



Draft DID Plan

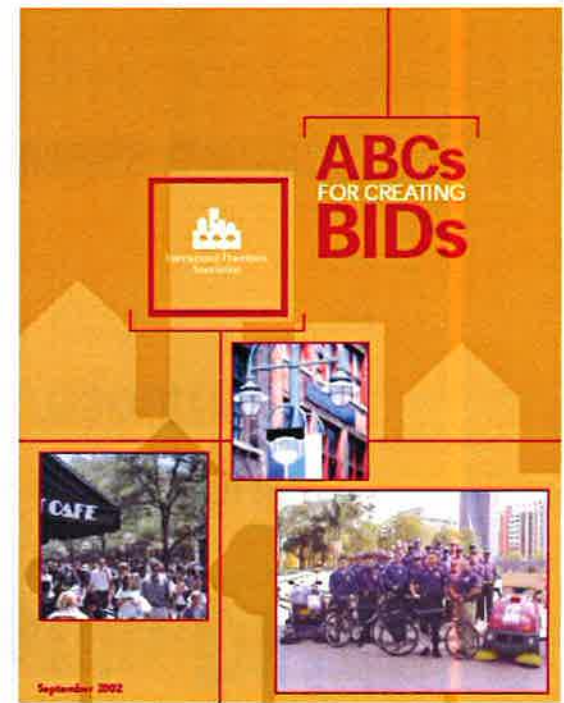
Downtown Olympia
June 2019

What Is a DID?

- A financing mechanism used to provide revenue for a variety of local improvements and services that enhance (but do not replace) existing municipal services
- Self-imposed and self-governed and must be supported by private sector property owners and businesses
- Works in the same way as a common area maintenance (CAM) agreement in shopping malls and office parks
- Makes business districts more competitive by providing a managed, maintained and marketed environment

Brief History of DIDs

- Concept started in Canada in 1960s
- Now more than 1,000 throughout North America
- In U.S., urban DIDs started with focus on clean & safe services
- DIDs diversified into other services
- Today DIDs are part of sophisticated downtown management organizations



Why Property Owners Invest in DIDs

- Multiple service options & reliable source of revenue
- Leverages other downtown improvement resources
- Costs relate to benefits – inherently fair
- Governed by those who pay
- Increases the influence of property & business owners
- Encourages private sector management
- Requires stakeholder support
- Renewal rate 99%

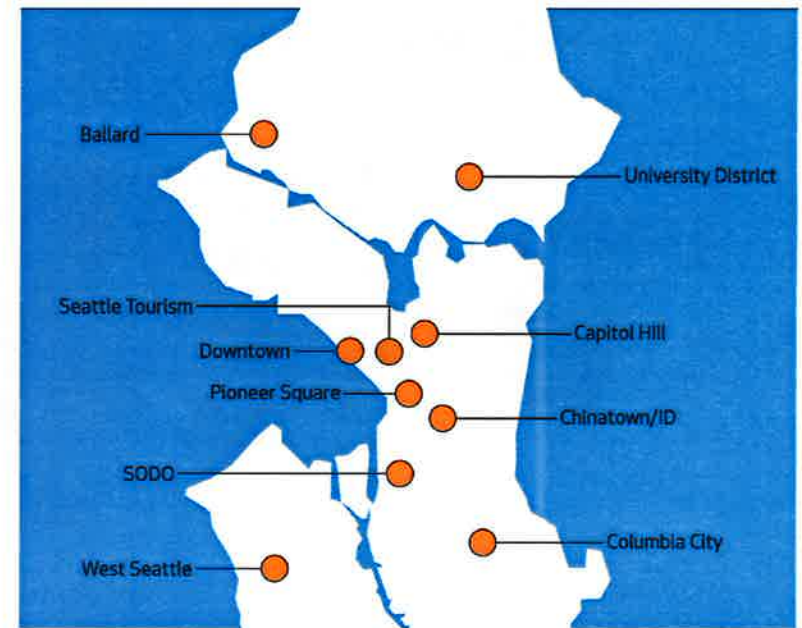
Downtown DIDs Today

State of Washington

- Seattle (10)
- Downtown Everett, Tacoma, Yakima, Spokane

College Towns – Boulder, Berkeley, San Luis Obispo (*in process*)

State Capitols – Sacramento, Boise, Madison, Lincoln



Common DID Services

- Public Safety
- Cleaning & Landscaping
- Marketing
- Special events
- Planning & urban design
- Economic development
- District identity
- Capital improvements/bonding
- Parking & mobility
- Communications and advocacy



May Meetings with Stakeholders

More than 100 downtown stakeholders attended meetings and/or responded to an online survey

- Support for supplemental clean, safe and promotions
- Let's move on to a plan on how this could work in Olympia

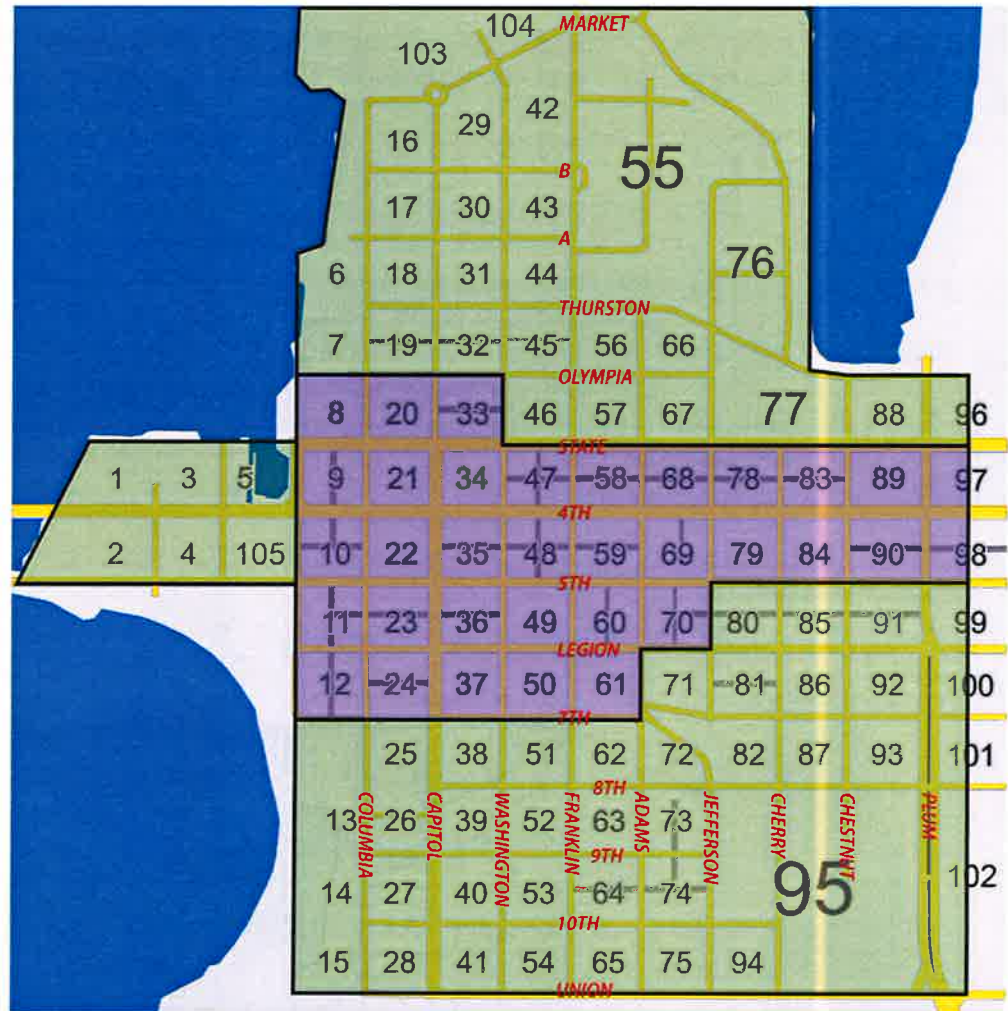


DID Plan: Objectives

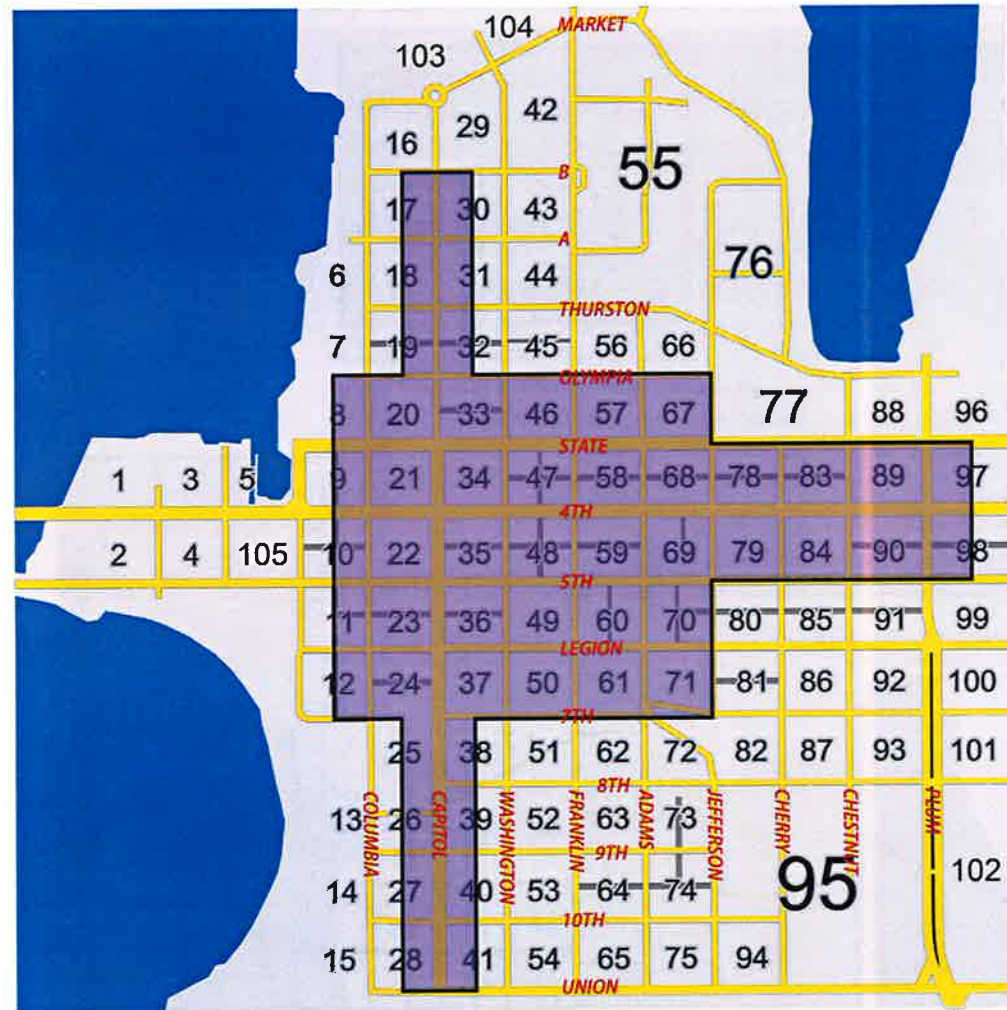
- Provide a consistently clean, welcoming & attractive experience
- Enhance property values, sales and occupancies
- Offer accountability through a property and business owner-managed governance structure



Downtown Olympia DID: Proposed Boundaries Option A



Downtown Olympia DID: Proposed Boundaries Option B



DID Plan: Public Safety

- Ambassadors
- Hospitality services
- Homeless outreach
- Discourage nuisance crimes
- Coordination with local law enforcement



DID Plan: Cleaning

- Sweep & power wash sidewalks
- Landscape maintenance
- Litter pick-up
- Graffiti removal



Examples of DID “Clean & Safe” Services



DID Plan: Promotion & Special Projects

- Wayfinding & signage
- Streetscape beautification
- Benches, kiosks, banners & amenities
- Activating public spaces
- Holiday & retail promotions
- Parking management



DID Plan: Budget

Activity	Option A	Option B
Clean & Safe <ul style="list-style-type: none">• average weekly deployment of 400 hrs (A)• average weekly deployment of 250 hrs (B)	\$ 600,000	\$ 400,000
Promotion & Special Projects <ul style="list-style-type: none">• determined annually by DID board	\$ 122,500	\$ 100,000
Management <ul style="list-style-type: none">• Management, legal, accounting, overhead, reserve, start-up costs	\$ 127,500	\$ 100,000
TOTAL	\$ 850,000	\$ 600,000

DID Plan: Estimated Annual Assessments A

Type of Property	CORE: Frontage + AV	NON-CORE: Frontage + AV
Commercial	\$ 8.95 + 0.00108	\$ 4.47 + 0.00054
Residential	\$ 6.71 + 0.00081	\$ 3.36 + 0.00041
Non-Profit	\$ 4.47 + 0.00054	\$ 2.24 + 0.00027

DID Plan: Estimated Annual Assessments B

Type of Property	Frontage + AV
Commercial	\$ 9.28 + 0.00107
Residential	\$ 6.96 + 0.00080
Non-Profit	\$ 4.64 + 0.00053

DID Plan: Sample Core Annual Assessments

Type of Use	Sq. Ft.	AV	Frontage	Est Annual Assessment	Current PBIA
Retail	1,244	\$ 161,900	18	\$ 337	\$ 250
Office	10,122	\$ 975,100	249	\$ 3,356	\$ 600
Restaurant	5,124	\$ 1,170,600	42	\$ 1,639	\$ 750

DID Plan: Governance & Safeguards

- DID board governed by 11 to 15 members, with mix of uses, geography, large and small, majority property owners
- Management by Olympia Downtown Alliance can provide efficiencies, reduce admin
- Base level of services agreement with City of Olympia
- Assessments can't increase more than 5% per year, determined by DID board
- Term: 10 years, with 5-year review

DID Plan: Timeline

Activity	Timeline (2019)
Outreach & final plan	3 rd Quarter
Property owner petition – <i>Need owners representing 60% of assessments</i>	4 th Quarter
City Council approval	4 th Quarter
Services deployed	Early 2020



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