

# Summary of 2010 Downtown Accomplishments

## PLANNING & DESIGN

- \$3.7+ billion invested since the 1999 Downtown Plan
- Continued implementing the 2008-2009 Downtown Plan Update, Development Codes & Design Guidelines with City
- Advocated for design review process
- Worked with City to complete the 2010 Parking Study Update
- Partnered with City to develop changing image signs regulations for Downtown
- Conducted initial review of pending City Historic Preservation Ordinance changes
- Partnered with City, STA & SRTC on Central City Transit Alternatives Analysis

## PUBLIC POLICY & ADVOCACY

- Developed DSP Policy Committee to advise on all Downtown policy matters
- Continued engagement in County jail site selection process
- Engaged elected officials & Downtown community in parking tax proposal debate
- Worked with City on Traffic Impact Fee legislation
- Assisted in gaining final Hearing Examiner approval for Kendall Yards
- Division Street Gateway Project secured as City's & GSI's legislative agenda priority
- Continued engagement with GSI Policy Council

## BUSINESS & PROJECT DEVELOPMENT

- Promoted & invited investors to experience Downtown
- Key partner in retaining & actively recruiting new businesses
- Welcomed new & acclimated existing developers, property & business owners
- Supported, interfaced on board & financially assisted the Main Market Co-op, Downtown's first grocery store
- Supported Spokane Public Market
- Participated in community speaking engagements & served on CVB President selection committee
- Participated in International Council of Shopping Centers conference, resulting in site selector meetings
- Updated & distributed Downtown stats & business profile collateral
- Utilized Downtown & UD Housing Study to assist, promote & advocate for market-rate housing developments
- Welcomed Apple's first Spokane store, Sushi Maru, the future Mobius Science Center & others to Downtown

## UNIVERSITY DISTRICT

- \$843+ million invested in the UD since 2004 & 11,000 students strong
- Implemented successful 2011 fundraising campaign to augment UD capacity
- Implemented UD development management system
- Actively supported UD smart growth planning, development & connectivity projects
- Increased UD Board of Directors representation
- Facilitated public outreach for UD Bicycle & Pedestrian Bridge Type, Size & Location Study
- Celebrated Martin Luther King Jr. Way road project dedication ceremony
- Developed Project Advisory Committee to oversee UD Revitalization Area funding tool, projected to add \$40+ million by 2034
- Hosted 2010 Catalyst Awards program at UD Month kick-off reception
- Facilitated Central City Mobility open house where 200+ residents learned about UD-related transportation projects
- Worked directly with developers to identify incentives & opportunities
- Completed UD database final phase, inventorying all 770 UD acres
- Designed research model to explore organizational structures to fast-forward commercial & residential infill development
- Continue to promote & communicate the UD brand

## DSP/BID ORGANIZATIONAL ADMINISTRATION

- Maintained DSP contract with City for BID administration & \$100,000 Clean/Safe management through 2011
- Established Downtown management role with UD as contract manager
- Secured I-90 gateway annual maintenance contract with City
- Held Downtown Annual Meeting in January with 312 attendees & Pres. Wiewel, PSU keynote address
- Held DSP/City Planning Retreat in March & created 2010-2015 Strategic Plan
- Recruited three new DSP members with additional investment
- Acted as resource to other City neighborhoods organizing & exploring BID tools & options
- Continued communications with City & government officials
- 8 DSP staff designated as Spokane Certified Tourism Ambassadors & Dan Hall won the CVB's 2010 CTA Star Award
- Relocated First Night Spokane organization into DSP offices

## CLEAN & SAFE

- 25,000 Security Ambassador miles & 13,349 hours patrolled
- 11,054 business, employee or customer contacts
- 4,417 individuals assisted or transferred
- 291 SPD/SFD assists or suspicious activity reports
- Spokane Police Department Downtown summer bike patrols continue with BID, City & STA, increasing communication & collaboration
- 9,040 Clean Team hours spent cleaning common areas
- 5,396 litter sacks & 3,010 graffiti pieces removed
- 2 additional trash cans & an ash receptacle installed
- Utilized the Clean Team electric car for efficiency

## GREEN & BEAUTIFUL

- Put on first Streetscape Investment Seminar for Downtown property owners
- Revamped Downtown Street Tree Grant Program with City Utilities Division, Parks Department & Urban Forester, replacing 29 new tree grates, 3 street trees & rehabbing 9 tree well irrigation systems
- Clean Team developed tree grate maintenance & installation program
- Worked with City Water Department to increase street trees water amount
- 2,500 seasonal plants maintained in 68 planters freshen the streetscape appearance
- 2,500 graffiti pieces & 18 tons of debris removed from I-90, 80 paint gallons applied & ongoing irrigation system maintenance
- Partnered with East Spokane Kiwanis Club to landscape the Maple Street off-ramp
- 640 rotating Downtown & event banners installed, including UD, 150 US Figure Skating & new Bloomsday, MAC Artfest & Hoopfest banners
- Coordinated US Figure Skating Championships décor contest
- 600 skywalk windows decorated & 150 holiday season street decorations installed, including 36 snowflakes on Post & Wall Streets

## PARKING & TRANSPORTATION

- 333,950 EasyPark & Premier Pass validations with 65 participating businesses & 10 parking facilities
- 5,729 City/Ticket employee parking participants & 32,513 US Figure Skating shuttle passengers
- 3,000 BounceBack parking coupons distributed
- Updated parking maps & information provided to visitors
- Worked with City to complete the 2010 Parking Study Update
- Initiated development of electronic parking meter program
- Partnered with City & Parking Steering Committee to transition underutilized special parking zones to standard parking stalls & mitigated Entertainment Parking District solutions
- Mitigated 2nd Avenue construction & communication
- Partnered with City, STA & SRTC on Central City Transit Alternatives Analysis
- Participated on STA Customer Service and Operations Committee
- Engaged in parking & transportation development issues at Kendall Yards
- Worked with City to adjust Downtown snow removal plan & distributed information
- Partnered with City to develop a Downtown emergency on-call snow removal contract
- Worked with off-street parking managers to improve snow removal response time
- Partnered with City/County GTEC to install 3 new bike racks
- Promoted Spokefest & Bike to Work Week with 4,000+ riders

## MARKETING & PROMOTIONS

- 5,000,000+ multimedia co-op campaign exposures with 1,978 electronic spots
- 278,000 "Discover Downtown" & "Downtown Fusion" magazines, Holiday Guides & calendar ads distributed
- 92,966 DowntownSpokane.net web site visitors, 1,662 e-news subscribers & 1,070 social media followers
- 6,400 holiday & figure skating décor planning packages, Strategic Plans, BID Management Plans, board elections & BID Ratepayer hearing information distributed
- Increased communications with BID Ratepayers, outlining benefits
- 25,000 convention coupons & 1,500 welcome signs distributed with CVB
- 28,000 attendees & 600 Horse & Carriage, First Friday & Holiday entertainment hours
- First Fridays expanded with new presenting sponsor & Favorite award including 40+ venues monthly average & record 51 in June
- 158,170 record attendees at US Figure Skating Championships in a completely decorated urban environment
- Celebrated & helped coordinate Fanfest in River Park Square & on Main Avenue during Championships
- Received increased media exposure including US Figure Skating
- Supported Davenport, Monroe St Antique/Flour Mill, Sodo & University Districts
- Greater partnership with First Night Spokane and board involvement