

Summary of 2009 Downtown Accomplishments

PLANNING & DESIGN

- \$3.7 billion invested Downtown since 1999
- Began implementing *Fast Forward Spokane: Downtown Plan Update*, adopted by City on December 22, 2008
- Updated Downtown Development Codes & Design Guidelines, adopted by City on December 14, 2009
- Gave Downtown Plan presentation & walking tour at American Planning Association conference
- Participated in Neighborhoods USA conference
- Participated in Sign Code Update
- Worked with City to develop a 2010 Parking Study Update
- Partnered with City, STA & SRTC on kicking off the Downtown Transportation Alternatives Analysis

PUBLIC POLICY & ADVOCACY

- Participated in stakeholder process for No on Prop 4 JOBS Coalition, No on I-1033 & County jail site selection
- Division Street Gateway Project secured as priority project for City's & GSI's Legislative Agenda
- Participated on Regional Affordable Housing Board

BUSINESS & PROJECT DEVELOPMENT

- Aggressively promoted & invited investors to experience Downtown
- Key partner in retaining & actively recruiting new businesses
- Welcomed new & acclimated existing developers, property & business owners
- Supported the new Kendall Yards development owners
- Supported & financially assisted the Main Market Co-op, Downtown's first grocery store
- Participated in community speaking engagements throughout the year
- Participated in Regional & International Council of Shopping Centers conferences, resulting in site selector meetings
- Updated & distributed Downtown numbers & business profile collateral
- Promoted projects in the Terabyte Triangle
- Assisted, promoted & advocated for new market-rate housing developments utilizing the Downtown & new UD Housing Study
- Spokane Housing Authority's Pearl on Adams provided 34 additional affordable, workforce housing units & the Madison Apartments provided 68
- Convention Center South Site parking lot redeveloped & consistent with Downtown Plan

UNIVERSITY DISTRICT

- \$843 million invested in the UD since 2004
- 11,400 students in UD, almost doubling from 7,838 in 2004
- Created a project management approach to UD development
- Actively supported UD smart growth planning, development & connectivity efforts
- Established a formal leadership organizational structure by designating UD as a 501(c)3 non-profit organization through Ventures
- Raised money from strategic partners for UD
- Established a UD Board of Directors comprised of 15 leaders from a broad cross-section of UD stakeholders
- Hired Brandon Betty, Project Coordinator, as the first full-time UD employee
- Assisted in University District Revitalization Area (UDRA) ordinance implementation with City, projected to leverage \$40+ million by 2034
- Assisted in successful grant application for the Energy Efficiency through Transportation Planning grant program
- Held UD Month kick-off reception celebrating milestones & accomplishments & facilitated the month-long celebration in October
- Completed developing Phase 1 of the UD database
- Completed formal UD Housing Study by Zimmerman/Volk Associates showed potential for 1,740 new units in the UDRA
- Launched redesigned SpokaneUniversityDistrict.com web site
- Developed successful communication outreach including media, events, newsletters, publications, inserts & mailings

DSP/BID ORGANIZATIONAL ADMINISTRATION

- Maintained DSP contract with City for BID Administration & \$100,000 Clean/Safe Management through 2011
- Secured contract with City for I-90 gateway annual maintenance
- Held Downtown Annual Meeting in February with 309 attendees & Senator Brown keynote address
- Increased communications with City & government officials
- Recruited two new DSP members with additional investment
- Planned board succession for organization sustainability
- Continued BID expansion evaluation & outreach
- Assisted other City neighborhoods with organizing & exploring BID resource options
- Established Downtown management role with UD as contract manager
- 7 DSP staff designated as Spokane Certified Tourism Ambassadors through CVB

CLEAN & SAFE

- 25,000 Security Ambassador miles & 16,900 hours patrolled
- 13,349 business, employee or customer contacts
- 6,172 individuals assisted or transferred
- 439 SPD/SFD assists or suspicious activity reports
- Distributed new "Keep Downtown Inviting" safety/panhandling resource information
- Spokane Police Department Downtown summer bike patrols continue thanks to BID, City & STA, increasing communication & collaboration
- 10,140 Clean Team hours spent cleaning common areas
- 6,449 litter sacks & 4,708 graffiti pieces removed
- 34 trash cans, 2 ash receptacles & 4 new recycle bins installed
- Avista donated a truck for Clean Team & Security Ambassador use
- Utilized the new Clean Team electric car

GREEN & BEAUTIFUL

- Continued Downtown Street Tree Grant Program with City Public Works Department, replacing 30 street trees & repairing/replacing 15 tree grates
- Worked with City Planning Department to establish new tree grate design
- Distributed "Whose Job Is It?" resource information for maintaining trees & common areas
- Worked with City on establishing Downtown snow removal plan & distributed information
- 1,350 seasonal plants maintained in 66 planters & gateways freshen the streetscape appearance
- 2,500 graffiti pieces & 18 tons of debris removed from I-90, 80 paint gallons applied to unify appearance of walls/lots & ongoing irrigation system maintenance
- 640 rotating Downtown & event banners installed, including 150 new Downtown banners, plus UD, National Veterans Wheelchair Games, River Park Square 10th Anniversary, Best of Broadway's Lion King & 150 US Figure Skating banners
- 300 skywalk windows decorated & 148 holiday season street decorations installed, including 36 snowflakes on Post & Wall Streets
- Coordinated décor and window display contest for US Figure Skating Championships

PARKING & TRANSPORTATION

- 333,950 EasyPark & Premier Pass validations with 65 participating businesses & 10 parking facilities
- 7,009 CityTicket employee parking participants
- New Downtown banner design on STA's three new hybrid Downtown Shuttles
- 3,000 BounceBack parking coupons distributed
- Updated parking maps & information provided to visitors
- Implemented Parking Demand Study system improvement recommendations with Parking Steering Committee & City
- Parking Steering Committee changed Municipal Codes regarding Entertainment Parking District meters for west end parking solutions
- Partnered with City, STA & SRTC on kicking off the Downtown Transportation Alternatives Analysis
- Participated in the City's Master Bike Plan
- Partnered with City/County GTEC to install 30 new bike racks
- Participated in & promoted Spokefest with 1,691 riders & Bike to Work Week with 1,400 cyclists logging 64,000 miles

MARKETING & PROMOTIONS

- 5,000,000 "Come be part of it" multimedia co-op campaign exposures with 2,231 electronic spots
- 284,000 "Ripple Effect" & "Discover Downtown" magazines, Holiday Guides & calendar ads distributed
- 85,147 DowntownSpokane.net web site visitors, over 1,600 e-news subscribers & over 500 followers on social media
- 7,800 snow removal, safety tools, "Whose Job Is It?", holiday & figure skating décor packages, parking, board elections & BID Ratepayer hearing information distributed
- 10,000 convention coupons & 1,000 welcome signs distributed with CVB
- 28,000 attendees & 600 entertainment hours for Horse & Carriage, First Friday & holiday activities
- First Fridays expanded with over 40 venues monthly average
- 158,170 record attendees at US Figure Skating Championships in a completely decorated urban environment
- Celebrated and helped coordinate Fanfest in River Park Square & on Main Avenue during Championships
- Supported Davenport District, Monroe St Antique District & UD
- Increased communications with BID Ratepayers, outlining benefits
- 1,600 BID Management Plans distributed
- Received increased media exposure with Seattle Times, Puget Sound Journal, US Figure Skating & more