



Ballard Alliance 2025 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 \$310,000 of city funds in 2025 to support its robust clean and safe programs.

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 and alley cleaning (3X - 4X/week).**
- **Removal and composting of leaves in late fall** – (12x/month in October; 16x/month in November; 16X/month in December).
- **Expand the 2024 Pilot Planter Program and increase the number of planters from 9 to 25.** The program proved a success in 2024 and, in 2025, will include a sponsorship program to encourage community engagement and help offset maintenance costs.
- **Monitor and maintain the place-making banner program along Market Street and Leary Way** which includes 50 banners along these two corridors.
- **Plan and implement maintenance and upgrades to Marvin's Garden Park and Bergen Place Park utilizing city funds** advocated for by the Ballard Alliance and secured by CM Dan Strauss during the City budget process.
- **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. This will include an inaugural launch of a modest (\$5,000) grant program to encourage more community engagement in place-making and public art.
- 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.**
- 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

- **Continue the successful Ballard Alliance Safety Ambassador program** for the District that will include two ambassadors year-round operating between 8 hours/day and 5 days/week. In addition, services will be increased to 12 hours per day during the holiday season.
- **Retain private security for the district** that includes 7X/week patrols as well as dispatch services. Security patrol patterns will be monitored and adjusted to provide emphasis as needed.

- **Support the Office of Economic Development's Storefront Repair fund that the Alliance advocated for, resulting in \$1.6M for the 2025-26 cycle.** This work will include outreach and communication as well as one-on-one support as needed.
- **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.
- **Continue and expand the Ballard Breakroom.** The breakroom was launched in the fall of 2024 to encourage SPD officers to utilize the Alliance office 24/7 for necessary breaks. The program was well utilized and will be expanded to include the CARE Team and CSOs in 2025.
- **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.
- **Maintain the Alliance's 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 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 particular emphasis within the district.

Business Development and Retention

- Continue to **prioritize property owner relationships** and information sharing to facilitate communication with prospective businesses.
- **Utilize a \$600,000 federal grant secured by the Ballard Alliance, we are creating a small business incubator** designed to reduce barriers of entry for small businesses, support the revitalization of vacant properties, and meet the needs of Ballard residents and visitors.
- **Coordinate with residential developers** as new buildings are being planned and developed, especially with respect to ground floor commercial space availability.
- **Enhance** our ability to track trends in commercial space uses, attributes and vacancies 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).
- **Increase and refine our understanding of the Ballard market** through the OED Retail Study Initiative and Ballard Community Survey. Communicate findings on consumer shopping and dining habits with business and property owners.
- 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 spaces.

- **Strengthen and grow connections with organizations focused on business support and development.**
- **Maintain the holiday lighting program** along Ballard Avenue NW, NW Market Street and Leary Way.
- Continue our successful series of **Wine Walk Cocktail Trail events** to drive new visitors and business activity in downtown Ballard and enhance the vitality of the neighborhood.
- **Support local businesses and share resources** 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.
- Support business growth through marketing and promotions campaigns.

Marketing and Promotions

- **Continue to evolve the new Visit Ballard digital Guide that was launched in 2024. This includes periodic updates and the planned inclusion of upper-floor businesses. The recently refreshed printed tri-fold brochure guide is** being distributed within the neighborhood, Pike Place Market and other tourist areas within and around the City.
- **Revise the Visit Ballard website** in keeping with the new Visit Ballard digital guide. The new site will include a general refresh, a more user-friendly experience and other features to ensure we are engaging the brand with residents, shoppers, diners and visitors.
- 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.
- **Leverage Port of Seattle Tourism Grant** to conduct a digital campaign targeted to driving cruise ship tourists to Ballard during their layover in Seattle.
- **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.**
- Continue mainstay events including Ballard Hullabaloo, HolidayFest, Sidewalk sale, Ballard Gives, Harvest Food Drive, Trick or Treat in Ballard, Ballard ArtWalk and other retail/restaurant promotion.
- Continue to produce the Ballard ArtWalk.
- 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

- **Building off successful legislation regarding Route 40 we advocated for in 2024,** continue working with stakeholders and partners to ensure that SDOT completes the newly required study work that will inform whether or not bus-only lanes are justified for Leary and Market.
- **Continue engagement with key stakeholders regarding the Burke Gilman Trail Missing Link.** Considerable strategy, negotiation and advocacy work will be required in 2025 to work toward a compromise solution that will significantly lessen (or remove entirely) potential impacts to our residential and business community.

- **Engage Ballard Stakeholders and the City of Seattle to begin planning our desired outcomes for the Ballard Area Study** as part of the City's Comprehensive Plan update that will designate Ballard as a Regional Center.
- **Ongoing advocacy, communications and engagement regarding critical infrastructure improvements** including SCL power grid upgrades, SDOT's Market Street repaving, SPU's conveyance pipe construction and other projects.
- 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, SPU, and SDCI.

Management

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

Activities	2024 BIA Budget		2025 BIA Budget	
Public Safety/Public Health Enhancement	\$326,000	33.0%	\$339,000	32.2%
Clean & Vibrant Environment	\$207,000	20.9%	\$217,000	20.6%
Business Development & Retention	\$136,000	13.8%	\$140,000	13.3%
Marketing & Promotions	\$144,000	14.5%	\$153,000	14.5%
Advocacy, Urban Design & Transportation	\$106,000	10.6%	\$142,000	13.4%
Management*	\$71,000	7.2%	\$64,000	6.0%
Total Expenses	\$990,000	100%	\$1,055,000	100%

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