



The Ballard Alliance 2018 BIA Work Plan and Budget

BIA resources will be used to fund programs and activities that directly support ratepayers as well as activities that benefit the businesses and residents within district. The Ballard Alliance garners additional revenue from membership dues, grants and fundraising activities.

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

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

Clean Environment

- Sidewalk sweeping (2x/week) and alley cleaning
- Removal and composting of leaves in late fall
- 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

- Mental health/social services outreach
- Work with SPD, the City's Navigation Team and key city leaders to address illegal camping and RV dwellings with a particular emphasis on the area surrounding Ballard Commons Park
- Creation of a neighborhood watch task force to step up efforts to report public safety concerns to key city departments and mobilize support for public safety enhancements
- Pursue a partnership with SPD to create a public safety/crime prevention handbook
- Public affairs consulting support related to public safety concerns in Ballard
- Continue explorations to create a “Community Ambassador” program for Ballard (does not include funding for ambassador from BIA revenue)

Business Development and Retention

- Business advocacy
- Commercial business attraction
- Retail recruitment
- Small business engagement with a focus on ensuring that people of color businesses are engaged in Ballard Alliance programs
- Support business growth through marketing and promotions campaigns

Marketing and Promotions

- Continue to build the Visit Ballard brand and website to attract more followers and highlight information about Ballard businesses and community events
- Create event programs to support the neighborhood and activate parks with an emphasis on Ballard Commons Park
- Support Visit Ballard through marketing (advertising and social media) and media relations
- Holiday and retail promotion
- Holiday lighting program
- Arts and cultural promotion
- Coordinate and support the Ballard ArtWalk

Advocacy, Urban Design and Transportation

- Retain public affairs counsel and build a coalition of Ballard, Interbay, Magnolia and Queen Anne business and community stakeholders to advocate for a tunnel crossing of the ship canal with an underground station near NW Market Street and 17th Avenue NW
- 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
- 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	2018 BIA Budget	
Public Safety/Public Health Enhancement	\$120,000	26%
Clean Environment	\$106,000	23%
Business Development & Retention	\$66,000	14%
Marketing & Promotions	\$63,000	13%
Advocacy, Urban Design & Transportation	\$67,000	14%
Management*	\$48,000	10%
Total Expenses	\$470,000	100%

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