



Ballard Alliance 2021 BIA Work Plan and Budget

BIA resources will be used to fund programs and activities that directly support ratepayers as well as activities that benefit the businesses and residents within the district. The Ballard Alliance garners additional revenue from membership dues, grants and fundraising activities.

BIA assessment dollars will be used specifically in the following areas:

- Clean Environment
- Business Development and Retention
- Advocacy, Urban Design and Transportation
- Public Safety/Public Health Enhancement
- Marketing and Promotions
- Management

Clean Environment

- Sidewalk sweeping (5x - 7x/month) and alley cleaning
- Removal and composting of leaves in late fall – (7x/month in October; 15x/month in November; 10x/month in December)
- Engage with the City of Seattle as part of its clean streets initiative to address trash, illegal dumping and graffiti.
- Continue Crime Prevention through Environmental Design (CPTED) assessments with interested building/business owners
- Work with building/business owners along Market Street between 22nd and 20th Ave NW to plan a redesign of the back alley that will promote a clean environment and reduce negative activity
- Work with Seattle Public Utilities to brand public trash receptacles.
- Engagement with SPU, Waste Management and business owners to ensure that waste receptacles are “right-sized” and encourage participation in the bin locking program
- Engagement with Parks Dept. to ensure parks within the boundary are maintained and activated

Public Safety/Public Health Enhancement

- Create a grassroots campaign (potentially in conjunction with other BIAs) to raise awareness of safety issues, identify residential and business owner supporters, and mobilize engagement on key issues (requires use of reserve funding)
- Continue Mental health/social services outreach
- Work with SPD and key city leaders to address illegal camping and RV dwellings with a particular emphasis on the area surrounding Ballard Commons Park
- Continue collaborative work with other area BIAs with a specific focus on public safety
- Continue to support the new Ballard Commons Park ambassadors and coordinate with respect to REACH outreach work, park safety issues and promotion of broader community events (pandemic pending)
- Conduct a broad-scale fundraising effort to garner construction funds for the new Ballard Commons Park play area.

Business Development and Retention

- Work with Ballard business owners through implementation of economic development and marketing strategies to help businesses survive the pandemic in the first half of 2021. Build off 2020 work which included adoption of street cafes and merchandise displays, the Ballard Marketplace and the Love Your Local holiday campaign
- Continue to assess loss of business due to the pandemic and identify new vacancies
- Produce a territorial reinforcement and tourism marketing project: a large-scale “BALLARD” mural welcoming visitors to the neighborhood (may require 3rd party grant funding)
- Restart the Ballard Wine Walk, expand the number of retail participants and garner participation from the restaurant community (pandemic pending)
- Create a new notification system for alerting business owners about upcoming infrastructure projects (e.g. street closures, special events, construction projects etc.)
- Continue mainstay events including Ballard Hullabaloo, HolidayFest, Sidewalk sale, Ballard Gives and other retail/restaurant promotion (pandemic pending)
- Continue the expanded holiday lighting program
- Continue to coordinate and support the Ballard ArtWalk
- Business advocacy and business attraction
- Continue quarterly meet and greets with residential community managers to share info about the Alliance, learn about current challenges and share information
- Support business growth through marketing and promotions campaigns

Marketing and Promotions

- Continue to build on successful programs (e.g. Ballard Marketplace and Love Your Local campaign) launched in 2020 to help preserve existing Ballard businesses
- Produce tourism video vignettes, along with stock footage of the neighborhood to be used for additional marketing collateral, highlighting the neighborhood as a destination for eating, drinking, shopping and a unique cultural experience within Seattle
- In conjunction with the Ballard promotional video, initiate a digital marketing campaign promoting the video and drawing viewers to visitballard.com
- Design and install neighborhood territorial reinforcement campaign: Visit Ballard utility pole banners
- Begin plans for a Ballard specific art installation that visitors and locals can interact with and share on social media #visitballard (may require 3rd party funding)
- Work with the restaurant community to establish new and ongoing promotional opportunities
- Begin reprint process for the Ballard Shopping and Dining district map and distribute to hosting locations throughout the region
- Continue retail Visit Ballard merchandise, including caps, beanies and camping mugs
- Continue to build the Visit Ballard brand and website to attract more followers and highlight information about Ballard businesses and community events
- Continue to produce event programs to support the neighborhood and activate parks with an emphasis on Ballard Commons Park
- Support Visit Ballard through marketing (advertising and social media) and media relations

Advocacy, Urban Design and Transportation

- Continue work with Sound Transit, key stakeholders and the broader community throughout the Sound Transit's early EIS process – including engagement with the City and other governmental agencies as third-party funding is identified.
- Continue advocacy with SDOT and the Mayor's office relative to existing and planned repaving projects along NW Market Street
- Plan and execute a Ballard lobbying day at City Hall to educate city leadership on Ballard businesses/enterprises and issues

- Begin strategic planning process in advance of the 2023 reauthorization, including discussions with broader Ballard-area stakeholders.
- Advocate on behalf of the Alliance for issues such as: transportation/transit improvements, public safety, parking, design guidelines, small business development, infrastructure improvements, and social service expansion
- Partnerships with key city departments: OPCD, SDOT, OED, DON and DCI

Management

- Program administration
- Develop and implement service programs
- Manage finances and contract services

Activities	2021 BIA Budget		2020 BIA Budget	
Public Safety/Public Health Enhancement	\$165,000	27%	\$175,000	29%
Clean Environment	\$115,000	19%	\$112,000	19%
Business Development & Retention	\$83,000	14%	\$80,000	14%
Marketing & Promotions	\$101,000	16%	\$86,000	14%
Advocacy, Urban Design & Transportation	\$89,000	14%	\$94,000	15%
Management*	\$62,000	10%	\$53,000	9%
Total Expenses	\$615,000	100%	\$600,000	100%

*Personnel and overhead costs are included in each program element.