

2025 Management Plan

East Sprague Parking and Business Improvement Area (PBIA)

ESBA
East Spokane Business Association

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2025 East Sprague PBIA Management Plan

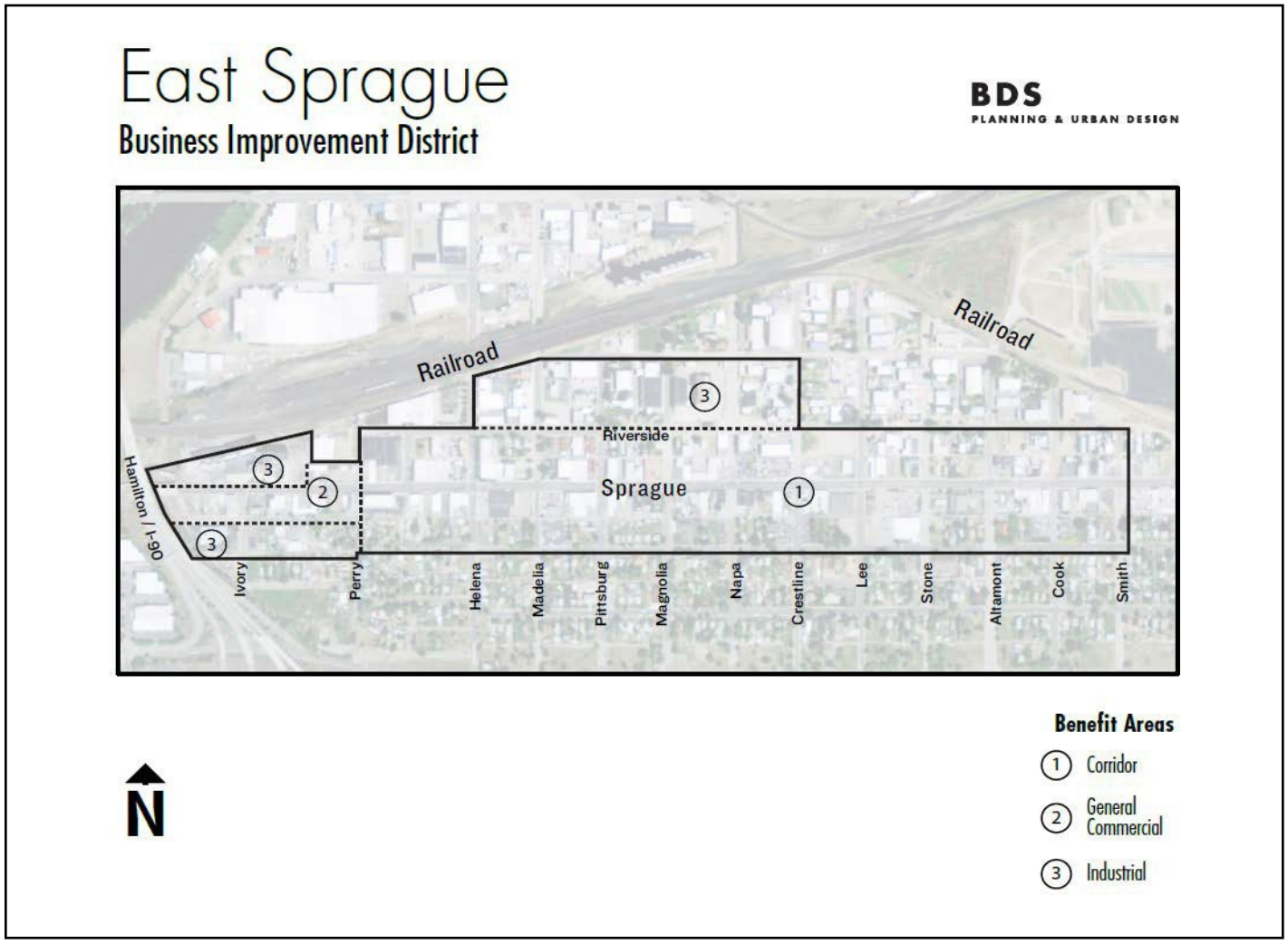
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East Sprague PBIA Information

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 247 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 ►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 implementing 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.

ESBA Board of Directors 2024



Barbara Woodbridge
ESBA President
WTB
Branch Manager

Wendy Fishburne
ESBA Vice President
Licensed Marriage & Family Therapist

George Demakis
ESBA Treasurer
Scafco Corporate Accounts Manager

Jake Swartz
ESBA Secretary
Jones Double Reed Products Manager

Jim Hanley
Board Member
Tin Roof President

Cyndi Fridye
Board Member
BECU
Branch Manager

Franc Quinto
Board Member
R.H. Cooke & Assoc.
Operations Manager

Krista Featherstone
Board Member
Royal Upholstery Owner

LaVerne Biel
ESBA/BID Executive Director

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 maintains current ratepayer address and payment information. [PBIA | Sprague Union District | Spokane, Washington]

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.

PBIA Board of Directors 2024



Chris Venne
PBIA President
Community Frameworks

Amy Vega
PBIA Vice President
Vanessa Behan

Tresa Schmautz
PBIA Treasurer
SDS Realty

Dana Reinke
PBIA Secretary
Creative Catch Studio

Barbara
Woodbridge ESBA President
Ex Officio
WTB Bank

Sam Mace
Board Member

LaVerne Biel
ESBA/BID Executive Director

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.

Committee Chairs:

Beautification – Amy Vega

Safety & Security – Darryl Reber

Branding & Marketing – Dana Reinke

Clean & Green – LaVerne Biel/Jim Hanley

2024 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 Participation 2024	Ratepayer Participation 2023
95%	94%

2024 Expense vs Actual Summary as of 10/31/2024

	Budgeted	Actual
Administration	25%	27%
Clean and Green	32%	45%
District Beautification	13%	9%
Marketing and Branding	17%	17%
Safety & Security	13%	2%

2024 East Sprague PBIA Program Summary

https://spragueuniondistrict.com/

- **Clean and Green:**

  The PBIA has removed over 6.7 tons of garbage through October 31, 2024. Our budget was impacted by increased litter and weekly trash bin collection.

  Landscape maintenance, and weeding has been performed on a monthly (or ongoing) basis. Tree trimming was done to improve vehicle visibility and pedestrian safety. ***ARPA money approved through Spokane City Council to replace eight garbage cans****

- **District Beautification:**

  The PBIA purchased 108 hanging flower baskets and worked with the City Water/Parks Department to ensure the health and well-being of the plants. The hanging plants were monitored weekly. U.S. Holiday and District flags were purchased and flown from May to November throughout the district. We met with Parks Department about plant and tree health, and remediation response timeframes.

- **Marketing and Branding:**

  We anticipate spending our remaining Marketing and Branding budget for 2024 for the holiday season and website updates.

  Facebook and website information is updated monthly. We implemented Constant Contact email component to publish district updates and events.

  The PBIA assisted the Business District to implement three "On the Ave" events for 2024***. ****Partnership with Visit Spokane for Merry & Magical*** ****New Partnership with Happiness Laundry****

- **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 restrict 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 graffiti on their property. PBIA Graffiti Property Abatement Form (google.com) ***Partnership with ESD101 for Graffiti Removal****

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 Departments.

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.

All district beautification activities involves 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, plant gardens, and/or other amenities installed or managed by the City Spokane.

The Planning and Economic Development Department will notify the appropriate Department of the damage or needs.

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 which enhances our commitment of service.



ESD101 – Graffiti Removal Program

Visit Spokane – "Merry & Magical" Holiday lighting and advertising program

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

Spokane City Council – $14,000 ARPA money to replace eight garbage cans

Happy Laundry – Flag Cleaning and Restoration

Northwest Seed & Pet – Plants and watering

"One finger cannot lift a pebble." Hopi proverb

Our 2024 Events

Three Events

30% Increase in foot traffic

Sales increase (10% - 500%)

17 Shop Hop locations

22 Event Sponsors

Media Coverage







2025 Revenue Budget

Income Summary

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



Per Zone	Revenue
Zone 1	$92,560.37
Zone 2	$4,518.13
Zone 3	$6,455.50
	$103,534.00

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	$318	$1,526.40	2.5 cents	+60 cents
Zone 2 General Commercial	$159	$763.20	1.3 cents	+30 cents
Zone 3 Industrial	$82.68	$381.60	0.6 cents	+15 cents

2025 Anticipated Revenue & Expense Information

2025 Budget Information (based on 93% of expected revenue)

Percentages	Budgeted	Dollar Amounts
Administration	32.4%	$ 31,770
Clean and Green	32.16%	$ 31,535
District Beautification	12.09%	$11,855
Marketing and Branding	13.45%	$13,188
Safety & Security	9.9%	$9,707

2025 Goals:

- Update Website
- Update Hanging Basket watering system
- CSO Tank Event Space
- Increase Boundaries

ESBA
East Spokane Business Association

2024 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 2025 Budget

East Sprague PBIA 2025 Budget

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total	Budget	Difference
Assessment Income			$24,513.80			$24,513.80			$24,513.80			$24,513.80	$ 98,055.20		
Event Service Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ -	$ -		
Prior Year Income	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		
Uncategorized Income	$ -	$ -		$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		
Total Income	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		
Gross Profit	**$ -**	**$ -**	**$ 24,513.80**	**$ -**	**$ -**	**$ 24,513.80**	**$ -**	**$ -**	**$ 24,513.80**	**$ -**	**$ -**	**$ 24,513.80**	**$ 98,055.20**		
EXPENSES															
ADMINISTRATION															
Consultscape LLC	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	**30000**		
Meeting Room Rental	75	75	75	75	75	75	75	75	75	75	75	101.64	**926.64**		
Quickbooks (increased rates)	70.27	70.27	70.27	70.27	70.27	70.27	70.27	70.27	70.27	70.27	70.27	70.27	**843.24**		
Total Administration	**$2,645.27**	**$2,645.27**	**$2,645.27**	**$2,645.27**	**$2,645.27**	**$2,645.27**	**$2,645.27**	**$2,645.27**	**$2,645.27**	**$2,645.27**	**$2,645.27**	**$2,671.91**	**31,769.88**	**31,769.88**	**(0.00)**
CLEAN & GREEN															
Subcontractor + Supplies	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	**30000**		
Dump Fees (City of Spokane)	100	100	100	100	100	100	100	100	100	100	100	102.61	**1202.61**		
Misc												331.94	**331.94**		
Total Clean & Green	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2934.55**	**31,534.55**	**31,534.55**	**(0.00)**
BRANDING+MARKETING															
Social Media	250	250	250	250	250	250	250	250	250	250	250	250	**3000**		
Website Maintenance	125	125	125	125	125	125	125	125	125	125	125	125	**1500**		
Annual Mailer											1100		**1100**		
On the Ave "Events"				300						300	300		**900**		
General Marketing - Social Media Ads													**0**		
Holiday Decorations											500	500	**1000**		
Gateway Project (Flags + Maintenance)	588.42	1300											**1888.42**		
Flag Installation/Removal			650		750		750		750		750		**3650**		
Walking Map													**0**		
Flag Cleaning					50				50		50		**150**		
Total Branding+Marketing	**963.42**	**1675**	**1025**	**675**	**1175**	**375**	**1125**	**375**	**1175**	**675**	**3075**	**875**	**13,188.42**	**13,188.42**	**(0.00)**
BEAUTIFICATION															
Flower Baskets					8000								**8000**		
East Sprague Planter Boxes				224.87	200								**424.87**		
Fertilizer					80								**80**		
Install/remove flowers					100								**100**		
Weeding				650		650		650		650	650		**3250**		
Total Beautification	**0**	**0**	**0**	**874.87**	**8380**	**650**	**0**	**650**	**0**	**650**	**650**	**0**	**11,854.87**	**11,854.87**	**(0.00)**
SAFETY & SECURITY															
Snowblowing/Sidewalk Sweeper	800	800	800	0	0	0	0	0	0		800	900	**4100**		
Fuel/Maintenance (Ventrac)	300	300	200								1500	300	**2600**		
Equipment Insurance	700												**700**		
Ice melt	750										557.46		**1307.46**		
Graffiti Removal	1000												**1000**		
Total Safety & Security	**3550**	**1100**	**1000**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**2857.46**	**1200**	**9,707**	**9,707.46**	**(0.00)**
MISC EXPENSES/CONTINGINCY															
													0		
Total Misc	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**98,055.20**	**(98,055.20)**

City - BID Assets

City Assets

Date Occurred or Noticed	Replace/Repair Description	Repair Cause	Additional Information	Incident Number	Incident Date	Location	Responsible Department	Date Reported	Person Contacted	Resolved	Date Resolved
2024	Hanging baskets	Lack of water			6/14/2024		Parks Dept	6/14/2024	Carl Strong	responded	6/14/2024
2024	Sidewalk Plantings	Lack of Water			8/2/2024	1700 E Sprague Block	Parks Dept	8/2/2024	Carl Strong	responded	8/2/2024
2024	Hanging baskets & ground plantings	Lack of Water	South side of street		8/9/2024	2000, 2100, 2200, 2300 Blocks	Parks Dept	8/9/2024	Carl Strong/Keri	responded	8/9/2024

BID Assets

Date		Asset Description (drop down list)	Work Performed (drop down list)	Quantity	Date Resolved	Outstanding Items
5/10/2024		Hanging Flower Basket	Installed	100		
7/5/2024		Sidewalk Planters	Installed	6		

2024 Physical Count	QTY
Garbage Cans	16
Trees	
Light Poles	50