District Construction Communication Campaign	9,000
	5480.01	Spokane Arts Fund	5,000
		TOTAL MARKETING	129,000
	COMMUNICATIONS		
	5597.01	Website	3,440
	5600.01	Ratepayer Outreach	3,000
	5601.01	Collateral & Writing Contractor	4,500
		TOTAL COMMUNICATIONS	10,940
	EVENTS/PROGRAMMING		
	5817.01	Horse & Carriage	14,000
	5820.01	Holiday Events	6,000
	5821.01	First Friday	5,000
	5822.01	Opp Fund + Plaza Street Events + Spring Spokane	13,550
		TOTAL EVENTS	38,550
	COMMON AREA SERVICES		
	6010.02	Ambassador-Clean Team Expenses	40,000
	6423.02	Banners & Promotional Theming	10,000
	8290.02	Security and Event Ambassadors Salaries, Benefits, and Taxes	435,853
	8290.03	Clean Team Salaries, Benefits, and Taxes	271,391
		TOTAL COMMON AREA SERVICES	757,244
	OPERATIONS & TRANSPORTATION		
	6347.02	Parking & Transportation Education	11,600
	6440.02	Supplies	3,600
	6441.02	Easy Park & Parking Program Expenditure	1,000
		TOTAL OPERATIONS & TRANSPORTATION	16,200
	BID ADMINISTRATION		
	8205.03	Office Overhead Expenses	36,100
	8205.04	Rent	49,992
	8205.05	Legal and Accounting	8,899
	8205.06	Storage Fees	3,060
	8205.07	Liability and Director & Officers Insurance	16,000
	8210.03	Data Base Development	3,100
	8510.07	City Administrative Fees	8,000
	8290.01	Admin Salaries, Benefits, and Taxes	394,673
		TOTAL BID ADMINISTRATION	519,824
	PLANNING, DEVELOPMENT & OTHER		
	6427.02	Beautification & Flowers	19,500
	7010.06	Business Development	2,000
	8318.04	Urban Development Initiative	2,000
		TOTAL PLANNING, DEVELOPMENT & OTHER	23,500
		TOTAL EXPENSES	1,495,258
		TOTAL NET	119
		DEPRECIATION OF IT CAPITAL INVESTMENT	(8,424)
		PROJECTED BEGINNING FUND BALANCE	(514,768)
		PROJECTED ENDING FUND BALANCE	(523,073)
		17% OPERATING RESERVE	(254,194)
		FUND BALANCE MINUS OPERATING RESERVE	(777,267)