

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)

2022 Management Plan

Prepared by the East Spokane Business Association (ESBA)

This page intentionally left blank

Administration

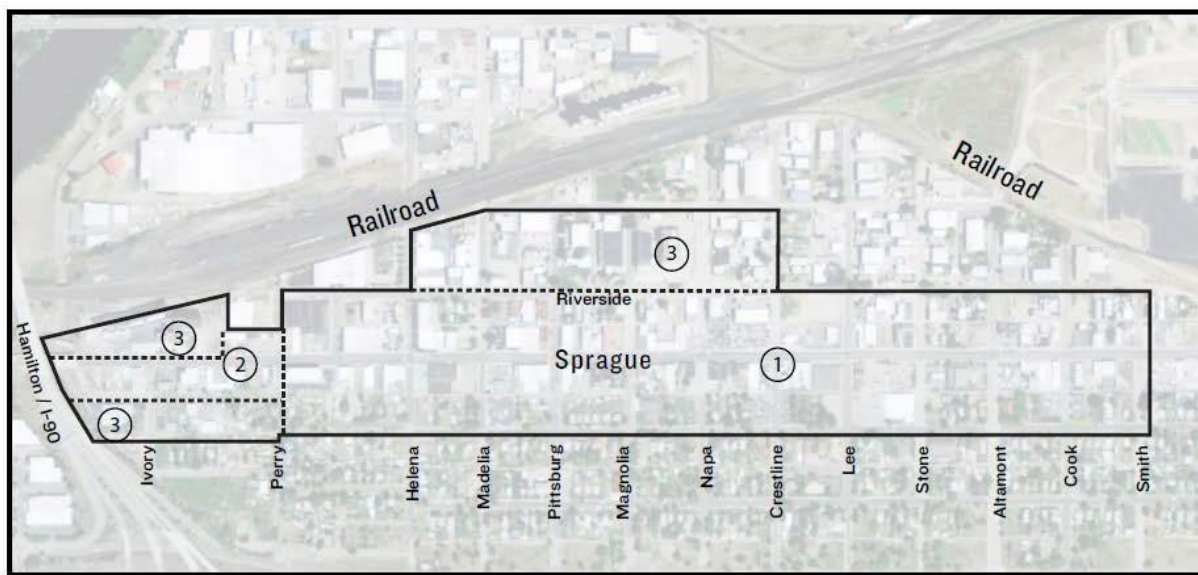
The East Sprague Parking and Business Improvement Area (PBIA)

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 228 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
- Advising the City regarding assessments
- Monitoring service deliveries
- Planning for the future of the PBIA in an advisory capacity
- Reviews all assessment issues and recommends appropriate resolution

The PBIA Ratepayer Advisory Board and ESBA meet monthly 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 2022 Ratepayer Advisory Board is:**

- Jim Hanley, President
- Bob Mauk, Secretary/Treasurer
- Darryl Reber, Vice President
- Chris Venne
- Amy Vega
- Dana Reinke
- Doug Trudeau – ex officio

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. The annual management plan includes the budget and implements the PBIA's day-to-day delivery program and service elements.

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 2021

Doug Trudeau, President

Jim Hanley, Secretary

Larry Stone, Treasurer

LaVerne Biel, Past President

Anthony Tschache, Membership Director



2022 Revenue Budget

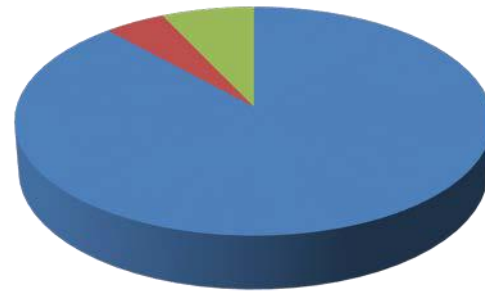
Income Summary

Zone 1	\$54,764.25
Zone 2	\$ 1,999.70
Zone 3	\$ 4,678.57

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.

POTENTIAL REVENUE

INCOME BY



■ Corridor ■ General Commercial ■ Industrial

Benefit Area	Minimum (per parcel)	Maximum (per parcel)	Rate per Lot Square Foot	Rate per \$1,000 Total Assessed Value
Area 1 Corridor Zoning	\$200	\$1,000	2.5 cents	60 cents
Area 2 General Commercial	\$100	\$500	1.3 cents	30 cents
Area 3 Industrial	\$50	\$250	0.6 cents	15 cents

Since the BID was formed in 2016 a small increase in revenue has been realized in 2021 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. We anticipate increasing the Maximum limits per parcel in 2022 to keep up with inflation.

Revenue Collection

In 2020 we recognized a significant decrease in our Ratepayer receivables which was at an all time low of 73%. In 2021 we concentrated our efforts by capturing data from the Spokane County Assessor's Website (SCOUT) and working directly with the City of Spokane's finance department to locate our Ratepayers current addresses. We increased our accounts receivable to 90% at the end of October. We anticipate additional funding increase by the end of the calendar year.

Ratepayer Contribution 2020	Ratepayer Contribution 2021
73%	92%



2021 Expense Budget vs Actual Summary (as of 10/31/2021)

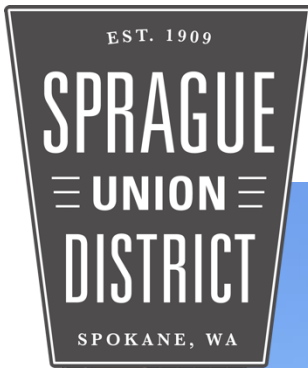
	Budgeted	Actual
Administration	21%	26%
Clean and Green	30%	27%
District Beautification	25%	30%
Marketing and Branding	15%	2%
Safety & Security	8%	4%
Contingency Reserve	1%	11%*

*Reflects depreciation expense (not actual dollars spent)

2022 Revenue Budget

	Budgeted
Administration	25%
Clean and Green	30%
District Beautification	25%
Marketing and Branding	12%
Safety & Security	9%





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.

ESBA is the management entity responsible for implementation of the PBIA programs and services. The annual Ratepayer budget recommendations are reviewed and formally approved by the East Spokane Business Association Board of Directors prior to submission to the Spokane City Council for approval.

District Beautification:

- 115 Hanging Baskets
- Ordered wire frames for the 2022 flower to stabilize the plants
- Working with the City on sprinklers working intermittently

Clean & Green:

- Ordered two new garbage cans to replace damaged ones
- Removed over 6 tons of litter from sidewalks and planters

Marketing & Branding:

- Creating a District walking map with historical areas of interest
- Created a special website event form for business participation

Safety & Security:

- Addressing missing light poles with City personnel (pedestrian safety)
- Working with Code Enforcement about Vagrant issues (pedestrian and employee safety)

Committee Chairs:

Beautification – Bob Mauk

Safety & Security – Darryl Reber

Branding & Marketing – Dana Reinke

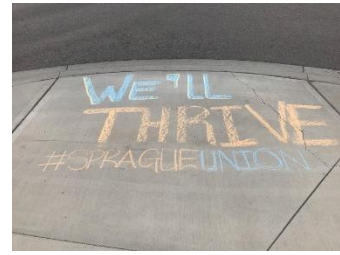
Clean & Green – Jim Hanley

Ratepayer Review Committee:

Dana Reinke

Bob Mauk

Doug Trudeau



Revitalized
Renewed
Restored



You can't go back and
change the beginning,
but you can start
where you are and
change the ending.

— C.S. LEWIS





2021 President – Doug Trudeau

ESBA Contact information:

EZBIZ.org

ESBA Executive Director: LaVerne Biel

laverne.esba@gmail.com

East Spokane Business Association

PO Box 4132, Spokane, WA 99220