

MID Services Summary



CORE SERVICES

MID-funded downtown ambassadors work seven days a week, 362 days a year, providing:

- Cleaning
- Safety and hospitality
- Public realm services

MID funding also supports:

- Marketing and promotion of downtown
- Public realm art installations
- Multiple family-friendly events
- Research and economic development
- Transportation and commuting services

In early 2022, MID services were reevaluated by DSA and MID staff, along with members of the MID Board, to respond to the evolving post-pandemic needs of downtown Seattle. The MID is a second-chance employer, offering stability and employment to justice-involved individuals and those experiencing homelessness.

Founded by the Downtown Seattle Association in 1999 through a city of Seattle ordinance, the Metropolitan Improvement District is a business-improvement area in downtown Seattle spanning 285 square blocks in six downtown neighborhoods. With funding from commercial and residential property owners within the MID boundaries, DSA provides an array of services to ensure a clean, safe and welcoming downtown for all. The MID ordinance was renewed by the Seattle City Council in 2013 and is up for renewal in 2023.

The MID is managed by DSA. An advisory board of 35 property owners recommends an annual budget and work plan and provides ongoing input and oversight.

Cleaning

The Clean Team deploys across the MID daily to remove trash (including biohazard, human and animal waste) and graffiti from sidewalks, alleyways and other public infrastructure. In recent years, investments have been made in more specialized equipment, including trucks, trikes, all-terrain litter vacuums and power-washing tools to ensure greater coverage, efficiency and speed.



Before



After



Safety, Concierge, Hospitality and Street Outreach to Community Safety & Hospitality

Moving on foot and bikes, Community Safety & Hospitality ambassadors are highly visible across the MID and provide an array of services, including:

- Concierge services and directions for the public
- Daily staffing in the DSA/MID-managed parks and public spaces
- Daily visits to ratepayer businesses
- Sidewalk clearing
- Welfare checks
- Information on services and housing options to unhoused people
- Downtown encampment reports to the city

Private Security & SPD Patrols

Through a contract with Iron & Oak, the MID invests in over 800 hours per week of private security downtown in addition to funding dedicated overtime bike patrols with the Seattle Police Department. These safety services help ensure a greater security presence downtown for residents, workers and visitors during a time when the Seattle Police Department faces a critical staffing shortage.

Parks & Public Space Management

Through an agreement with the city of Seattle, DSA manages two urban parks (Occidental Square in the historic Pioneer Square district and Westlake Park in the heart of the retail core), and programs additional public spaces. The Public Realm Operations Team supports programming, events and beautification in these public spaces for all to enjoy.

Outdoor Events & Activations

Each year with MID support, DSA produces Downtown Summer Sounds, a free concert series for residents, workers and visitors, along with an annual Holiday Tree Lighting celebration that draws thousands downtown. To help welcome people back in 2021 and 2022, DSA/MID created and marketed dozens of additional events and promotions all summer long.

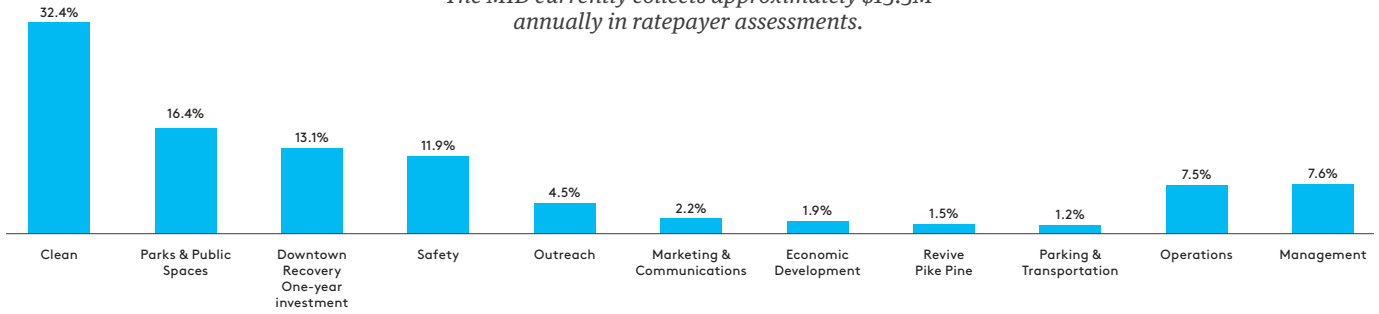
Marketing, Economic Development & Research

MID funding supports the ongoing marketing of downtown small businesses, retail and restaurants, attractions, and arts and cultural organizations. MID funds supported a dedicated regional advertising campaign in the summer and winter of 2021 to encourage the return of visitors post-pandemic. Funding also supports economic development efforts and research on key downtown performance metrics to bolster continued investment in downtown by businesses and residents.

BUDGET OVERVIEW

Total Expenses by Program, July 2021–June 2022

The MID currently collects approximately \$15.5M annually in ratepayer assessments.



YOUR MID INVESTMENT AT WORK

Numbers represent January 2013 to May 2022.



10,044,561

gallons of trash collected



115,243

incidents of human/animal waste removed*



94,598

syringes collected



362,477

graffiti tags removed



73,347

welfare checks for unsheltered individuals



859,894

directions given to tourists and visitors

* Figures are from 2018 to present. Prior to 2018, these were combined with other waste types.



FOR MORE INFORMATION,
PLEASE VISIT:

downtownseattle.org/mid
or knowyourmid.org