

**DOWNTOWN TACOMA**  
**BUSINESS IMPROVEMENT AREA**  
MAKING DOWNTOWN SAFE, CLEAN & WELCOMING

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# WHERE DID WE START?

- Formed in 1988 with petitions from downtown property owners (Ordinance 24058)
- Renewed in 1998 (Ord 26205) & 2008 (Ord 27696)
- Managed by the Board of the Local Development Council of Tacoma:

All property owners or their representatives



# BIA BOARD OF DIRECTORS

Catherine Espel-Logan, State Farm  
President

Tom Pierson, Tacoma-Pierce County Chamber  
Vice-President & Treasurer

Ben Mauk, University of Washington Tacoma  
Secretary

Judee Encinias, DaVita  
Security Committee Chair

Blaine Johnson, Vintage Y Resident  
Community Relations Chair

Melissa Broom, Neil Walter

Danielle Cavoto, Courtyard by Marriott

Phyllis Harrison, LeRoy Jewelers (pending)

Ted Johnson, Simon Johnson

Dan Putnam, Pacific Plaza, LLC

Rane Shaub, Shaub-Ellison Co.

Jason Whalen, Ledger Square Law, PS

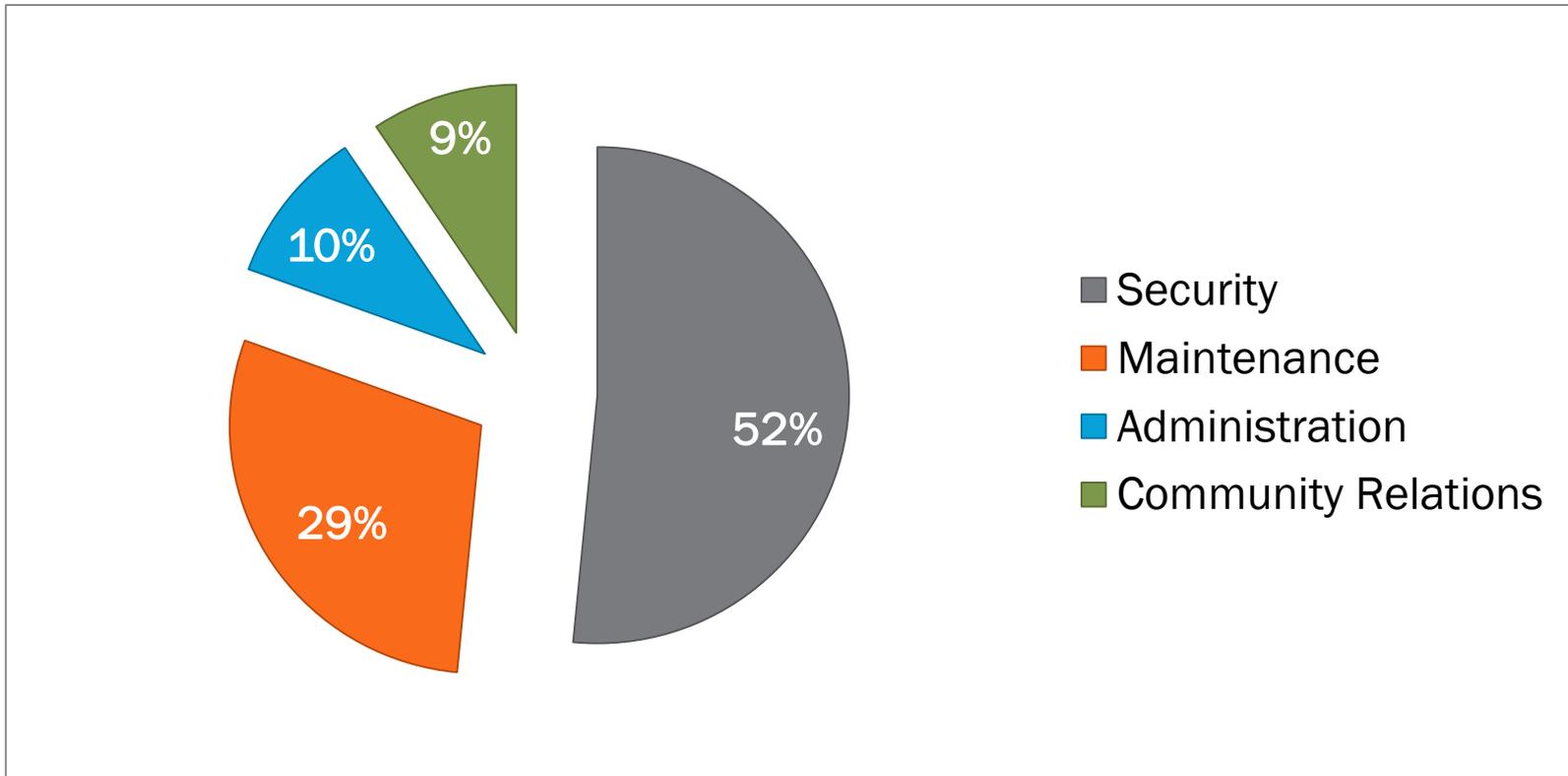
Debbie Bingham, City of Tacoma, *ex officio*



# ASSESSMENT REVENUE

	FY 2008-09	FY 2017-18	FY 2018-19
High Use Bldg:	\$0.1094/sf	\$0.107/sf	\$0.107/sf
	~5.7M sf	~5.3M sf	~6.7M sf
	\$625k revenue	\$567k revenue	\$720k revenue
Low Use Bldg:	\$0.0535/sf	\$0.053/sf	\$0.053/sf
	~4.2M sf	~5.2M sf	~6M sf
	\$225k revenue	\$275k revenue	\$319k revenue
Parcel Area Rate:	N/A	N/A	\$0.030/sf
			~5.3M sf
			\$159k revenue
Total Revenue:	\$850k total	\$842k total	\$1,198k total

# EXPENSES (2018-19 PROJECTED\*)



# BIA SURVEY: VALUABLE SERVICES

## Security:

- 24/6 Security Patrol (3.38/4)
- Downtown Tacoma TPD Emphasis Patrol (3.35)

## Maintenance:

- Weekly Street/Sidewalk Cleaning (3.42)
- 24hr Graffiti Removal (3.37)

## Community Relations

- Free LINK (3.65)
- Beautification with Baskets/Stars/Banners (3.33-3.18)

# BIA SURVEY: VALUABLE SERVICES

## Security:

“I appreciate your presence very much. I feel a lot safer than I used to in downtown.”

## Maintenance:

“There was some vomit on two sidewalks at 11<sup>th</sup> & Pacific a couple of times this past summer. BIA was ‘on it’ the same day that I informed them!”

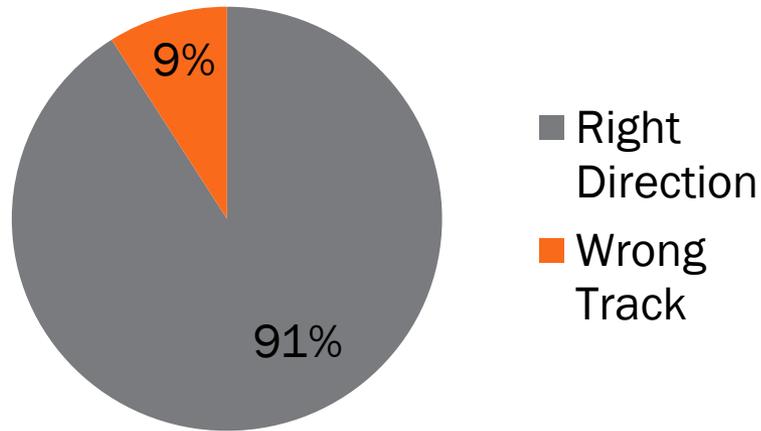
## Community Relations

“If I could have one more choice above ‘strongly agree’ I’d put the free Tacoma LINK in that category. Moving people around the city is of the highest priority.”

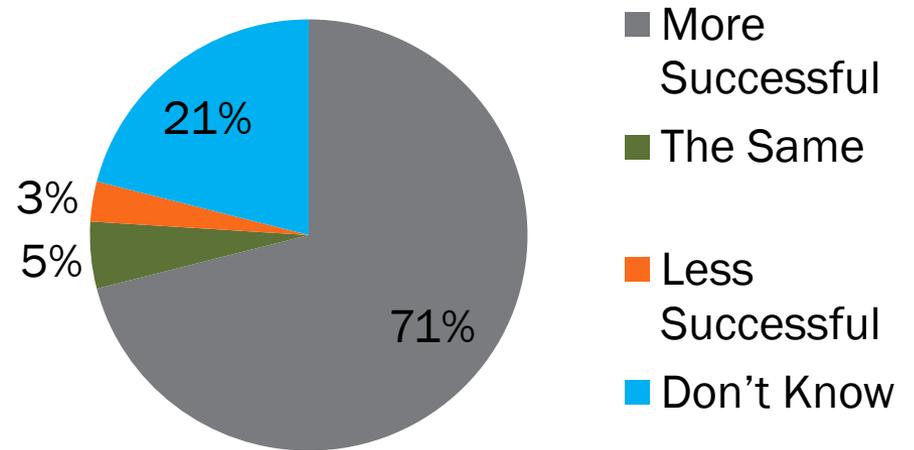


# BIA SURVEY: PERCEPTIONS OF DOWNTOWN

Things in downtown Tacoma are headed in the...



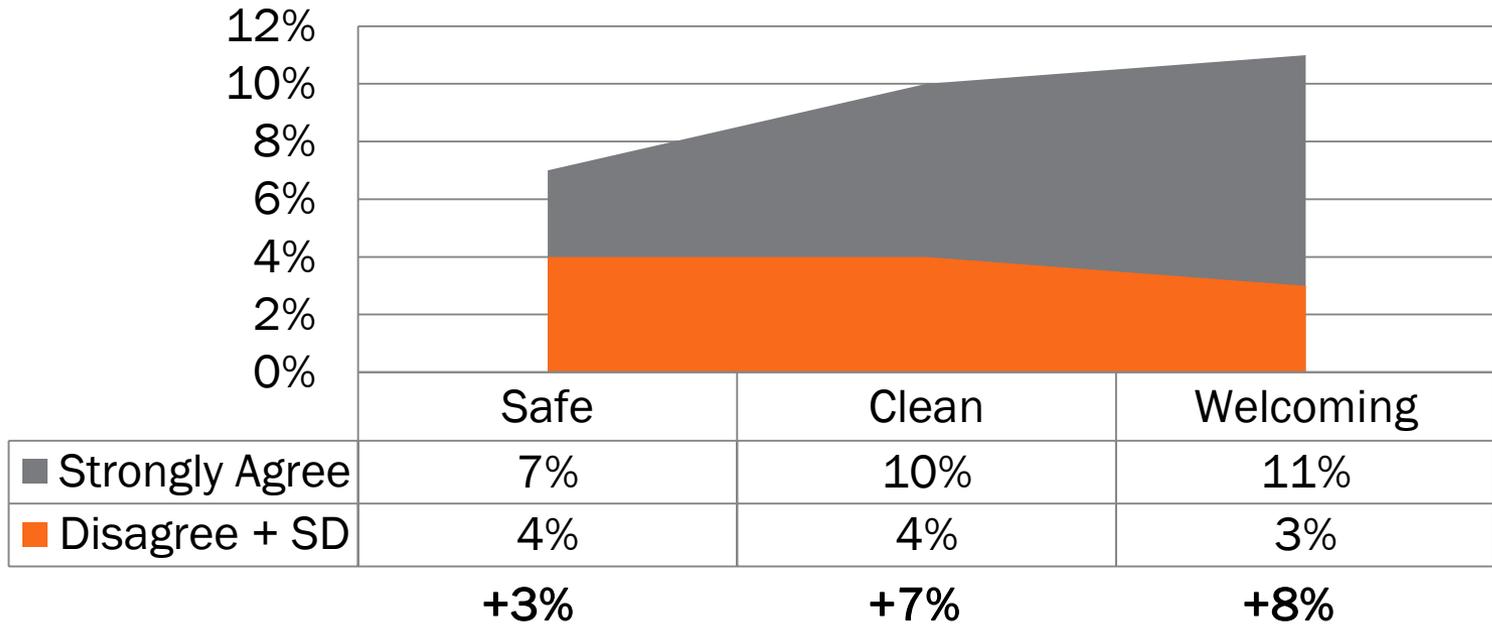
Compared to 10 years ago, how would you rate downtown Tacoma?



# BIA SURVEY: PERCEPTIONS OF DOWNTOWN

But, too few strong advocates...

## Downtown Tacoma is...



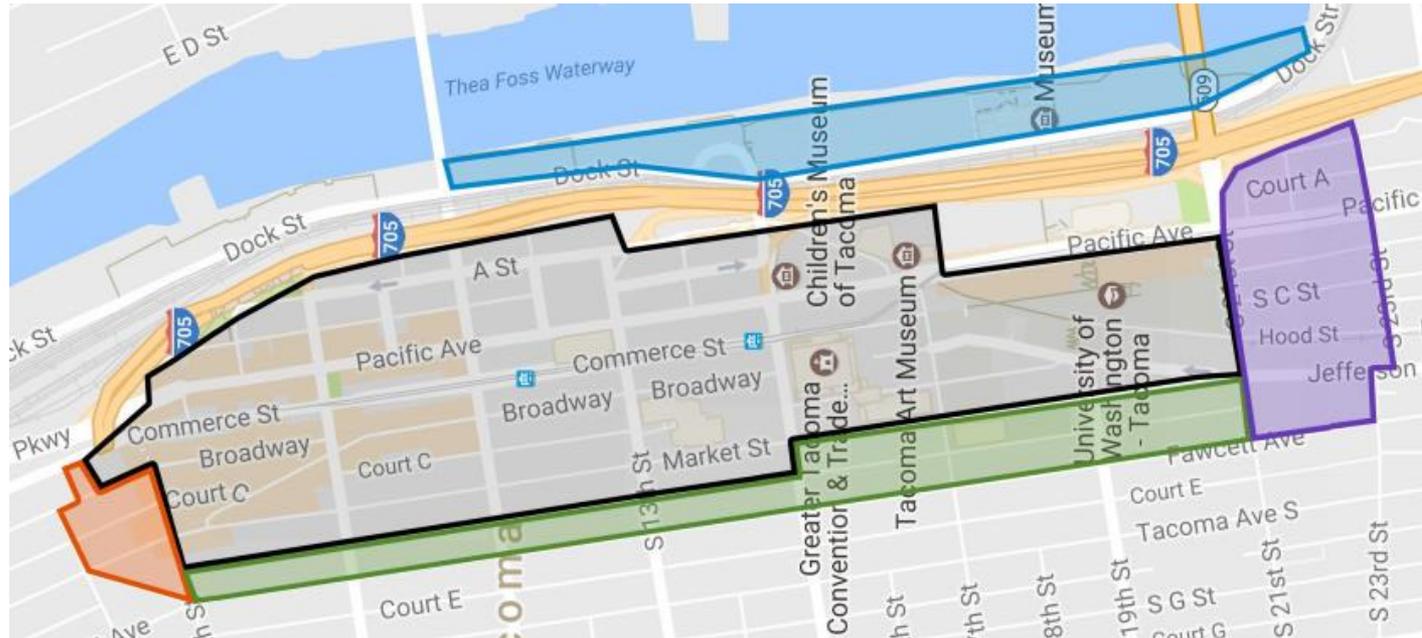
# SURVEY: MOST IMPORTANT ISSUE DOWNTOWN?

Foot Traffic Bad Reputation Vacant Night Life Growth  
Unsafe Security Transient Population Tacoma  
Attracting People Parking Empty Storefronts  
Business Clean Homeless  
Transportation Downtown Events Safety  
Office Space Retail Opportunities Crime Pedestrian Friendly  
Restaurants Welcoming Environment Seattle Graffiti

# BIA 2018: RENEWAL PETITION

- ~~August:~~ ~~Finalize Boundaries, Rate Caps, Services~~
- ~~September:~~ ~~Mail Petitions to Ratepayers~~
- ~~October:~~ ~~Chase Final Petitions~~
- ~~November:~~ ~~Submit Petitions to City Clerk~~
- ~~December:~~ ~~Audit of Petition Support~~
- ~~December:~~ ~~Draft Budget & Work Plan for 2018-19~~
- ~~January, 2018:~~ ~~Tacoma City Council Resolution~~
- ~~January, 2018:~~ ~~Board Approval of Drafts & Route to Ratepayers~~
- February 20, 2018: Tacoma City Council Public Hearing on Renewal
- February 22, 2018: Annual Ratepayer Meeting Approval of Drafts
- March, 2018: City Council Public Hearings & Approvals
- April, 2018: Invoices sent out by City
- May 1, 2018: New 10-year period begins

# BIA 2018: EXPANSION ANALYSIS



# BIA 2018: EXPANSION

PROPOSED



# BIA IN 2018

Making Downtown Tacoma a safe, clean and welcoming place by continuing the great work we are already doing AND:

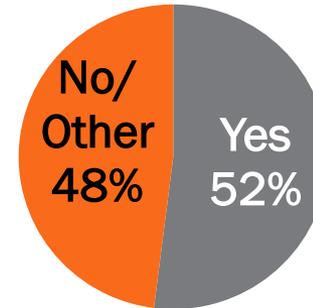
- Expanding boundaries by ~40%
- Expanding Security Team service hours to 24/7 coverage
- Expanding Security Team staffing with emphasis patrols
- Expanding Maintenance Team coverage to 7 days a week
- Expanding Maintenance Team hours to include afternoons
- Expanding the Community Relations Committee role



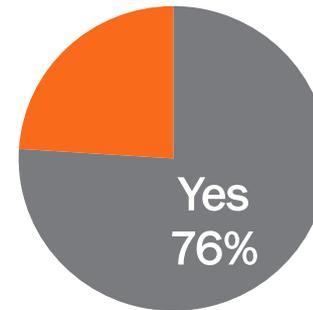
# BIA 2018: RENEWAL PETITION

- Weighted vote based on assessment
- 2008 Renewal:
  - 52% voted to continue BIA
  - 3% voted to extinguish BIA
  - 45% did not respond
- 2018 Renewal:
  - 76.1% voted to continue & expand BIA
  - 0.2% voted to extinguish BIA
  - 24.7% did not respond

## 2008 Renewal



## 2018 Renewal



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