

Pioneer Square BIA 2022 Work Plan and Budget

BIA resources are used to fund activities that directly support ratepayers and in support of activities that will benefit the entire neighborhood. The Alliance garners additional revenue from grants, mitigation and fundraising. BIA assessment dollars are used in support of all revitalization activities. The BIA works to maximize its impact on the neighborhood by leveraging investments into Pioneer Square.

2022 Activities

Alliance staff implements programs for Neighborhood Leadership & Capacity Building, Business Development, Communications & Marketing, Improvements to the Public Realm, and Advocacy.

Leadership and Capacity Building

- Lead on-going board, staff, and volunteer development
- Continue to build on relationships built with Pride & Resilience Program and Northeast Pioneer Square Framework Plan
- Continue to support and collaborate with the Pioneer Square Residents Council

Business Development

- Focus on relationships with property owners and managers to steward changing tenant landscape
- Connect businesses with appropriate resources
- Work with businesses to navigate city departments including Preservation Board
- Continue Inspiration Fund program to spur creative ideas for Pioneer Square

Communications/PR/Marketing

- Maintain strong social media presence and continue to promote business reopenings
- Update and promote the Trail to Treasure map and online resource
- Maintain PioneerSquare.org and AllianceforPioneerSquare.org; create seamless interface between the outward and stakeholder facing websites
- Leverage Pioneer Square as a local and regional arts and cultural destination

Public Realm

- Increase attention on graffiti and illegal dumping to ensure a welcoming district
- Continue flower basket program in spring/summer and holiday lights in winter
- Work with SDOT and property owners in the East/West Streets enhancement project

- Maintain close communication with the Waterfront Construction team to mitigate issues
- Investigate passive experiences to draw customers to the district

Advocacy

- Advocate for a safe and clean neighborhood
- Act as district representative on large-scale projects such as ST3 and the Waterfront Construction Project

For a more in-depth look at our 2025 Strategic Plan, follow this link:

www.allianceforpioneersquare.org/strategy

2022 will be a busy year of recovery for the Pioneer Square BIA!

2022 BIA Budget	
Approved 11/12/21	
	2022 BIA Budget
Personnel	\$450,500
Professional Fees	\$11,000
Operations/Meetings	\$68,230
Business Development	\$22,000
<i>BIA Inspiration Fund</i>	\$10,000
<i>Recruiting</i>	\$5,000
<i>Technical Assistance & Outreach</i>	\$5,000
<i>Meetings/Seminars</i>	\$2,000
Communications/PR/Marketing	\$32,870
<i>Trail to Treasure</i>	\$7,500
<i>Web URL's</i>	\$1,000
<i>Advertising</i>	\$10,000
<i>Map and Guide</i>	\$5,000
<i>Holiday + Retail Promotion</i>	\$1,770
<i>Social Media</i>	\$4,800
<i>Other subscription services</i>	\$2,800
Public Realm	\$28,000
<i>Flower Baskets</i>	\$25,000
<i>Permitting</i>	\$3,000
Safety and Civility	\$50,000
<i>Safety Programming</i>	\$50,000
Pioneer Square Residents Council	
<i>Subtotal</i>	\$662,600
<i>Management Fee</i>	\$99,390
Total	\$761,990