



2020-2021 Programs & Activities

**A summary of programs and activities guided by
our COVID-19 pandemic response plan**

Throughout 2020 and 2021, we built upon previous programs and undertook a series of new and innovative projects to support the economic stabilization and recovery of Pioneer Square through the pandemic.



BUSINESS DEVELOPMENT

- **Small Business Support Program** We allocated \$120,000 in funding directly to neighborhood nonprofits and small businesses.
- **One-on-One Business Assistance** We routinely engaged with business owners to troubleshoot evolving challenges stemming from the economic impact of the COVID-19 pandemic
- **COVID-19 Retail Kits** We collected and distributed over 150 COVID-19 retail kits to ground floor businesses to provide essential resources to remain open to foot traffic
- **2021 Inspiration Fund** We launched the 2021 Inspiration Fund to fund community projects
- **Technical Assistance** We facilitated a series of technical assistance workshops to provide neighborhood businesses with learning opportunities
- **Connecting Neighbors** We distributed one thousand “grit kits” thanking neighborhood employees for their community support

MARKETING/COMMUNICATION

- **Robust Marketing Campaign** We fast-tracked the creation of an online neighborhood marketplace to support e-commerce, along with several multi-channel advertising campaigns
- **Increased Frequency of Communications** We swiftly increased our communications to deliver emerging information and resources to stakeholders
- **2020-2021, 2021-2022 Neighborhood Map and Guides** We issued the Neighborhood Map and Guides in summer 2020, 2021
- **Passport to Pioneer Square** We introduced the Passport to Pioneer Square program in early November to drive neighborhood foot traffic and business patronage
- **Public Relations** We launched our public relations initiative in collaboration with Allison + Partners to re-invigorate how the story of Pioneer Square is told to the broader community.
- **Events and Activations** We activated several public spaces with events including music, art, and activities.





PUBLIC REALM

- **Mural Project** We mobilized a rapid response program to beautify boarded up storefronts with artwork from local artists, culminating in over 40 completed murals
- **Alley Lighting Matching Fund** We allocated funds to seven property owners to match their investment for eight alley lighting improvement projects
- **Facade Improvement Fund** We created the Facade Improvement Fund to provide financial support to Pioneer Square business and property owners to improve facades or storefronts
- **Northeast Pioneer Square Framework Plan** We completed the first phase of the Northeast Pioneer Square Framework planning process.
- **Public Space Beautification** We commissioned public space beautification projects to enrich the public realm and liven spaces across the district.

ADVOCACY

- **Neighborhood Advocacy** We consistently and directly voiced our businesses' needs to the Office of the Mayor and Seattle City Council to unwaveringly advocate for Pioneer Square
- **Convening Stakeholders** We brought together a diverse and representative group of neighborhood stakeholders to program business assistance, public realm and activations
- **Building Relationships** We built relationships with the incoming Mayor, City Council Members, and City Attorney through a candidate forum series prior to the November general election

