

October 2023



Pioneer Square BIA 2023 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.

2023 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 through Northeast Pioneer Square Framework Plan and other efforts
- Continue to support and collaborate with the Pioneer Square Residents Council

Business Development

- Continue Inspiration Fund program to spur creative ideas for Pioneer Square
- Proactively recruit businesses to Pioneer Square
- Host (3) neighborhood networking events, including an event targeting office managers
- 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

Communications/PR/Marketing

- Implement robust PR/Advertising campaign
- Maintain strong and creative social media and online presence to promote the neighborhood and businesses
- Produce 2023-24 Pioneer Square Map and Guide
- Update and promote the Trail to Treasure map and online resource
- Leverage Pioneer Square as a local and regional arts and cultural destination
- Create effective holiday campaign to drive traffic to Pioneer Square

Public Realm

- Continue flower basket program in spring/summer and holiday lights in winter
- Continue NE Pioneer Square Committee convening and near-term projects
- Increase attention on graffiti and illegal dumping to ensure a welcoming district
- Work with SDOT and property owners in the E/W Streets enhancement project
- Maintain close communication with the Waterfront team to mitigate issues

Advocacy

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

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

www.allianceforpioneersquare.org/strategy

2023 will be a busy year of recovery and renewal for the Pioneer Square BIA!