

November 2024



Pioneer Square BIA 2025 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.

2025 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 collaborate with the Pioneer Square Residents Council and Circle the Square
- Act as district representative on large-scale projects including ST3, WOSCA, and King County Civic Campus Planning
- Produce a 2030 strategic plan to direct the Alliance's focus for the next five years

Business Development

- Allocate Inspiration Fund support to spur creative ideas for Pioneer Square
- Host (4) neighborhood networking events throughout the district
- Focus on relationships with brokers and landlords 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
- Work to prepare the neighborhood for the 2025 Club World Cup and the 2026 FIFA World Cup

Communications/PR/Marketing

- Implement a summer and winter advertising campaign
- Host (2) neighborhood tours with the concierge guilds of Seattle
- Continue successful PR lifestyle campaign

- Produce 2025-26 Pioneer Square Map and Guide
- Continue the successful First Thursday Art Walk free parking program

Public Realm

- Continue summer flower basket program and winter holiday lights installation
- Work with stakeholders on the Occidental Promenade project
- Move forward planning for a Pioneer Park capital project
- Support neighborhood branding in the Public Realm through banner maintenance 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

2025 will be a busy year of progress for the Pioneer Square BIA!

<i>Approved 10/21/24</i>	2025 BIA Budget
Personnel	\$525,000
Professional Fees	\$34,000
Operations/Meetings	\$79,941
Business Development	\$37,020
<i>BIA Inspiration Fund</i>	<i>\$15,000</i>
<i>Recruiting</i>	<i>\$8,000</i>
<i>Networking Events</i>	<i>\$10,000</i>
<i>Creative Economy</i>	<i>\$3,000</i>
<i>PBID</i>	<i>\$1,020</i>
Communications/PR/Marketing	\$82,843
<i>Brand Update</i>	
<i>Trail to Treasure</i>	<i>\$5,000</i>
<i>Web</i>	<i>\$5,000</i>
<i>First Thursday Free Parking</i>	<i>\$20,000</i>
<i>Advertising - Summer Campaign</i>	<i>\$5,000</i>
<i>Advertising - Holiday Campaign</i>	<i>\$5,000</i>
<i>PR - Lifestyle</i>	<i>\$15,000</i>
<i>Map and Guide</i>	<i>\$15,000</i>
<i>Concierge Tours</i>	<i>\$5,000</i>
<i>Holiday Market</i>	
<i>Social Media</i>	<i>\$4,000</i>
<i>Other subscription services</i>	<i>\$3,843</i>
Public Realm	\$72,000
<i>Internship Program</i>	<i>\$10,000</i>
<i>Flower Baskets</i>	<i>\$40,000</i>
<i>Bike Racks</i>	
<i>Lamppost banners</i>	<i>\$1,000</i>
<i>Wayside Maintenance</i>	<i>\$1,000</i>
<i>Parks and Gateways</i>	
<i>NEPSQ</i>	
<i>Pioneer Park</i>	

<i>Holiday</i>	<i>\$20,000</i>
Safety and Civility	\$10,000
<i>Safety Programming</i>	<i>\$10,000</i>
<i>Subtotal</i>	\$840,804
<i>Management Fee</i>	\$126,121
Total	\$966,925