

DOWNTOWN EVERETT
ASSOCIATION

2018

ANNUAL REPORT



DEAR STAKEHOLDERS,

In January 2018, the Business Improvement Area (BIA) underwent a considerable transformation when 17 square blocks were added to the existing 19 block area. Today's BIA encompasses 36 square blocks, with a combined assessed value of nearly \$725 million. **We now represent approximately 300 property owners in the BIA.**

Change didn't stop there. In July 2018, the Downtown Everett Association created a **Ratepayers Advisory Council** to exclusively oversee BIA management. Separately, our **Board of Directors** now has oversight of all other segments of Downtown Everett Association programming: advocacy, parking, events and sponsorship, communications and marketing, and small business support.

We hosted our first **Downtown Trick-or-Treating** in 2018 with the help of community partners and local businesses, drawing more than 300 children and their families into downtown. The number of businesses participating in **Small Business Saturday** more than doubled over 2017's event. We also sponsored four major events drawing people to downtown Everett, with a combined attendance of over 10,000 last year.

We're proud of the work we've been involved in, and we are eager to continue building on the services we provide. In 2019, we're working to **increase efficiency** through the use of technology. We'll be collaborating with community members and parking experts to recommend **downtown parking management** changes to the City. Perhaps our biggest undertaking for the year, we became a **Main Street** affiliate in December 2018 and will continue to learn about the economic development opportunities provided by the program throughout 2019.

Despite all these changes, the most important aspect of our organization has remained consistent: **we're working to create a healthy, vibrant urban core.** We have an incredible community backing us, and we are excited to continue partnering with all of you to revitalize downtown Everett.

Sincerely,



Dana Oliver

Executive Director

Board of Directors

Patrick Hall

Board President
Everett Historical Commission

Dan Eernisse

Board Vice President
City of Everett

Bobby Thompson

Board Treasurer
Housing Hope

Steve Erickson

Peoples Bank

Dan Gaffney

Moss Adams

Lacey Harper

Snohomish County

Danielle Lothrop

Toggle's Bottle Shop

Corey Margolis

Angel of the Winds Arena

Maxwell Mooney

Narrative Coffee

Heidi Ray

Funko

Craig Skotdal

Skotdal Real Estate

Jordan Stephens

Anderson Hunter Law

Judy Tuohy

Schack Art Center

Erica Weir

Village Theatre

Ratepayers Advisory Council

Alan Dorway

First Presbyterian Church

Angela Merculief

Skotdal Real Estate

Lang Nelson

BlueSteal LLC

Jim Staniford

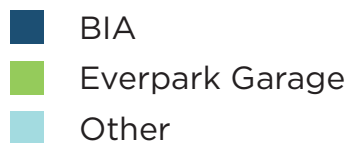
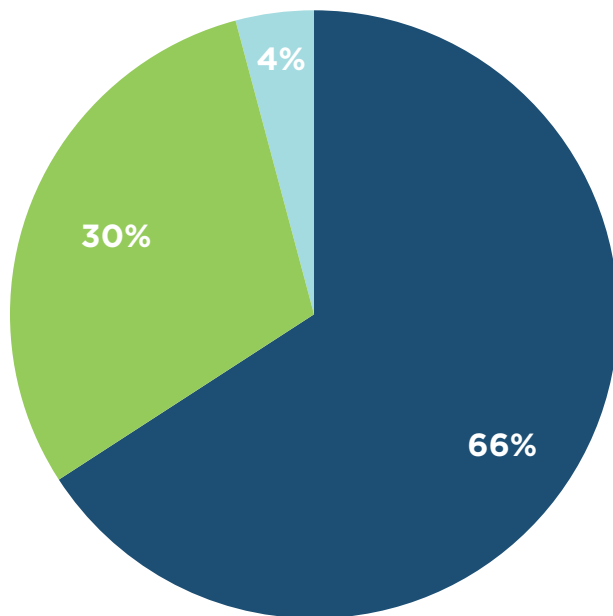
Vintage Cafe

Tia Winch

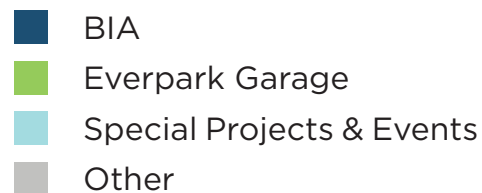
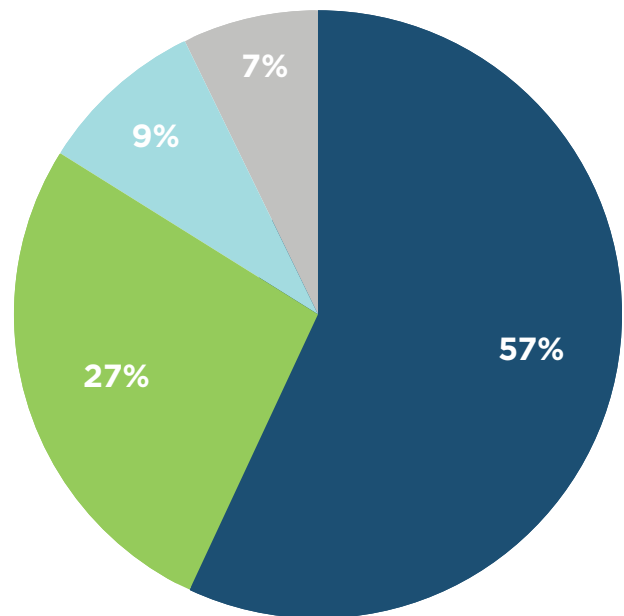
Imagine Children's Museum

2018 FINANCES

REVENUE



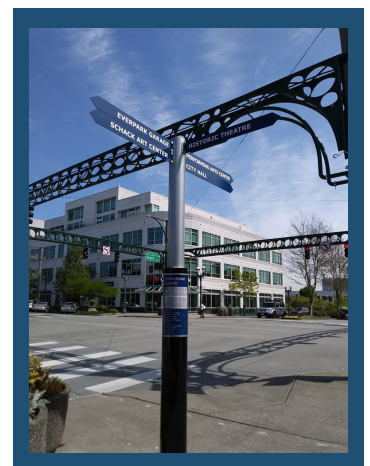
EXPENSES



EVERPARK GARAGE

The DEA manages the City's public parking facility, Everpark Garage. Revenue from this management contract is reinvested into downtown Everett through community projects. Everpark management revenue funded installation of our downtown wayfinding signs, as well as sponsorship of Fisherman's Village Music Festival, Cruzin' to Colby, Upper Left Beer Fest and Wild Coyote Music Festival.

More than **500 vehicles** use Everpark Garage every day, freeing up valuable on-street parking spaces for your customers. If you typically have clients parking for more than 90 minutes, you may want to consider providing validated parking. Contact Kasydy for details.



Interested in getting your employees' cars off the street? Reach out to Kasydy Elliott at 425-258-0700 or accountant@downtowneverettwa.org for information about monthly parking permits.

CLEAN TEAM SERVICES

450+

GRAFFITI TAGS
REMOVED

87,700

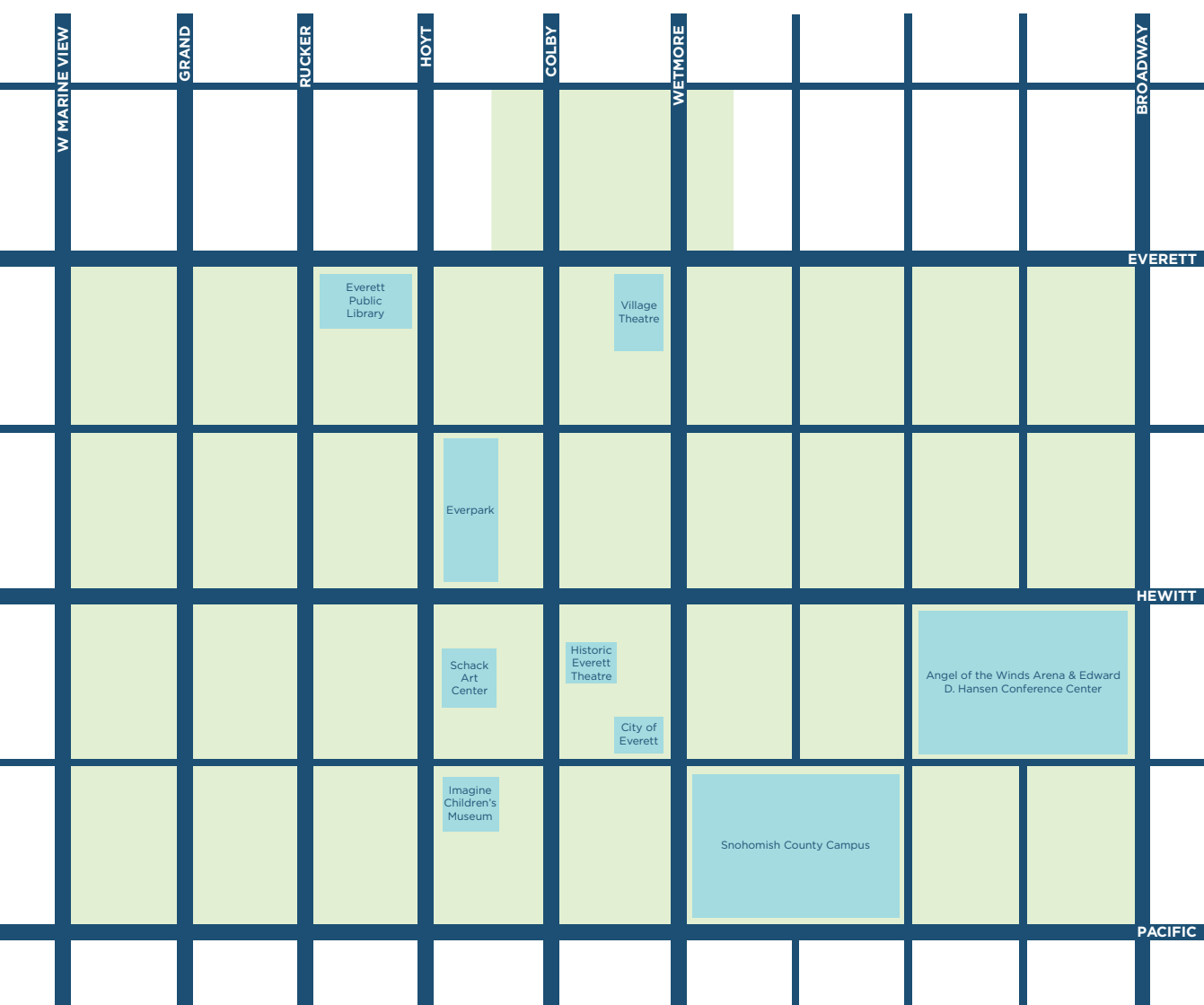
CIGARETTE BUTTS RECYCLED

7800

BAGS OF TRASH
EMPTIED

140+

SHOPPING CARTS
RETURNED



DEA

We do more than manage the BIA. We lead, organize, and advocate for positive changes and economic growth — because creating a healthy, vibrant urban core takes more than brooms and blowers. In collaboration with public and private community partners, we're working to enhance downtown Everett through space activation, small business support, event sponsorships, and more.



Last fall, we coordinated our first Halloween event with the help of our new Marketing & Events Committee and an enthusiastic group of volunteers. We also brought back Small Business Saturday in November, using merchant feedback to improve on 2017's event. Both events will be returning in 2019, and we will be partnering to produce this year's National Park(ing) Day event on September 21.

None of this would be possible without our volunteers and community partnerships. If your business or organization is interested in partnering with the Downtown Everett Association, please reach out to Madison for more information. With five committees, there are plenty of opportunities for individuals to volunteer, too - let's meet for coffee and find your perfect fit.

If you'd like to share your thoughts on how we can work with you to improve downtown, keep an eye out for our Community Visioning Forums in June.

2019 QUARTERLY MEETINGS

March 20 | Noon | Village Theatre Anderson Room | Business Security with EPD | The Money & Myths of Historic Registers with Patrick Hall

June 19 | 4 p.m. | Village Theatre Anderson Room | Community Visioning Forum

September 25 | Time, Location and Guest Speakers TBD

December 18 | Time, Location and Guest Speakers TBD

STAFF

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