

2024 Annual Report



downtown everett
association

dear stakeholders,

Downtown Everett is on the rise—full of energy, growth, and opportunity. Our mission to create a vibrant and thriving downtown continues to gain momentum as more people discover, explore, and invest in our community.

2024 was a year of progress and possibility. Supporting small businesses remained a top priority. In its second year, our Storefront Enhancement Grant helped fund key projects that improved the look and feel of building facades. We also introduced a new staff role dedicated to business recruitment and retention—an exciting step that expands our ability to attract new businesses and support those already here. We were thrilled to welcome a variety of new businesses downtown, including an ice cream shop, a record store, a beer hall, and more.

Keeping downtown clean, safe, and welcoming is at the heart of what we do. Our Clean Team worked seven days a week across the nearly 40-block Downtown Improvement District. We also managed the city-owned Everpark Garage and partnered with the City of Everett to roll out a modernized garage automation system. Thanks to the dedication of our crews, downtown continues to be a place where residents, employees, and visitors feel at home.

From daily cleaning to new amenities, our work is laying the groundwork for a more welcoming downtown. With the help of amazing volunteers, we planted flower pots for the fifth year in a row. Many said they looked better than ever. We also added two more blocks of holiday lights, bringing extra cheer to Colby Avenue during the darker months. And from May through December, our signature events—Salty Sea Days, Sip & Shop, Downtown Trick-or-Treating, and the Cookie Crawl—drew crowds from across Everett and beyond.

We exceeded our fundraising goals again this year, with more businesses participating in the Washington Main Street Tax Credit Program. Our partner organization, Downtown Everett Partners, also provided a way for community members to make charitable contributions. Together, this support helped us expand our programs and increase our impact.

We also said goodbye to two longtime team members; Dana Oliver and Madison Vazquez. Their dedication and hard work helped shape the future of the Downtown Everett Association, and we're deeply grateful for their contributions.

Looking ahead, our commitment is stronger than ever. With a passionate team of staff and volunteers, we're excited to keep building on this momentum and bringing our programs to life in the year ahead.

Sincerely,

A handwritten signature in black ink, appearing to read "Liz Stenning". The signature is fluid and cursive, with the first name "Liz" and last name "Stenning" clearly distinguishable.

Liz Stenning
Executive Director
Downtown Everett Association

The Downtown Everett Association

We are the Downtown Everett Association (DEA), a 501(c)(6) nonprofit organization. We champion our downtown community by supporting economic vitality, stewarding public spaces and historic places, promoting local experiences, and cultivating a strong organizational network. For over 25 years, we have collaborated with businesses, residents, governments, community organizations, investors, and developers.

The Downtown Everett Association is supported by a dedicated team of volunteer board members and full-time and part-time staff. Our team encompasses expertise in management, administration, marketing, and business development. Together we oversee operations of the Everpark Garage, manage the Downtown Improvement District, and drive downtown revitalization efforts.

In addition to these efforts, the DEA produces signature events such as Sip & Shop, Cookie Crawl, Downtown Trick-or-Treating, Salty Sea Days, and holiday promotions. We also support the City of Everett's major events like Wintertide, Sorticulture and other downtown community gatherings.

Our Foundations

Mission

To advance a vibrant and thriving downtown.

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.

Downtown Everett Culture

Downtown Everett is the vibrant heart and soul of Snohomish County, rich with history and brimming with opportunity. Once an industrial boomtown rooted in the 19th century, its Prohibition-era buildings, vintage streetlamps, and charming corner bars tell stories of its past while setting the stage for an exciting future.

Today, Downtown Everett is a dynamic hub of culture, commerce, and community. New residential developments are drawing people downtown, fueling the growth of local restaurants, bars, and shops. The area offers stunning views of the Puget Sound alongside lively parks, markets, and events. From art galleries and theaters to the Everett Farmers Market and annual festivals, the downtown area pulses with creativity and connection.

Main Street Approach™

Downtown Everett Association became a Washington Main Street Community in January 2021, joining 35 other Main Streets across the state. Washington Main Street assists communities to 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. The Main Street Approach™ has four focus areas, called the Four Points, which drive our revitalization efforts: Design, Economic Vitality, Organization, and Promotion. We support each of our focus areas with a committee of dedicated volunteers. In 2024, Downtown Everett Association was recommended for recognition from Main Street America as a national accredited organization.

the four points

Design - cultivates and activates an inviting, accessible, and people-centered atmosphere that celebrates the historic character of Downtown Everett.

Economic Vitality - strengthens existing businesses and attracts new ones to draw residents, visitors, and investment that creates a healthy, diverse, and thriving economic hub for the entire community to enjoy.

Organization - collaborates with residents and businesses to improve our organizational capacity in conjunction with Downtown Everett's growth.

Promotion - celebrates and shares downtown's thriving arts, entertainment, and dining experiences by promoting community developments and activities happening in and around downtown.

Everett at a glance

- **288** Buildings
- **83%** > 50 years old
- **1356** Housing Units
- **500+** Businesses
- **38%** Professional Services
- **19%** Restaurants, Bars, & Cafes
- **16%** Retail & Grocery
- **8%** First-Floor Retail Vacancy



design

The Design Committee develops physical spaces by leveraging the existing built and historic environment and other physical assets. It works to create an inviting, inclusive atmosphere, to celebrate historic character, and to foster accessible, people-centered public spaces. It also advocates for the Downtown Improvement District (DID) given its important role in improving public spaces.

flower program

In the spring, dozens of volunteers joined us to plant nearly 3,000 flowers in 260 planters around Downtown Everett. This was our fifth year running the Downtown Flower Program, and we continue to grow the program each year.

Thanks to generous donations from the community, we purchased flowers for the 2024 program. Financial contributions to our partner charitable organization, the Downtown Everett Partners, are critical to keeping the Downtown Flower Program growing and thriving.

holiday lighting program

We expanded our holiday lighting program once again with the addition of two more blocks of tree lighting on Colby Ave for a total of four blocks. The tree lights remain up year round to create a welcome and safe place for residents and visitors. The program was made possible by a generous donation of time and materials from Valley Electric and financial support from the City of Everett to bring power back to the vintage street poles. Our goal is to add more holiday decor in the coming year.

pet waste stations

The Downtown Everett Association is making Downtown Everett more pet-friendly and welcoming for all by installing Mutt Mitt pet waste stations throughout the district. These convenient stations provide free bags and waste disposal options to encourage responsible pet ownership and help keep our sidewalks and public spaces clean.



Volunteers and staff prepare flowers to be planted around Downtown Everett on Planting Day, April 2024

economic vitality

The Economic Vitality Committee develops businesses by supporting local entrepreneurs. It works to build a diverse economic base to encourage new public and private investment, and to create a strong entrepreneurship ecosystem.

storefront program

The Downtown Everett Storefront Enhancement Grant, provides financial support to business and property owners who embark on projects to improve the appearance of their building facades, storefronts, and window displays with the aim of improving the downtown district's visibility, attractiveness, safety, and shopability. In 2024, \$45,000 was awarded to 11 businesses to fund improvements such as lighting, cafe seating, and new signage. The 2024 Storefront Enhancement Grant is made possible with support from Councilmember Paula Rhyne and ARPA funds.



*Apollo Exos Records
Storefront Grant Recipient*

new businesses

2024 brought an increased mix of exciting new businesses to Downtown Everett:

- Food & Drink - Frying Lemon Fish, Catalyst Cafe, Mom & Pop's Cakery, Heritage African, Obsidian Beer Hall, Kel's Cafe, Tacos & Beer, The Ice Cream Bar, Revive Bowl & Smoothies, Marcel, Horseshoe Saloon
- Personal Care/Health & Wellness - Harmony Body & Skin, Yoga Shala
- Services - TRC Managment, The Ritchie Law Firm, Westrock Construction, TransBlue Construction, Moving Forward Washington, Knight Vision NW, Speech for Success, Apollo Exos Records, Alley Cat Tattoos, WA State Democrats, Office of Rep Rick Larsen, Zion Counseling, LAZ Parking, Pawsome Park & Lodge

ribbon cuttings

We continued to offer ribbon cuttings in 2024. Our ribbon and giant scissors are at the ready for new downtown businesses looking to celebrate their openings!

business development manager position

The Downtown Everett Association added a new staff position in 2024. The Business Development Manager plays a key role in revitalizing Downtown Everett by connecting entrepreneurs with available spaces, providing guidance and support throughout the business opening process, and collaborating with property owners and the City of Everett to create a thriving business environment. This role is crucial for achieving the DEA's goal of establishing Downtown Everett as a prime business, cultural, entertainment, dining, retail, and residential destination.

organization

The Organization Committee develops partners by leveraging an engaged public. It works to build leadership and strong organizational capacity, to ensure broad community engagement, and to forge partnerships across sectors. It also assists with the organization's fundraising efforts.

annual meeting

In January we hosted our annual kick-off meeting at the Everett Performing Arts Center. At this event we highlighted what is happening in Downtown Everett and how the Downtown Everett Association is furthering its mission to advance a vibrant and thriving downtown.

volunteers



Liz Stenning w/ Hayley Larson

This year, 168 community members volunteered for 1290 hours! Volunteers serve in long-term roles on our board and committees, as well as short-term roles supporting our Downtown Flower Program and events like Salty Sea Days and Downtown Trick-or-Treating.

2024 Volunteer of the Year

Hayley Larson is our 2024 Volunteer of the Year. Hayley works as the Director of Development at the Washington State University Foundation. She leads the strategic planning and execution of fundraising initiatives to support WSU Everett's mission and programs. As a volunteer with DEA she chaired the Promotions Committee and serves as the chair of our Sip & Shop events.

fundraising mixer

We hosted a successful fundraising mixer in March. Current donors were offered recognition, and potential donors learned more about how they can support DEA programs via the Main Street Tax Credit over Happy Hour at Apex Everett.

board transition

In 2024 the Downtown Everett Association welcomed Michael Finch as the new President of the Board of Directors. Michael brings a wealth of leadership experience and a deep passion for community development, and we're excited for his vision and dedication to guide the organization forward. We also extend our heartfelt gratitude to Patrick Hall, our outgoing Board President, for his years of service and steady leadership. Under Patrick's guidance, the DEA continued to grow its impact and strengthen its role as a champion for Downtown Everett. Patrick remained on the board as the past President.



conference attendance

In September, staff and board members attended the International Downtown Association conference in Seattle. Staff and board also attended the Washington Main Street PLACES conference in Walla Walla in October. Both conferences provided an opportunity to learn best practices.

promotion

The Promotion Committee develops markets by leveraging local cultural assets. It works to promote Downtown Everett's defining characteristics, to communicate unique features through storytelling, and to support a "buy local" experience.

events

In 2024, we continued to build on our successful calendar of community events, strengthening Downtown Everett's reputation as a vibrant destination. Our spring Sip & Shop returned in June, drawing enthusiastic crowds to sip local wines and explore downtown's unique retail offerings. In July, Salty Sea Days brought the community together for a lively weekend, featuring a beer garden, live music, family activities, and a strong turnout. With continued support from Downtown Everett Partners (DEP), Downtown Trick-or-Treating once again transformed the core of downtown into a festive hub with a street party and safe trick-or-treating at local businesses. Our Wintertide Sip & Shop was a success, with participating businesses reporting exceptional sales during the event. We also hosted the beloved Cookie Crawl in partnership with the City of Everett as part of Wintertide celebrations. The sold-out event drew hundreds to downtown galleries and boutiques for holiday shopping while showcasing a dozen local bakeries and sweet shops.

DEA also provided support for other City of Everett and partner events through marketing, cleaning services, event tabling, and business outreach.

shopping guide & shop small promo

We produced and printed two seasonal downtown shopping guides, which highlight Downtown Everett businesses. We also launched our first shop small promotional campaign for the holidays. Participating businesses were featured on a passport and when shoppers made a purchase at the store they received a stamp. At the end of the promotion shoppers were entered to win one of six prize packages donated by downtown businesses.

our digital community

DEA saw continued growth utilizing Facebook, Instagram, LinkedIn, and YouTube to reach our audience.

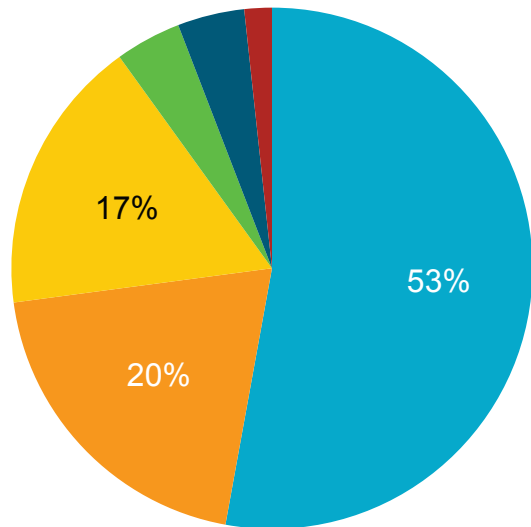
- Social followers: 4.1K (9% growth)
- Social reach: 180K (158% growth)
- Newsletter subscribers: 2.5K (3% growth)



Chris Covington, Port Gardner Bay Winery at Sip & Shop

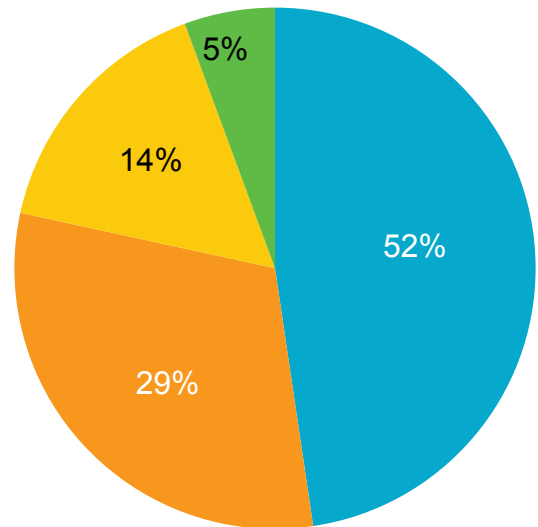
2024 finances

revenue: \$1,172,861



- Downtown Improvement District (53%)
- Everpark Garage (20%)
- Main Street Tax Credit Donations (17%)
- Grant Income (5%)
- Donations & Sponsorship (3.1%)
- Other (3%)

expenses: \$1,082,690



- Downtown Improvement District (52%)
- Everpark Garage (29%)
- Programming (14%)
- Marketing & Events (5%)

grants

DEA was able to secure funding through the City of Everett ARPA funds, Washington Main Street economic vitality grant, and City of Everett lodging tax grant. Grant funds supported the Storefront Enhancement Program, business development, and Salty Sea Days.

fundraising

The Main Street Tax Credit Program (MSTCIP) is the primary source of fundraising income. The program is unique to Washington State and offers a path to quadruple a businesses donation to designated Main Street Communities. In 2024, the DEA raised \$229,000 through the Main Street Tax Credit Incentive Program

When a business pledges to donate to the Downtown Everett Association through the Main Street Tax Credit Incentive Program (MSTCIP), they are able to redirect their 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.

field operations

clean team services

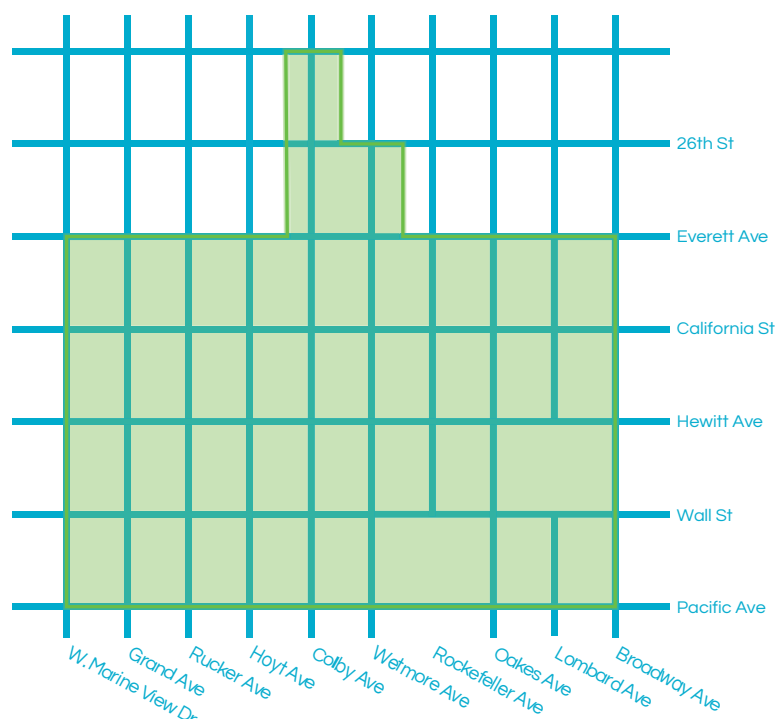
Downtown Everett property owners, including the City of Everett and Snohomish County, pay Downtown Improvement District (DID) assessments annually to primarily fund enhanced cleaning services.

The Clean Team cleaned or removed a total of 2,187 graffiti tags in 2024. The crew completed 1,086 biohazard responses this year and returned 77 shopping carts to stores throughout Everett. The Clean Team disposed of 7,273 total bags of trash and 617 bags of recycling.

686 avg. bags of trash
emptied per month

200 avg. graffiti tags cleaned
or removed per month

downtown improvement district boundaries



everpark garage

Everpark is owned and maintained by the City of Everett and managed by the Downtown Everett Association. Throughout 2024, the DEA advocated and worked with the City of Everett on launching the garage automation project. Additionally, the City of Everett updated exterior lighting and fencing, which helps improve safety, and creates a welcoming environment. We also added weekend staff to maintain high quality service that parkers are accustomed to during the week.



2024 donors

main street tax credit incentive program participants

2812 Architecture
Aeromech Incorporated
Anderson Hunter Law Firm
Bahnmler Construction
Bayside Supply Co / Abbey Carpet
Brooklyn Bros. Pizzeria
Burkett's Ltd
Cafe Makario
CenturyPacific LLP
Coastal Community Bank
Colby Avenue Tattoo
Diamond Parking Services
Dynamic Computing, Inc
Flooring With Sisco
Funko
Gaffney Construction

Goldfinch Brothers, Inc
Harmsen, LLC
Heritage Bank
Judd & Black
KRKO Radio / North Sound Media
Lockport Parking
Peoples Bank
Pertee, Inc
Petrikor
Port of Everett
Priceless Granite Surfaces
Puget Sound Energy
Ray's Drive-In
Screen Printing NW
Thompson Financial
Wolfe Plumbing

event sponsors

Sip & Shop
Obsidian Beer Hall
Westrock Construction

Cookie Crawl
Visit Everett

Salty Sea Days
City of Everett
North Sound Media
P3G
Skotdal Real Estate
Skyline Insurance Group

Trick-or-Treating
Groundworks
Heritage Bank
IBEW 191
The Irishmen
Puget Sound Energy
Wells Trumbull



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Michael Finch
Board President
Century Pacific, LLLP

Craig Skotdal
Board Treasurer
Skotdal Real Estate

Karlee Deatherage
Puget Sound Energy

Danielle Lothrop
Angel Of The Winds Arena

Jordan Stephens
Board Vice President
City of Everett

Patrick Hall
Past President
Everett Historical Commission

Dan Gaffney
Moss Adams

Aaron Scheckler
Petrikor

Corey Margolis
Board Secretary
Angel Of The Winds Arena

Tyler Chism
City of Everett

Sherry Jennings
Apex Everett

Alessandra Szebenyi
Snohomish County

Erica Weir
Village Theatre

ratepayer advisory council

Lang Nelson
Co-Chair
BlueSteal LLC

Melody Warouw
Skotdal Real Estate

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