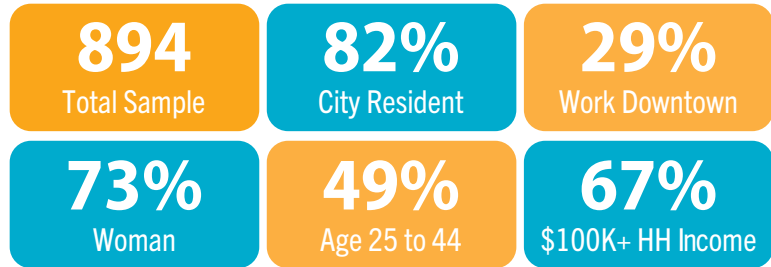


At a Glance

2023 TOP PROSPECTS SURVEY RESULTS

SURVEY SAMPLE CHARACTERISTICS



Q: What is the name of the business or place in Downtown Everett that you visit most often?

POPULAR PLACES | TOP FIVE

Sno Isle Co-op	9.9%
El Paraiso	7.3%
Narrative Coffee	5.4%
Choux Choux Bakery	2.9%
Everett Public Library	2.9%

DOWNTOWN EVERETT TRENDS

FORTY-FOUR PERCENT

Describe recent trends in Downtown Everett as **“Improving or making progress.”**

Question: Which of the following best describes recent trends in Downtown Everett?

Improving or making progress	44.3%
Steady or holding its own	37.0%
Declining or losing ground	18.7%

OPPORTUNITIES AHEAD

EATING & DRINKING PLACES

Top 4 prospects for expansion and recruitment as determined by survey respondents' top choices.

Speakeasy	Full-Service	Ice Cream/Sweets	Breakfast/Brunch
Top Choice: 26.1%	Top Choice: 19.9%	Top Choice: 13.4%	Top Choice: 11.5%
Top Features:	Top Features:	Top Features:	Top Features:
Small plates to share	Casual and family-friendly	Hand-dipped ice cream	Egg scrambles and skillet
Cocktails and mixed drinks	Upscale and adult-focused	Outdoor seating	Griddle selections
Live music	Alcoholic beverages	Gelato	Omelets and frittatas
Open late	Outdoor seating & service	Specialty desserts	Fresh-made sandwiches
Jazz and Blues nights	Steakhouse specialties	Frozen yogurt	Pastries, bagels, muffins
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 57%	25 to 44: 33%	25 to 44: 61%	25 to 44: 48%
45 to 64: 32%	45 to 64: 39%	45 to 64: 30%	45 to 64: 30%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 20%	\$50K to \$100K: 30%	\$50K to \$100K: 26%	\$50K to \$100K: 27%
\$100K to \$150K: 33%	\$100K to \$150K: 26%	\$100K to \$150K: 29%	\$100K to \$150K: 25%
\$150K or greater: 42%	\$150K or greater: 37%	\$150K or greater: 38%	\$150K or greater: 35%

POTENTIAL MARKET TRACTION



EATING & DRINKING ESTABLISHMENTS

Question:

how likely would you be to patronize each of the following types of expanded or new Downtown Everett eating & drinking establishments on a consistent basis?

1. Full-Service Restaurant	4.19
2. Breakfast/Brunch Restaurant	4.04
3. Speakeasy/Tapas/Cocktail Lounge	3.83
4. Gastropub	3.79
5. Ice Cream & Sweets Shop	3.70
6. Dog Bar	2.75

Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

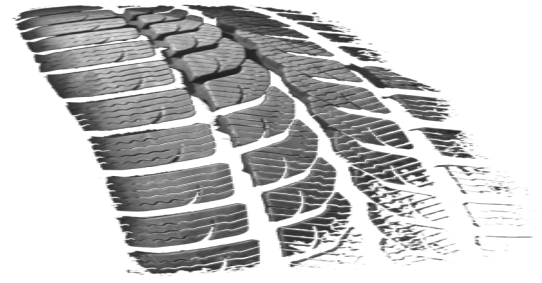
OPPORTUNITIES AHEAD

RETAIL ESTABLISHMENTS

Top 4 prospects for expansion and recruitment as determined by survey respondents' top choices.

Bookstore	Kitchen & Home	Clothing	Arts and Crafts
Top Choice: 34.2%	Top Choice: 17.0%	Top Choice: 14.5%	Top Choice: 12.5%
Top Features:	Top Features:	Top Features:	Top Features:
New and used books	Gourmet kitchenware	Women's casual	Art/Craft demos & classes
Coffee, tea, pastries	Made in Everett/WA items	Shoes	Art, craft, journal supplies
Local art	Home furnishings & décor	Athletic wear	Painting supplies
Cards, gifts and souvenirs	Demo kitchen and classes	Men's casual	Educational & activity kits
Lounge	Specialty food items	Women's dress/business	Gallery space for local art
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 56%	25 to 44: 39%	25 to 44: 44%	25 to 44: 49%
45 to 64: 28%	45 to 64: 41%	45 to 64: 42%	45 to 64: 33%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 25%	\$50K to \$100K: 24%	\$50K to \$100K: 22%	\$50K to \$100K: 33%
\$100K to \$150K: 28%	\$100K to \$150K: 25%	\$100K to \$150K: 30%	\$100K to \$150K: 30%
\$150K or greater: 39%	\$150K or greater: 43%	\$150K or greater: 44%	\$150K or greater: 25%

POTENTIAL MARKET TRACTION



RETAIL ESTABLISHMENTS

Question:

how likely would you be to patronize each of the following types of expanded or new Downtown Everett retail establishments on a consistent basis?

1. Bookstore	4.11
2. Kitchen, Home Décor & Gifts Store	3.84
3. Arts and Crafts Store	3.62
4. Clothing and Accessories Store	3.60
5. DIY Floral and Plants Shop	3.37
6. Pet Supplies Store	3.13

Weighted Average Scale: 1 = Definitely would not | 5 = Definitely would

GROWTH OPPORTUNITIES

106 POTENTIAL PROSPECTS



Q: Are you interested in expanding your existing Downtown Everett business, in moving your business to Downtown Everett, or in opening a new business in Downtown Everett?

— Interested in expanding my existing business	38
— Interested in moving my business to downtown	9
— Interested in opening a new business in downtown	59

DOWNTOWN EVERETT HOUSING OPPORTUNITIES



58%

Of non-downtown area residents are or may be interested in living in the Downtown Everett area.

BUYERS: PREFERRED HOUSING STYLES MORE LIKELY TO BUY | UP TO TWO SELECTIONS ALLOWED

3+ Bedroom Single-family detached	45%
2 Bedroom Condominium	24%
2 Bedroom Single-family detached	24%
2 Bedroom Townhome	17%

RENTERS: PREFERRED HOUSING STYLES MORE LIKELY TO RENT | UP TO TWO SELECTIONS ALLOWED

2 Bedroom Apartment	39%
1 Bedroom Apartment	27%
2 Bedroom Townhome	16%
2 Bedroom Single-family detached	16%



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WASHINGTON STATE
MAIN STREET
PROGRAM

Everett is a Washington Main Street community.

The Washington State Main Street Program helps communities revitalize the economy, appearance, and image of their downtown districts using the successful Main Street Approach™, a comprehensive revitalization strategy built around a community's unique heritage and attributes. Washington Main Street is a program of the Department of Archaeology and Historic Preservation and is managed under contract by the Washington Trust for Historic Preservation.

IS DOWNTOWN A GOOD PLACE TO LIVE? SEVENTY-FIVE PERCENT

Of current downtown area residents are **very or somewhat likely to recommend** the area to friends and family as a good place to live.

Q: How likely are you to recommend Downtown Everett and its nearby neighborhoods to friends and family as a good place to live?

Very likely	35.8%
Somewhat likely	38.8%
Neither likely nor unlikely	9.2%
Somewhat unlikely	10.6%
Very unlikely	1.1%

DOWNTOWN HOUSING INTERESTS

Q: Are you interested in living in, or within a short walk of, Downtown Everett?

Yes	15.4%
Maybe	14.6%
No	21.7%
I already live in or within a short walk of Downtown Everett	48.3%

POTENTIAL RESIDENT CHARACTERISTICS

For respondents who are or may be interested in living in the downtown area

More Likely to Buy or Rent?

Buy	75.9%	Rent	24.1%
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Buyers: Likely Price Range

Less than \$300K	7.6%
\$300K to \$499K	38.8%
\$500K to \$699K	32.4%
\$700K or more	21.2%

Renters: Monthly Rent (Willing/Able to Pay)

Less than \$1,200	19.6%
\$1,200 to \$1,599	32.1%
\$1,600 to \$1,999	17.9%
\$2,000 or more	30.4%

Buyers: Household Income

Less than \$50K	3.6%
\$50K to \$99.9K	26.5%
\$100K to \$149.9K	29.5%
\$150K or more	40.4%

Renters: Household Income

Less than \$50K	29.1%
\$50K to \$99.9K	34.5%
\$100K to \$149.9K	23.6%
\$150K or more	12.7%

REASONS NOT INTERESTED IN LIVING IN DOWNTOWN AREA

I like my current living situation and have no desire to move	71.1%
The area does not feel safe	23.5%
I prefer to have my own yard or outdoor space	13.3%
I prefer a single-family detached home	12.0%

Top 4 shown. Up to two selections allowed.

DOWNTOWN FEATURES

Q: To what extent do you agree or disagree with the following statements about Downtown Everett?

Statements	Avg. Weight
I like the historic buildings, character, and vibe in Downtown Everett.	4.42
Downtown Everett is a good place to invest.	3.88
I feel safe and welcome in Downtown Everett.	3.20
Downtown Everett presents a positive image to visitors.	3.18

Average Weight based on cumulative responses for frequency range.

Scale: 1 = Strongly Disagree | 2 = Somewhat Disagree | 3 = Neither Agree nor Disagree | 4 = Somewhat Agree | 5 = Strongly Agree

PRIORITIES: NEW AND ONGOING EFFORTS

Q: On a scale from 1 (Low Priority) to 5 (High Priority), please indicate the level of priority you would place on each of the following new or ongoing Downtown Everett enhancement efforts?

LEVEL OF PRIORITY FOR NEW AND ONGOING ENHANCEMENT EFFORTS

Potential Enhancement Efforts	Avg. Weight
Restore and preserve the downtown's historic character	4.20
Introduce more arts & cultural activities in the downtown	4.03
Create/Improve downtown parks and trails	3.99
Create more outdoor dining and lounging areas	3.97
Improve downtown streets, sidewalks, lighting, etc.	3.96

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High

Q: Using the same scale from 1 (Low Priority) to 5 (High Priority), please indicate the level of priority you would place on each of the following new or ongoing Downtown Everett business and real estate development efforts?

LEVEL OF PRIORITY FOR BUSINESS AND REAL ESTATE DEVELOPMENT EFFORTS

Potential Business and Real Estate Development Efforts	Avg. Weight
Redevelop vacant and underutilized buildings and sites	4.64
Attract new eating and drinking places to expand options	4.39
Attract new retail businesses to expand shopping options	4.33
Support existing downtown businesses and help them expand	4.19
Create more housing opportunities in the downtown	3.48

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High