



Ballard Alliance 2024 BIA Work Plan and Budget

BIA resources will be used to fund programs that directly support ratepayers as well as activities initiatives that benefit the businesses and residents within the district. The Ballard Alliance garners additional revenue from membership dues, grants and fundraising activities that support BIA initiatives. In addition, the Ballard Alliance will leverage \$270,000 of city funds in 2024 to support its robust clean and safe programs. In 2024, BIA service levels will be increased and new programs will be added and implemented within the expanded service area.

BIA assessment dollars will be used specifically in the following areas:

- Clean and Vibrant Environment
- Business Development and Retention
- Advocacy, Urban Design and Transportation
- Public Safety/Public Health Enhancement
- Marketing and Promotions
- Management

Clean and Vibrant Environment

- **Sidewalk sweeping, litter and waste removal (3X - 4X/week) and alley cleaning.**
- **Removal and composting of leaves in late fall** – (12x/month in October; 16x/month in November; 16X/month in December).
- **Complete the place-making banner program along Market Street** which will include ~30 banners along NW Market Street and Leary Way.
- **Plan and design a flower basket program from NW Market Street to begin in 2025.**
- Periodic removal of graffiti from vinyl-wrapped utility boxes.
- **Engage with the City of Seattle as part of its clean streets initiative** to address trash, illegal dumping, graffiti and street sweeping during the fall.
- **Partner with the City of Seattle for One Seattle Day of Service and implement a one-day clean and beautification program.**
- Continue to engage the Ballard Alliance Public Art Committee to recruit, curate, and publicize public art.
- Identify funding sources – including public, private and Alliance-funded investments - for installation and maintenance of public art.
- Engagement with SPU, Waste Management and business owners to ensure that waste receptacles are “right-sized” and encourage participation in the bin locking program.
- Engagement with Parks Dept. to ensure parks within the boundary are maintained and activated.

Public Safety/Public Health Enhancement

- **Retain private security for the district** that includes 7X/week patrols as well as dispatch services (note: program began 11.1.2023). Security patrol patterns will be monitored and adjusted to provide emphasis as needed.
- **Plan and implement a Safety Ambassador program** for the District that will include two ambassadors year-round operating between 5 and 7 days per week.
- **Continue to leverage City funds to maintain the Safety Coordinator staff position** that focuses on tracking criminal activity in Ballard, supports business owners and residents, and coordinates with key city departments including SPD, the City Attorney’s office and other departments.

- **Launch a de-escalation training program with the goal of training ~200 business owners and residential managers within the District.**
- **Continue close collaboration with North Precinct leadership to request emphasis support and conduct tours of the district.**
- **Continue Crime Prevention Assessments** with interested building/business owners through SPD.
- Continue **Case Conferencing** work that began in 2022 to problem solve for the most impactful individuals in Ballard.
- **Plan and implement a residential engagement** program with a focus on safety but also including opportunities to engage in other areas that support residents within the District.
- **Continue work with Ballard Blocks area stakeholders to address long-term encampment issues** and seek permanent resolutions.
- Continue to monitor and advocate for Ballard Commons Park that remains open for all to use.
- In partnership with the City of Seattle, plan and implement a grand opening for the new children's play area in Ballard Commons Park.
- In concert with the City, plan programmatic activation for Ballard Commons Park including the Movies in the Park Summer Series.
- Work with City leadership to ensure that public spaces are safe, open to the public, and available for their intended uses, in tandem with finding services for those in need.
- Coordinate with other BIAs to raise awareness of safety issues, identify residential and business owner supporters, and mobilize engagement on key issues.
- Continue partnership with REACH – and/or other outreach organizations – as well as the King County Regional Homeless Authority to help ensure the needs of unhoused individuals are being met.
- Work with SPD and key city leaders to address illegal camping and RV dwellings with a particular emphasis within the district.

Business Development and Retention

- Continue to **prioritize property owner relationships** and information sharing to facilitate communication with prospective businesses.
- **Enhance and increase our ability to track occupied and vacant commercial spaces through Fulcrum.**
- **Employ the use of Placer.ai technology to track visitor and consumer trends and** use the data to refine service offerings to support businesses within the District.
- Maintain clear communication with existing property owners and managers to **support recruitment efforts** (e.g. promotional materials).
- Target and actively recruit/identify businesses and business owners within the city – and around the nation – that would successfully mix and diversify Ballard's existing business types.
- **Collaborate with new property developers to encourage an appropriate mix of new businesses** for ground floor retail spaced.
- **Enhance and grow the holiday lighting program** along Ballard Avenue NW, NW Market Street and Leary Way (expanded district).
- Plan and implement **two Wine Walk events and two Cocktail Trail** events to drive new visitors and business activity in downtown Ballard.
- Plan and implement a **night market event** to occur mid-summer or during the holiday season in conjunction with an existing event.
- Support local businesses through monthly meetings of the Ballard Merchants and Restaurant Group.
- Continue to develop and enhance resources for small business in conjunction with city, state and federal partners.
- Continue mainstay events including Ballard Hullabaloo, HolidayFest, Sidewalk sale, Ballard Gives and other retail/restaurant promotion.
- Continue to produce the Ballard ArtWalk.

- Support business growth through marketing and promotions campaigns.

Marketing and Promotions

- **Refresh, revise and reprint the Ballard Shop & Dine Guide** that will be distributed within the community, Pike Place Market and other tourist areas within and around the City.
- Continue to promote and enhance the **new Ballard Alliance website** that provides important information about the Alliance's work and serves as a better resource for ratepayers and the public.
- **Plan and create "shop local" marketing programs** that feature many of our small business owners and promote shopping at small and independent businesses within the district.
- **Continue to grow Visit Ballard's online and social media presence.**
- **Begin plans to refresh the Visit Ballard website in 2025** with a sole focus on highlighting all the great things to do in Ballard and promote tourism.
- Continue to build on successful programs (e.g. Ballard Marketplace and Love Your Local campaign) to help support Ballard businesses within the District.
- Work with the restaurant community to establish new and ongoing promotional opportunities.
- Promote public art installations through communication tools, paid and earned media.
- Promote Ballard Alliance efforts and success stories that are a direct benefit to property owners, business owners, residents and visitors.
- Continue to sell Visit Ballard merchandise, including caps, beanies, mugs and other items.
- Continue to build the Visit Ballard brand and website to attract more followers and highlight information about Ballard businesses and community events.
- Continue to produce event programs to support the neighborhood and activate parks with an emphasis on Ballard Commons Park.
- Develop and sustain active coordination and publicity support for community events and public space activations.
- Re-invigorate the Ballard Art Walk Instagram page.
- Support Visit Ballard through marketing (advertising and social media) and media relations.

Advocacy, Urban Design and Transportation

- Continue efforts to partner with other neighborhood organizations to mobilize stakeholders and **advocate for Route 40 improvements that will improve the transit line without negative impacts to businesses and properties adjacent to the route.**
- **Engage with SDOT, the Mayor's office and CM Dan Strauss regarding the recent proposal to place the Burke Gilman Trail** on Leary Way and Market Street. Work will likely include coalition building and advocacy work throughout the district.
- **Continue efforts to advocate for and support businesses regarding street-use and parking changes along Ballard Avenue.**
- **Increase the Alliance's position as the go-to source for important issues** in Ballard regarding city initiatives.
- **Actively engage elected officials and department leadership**, informing them of Ballard's priorities and offering forums for public discourse on critical issues.
- **Provide a unified voice for Ballard** and leverage Ballard Alliance influence to achieve its goals.
- Continue to establish an ongoing dialogue with and advocate for the needs of Ballard residents within the district.
- Continue work with Sound Transit, key stakeholders and the broader community throughout the Sound Transit's EIS process to **advocate for a light rail station in Ballard at 15th Avenue NW.**
- Strengthen relationships with property owners to increase opportunities for more art installations.
- Continue to explore and advocate for opportunities for enhanced wayfinding, including "Smart City" kiosk(s) to promote wayfinding.
- Advocate on behalf of the Alliance for issues such as: transportation/transit improvements, public safety, parking, design guidelines, small business development, infrastructure improvements, and social service expansion.

- Advocate for a strengthened and expanded network of services to support unhoused individuals in finding shelter and services.
- Advocate for the development of more affordable housing options in Ballard.
- Partnerships with key city departments: OPCD, SDOT, OED, DON and DCI

Management

- Program administration
- Develop and implement service programs
- Manage finances and contract services

Activities	2024 BIA Budget		2023 BIA Budget	
Public Safety/Public Health Enhancement	\$326,000	33.0%	\$163,000	25.9%
Clean & Vibrant Environment	\$207,000	20.9%	\$125,000	19.8%
Business Development & Retention	\$136,000	13.8%	\$103,000	16.4%
Marketing & Promotions	\$144,000	14.5%	\$106,000	17.0%
Advocacy, Urban Design & Transportation	\$106,000	10.6%	\$74,000	11.8%
Management*	\$71,000	7.2%	\$57,000	9.1%
Total Expenses	\$990,000	100%	\$628,000	100%

*Personnel and overhead costs are included in each program element.