

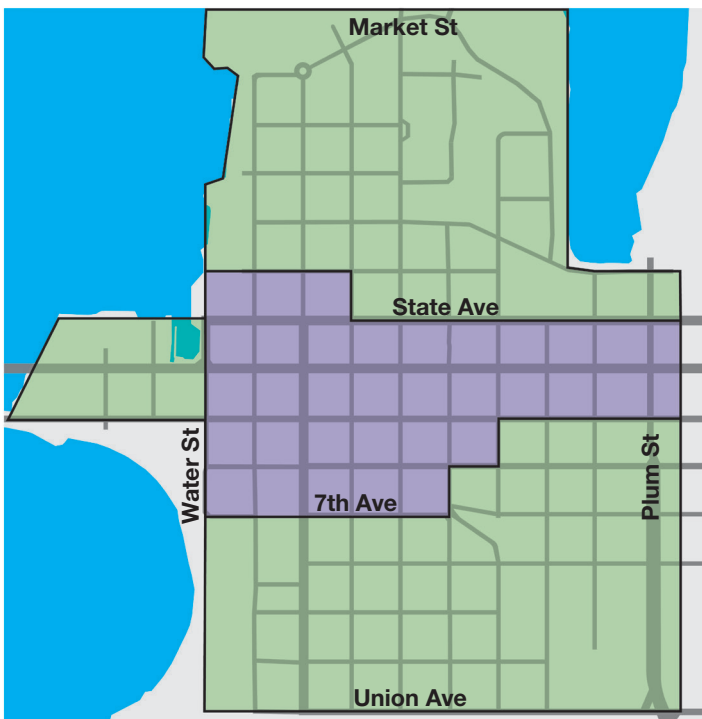
## What is a DID?

A Downtown Improvement District (DID) is a private sector funding mechanism designed to improve the environment of a designated area with new services financed by a self-imposed and self-governed assessment. These services (such as enhanced safety and maintenance) are provided exclusively within the district, and are an enhancement to – rather than a replacement of – those already provided by the City. They work in the same way as a common area maintenance (CAM) agreement in shopping malls and office parks.

## Are there DIDs elsewhere?

Yes, DIDs are a common tool. There are over 1,000 DIDs across North America, many concentrated in downtown areas. Virtually every other urban area in the West is served by a DID charged with managing and marketing downtown. In Washington there are DIDs in Seattle, Tacoma, Everett, Yakima, and Spokane. They are also common in state capitals such as Sacramento, Boise, and Madison, to name a few.

## What are the DID boundaries?



*Note: Properties in the core (purple) have different assessment rates than those in the rest of the district (green). See reverse side for details on assessment rates and what the DID will cost you.*

## What services will the DID provide?

The DID will provide services as determined by its board of directors (made up of property owners and business operators within the DID). The board can adjust services on an annual basis as needs and priorities change. Initial services fall within the following two main categories:

Clean & Safe Services will be the primary focus of the DID initially. Examples of these services include:

- » Enhanced maintenance that may include comprehensive sidewalk sweeping, scrubbing, and power washing; litter removal; and landscaping maintenance
- » A hospitality and safety ambassador program that may include offering information, assistance, and safety escorts to downtown visitors, workers, and residents; outreach and connection to local service providers for downtown's street dependent population; and management of nuisance issues.

Promotion & Special Projects will give the DID flexibility with a portion of its funds to respond to current needs in downtown. Potential projects may include:

- » Capital improvements such as landscaping, lighting, wayfinding signage, street furniture, and banners to make downtown more welcoming
- » Production and promotion of special events
- » Programming to activate underutilized public spaces

## PROPOSED BUDGET

Clean & Safe	\$600,000
Promotion & Special Projects	\$122,500
Management	\$127,500
<b>TOTAL</b>	<b>\$850,000</b>

## Who will manage the DID?

The DID will be governed by a DID Board made up of property and business owners, representing a wide variety of geographic sub-districts and use-types within downtown. For day to day management, the DID will contract with a DID Manager, likely Olympia Downtown Alliance (ODA), to provide administrative support to ensure that DID initiatives are managed effectively.

## Will the City reduce its existing services downtown?

No. The City of Olympia will establish a documented base level of pre-DID services. The DID will not replace any pre-existing general City services, but will provide enhanced services to better meet current demands and expectations for downtown Olympia.

## Who decides if we need a DID?

Property Owners. The DID is self-imposed by property owners who are in the designated area. This is not a general assessment on taxpayers. Formation of a DID requires a petition process. In order to form the DID, petition support is required from more than 60% of the total assessments to be paid in the district. Therefore, if you will be paying more into the DID, your “vote” will have more weight in the petition process. If there is sufficient support through the petition process, a public hearing will be held by City Council to establish the DID through ordinance.

## Will the DID last forever?

The DID will have an initial term of 10 years. At the halfway point in year 5, a formal evaluation will be conducted to determine that the services and assessment methods are consistent with the needs of the district. To extend the DID beyond the initial 10-year term, a new petition process will need to be undertaken to affirm support for the district. Once in place, DIDs tend to have strong support from downtown property owners – the DID renewal rate nationally is 99%.

## What will it cost me?

It depends on property type and location. The chart below shows rates for different types of properties. Different rates are proposed to acknowledge that the level of benefit varies by property type – i.e., non-profit and residential properties don’t benefit from DID services in the same way that commercial properties do. Properties will be assessed under a formula which considers both street frontage and assessed value. Residential properties are charged at 75% of full assessment rates, while non-profits (including properties with subsidized affordable housing) are charged at 50% of full assessment rates.

Additionally, properties in the Core (as shown on the map) will pay twice the rate as the periphery of downtown due to a higher frequency of services and benefits expected in the Core.

ANNUAL ASSESSMENT RATES	
CORE	
Commercial	\$8.45 per foot of frontage + .00115 per \$1 of value
Residential	\$6.34 per foot of frontage + .00087 per \$1 of value
Non-Profit	\$4.23 per foot of frontage + .00058 per \$1 of value
NON-CORE	
Commercial	\$4.23 per foot of frontage + .00058 per \$1 of value
Residential	\$3.17 per foot of frontage + .00043 per \$1 of value
Non-Profit	\$2.11 per foot of frontage + .00029 per \$1 of value

## Additional Questions?

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