EDMONDS DOWNTOWN ALLIANCE
PROPOSED
2016 WORK PROGRAM & PLAN

Edmonds, Washington

Prepared pursuant to
Edmonds City Ordinance 3909, Section 3.75.120

Approved by Edmonds City Council 10/27/15
The mission of the Edmonds Downtown Alliance is to encourage, promote and participate in activities enhancing the general economic conditions of the district for the mutual benefit of its businesses and the City of Edmonds. We are a focused, funded organization that supports and improves business conditions in Edmonds. Our goal is to ensure our downtown stays lively, attractive and prosperous.

**Per Ordinance 3909, the scope of work includes:**

A. **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
B. **Safety & Cleanliness:** may include maintenance, security, pedestrian environment enhancements
C. **Appearance & Environment:** may include design enhancements, neighborhood advocacy & communication, streetscapes/lighting/furniture
D. **Transportation:** may include transportation alternatives, directional signage, parking management & mitigation
E. **Business Recruitment & Retention:** may include education/seminars, market research, business recruitment
F. **Organization:** may include contract staff & professional services, administration costs

**INTRODUCTION**

Ed! Edmonds Downtown Alliance (the “Alliance”), was approved on January 15, 2013 under Ordinance 3909. The following is the fourth year work program and plan for the district, effective from approval by Edmonds City Council through December 31, 2016. It includes a description of the Alliance, proposed services, sources of funding, annual budget and allocations.

**PROPOSED 2016 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 rather 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.

A. **Administration (Per Ordinance 3909, Item F)**
   i. **Non-Profit Organization.** The Members Advisory Board formed a non-profit organization incorporated under Washington law and received Section 501(c)(3)

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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/or partially compensated, to assist with legal matters, including filing of taxes and reports for Section 501(c)(3) status with the Internal Revenue Service. The Non-Profit organization allows the Alliance to collect and leverage funding through grants, fundraising and/or donations.

ii. **Administrative Support.** The Alliance Board may contract with an individual(s) to provide general administration for the operation 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.

iii. **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.

iv. **2017 Work Plan and Budget.** The Alliance Advisory Board will prepare a 2017 work program, plan and annual budget to present to Edmonds City Council in October 2016.

B. **Communication and Outreach (Per Ordinance 3909, Items A and E)**

i. **Member Engagement.** The Alliance wishes to focus on productive member engagement in 2016. Encouraging committee involvement and networking gatherings to better galvanize local business relationships. To minimize cost, communication will continue primarily via email and e-newsletter, except when an alternative form is requested. Annual meeting notifications and ballots will continue to be mailed. The Alliance will develop a welcome informational packet. A strategy will be pursued, with collaboration with other local groups, to bring new businesses to Downtown Edmonds and build a continually improving business district.

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ii. **Community Events.** The Alliance will provide support for local community events such as the Edmonds 4th of July Parade and Holiday Events. Participation in already existing events will help improve Ed! visibility in the community and provide exposure for all members.

iii. **Friends of Ed! - Business and Civic Collaboration.** 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 an annual meeting to discuss community priorities.

C. **Marketing/Advertising (Per Ordinance 3909, Item A)**

Building on current momentum, and based on research and proven success in 2015, the Alliance will implement a 2016 Transit Ad Campaign, augmented with a digital ad campaign. In addition, we will pursue several public relation campaigns and increased social media presence, which may include contracting for professional services. Current platforms include: Facebook, Instagram, Twitter and local media outlets.

D. **Professional Business Resources (Per Ordinance 3909, Items A and E)**

The Alliance will benefit all members professionally by improving the edmondsdowntown.org website to drive traffic to individual business listings. The Alliance will work with all members to upload their webpages, cross-post members’ website links, enhance Google search terms, website optimization, and consider upgrades to our existing website.

E. **Appearance & Environment (Per Ordinance 3909, Items A, B, C and D)**

i. **Parking.** Members of the Alliance parking committee will continue working in concert with City efforts related to parking. The Alliance will continue to pursue improved signage for parking awareness. A test program looking at the viability of diagonal parking on wider, non-primary streets is being pursued with the City. These would double parking spaces on these streets, as well as create a safer environment for drivers getting out of their cars. This test program will be evaluated and expanded if successful. Restriping and increasing public parking lots to fit more cars will also be pursued.

ii. **Streetscape Improvements & Amenities.** Projects promoting environmental improvements will be aggressively driven forward. The Alliance will continue partnering with the City and others to support downtown public restroom options. The Alliance will sustain current programs such as bike racks and the
seasonal umbrella program, evaluating both programs’ functionality moving forward. An assessment of the downtown district’s sidewalk amenities will be reviewed and discussed with the City to address implementing projects, collaboratively, to address a variety of concerns such as, trash/recycling can needs, pedestrian safety, benches, directional signage, restaurant patios, consumer navigation assistance, and business signage.

F. Ed! Grants Program (Per Ordinance 3909, Items A, B, C, D, E and F)

The Alliance created a pilot Grants Program to help harness the power of our local business community. The program utilizes 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 3909. 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.

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 and Projected Fund Balance

The projected assessments collected for 2016 will be approximately $89,000 and projected 2015 end of year balance is $50,000, resulting in an estimated $139,000 in total revenue available for expenditures in 2016. A detailed budget summary is attached.

B. Budgeted Expenditures

In accordance with the scope of work as approved in Ordinance 3909, it is anticipated that the budgeted expenditures for the 2016 operating year of the Alliance will be as follows:

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<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Administration</td>
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<td>Communication and Outreach</td>
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<td>Professional Business Resources</td>
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<td>Small Grants Program</td>
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<td>Appearance &amp; Environment</td>
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<tr>
<td>2016 One-Time Expenditure for Public Restroom Funding</td>
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</tr>
<tr>
<td>2016 Additional Expenditure for Marketing</td>
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</tr>
</tbody>
</table>

**TOTAL BUDGETED EXPENDITURES** $113,000

C. **Unallocated Funds**

An unallocated fund balance is projected in 2016. The Alliance must submit a budget amendment to City of Edmonds Council for approval to use any unallocated funds.

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. (iii) The Alliance Board shall submit a proposed work program and budget to Edmonds City council no later than October 1 of the year before the succeeding budget year. 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 expenditure 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.