

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 and black lampposts. Buildings are visible in the background under a clear blue sky.

East Sprague Parking and Business Improvement Area (PBIA)

2021 Management Plan

Prepared by the East Spokane Business Association (ESBA)

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Administration

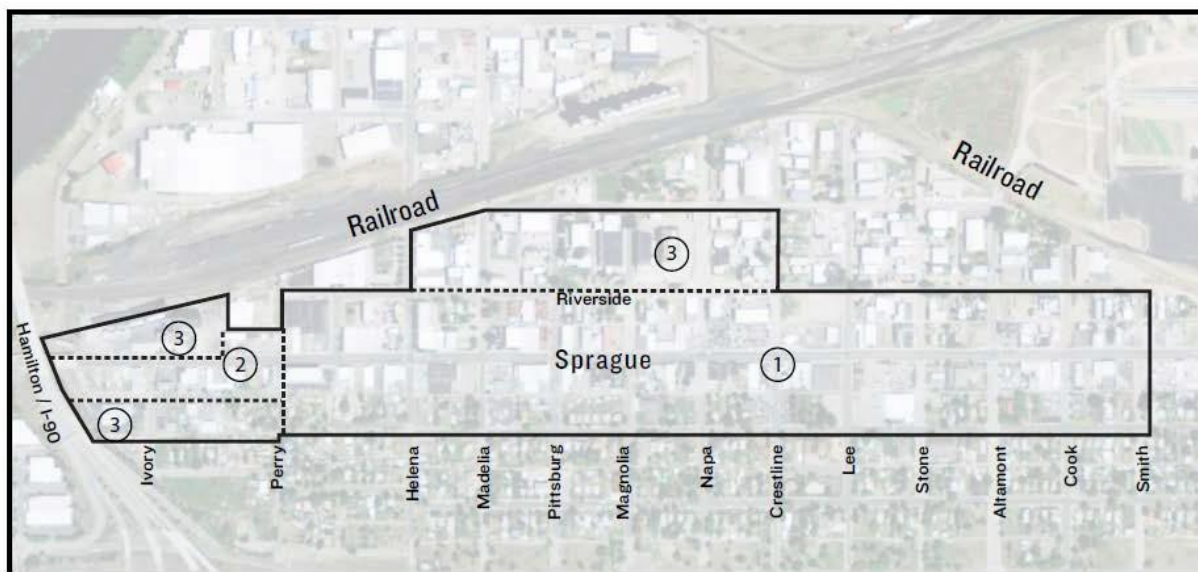
The East Sprague Parking and Business Improvement Area (PBIA)

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.

East Sprague Business Improvement District

BDS
PLANNING & URBAN DESIGN



Benefit Areas

- ① Corridor
- ② General Commercial
- ③ Industrial

PBIA assessments 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 neighborhood. 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. The PBIA Ratepayer Advisory Board and ESBA carefully select service expansion or retraction to meet the changing demands of an East Sprague business corridor during its 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 2020 Ratepayer Advisory Board is as follows:

Jim Hanley, President

Bob Mauk, Secretary/Treasurer

Darryl Reber

Christopher Morlan

Perry Magers*

Jill Yotz*

Doug Trudeau (ex
officio)

- Denotes former

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 and in 2019 a volunteer membership director was added. 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 2020

Doug Trudeau, President

Chris Morlan, Vice President

Jim Hanley, Secretary

Larry Stone, Treasurer

LaVerne Biel, Past President



ESBA
East Spokane Business Association

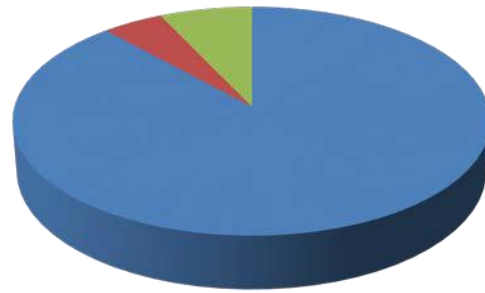
2021 Budget Income Summary

Zone 1	\$43,118.21
Zone 2	\$ 1,098.37
Zone 3	\$10,406.36

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



■ Corridor ■ General Commercial ■ Industrial

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. In 2020 Covid 19 has presented a challenge to businesses in our district. Our projected revenue has dropped 25%. However, we have been committed to deliver our services and programs without interruption.

2020 Expense Budget vs Actual Summary

	Budgeted	Actual
Administration	21%	16%
Clean and Green	28%	32%
District Beautification	21%	15%
Marketing and Branding	19%	28%
Safety & Security	10%	8%
Contingency Reserve	1%	1%





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 PBA Ratepayer Advisory Board recommends an annual budget for how revenue should be spent. As the management entity responsible for implementation of the PBA 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.

In 2020, the BID added deicer to our Ventrac sidewalk snow removal program providing additional pedestrian safety. We enjoyed vibrant plants and foliage with the partnership of Borderlands which improved the district's beautification program. The BID continues to keep the area clean with over 30,000 pounds garbage removed. We are persistent in addressing graffiti and eliminate as soon as possible. Our district received grant money through GSI which has assisted our business direct to remain open.



Notable past accomplishments

2020

- Ventrac Deicer added for Sidewalk Safety
- Thriving Plants and Foliage
- We Retained Our Business Center with Operating Restaurants and Retails Stores Through Covid-19 Grant to Spread Kindness – Open Together Cares

2019

- Sidewalk snow removal Program
- Added three additional "On the Ave" events
- Over 32,000 pounds of trash removed to keep the district clean and beautiful.

2018

- Purchase of snow removal and sidewalk sweeping equipment; implementation of snow removal plan for Benefit Zone 1.
- New streetlamp decorations were added to dress up the Avenue for the holiday season



2020 President – Doug Trudeau

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East Spokane Business Association

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