



Only in Seattle

The Office of Economic Development's Only in Seattle Initiative strives to build an equitable and vibrant city by fostering neighborhood business districts that are centers of local commerce, community and culture. With seed funding and expertise, the Initiative supports local businesses, building owners, and residents to unite around a common vision for their district and work together to achieve it. From business coaching, community festivals, and litter cleanup, to murals, outreach and real estate development, Seattle's business districts have used Only in Seattle to tackle tough issues, attract new investment and care for their communities.

2017 BUSINESS DISTRICTS HIGHLIGHTS

3,500
volunteers

**VOLUNTEER, BUSINESSES AND RESIDENTS
WORKING ON DISTRICT PROJECTS**

\$22
million

**BUSINESS IMPROVEMENT AREA (BIA)
REVENUES INVESTED IN DISTRICTS**

250
events

**PROMOTIONAL, CULTURAL, SAFETY AND
CLEANING EVENTS IN DISTRICTS**

\$3
million

**PUBLIC AND PRIVATE FUNDING
LEVERAGED IN DISTRICTS**

METHODOLOGY AND PROGRAM

Only in Seattle is based on a set of core building blocks that are the critical components of any successful business district. Districts benefit most from comprehensive approaches that work simultaneously in the following strategy areas:

- **Business Organization**
- **Business Development**
- **Clean and Safe**
- **Marketing and Events**
- **Placemaking**

OED has an annual, fall application process to select new neighborhoods to be part of the OIS Initiative.

KEY ACTIVITIES FUNDED

- Neighborhood events that market and promote businesses
- Sanitation and beautification efforts to increase walkability
- Strategic plans for the commercial district
- Infrastructure projects to improve the streetscape and pedestrian experience
- Creation or exploration of Business Improvement Areas (BIAs)
- Connections to arts and culture
- Racial equity and inclusion training and outreach in Business Districts

OED holds regular Peer Network events and trainings open to all neighborhood business districts.

For more information: Contact OED's Business Districts Manager
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Visit: www.seattle.gov/economicdevelopment

