

A photograph of a city street scene. In the foreground, there is a sidewalk with a young tree and some greenery with yellow flowers. A street lamp stands on the sidewalk. In the background, there are buildings, more trees, and a clear blue sky. The text is overlaid on the top left of the image.

East Sprague Parking and Business Improvement Area (PBIA)

# 2019 Management Plan

Prepared by the East Spokane Business Association (ESBA)

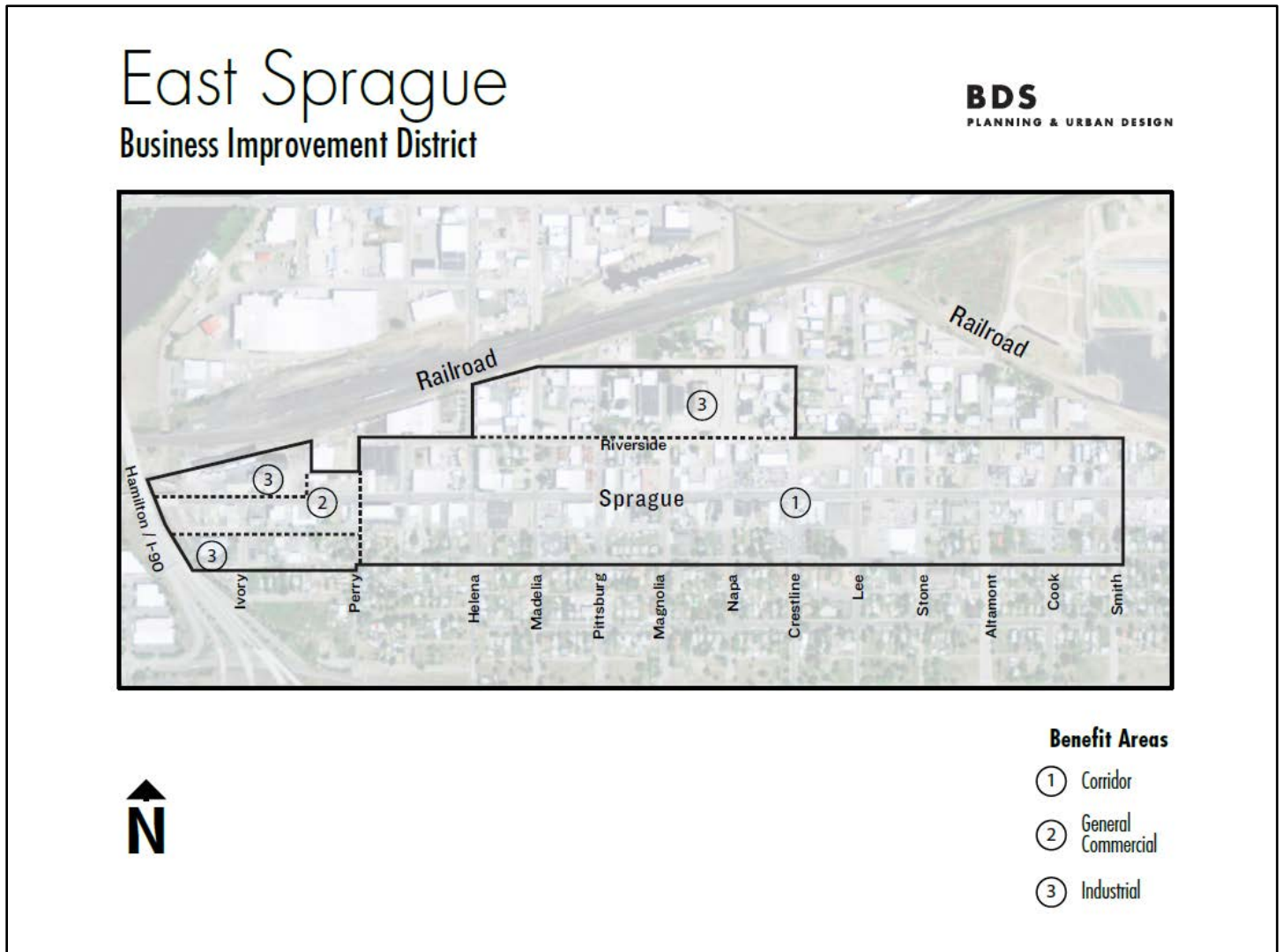
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## Administration

### 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.



PBIA assessments will continue to enhance the new streetscape and surrounding area. 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.

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. The 2019 Ratepayer Advisory Board is as follows:

Jim Hanley, President

Bob Mauk, Secretary/Treasurer

Darrell Smith

Darryl Reber

LaVerne Biel

## 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.

Previously an all-volunteer organization, ESBA hired a part-time general manager in 2018 to help administer the BID and other popular programs. ESBA remains a volunteer-driven organization, with members of the Board of Directors providing supplemental 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 2019

LaVerne Biel, President

Doug Trudeau, Vice President

Jim Hanley, Secretary

Larry Stone, Treasurer



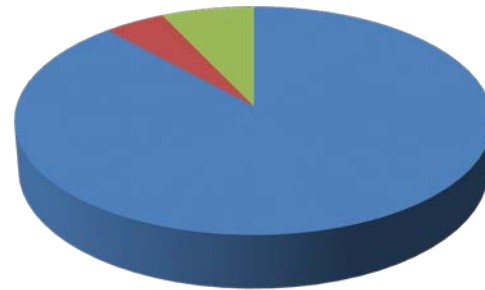
## 2019 Budget

### Income Summary

Corridor	\$52,944.77
General Commercial	\$2,820.70
Industrial	\$4,068.89

## POTENTIAL REVENUE

INCOME BY ZONE



■ Corridor ■ General Commercial ■ Industrial

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.

East Sprague PBIA: Special Assessment Matrix					
Benefit Areas	Rate Burden	Adjusted Rate Per LSF	Adjusted Rate Per \$1000 TAV	Minimum	Maximum
Corridor	100%	\$ 0.0270	\$ 0.60	\$ 200	\$ 1,000
General Commercial	50%	\$ 0.0140	\$ 0.30	\$ 100	\$ 500
Industrial	25%	\$ 0.0065	\$ 0.15	\$ 50	\$ 250

Annual Revenue has remained relatively static since the BID was formed in 2016; a small increase in revenue has been 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.



## Expense Summary

Administration	3%
Clean and Green	51%
District Beautification	27%
Marketing and Branding	5%
Contingency Reserve	14%



BID 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.



### 2018 was a year of new projects and accomplishments for the BID, including:

- Purchase of snow removal and sidewalk sweeping equipment; implementation of snow removal plan for Benefit Zone 1.
- Development of an East Sprague PBIA website: [esbiz.org/bid](http://esbiz.org/bid)
- Implementation of a regular social media presence.
- Continued Clean & Green efforts with garbage pick-up and graffiti abatement.
- Seventh Annual Art on the Ave, plus the debut of Holiday on the Ave, a new annual event
- New street lamp decorations were added to dress up the Avenue for the holiday season
- Winner of 2018 Governor's Smart Communities Partnership Award





**2019 President** – LaVerne Biel  
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<http://ezbiz.org>

East Spokane Business Association

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