MID Ratepayer Advisory Board
August 3, 2021
Financial Report

Ben Grace, Vice Chair
Elisabeth James, COO
Program
Manager
Update

Jon Scholes, DSA President &
CEO
Program Updates

Clean, Safety, Outreach & Parks
Clean Team
Clean Team

Current Staffing Levels

- Budgeted Field Positions: 81
- Currently Staffed: 66
- Vacancies: 15
PRESSURE WASHING COMPLETED 2021

Red - MID Completed
Blue - Contractor Completed
Yellow - Completed Twice by Contractor
Green - Completed Twice by MID

DECLINED SERVICE/WATER SOURCE UNAVAILABLE
Safety Team

Current Staffing Levels

- Budgeted Field Positions: 28
- Currently Staffed: 26
- Vacancies: 2
Outreach Team

Current Staffing Levels

- Budgeted Field Positions: 8
- Currently Staffed: 9
- Vacancies: -1
Parks Team

Current Staffing Levels

- Budgeted Field Positions: 17
- Currently Staffed: 17
- Vacancies: 0
Campaign Overview

• In market July 11 through September 30

• Multi-part marketing effort inviting locals to reconnect with downtown

• Brand and retail strategy

• Highlighting unique downtown experiences, attractions, events and promotions
Target Audience

• Locals within a 20-mile radius of downtown
• 50/50 men and women
• Ages 25-54
• BIPOC communities
Media Mix

- Paid Social Media
- Digital Radio & TV
- Digital Banner Ads
- Transit (exterior)
- Billboards
- Local TV - NBC Olympics
- Ongoing earned media
The sunset over the pier? That’s for you.

Into small plates? Let’s go big.

Love, Seattle
Let's do dinner at my place tonight.

Seals and a Great Wheel? Count me in.
LoveSeaTown.com

All media drives people to a new microsite featuring:

• All DSA summer events

• Events & promotions submitted by city and others

• Video highlighting why locals love downtown

• Must-Dos/Itineraries

• Coming soon: User Generated Content
Extending the campaign into downtown

- Temporary Art
- T-shirts (giveaway)
- Mural and/or window graphics
- Space Needle?
Measuring success

- Pre- and post-campaign research
- Traffic to website
- Engagement with social media
- Event attendance
- Media mentions
Pre-Campaign Survey Results

- Fielded online 6/24-7/6/21
- Survey conducted by Qualtrics
- 415 respondents asked about their:
  - current and future behaviors around visiting
  - current perceptions
  - barriers to returning
Findings

• Six out of 10 respondents are considering a visit for a non-work trip downtown now

• Respondents cite recreation/leisure as largest reason for next visit, with interest in cultural activities growing

• Fears around personal safety and Covid persist

• Over a third of respondents believe there aren’t many people around and businesses are closed

• Most plan to drive, with cost and availability of parking an issue