

EDMONDS DOWNTOWN BUSINESS
IMPROVEMENT DISTRICT
PROPOSED 2013
WORK PROGRAM & PLAN

Edmonds, Washington

Prepared pursuant to
Edmonds City Ordinance 3909, Section 3.75.120

The mission of the Edmonds Downtown Business Improvement District is to encourage, promote and participate in activities enhancing the general economic conditions for the mutual benefit of businesses in the district and the city of Edmonds.

Per Ordinance 3909, the scope of work includes:

- A. Marketing & Hospitality: may include maps/brochures/kiosks/directories, web site, social media, marketing/advertising campaigns, holiday decorations, street performers/artists, historic education/heritage advocacy, special public events
- B. Safety & Cleanliness: may include maintenance, security, pedestrian environment enhancements
- C. Appearance & Environment: may include design enhancements, neighborhood advocacy & communication, streetscapes/lighting/furniture
- D. Transportation: may include transportation alternatives, directional signage, parking management & mitigation
- E. Business Recruitment & Retention: may include education/seminars, market research, business recruitment
- F. Organization: may include contract staff & professional services, administration costs

INTRODUCTION

The Edmonds Downtown Business Improvement District (EDBID) was approved on January 15, 2013 under Ordinance 3909. The following is the first year work program and plan for the district, effective from approval by Edmonds City Council through December 31, 2013, implementing the BID program for 2013. It includes a description of the District, proposed first year services, sources of funding, first year budget and allocations.

I. MAP OF THE DISTRICT

Geographically, the EDBID is located in downtown Edmonds, Washington as defined and delineated on the map in Ordinance 3909, Exhibit A.

II. PROPOSED 2013 SERVICES

The services to be provided in this plan include items required for the promotion and enhancement of the EDBID and to meet the needs identified by members of the District. The services are not intended to take the place of, but add to or supplement those services provided by the City. The services will be executed under the direction of the EDBID Members Advisory Board.

A. Non-profit Organization

The Members Advisory Board will form an association as a non-profit organization incorporated under Washington law. The association will be established for the purpose of contracting with the City of Edmonds and executing the responsibilities of the EDBID and will carry out the activities prescribed in the EDBID bylaws, pursuant to ECC 3909, section 3.175.140, and will promote and support the EDBID. The Members Advisory Board shall adopt an appropriate and relevant name for the organization, but for purposes of this work program the association will be referred to as the "District Association." Prior to the formation of a District Association, the work plan and associated programs will be administered by the Members Advisory Board, under the direction of the City of Edmonds Community Services/Economic Development Director and/or Finance Director as the Program Administrator.

The District Association will be organized exclusively for charitable and educational purposes as specified in Section 501(c)3 of the Internal Revenue Code of 1986, as amended.

The Board of Directors of the District Association will be made up of the same members as the EDBID Members Advisory Board, as appointed and under the same terms, as proposed in the EDBID Bylaws.

B. Administration

There will be no paid administrative support staff for the EDBID in 2013. The District Association Board will be responsible for the administration of the District Association on a volunteer basis, inclusive of all infrastructure, operations and outreach. In addition, the District Association will be responsible for the research and implementation of the proposed professional services listed herein.

Operating expenses will include supplies and insurance, post office box rental, mailings to members, and web domain and hosting fees. Legal, accounting and professional services will be contracted on an as-needed basis. When appropriate, pro-bono services will be used.

C. Assessment and Evaluation

The District Association recognizes the important responsibility it has to its members to demonstrate effective and efficient use of EDBID resources. As such, the District Association will include reasonable and appropriate program assessment and evaluation efforts within its work plans. This may include internal and external initiatives such as member surveys, market research, third party or independent impact analysis, etc.

D. Member Engagement and Outreach

Creating a collaborative and effective business district is a high priority for the District Association. Communications to members will take place regularly and in a cost-effective manner. A member meeting will be held prior to September 2013 as a forum to seek input into the mission and activities of the EDBID.

E. Business and Civic Collaboration and Outreach

Partnering with existing organizations in Edmonds will help to strengthen the mission of the EDBID. The District Association will create and maintain a comprehensive list of organizations and follow up with outreach to each. This list will include the Downtown Edmonds Merchants Association, Chamber of Commerce, arts organizations, City of Edmonds, education partners, service clubs, business organizations and other community groups.

F. Branding and Identity Development

The District Association identifies comprehensive EDBID branding and identity development as an important priority for 2013. The District Association will seek, via a request for proposal and in accordance with the City of Edmonds purchasing policies, a qualified, creative communications entity to develop and implement an integrated brand and identity initiative. It is anticipated that the RFP publication, selection process, contracting and initial start-up of services will occur during 2013.

G. Professional Business Resources

Being mindful of by-appointment members' needs, the District Association will offer services as determined to be beneficial to the members. Examples include, but are not limited to, business directories, professional services, assistance with social media, search engine optimization, etc.

H. Parking

Parking has been highlighted as a priority for members of the EDBID. In 2013, the District Association will appoint a liaison to the City of Edmonds parking committee, in addition to researching private sector solutions to increase parking options within the downtown district.

I. Research of Potential Boundary Adjustment

In coordination with the City and stakeholders, research will be conducted to determine which, if any, properties should be added to the EDBID in future years. Per the Revised Code of Washington, the boundaries of the current EDBID can be increased by 10% of the total annual assessment each year.

J. 2014 Planning

The District Association will implement a 2014 work program, plan and annual budget to present to Edmonds City Council in September 2013.

III. PROPOSED SOURCES OF FUNDING

The District Association may enter into an agency agreement or contract with the City of Edmonds for the purpose of having the City levy and collect, and then disburse to the District Association, assessments with respect to the EDBID businesses subject to such assessment pursuant to Ordinance 3909.

A. Assessments

Assessments will be collected in accordance with Ordinance 3909.

B. Grants and Donations

The District Association may pursue and accept grants and donations from private institutions, the City, other public entities or individuals and other non-profit organizations, in accordance with State and Federal law.

IV. ANNUAL BUDGET

A. Estimated Revenue

The primary focus is to set the groundwork and build community relationships before any long-term projects can be implemented. The projected assessments collected for 2013 will be approximately \$66,000.

B. Estimated Expenses

In accordance with the scope of work as approved in Ordinance 3909, it is anticipated that the budget of proposed expenditures to be made during the first operating year of the EDBID will be as follows:

District Association Administration	\$ 5,000
Branding and Identity Development	\$ 26,000
Member Engagement and Outreach	\$ 5,000
Professional Business Resources	\$ 4,000

TOTAL FIRST YEAR BUDGET **\$ 40,000**

C. Unallocated Funds

Considering potential delays in introductory member assessment collection efforts, an unallocated fund balance of \$26,000 at the end of fiscal year 2013 is projected. The District Association reserves the right to utilize these funds as necessary if the budget needed for the approved work exceeds the budgeted amount.

D. Subsequent Budgets

The District Association shall establish for each fiscal year after the first year a proposed budget for expenditures. Such proposed budgets shall: i) reasonably itemize the purpose for which monies are proposed to be expended by the EDBID; and (ii) set forth the total amount proposed to be expended. A proposed budget, whether for the first year or for subsequent years, shall be referred to as the "Budget."

E. General Provisions

- i. The District Association shall make no expenditures other than in accordance with and pursuant to a Budget for which a total Annual Budget amount has been approved by the City and the District Association.
- ii. In the event that in any given fiscal year the sources of funding and/or reserves held over from the previous year do not equal the total annual budget amount, the District Association may choose to eliminate some expenditures in order to balance the budget.
- iii. The District Association, at the conclusion of the fiscal year, will provide a detailed financial report in accordance with Ordinance 3909.