

Annual Merchant Meeting

February 27th, 2019



The BIA Assessment Cycle - Merchants

- You open a business in the Junction
- Receive a welcome package from the BIA which includes:
 - Overview of the BIA structure
 - History of the BIA
 - Important Dates
- You receive a quarterly invoice from the City of Seattle
- You calculate your assessment based upon:
 - Gross revenue
 - Business Classification
 - Zone A, B or C
- You mail your check to the City

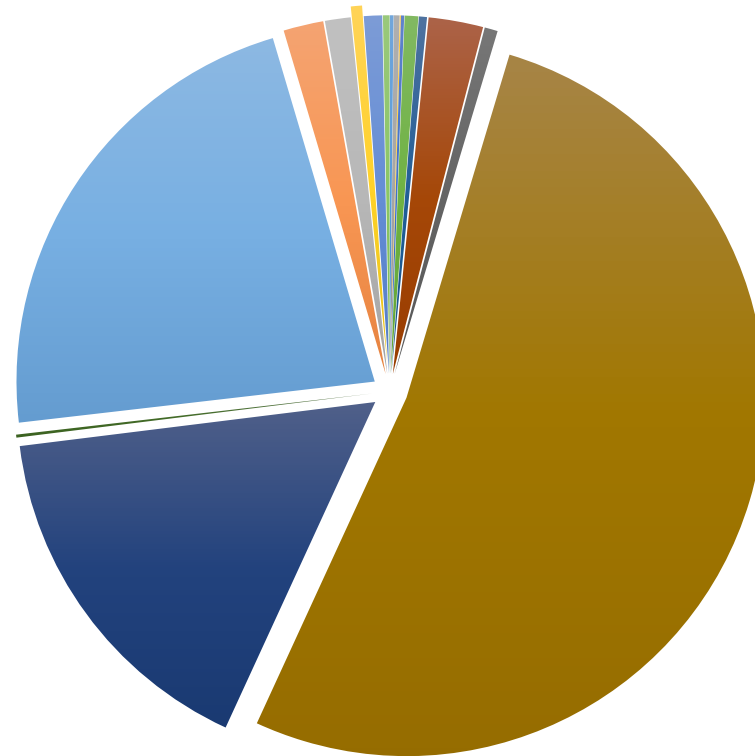
The BIA Assessment Cycle - The Junction

- Each year the Junction Board approves a BIA budget
 - Sent to the City of Seattle
 - Each expense type (parking/marketing/beautification) is tracked
- Each month the BIA accrues expenses
 - All expenses and invoices are paid throughout the month
 - At the beginning of each month an expense report and invoice is sent to the City for reimbursement
- City Reimbursement
 - The City maintains an account that retains all assessments that are paid by the merchants
 - Once there is enough funds to pay an invoice, the City releases those funds to the BIA

2018 BIA Expenses Billed to the City

2018 Expenses

Expense	
Merchant Deposit & CC Proc Fees	697.20
Board, Ratepayer & Other Mtgs	1,068.45
Dues & Subscriptions	196.00
Executive Expenses	598.17
Insurance	2,541.00
Licenses & Permits	1,500.00
Marketing	
E-Marketing	878.64
Ads - Digital & Paper	2,305.67
Radio	97.41
Printing	2,890.96
Marketing - Other	<u>4,050.53</u>
Total Marketing	<u>10,223.21</u>
Office Expenses	2,458.18
Parking Lot Expenses	
Parking Lot Monitoring	7,200.00
Add'l Parking Expenses	812.00
Base Parking	82,170.97
Property Taxes	126,605.00
Parking Lot Expenses - Other	<u>36.95</u>
Total Parking Lot Expenses	<u>216,824.92</u>
Payroll Expenses	67,181.26
Postage	555.13
Professional Fees	
Accounting	9,188.75
Event Staff	600.00
Landscapers & Flower Baskets	32,615.75
Legal/Attorney Fees	4,380.00
Outside Contractors	28,078.50
Performers	700.00
Streetscape Mntnce & Alley Svc	<u>16,778.94</u>
Total Professional Fees	<u>92,341.94</u>
Rent	7,500.00
Supplies	4,821.42
Telephone Expense	2,098.77
Utilities	3,419.88
Website & Internet Expenses	1,233.59
Total Expense	<u><u>415,264.12</u></u>
	<u>138.10</u>
	<u><u>138.10</u></u>



Parking 52%

- Merchant Deposit & CC Proc Fees
- Bank Service Charge
- Board, Ratepayer & Other Mtgs
- Dues & Subscriptions
- Executive Expenses
- Insurance
- Licenses & Permits
- Marketing
- Office Expenses
- Parking Lot Expenses
- Payroll Expenses
- Postage
- Professional Fees
- Rent
- Supplies
- Telephone Expense
- Utilities
- Website & Internet Expenses

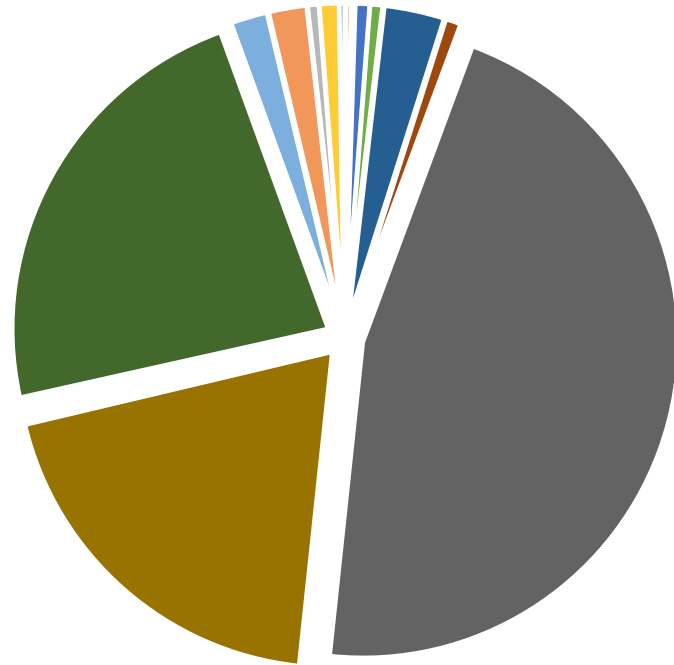
2018 BIA Assessments

- Invoiced \$415,200 to the City
- Received \$324,200 (average time to receive funds 109 days)
- Why the delay?
 - Parking expenses
 - Accounted for 52% of expenses in 2018
 - Currently paying taxes in 2019 on 13.22M assessed value (60% of assessment revenue)
 - In 2019 will rise to 15.2M or higher (71% [estimated] of assessment revenue)
- How do we manage the shortfall?
 - Making all our events revenue-producing
 - Cutting expenses
 - Generating additional revenue streams
 - Sponsorships
 - Grants
 - Donations

Parking Review of Years 2013 - 2017

Merchant Deposit & CC Proc Fees	323.11
Board, Ratepayer & Other Mtgs	884.90
Dues & Subscriptions	343.00
Executive Expenses	282.12
Insurance	2,598.00
Licenses & Permits	2,249.50
Marketing	11,212.26
Office Expenses	2,793.65
Parking Lot Expenses	168,462.60
Payroll Expenses	71,796.79
Postage	776.48
Professional Fees	83,978.16
Rent	6,810.00
Supplies	7,030.87
Telephone Expense	1,997.90
Utilities	3,569.73
Website & Internet Expenses	912.56
	366,021.63
	(88.39)
	(88.39)

2017 Expenses



Parking 46%

2016 Parking 27.5%

2015 Parking 30.2%

2014 Parking 33.9%

2013 Parking 27.1%

2012 Parking 27.1%

- Merchant Deposit & CC Proc Fees
- Insurance
- Parking Lot Expenses
- Rent
- Website & Internet Expenses
- Board, Ratepayer & Other Mtgs
- Licenses & Permits
- Payroll Expenses
- Supplies
- Dues & Subscriptions
- Marketing
- Postage
- Telephone Expense
- Executive Expenses
- Office Expenses
- Professional Fees
- Utilities

Let's Talk About What's Important to You Rank in Order of Importance

Marketing

Clean and safe programming

Beautification (flower baskets, landscaping)

Liaison between the City of Seattle and elected officials

Festivals/events

Updating murals

Keep working on merchant supported, free customer parking

Work on a paid-parking system

Work on a merchant-supported token system

Other

Next Steps

- Send a full survey to all of merchants
- Send a companion survey to our community
- Modernize the BIA ordinance
- Work with City Legal and the collection agency
- Keep communicating

