

A photograph of a city street scene. In the foreground, there are green bushes with yellow flowers. A sidewalk runs along the left side of the street, lined with young trees. A brick building is visible on the left, and a street lamp stands on the sidewalk. The street extends into the distance under a clear blue sky.

East Sprague Parking and Business Improvement Area (PBIA)

# 2018 Management Plan

Prepared by the East Spokane Business Association (ESBA)

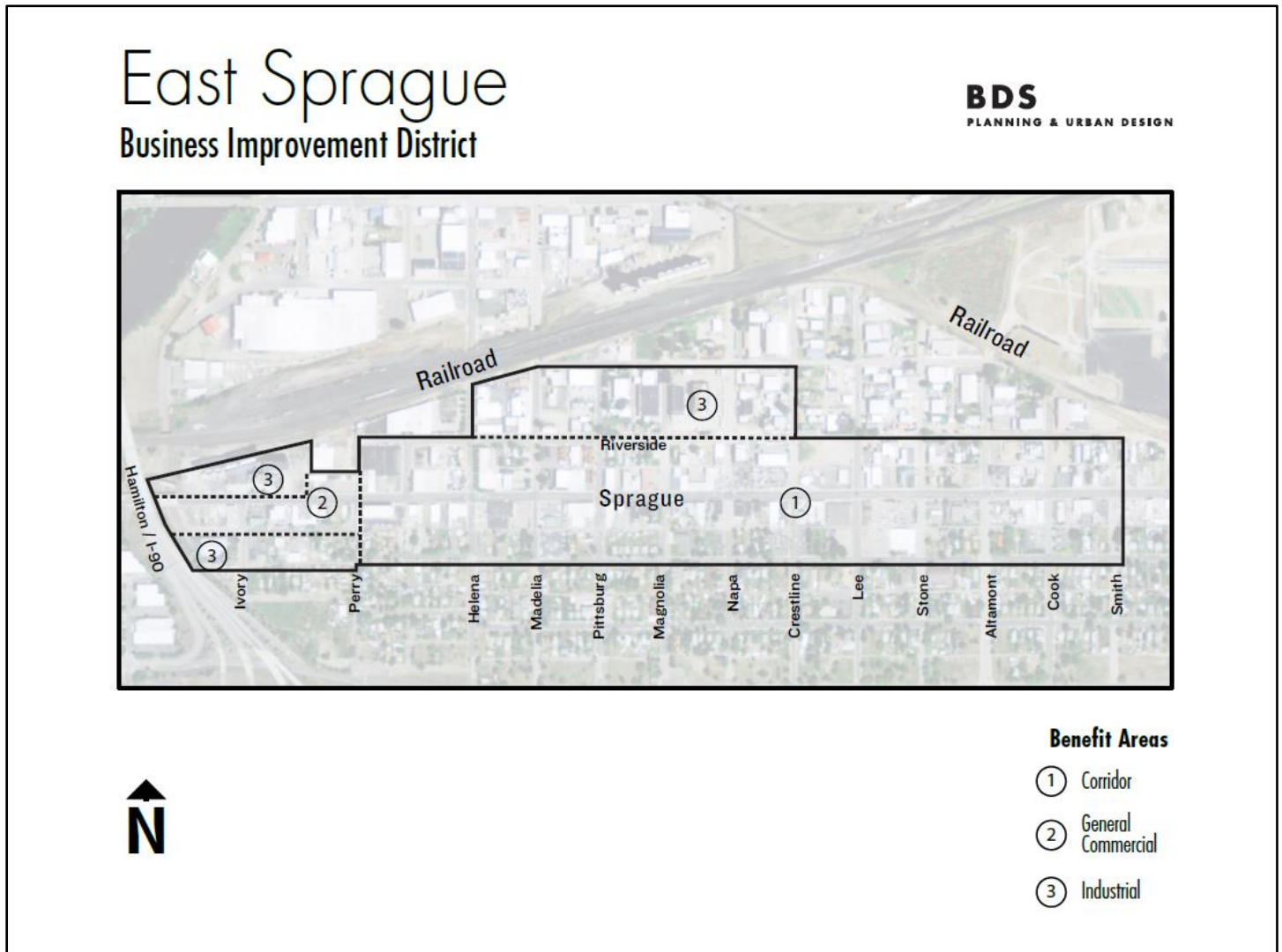
This page intentionally left blank

## Administration

### The East Sprague Parking and Business Improvement Area (PBIA)

The Spokane City Council Created the East Sprague Parking and Business Improvement Area (PBIA) in April, 2016. This PBIA is authorized by Washington State law to aid general economic development and neighborhood revitalization as well as Spokane Municipal Code SMC Chapter 4.31C.

The East Sprague BID includes 277 parcels in three benefit zones as represented in the map below.



The PBIA programs of clean and green, safety and security, marketing and branding, and neighborhood beautification are critical to revitalization of the East Sprague business corridor and surrounding area. The PBIA encourages investment by providing the revenue and influence to keep the district streets clean, safe, attractive and economically vibrant.

PBIA ratepayers have shown strong support for these BID programs with 90% of potential revenue collected in 2016. Collection of 2017 assessments reached 78% by June, 2017. The PBIA assessments will continue to enhance the new streetscape and surrounding area. The East Sprague PBIA Ratepayer Advisory Board and ESBA are sensitive to the needs of its varied ratepayers and will be careful to select expansion or retraction of services to meet the changing demands of an East Sprague business corridor that is undergoing revitalization.



## East Sprague PBIA Ratepayer Advisory Board

The Ratepayer Advisory Board represents the interests of Ratepayers by establishing operating procedures, developing budgets recommendations, advising the City regarding assessments, monitoring service delivery and planning for the future of the PBIA in an advisory capacity. The Ratepayer advisory board also reviews all assessment issues and recommends appropriate resolution.

The PBIA Ratepayer Advisory Board and ESBA meet monthly at a minimum to discuss budget, management, and program delivery issues on behalf of the PBIA ratepayers.

Advisory Board positions are designated by zone (1-3) to ensure that the PBIA's interests are well represented.

## East Spokane Business Association (ESBA)

The East Spokane Business Association (ESBA) is a 501 (c) 6 Private Non-profit Membership Organization.

ESBA is hired by the City of Spokane to administer the East Sprague PBIA. Under this agreement, ESBA oversees the implementation of enhanced public services within the PBIA. Based upon recommendations from the East Sprague PBIA Ratepayer Advisory Board, The ESBA Board of Directors develops an annual management plan and budget and implements day-to-day delivery of PBIA's program and service elements.

ESBA is an all-volunteer organization. The Board of Directors provides administration and management of the East Sprague PBIA program elements on behalf of the area ratepayers at no cost to the PBIA.

### ESBA Board of Directors 2018

Darryl Reber, President

LaVerne Biel, Vice President

Jim Hanley, Secretary

Larry Stone, Treasurer

Tara Brown, Immediate Past President

### Parking and Business Improvement Area (PBIA)

The East Sprague PBIA is the funding mechanism for enhanced services (Authorized by Washington RCW 35.87A and Spokane SMC Chapter 4.31C)

### PBIA Ratepayer Advisory Board

The PBIA Ratepayer Advisory Board advises, recommends, and monitors the PBIA budget and services.



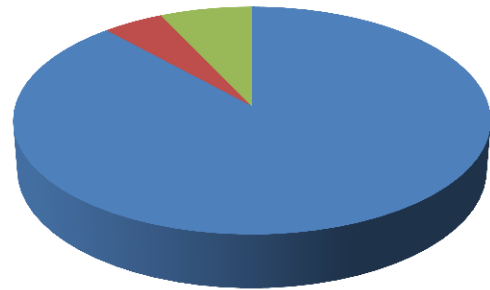
## 2018 Budget Income Summary

Corridor	\$51,621.16
General Commercial	\$2,720.87
Industrial	\$4,137.16

The BID is funded solely from annual special assessments paid by ratepayers within the East Sprague PBIA. Revenues are generated based on tax assessed property value and lot square footage as outlined in special assessment matrix below.

## POTENTIAL REVENUE

INCOME BY ZONE



Corridor General Commercial Industrial

East Sprague PBIA: Special Assessment Matrix

Benefit Areas	Rate Burden	Adjusted Rate Per LSF	Adjusted Rate Per \$1000 TAV	Minimum	Maximum
Corridor	100%	\$ 0.0250	\$ 0.60	\$ 200	\$ 1,000
General Commercial	50%	\$ 0.0125	\$ 0.30	\$ 100	\$ 500
Industrial	25%	\$ 0.0063	\$ 0.15	\$ 50	\$ 250

Annual Revenue has remained relatively static since the BID was formed in 2016; however, an increase in revenue may be realized in 2019 due to increased property values and an increase to the lot square foot rate based on the change in the consumer price index since the first assessment year. The graphics below describe annual adjustments as well as the adjustment that is made every third year to the base rate for lot square foot.

### Accounting for Inflation & Buying Power



### Accounting for Inflation & Buying Power

Benefit Area	Min	Max	Rate per LSF	Rate per \$1,000 TAV
Zone 1	\$200	\$1,000	2.5 cents	60 cents
Zone 2	\$100	\$500	1.3 cents	30 cents
Zone 3	\$50	\$250	.6 cents	15 cents



Year Four - 2019  
Updated Data From  
County Assessor

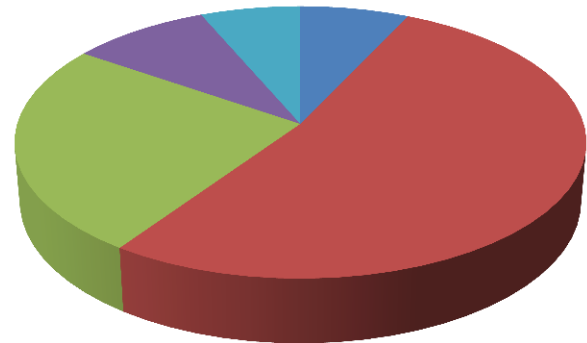
TAV Rate Stays the Same

LSF Rate changes by  
% change in CPI since  
First assessment year

## Expense Summary

Administration	7%
Clean and Green	53%
District Beautification	25%
Marking and Branding	9%
Contingency Reserve	6%

**2018 EXPENSES**  
EXPENSE BY SERVICE CATEGORY



■ admin  
■ clean and green  
■ district beautification  
■ marketing and branding  
■ contingency reserve

BIA program elements focus on key services that make the district an attractive location for businesses, visitors, shoppers and residents alike.

A draft budget is produced by the ratepayer advisory board in coordination with ESBA

leadership. The East Sprague PBIA Ratepayer Advisory Board recommends an annual budget for how revenue should be spent. As the management entity responsible for implementation of the PBIA programs and services, annual budget recommendations are then reviewed and formally approved by the East Spokane Business Association Board of Directors prior to submission to the Spokane City Council for approval.

### Some upcoming projects to be implemented in early 2018 are:

- Development of an East Sprague PBIA website.
- Implementation of a regular social media presence.
- Ratepayer Communications.
- Benefit Zone 1 investment plan (\$12,000 allocated for improvements to Benefit Zone 1 outside of the concentrated improvement area. ESBA leadership and the Ratepayer Advisory Board will work with Benefit Zone 1 Businesses to identify desired amenities including, but not limited to plantings, trash cans, bike racks, district signage, etc.
- Continued Clean & Green efforts with garbage pick-up and graffiti abatement.
- 100+ Hanging Flower Baskets.
- Research regarding snow removal & sidewalk sweeping equipment (\$10,000 reserve for equipment purchases.
- A snow removal plan for Benefit Zone 1 with a focus on maintaining access for pedestrian traffic along sidewalks.

## East Sprague PBIA at Work

Early Successes (as presented at the 2017 Annual Ratepayer meeting, July 2017)

### Clean and Green

**Program Kick-off:** November 2016

**Frequency:** Weekly; Bi-weekly

**Results:**

- 3 tons of trash removed in November and December, 2016
- Snow removal from storm drains
- Nearly 3 tons of trash collected this year.

### Clean and Green

Fifty (50) hanging Flower Baskets were ordered for Phase I of the East Sprague Construction Project.

### Safety and Security

**Program:** Graffiti Abatement

**Program Kick-off:** May 2017

**Early Results:**

- Draft Program Policies developed
- Graffiti abatement request form created
- 2 buildings abated of graffiti

### Marketing and Promotions

Creative Construction Signage was produced

### Marketing and Promotions

**Program:** "Let Your Voice Be Heard" district naming campaign.

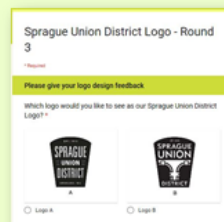
**Program Kick-off:** February, 2017

**Results:**

- A district name was selected based on a majority vote
- Logo Development followed
- *Drum Roll Please.....*

### Sprague Union District

After collecting feedback, the final logo design was unveiled at Art on the Ave.







**2018 President** - Darryl Reber [jerrsprague@gmail.com](mailto:jerrsprague@gmail.com)

**2018 Immediate Past President** – Tara Brown [tara.brown1@usbank.com](mailto:tara.brown1@usbank.com)

**ESBA Contact information:**

<http://esbiz.org/>

East Spokane Business Association

PO BOX 4132

Spokane, WA 99220