



downtown everett  
association



# Welcome to Downtown Everett



# We're Happy You're Here.

Downtown Everett is the heart and soul of Snohomish County. Born an industrial boomtown in the 19th century, the city is well on its way to becoming a thriving urban center with a population estimated to double in the next two decades.





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# Downtown Everett Overview

In step with regional growth, the business community is springing to life—already boasting more than 30,000 jobs with room to grow. Everett is bolstered by residents moving to new apartment buildings opening throughout the city, increasing foot traffic and combining with the daily influx of office workers who come downtown for work.

## About Downtown

The setting is rich with history as downtown is dotted by romantic masonry and brick buildings, vintage streetlamps, and quaint corner bars, all harkening back to a time when millworkers were central in the town. Firmly planted in its history, Downtown Everett is blossoming into the future.



Frequent events bring additional energy and customers to the downtown business community, ranging from music festivals to art pop-ups, as well as a seasonal farmer's market with a long list of local producers and artisans bringing their offerings to market in the middle of the city. Energized by these events, Everett has the potential to draw customers from across the county.

Adjacent to downtown, Everett is home to a regional hospital, Everett Community College, WSU Everett, a growing mixed-use waterfront complex, and a Navy base.

## About Us

We are the Downtown Everett Association (DEA), a 501(c)(6) nonprofit organization. For 25 years, DEA has collaborated with businesses, residents, governments, community organizations, investors, and developers to create a healthy, vibrant urban core.

# By the Numbers

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## Within Everett/Snohomish County:

Source: Downtown Everett Landscape Scan; BERK, 2021

**32,923**

residents in North Everett




**113,845**

residents in City of Everett



**834,034**

residents in Snohomish County



**38**

Median age in  
Snohomish County



**\$55,699**

Household income  
in North Everett



**\$89,662**

Household income in  
Snohomish County



## Within Downtown Everett:

**12,600**

Average daily visitors

**1.1 MILLION**

Unique visitors in 2022

**8,916**

total employees (ESRI)

**600+** Businesses

**30%** of businesses have a recreational consumer focus

**41%**

Professional services

**24%**

Health, personal, educational, and social services

**13%**

Restaurants, cafes and bars

**10%**

Retail and grocery

**6%**

Culture, membership orgs and entertainment

**5%**

Trades

**1%**

Lodging

**13%**

Restaurants, cafes, and bars

**10%**

Retail and grocery

**6%**

Culture, membership organizations, & entertainment

**1%**

Lodging

**30% lower**

average cost per sq ft vs. in downtown Seattle



# What We Offer

## **(Service Areas)**

The Downtown Everett Association's focus is to champion Downtown Everett's community of businesses, residents, workers, and visitors by supporting economic vitality, promoting local experiences, cultivating a strong organizational network, and stewarding public spaces and historic places.

# Business Support & Promotion

The Downtown Everett Association offers a variety of programs to support businesses.

## Main Street Community

State- and national-level programs providing support through best practices and grants.



## Downtown Everett Gift Card

Yiftee-powered digital community gift card to encourage shopping local. Makes supporting small businesses easy and fun.

## Entrepreneur Education

Seminars and workshops focused on the needs of micro and small businesses in Everett, covering topics from basic business finance to landlord-tenant law to digital marketing and more.

## Ribbon Cuttings

Celebrations to bring earned media to new business openings.

## Storefront grants

**12+ events per year with 30,000+ attendees**

## Downtown Shopping Guides

Seasonal Downtown Everett shopping, dining, and entertainment guides distributed digitally and in print.

## Placemaking



### **Downtown Flower Program**

DEA staff and volunteers beautify Downtown Everett with flowers in nearly 300 planters throughout the spring and summer.



### **Holiday Lighting Program**

We wrap street trees and hang large, lit ornaments throughout the winter - more lights are added each year!



### **Banners**

Our banners featuring an updated, vibrant design help to brand downtown and create a sense of place in the district.

## Clean Team

You can find the Clean Team hard at work maintaining sidewalks, emptying trash cans and recycling bins, disposing of discarded and illegally dumped items, and removing graffiti and stickers in the Downtown Improvement District (DID) seven days a week. Details regarding the DID boundaries and services provided by the Clean Team can be found on the next page.

## Everpark Garage

The Everpark Garage, located at **2815 Hoyt Avenue** between Hewitt and California, is owned by the City of Everett and managed by the Downtown Everett Association. With nearly 500 spaces, it is the City's largest parking garage. It is centrally located and maintained daily during the week by attendants who provide attentive customer service.

Everpark Garage offers a variety of monthly and daily parking options. For more information, visit our website at [downtowneverettwa.org/everpark-garage](http://downtowneverettwa.org/everpark-garage).



Lombard Ave

Oakes Ave

Rockefeller Ave

Wetmore Ave

Colby Ave

Hoyt Ave

Rucker Ave

Grand Ave

W. Marine View Dr

Everett Ave

California St

Hewitt Ave

Wall St

Pacific Ave

# Downtown Everett Improvement District

The Downtown Everett Association manages the Downtown Improvement District (DID) with the purpose of keeping downtown clean and well-maintained, giving small business owners peace of mind and creating a welcoming environment for customers. Started by Colby Ave property owners in 1995, the district has expanded from just a few blocks along Colby to its current, 40-square block area serving the downtown core.

The DID crew performs the services listed below, and we like to be proactive and clean before you even arrive downtown each morning.

- Daily sidewalk litter removal
- Graffiti and sticker removal
- Empty sidewalk trash and recycling receptacles
- Provide and empty cigarette butt recycling units
- Remove large, discarded items in alleys
- Abandoned shopping cart return
- Provide and manage pet waste stations
- No trespassing signs distribution
- Facilitate Ratepayers Advisory Council meetings
- Stakeholder advocacy for public safety and economic development
- Partner with the City of Everett: parking, public safety, lighting, marketing and promotion

On occasion you may find trash and graffiti before we do, and we ask you to report that to us as soon as possible at:  
**425-258-0700** or **[did@downtowneverettwa.org](mailto:did@downtowneverettwa.org)**

# Resources

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## Who to Call

### City of Everett

For entrepreneurial assistance, including questions about business licenses, permits, public art, events, and economic development, contact **Tyler Chism** at [tchism@everettwa.gov](mailto:tchism@everettwa.gov).

### Downtown Everett Association

Contact **Dana Oliver** at [dana@downtowneverettwa.org](mailto:dana@downtowneverettwa.org) for downtown resources, real estate availability, and community connections.

## Lodging and Transportation

### Downtown & Nearby Hotels

- Courtyard Marriott: 3003 Colby Ave
- Hampton Inn: 2931 W Marine View Drive
- Hotel Indigo: 1028 13th St
- Inn at Port Gardner: 1700 W Marine View Dr
- Delta Hotel by Marriott: 3105 Pine St

### Parking in Downtown Everett

In addition to Everpark Garage, there are several privately-owned and operated parking lots and garages throughout downtown. (Scan the QR code for more info).



# Downtown Attractions & Public Spaces

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- Angel of the Winds Arena (800,000 annual visits)
- APEX Art & Culture Center (33,000 annual visits)
- Everett Farmers Market (May-Oct, 72,000 annual visits)
- Funko HQ (33,000 annual visits)
- Historic Everett Theatre (45,000 annual visits)
- Imagine Children's Museum (275,000 annual visits)
- Schack Art Center (8,600 annual visits)
- Village Theatre & Cope Gillette (85,000 annual visits)
- Wetmore Theatre Plaza (14,000 annual visits)

## Nearby Parks

- Clark Park
- Grand Ave Park
- Everett Waterfront



# Annual Events

## May

- **Farmers Market**  
(May-October)  
72,000+ Annually
- **Fisherman's Village Music Festival**  
10,000+ Attendees
- **Crusin' 2 Colby**  
30,000+ Attendees



## June

- **Artists' Garage Sale**  
8,000+ Attendees
- **Sorticulture**  
18,000+ Attendees
- **Spring Sip & Shop**  
90 Attendees 2023
- **Everett Pride**  
3,000+ Attendees

## July

- **Everett Performance Omnium**  
5,000+ Attendees 2023
- **Salty Sea Days**  
5,000+ Attendees 2023
- **3on3 Basketball Tournament**  
20,000+ Attendees 2023
- **Geek Fest West**  
20,000+ Est. Attendees

## August

- **Upper Left Beerfest & Food Truck Festival**  
15,000+ Attendees
- **Fresh Paint**  
10,000+ Attendees

## October

- **Downtown Trick-or-Treating**  
4,000+ Attendees 2023



## November

- **Fall Sip & Shop**  
150 Attendees 2023
- **Downtown Tree Lighting**  
5,000+ Attendees
- **Small Business Saturday**  
11,000 Visitors 2023

## December

- **Wintertide Market**  
5,000+ Attendees
- **Cookie Crawl**  
100 Attendees 2023 (Sold Out in First Year!)

**Scan here for more information  
on upcoming events in Everett**









Downtown Everett Association  
1511 26th St  
Everett, WA 98201

  @DTEverett  
[downtowneverettwa.org](http://downtowneverettwa.org)