

2026 Management Plan

East Sprague Parking and Business Improvement Area (PBIA)

ESBA
East Spokane Business Association

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2026 East Sprague PBIA Management Plan

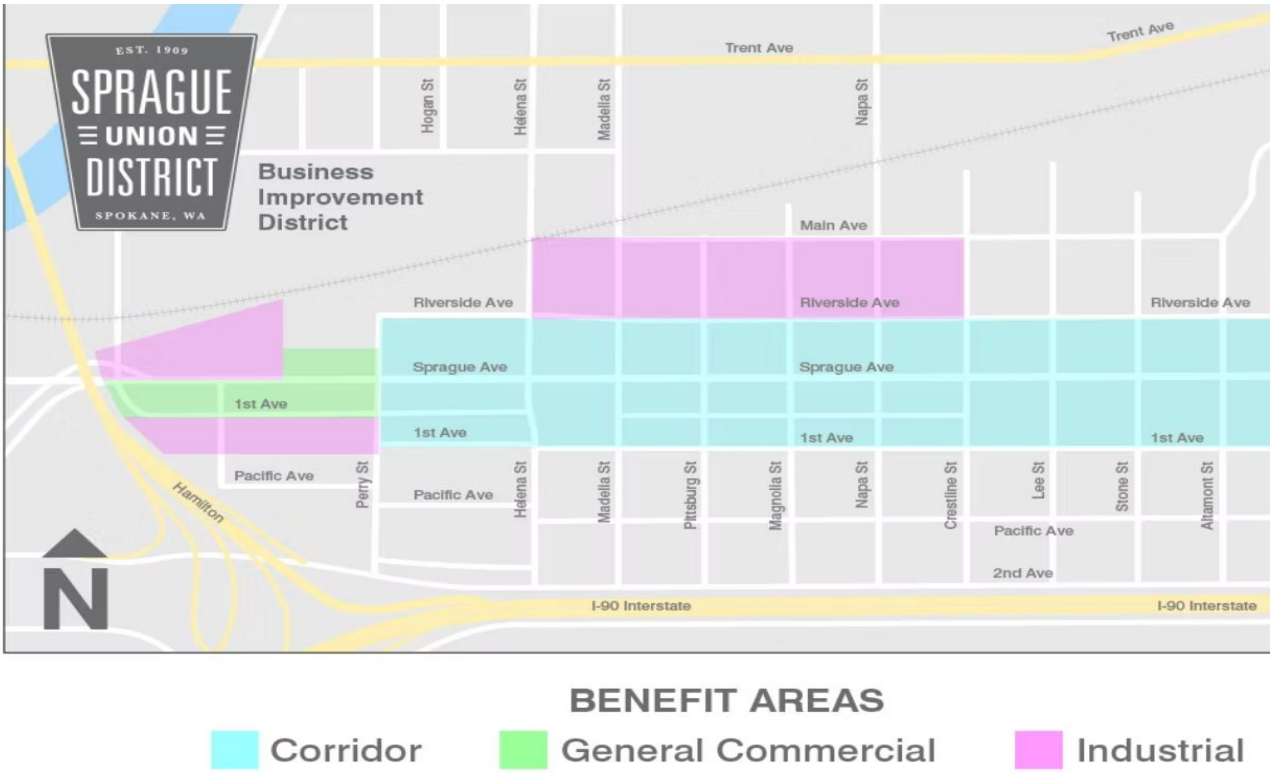
Table of Contents

East Sprague PBIA Information 3
Administration 4
2025 Revenue & Expense Information 5
2025 East Sprague PBIA Program Summary 6
PBIA 2025 Community Partners 8
PBIA Inspiring New Stories 8
2026 Revenue Budget 9
2026 Anticipated Revenue & Expense Information 10
PBIA 2026 Budget 11

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 238 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.

> *"In 2013 IERR's vision became a reality of offering 37 affordable housing units and three main floor commercial spaces. We are proud to be one of the catalysts that has been a part of the re-birth of Sprague Ave and the Sprague Union District".*
> *-Darryl Reber*

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 2025



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

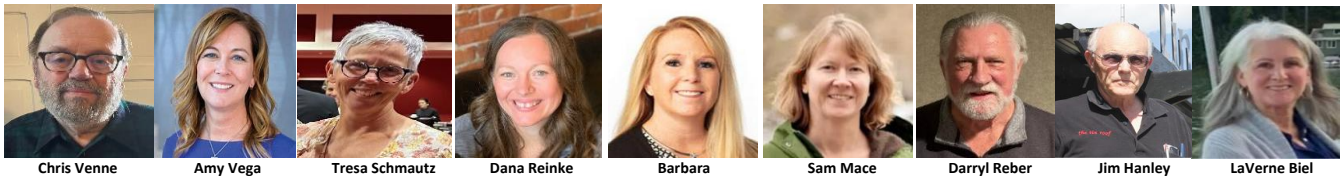
LaVerne Biel
ESBA/BID Executive Director

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 being held on 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. Our Monthly/Annual reports are provided to the City.

PBIA Board of Directors 2025



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

Darryl Reber
Board Member
Inland Empire Residential Resources

Jim Hanley
Board Member
The Tin Roof
Owner

LaVerne Biel
ESBA/BID Executive Director

2025 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 revenue snapshot:

2020	2021	2022	2023	2024	2025
73%	92%	92%	93%	95%	96%

Revenue Comparisons:

2020	2021	2022	2023	2024	2025
$54,623	$58,638	$61,443	$71,930	$83,000	$103,534

2025 Expense vs Actual Summary as of 10/31/2025

	Budgeted	Actual
Administration	32%	27%
Clean and Green	32%	45%
District Beautification	12%	9%
Marketing and Branding	13%	17%
Safety & Security	10%	2%

Our Boards want to ensure that your assessment creates:



✓ **A thriving District investment**
✓ **New discovery what's happening here**
✓ **Vitality that moves our District forward**
✓ **Safe streets. Strong Community**
✓ **Clean streets, with proud neighbors**
✓ **A better tomorrow**

COMMUNITY & EVENTS

Strengthening local connections and business engagement.

- Business Marketing Classes – helping district entrepreneurs grow.
- Three District Events – boosting foot traffic and neighborhood pride.
- New Community Gathering Location (2026) – a shared space for connection and celebration.
- Representing 185 +/- Businesses

BEAUTIFICATION & MAINTENANCE

Creating a welcoming and vibrant streetscape.

- 104 – 16” Hanging Plants.
- 14,720 lbs. of litter picked up. (Pickup schedule: Zone 1 weekly – Zone 2 monthly – Zone 3 quarterly)
- Monthly Streetscape Weed Removal.
- 6 Sidewalk Snow Removal Events.
- 8 New Garbage Cans.
- Graffiti Abatements.
- 12 Trees Replaced.

MARKETING & VISIBILITY

Sharing East Sprague’s story and attracting new visitors.

- New Website – a modern online hub for the district.
- Email Campaigns – engaging businesses and residents.
- New District Lilac Flags – refreshing the corridor’s visual identity.

Come See Our Mural’s Along East Sprague











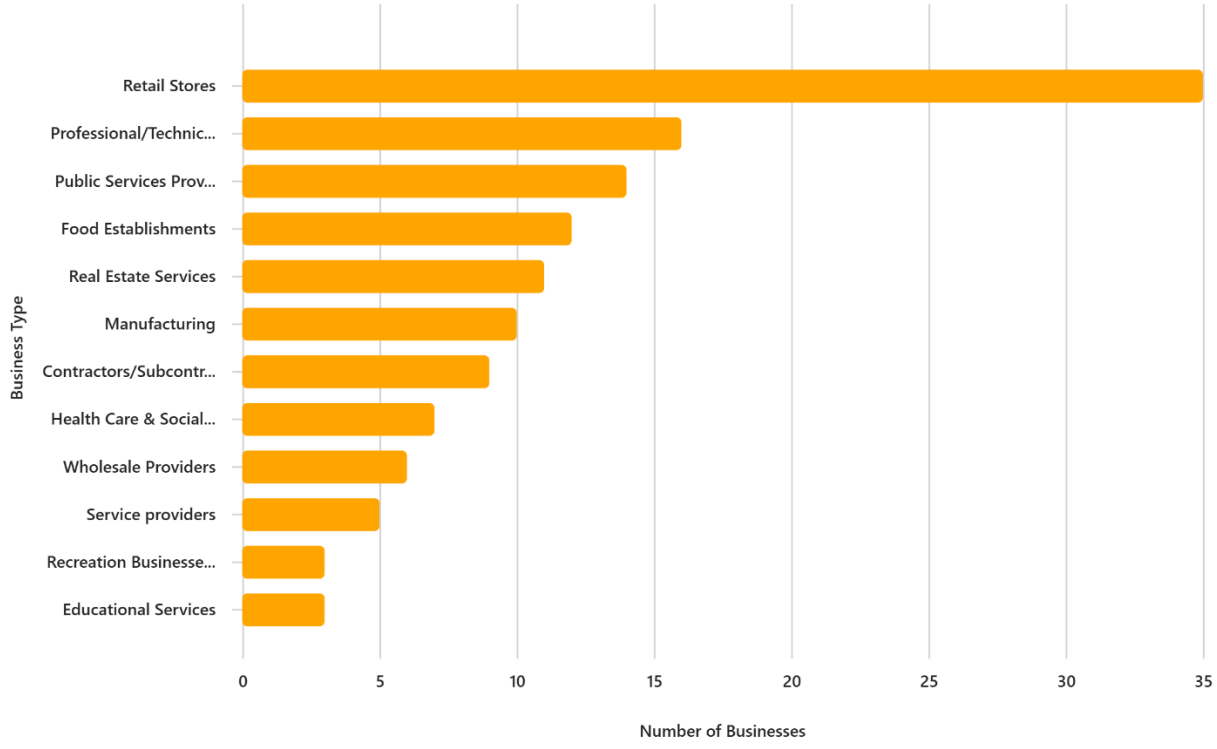
“The heart of the community is the circle — where all are equal and all are welcome.”

— Inspired by Plains Nations’ circle teachings





“Community here isn’t abstract, it’s demonstrated. There’s a collective investment in its future, and that sense of personal ownership is what makes this place truly unique.”
– Evan Verdiun



PBIA 2025 Community Partners

Through strong partnerships with our Community Partners, the PBIA provides high-quality services that benefit our community, district, and ratepayers, reflecting our dedication to serving those who rely on us.

PBIA Inspiring New Stories



Figure 1 - Community Art SoA 2025



Figure 2 – CSO Tank Future Park – behind Zips



Figure 3 – SoA 2025 Artist – Tom Quinn

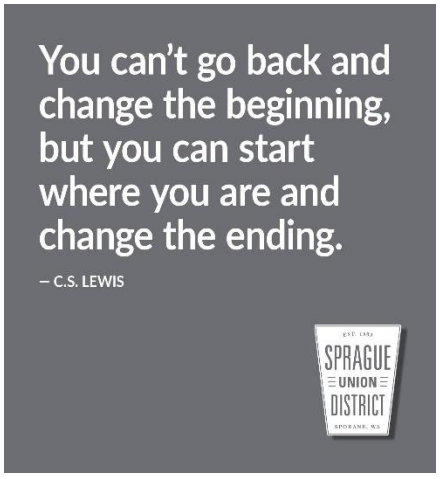




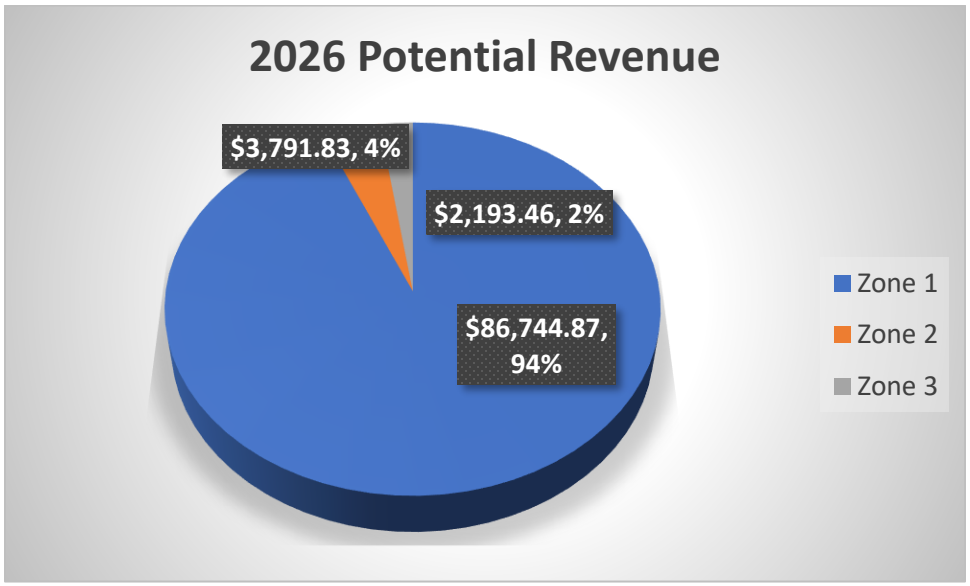
Figure 4 – AoA 2025 Artist – MyKay Williams

2026 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	$86,744.87
Zone 2	$3,791.83
Zone 3	$2,193.46
	$92,730.16



"East Central is the Center of town" – Jim Hanley

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	$345.01	$1,656.07	3.4 cents	+60 cents
Zone 2 General Commercial	$159.00	$763.20	1.7 cents	+30 cents
Zone 3 Industrial	$89.70	$414.02	0.8 cents	+15 cents

2026 Anticipated Revenue & Expense Information

2026 Budget Information (based on 96% of expected revenue)

Percentages	Budgeted	Dollar Amounts
Administration	33%	$ 31,547
Clean and Green	33%	$ 31,547
District Beautification	15%	$14,340
Marketing and Branding	12%	$11,472
Safety & Security	7%	$6,692

2026 and Looking Ahead:

- CSO Tank Event Space Grand Opening (Summer/Fall 2026)
- 10% Boundary Increase (Summer 2026)
- New & Wrapped Garbage Cans (Spring 2026)
- App & QR Codes for Walking Tour (Spring 2026)
- 501(c)3 Formation (Approval Fall 2026)
- Fundraising events (2026)

Long Range Planning:

- Larger events with street closures along Sprague Ave
- Digital Kiosks for events (2027)
- New Potential Partnerships (2027)

"Our team feels safer & more connected here" – Isaiah Crow

"Our District seems like this scrappy little kid that keeps getting pushed down but keeps getting back up…moving forward one little step at a time" – Heather Hanley

ESBA
East Spokane Business Association

2025 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 2026 Budget

East Sprague PBIA 2026 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			$19,253.22			$19,253.22			$19,253.22			$19,253.22	$ 77,012.87		
Event Service Revenue	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ -	$ -		
Prior Year Income	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		
Other Income	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 1,548.70	$ 18,584.43		
Total Income	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		
Gross Profit	**$ 1,548.70**	**$ 1,548.70**	**$ 20,801.92**	**$ 1,548.70**	**$ 1,548.70**	**$ 20,801.92**	**$ 1,548.70**	**$ 1,548.70**	**$ 20,801.92**	**$ 1,548.70**	**$ 1,548.70**	**$ 20,801.92**	**$ 95,597.30**		
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	147.02	**972.02**		
Zoho Books	30	30	30	30	30	30	30	30	30	30	30	30	**360**		
Total Administration	**$2,605.00**	**$2,605.00**	**$2,605.00**	**$2,605.00**	**$2,605.00**	**$2,605.00**	**$2,605.00**	**$2,605.00**	**$2,605.00**	**$2,605.00**	**$2,605.00**	**$2,677.02**	**31,332.02**	**31,547.11**	**(215.09)**
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	100	**1200**		
Misc												132.02	**132.02**		
Total Clean & Green	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2600**	**2732.02**	**31,332.02**	**31,547.11**	**(215.09)**
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											1000		**1000**		
On the Ave "Events"											300	388.09	**688.09**		
General Marketing - Social Media Ads													**0**		
Holiday Decorations												1000	**1000**		
Gateway Project (Flags + Maintenance)													**0**		
Flag Installation/Removal			750		750		750		750		750		**3750**		
Walking Map													**0**		
Flag Cleaning					120		120		120		120		**480**		
Total Branding+Marketing	**375**	**375**	**1125**	**375**	**1245**	**375**	**1245**	**375**	**1245**	**375**	**2545**	**1763.09**	**11,418.09**	**11,471.68**	**(53.59)**
BEAUTIFICATION															
Flower Baskets				8000	0								**8000**		
East Sprague Planter Boxes					200								**200**		
Fertilizer					100	100	100	100	100				**500**		
Install/remove flowers													**0**		
Weeding			630	630	630	630	630	630	630	630	630		**5670**		
Total Beautification	**0**	**0**	**630**	**8630**	**930**	**730**	**730**	**730**	**730**	**630**	**630**	**0**	**14,370.00**	**14,339.60**	**30.40**
SAFETY & SECURITY															
Snowblowing/Sidewalk Sweeper	800	800	800	0	0	0	0	0	0	0	400	900	**3700**		
Fuel/Maintenance (Ventrac)	50	50	50								1500	50	**1700**		
Equipment Insurance	700												**700**		
Ice melt													**0**		
Graffiti Removal	500												**500**		
Total Safety & Security	**2050**	**850**	**850**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1900**	**950**	**6,600**	**6,691.81**	**(91.81)**
MISC EXPENSES/CONTINGINCY															
													0		
Total Misc	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**95,597.30**	**(95,597.30)**
Total	**7,630.00**	**6,055.00**	**7,810.00**	**14,210.00**	**7,380.00**	**6,310.00**	**7,180.00**	**6,310.00**	**7,180.00**	**6,210.00**	**10,280.00**	**8,122.13**	**95,052.13**		