



Ballard Alliance 2022 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).
- Periodic removal of graffiti from vinyl-wrapped utility boxes.
- Engage with the City of Seattle as part of its clean streets initiative to address trash, illegal dumping, graffiti and street sweeping during the fall.
- Continue Crime Prevention through Environmental Design (CPTED) assessments with interested building/business owners.
- 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

- Work with the key City elected and department leaders to address concerns over crime and safety issues in Ballard.
- Continue to coordinate with City elected and department leaders to provide oversight on the rehabilitation of Ballard Commons Park, work to prevent re-camping, and accelerate the construction of the new children’s play area.
- Work with City leadership to ensure that public spaces are safe, open to the public, and available for their intended uses, in tandem with finding services for those in need
- In concert with the City, plan programmatic activation for Ballard Commons Park that will launch when the park reopens to the public.
- Work with the Seattle Police Department to create a neighborhood business district block watch.
- Connect business owners with the Seattle Police Department’s Crime Prevention team to conduct on-site security assessments.
- Coordinate with other BIAs to raise awareness of safety issues, identify residential and business owner supporters, and mobilize engagement on key issues.

- Continue partnership with REACH – and/or other outreach organizations – as well as the King County Regional Homeless Authority to help ensure the needs of unhoused individuals are being met.
- Work with SPD and key city leaders to address illegal camping and RV dwellings with a particular emphasis within the district.

Business Development and Retention

- Continue to prioritize property owner relationships and information sharing to facilitate communication with prospective businesses.
- Maintain clear communication with existing property owners and managers to support recruitment efforts (e.g. promotional materials).
- Target and actively recruit/identify businesses and business owners within the city – and around the nation – that would successfully mix and diversify Ballard’s existing business types.
- Produce a neighborhood identity mural project to welcome visitors to Ballard.
- Restart the Ballard Wine Walk, expand the number of retail participants and garner participation from the restaurant community.
- Continue mainstay events including Ballard Hullabaloo, HolidayFest, Sidewalk sale, Ballard Gives and other retail/restaurant promotion.
- Continue the holiday lighting program.
- Continue to produce the Ballard ArtWalk.
- 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

- Launch a marketing campaign that leverages the video work completed in 2021 that will focus on Ballard being an amazing place to live, work, shop, dine and play and draw visitors to visitballard.com.
- Plan and develop a new Ballard Alliance website that will provide important information about the Alliance’s work and serve as a better resource for ratepayers and the public.
- Refresh the Visit Ballard website with a sole focus on highlighting all the great things to do in Ballard and promote tourism.
- Plan and develop light pole banners along Market Street that will highlight Ballard’s deep and diverse heritage and also support the Visit Ballard brand.
- Continue to build on successful programs (e.g. Ballard Marketplace and Love Your Local campaign) to help preserve existing Ballard businesses.
- Work with the restaurant community to establish new and ongoing promotional opportunities.
- Update, reprint and re-distribute the Ballard Shopping and Dining district map.
- Promote public art installations through communication tools, paid and earned media.
- Promote Ballard Alliance efforts and success stories that are a direct benefit to property owners, business owners, residents and visitors.
- Continue to sell 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.
- Develop and sustain active coordination and publicity support for community events and public space activations.
- Re-invigorate the Ballard Art Walk Instagram page.
- Support Visit Ballard through marketing (advertising and social media) and media relations.

Advocacy, Urban Design and Transportation

- Increase the Alliance’s position as the go-to source for important issues in Ballard regarding city initiatives.
- Actively engage elected officials and department leadership, informing them of Ballard’s priorities and offering forums for public discourse on critical issues.
- Provide a unified voice for Ballard and leverage Ballard Alliance influence to achieve its goals.
- Continue to establish an ongoing dialogue with and advocate for the needs of Ballard residents within the district.
- Continue work with Sound Transit, key stakeholders and the broader community throughout the Sound Transit’s EIS process – including participation with the newly-formed Community Advisory Group and continued engagement with the City and other governmental agencies.
- Continue to work with Councilmember Dan Strauss and keep department leaders to update the Ballard Avenue streets cafes and work toward a long-term plan for Ballard.
- Continue advocacy with SDOT and the Mayor’s office relative to Route 40 updates, planned repaving projects, and other initiatives that could have an impact on Ballard.
- Plan and execute a Ballard lobbying day at City Hall to educate city leadership on Ballard businesses/enterprises and issues.
- Continue to engage the Ballard Public Art Committee to recruit, curate, and publicize public art.
- Identify funding sources – including public, private and Alliance-funded investments - for installation and maintenance of public art.
- Strengthen relationships with property owners to increase opportunities for more art installations.
- Continue to explore and advocate for opportunities for enhanced wayfinding, including “Smart City” kiosk(s) to promote wayfinding.
- Finalize the Strategic Plan and assemble a working group to begin planning for the 2023 reauthorization, including discussions with broader Ballard-area stakeholders and, ultimately, a re-authorization petition campaign.
- 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.
- Advocate for a strengthened and expanded network of services to support unhoused individuals in finding shelter and services.
- Advocate for the development of more affordable housing options in Ballard.
- 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	2022 BIA Budget		2021 BIA Budget	
	Amount	Percentage	Amount	Percentage
Public Safety/Public Health Enhancement	\$150,000	25.1%	\$165,000	27%
Clean Environment	\$115,000	19.4%	\$115,000	19%
Business Development & Retention	\$97,000	16.4%	\$83,000	14%
Marketing & Promotions	\$111,000	18.7%	\$101,000	16%
Advocacy, Urban Design & Transportation	\$67,000	11.2%	\$89,000	14%
Management*	\$55,000	9.2%	\$62,000	10%
Total Expenses	\$595,000	100%	\$615,000	100%

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

**The 2021 total budget number (\$615,000) includes \$50K in REACH funding. In 2022, REACH funding (\$50K) will be handled directly through the King County Regional Homeless Authority and is not included in the 2022 budget as it will not pass through our organization.