



2024 Management Plan

East Sprague Parking and Business Improvement Area (PBIA)



[leave blank page]

2024 East Sprague PBIA Management Plan

Table of Contents

East Sprague PBIA Information 3

Administration..... 4

2023 Revenue & Expense Information 5

2023 East Sprague PBIA Program Summary 6

Scope of Services 7

PBIA Partners..... 8

Our 2023 Events 9

2024 Revenue Budget..... 10

2024 Anticipated Revenue & Expense Information 11

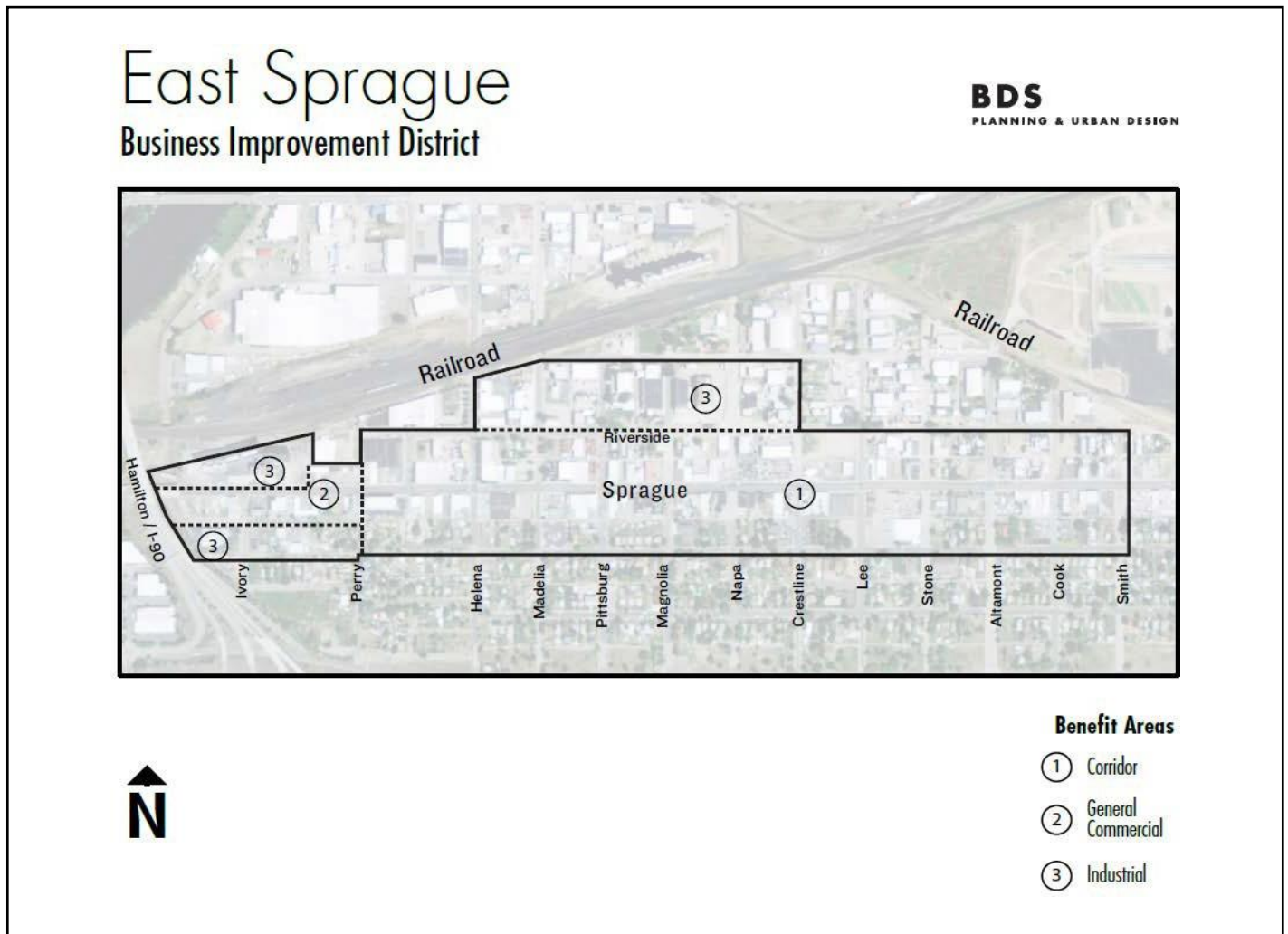
PBIA 2024 Budget 12

City - BID Assets..... 13

East Sprague PBIA Information

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 economic development and neighborhood revitalization as well as Spokane Municipal Code SMC Chapter 4.31C.

The East Sprague BID includes 242 commercial and multifamily parcels in three benefit zones as represented in the map below.



The PBIA assessments continue to enhance the streetscape and surrounding area. The PBIA programs are: Clean and Green, Safety and Security, Marketing and Branding, and Neighborhood Beautification. These programs are critical in continuing the revitalization of the East Sprague business corridor and neighborhood. The PBIA encourages future investments by providing services 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.

Administration

The East Spokane Business Association (ESBA) is a 501 (c) 6 Private Non-profit Membership Organization. The City of Spokane hired ESBA to administer the East Sprague PBIA. Under this agreement, ESBA oversees the implementation of enhanced public services within the PBIA. The annual management plan includes the budget and supervises the PBIA's day-to-day delivery program and various service elements.

The PBIA Ratepayer Advisory Board makes recommendations to ESBA for delivery of program services. ESBA's Board of Directors provides supplemental administration and management of the PBIA program on behalf of the ratepayers at no cost to the PBIA.

A ratepayer database has been established to maintain current ratepayer address and payment information.



ESBA Board of Directors 2023

Barbara Woodbridge, President

Danny Beard, Vice President

George Demakis, Treasurer

Jake Swartz, Secretary

Members at Large:

Larry Stone

Jim Hanley

Cyndi Fridye

PBIA Ratepayers are notified 30 days in advance of the Annual Ratepayer Meeting which is held the third Wednesday of December. The meeting location is at: Sprague Union Terrace, 1420 E Sprague, Spokane, WA 99202 at no cost to the ratepayers. Monthly/Annual reports are provided to the City of Spokane.

For a Fixed Asset List (see Attachment A.)

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 assets maintenance
- Monitoring service deliveries
- Planning for the future of the PBIA in an advisory capacity
- Reviews all assessment issues and resolutions
- Establish Partnerships

The PBIA Ratepayer Advisory Board and ESBA Board meet regularly 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.

2023 Ratepayer Advisory Board

- Chris Venne, President
- Amy Vega , Vice President
- Dana Reinke, Secretary
- Tresa Schmautz, Treasurer
- Sam Mace
- Barbara Woodbridge – ex officio

2023 Revenue & Expense Information

Revenue Collection

On September 17, 2022, the City of Spokane provided an online payment portal to improve Ratepayer payment processing access. That link is: <https://my.spokanecity.org/assessmentpayments/> The City and ESBA have worked on past due accounts from 2020 to present. Unpaid invoices have been turned over to collections. A payment tab has also been applied to our website.

Ratepayer Contribution 2022	Ratepayer Contribution 2023
92%	93%

2023 Expense vs Actual Summary as of 10/31/2023

	Budgeted	Actual
Administration	25%	25%
Clean and Green	33%	41%
District Beautification	20%	15%
Marketing and Branding	12%	5%*
Safety & Security	10%	7%**

*Additional funds will be spent for Holiday on the Ave scheduled for December 2, 2023

**Additional funds will be spent for snow removal during November & December 2023

2023 East Sprague PBIA Program Summary



- **Clean and Green:**

The PBIA has removed over 6 tons of garbage as of October 31, 2023. Our budget has been impacted with the increased sidewalk trash and weekly trash bin collection.

Landscape pruning, maintenance, and weeding has been performed on a monthly (or ongoing) basis.

- **District Beautification:**

The PBIA purchased 108 hanging flower baskets and worked with the City Water Department to ensure the health and well-being of the plants. The hanging plants were monitored. U.S. Holiday flags have been purchased and flown from May to July and October to November. *****New Partnership with ESBA to purchase additional flags for the Avista poles***** *****New Partnership with Avista to allow flags on their poles*****

We have implemented an installation schedule to provide year-round service expectations.

- **Marketing and Branding:**

We anticipate spending our remaining Market and Branding budget for 2023 for the holiday season.

Facebook and website information is updated monthly.

The PBIA assisted the Business District to implement three "On the Ave" events for 2023. *****New Partnership with Visit Spokane for Merry & Magical*****

The PBIA is collecting historical information to implement a historical scavenger hunt walking map.

- **Safety and Security:**

The PBIA has a sidewalk snow removal plan for pedestrian safety. This snow removal program goes into effect whenever the snow accumulates two inches or more.

The PBIA continues to experience unwanted camping under the viaducts which restricts pedestrian safety and encroaches on private property. This is an ongoing issue, and we continue to call 311 with these violations.

An online Graffiti removal Form is being used which allows ratepayers to notify the PBIA of graffiti on their property. [PBIA Graffiti Property Abatement Form \(google.com\)](https://www.google.com/forms/d/1BIA-Graffiti-Property-Abatement-Form) *****New Partnership with ESD101 for Graffiti Removal*****

Committee Chairs:

Beautification – Bob Mauk/Amy Vega

Safety & Security – Darryl Reber

Branding & Marketing – Dana Reinke/Heather Hanley

Clean & Green – LaVerne Biel/Jim Hanley

Scope of Services

Work Revitalization Program and Service Level Agreement

The East Sprague PBIA works directly with the Planning and Economic Development Department and other appropriate City Departments. (Work Plan 1.5)

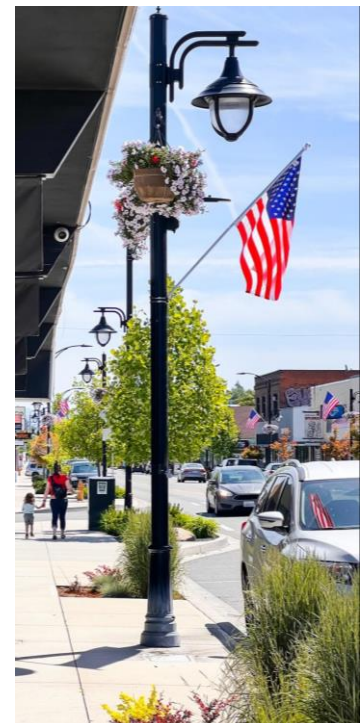
The East Sprague PBIA will work to find ways to implement its beautification program that may include, (but not limited to), wayfinding and commercial district signage, permitted street tree pruning and care, seasonal or holiday banners, decorative twinkle or holiday lighting, and hanging planters/pots of seasonal plantings.

For all district beautification activities involving the installation of new permanent amenities (e.g. garbage cans, benches, and bike racks), the Association will notify the City of Spokane Planning and Economic Department to Administer the PBIA Administrating and Operations Agreement for the East Sprague PBIA. The City will be notified when affixed streetscape amenities suffer damage or need repairs, including:

- District irrigation systems
- Trash cans
- Pedestrian or streetlights
- Traffic signage
- Stormwater facilities: grates, trees, or plant gardens, and or other amenities installed or managed by the City.

The Planning and Economic Development Department will notify the appropriate Department of the damage or items that needed work. (Work Plan 2.7)

The purpose of the East Sprague PBIA is to improve East Spokane through services including clean & green, district beautification, branding & marketing, safety & security, and administration.



PBIA Partners

The PBIA is collaborating with these Community Partners to provide quality services for our community, district, and ratepayers.



ESD101 – Graffiti Removal



Visit Spokane – “Merry & Magical” Holiday Lighting and Advertisement

Mending Fences Fellowship/ Truth Ministries – Viaduct Clean Up and Painting



ESBA – Purchased Flags for the Avista Poles (extending the flag program for the entire District)

“One finger cannot lift a pebble.” Hopi proverb

Our 2023 Events

SPRING ON THE AVE APRIL 15, 2023



EVENT TIDBITS

- 600+ people attended
- 20 Pop-up Shop Vendors on event day
- Customer feedback very positive.

SHOP HOP GIVEAWAY

- 22 district businesses donated a combined \$1670 to grand prize
- 20 businesses participated in shop hop
- Businesses decorated windows in spring-time yellow theme and handed out seed packets
- 143 people turned in a combined 342 entries (patrons could get bonus entries)
- First 100 who turned in entries received a signed 11x17 poster signed by artist, Jan Bock
- Three names were drawn to receive one of three grand prizes (\$750, \$520, \$400).

EVENT FUNDED BY LOCAL BUSINESSES

- Shop Hop Participating Businesses contributed \$50 + \$25-\$150 gift cert/card/product each
- Event Sponsors - Peters and Sons Flowers, A-1 Automotive Repair Center, The Tin Roof, Bide & Burgeon, Rick's Kar Korner, River City Roofing.

EVENT HAPPENINGS

- Live music, giveaways, flash sales, workshops, make-&-takes, spring-themed activities
- Garden art show at New Moon Art Gallery
- Free Photo Booth at Creative Catch Studio
- Pop up Shops hosted at 7 business locations.

HOLIDAY ON THE AVE DECEMBER 2, 2023



EVENT HAPPENINGS

- Ice carving demonstration at Blue Cat Vintage by Heindl Tree Care
- Live carolers by CYT Spokane
- Pop-up shops hosted at multiple businesses
- Photos with Santa at Creative Catch Studio
- Appearances by the Grinch
- Giveaways, Flash sales, Make-&-takes
- Kids cookie decorating at Wake Up Call.

EVENT FUNDED BY LOCAL BUSINESSES

- Event Sponsors - Trek Architecture, SDS Commercial, US Bank, A-1 Auto Repair, Zip's Drive In.

AUTUMN ON THE AVE OCTOBER 14, 2023



EVENT TIDBITS

- 600+ people attended
- Many businesses seen increase in foot traffic (+30%) and sales (10%-500%)
- 15 Pop-up Shop Vendors
- Customer feedback was positive

SHOP HOP GIVEAWAY

- 25 district businesses donated a combined \$1,430 to grand prize
- 16 businesses participated in shop hop
- 114 people turned in entries
- The first 100 participants who turned in entries received a signed 11x17 poster signed by poster artist, Karli Fairbanks
- Three names were drawn to receive one of three grand prizes (\$650, \$380, \$250).

EVENT FUNDED BY LOCAL BUSINESSES

- Shop Hop Participating Businesses contributed \$50 + \$25-\$150 gift cert/card/product each
- Participating Vendors contributed \$25 each
- Event Sponsors - Trek Architecture, SDS Commercial, US Bank, The Tin Roof, Zip's Drive In, ~~Sonnenberg's~~ Market & Deli.

EVENT HAPPENINGS

- Stilt Walkers - Spokane Aerial Performance Arts
- Petting Zoo at Spokane HOPE - Kari's ~~Kritterz~~
- Corner Carnival Games at The Tin Roof hosted by Ferris Cheerleaders
- Cotton Candy - Spokane Sugar Candy
- Wine Tasting at Wake Up Call Union Cafe
- Free Photo Booth at Creative Catch Studio
- Pop up Shops hosted at 6 business locations.



Event Planning Committee members

Dana Reinke - BID Liaison and Committee Chair
Janet Taylor - Business Coordinator
Fielding Chelf - Secretary + Events Listing Coordinator

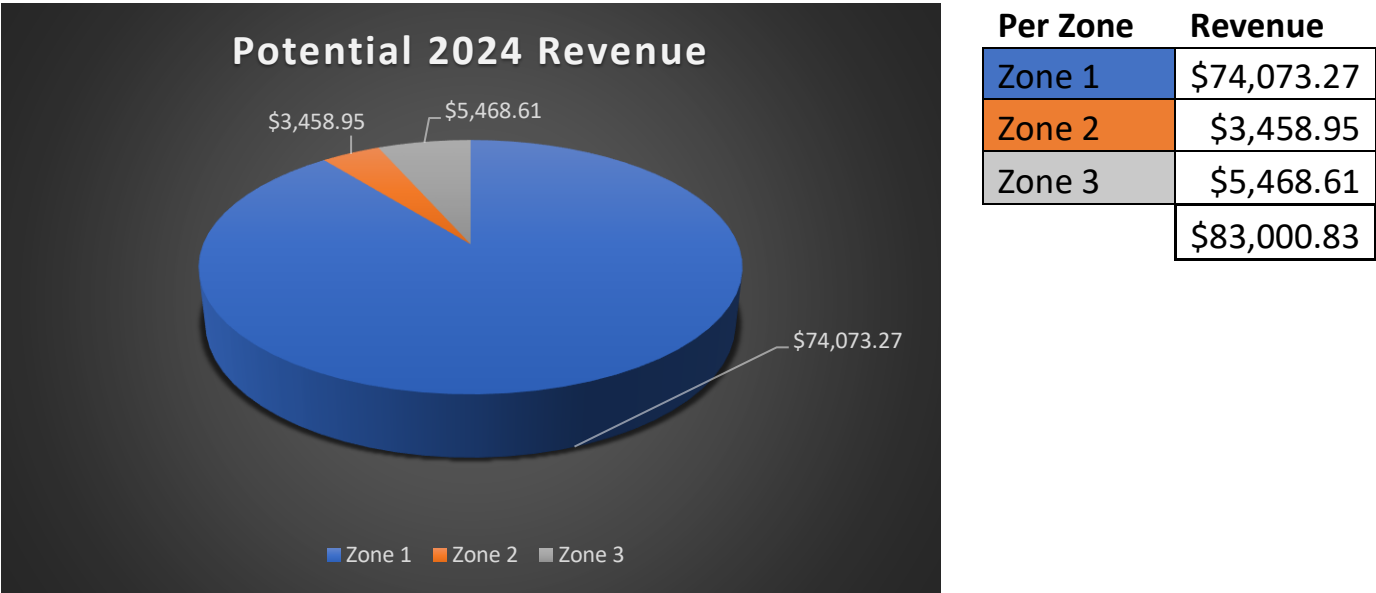
Event Chairs

Spring on the Ave - Janet Taylor, Fielding Chelf
Autumn on the Ave - Heather Hanley
Holiday on the Ave - Dana Reinke

2024 Revenue Budget

Income Summary

The PBIA is funded by the annual assessments paid by the ratepayers within the East Sprague PBIA.



Rate Change Per Ordinance No. C36255 – Resolution No. 2022-0076 Passed by Spokane City Council

Benefit Area	Minimum (per parcel)	Maximum (per parcel)	Rate per Lot Square Foot	Rate per \$1,000 Total Assessed Value
Zone 1 Corridor Zoning	\$265	\$1,272	2.5 cents	+60 cents
Zone 2 General Commercial	\$132.50	\$636	1.3 cents	+30 cents
Zone 3 Industrial	\$68.90	\$318	0.6 cents	+15 cents

2024 Anticipated Revenue & Expense Information

2024 Budget Information (based on 93% of expected revenue)

Percentages	Budgeted
Administration	25%
Clean and Green	32%
District Beautification	13%
Marketing and Branding	17%
Safety & Security	13%

Dollar Amounts	Budgeted
Administration	\$19,298
Clean and Green	\$24,701
District Beautification	\$10,035
Marketing and Branding	\$13,122
Safety & Security	\$10,035

2024 Goals:

- ❖ CSO Tank Event Space
- ❖ Historical Walking Scavenger Hunt
- ❖ Increase Board Representation for Zone 3



2023 President – Barbara Woodbridge

ESBA Contact information:

EZBIZ.org
East Spokane Business Association
PO Box 4132, Spokane, WA 99220
ESBA Executive Director: LaVerne
Biel; email: laverne.esba@gmail.com

PBIA 2024 Budget

East Sprague PBIA 2024 Budget															
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Total	Budget	Difference
Assessment Income			\$19,297.69			\$19,297.69			\$19,297.69			\$19,297.69	\$ 77,190.77		
Event Service Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -		
Prior Year Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Uncategorized Income	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Total Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Gross Profit	\$ -	\$ -	\$ 19,297.69	\$ -	\$ -	\$ 19,297.69	\$ -	\$ -	\$ 19,297.69	\$ -	\$ -	\$ 19,297.69	\$ 77,190.77		
EXPENSES															
ADMINISTRATION															
Consultscape LLC	1452.5	1452.5	1452.5	1452.5	1452.5	1452.5	1452.5	1452.5	1452.5	1452.5	1452.5	1452.5	17430		
Meeting Room Rental	75	75	75	75	75	75	75	75	75	75	75	250	1075		
Quickbooks (increased rates)	64.86	64.86	64.86	64.86	64.86	64.86	64.86	64.86	64.86	64.86	64.86	64.86	778.32		
Total Administration	1592.36	1592.36	1592.36	1592.36	1592.36	1592.36	1592.36	1592.36	1592.36	1592.36	1592.36	1767.36	19,283.32	19,297.69	(14.37)
CLEAN & GREEN															
Sumac	1600	1600	1800	1600	1600	1800	1600	1600	1800	1600	1800	1600	20000		
Dump Fees (City of Spokane)	50	50	100	50	50	100	50	50	100	50	50	100	800		
Tree Trimming			3900										3900		
Total Clean & Green	1650	1650	5800	1650	1650	1900	1650	1650	1900	1650	1850	1700	24,700.00	24,701.05	(1.05)
BRANDING+MARKETING															
Cadmar Creative	150	150	150	150	150	150	150	150	150	150	150	150	1800		
Website Maintenance	200	200	200	200	200	200	200	200	200	200	200	200	2400		
Annual Mailer												1100	1100		
Holiday on the Ave										550		550	1100		
General Marketing - Social Media Ads												397	397		
Holiday Decorations				400					400			400	1200		
Sumac Installation/Removal	400		400		400		400		400			400	2400		
Gateway Project (Flags)		2500											2500		
Walking Map	75	75	75	75	75	75	75	75	75	75	75	75	900		
Flag Cleaning	125		125		125		125		125		125		750		
Total Branding+Marketing	750	2850	750	750	750	350	750	350	1150	900	3000	747	13,097.00	13,122.43	(25.43)
BEAUTIFICATION															
Flower Baskets					8950								8950		
Sidewalk Planter Box					75								75		
Fertilizer					100		100						200		
Install/remove flowers (Sumac)					400					400			800		
													0		
Total Beautification	0	0	0	0	9525	0	100	0	0	400	0	0	10,025.00	10,034.80	(9.80)
SAFETY & SECURITY															
Snowblowing/Sidewalk Sweeper (Sumac)	1300	900	900	0	0	0	0	0	0		350	350	3800		
Fuel/Maintenance (Ventrac)	400	400	200								1050	400	2450		
Equipment Insurance	650												650		
Ice melt	750										750		1500		
Graffiti Removal	1500												1500		
Total Safety & Security	4600	1300	1100	0	0	0	0	0	0	0	2150	750	9,900	10,034.80	(134.80)
MISC EXPENSES/CONTINGENCY															
													0		
Total Misc	0	0	0	0	0	0	0	0	0	0	0	0	0	77,190.77	(77,190.77)
Total	8,592.36	4,542.36	9,242.36	3,992.36	13,517.36	3,842.36	4,092.36	3,592.36	4,642.36	4,542.36	8,592.36	4,964.36	77,005.32		

City - BID Assets

Year	Issue	Known Event	Details	Police Report	Accident Date	Location	Dept	Contact Date	Contact	Repair	Repair Date
2019	Water hook up on replaced light pole	Vehicle Accident				1701 E Sprague (Key Shop)	Water Dept	7/2/2021	Teri Stripes	Confirmed repaired	4/27/2023
2019	Tree replacement	Vehicle Accident		2021-20069899	5/3/2021	1816 E Sprague	Urban Forestry	7/2/2021	Teri Stripes		
2020	Tree replacement	Vehicle Accident		2020-20013212		1611 E Sprague (Ross Printing)	Urban Forestry	5/2/2022	Teri Stripes		
2020	Garbage can replacement	Vehicle Accident				1900 E Sprague	Solid Waste	5/2/2022	Teri Stripes		
2020	Garbage can replacement	Vehicle Accident		2019-20070096		1906 E Sprague (Mending Fences)	Solid Waste	5/2/2022	Teri Stripes		
2020	Tree replacement	Vehicle Accident				2020 E Sprague	Urban Forestry	5/2/2022	Teri Stripes		
2021	Light Pole & Water Hook up	Vehicle Accident		2021-20136674	7/3/2021	SE Corner Magnolia/Sprague	Streets/Water Dept	8/13/2021	Teri Stripes	Light Pole (5/22: Water 4/23)	5/2/2022
2021	Light Pole & Water Hook up	Vehicle Accident		2021-20136674	7/3/2021	SE Corner Magnolia/Sprague	Streets/Water Dept	8/13/2021	Teri Stripes	Light Pole and Water hookup	Apr-23
2021	Garbage can replacement	Vehicle Accident		2021-20069899	5/3/2021	SE Corner Magnolia/Sprague	Solid Waste	7/2/2021	Teri Stripes		
2022	Garbage can maintenance	Wear & Tear	Drop door missing			1702 E Sprague (Post Office)	Solid Waste	5/2/2022	Teri Stripes		
2022	Remove garbage can in front of Blue Cat Vintage and replace SE Corner Magnolia/Sprague						Solid Waste	5/2/2022	Teri Stripes		
2022	Entire 2000 Block	Lack of water	Trees and Plants Dying or dead				Streets/Water Dept	7/2/2022	Teri Stripes		
2022	Light Pole Base damage	Wear & Tear	lightpoleBenedittosIMG-0620.jpg			1909 E Sprague (Bennidito's)	Signals & Lighting	5/6/2022	Teri Stripes		July 2023
2022	Water drippers not working	Clogged drippers	1/2 dripper in front of Ivory Table is working and the SW light pole on the 1800 block is working. The rest of the drippers on the 1800 block (both sides of the street are not working		5/13/2022	1800 Block of E Sprague	Water Dept	5/13/2022	Teri Stripes	Verified they were working as designed	7/12/2022

2022	Watering System Throughout District	Not functioning	Water is not getting to ground plants nor the hanging plants		5/19/2022	Entire District	Water Dept	5/19/2022	Teri Stripes	Verified they were working as designed	May-22
2022	Water drippers not working	Clogged drippers	Two dead hanging baskets due to lack of water		5/31/2022	Post Office Block	Water Dept	5/31/2022	Teri Stripes	Corrected	7/12/2022
2022	Water drippers not working	Clogged drippers	2 dead in front of Post Off - Several dead or dying on 1800 block - 1 dead in front of Benneditos 1900 Block - 1 dead on 2000 block in front of Two Women's Vintage		6/7/2022	Multiple locations	Water Dept	6/7/2022	Teri Stripes	Corrected	7/12/2022
2022	Tree replacement	Lack of Water	Completely dead			1817 E Sprague	Urban Forestry	07/13/022	Teri Stripes		
2023	Water drippers not working	Lack of Water	Dead or dying			Complete District	Water Dept	8/23/2023	Teri Stripes	No response from Streets	
2023	Tree replacements for the district	Ongoing Traffic Calming Maintenance	Damaged trees throughout the distict			Complete District - using Tree Grant Money to replace damanged Trees	Urban Forestry	10/04/2023	Teri Stripes	Katie Konsanke	
2023	Turn water drippers off	Water running onto sidewalks	Hanging baskets have been removed			Complete District	Water Dept	10/29/2023	Teri Stripes	No response from Streets	