

2019 Annual Report



dear stakeholders,

2019 was a year of evolution and growth for the Downtown Everett Association. In addition to managing the Everpark Garage and the Business Improvement Area, we had just become a newly-minted Main Street America Affiliate. Main Street is a nationwide economic development program specifically designed for revitalizing older and historic downtowns like Everett's. Fortunately for us the national Main Street Now Conference was held in Seattle last year, giving us the opportunity to economically send six people to train. We spent four days learning best practices in downtown revitalization from communities all over America, which we can now apply in our own city.

After the conference, the DEA engaged the community through three well-attended Downtown Visioning Forums. These events enabled us to gather input from downtown stakeholders, develop an overall transformation strategy, and recruit volunteers. We then reorganized into five volunteer committees called Promotion, Design, Organization, Economic Vitality, and Parking & Transportation. The value of these volunteer committees would become obvious in early 2020. Because we had teams already in place and ready to deploy, we were quickly able to pivot to support the changing needs of our stakeholders when the COVID-19 crisis happened.

Due to the prosperity of downtown Everett in 2019, the Everpark Garage began to exceed capacity. Our hard-working DEA staff put in a monumental effort to accommodate all the extra parkers as best they could with limited options. Meanwhile, our Clean Team responded to nearly 1500 graffiti tags. Imagine what downtown would look like without this service!

The Downtown Everett Association is playing an ever larger and ever more necessary leadership role in our community as city-provided services decline. Relentless incremental growth is the Main Street way. In this spirit, we strive for continuous improvement in everything we do. Every day we learn, we engage, and we succeed at things we've never tried before, with the goal of making downtown Everett a unique, safe, vibrant, authentic, and prosperous place to live, work, shop and visit. Thank you for partnering with us in our vision.

Sincerely,



Patrick Hall

President, Board of Directors

Board of Directors

Patrick Hall
Board President
Everett Historical
Commission

Dan Eernisse
Board Vice President
City of Everett

Craig Skotdal
Board Treasurer
Skotdal Real Estate

Sarah Frauenholtz
Merrill Lynch

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

Jordan Stephens
Anderson Hunter Law

Judy Tuohy
Schack Art Center

Erica Weir
Village Theatre

Ratepayers Advisory Council

Alan Dorway
First Presbyterian Church

Dan Eernisse
City of Everett

Angela Merculief
Skotdal Real Estate

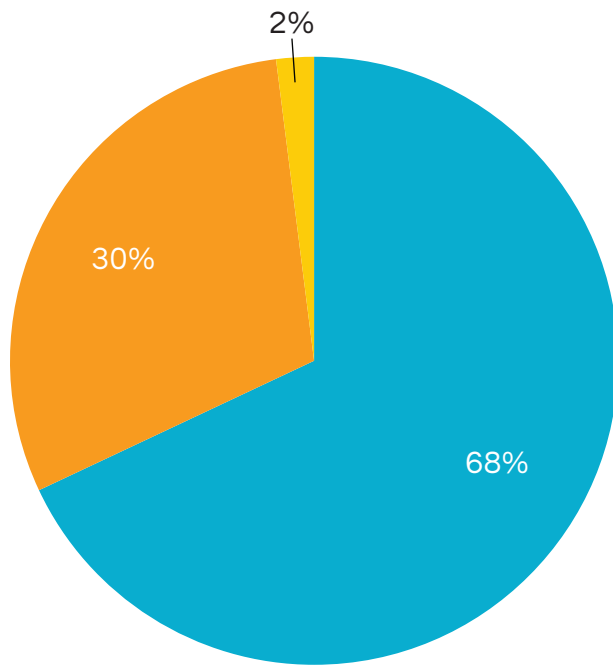
Lang Nelson
BlueSteal LLC

Jim Staniford
Vintage Cafe

Tia Winch
Imagine Children's Museum

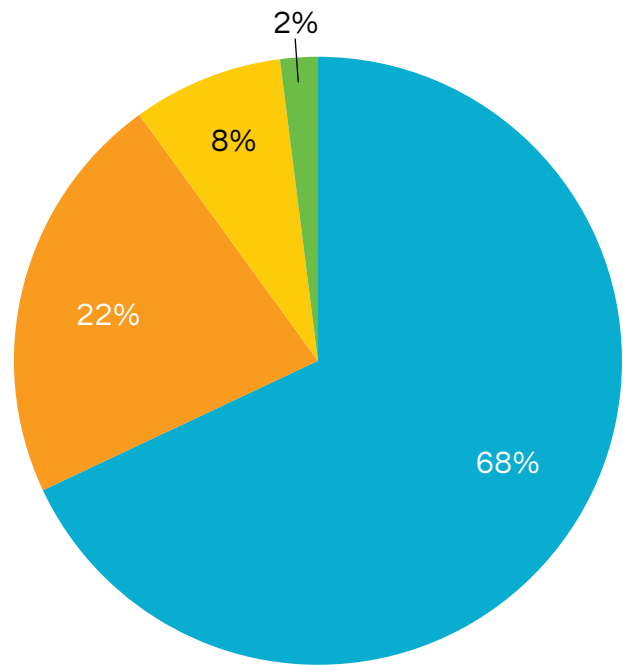
2019 finances

revenue



- BIA
- Everpark Garage
- Donations & Sponsorship

expenses



- BIA
- Everpark Garage
- DEA Programming
- Marketing & Events

downtown parking

Starting September 2019, Everpark Garage underwent a much-needed capital improvement project. The City of Everett contracted with F. D. Thomas to replace the membrane on the roof, restripe the parking stalls and pedestrian walkways, seal the concrete to prevent water intrusion, and replace the roof gate. Completion of the structural maintenance prepares Everpark Garage for the upcoming automation project, which is tentatively set to begin in 2021.

Early in the year, Everpark Garage occupancy averaged 111%. In July, parkers were displaced from Port Gardner Garage and the KeyBank Tower, resulting in 119% occupancy at Everpark and our first parking waitlist.

The City of Everett and the DEA partnered to convene a Parking Task Force and hired parking consultants Barney & Worth, Inc. and Rick Williams Consulting to conduct updated 2019 parking utilization and management studies.

The DEA Parking & Transportation Committee, utilizing data from the parking study, began research on a Shared Use Parking Program to help alleviate on-street parking pressure. Shared Parking Programs partner with private property owners to increase access to underutilized parking lots, such as church lots on weekdays or bank lots in the evening hours, helping to retain on-street parking for high-turnover customers such as dining and retail patrons.

clean team services

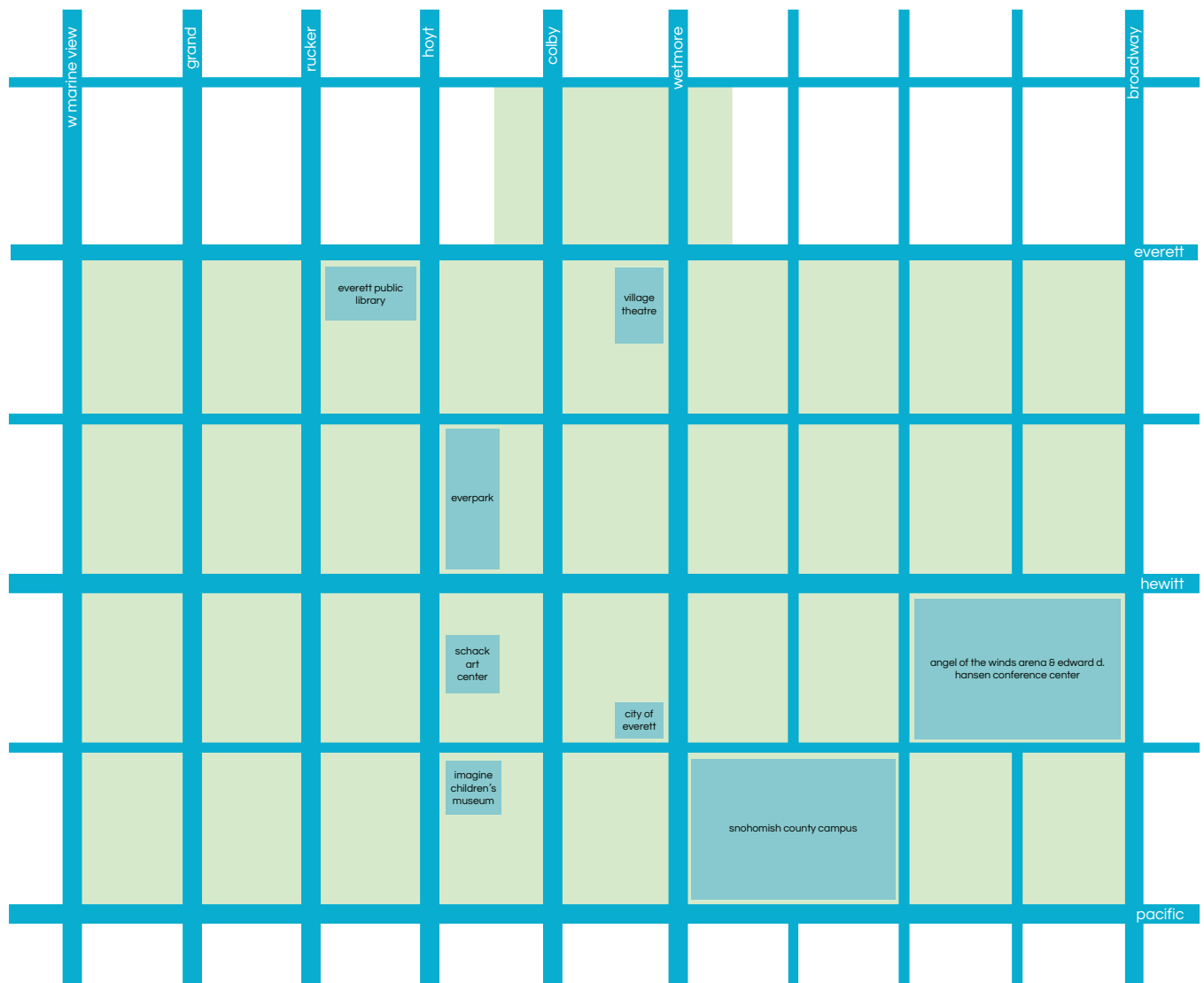
Since January 1996, the Downtown Everett Association Clean Team has provided graffiti removal, trash and recycling pickup, sidewalk maintenance, and additional services to keep Downtown Everett clean and safe. In 2019, the Clean Team removed or covered 1,495 tags downtown – more than three times the previous annual record.

7,881
bags of trash
emptied

1,495
graffiti tags
removed

101,650
cigarette butts
recycled

38
square blocks
serviced





The Downtown Everett Association was accepted as a Washington Main Street Affiliate in late-2018, and we spent much of 2019 learning how to apply Main Street's "Four Point Approach" in our community. Our five committees - Design, Economic Vitality, Organization, Promotion, and Parking & Transportation - started to take off.

Over the summer, we hosted a series of three Downtown Visioning Forums. More than 120 people responded to our survey, sharing their thoughts on what makes Downtown Everett special, what they value in our community, and how they would like downtown to look in the future. Community members emphasized the importance of historic preservation to maintaining Everett's charm, as well as a desire to support and grow Everett's creative culture.



The Promotion Committee coordinated the second annual Downtown Trick-or-Treating event, which saw attendance more than double to around 800 children and their families. California St. was closed between Colby and Wetmore Aves. to accommodate expanded activities and nearly 60 businesses participated. Thanks to sponsorships from Anderson Hunter Law Firm, Coastal Community Bank, Valley Organic Deli, and Eight Ball Cafe, we were able to keep this event free for the community.

volunteers

We're incredibly grateful to the 80 community members who volunteered with us in 2019 for a total of more than 1,100 hours. We can't do this important work without all of you - thank you for your support through this transformative year!

new executive director

The DEA began the search for a new Executive Director in late-2019, and we're thrilled to have welcomed Liz Stenning to the team in March 2020. Liz grew up in Everett and came to us from the Alliance for Pioneer Square in Seattle, where she has held several roles over the past nine years including Deputy Director.

staff

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downtown everett
association