Dear MID Ratepayers,

As you read over this year’s Metropolitan Improvement District Annual Report you will notice that we are not only looking back and reflecting on the previous 12 months, but we’re also looking ahead to an exciting future with expanded boundaries and increased services.

### 2012/13 MID Assessment Update

#### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Fund Uncommitted Balance</td>
<td>$385,604</td>
</tr>
<tr>
<td>MID Ratepayer Assessments</td>
<td>$5,914,588</td>
</tr>
<tr>
<td>Voluntary Assessments</td>
<td>$148,630</td>
</tr>
<tr>
<td>Contracted Services</td>
<td>$38,105</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>$51,150</td>
</tr>
<tr>
<td>Grants/Misc Income</td>
<td>$74,101</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,347,793</strong></td>
</tr>
</tbody>
</table>

#### Expenses (Projected)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean/Safe</td>
<td>$4,582,853</td>
</tr>
<tr>
<td>Destination Marketing</td>
<td>$986,142</td>
</tr>
<tr>
<td>Business Development/Research</td>
<td>$184,127</td>
</tr>
<tr>
<td>MID Administration</td>
<td>$339,334</td>
</tr>
<tr>
<td>Management Fee</td>
<td>$653,740</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,006,783</strong></td>
</tr>
</tbody>
</table>

### Services

- **Clean/Safe Committee**
- **COMMUNICATIONS & MARKETING COMMITTEE**
- **洁 & SAFE COMMITTEE**
- **COMMUNET SEA**
- **NEIGHBORHOOD MARKETING ADVISORS**

### Thank you

Thank you, Kathy O’Kelley, Chair MID Ratepayer Advisory Board

The Metropolitan Improvement District (MID) is a service district that provides street sweeping, cleaning and public safety services, as well as creating an inviting downtown for businesses interested in locating Downtown.

Founded by the Downtown Seattle Association in 1995, the MID is financially supported by businesses located within the district and through an assessment on downtown property owners across 285 square blocks in Downtown, and expanding to 286 square blocks beginning July 1.

The MID Ratepayer Advisory Board, MID Ratepayer Assessment and Business Development/Research, as well as marketing to increase services outreach, hospitality, streetscape cleaning, human resources and market analysis transportation solutions, and research and market analysis for businesses interested in locating Downtown.

The MID Ratepayer Advisory Board members again gave their time, expertise and leadership while the MID staff, leadership and Downtown Ambassadors provided a tireless and focused effort in making Downtown a more vibrant urban core. The results prove it time and again, the MID is made up of talented and dedicated people and we thank them for their work in 2012-13.

In this report, you will find compelling information and statistics from the past year about each of the MID programs, programs that would not be possible without the support of you, the ratepayer. Because of you, the MID continues to make Downtown Seattle inviting, clean and safe – a vibrant urban core and an anchor for our great city.

Thank you,

Kathy O’Kelley, Chair MID Ratepayer Advisory Board

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**MID SERVICES COMING TO BELLETTOWN & PARTS OF PIONEER SQUARE JULY 1!**

Who cleaned the sidewalks, removed graffiti, assisted those in need, welcomed us, helped us feel safe and hosted some amazing events? The MID did! Coming to Belltown & parts of Pioneer Square July 1!

Questions? Call MID Customer Service Specialist Dalana Collier at (206) 441-3905 or email us at: MID@DowntownSeattle.org

The MID Annual Report and Newsletters are published for the Metropolitan Improvement District ratepayers.

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**2012/13 ANNUAL REPORT**

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**MID BOARD OF DIRECTORS**

- Daniel Johnson
- Megan Karch
- Matt King
- Lynn Kitash
- Sherry Lawless
- Joe McWilliams
- David Mossley
- Jennifer Nettums
- Jill Rindo
- Broderick Smith
- Ryan Smith
- Jan Aslakson
- Dana Bollinger
- Tina Davis
- Erik Lauxaud
- Ikeno Children’s Research Institute
- Alden Poole
- Plymouth Housing Group
- Joe Polito
- Touchstone Corporation
- Peter Girz
- Downtown Resident
- John Spurr
- KG Investment
- Betsy Sutherland
- Retailer Kenney
- Chris Wood
- Claris Medical
- Cory Clark
- Argosy Cruise & Tlken Village
- Janice Blair
- Downtown Resident COMMUNICATIONS & MARKETING COMMITTEE
- Cory Clark
- Co-Chair Argosy Cruise & Tlken Village
- Natalie Price
- Co-Chair Franzen
-动力电池MARKETING ADVISORS
- Danny Tifflin
- Cathy Layton
- Seattle Restaurant and Raw Bar Seattle
- Jay McGuigan
- Pan Pacific Hotel Seattle
- Pioneer Square
- Bubba Cagwin
- Tepper
- Jen Kelle
- Downtown Resident
- Waterfront
- Tim Runklin
- Seafak Aquakam
- Jon Worth
- Ixak & Kold Volley Restaurant
- West Edge
- Colinda Chilbert
- Seattle Art Museum
- Tony Thriel
- Inn at the Market
- MID STAFF
- Peggy Doehlinger
- Vice President, MID Operations
- Randy Herlow
- Vice President, Communications and Marketing
- Joe Schuler
- Vice President, Hospitality and Economic Development
- Brenda Evans
- Controller
- Denise Caruso
- Marketing Manager
- Paul Dobson
- Realtime and Market Analysis Manager
- James Cile
- Public Relations Manager
- Chris Oriol
- HR/Administration Manager
- Steven Weiss
- Cleaning and Maintenance Services Manager
- Dave Willard
- Hospitality and Safety Services Manager
- Dalene Callah
- Customer Service Specialist
- Ryan Gudiel
- Research and Economic Development Specialist
- Elliot Krasno
- Research Specialist
- Emily Sailor
- Administrative Assistant
- Jessica Madrano
- Accounting Assistant
- COMMITTEE SEATTLE
- Janie Cheney
- Executive Director
- Jessica Sedog
- Program Manager
- Allison Binder
- CTR Specialist
- Mike Simmons
- Transportation Consultant
- Zali Shaver
- Marketing/Outreach Coordinator
- Brendan Landau
- ORCA Passport Sales
“We love being the place where the rest of Seattle comes to play, but we can’t clean up after all of Seattle on our own.”

Jim Miller, president of the Belltown Business Association, believes the neighborhood is excited to be part of the MID. “We require added services in order to address our crime, human service and cleaning needs beyond what the City could offer. Now, as part of the MID, we’ll get the help we need.”

Be on the lookout for MID Ambassadors in Belltown and Pioneer Square beginning July 1st, they’re easy to spot in their brightly colored vests.

“Everyone loves having the extra eyes and ears they provide,” said Miller.

Well before the Seattle City Council renewed the MID for another 10 years, the MID Ratepayer Advisory Board and a special MID Renewal Committee were shaping the future of MID services with a 10-year business plan to meet the needs of a changing Downtown.

Downtown Seattle Association President & CEO Kate Joncas said MID services are critical to keeping Downtown clean and safe. “There are more people living and working Downtown,” she said. “Our sidewalks are busier than ever, and the human service needs continue to grow.”

In addition to the expanded boundaries, enhancements effective July 1, 2013 include:

- Additional MID Ambassadors for sidewalk and curb cleaning.
- Additional off-duty SPD teams to focus on drug activity/other illegal behavior.
- New retail recruitment program to help fill street-level storefront vacancies.
- More outreach services to homeless people and others in need.