



DOWNTOWN OLYMPIA
DID

DOWNTOWN IMPROVEMENT DISTRICT

What Is a DID?

- A financing mechanism used to provide revenue for a variety of downtown services that enhance (but do not replace) existing municipal services
- Self-initiated and must be supported by private sector property owners and businesses
- Makes business districts more competitive by providing a managed, maintained and marketed environment

DID Steering Committee

- Matthew DeBord, Timberland Bank (Co-Chair)
- Ron Thomas, Thomas Architecture Studios (Co-Chair)
- Patty Belmonte, Hands on Childrens Museum
- Derek Harris, Community Youth Services
- Melissa Hammond, The Brotherhood & Labor Temple
- Bobbi Kerr, Olympia Federal Savings
- Todd Monohon, Olympia Press Building & Oly Rents
- Ruthann Panowicz, Drees
- Pat Rants, Rants Group
- Lisa Parshley, City Councilmember
- Mike Reid, City of Olympia Staff
- Mike Reid, KBJ Investments
- Matt Schultz, Office of Superintendent of Public Instruction
- Shannon Tiegs, Tiegs Property Managements
- Jessie Wilson, Urban Olympia

Process...Next Steps

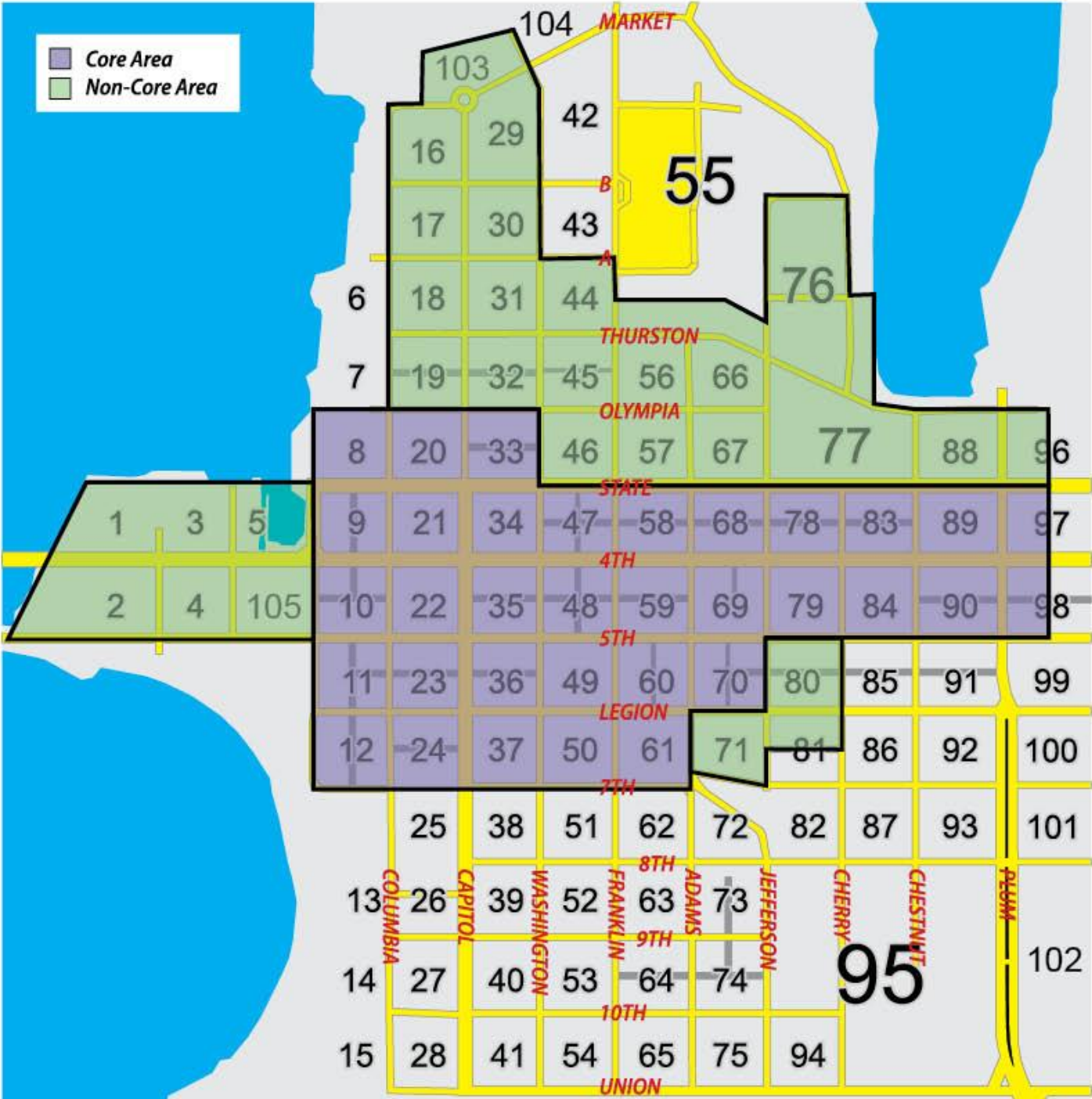


- Petition Campaign-(Commenced August 22)
- Petition submission to the City (Mid-November)
- City Council process to approve ordinance (November-January)
- DID billing and operations commence (first quarter 2024)

DID Operational Plan: Objectives

- Provide advocacy, leadership, and services that improve the downtown experience and quality of life, such as enhancing cleanliness, supporting a safe and welcoming environment, activating and beautifying public spaces, and advancing economic development.
- Help support small businesses to grow and prosper in downtown.
- Attract new investment that creates jobs, businesses and housing.
- Enhance property values, increase sales and occupancies.
- Offer accountability to ratepayers through a ratepayer managed governance structure.

DID Operational Plan: Boundaries



DID Plan: Annual Costs*

Type of Property	CORE: Frontage + AV	NON-CORE: Frontage + AV (50% of core)
Commercial	\$ 7.73 + 0.000665	\$ 3.87 + 0.000332
Residential (75% of commercial)	\$ 5.81 + 0.000499	\$ 2.90 + 0.000249
Non-Profit / Exempt (50% of commercial)	\$3.87 + 0.000332	\$ 1.94 + 0.000166

*Revisions pending given updates to assessed values from County

DID Operational Plan: Budget

Current*



Activity	Year 1
Clean, Safe, & Beautiful Services	\$ 405,000
Assisting Small Business	\$77,500
Management	\$77,500
Reserves	\$15,000
TOTAL	\$575,000

DID Operational Plan: Other

- **City services**-The City of Olympia is refreshing a document detailing a base level of pre-DID City services and transmitting this to the DID Steering Committee. The DID will not replace any pre-existing general City services.
- **Collection and enforcement**-The City of Olympia (local authority as referenced in Washington Statute Chapter 35.87A) will provide billing services for the DID.
- **Term of district**-10-year term with 5-year formal evaluation
- **District formation**-DID formation requires petition support from property owners representing more than 60% of the total assessments to be paid in the district. Petitions are submitted to the City of Olympia, a public hearing is held, and the DID is established by an ordinance of the Olympia City Council.
- **Plan adjustments** –Boundary adjustments made by ordinance of City Council. Rate adjustments based on CPI and program costs capped at a maximum annual increase of 5%. Anything over 5% warrants City Council action.

Profile	Area	Sector	Size	Property Owner	Voting/Non-Voting
Property	Core	Open	Open	Yes	Voting
Property	Core	Open	Open	Yes	Voting
Property	Core	Open	Open	Yes	Voting
Property	Core	Open	Less than 5,000 SF	Yes	Voting
Property	Core	Business Owner	Open	Yes	Voting
Property	Non-Core	Open	Open	Yes	Voting
Property	Non-Core	Open	Open	Yes	Voting
Property	Non-Core	Open	Open	Yes	Voting
Property	Non-Core	Open	Less than 5,000 SF	Yes	Voting
Property	Non-Core	Business Owner	Open	Yes	Voting
Business	Core	Open	Less than 5,000 SF	Open	Voting
Business	Core	Open	Open	Open	Voting
Business	Core	Open	Less than 5,000 SF	No	Voting
Business	Non-Core	Open	Open	No	Voting
Business	Non-Core	Open	Less than 5,000 SF	No	Voting
City	N/A	Government	N/A	N/A	Non-voting
Resident	N/A	Resident	N/A	No	Non-voting

DID Plan: Governance

DID Operational Plan: Management Structure



DID will be governed by a board of directors. The DID board will develop an annual work program, budget, assessment rates, and monitor delivery of services for submittal to the City.

Olympia Downtown Alliance will serve as the district management corporation for the DID. This structure will allow the DID to leverage the Alliance's existing staff and services, and will establish a unified and cohesive approach.

Questions?





DID Plan: Services-Clean

- § Partnership with City Clean Team, complimentary services
- § Litter pick-up
- § Detailed cleaning
 - § Wiping fixtures
 - § Removing weeds
 - § Cleaning graffiti
- § Power washing sidewalks
- § Landscape maintenance (could include flower baskets)
- § Seasonal snow and leaf removal

Alliance Maintenance Worker

- November 2022-April 2023
- Measurables*
 - Tags removed-284
 - Stickers removed-197
 - Trash removed-5,400 lbs**
 - Block faces blown-952
 - Block faces cleaned-1,706
 - Sidewalk segments power washed-3 (started April)

*Includes Valeo

**25 lbs/bag

Cleaning Level of Service*

Core

Detailed Cleaning Pass (litter, wiping fixtures, graffiti, weeds)	2-3 times per week
Power Washing Services	Limited power washing of spills and stains
Projects (landscaping, painting, etc.)	Limited hours per week

*Service level estimates provided by Block-by-Block

Cleaning Level of Service*

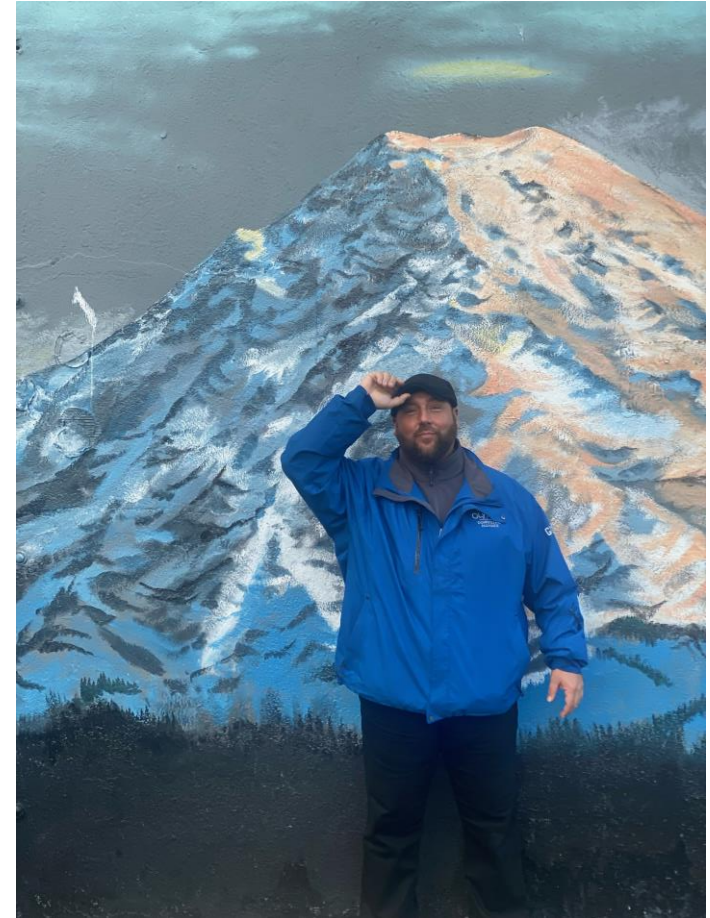
Non-Core

Detailed Cleaning Pass (litter, wiping fixtures, graffiti, weeds)	Once per week with return passes to hot spots
Power Washing Services	Limited power washing of spills and stains

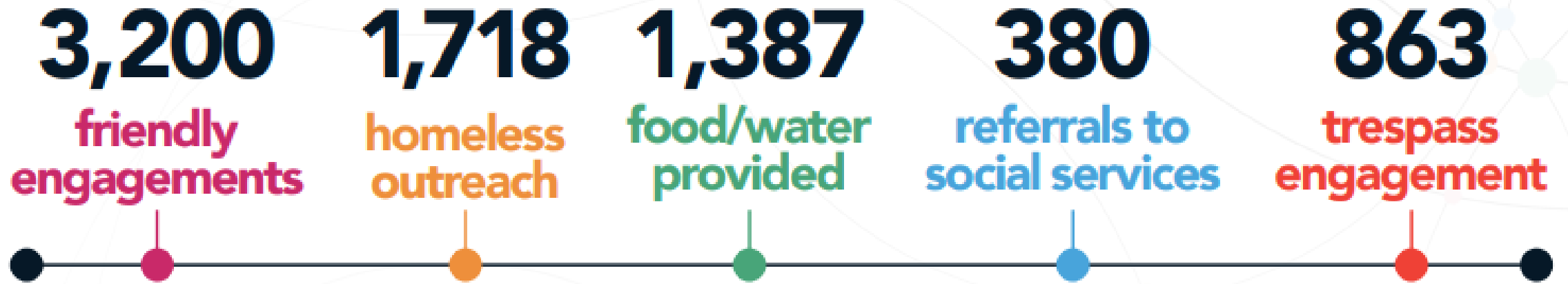
*Service level estimates provided by Block-by-Block

DID Plan: Services-Safe

- Next iteration of Downtown Guide Program-ambassador-style scope of service:
 - Hospitality services
 - Crisis outreach
 - Provide a presence to support a welcoming environment
 - Coordination with City services



Downtown Guide Encounters in 2022



Downtown Guide Program

Safe Level of Service



Core

Guide Walking Services	4-5 passes/day (increased based on demand) with increased on Saturday
Guide Bicycle Services	Some to supplement walking services
Employee escorts to car	On-call

*Service level estimates based on existing downtown Guide metrics

Safe Level of Service



Non-Core

Guide Bicycle Services

5-6 passes per day (increased based on demand) with increased on Saturday

Employee escorts to car

On-call

*Service level estimates based on existing downtown Guide metrics

DID Plan: Services- Assisting Small Businesses



■ Marketing

- Retail, dining, and living promotions to attract consumers to small businesses and encourage new residential and amenity development in downtown.

■ Events

- Special events production and promotion to attract residents and visitors to experience downtown and drive sales in small businesses.

■ Special Projects

- Beautification and capital improvements, including street furniture, banners, wayfinding signage and gateways, lighting, landscaping, and cosmetic improvements to make downtown more welcoming, walkable, and attractive.

■ Small Business Training

- Quick-hitting high-impact trainings to small business owners designed to help business succeed.