



WHERE DID WE START?

- Formed in 1988 with petitions from downtown property owners.
- City Council passed Ordinance 24058 establishing the BIA for a 10-year term
- Renewed in 1998 (Ord 26205) & 2008 (Ord 27696)
- Consistently managed by the Local Development Council of Tacoma (dba Downtown Tacoma BIA)
- Management agreement between the LDC/BIA & Tacoma-Pierce County Chamber
- Annual budget and work plan approval process:
 - January: Board approves draft & sends to all ratepayers/property owners
 - February: Annual ratepayer meeting passes/amends
 - March: City Council approves
 - April: Invoices sent out by City
 - May: New BIA fiscal year begins (May-April)



ASSESSMENT REVENUE

FY 2008-09

High Rate: \$0.1094/sf

~5.7M sf assessed

\$625k total revenue

Low Rate: \$0.0535/sf

~4.2M sf assessed

\$225k total revenue

Total Assessment Revenue: \$850k

FY 2017-18

High Rate: \$0.1070/sf

~5.3M sf assessed

\$567k total revenue

Low Rate: \$0.0535/sf

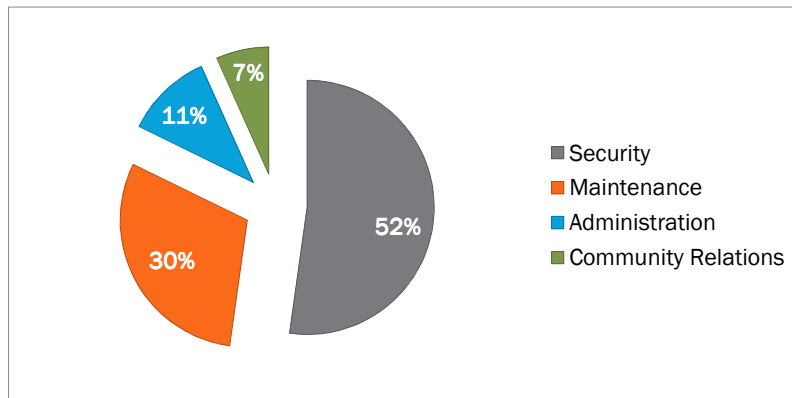
~5.2M sf assessed

\$275k total revenue

Total Assessment Revenue: \$842k



EXPENSES (2016)



BIA BOARD OF DIRECTORS

**Catherine Espel-Logan, State Farm
President**

**Blaine Johnson, Passages Partnership
Community Relations Chair**

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

Ted Johnson, Simon Johnson

Tom O'Connor, O'Connor & Associates

**Ben Mauk, University of Washington
Tacoma
Secretary**

Dan Putnam, Pacific Plaza, LLC

Rane Shaub, Shaub-Ellison Co.

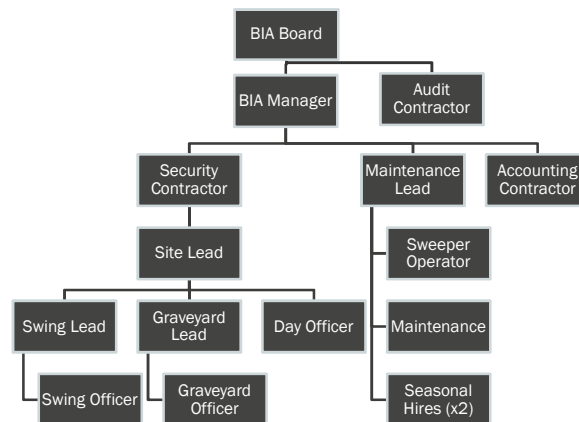
**Judee Encinias, DaVita
Security Committee Chair**

Jason Whalen., Ledger Square Law, PS

Greg Willie, Courtyard by Marriott



ORGANIZATIONAL STRUCTURE

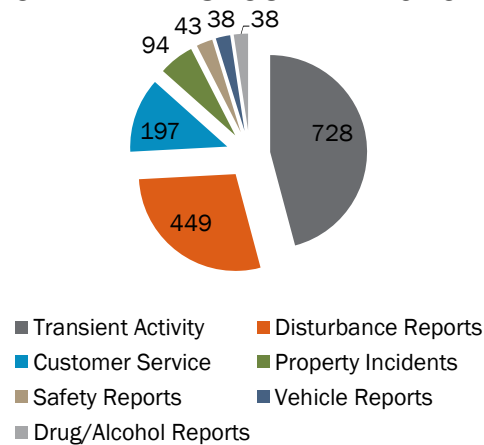


BIA WORK PLAN: SECURITY

- Semi-Monthly Security Stakeholder Meetings
- Bicycle Patrol 24/6
- ½ Tacoma Police Department Patrol
- Walk-to-Car Escort Service
- SecureNet Issue Email List



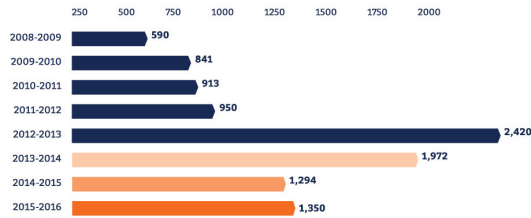
BIA WORK PLAN: SECURITY: 2016 RESULTS



BIA WORK PLAN: MAINTENANCE

- Weekly Sidewalk & Street Cleaning
- Graffiti Removal within 24hrs
- On Call Debris/Waste Removal
- Biennial Sidewalk Pressure Washing

GRAFFITI SCRUBBED



DEBRIS COLLECTED (TONS)



BIA WORK PLAN: MAINTENANCE: WASHING



BIA WORK PLAN: COMMUNITY RELATIONS

- Seasonal Light Pole Banners
- Holiday Star Installation/De-Installation
- Hanging Summer Flower Baskets
- Policy Positions
- Paying to Keep the Tacoma LINK Free
- Ratepayer Communications
- Branding Materials



BIA SURVEY: WHY?

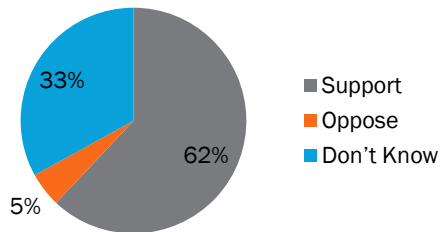
- **How Are We Doing?**
 - Public?
 - Businesses?
 - Visitors?
 - Employees?
 - Ratepayers/Property Owners?**
- **2008 Renewal:**
 - 52% voted to continue BIA
 - 3% voted to extinguish BIA



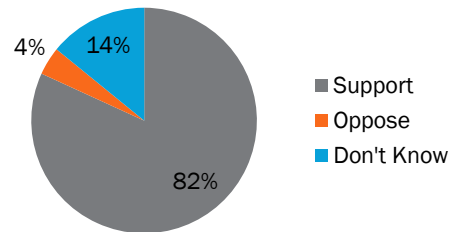
BIA SURVEY: PUBLIC

Online Public Survey: 801 Responses (~600 finished)

Renewal Pre-Message



Renewal Post-Message



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 11th & Pacific a couple of times this past summer. BIA was 'on it' the same day that I informed them!"

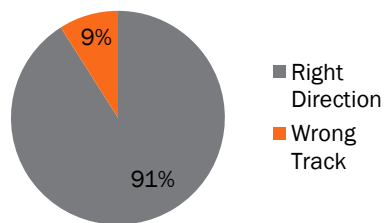
Community Relations

"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."

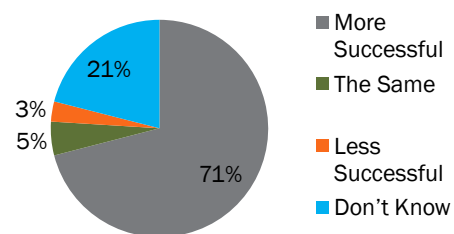


BIA SURVEY: PERCEPTIONS OF DOWNTOWN

Things in downtown Tacoma are headed in the...



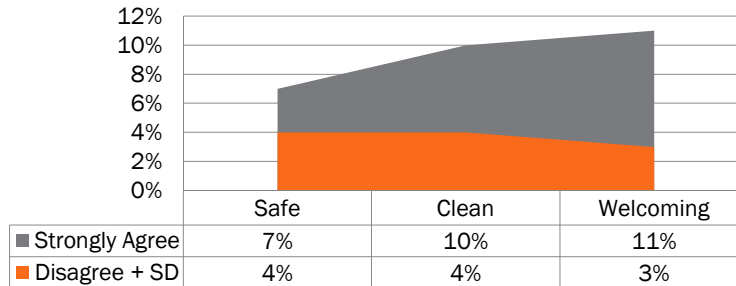
Compared to 10 years ago, how would you rate downtown Tacoma?



BIA SURVEY: PERCEPTIONS OF DOWNTOWN

But, many too few advocates...

Downtown Tacoma is...



BIA SURVEY: DOWNTOWN ISSUES

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 SURVEY: BIA ROLE

MORE

Patrols
Beautification
Marketing
Businesses
Events
Coverage
Housing
Parking



BIA SURVEY: BI WHAT? DOWNTOWN WHAT?

"The BIA does not do a good job at letting people know they are here and what they do."

"I am glad I am filling out this survey and learning more about the BIA!"

"Never heard of [the services] before today."

"I've lived in Tacoma most of my life and have been around quite a few business leaders in the area and this is my first time acknowledging the BIA's existence."

"I've lived in Tacoma for 16 years and I've never heard of BIA."



BIA SURVEY: DOWNTOWN OR BIA

"Downtown Tacoma extends beyond the BIA area. Outside your sphere of influence safety, litter and graffiti are still issues."

"Expand to Tacoma Avenue and to the Waterfront."

"Graffiti, it's everywhere!! Particularly bad lately in Stadium District."

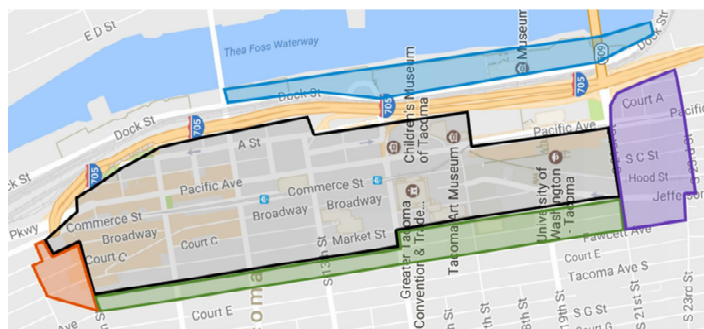
"I'd say security doesn't extend far enough west to support the upper areas of downtown."

"Expand boundaries up Tacoma Avenue and north to Stadium District. Tacoma Avenue is an eyesore similar to downtown before the BIA."

"I feel like the heart of downtown is definitely safe and clean, but the perimeter isn't large enough to answer strongly agree. If you go just 2-3 blocks in some areas of downtown it can be pretty sketchy."



BIA 2017: EXPANSION ANALYSIS



BIA 2017: BRANDING

The mission of the Business Improvement Area (BIA) is to provide common services for property owners and to be an advocate for the general economic well being of downtown properties.



BIA 2017: RENEWAL PETITION

- **August: Finalize Boundaries, Rate Caps, Services**
- **September: Mail Petitions to Ratepayers**
- **October: Chase Final Petitions**
- **November 1, 2017: Submit Petitions to City Clerk**
- **December: Draft Budget & Work Plan for 2018-19**
- **January: Board Approval of Drafts & Route to Ratepayers**
- **February: Annual Ratepayer Meeting Approval of Drafts**
- **March: City Council Public Hearings & Approvals**
- **April: Invoices sent out by City**
- **May: New 10-year period begins**



BIA & HOMELESSNESS

What we do:

- Respond to calls for service
- Connect to navigators

To be successful:

- Must have police power to back us up
- Must have sufficient services
- Must have recourse for people who refuse services
- Must evaluate why City land use policies encourage all supportive services to locate in downtown Tacoma rather than else where in the City or County.

Who is taking the lead on addressing homelessness?

Are there actual solutions?

