



Ballard Alliance 2026 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 more than **\$400,000 of city funds in 2026** 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).
- **Continue the Community Fall Leaf Cleanup event that brought 30 members of community together this fall to remove almost 7,000 pounds of leaves.**
- **Optimize the 2026 Planter Program which includes 26 large planters and plan for future expansion.** The program proved a success in 2024 and 2025, and work this year includes maintenance upgrades and process improvements. We will continue a successful sponsorship program to encourage community engagement and help offset maintenance costs.
- **Plan and implement maintenance and beautification upgrades in the district utilizing city funds** advocated for by the Ballard Alliance and secured by CM Dan Strauss during the City budget process.
- **Seek grant funding for a mural program in 2026 with the potential to add vibrancy to up to four buildings within the district.**
- **Retain an artist to create new designs for two of our existing wrapped utility boxes that were originally launched in 2019**
- **Monitor and maintain the place-making banner program along Market Street and Leary Way** which includes 50 banners along these two corridors.
- **Continue to engage the Ballard Alliance Public Art Committee to recruit, curate, and publicize 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

- **Leveraging City funds, hire a homelessness outreach worker** dedicated to the district who will work in concert with our Ambassadors as well as our Case Conference network to help solve for some of the most compromised and impactful individuals in the district. City funds will also provide a .5FTE outreach worker that focuses on individuals with severe behavioral health disorders.
- **Establish relationships with SPD's newly designated Ballard patrol officers** to share our on-the-ground knowledge and respond to critical and emerging safety issues within the District.
- **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.
- **Continue collaboration with the Ballard Case Conference which brings together social service providers, city representatives and BIA leadership to work to address the most impactful individuals in the district.**
- **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 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. Work includes continued communication with the North Precinct regarding this initiative.
- **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.
- Work with SPD and key city leaders to address illegal camping and RV dwellings with particular emphasis within the district.

Business Development and Retention

- **Develop a new Ballard Economic Annual report that will be published annually to monitor and analyze economic activity within the district.**
- **Update and enhance the Ballard Alliance's web page that is focused on recruiting new businesses** to fill vacancies within the District.
- **Work with commercial brokers and property owners** to share the new recruitment materials, including online resources, staffing resources and the Ballard Economic Report.
- **Continue efforts to leverage the FIFA events in Summer of 2026 to drive visitors to Ballard during their stay.**

- **Utilizing grant funds awarded by the City's Office of Arts and Culture, plan and execute a FIFA Watch Party in June** that will combine a celebration of Ballard and drive visitors to the neighborhood to shop and dine during the event.
- Continue to **prioritize property owner relationships** and information sharing to facilitate communication with prospective businesses.
- **Continue efforts to manage Small Market, the Alliance's small business incubator that was developed utilizing federal funds.** This work is 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 efforts to publicize the redesigned Visit Ballard website and grow our social media presence** throughout the year. The overall goal is to enhance our communications about Ballard for the betterment of our business owners, property owners and residents.
- **Continue to evolve the new Visit Ballard digital Guide and work in Q1-2026 to include upper-floor businesses.**
- **Plan and execute a concierge event with a select number of downtown hotel concierges.** The goal is to put Ballard "on the map" with the concierge community and help drive downtown visitors to Ballard during their stay.
- **Continue our partnership with the Port of Seattle to continue a digital marketing pilot campaign using Datafy that drives cruise ship passengers to Ballard** during their pre- or -post-cruise layover in Seattle. Additionally, explore other opportunities to engage with the cruise ship industry up to an including on-board marketing materials and excursion package opportunities.
- **Continue and expand distribution of the Ballard Shop & Dine Guide to Pike Place Market** and other tourist areas within and around the City.

- **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.
- Support Visit Ballard through marketing (advertising and social media) and media relations.

Advocacy, Urban Design and Transportation

- **Continue engagement with key stakeholders regarding the Burke Gilman Trail Missing Link.** This work includes advancing the BGT conceptual plan developed in 2025, education work with new elected officials, and design and implementation of a communications strategy to advance our efforts.
- **Conduct a series of meetings and/or walking tours with new elected leaders - including Mayor Wilson, City Attorney Evans, as well as other Seattle and King County Councilmembers.**
- **Continue work with Sound Transit, key stakeholders and the broader community to continue our advocacy work for underground light rail to Ballard** with a station located at or West of 15th Avenue NW. Given recent concerns about construction costs and funding – as well as ongoing deliberations elsewhere along the alignment – we anticipate this work to be fluid throughout 2026.
- **Continue to advocate for more SPD resources for Ballard with a focus on adding emphasis patrols and improving police response times.**
- **Continue engagement with the City’s CARE department and advocate for expanded resources for Ballard.**
- **Engage with City leaders in Q1 2026 to help ensure that FIFDA-related encampment remediation does not result in an influx of new encampments in Ballard.**
- **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.
- **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.
- 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	2026 BIA Budget		2025 BIA Budget	
Public Safety/Public Health Enhancement	\$355,283	31.5%	\$353,633	32.2%
Clean & Vibrant Environment	\$233,844	20.7%	\$225,901	20.6%
Business Development & Retention	\$143,877	12.8%	\$146,077	13.3%
Marketing & Promotions	\$169,984	15%	\$158,717	14.5%
Advocacy, Urban Design & Transportation	\$164,594	14.5%	\$146,621	13.4%
Management*	\$62,159	5.5%	\$65,855	6.0%
Total Expenses	\$1,129,741	100%	\$1,096,000	100%

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