Who cleaned the sidewalks, removed graffiti, assisted those in need, welcomed us, helped us feel safe and hosted some amazing events? The MID did!

The Metropolitan Improvement District

2011/12 ANNUAL REPORT

Ratepayers, residents and MID-based businesses — inside you’ll find a snapshot of the MID’s accomplishments from the past year and our diverse programs to sustain a healthy, vibrant, urban core.

MID@DowntownSeattle.org

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

Cert no. XXX-XXX-XXXX
Dear MID Ratepayers,

Since its inception in 1999, the Metropolitan Improvement District has consistently produced impressive results. With public and private resources stretching thinner, the MID persisted with even more impactful measurable results this year – with increases in a number of key categories reflecting our efforts to keep Downtown cleaner, safer and more vibrant.

A cast of hundreds work in concert to keep the MID running smoothly and effectively. The Ratepayer Advisory Board members contribute their expertise, leadership and time to the talented and dedicated staff who oversee the core MID programs. The Downtown Ambassadors and MID staff provide the face of the organization and the implementation of the MID’s cleaning, safety, marketing, business development and transportation programs.

Downtown has changed much since the MID started 13 years ago, and we are committed to ensuring that the MID is responding to changing needs as we prepare for renewal in July, 2013.

Please take the time to review the positive impact the MID had on our Downtown this year, and the value it brings to its Ratepayers. Because of you, the MID continues to help make Downtown Seattle a clean, safe and vibrant core – an anchor for our great community.

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

2011/12 HOSPITALITY/SAFETY RESULTS

GOAL: Improve the Perception and Reality of Safety Throughout MID Neighborhoods

- Provided on-the-street hospitality services to nearly 240,000 visitors who had questions and needed directions
- Provided transit information to 44,500 people
- Helped 112 people connect to jobs, medical assistance, housing, and/or case management
- Conducted monthly programs for more than 50 misdemeanor shoplifters, helping with life issues as part of their community service requirements
- Conducted an annual inventory of all 2,109 light poles in the MID, and provided the information to the City of Seattle
- Funded off-duty Seattle Police officers in the amount of $150,000 for special emphasis patrols in the MID, resulting in more than 100 arrests
- Led a multi-group effort for the installation of a chain link fence, and cleanup effort, along the I-5 Union St exit ramp

2011/12 NEIGHBORHOOD CLEANING RESULTS

GOAL: Consistently Provide High Level of Cleanliness Throughout the MID and Provide Second-Chance Employment Opportunities

- Removed more than 1,700 graffiti tags in 90 days from the 400 parking paystations in the MID, and established an ongoing service
- Collected more than 14,300 35-gallon bags of trash, an increase of more than 2,200 from the previous year
- Removed more than 5,075 55-gallon bags of leaves, up from 3,400 bags a year ago
- Cleaned 519 alleys
- Power-washed 79 sidewalks
- Removed 21,400 graffiti tags and stickers from public structures
- Cleaned up more than 8,700 instances of human/animal waste

The Ratepayer Advisory Board appreciates the hard work of the staff, Board members, Downtown Ambassadors, and visitors for making Downtown Seattle a more vibrant, safe, and clean place to visit!
The MID continued its successful multimedia marketing campaign aimed at attracting visitors from across the region during the important summer tourist season.

The campaign invited people to explore all of the great summer offerings that MID neighborhoods have to offer, including premier events and attractions, itinerary suggestions, and information on where to shop, dine, stay, and play.

The campaign included television and radio advertising, a dedicated summer-focused website, as well as extensive online, email and social media promotions.

2011/12 HOSPITALITY/SAFETY RESULTS

The MID transformed Downtown into a festive, family-oriented holiday destination featuring beloved traditions, such as the DSA’s KINGS Wonderland with the Holiday Carousel in Westlake Park, attracting 70,000 riders; and Toyland Village.

MID engaged neighborhoods in holiday lighting initiatives by lighting trees at Westlake, Waterfront and Pioneer Square parks and along the 1st Avenue median in Pioneer Square.

Other holiday efforts included Window to the Season retail window decorations; O’Crafty Nights and Holiday Trivia contests; Holiday Scavenger Hunt; and a Holiday Photo Booth.

2011/12 COMMUTE SEATTLE RESULTS

The MID planned and promoted 32nd Out to Lunch Concert Series. This year’s OTL Concert Series featured 23 free summer lunchtime concerts – plus a first-ever evening concert – at 10 Downtown venues.

Crowd pleasers such as LeFroy Bell and his Only Friends, Voci Martinez, and the Dusty 45s illustrate the broad mix of musical genres which attracted more than 9,000 concert-goers.

2011/12 BUSINESS DEVELOPMENT & MARKET RESEARCH RESULTS

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Other holiday efforts included Window to the Season retail window decorations; O’Crafty Nights and Holiday Trivia contests; Holiday Scavenger Hunt; and a Holiday Photo Booth.

2011/12 DESTINATION MARKETING RESULTS

GOAL: Enhance Downtown Seattle’s Image as the Region’s Premier Place to Live, Work, Shop and Play

In partnership with the DSA, MID transformed Downtown into a festive, family-oriented holiday destination featuring beloved traditions, such as the DSA’s KINGS Wonderland with the Holiday Carousel in Westlake Park, attracting 70,000 riders; and Toyland Village.

MID engaged neighborhoods in holiday lighting initiatives by lighting trees at Westlake, Waterfront and Pioneer Square parks and along the 1st Avenue median in Pioneer Square.

Other holiday efforts included Window to the Season retail window decorations; O’Crafty Nights and Holiday Trivia contests; Holiday Scavenger Hunt; and a Holiday Photo Booth.

Comments from MID Ratepayers

“I wanted to thank the MID for the excellent service it provides, particularly the crew chiefs who help out with issues and pressure wash around our property.”

Randi Gittman

“Project Engineer for KG Investments, managing the building which houses Gameworks.

“I look forward to suggesting your program to my city councilperson in San Diego. Thank you for making Seattle very tourist-friendly while putting the term ‘neighbor’ back into neighborhoods.”

Hilde Lehmann

Visitor

“We were very impressed with one of your helpful ambassadors. Seattle has a great thing going with the ambassador program, I wish more of the cities we visited had the same type of help.”

Sendy T ejki

Visitor
Neighborhood Marketing Events & Promotions

Produced, assisted in and sponsored neighborhood marketing activities.

- Hosted two neighborhood marketing brainstorm meetings for each of the Denny Triangle, Waterfront and West Edge neighborhoods; also partnered with The Alliance for Pioneer Square in the marketing of the Pioneer Square neighborhood
- Sponsored Pioneer Square’s Fire Festival, installations in Occidental Park, as well as the Waterfront’s Maritime Festival and Classics Weekend; also sponsored the Pioneer Square Map & Guide
- In addition to neighborhood holiday marketing activities, produced a Denny Triangle Loves You social media promotion and a Waterfront-Whitman Family Fun Day event

**2011/12 MID Assessment Update**

**Revenue**

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<th>Item</th>
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<tr>
<td>Beginning Fund Uncommitted</td>
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<tr>
<td>MID Ratepayer Assessments</td>
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<td>Voluntary Assessments</td>
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<td>Contracted Services</td>
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<td>Grants/Misc. Income</td>
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**Expenses (Projected)**

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<th>Item</th>
<th>Amount</th>
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</thead>
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<tr>
<td>Clean/Safe</td>
<td>$3,486,112</td>
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<tr>
<td>Destination Marketing</td>
<td>$840,820</td>
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<tr>
<td>Business Development/Research</td>
<td>$151,330</td>
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<tr>
<td>MID Administration</td>
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**Ending Balance**

$259,293