

About the MSTCIP

The Downtown Everett Association is one of 39 organizations eligible for the annual Washington Main Street Tax Credit Incentive Program each year.

How It Works

As a business, when you pledge to donate to the Downtown Everett Association through the WA Main Street Tax Credit Incentive Program, you will receive 75% of your donation back as a WA State B&O tax credit. Donate \$4,000? You'll get a \$3,000 credit. This means you are able to redirect your tax dollars back into our community - assisting us in our efforts to champion Downtown Everett.

Apply Now

1. Make your pledge starting January 8, 2024 at DOR.wa.gov
2. By November 1, 2024, write a check to Downtown Everett Association
3. January 2025, 75% of your pledge comes back to you as a tax credit

Detailed instructions for applying are available on our website at dteverett.org/mainstreet.

Questions

Liz Stenning, Executive Director
liz@downtowneverettwa.org
425-258-0700 x100

Learn More

Scan the QR code for more information about our Main Street program and detailed instructions for applying.



The board and staff of the Downtown Everett Association would like to formally thank all of our Main Street contributors who have pledged to support our work through the WA Main Street Tax Credit Program.

2023 Donors

Anderson Hunter Law Firm
BahnMiller Construction Inc.
Bayside Floor Supply
Black Forest Mushrooms LLC
Blume Keeney
Burkett's
Cafe Makario
Coastal Community Bank
Diamond Parking Services, LLC
Dynamic Computing, Inc.
Erickson Furniture Co
Funko
Goldfinch Brothers Inc.
Harmsen LLC
Heritage Bank
KRKO/KXA North Sound Media
Peoples Bank
Perteet, Inc.
Port of Everett
Puget Sound Energy
Screenprinting NW
Thompson Financial Services
Wolfe Fire Protection, Inc.
Wolfe Plumbing, Inc.



The Washington Main Street Tax Credit Incentive Program is **good for your business**, and **great for our community**.

Donations to the tax credit program help us continue to focus our energy on providing vital support to the district, and the businesses within.

When you pledge to donate to the Downtown Everett Association through the Main Street Tax Credit Incentive Program (MSTCIP), you are able to redirect your tax dollars back into our community - assisting us in our efforts to support economic vitality, promote local experiences, cultivate a strong organizational network, and steward public spaces and historic places.

The MSTCIP is unique to Washington State and offers an incredible opportunity to effectively quadruple your donation to the DEA.

[Learn more dteverett.org/mainstreet](http://dteverett.org/mainstreet)



About the DEA

Our Organization

We are the Downtown Everett Association (DEA), a 501(c)(6) nonprofit organization. Since 1996, we have collaborated with businesses, residents, governments, investors, developers, and community organizations to create a healthy, vibrant urban core.

Our Vision

Everett's downtown core is the hub of public life in Snohomish County. Its energetic streets are home to an innovative business community, engaged residents, and delighted visitors who experience economic opportunity; a unique historic context; and a vibrant dining, arts, and entertainment culture.

Our Programs

The DEA manages the Downtown Improvement District and Everpark Garage. As a Main Street Community, we host events, provide business support services, and enhance downtown through physical improvements like the flower program and holiday lights.



Funds earned through MSTCIP allowed us to fund key programs and projects in 2023, including:

Events

We continued and expanded several successful events in 2023, starting with a Sip & Shop in May where attendees enjoyed tasting wines while exploring downtown boutiques. In July, we hosted Salty Sea Days with a block party featuring a beer garden, live music, and family-friendly activities. We hosted a second Sip & Shop focused on Wintertide shopping in November, significantly increasing attendance over the previous events.

Downtown Flower Program

In the spring, dozens of volunteers joined us to plant nearly 3,000 flowers in 290 planters around Downtown. This was our fourth year running the Downtown Flower Program in partnership with the Downtown Everett Partners, and we continue to grow the program each year.

Storefront Enhancement Grants

Donations to the tax credit incentive program allowed us to fund Storefront Enhancement Grants for 10 small businesses. Most projects from our first ever grant cycle were completed in 2023. Your ongoing support will help us to continue the program in 2024.

Holiday Lighting Program

With support from MSTCIP donors and the Downtown Everett Partners, we expanded our holiday lighting program once again with the addition of another block of street tree lighting. We now have a total of 20 holiday ornaments and two blocks of lit trees, with plans to add another block of tree lighting each winter.

Programs and projects, cont'd:

Street Pole Banners

We expanded the footprint of our street pole banner program again ahead of summer events, adding vibrancy to the streetscape and improving the sense of place across Downtown Everett.

Entrepreneur Education Series

Throughout 2023, we continued our series of free seminars and workshops focused on the needs of small businesses in Everett. Our bi-monthly educational opportunities cover topics from basic business finance to digital marketing and more.

Business Welcome Guide

MSTCIP support allowed us to fund the design and production of a new resource for business recruitment and retention - the Business Welcome Guide. This guide will be used to attract prospective businesses to Downtown Everett, as well as provide guidance and resources to existing businesses.

Shopping Guide

We continued to produce our seasonal Shopping Guide to promote restaurants, retail, arts & entertainment, personal care, and health & wellness businesses in Downtown Everett. Guides are printed bi-annually in May and November, ahead of summer events and the holiday shopping season.

Your 2024 Impact

With your support, we are continuing to develop and expand a variety of projects and events, including Sip & Shop, Salty Sea Days, Small Business Saturday, our bi-annual shopping guides, and more.