The mission of the Edmonds Downtown Alliance is to encourage, promote and participate in activities enhancing the general economic conditions for the mutual benefit of businesses in the district and the city of Edmonds.

Per Ordinance 3909, the scope of work includes:

- **Marketing & Hospitality**: may include maps/brochures/kiosks/directories, web site, social media, marketing/advertising campaigns, holiday decorations, street performers/artists, historic education/heritage advocacy, special public events
- **Safety & Cleanliness**: may include maintenance, security, pedestrian environment enhancements
- **Appearance & Environment**: may include design enhancements, neighborhood advocacy & communication, streetscapes/lighting/furniture
- **Transportation**: may include transportation alternatives, directional signage, parking management & mitigation
- **Business Recruitment & Retention**: may include education/seminars, market research, business recruitment
- **Organization**: may include contract staff & professional services, administration costs

**INTRODUCTION**

The Edmonds Downtown Business Improvement District, now doing business as Ed! Edmonds Downtown Alliance (the “Alliance”), was approved on January 15, 2013 under Ordinance 3909. The following is the third year work program and plan for the district, effective from approval by Edmonds City Council through December 31, 2015. It includes a description of the Alliance, proposed services, sources of funding, annual budget and allocations.

**PROPOSED 2015 SERVICES**

The services to be provided in this plan include items required for the promotion and enhancement of the Alliance and to meet the needs identified by members of the Alliance. The services are not intended to take the place of, but add to or supplement those services provided by the City and/or other Edmonds based organizations. The services will be executed under the direction of the Alliance Members Advisory Board.

- **Non-profit Organization**

  The Members Advisory Board formed a non-profit organization incorporated under Washington law and received Section 501(c)(3) status with the Internal Revenue Service as a public charity. The Alliance will begin working with the City to discuss potential contracting arrangements between the City and the Nonprofit Corporation for executing the responsibilities, including independent financial review. In addition, the Alliance may engage the services of a local attorney and/or tax specialist, pro bono and partially

As amended and approved by City Council 11/18/14
compensated, to assist with legal matters, including filing of taxes and reports for Section 501(c)(3) status with the Internal Revenue Service.

B. Administration

The Alliance Board may contract with an individual(s) to provide general administration regarding the operations and maintenance of the Alliance.

Operating expenses will include, but are not limited to, supplies and insurance, post office box rental, mailings to members, and web domain and hosting fees. Legal, accounting and professional services will be contracted on an as-needed basis. When appropriate, pro-bono services will be used.

C. Assessment and Evaluation

The Alliance recognizes the important responsibility it has to its members to demonstrate effective and efficient use of Alliance resources. As such, the Alliance will include reasonable and appropriate program assessment and evaluation efforts within its work plans. This may include internal and external initiatives such as member surveys, market research, third party or independent impact analysis, etc.

D. Member Engagement and Outreach

Creating a collaborative and effective business district is a high priority for the Alliance. Communications to members will take place regularly and in a cost-effective manner. A member meeting will be held in April 2015 to elect board members and as a forum to seek input into the mission and activities of the Alliance. The Alliance has moved to electronic notifications, other than by request, the annual member meeting and ballot mailings, to save member resources.

E. Friends of Ed! - Business and Civic Collaboration and Outreach

Partnering with existing organizations in Edmonds will help to strengthen the mission of the Alliance and the shared objectives of our partner organizations. The Alliance will continue to maintain a comprehensive list of organizations, known as the Friends of Ed! and will coordinate a bi-annual meeting to discuss community priorities.

F. Marketing

Currently, the Alliance is in the process of finalizing website design and branding and implementing our umbrella share program. In 2015, the Alliance anticipates continuing marketing outreach efforts internally and externally by exploring additional visual
branding campaigns and products. Ideas include: newsletter template, new business welcome kit, print ads, window clings, tote bags, and a specific targeted marketing campaign for "local first" advertising.

G. Professional Business Resources

Being mindful of by-appointment members’ needs, the Alliance will offer services as determined to be beneficial to the members. Examples include, but are not limited to, business directories, professional services, seminars, and assistance with social media, search engine optimization, etc.

In 2015, the Alliance will begin planning, research and implementation of an electronic physical downtown directory that includes all member businesses.

H. Parking

Members of the Alliance parking committee will continue working in concert with city efforts related to parking.

Based on 2014 committee research, underutilized parking spaces and areas where parking is difficult have been identified. Potential solutions to be explored in 2015 include: better signage and visual identification for existing public parking and after hours parking lot availability.

The committee will continue to identify solutions, including better walkability and education of business owners regarding employee permit parking areas.

I. Appearance and Environment

Research projects and costs related to enhancing the appearance of the Alliance District. Projects may include, but are not limited to, the umbrella program, adding additional garbage/recycling cans, identifying public restroom options, crosswalk safety and beautification, installation of new and fewer 3 hour parking signs, improved alley way appearance and walkability, programs to encourage building owners to think beyond beige color palates for buildings and enhancing vacant storefront appearance.

J. Small Grants Program

The Alliance is working on creating a pilot Small Grants Program to help harness the power of our local business community. The program will utilize a grassroots approach to identifying projects and allocating funds for approved grants as long as they fall within the Alliance’s mission and scope of work provided in Ordinance

As amended and approved by City Council 11/18/14
3909. The Alliance board is working on finalizing the Grant criteria, eligibility, process, requirements and timeline in 2014. Each proposed grant will be reviewed by City staff for compliance with RCW 35.87A.010 and Edmonds City Code 3.75.030 prior to award of a grant.

K. 2016 Work Plan and Budget

The Alliance Advisory Board will prepare a 2016 work program, plan and annual budget to present to Edmonds City Council in October 2015.

II. PROPOSED SOURCES OF FUNDING

A. Assessments

Assessments will be collected in accordance with Ordinance 3909.

B. Grants and Donations

The 501(c)(3) organization formed by the Alliance may pursue and accept grants and donations from private institutions, the City, other public entities or individuals and other non-profit organizations, in accordance with State and Federal law.

III. ANNUAL BUDGET

A. Budgeted Revenue

The projected assessments collected for 2015 will be approximately $89,000.

B. Budgeted Expenditures

In accordance with the scope of work as approved in Ordinance 3909, it is anticipated that the budgeted expenditures for the 2015 operating year of the Alliance will be as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>Engagement and Outreach</td>
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<tr>
<td>Professional Business Resources</td>
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<tr>
<td>Small Grants Program</td>
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</tr>
<tr>
<td>Appearance &amp; Environment</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

**TOTAL BUDGETED EXPENDITURES**  $84,000

As amended and approved by City Council 11/18/14
C. Unallocated Funds

An unallocated fund balance is projected. The Alliance reserves the right to use unallocated funds as necessary.

D. Subsequent Budgets

The Alliance shall establish for each fiscal year after the first year a proposed budget for expenditures. Such proposed budgets shall: i) reasonably itemize the purpose for which monies are proposed to be expended by the Alliance; and (ii) set forth the total amount proposed to be expended. A proposed budget, whether for the first year or for subsequent years, shall be referred to as the “Budget.”

E. General Provisions

i. The Alliance shall make no expenditures other than in accordance with and pursuant to a Budget for which a total Annual Budget amount has been approved by the City.

ii. In the event that in any given fiscal year the sources of funding and/or reserves held over from the previous year do not equal the total annual budget amount, the Alliance may choose to eliminate some expenditures in order to balance the budget.

iii. The Alliance, at the conclusion of the fiscal year, will provide a detailed financial report in accordance with Ordinance 3909, as amended.