



April, 2013

Greetings,

As advocates for economic development in Pioneer Square, the Alliance Board and staff, the BIA Ratepayer Board and local business owners have worked hard to make improvements in the neighborhood over the last three years. Now we need your support.

Please sign your petition **by May 15, 2013** to expand the Pioneer Square Business Improvement Area.

Our comprehensive approach to economic development has resulted in numerous, tangible successes:

- New residential developments
- Establishment of a credible voice for advocating on behalf of the neighborhood
- Receipt of significant mitigation from the viaduct construction for promoting the neighborhood and subsidizing parking for visitors and customers
- The beginning of positive changes in our pedestrian realm
- New restaurants and retail

If you want more information regarding the BIA expansion, please visit our website:

<http://allianceforpioneersquare.org/bia-expansion/>. There you will find frequently-asked questions, a business plan, and contact information.

Here are your options for returning your signed petition.

- Mail to Alliance for Pioneer Square, 310 1st Ave S, Suite 238, Seattle, WA 98104
- Scan your *signed* petition and email to bia@pioneersquare.org
- Deliver your petition to the Alliance office during business hours
- Or call us at 206-667-0687 so we can arrange to pick it up at your office.

You'll also find an online petition at <http://allianceforpioneersquare.org/bia-expansion/> to print, sign, and return as outlined above.

Truly, Pioneer Square is the heart and soul of Seattle; so let's keep it. See you in the neighborhood!

Regards,

Leslie G. Smith
Executive Director

Charlie Royer
Alliance Board Chair

Mike Klotz
BIA Ratepayer Board

PETITION TO ESTABLISH: Pioneer Square Business Improvement Area (BIA)

***Please sign
below &
return by
May 15th.***

The Alliance for Pioneer Square was launched in June 2010 to lead implementation of the Pioneer Square 2015 Plan focused on the economic revitalization of the neighborhood. The Alliance also administers the Pioneer Square Business Improvement Area (BIA), a special assessment district established in 1983 to enhance our neighborhood business district. Our work includes:

- Neighborhood and business advocacy
- Economic development and retail recruitment
- Marketing and promotion
- Improving the built environment and pedestrian realm
- Street civility, and public safety
- Building neighborhood and organizational capacity

A major goal of the neighborhood work plan is to align the neighborhood boundaries and revise the BIA assessment methodology to ensure stable, long-term economic development for the neighborhood. The proposed changes include:

- Expanding the BIA boundary to be contiguous with the Historic District, and to include the tunnel construction site;
- Simplifying the BIA assessment formula to be based on business square footage or number of parking spaces; and
- Including all businesses in the BIA to promote equality of voice in the neighborhood

The Alliance and BIA have worked hard in recent years to bring about many positive changes to our neighborhood, including new restaurants and stores, new housing, and helping Pioneer Square businesses weather the impacts of construction nearby. The Alliance Board and BIA Board know that maintaining Pioneer Square's revival will require on-going and essential services that must be funded in an equitable and sustainable manner. These volunteer boards have spent the last year evaluating services, assessment methodologies, and future needs, to develop this plan for a new Pioneer Square Business Improvement Area.

We are asking every business in Pioneer Square — existing and future ratepayers — to sign a petition in support of the new Pioneer Square BIA. *Signed petitions are needed for City approval, and are due by May 15, 2013 to: Alliance for Pioneer Square, 310 1st Ave. S, Suite 238, Seattle, WA 98104. Signed petitions may also be e-mailed to: bia@pioneersquare.org.*

The following pages contain the petition language recommending that the City of Seattle reauthorize and expand the Pioneer Square BIA, effective January 1, 2014 and a map of the proposed BIA, as well as a Business Plan with proposed services and budget are available at <http://allianceforpioneersquare.org/bia-expansion/>.

PETITION TO ESTABLISH:

Business Name	
Business Address	
Estimated Business Square Footage	
Parking Spaces	
Use: <input type="checkbox"/> General <input type="checkbox"/> Parking <input type="checkbox"/> Warehouse/Industrial <input type="checkbox"/> Group Home/Day Shelter	

Note: 50% of the annual BIA Assessments will be billed in January and 50% in July. The first billing for the new Pioneer Square BIA will be in January 2014.

Signature of Authorized Business Representative: _____

Name (print please): _____

Title: _____ Date: _____

e-mail: _____ Phone: _____

***Please sign
HERE***

April, 2013

PETITION TO ESTABLISH:
Pioneer Square Business Improvement Area

TO THE CITY COUNCIL OF SEATTLE:

We, the operators of the businesses located within the proposed district ("Ratepayers"), hereby petition the City of Seattle to establish a Parking and Business Improvement Area (PBIA) as authorized by the RCW Chapter 35.87A, within the boundaries described below (and shown in exhibit A) for the purpose of providing programs and other services which improve the general economic climate and enhance the environment of Pioneer Square.

This proposal is intended to replace and expand the existing PBIA that was authorized by the Seattle City Council on July 25, 1983 with Ordinance Number 111244. The existing PBIA has been doing business as the "Pioneer Square Business Improvement Area" (BIA) since that time, and was most recently updated on December 12, 2005 with Ordinance Number 122000. This proposal extends BIA operations, establishes a new assessment formula, and expands the BIA's boundaries.

The proposed PBIA includes the area that is geographically depicted in Exhibit A (District Boundaries), and described within the following boundaries. When a street or alley is named, the area boundary is the centerline of the right-of-way including vacated portions unless otherwise specified in the description. In case of a conflict between the description of the area and Exhibit A, the description shall control.

- Beginning at the intersection of Occidental Avenue South and Railroad Way South, then
- South along Occidental Avenue South to South Royal Brougham Way, then
- West along South Royal Brougham Way to the west line of the property parcel known as Washington State DOT land - former WOSCA terminal (King County Parcel Identification Number 7666206970, then
- North along the property line to Alaskan Way South, then
- North along Alaskan Way South to the south line of South Washington Street, then
- West along the south line of South Washington Street to the Inner Harbor line of Elliott Bay, then
- North along the Inner Harbor line to the north line of South Washington Street, then
- East along the north line of South Washington Street to Alaskan Way South, then
- Northwest along Alaskan Way South and Alaskan Way to Columbia Street, then
- Northeast along Columbia Street to the alley between First Avenue and Second Avenue, then
- Southeast along the alley to Cherry Street, then
- Northeast along Cherry Street to the alley between Second Avenue and Third Avenue, then
- Southeast along the alley to James Street, then
- Northeast along James Street to Third Avenue, then
- Southeast along Third Avenue to Jefferson Street, then
- Northeast along Jefferson Street to Fourth Avenue, then
- Southeast along Fourth Avenue to Terrace Street, then
- Northeast along Terrace Street to Fifth Avenue, then
- Southeast and south along Fifth Avenue to Yesler Way, then
- West along Yesler Way to Fourth Avenue South, then
- South along Fourth Avenue to South Jackson Street, then

- East along South Jackson Street to Fifth Avenue South, then
- South along Fifth Avenue South to South King Street, then
- West along South King Street to Fourth Avenue South, then
- West along South King Street, including properties on the south side of South King Street to Occidental Avenue South, and then
- South along Occidental Avenue South to the point of beginning.

A general description of the programs and services to be provided by the Pioneer Square Business Improvement Area is set forth in the Pioneer Square BIA Business Plan (Exhibit B; available at <http://allianceforpioneersquare.org/bia-expansion/>).

Further, we request the City of Seattle, as set forth in this petition, to:

- Levy these special assessments upon businesses (ratepayers) within this area.
- Contract with the services subsidiary company of the Alliance for Pioneer Square to administer the operation of the District including the funds derived pursuant thereto as allowed in RCW 35.87 A.110 and,
- Ensure that a Ratepayers Advisory Board is actively engaged in and oversees the BIA operations. This Ratepayers Advisory Board shall include representation from all sizes and classifications of ratepayers.

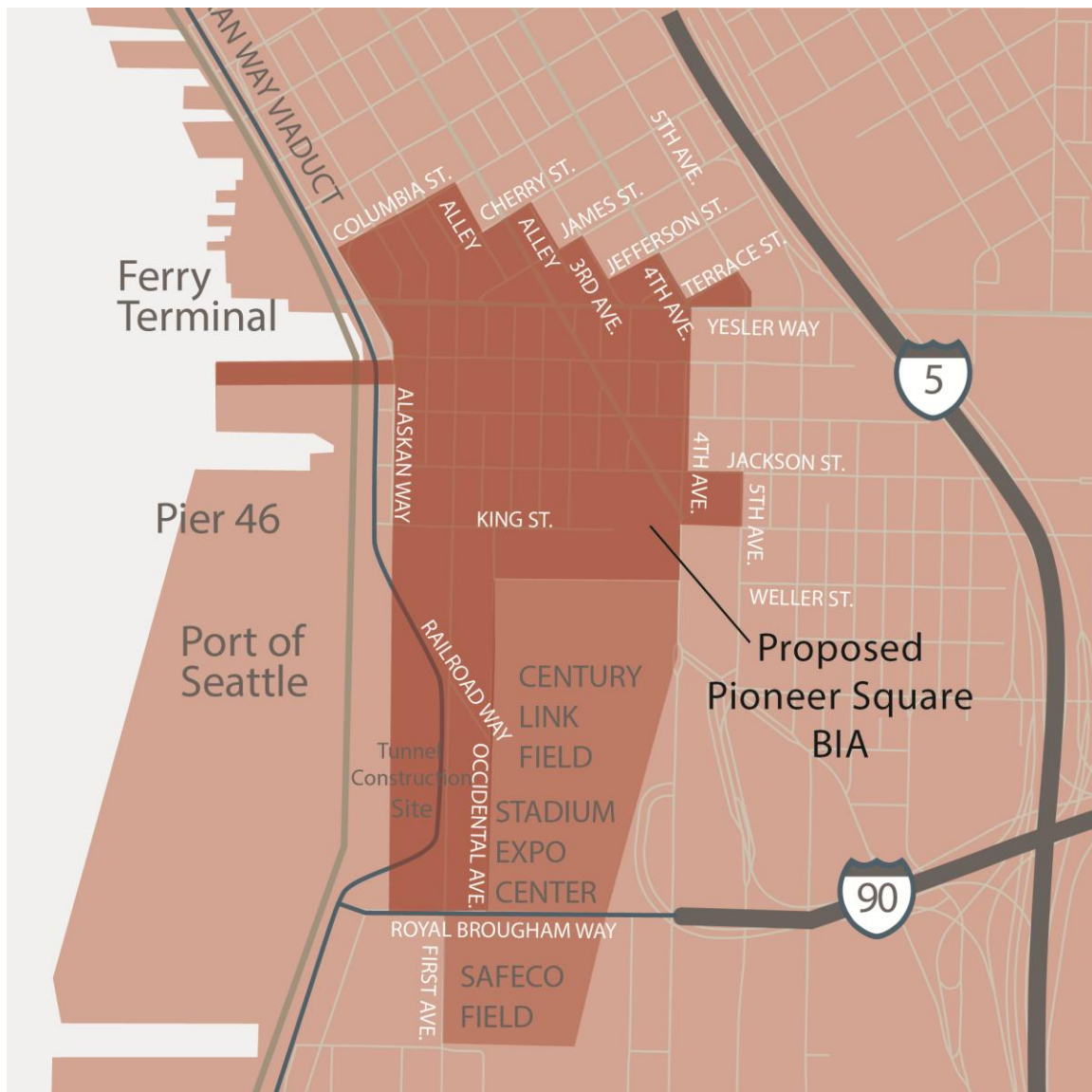
Therefore, we hereby petition the City Council of the City of Seattle as follows:

- I. The City of Seattle would levy special assessments upon all ratepayers in the area shown in Exhibit A for the purposes of operating the District as described in the BIA Business Plan.
- II. The City of Seattle would levy the special assessment by applying an assessment rate to each Ratepayer as described below. Records for the assessment calculation are reported by the ratepayer at the time of collection and are subject to verification by the City of Seattle. These rates are called the “Base Year Rates.”
 - A. Except as provided below, all uses will initially be assessed at \$0.20 x Occupied Square Footage.
 - B. Warehouse/Industrial uses will be assessed at \$0.02 x Occupied Square Footage.
 - C. Parking uses will be assessed at \$30.00 per stall.
 - D. Group homes/day shelters will be assessed at \$0.01 X Occupied Square Footage.
 - E. Residential uses (other than group homes/day shelters) will not be assessed.
 - F. Governmental uses and public utilities will not be assessed.
- III. Ratepayers will be assessed by the City in annual installments beginning with the Base Year Rates (2014). Beginning in January 2015, and each January thereafter, the assessment rate will increase by the lesser of 3% or the Consumer Price Index for All Urban Consumers in Seattle-Tacoma-Bremerton (CPI-U-Seattle), which is published monthly by the U.S. Department of Labor, Bureau of Labor Statistics (available at: http://www.bls.gov/eag/eag.wa_seattle_msa.htm).

IV. Miscellaneous

- A. Government agencies operating within the District may contribute to the funding of District services but are not directly charged. The Alliance for Pioneer Square will negotiate funding contributions and services, supplementing existing services with the responsible governmental agencies.
- B. The City of Seattle will collect all funds and reimburse the managing organization for the District for all allowable expenses in accordance with an annual budget for the BIA. Subject to the continuing satisfactory performance of the Alliance for Pioneer Square and recommendation of the Ratepayers Advisory Board, the Alliance for Pioneer Square will be appointed to manage the program on behalf of the Ratepayers Board for the life of the District.
- C. A Ratepayers Advisory Board shall be appointed and shall be responsible for adopting bylaws, setting BIA policy guidelines, and recommending approval of budgets, expenditures, and programs.

EXHIBIT A. Pioneer Square Business Improvement Area Boundaries



PIONEER SQUARE

The Alliance for Pioneer Square was launched in June 2010 to lead the implementation of the Pioneer Square 2015 Plan focused on the economic revitalization of the neighborhood. The Alliance also administers the Pioneer Square Business Improvement Area (BIA), a special assessment district established in 1983 to enhance our neighborhood business district. Our work includes:

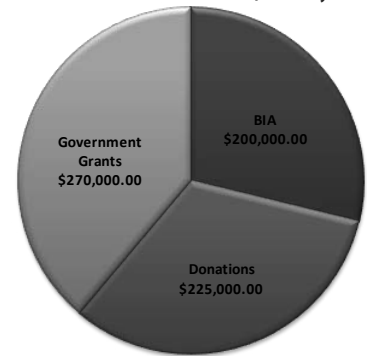
- Neighborhood and business advocacy
- Economic development and retail recruitment
- Marketing and promotion
- Improving the built environment and pedestrian realm
- Improving street civility and public safety
- Building neighborhood and organizational capacity

A major goal of the neighborhood work plan is to align the neighborhood boundaries and revise the BIA assessment methodology to ensure stable, long term economic development for the neighborhood. The proposed changes include:

- Expanding the boundary to be contiguous with the Historic District with the inclusion of the WOSCA site
- Moving from a formula based upon gross sales to one of square footage
- Including all businesses to promote equality of voice in the neighborhood



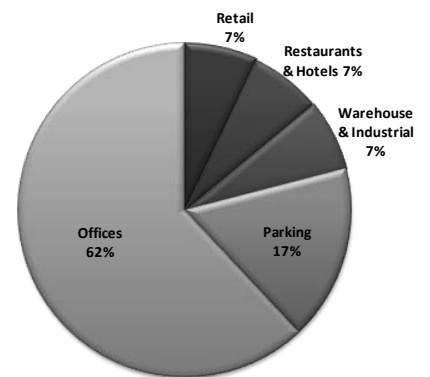
2013 REVENUE \$695,000



FUTURE REVENUE



FUTURE BIA ASSESSMENTS



EXPENSES



ALLIANCE FOR PIONEER SQUARE

310 1st Ave. S, Suite 238

Seattle, WA 98104

206.667.0687

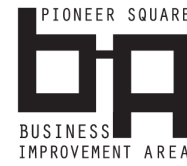
allianceforpioneersquare.org

Leslie Smith, Executive Director • leslie@pioneersquare.org





BIA FAQs



WHAT IS A BIA AND WHAT DOES IT MEAN TO MY BUSINESS?

A BIA is a private sector initiated mechanism to manage a commercial district or neighborhood environment. It is financed by an assessment on businesses and/or properties that is imposed by the City Council at the request of the ratepayers. A BIA assessment is similar to the "Common Area Maintenance" fees found in suburban shopping malls and office parks. These funds are used to improve specific areas through increased maintenance, additional safety initiatives, local promotion, special events, research and development, transportation and parking, and other activities selected and managed by the local BIA Board to benefit the district.

The goal of the BIA is to make the area an attractive, safe and exciting place to live, work, shop and play. These services are designed to maintain and improve the overall viability of neighborhoods resulting in higher property values and sales. The International Downtown Association estimates that more than 1,200 Business Improvement Areas (BIA's) currently operate in business districts throughout the United States and Canada.

WHAT IS THE DIFFERENCE BETWEEN THE BIA AND THE MID?

The MID is funded by property owners all across downtown Seattle and provides daily cleaning services and safety ambassador services to the neighborhoods. The MID allocates funds to do events and marketing of Downtown Seattle. The Pioneer Square BIA provides strong advocacy, business development, marketing and other improvements JUST for Pioneer Square.

HOW IS THIS DIFFERENT FROM WHAT MY BUSINESSES IS NOW PAYING?

Currently businesses are assessed on annual revenue. The new BIA assessment replaces the previous BIA assessment. The new BIA assessment is different in two ways – methodology and larger boundary.

The new methodology is based on square footage at the rates listed below. Updating the BIA assessment formula to be based on business square footage or number of parking spaces versus annual revenue simplifies this process and promotes equality of voice in the neighborhood.

- Except as provided below, all uses will initially be assessed at \$0.20 x Occupied Square Footage.

- Warehouse/Industrial uses will be assessed at \$0.02 x Occupied Square Footage.
- Parking uses will be assessed at \$30.00 per stall.
- Group homes/day shelters will be assessed at \$0.01 X Occupied Square Footage.
- Residential uses (other than group homes) will not be assessed.
- Governmental uses and public utilities will not be assessed.

WHY SHOULD BUSINESSES PAY THEIR BIA ASSESSMENT?

Maintaining the momentum of improving Pioneer Square takes everyone. To date major financial support has come from large business, large property owners, and government grants. Some of this revenue came with a commitment of 3 years of funding; it is now time to insure a stable, sustainable source of revenue for on-going economic development.

BIA assessments are not dues which imply voluntary membership in an organization. Business owners are not members in the Alliance because they pay their BIA assessment although they, their business, and employees benefit directly and indirectly from the resources created through the assessment.

WHAT IS THE TIMELINE & PROCESS FOR A BIA

- Petitions to Renew & Expand the BIA distributed - April
- Collected Petitions delivered to City of Seattle - June
- Petition verification by City Department of Finance & Administrative Services - July
- City Council process, including at one or more Public Hearings - July
- Final Council Approval & Mayor's Signature- August
- Renewed & Expanded BIA Operations begin- January 2014

WHEN DOES THE NEW ASSESSMENT GO INTO EFFECT?

January, 2014 invoices from the City of Seattle Department of Finance & Administration will reflect the methodology and boundary changes.

WHAT IF A BUSINESS DOESN'T PAY?

The City of Seattle Department of Finance & Administration will send additional notices including late fees and ultimately send the business to collections.



BIA FAQs



HOW DID THE NEW MAP BOUNDARIES GET DETERMINED?

A major goal of the neighborhood work plan is to expand the BIA boundary so as to be contiguous with the Historic District and to include the tunnel construction site. The economic development organization for Pioneer Square should encompass the entire historic district; all businesses in the district should be included and represented. We added the deep bore tunnel property in anticipation of future development on our periphery which will undoubtedly have impact on the neighborhood.

HOW MUCH WILL THE BIA RAISE FROM THE ASSESSMENT?

As of March, 2013 the BIA assessment will produce approximately \$700,000 in revenue the first year. However, this changes as businesses move in and out of our neighborhood.

WHAT WILL THE ALLIANCE DO WITH ALL THE MONEY?

Through an annually produce work plan and budget, approved by the BIA Ratepayer Board, the Alliance will continue to work on the main 5 goals for Pioneer Square and the businesses here.

- Neighborhood and Business Advocacy and Capacity
- Economic Development and Retail Recruitment
- Improving Street Civility and Public Safety
- Improving the Built Environment and Pedestrian Realm
- Marketing and Promotion

WHY IS THERE A NEED TO HAVE AN ANNUAL 3% INCREASE IN THE BIA ASSESSMENT?

Beginning in January 2015, and each January thereafter, the assessment rate will increase by the lesser of 3% or the Consumer Price Index for All Urban Consumers in Seattle-Tacoma-Bremerton area.

Pioneer Square needs continued economic development; for this to occur revenue needs to try to keep pace with inflation. If there is no inflationary clause; over time revenue will not support current level of services.

HOW WILL NEW BUSINESSES BE INCLUDED IN THE BIA?

The Alliance will continue to partner with area property managers and owners to maintain up-to-date records of the businesses in Pioneer Square. The Alliance will continue to do outreach to new neighborhood businesses to get them involved and informed about activities in the neighborhood.

WHAT BUSINESSES ARE EXCLUDED?

In order to provide a full voice for all businesses in Pioneer Square, every businesses, regardless of their taxing status (ie nonprofits), are included.

HOW IS THE BIA BOARD DETERMINED? WHAT IS THE MAKEUP OF THE BIA BOARD?

By law, the Ratepayer Board is comprised of ratepayers in good standing that are representative of the geography and business diversity of the BIA. The current board will be appointed through the process of expanding the BIA. The board composition will change to be reflective of the new boundary.

WHY IS THE BIA ASSESSMENT ON BUSINESS OWNERS AND NOT PROPERTY OWNERS?

In the early 80s Pioneer Square retailers created a BIA to promote and beautify Pioneer Square. Since that time the managing organization has evolved into a comprehensive economic development organization that advocates for and works to improve Pioneer Square. Business owners feel this is important for our complex neighborhood. Property owners are financial supporters of the Alliance through ongoing donations, making the BIA dollars go further.

WHO SENDS THE BIA ASSESSMENT BILL OUT?

The City of Seattle Department of Finance & Administration sends out the BIA assessment invoice twice a year; in January and July.

CAN A BUSINESS CHOOSE TO GIVE MORE THAN THEY ARE ASSESSED?

Yes of course, the Alliance is happy to accept all tax deductible donations.