MESSAGE TO OUR MEMBERS

Collectively, as members of the Downtown Seattle Association, we play a role unlike any other. We’re a powerful, influential voice of businesses, non-profits and residents who share a love for Downtown Seattle, and a passion for making it better.

Never was this more evident than this past year when we worked together to launch a major initiative to makeover our Pike-Pine corridor, to build a children’s play area in Westlake Park, to renew and expand the Metropolitan Improvement District, and to elevate our concerns over public safety into a decisive election year issue.

It was also the year when the rest of the country – and much of the world – got a glimpse of our community spirit. A spirit which lifted the Seattle Seahawks to their first Super Bowl win, cheered for them at a Downtown victory parade that will be talked about for decades, and in the process set a Guinness World Record for the loudest stadium.

It’s that spirit of champions which will propel our efforts in the development of a Downtown public school, in securing funding to preserve Metro transit service, in transforming the Pike-Pine area into one of the world’s best shopping and entertainment destinations, and, hopefully, a Super Bowl repeat.

The elements that make a truly great Downtown guide us. We hope you agree that our work on our five-year strategic plan is helping make Downtown Seattle the very best place to live, work, shop and play.

Please take time to acquaint yourself with our strategic priorities outlined in the following pages, and to visit DowntownSeattle.com throughout the year as we update our progress.

While more work remains, with your membership and involvement, together we’ll continue our important role as champions for a healthy, vibrant urban core.

President & CEO
Kate Joncas

Board Chair
Jack McCullough
Our mission:
To champion a healthy, vibrant urban core

The Downtown Seattle Association (DSA) is a non-profit community advocacy organization comprised of nearly 600 member companies and non-profit organizations, and more than 800 Downtown residents. We’re dedicated to ensuring Downtown is the region’s top destination to live, work, shop and play.

The DSA also founded and operates the Metropolitan Improvement District (MID), a service district which implements neighborhood cleaning, hospitality and safety services – as well as human services outreach, market research, events and promotions for Downtown Seattle.

In partnership with city and county agencies, DSA also founded Commute Seattle, which provides transportation resources for commuters, and consulting services for Downtown businesses, property owners and managers.
With the input of nearly 500 stakeholders from a diverse Downtown audience, DSA gathered a collection of ideas, big and small, to construct a five-year strategic plan which builds upon Downtown’s unique assets and responds to our economic, environmental and community needs.

The strategic plan includes five transformative projects that will change the complexion of Downtown for years to come and eight strategic initiatives involving economic development, transportation and the urban environment. DSA’s progress over the past year is reported in the pages of this report.

**EIGHT STRATEGIC INITIATIVES**

*Economic Development*
- Sector-based Job Growth
- Sustainable Downtown

*Urban Environment*
- Public Safety & Human Services
- MID Renewal
- Family & Kid-Friendly Urban Core

*Transportation*
- Construction of the Viaduct Replacement Tunnel
- Circulation Between Neighborhoods
- Multi-modal Access

**TRANSFORMATIVE PROJECTS**
- A Downtown Waterfront Redevelopment
- Pike-Pine Corridor Renaissance
- South Downtown Revitalization
- South Lake Union Neighborhood Development
- Seattle Center Revitalization

Click For Strategic Plan
As Seattle, and the nation, continues to climb out of the recession, Downtown is poised to gain even more economic strength in the near term. Major employers and institutions are moving in, bringing thousands of jobs and a wealth of opportunity.

**2013/14 Progress & Accomplishments**

- **Retail Recruitment.** A thriving retail environment is critical to a vibrant downtown. In response to increased competition from online retailers and suburban shopping centers – which continue to invest heavily in their brands, retail mix and marketing efforts – DSA retained a consultant to develop a competitive review, analyze Downtown’s existing and desired retail mix, and formulate a recruitment strategy. Following the study, DSA hired a retail recruiter to attract independent retailers to Downtown, with a special focus on the Pike-Pine corridor.

- **Downtown Parking Promotion.** DSA studies indicate that parking – both cost and access – is the primary barrier for people visiting Downtown Seattle. In response, DSA played an active role in the development of a Washington State Department of Transportation low-cost parking program – including the launch of an advertising campaign and parking locator mobile website DowntownSeattleParking.com – aimed at mitigating the significant loss of street parking in the Pioneer Square and Waterfront neighborhoods as a result of the SR 99 tunnel construction. During the holiday season DSA successfully piloted the program in 10 additional parking facilities in the Retail Core. Plans are under way to permanently expand the program to other Downtown neighborhoods in the coming year.
• **Workforce Housing.** The DSA is examining options to increase the production of workforce housing. The DSA developed an Incentive Zoning Report to dispel false assumptions regarding workforce housing.

• **State of Downtown Economic Forum & Report.** DSA’s signature event. This event – and its accompanying report – provides an insightful look into the economic health of Downtown Seattle, based on commissioned studies and expert analysis by the Metropolitan Improvement District’s (MID) Business Development and Market Research team. More than 1,200 people attended the 2014 event.

  **Daily Journal of Commerce –**
  Retail experts offer ideas for how to help Downtown

  **The Seattle Times –**
  Specialty shops losing ground Downtown, retailer says

  Read our 2014 State of Downtown Economic Report
  and the 2014 Development Guide

  “The Downtown Seattle Association is the most active and effective organization advocating for a vibrant urban core. Our company has a long history of working with DSA and we’re proud to be a part of an organization with a reputation for achieving results in our community.”

  – Carla Murray, Senior Vice President of Operations/West Region, Starwood Hotels & Resorts

Great neighborhoods have a number of common components – but chief among them is families and neighborhoods can’t attract and retain families, without providing the necessities. Over the past year, DSA has made progress toward a more Family and Kid-Friendly Urban Core.

In addition, visions for a new pedestrian experience in the Pike-Pine area, the expanded Metropolitan Improvement District and implementation of Public Safety & Human Services programs are all contributing to make Downtown a clean, safe and inviting urban experience for Downtown-based employees, residents and visitors alike.

**2013/14 PROGRESS & ACCOMPLISHMENTS**

- **Pike-Pine Renaissance.** DSA believes the Pike-Pine corridor should be the best urban experience in the country, connecting the Waterfront to Pike Place Market, Retail Core, cultural attractions, convention center and beyond. Yet Downtown’s last renaissance was nearly two decades ago. This year DSA’s Pike-Pine Task Force worked with project partners, including lead designers Gustafson Guthrie Nichol to produce a design vision for transforming the Pike-Pine area. The planning for this project earned national recognition from the Environmental Design Research Association. The vision for a new Pike-Pine includes streetscape improvements, public area amenities and activation, light installations, community events, new retailers and more with the goal of making this heavily trafficked area the best urban pedestrian experience in the nation.

- **Public Safety & Advocacy.** The DSA rallied membership and partner organizations, including the Downtown Residents Council and Friends of Westlake Park, to raise the issue of public safety concerns and inadequate levels of Seattle Police Department foot patrols Downtown. Letters to former Mayor Mike McGinn and City Council, press conferences, op-ed columns, testimony at Public Safety Committee hearings and meetings with editorial departments helped lead to additional city spending for police presence on the streets and the procurement of a $1.25 million Department of Justice grant to hire 10 new police officers.
Downtown Parks & Public Space Activation. People live, visit and work Downtown for the fun and excitement that can only be found in urban centers, yet Downtown Seattle lacks great public spaces and could benefit from enhanced design, activation, maintenance and safety services. DSA led an effort to develop a new children’s play area in Westlake Park which opened to great fanfare in 2013. DSA, MID and the City of Seattle also convened a group of property owners, retailers, residents and City staff with an interest in improving Occidental Square, Westlake Park and the surrounding public areas to discuss new strategies for improving safety and attractiveness. Plans are currently under way for a kids play area in Occidental Square; the installation of tables, chairs and other enhancements to McGraw Square; food/beverage service and ongoing activities in Westlake Park and more.

Metropolitan Improvement District Renewal & Expansion. DSA celebrated the Seattle City Council’s vote to renew the Metropolitan Improvement District (MID) for another 10-year service period beginning July 1, 2013. The vote to renew the MID followed a year-long outreach effort by DSA and MID to Downtown businesses, residents and other property owners. The renewal also included an expanded service area into Belltown and additional blocks of Pioneer Square, as well as the hiring of additional ambassadors, off-duty SPD emphasis patrols, retail recruitment program and additional human service outreach. Read more about the MID beginning on page 14.

Downtown Elementary School. With children 5-9 years old as the fastest-growing demographic Downtown, and enrollment of Downtown students growing 24 percent since 2008, Downtown is Seattle’s most populous neighborhood without a public school. In partnership with Seattle Public Schools, DSA developed a feasibility study to examine the need for a Downtown public school, and updated the findings in late 2013. The DSA and partner organizations drafted a letter to SPS and Mayor Murray urging consideration of placing a public school at the site of the former Federal Reserve Bank building on Second Avenue. This would be the first Downtown public elementary school since the Cascade School closed in 1949.

Kathryn Williams, Senior Vice President/Community Relations, HomeStreet Bank

“DSA addresses both the needs of those working downtown, retail, corporate headquarters, as well as those who are living here temporarily, permanently and those who are down on their luck right now.”
Our geography lends itself to transportation issues—or opportunities. Downtown Seattle attracts millions of people each year to work, shop and play, some 60,000 call it home and getting around can be a challenge at times.

DSA identified three transportation-based initiatives in its strategic plan—construction of a viaduct replacement tunnel, circulation between neighborhoods, and multi-modal access to meet both short-term needs and to accommodate future growth.

2013/14 Progress & Accomplishments

• **Transportation Funding.** A pending $75 million shortfall for Metro Transit will cut up to 17 percent of bus routes. In response DSA co-chaired Move King County Now, a group of more than 250 organizations supporting the passage of King County Proposition 1 to fund transit and county road projects. With assistance from many members, DSA exceeded the fundraising goal for this campaign by 60 percent.

Though Prop 1 failed to pass, DSA will continue to work at the local, regional and/or state level to create a long-term funding solution for Metro transit.

• **Third Avenue Transit Corridor Improvements.** DSA, the City of Seattle and King County embarked on a series of improvements to the Third Avenue transit corridor. The initial elements of this project include new transit kiosks, bus shelter and streetscape improvements, cleaning, maintenance, public safety and the physical appearance of Third Avenue—the city’s busiest transit corridor, used by more than 40,000 transit riders each day, plus tens of thousands of pedestrians.

• **Downtown Access Strategy.** DSA and SDOT spearheaded an effort to preserve the economic health and quality of life in Downtown during the intensive period of transportation infrastructure activity through the end of the decade (2013-18). This collaboration will produce a strategic framework to improve access and circulation during current and future Downtown transportation projects.
2013/14 Progress & Accomplishments

• **Membership Growth & Engagement.** DSA serves as a convener to its members, bringing groups – as diverse as the communities we serve – together to advocate on issues of common importance. This year DSA’s membership base grew to nearly 600 member companies and non-profits, as well as more than 800 Downtown residents while maintaining a nearly 96-percent retention rate. As indicated on the chart below, DSA’s membership represents an important mix of residents and business sectors.

• **Downtown Residents Council.** DSA expanded Downtown resident membership to more than 800 members. The Downtown Residents Council hosted quarterly forums to inform and engage the Downtown residents in DSA’s advocacy efforts including public safety, Downtown public school and a smoke-free policy in Downtown parks.

• **New-Member Orientations.** DSA’s Membership Committee hosted twice-yearly Get Connected new-member orientation events attended by nearly 60 new-member companies, organizations and residents. A night of engagement and networking opportunities for new members, demonstrating member benefits and opportunities for involvement.

• **DSA/MID Annual Meeting.** At The 5th Avenue Theatre on June 4, 2014, DSA celebrated the year and toasted the new Downtown Champion, Alliance for Pioneer Square Executive Director Leslie Smith (see p. 21). The meeting celebrated the accomplishments of the past year and provided an important DSA strategic plan progress report for the nearly 700 members in attendance, plus other prominent community leaders.

**GOAL:** To expand DSA’s diverse base of informed and engaged members.
Focus Forward Breakfast Roundtables. DSA partnered with Gallatin Public Affairs to host seven Focus Forward Breakfast Roundtables – open to DSA members and clients of Gallatin Public Affairs. These panel discussions welcomed an average of 100 guests, and focused on a wide range of topics impacting the economic environment in Downtown.

Advocacy Communications. DSA continued to grow its Action Alert network of members who were notified with requests to take action when policy issues important to Downtown surfaced. The network provided an invaluable unified voice by communicating to elected officials this past year on critical issues including Metro transit funding, public safety funding, and several ballot measures.

DowntownSeattle.com. The award-winning DSA/MID website (DowntownSeattle.com) has doubled the number of page views compared to last year. The revamped blog for Downtown residents, Let’s Talk Downtown, has also enjoyed a year-over-year double in readership statistics.

Social Media. DSA and MID continued to maintain a robust social media presence, achieving a significant increase in both Facebook likes (10,000+) and Twitter followers (21,000+ @DowntownSeattle).

“DSA is really all of us - it’s retailers, property owners, nonprofits, the police. It’s great access to the city council and people you wouldn’t normally have access to. I just couldn’t recommend it highly enough for any business or any individual who wants to be a part of the community and have fun at the same time.”

- Richard Stevenson, Clise Properties
Commute Seattle is a commuter service organization founded in 2004 to enhance Downtown's economic competitiveness by improving access to and from, and mobility within, Downtown Seattle. It is an alliance of the Downtown Seattle Association/Metropolitan Improvement District, King County Metro Transit and the City of Seattle Department of Transportation (SDOT).

In its effort to reduce drive-alone traffic into and around Downtown, Commute Seattle provides transportation resources for commuters, as well as consulting services for Downtown businesses, property owners and managers looking to develop commute packages for their employees and tenants. July 2014 marks the 10-year anniversary of Commute Seattle and the Downtown Transportation Alliance partnership.

**2013/14 Progress & Accomplishments:**

**Services & Consultation**

- **ORCA Business Passport Milestone.** 10,000th ORCA Business Passport sold, celebrating the value of transit for small businesses (fewer than 100 employees). The transit program exceeded King County Metro’s 1,500 Passport sales goal by 12 percent and sold 1,685 passes to 65 small businesses.

- **Commute Trip Reduction Surveys.** Assisted more than 130 of Downtown Seattle’s largest Companies with their 2013/2014 biennial Commute Trip Reduction Mode-Split surveys.

- **Transportation Seminars, Commuter Fairs and Workshops.** Hosted eight transportation seminars, and 25 commuter fairs on behalf of Downtown property owners and employers.

- **Bike Fixation Station.** With the help of DSA and MID, installed a bike repair stand and pump at McGraw Square.

**Goal:** Increase the portion of Downtown commuters who do not drive alone in a car to 70 percent, leading the nation in non-drive-alone commuting.
Planning & Publications

• Bicycle Master Plan. Continued working with SDOT to develop the City’s new Bicycle Master Plan, a unique opportunity for Downtown to enhance its cycling infrastructure with amenities popular in other major cities, including bike sharing and a Downtown cycle track with separates bike and vehicle lanes.

• Transportation Management Plan. Commute Seattle has created a new database of Transportation Management Plans (TMPs) for 116 of Downtown Seattle’s largest buildings. TMPs are required of properties as a way of mitigating the impact tenants have on traffic congestion. Commute Seattle staff is organizing and assessing the data to help the City of Seattle both enforce current requirements and maximize the future potential of TMPs to boost property-level commuter amenities, policies, and services.

Forums & Events

• Rideshare Meet-Up. Co-hosted, with King County Metro, an evening of information for South Lake Union commuters to learn more about the benefits of carpool and vanpool options as opposed to drive alone commuting.

• National Bike Month. Hosted the fourth annual Bikes & Bagels event in celebration of National Bike Month in May, encouraging veteran and new Downtown bike commuters. More than 400 commuters attended, including Mayor Ed Murray. Other Bike Month efforts and activities included providing assistance to Downtown property owners to host their own Bike-to-Work Day events and supporting the Group Health Commuter Challenge by promoting a Downtown league that encourages competition between businesses.
The Metropolitan Improvement District (MID), founded by DSA, is a non-profit service organization that provides neighborhood streetscape cleaning, hospitality and safety services, as well as human services outreach, transportation solutions (see Commute Seattle section), market research, public area activation, events and promotions for Downtown Seattle.

The MID is financed through tax assessments on Downtown properties, this year serving more than 1,200 properties across 285 square blocks.

Each day, the MID’s 70 Downtown Ambassadors patrol the streets of the Belltown, Denny Triangle, Pioneer Square, Retail Core, Waterfront and West Edge neighborhoods to maintain Seattle’s healthy, vibrant urban core.

MID Clean Team

2013/14 Progress & Accomplishments:

- **Graffiti Removal**: In addition to removing graffiti from public structures, the MID began a pilot program removing tags from private property. MID Clean Team Ambassadors removed graffiti from 10 buildings.

- **Public Realm Coordination**: MID is working with Seattle Department of Transportation, Seattle Public Utilities and Parks & Recreation to focus on public area maintenance and management. The MID is performing a baseline survey and audit of select high-traffic Downtown locations to document the condition of trash/recycling cans, newspaper boxes, utility boxes, light polls, solar trash compacting units, reader boards, bus shelters and parking pay stations.

- **Mutt Mitts**: The MID identified problem areas for animal waste throughout MID neighborhoods and is installing 25 Mutt Mitt stations, stocked with degradable plastic bags for pet owners to use when cleaning up after their four-legged friend.
• **Parking Pay Station Graffiti Removal:** Partnered with Seattle’s Department of Transportation to clean and remove graffiti tags on the 400 parking pay stations throughout the MID neighborhoods. Nearly 2,500 graffiti tags have been removed.

• **Leaf Removal:** Through a grant from the City of Seattle Public Utilities, MID Ambassadors removed 11,764 bags of leaves from Downtown streets and sidewalks, recycled at Cedar Grove Recycling.

• **Elliott Bay Shoreline Clean-up.** Collaborated with Argosy Cruises to form the Waterfront Clean-Up Crew, plucking nearly 800 lbs. of debris from the water.

**MID Cleaning At-A-Glance:**

- More than 815,300 gallons of debris collected
- 101 power-washed sidewalks
- 549 alley’s cleaned
- More than 45,732 graffiti tags and stickers removed
- More than 14,300 instances of human and animal waste cleaned up
- More than 2,200 hours of community service facilitated in partnership with Community Court and Seattle Municipal Court
MID Hospitality, Safety & Human Services Outreach Team

2013/14 Progress & Accomplishments:

- **Human Services Outreach:** Invested more than 10,080 hours on outreach to people in need to identify barriers to housing and other issues; helped 250 people connect to jobs, medical assistance, basic needs, housing, and/or case management.

  - **Community Mental Health Professional:** Continued partnership with Seattle’s Union Gospel Mission to fund a new Community Mental Health professional to connect those dealing with mental health issues with the right services.

  - **Mental Health First Aid Courses:** Hosted six-session course to educate Downtown business owners about the proper approach to mental illness and how to handle situations when a person is in crisis.

  - **Peer-to-Peer Liaisons:** The MID funds two full-time Peer-to-Peer liaisons to concentrate outreach efforts in areas such as Westlake Park and Occidental Park, with the goal of increasing the amount of homeless who accept services and are on the path to recovery.

- **Center City Initiative Multidisciplinary Team** – the MID continues to play a key role in the Multidisciplinary Team (MDT) which identifies individuals most responsible for disruptive behavior in the public realm and develops strategies for addressing this behavior. The MDT has taken a leading role in reducing or eliminating the negative impact of more than half of the most time-intensive individuals.

- **Special Patrols:** Funded off-duty Seattle Police officers and Neighborhood Crime Initiative officers in the amount of $300,000 for special emphasis patrols in the MID, resulting in more than 100 arrests.

- **Visitor/Tourism Information:** Provided directions, as well as visitor and transit information, to 223,000 visitors.

- **EventTrac:** For the second consecutive year, the MID worked with the Seattle Police Department to communicate real-time information on May Day to street-level businesses, property managers and property owners regarding the direction and activities of marchers through Downtown.

“\n
“I’ve been a Downtown resident for about 12 years now and my first experience with the DSA was the MID. I just love that they’re a friendly presence on the Downtown streets and that they keep it clean.”

- Linda Mitchell, Downtown resident
MID Marketing Events & Promotions Team

2013/14 Progress & Accomplishments:

• **Summer in Seattle Campaign.** The summer season is important to Downtown retailers and other businesses which rely on a steady stream of visitors from far and near. This year the MID continued its multimedia marketing campaign, *Summer in Seattle*, which invited people from throughout the region to explore all Downtown Seattle’s great events and attractions. The campaign included a print visitors guide; a summer event-focused website; extensive online, email and social media promotions; and advertising across print, broadcast, online, billboard and transit. The campaign contributed to an increase in pedestrian counts at key Downtown locations.

• **Holidays in Seattle Campaign.** Downtown’s generations-old holiday traditions – and new family favorites – were profiled in the *Holidays in Seattle* marketing campaign, a collaboration of the MID, DSA, Seattle Center and Visit Seattle. The multimedia campaign included a print visitors guide, mobile app and holiday event-focused website HolidaysInSeattle.com, plus high-profile television, radio, print, online, billboard and transit advertising.

• **Holiday Carousel & SnowGlobe.** DSA transformed Westlake Park into a festive family oriented holiday destination including the crowd-pleasing PANDORA Jewelry Holiday Carousel presented by KING 5, as well as a new favorite – SnowGlobe Live. This giant inflatable snow globe allowed visitors to enter, providing a unique photo opportunity. Photos were then posted on the Holidays in Seattle Facebook page, more than doubling its audience over the previous year. An estimated 60,000 people visited these Westlake Park attractions, with the Holiday Carousel serving as a fundraiser for the Downtown Seattle Association and Treehouse.

• **Neighborhood Marketing Events & Promotions.** In addition to producing Downtown events and promotions, the MID provides much-needed sponsorship, logistical and promotional support for neighborhood-based events aimed at increasing pedestrian traffic, activating parks and public spaces, and raising awareness of the various Downtown neighborhoods. This year, MID supported more than a dozen neighborhood events including Bell Street Park Grand Opening Celebration, Classic Weekend, Maritime Festival Chowder Cook-off, Night Out Seattle, Pioneer Square Fire Festival, Post Alley Hooley, Trick-or-Treat on the Waterfront, Westlake Park Family Fun Day, Waterfront Whimsea Family Fun Day and more.
Business Development & Market Research.

The MID’s Business Development & Market Research team provides tools and market data for effective business and economic development in Downtown Seattle, and helps encourage expansion of existing Downtown businesses, as well as attract new business to enhance Downtown’s overall economic mix.

2013/14 Progress & Accomplishments:

• Maintained the most extensive collection of economic, market and demographic information available on Downtown, much of which was included in the 2014 State of Downtown Economic Report.

• Assisted hundreds of property owners, companies, journalists, MID ratepayers and commercial brokers with requests for information and analysis on Downtown economic trends and data.

• Supported the recruitment of retail, education and professional service companies with site analysis and selection consultation, mapping and other recruitment services.

• Conducted nearly 100 in-depth business retention interviews with Downtown companies in partnership with the City of Seattle’s Office of Economic Development.

• Conducted comprehensive pedestrian counts throughout Downtown in August and December to track volumes over time and provide key data for brokers and developers in Downtown.

• Inventoried all 3,840 street-level businesses to track occupancy, available space and changes in use over time.
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James Sido, Public Relations Manager
Carolyn Tow, Member Relations Manager
Malarie Gravanda, Marketing Project Specialist
Khara Sanchez, Web Specialist
Brian Fisher, MID Events Coordinator
Maia Mercer, Membership Services Assistant

Commute Seattle
Jessica Szlag, Executive Director
Brendan Lemkin, Parking Outreach Manager
Allison Miskell, Program Manager
Mike Rimon, Business Development Manager
Zach Shaner, Marketing/Outreach Coordinator
Tiffany Ban, Data Coordinator

Metropolitan Improvement District Operations
Joshua Curtis,
Vice President/Public Area Management
Steven Walls, Clean Program Manager
Dave Willard, Hospitality & Safety Program Manager
Dalana Collier, Customer Service Specialist
Each year, the Downtown Seattle Association presents its Downtown Champion Award to the outstanding, above and beyond efforts of an individual, business or organization that has championed an issue or initiative which furthers a healthy, vibrant urban core.

**2014 Recipient – Leslie Smith**

The Downtown Champion Award is presented to Alliance for Pioneer Square Executive Director Leslie Smith for her leadership in the revitalization of the Pioneer Square neighborhood.

Pulling this historic Downtown neighborhood out of a period of decline took the work of many, but Leslie’s guidance was the driving force. From leading the renewal and expansion of the Pioneer Square Business Improvement Area and championing the MID renewal, to participating in the Center City Initiative Roundtable, Leslie’s leadership has been essential to elevating Downtown’s historic neighborhood and developing a retail recruitment program for Pioneer Square.

This year’s retail and restaurant revival in Pioneer Square, included the opening of 13 new businesses. And, there are more businesses on the way, as well as large-scale residential developments and hotels. Leslie’s work has placed Pioneer Square in the spotlight, helping ensure Downtown’s health and vibrancy.

**Past Recipients**

- 2004 – Pike Place Market PDA
- 2005 – Plymouth Housing Group
- 2006 – Seattle Art Museum & Washington Mutual
- 2007 - FareStart
- 2008 – Downtown Legacy Champions*
- 2009 – No award presented
- 2010 – Vulcan Real Estate & Seattle Parks Foundation
- 2011 – Charles Royer
- 2012 – Tom Douglas
- 2013 – Matt Griffin

* One initiative from each of the past five decades was recognized in 2008 as part of DSA’s 50th anniversary celebration:
  - Seattle World’s Fair
  - Housing Resources Group (now Bellweather Housing)
  - Downtown Cultural Arts Renaissance
  - Washington State Convention Center & Freeway Park Downtown
  - Retail Core Revitalization