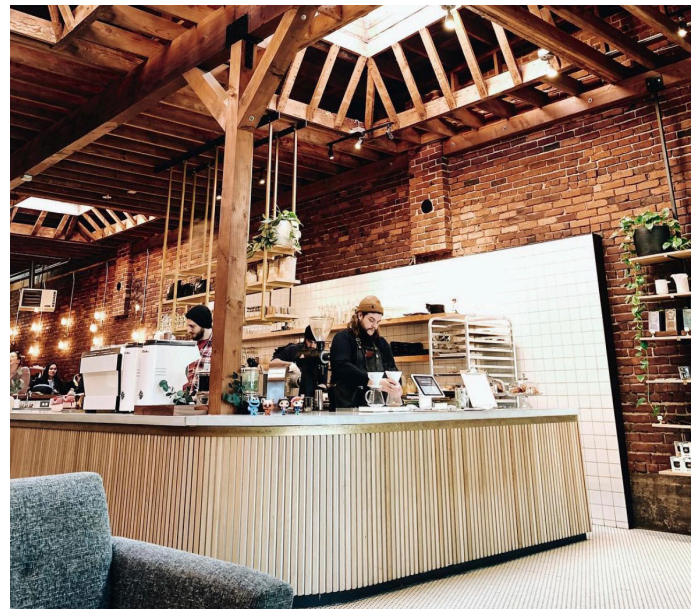
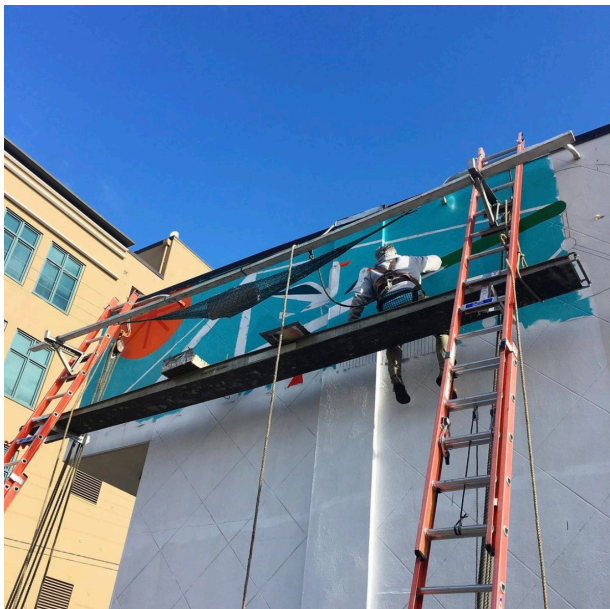


2020 Annual Report



downtown everett
association

dear stakeholders,

The Downtown Everett Association kicked off 2020 full of excitement. Downtown was poised to launch forward with events, projects and support for local businesses. As we all experienced in March, our hopes were turned upside down by a global pandemic. In the initial weeks and months of the crisis, our staff and volunteers went to work supporting our business community. Partnering with the City of Everett, we assisted in updating a city-wide website for businesses, explored ways to get people dining outside, and provided resources to our business community.

In the midst of this, we took on the Downtown Flower Program. We jumped in to save the program after city budget cuts went into place. We brought a glimmer of hope by planting thousands of flowers. We saw the community spirit and resilience in action with hundreds of volunteers planting and maintaining these flowers all summer long.

Our executive leadership changed with a new Executive Director, Liz Stenning, at the helm. With new leadership and uncertainties ahead, we continued to work on accomplishing the goals set in our annual work plan. We secured the contract to manage the Everpark Garage. We renewed the Business Improvement Area (BIA), which ensures DEA staff operations and continual downtown cleaning and maintenance for the next five years. The renewal coincided with bringing the field crew in-house by hiring our own staff to clean Downtown Everett. This was a major undertaking, especially during a global pandemic. The Clean Team responded to another record-breaking year of graffiti. We can only imagine what downtown would look like without this service.

Another highlight was acceptance as an official Main Street Community. The value of our Main Street volunteer committees became clear in 2020. We had teams already in place and ready to deploy quickly to support the changing needs of our stakeholders.

Overall, the year saw unprecedented challenges for our local restaurants, shops, and entertainment venues. Some closed temporarily, others were not able to carry on, and others significantly changed their business model. Despite so many challenges, we saw an amazing resiliency and creativity to adapt to a changing economy. Some new restaurants opened, shops went online for the first time, and some re-envisioned their business models. Our business owners worked tirelessly. All the while, local residents came out to support them by purchasing gift cards, grabbing take-out, and dining outside in the cold weather.

The pandemic forced us to adapt. We shifted and stepped up to meet challenges. Even though the crisis continues, when we reflect on the year, we can say that we emerged more certain of our value to downtown. Every day we learn, engage, and succeed at things we've never tried before, with the goal of making downtown Everett a unique, safe, vibrant, authentic, and prosperous place for everyone. Thank you for partnering with us in our vision.

Sincerely,

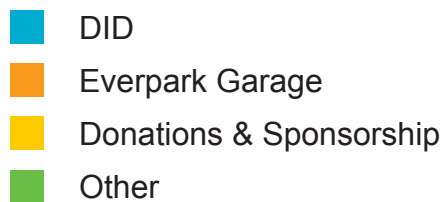
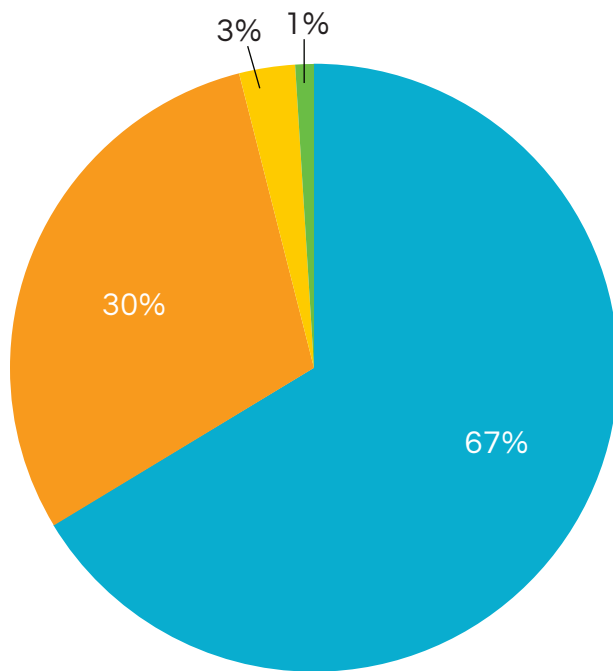
A handwritten signature in black ink, appearing to read "Liz Stenning". The signature is stylized with a large, looped "L" and a cursive "Stenning".

Liz Stenning

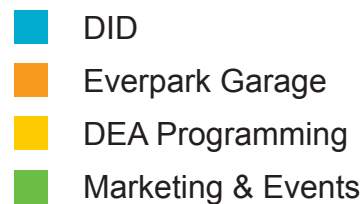
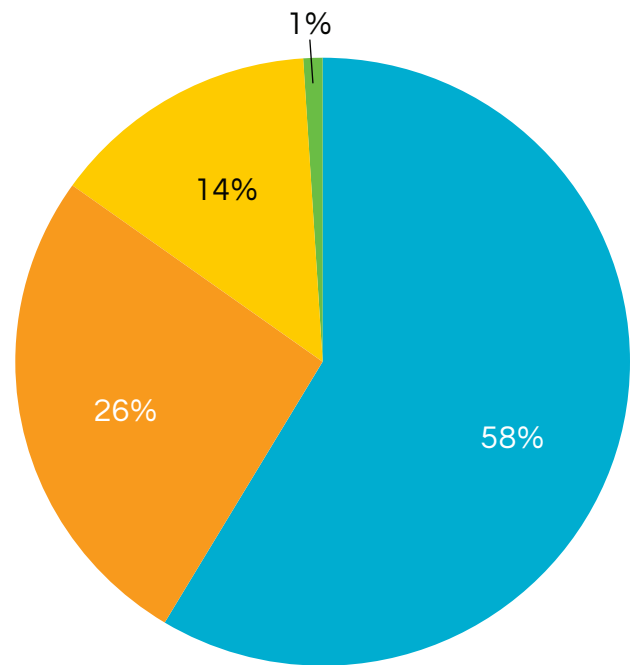
Executive Director

2020 finances

revenue



expenses



downtown parking

2019 marked Everpark Garage's first parking waitlist after reaching 120% occupancy. We started 2020 with a sizable list of residents and employees seeking monthly parking space downtown. With most office workers sent home to work remotely during the pandemic, demand for monthly parking sharply declined in March 2020. Everpark staff hours were reduced for several months in response.

Anticipating people's return to Downtown, though, the City is ensuring Everpark can continue to accommodate them. In late 2020, the City of Everett approved the Everpark Garage automation project Request for Proposal process to begin in early 2021.

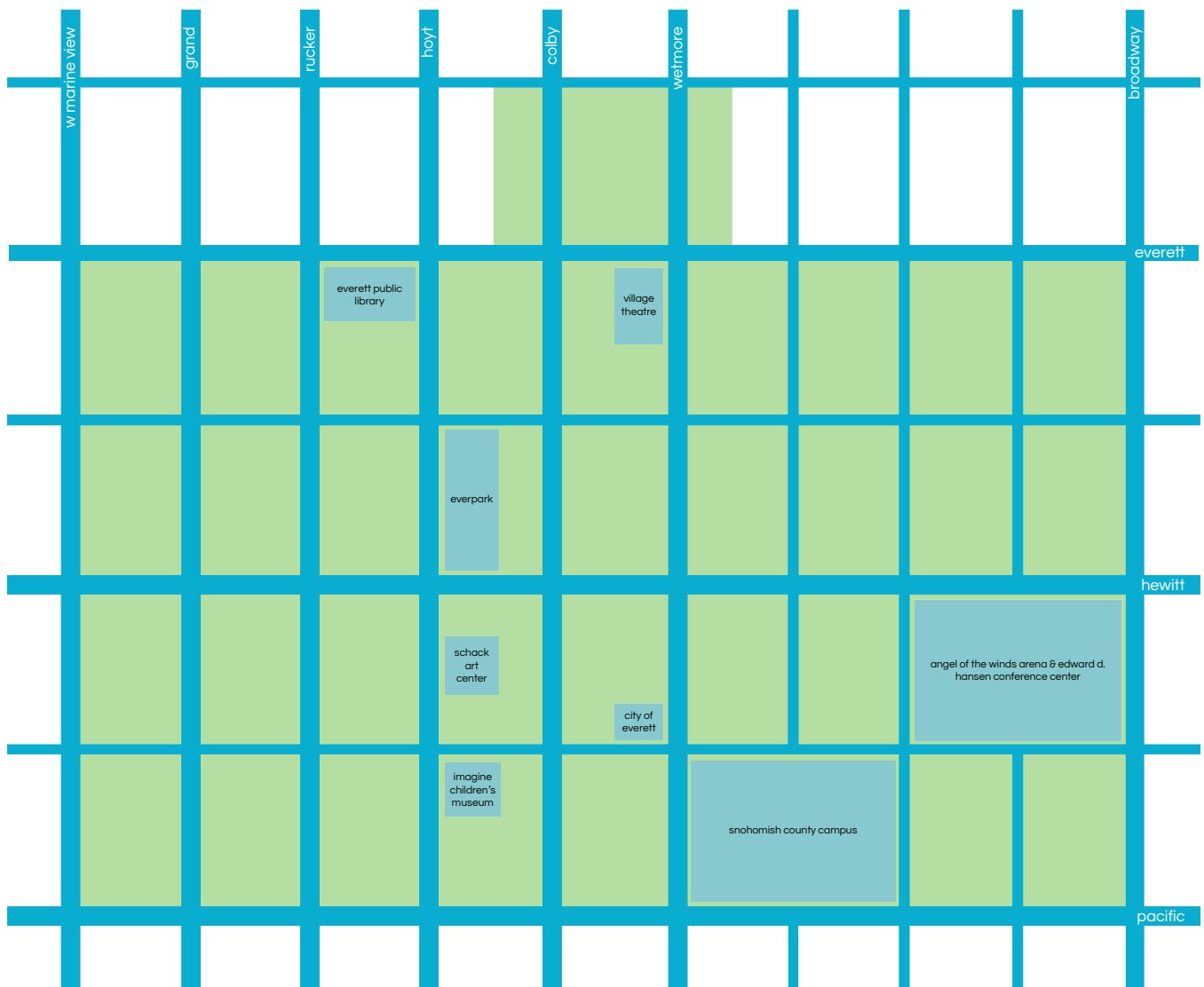
clean team services

In October 2020, Clean Team services were brought in house after years of contracting services with a local landscaping company. To kick off the new service, we implemented a new software, Fulcrum, allowing us to respond to ratepayer requests more efficiently and better track the services we provide.

In December 2020, the Everett City Council approved the renewal of the Downtown Improvement District through 2025 and will now include one additional block on Colby (2500 Block). You may notice the name change from Business Improvement Area to Downtown Improvement District; this change better reflects the diversity of stakeholders that we serve, including property owners, businesses, non-profits, faith-based organizations, residents, employees, and visitors.

730 avg. bags of trash emptied per month
vs. 657/month average in 2019

170 avg. graffiti tags cleaned or removed per month
vs. previous record 125/month average in 2019



dea programs

new executive director

We welcomed our new Executive Director, Liz Stenning, on March 4, 2020. Liz grew up in Everett and came to us from the Alliance for Pioneer Square in Seattle, where she held several roles over the past nine years including Deputy Director. Previously she was a project manager and consultant on a variety of environmental and public realm projects. She is familiar with all aspects of running an improvement district within an historic downtown. Liz has a master's degree in Urban Planning and a bachelor's degree in History, both from the University of Washington, as well as an AICP Accredited Planner certification.

flower program

In 2020, the Downtown Everett Association expanded programming to include a Downtown Flower Program. In April 2020, the City of Everett announced that budget shortfalls forced them to cut its flower program. Our board decided that the flower program was too important for downtown economic development to allow it to end. In May 2020, we launched a pilot program to run a modified flower program. On May 30, community members planted flowers downtown. A seasonal employee, Josiah, was hired to water the plants; volunteers adopted the planters, keeping them weeded and well-maintained throughout the summer. Volunteers from Fluke Corporation spent their annual Day of Service in October helping us remove the annual plants and prepare the planters for the cold months. Thanks to generous donations from the community, we were able to purchase flowers for the 2021 program. Financial contributions to the Downtown Everett Partners will be critical to keeping the Downtown Flower Program growing and thriving for years to come.



volunteers

The Downtown Everett Association's 40 board and committee members volunteered over 1,000 hours in 2020, and hundreds more were volunteered by the 150 community members who joined us for our first annual Downtown Planting Day and adopted planters over the summer.

Of these hundreds of volunteers, we'd like to call out one in particular. Downtown Everett is full of passionate, creative thinkers and doers willing to get their hands dirty (literally) to make our community better. Paul Popelka is one of those people. Paul serves on our Design Committee and was a driving force behind our 2020 Downtown Flower Program, spending afternoons maintaining the nearly 3,000 flowers we purchased until we could get them planted and helping to distribute plants on Planting Day. We're so grateful we get to create a healthy, vibrant urban core alongside Paul - our 2020 Volunteer of the Year!



downtown everett partners - 501(c)(3)

In 2020, the Downtown Everett Partners (DEP) was created as a 501(c)(3) organization in partnership with the Downtown Everett Association to assist in fundraising for the Main Street program and revitalization of Downtown Everett. The DEP works on community events, education regarding historic preservation, support for improvements to public safety, and public space enhancements and activations like the Downtown Flower Program, holiday lighting, and public art. More information about donating to the Downtown Everett Partners can be found at downtowneverettpartners.org.

holidays & events

Though we were disappointed to cancel our 3rd Annual Downtown Trick-or-Treating event on Halloween, we were still able to create a fun, engaging, and safe downtown celebration. In partnership with downtown businesses, we developed a Halloween Scavenger Hunt and provided goody bags to families who explored Downtown Everett and completed the hunt.



Holiday lights have been a longstanding item on our wish list, and in 2020 we launched a Holiday Lighting Program. With support from City of Everett Public Works staff, we installed eight lighted snowflakes and four wreaths at the intersection of Colby and Hewitt Aves. Our decorations now accompany the tree that the City suspends above the intersection each holiday season. The decorations are part of the Wintertide celebrations from the end of November through New Year's Day.

Wintertide, historically a single-day event hosted by the City of Everett, was expanded in 2020 into a five-week-long celebration of the holiday season in Everett. The Downtown Everett Association is one of many partnering community organizations helping to spread winter cheer during Wintertide. The DEA hosted Small Business Saturday in 2020, creating and distributing 1,500 downtown shopping guides to encourage the community to shop local for the holiday season. We enticed shoppers into stores by offering free Everett canvas totes – 750 bags were given out during the last week of November!

main street community designation

After several years of forming volunteer committees and diving into the Main Street program, we applied for designation as an official Washington Main Street Community in late 2020. Effective January 1, 2021, Everett joined 35 other towns and cities across Washington who have received the Main Street Community designation. Main Street is a nationwide economic development program designed for revitalizing historic downtowns. The model provides best practices in downtown revitalization from communities all over America, which we can now apply in Everett. In addition to the wealth of knowledge available to Main Street Communities, the State of Washington also has a robust Main Street Tax Credit Incentive Program (MSTCIP). The MSTCIP provides a 75% Business & Occupation or Public Utility tax credit for private contributions given to designated Washington Main Street Communities, including the Downtown Everett Association. Additional information about the MSTCIP is available at downtowneverett.org/mstcip.

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

Jordan Stephens
Board Secretary
Anderson Hunter Law

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

Kern McGee
Perteet, Inc.

Maxwell Mooney
Narrative Coffee

Paul Popelka
Historic Everett

Erica Weir
Village Theatre

ratepayer advisory council

Lang Nelson
Co-Chair
BlueSteal LLC

Dan Eernisse
Co-Chair
City of Everett

Alan Dorway
First Presbyterian Church

Amanda Massena
Skotdal Real Estate

Jim Staniford
Vintage Cafe

Doug Lee
Gospel Light Church

Tia Winch
Imagine Children's Museum

staff

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Cody MacDougall
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