

DAY

Downtown Association of Yakima

Annual Report 2019

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Event Highlights

Downtown Summer Nights
30% Increase in Attendance





20 events with over
31,000 ATTENDEES

-  **Chalk Art Festival**
Artists, Music, Community
-  **Roots & Vines**
Bluegrass, Local Craft Beverages
-  **Sip & Stroll**
14 Businesses, 14 Drink Vendors
-  **Small Business Saturday**
17 Businesses, Record Sales
-  **Downtown Holiday Fun**
Horse-drawn Wagon Rides, Tree Lighting, Light Up the Plaza

Downtown Yakima Farmers Market

An estimated **33K+** attendees in a six month period



Generated more than **\$307K** in vendor sales
9% increase!

A total of 79 vendors	31% Increase from last year!
63% farmers	16% prepared foods
12% processed foods	9% artists



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Investing in Downtown

- Flower Program - Baskets, Planters, and Pots
- Façade Improvement Grants
- Trash/Litter Removal
- Graffiti Removal
- Decorative Lighting
- Landscaping
- Snow and Ice Removal
- Millennium Plaza Restoration

Community Involvement

 **1,972** volunteer hours

 Provided by **86** volunteers



Downtown Growth

 **25%** Sales Tax Increase

 **26** New Businesses

 **\$1.45m** Private Investment

Marketing and Promotion

 **10K** Likes **10.5K** Followers
14% increase over last year

 **12** monthly e-newsletters

237
Facebook posts

 **12** public breakfast meetings

Ad Buys in
Vistor Guides
& Local Media

Expenses

Promotions and Events	\$193,000
Façade Grants	\$10,000
Operations & Administration	\$134,000
Farmers Market	\$46,000
Maintenance & Beautification	\$174,000
Total	\$557,000

Income

Events	\$256,000
Main Street Tax Credit	\$95,000
Business Improvement District	\$164,000
Farmers Market	\$34,000
Total	\$549,000

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Mission Statement

DAY is a private, nonprofit organization committed to the preservation, development, marketing, and promotion of Downtown Yakima through focused efforts to build and maintain public and private partnerships that will foster financial and creative investments in our future while embracing and celebrating our history.

Downtown Association of Yakima is affiliated with the Washington State Main Street Program dedicated to helping communities revitalize the economy, appearance, and image of their downtown commercial districts. The four points of the Main Street approach are:

Organization	Promotion	Design	Economic Restructuring
Build a framework well represented by businesses, property owners, citizens, and local economic development organizations.	Create vibrancy downtown through festivals and events, encourage customer traffic, and promote activities with marketing that reflects an enticing image to shoppers, investors, and visitors.	Enhance the look and feel of the commercial district. Design improvements result in a reinvestment of public and private dollars to downtown.	Analyze current market forces and develop long-term solutions like recruiting new businesses, converting unused space, and sharpening competitiveness of traditional merchants.

BOARD OF DIRECTORS

Joe Mann, President
Business & Property Owner

Nancy Rayner, Vice President
Property Owner

John Baule, Treasurer
Yakima Valley Museum

Rhonda Ostrem, Secretary
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Tom Trevino
Lendmark Financial Services

Michelle Smith
South Central Workforce Council

Mandi Klise
Elliot Insurance

Marla Fabara
Cashmere Valley Bank

Kristi Foster
Wheatland Bank

Andrew Holt, Executive Director

John O'Rourke, Operations Manager

Yvette Lippert, Farmers Market Manager

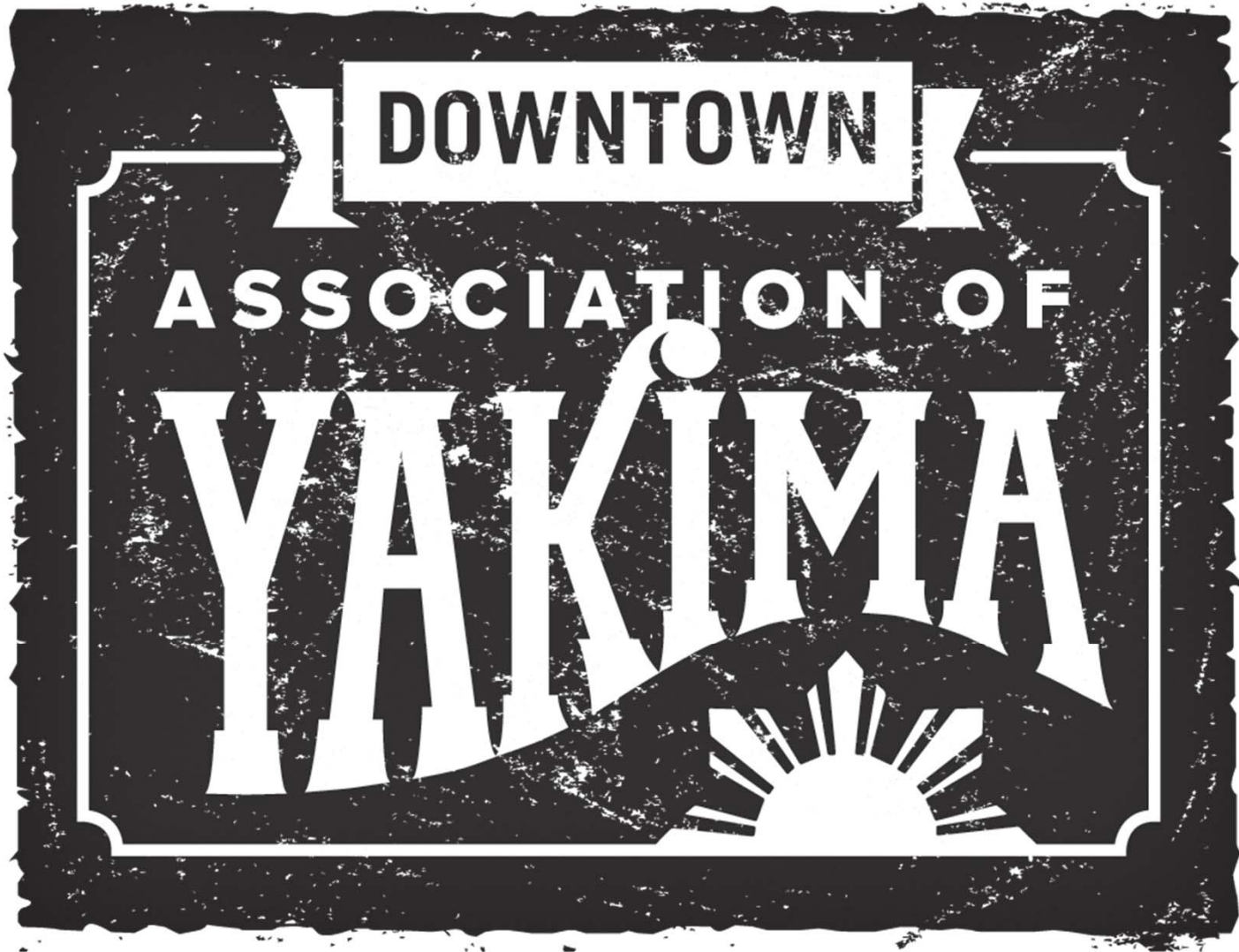


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DOWNTOWN

ASSOCIATION OF

YAKIMA