

EDMONDS DOWNTOWN BUSINESS
IMPROVEMENT DISTRICT
PROPOSED 2014
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

PROPOSED 2014 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 is in the process of forming a non-profit organization incorporated under Washington law. This non-profit organization 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 has adopted Edmonds Downtown Business District Association, the "District Association" as the name of the organization. The District Association will administer the programs and work plan on behalf of the EDBID in 2014. In addition, the District Association will engage the services of a local attorney, pro bono and partially compensated, to assist with legal matters, including filing of taxes and filing for Section 501(c)(3) status with the Internal Revenue Service.

The Board of Directors and Officers 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

The District Association Board may contract with an individual(s) to provide accounting expertise regarding our financials, as well as administer member mailings and maintain the District's webpage.

The Board will continue to 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 in April 2014 to elect board members and will serve 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. Outreach will be extended to 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, Identity and Marketing

Currently, the District Association is reviewing proposals and finalizing selection of a design firm for branding and identity initiatives, including logo design, web design and promotional materials. In 2014, the District Association anticipates finalizing branding and logo design and creation of a website, stationery package, newsletter template and press organization kit.

Additional services under consideration in 2014 include: print ads, way finding signage, digital kiosks, and a specific targeted marketing campaign for “local first” advertising.

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.

In 2014, we will begin planning, research and implementation of a downtown directory, physical and online, to include all member businesses.

H. Parking

Members of the EDBID parking committee will continue to attend City of Edmonds parking committee meetings to ensure we are working in concert with city efforts.

The committee will survey the available parking on both public and private property. The goal is to identify areas of underutilized parking spaces and areas where parking is particularly difficult. Once those areas are identified solutions will be explored.

Education of business owners regarding the employee permit parking areas will target those businesses whose employees repeatedly park in the 3 hour limit areas. We plan outreach education to commuters who park in the downtown areas in the hopes of moving them out of the neighborhood and into available parking closer to the ferry.

I. Appearance and Environment

Research the costs of ideas to enhance the appearance of the EDBID, including adding additional garbage/recycling cans, contributing to ongoing City-sponsored programs such as art-topped flower poles and programs to encourage building owners to think beyond beige-based color palettes for their buildings. Input will be requested at the annual meeting to see which projects matter most to members.

J. 2015 Work Plan and Budget

The EDBID will prepare a 2015 work program, plan and annual budget to present to Edmonds City Council in October 2014.

II. PROPOSED SOURCES OF FUNDING

The District Association will 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.

III. ANNUAL BUDGET

A. Budgeted Revenue

The projected assessments collected for 2014 will be approximately \$89,000.

B. Budgeted Expenditures

In accordance with the scope of work in Ordinance 3909, budgeted expenditures for the 2014 operating year of the EDBID will be as follows:

District Association Administration	\$ 10,000
District Association Insurance & Licensing	\$ 3,000
Marketing & Branding/Identity	\$ 50,000
Member Engagement and Outreach	\$ 5,000
Professional Business Resources	\$ 12,000
Appearance & Environment	\$ 5,000

TOTAL 2014 REVENUE **\$ 85,000**

C. Unallocated Funds

An unallocated fund balance is projected. The EDBID reserves the right to use unallocated funds as necessary.

D. Subsequent Budgets

The EDBID Board 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 EDBID Board.
- 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 EDBID Board 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, as amended.