

November 2023



Pioneer Square BIA 2024 Work Plan and Budget

Business Improvement Area resources are used to fund activities that directly support ratepayers and benefit the entire neighborhood. The Alliance for Pioneer Square garners additional revenue from grants, mitigation, and fundraising. The BIA works to maximize its impact on the neighborhood by leveraging these direct investments into Pioneer Square.

2024 Activities

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

Leadership, Capacity Building, & Advocacy

- 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
- Act as district representative on large-scale projects including ST3, the Waterfront Construction Project, and King County Civic Campus Planning

Business Development

- Increase Inspiration Fund support to spur creative ideas for Pioneer Square
- Host (3) neighborhood networking events throughout the district
- Focus on relationships with brokers to steward changing tenant landscape
- Connect businesses with appropriate City, County, and State resources
- Support work to promote Pioneer Square as a local and regional arts and cultural destination

Communications/PR/Marketing

- Implement a summer and winter advertising campaign
- Refresh Pioneer Square brand to support marketing efforts
- Continue successful PR lifestyle campaign
- Produce 2024-25 Pioneer Square Map and Guide
- Organize 2024 Holiday Market

Public Realm

- Continue summer flower basket program and winter holiday lights installation
- Support Pioneer Square Parks & Gateways with Northeast Pioneer Square work and a redesign of Pioneer Park
- Work with SDOT and property owners in the E/W Streets enhancement project
- Support neighborhood branding in the Public Realm with updated banners and bike racks

Public Safety & Civility

- Advocate for a safe and clean neighborhood
- Support work outlined by the PSQ Public Safety whitepaper and plan

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

www.allianceforpioneersquare.org/strategy

2024 will be a busy year of progress for the Pioneer Square BIA!