

DOWNTOWN ANACORTES  
ALLIANCE

# Impact Report



Jan 2023-April 2024

# OUR STORY

## Our Mission

To cultivate a vibrant, thriving downtown district.

## Our Vision

An inviting downtown where the Anacortes community comes together to live, work, shop, and play.

## We Believe in Community

The Downtown Anacortes Alliance believes:

- Downtown is the heart of our community; our place to gather with friends, family, and community.
- A successful downtown is a powerful socio-economic engine worthy of our support.
- The historic character of Downtown Anacortes is an asset worthy of preservation and protection.
- Partnering with Main Street provides a framework for success.
- Anacortes is fortunate to have so many people, groups, and organizations focused on keeping our town an amazing place to live, work, play, and learn.



# MAIN STREET COMMUNITY



Main Street Approach

The Downtown Anacortes Alliance is a part of Washington Main Street and utilizes the Four Point Approach--a framework for community-driven reinvigoration focused on Promotion, Economic Vitality, Outreach, and Design.

## Promotion

Maintain, strengthen, and market historic downtown Anacortes as our city's "living room," reinforcing and enhancing its character and scale.

**A Few Key Projects:**

- [Social Media - Downtown Anacortes](#)
- [Whale of a Sale and Elves Night Out](#)
- [Earth Day](#)

## Economic Vitality

Invigorate the economy by encouraging entrepreneurship and by inviting the community to shop locally and support small business.

**A Few Key Projects:**

- [Rise and Learn Seminars](#)
- [Historic Building Tour](#)

## Outreach

Provide leadership in maintaining funding sources and set a unified direction for the Downtown Anacortes Alliance.

**A Few Key Projects:**

- [Boys in the Boat special event](#)
- [Fundraising](#)

## Design

Work to create a beautiful downtown that is inviting and pleasant, which will encourage community and visitors to stay, shop, explore, and dine.

**A Few Key Projects:**

- [Welcome sign](#)
- [Resources for building and business owners](#)
- [Post office community garden](#)
- [Burl Ives downtown](#)

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# WASHINGTON STATE MAIN STREET

Sine 1984, the Washington Main Street Program has helped 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 & Historic Preservation, managed under contract by the Washington Trust for Historic Preservation.

There are two designations for the state, Main Street Affiliate and Main Street Community. Affiliates are organizations or municipalities that are interested in the Main Street Approach and see benefit to being connected to the WSMSP network. Main Street Communities have met a number of organizational development criteria and are already using the Main Street Approach as a model for their downtown revitalization initiatives.

Designated Washington Main Street Communities are eligible for the Main Street Tax Credit Incentive Program. This program provides a Business & Occupation (B&O) or Public Utility Tax (PUT) credit of **75%** for private contributions given to eligible downtown organizations.

The Downtown Anacortes Alliance is a Washington Main Street Affiliate and is pursuing Washington Main Street Community designation to bring the Main Street Tax Credit Incentive to Anacortes.



# MAIN STREET = ECONOMIC DEVELOPMENT

Main Street is economic development that honors a community's unique and historic assets. Small steps, small businesses, and small deals add up to significant and sustainable impact.

- Nationally, the Main Street movement has leveraged \$90 billion in reinvestment and helped create nearly 70,000 new jobs since 1980.
- Since 2011, Main Street Communities across Washington state have helped generate \$500 million in sales for small businesses, resulting in a 58% return on investment for every state dollar allocated to the program.

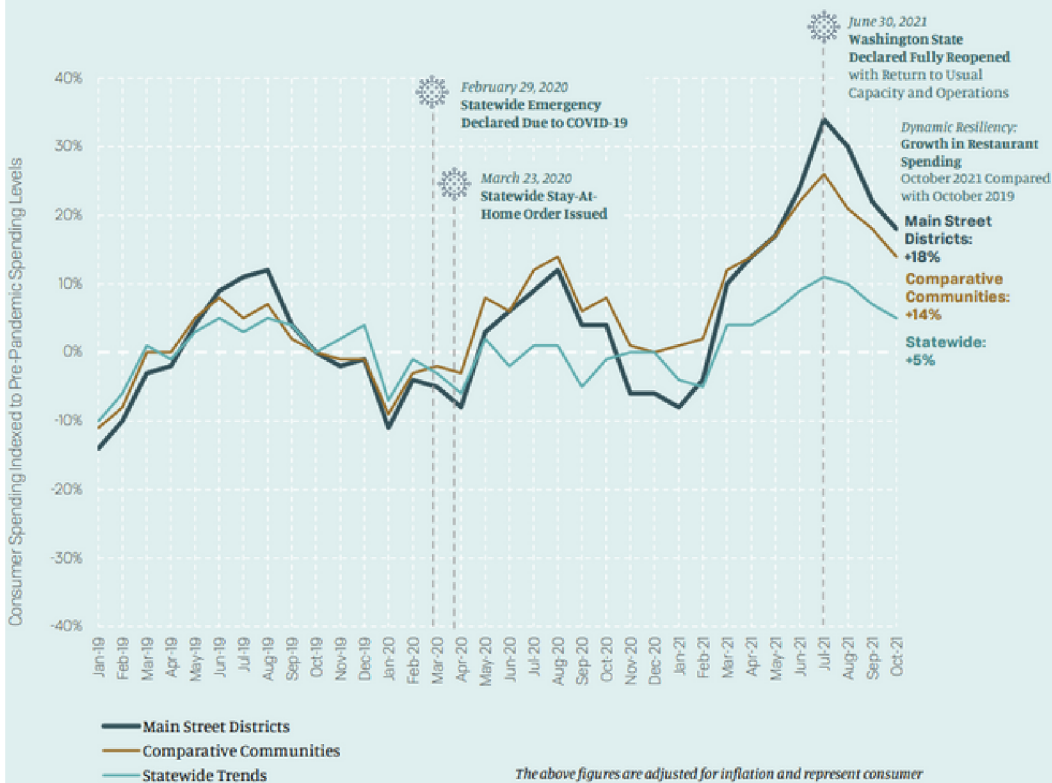
## Washington's Main Street Resiliency During the COVID-19 Pandemic

Economic Impact of the COVID-19 Pandemic on Businesses

### Consumer Spending Trends

January 2019 through October 2021

While consumer spending in Washington's Main Street districts reflects similar trends as communities without designated Main Street programmatic efforts, businesses in Main Street districts outperformed comparable areas starting in May 2021 with higher spending levels in their districts.



# 24:1

2022 Reinvestment Ratio  
 Main Street America

# 58%

Washington State Tax ROI

# \$124M

WA State Direct Economic Impact

# PROMOTION PROJECT HIGHLIGHTS

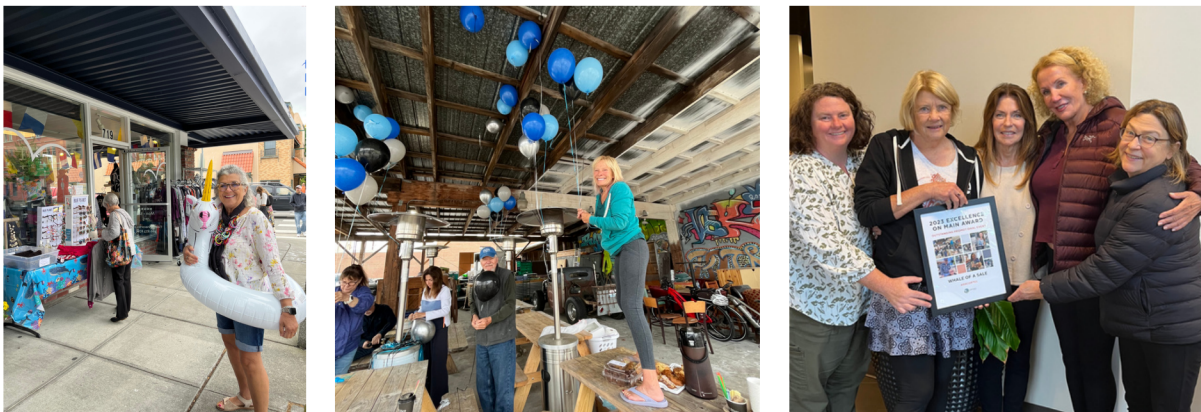
## Social Media - Good Things are Happening Downtown

On social media, the Downtown Anacortes Alliance showcases all the good things happening downtown. The audience is local folks and the objective is to bring them downtown more often. It showcases community spirit, celebrating local life through engaging series like 'Secrets of Downtown' and 'Living History: Murals and Their Loved Ones.' With a focus on storytelling and event promotion, social media followers have grown rapidly to more than 2,000 in under two years, epitomizing vibrant community engagement.



## Whale of a Sale

Whale of a Sale is Anacortes's annual sidewalk sale. The Downtown Anacortes Alliance took over leadership of the event in 2023 and brought businesses together to truly make it a Whale of a Sale. Business participation grew from 4 in 2022 to 33 in 2023, and the number of people visiting downtown tripled. Business owners saw increased sales and met new local customers who will visit again in the future. One lovely aspect of the day was that businesses supported each other through co-location and cross-promotion. The DAA was honored with the Washington State Main Street Excellence on Main Award for Outstanding Promotional event.



# PROMOTION PROJECT HIGHLIGHTS

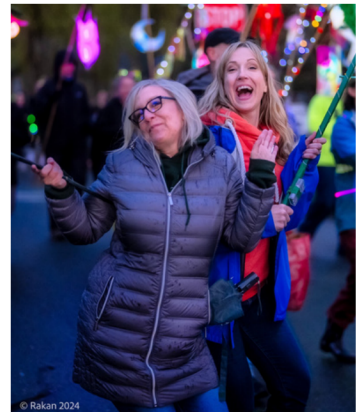
## Elves Night Out

Elves Night Out transformed the town into a festive hub the Saturday before Thanksgiving. With a focus on keeping holiday shopping local, this community celebration offers a "sip, shop, stroll, repeat" experience. 300 people lined up around the block for gift bags with handmade items from our merchants. Storekeepers knit their own elf hats, and friends met up with each other and had a joyful night to kick off the shopping season in style.



## Anacortes Earth Day

The Downtown Anacortes Alliance orchestrated a memorable inaugural Anacortes Earth Day event in 2023, celebrating the natural world from the forest to the sea via art, music, science, and dance. The Procession of the Species and the Luminary Light Parade were major features of the event. More than 20 local nonprofits hosted interactive displays to celebrate Fidalgo Island's natural beauty and encourage stewardship of the exceptional surrounding natural resources.



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# ECONOMIC VITALITY AND OUTREACH PROJECT HIGHLIGHTS

## Rise and Learn Seminars

The Downtown Anacortes Alliance partners with the Chamber of Commerce to host “Rise and Learn” workshops on the third Friday of each month to help small businesses be more successful. Recent topics have included Artificial Intelligence for Business Brilliance and Securing Our Community with Councilmember Ryan Walters and Police Chief Dave Floyd.



## Boys in the Boat

The Downtown Anacortes Alliance hosted a special event for the "Boys in the Boat" movie, celebrating local historic hero, Don Hume. Attendees enjoyed engaging discussions about the region's maritime heritage from University of Washington rowing experts, Don Hume's nephew, and the Samish canoe family. The Anacortes Museum and Tim Hume shared historic archives, fostering community pride. The Rockfish Grill hosted the pre-party, and 250 guests came through our movie theater, Anacortes Cinemas, to see recent renovations. This event exemplifies DAA's commitment to preserving Anacortes's cultural legacy and fostering meaningful connections among residents while supporting local businesses.



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# DESIGN PROJECT HIGHLIGHTS

## Welcome Sign

The Downtown Anacortes Alliance, in collaboration with the City of Anacortes, revitalized the downtown welcome arch to create a gateway that celebrates Anacortes's maritime character and commitment to the arts. DAA raised funds and managed repainting the sign, while the City of Anacortes prioritized electrical upgrades and structural repairs in its 2024 budget. This project enhances the entrance to Anacortes as a vibrant, pedestrian-friendly downtown hub.



## Post Office Community Garden

The Post Office Community Garden blossomed from shared vision and community dedication. Through the generosity of 35 donors, volunteers, and local businesses like The Wishing Rock and the US Post Office, we transformed this neglected space into a vibrant hub of unity and growth. It stands as a testament to the power of collaboration in fostering community pride and revitalization.



# ADDITIONAL PROJECTS



1st Golden Shovel Award - Pelican Bay



Burl Ives Downtown for Christmas



Storytelling Station



Anacortes Launch of Maritime Washington National Heritage Area



Washington Main Street Excellence on Main Awards



Promotion Committee Bi-Weekly Meetings



Strategic Planning Session



Living History: Murals and Their Loved Ones



Annual Meeting



Parentine's Day Restaurant Promotion

**Resources for Restoring Historic Buildings**

If you are interested in restoring a historic building in Downtown Anacortes we can connect you to find informational resources which make it easier to find a historic building that you love. At a high level, if you are interested in restoring a historic building, you may be eligible for a grant if you...

Resources for building & business owners

**Pro Forma Template** Ver. 2003-12-03

The template below auto-calculates possible commercial building purchase and rehabilitation scenarios. It uses a mix of assumptions and project specific entries to estimate financial outcomes. To use this template, enter known project specific information in light blue shaded cells. Change assumptions in light gray shaded cells.

Property Information		Cost Assumptions	
Purchase Price	5,000,000	Construction Scope (Est. per Sq.Ft.)	Minor
Assessed Land Value	825,000	Major Renovation	100
Lot Coverage (Sq.Ft.)	6,500	Upgrade	350
Building	2,500	New Construction	500
Parking	6,500	<b>All: Use Construction Estimate sheet to calculate costs</b>	
Landscaping, utility, unused	15,000	<b>Financing</b>	
Lot Size (eCounty Assessor info)	15,000	Down Payment	25.00% Typical 20-35%
<b>Building Space (Sq.Ft.)</b>		Loan Period (Mo)	120 Typical 5-20 Yrs.
Commercial (Main Floor)	10,000	Amortization (Mo)	300 Typical 25 Yrs.
Commercial (Other)	2,000	Finance Rate (%)	9.00% Typical Prime+1%
Residential (Market Rate)	6,000	Down Payment	1,275,000
Residential (Reduced Rate)	0	Mortgage Amount	3,825,000
Common areas (Typical 10 - 20%)	2,000	Monthly Payment	(31,860)
<b>Building SF (eCounty Assessor info)</b>	20,000	Interest Period 1	(23,758) Principal P/ Period 120
		Mortgage Balance at 10 y	3,326,920 (6,351)
<b>Cost Analysis</b>		<b>Operating Costs</b>	
Building Cost		Taxes	7,743k Assessor tax rate
Purchase Price	5,000,000		

Pro Forma Template for Building Investment

# NEW BUSINESSES

The vitality of downtown is only as strong as the businesses that call it home. We track new and closed businesses as one measure of long term success.



## New Businesses (11)

Creative Hub and Coffeeshouse

03/2024

The Brewmaster's Company

02/2024

Barre by the Sea

11/2023

Anacortes Psyc and Wellness

09/2023

Chilly Rain Retro

07/2023

Tasha Lee's Table

06/2023

Sugar Mama Cafe

06/2023

Wishing Rock

06/2023

Fidalgo Island Pediatric

Occupational Therapy

06/2023

Clayhouse

03/2023

De Asian

01/2023



## Closed Businesses (7)

Johnny Picasso - 3/2024

Honey Bee Healthy Gluten Free Bakery and

Artisan Mercantile - 2/2024

The Johnson Manor - 1/2024

Blackberry Lane - 6/2023

J Slocum Marine - 6/2023

Lil ' Tugs Gchildren's Boutique- 5/2023

Pearl Buttons - 3/2023

## Relocated Out of Downtown (2)

Classic Upholstery - 11/2023

Marine Documentation Service - 11/2023

# THE WORK

The work of the Downtown Anacortes Alliance is only possible through the generous contribution of volunteer’s time and energy. Our board is completely composed of volunteers and all of our committees are volunteers as well.

## Executive Director

The day-to-day work is done by our Executive Director, Jordan Hay. This is the key element to the organization being able to function as a fully engaged Main Street Community and to maximize our contribution to downtown. The Executive Director is an essential hub for communications and organization for Downtown Anacortes Alliance.

## Volunteers

Since Jan 2023, we have had over 75 volunteers. Some came to one event, like our planting days for the Post Office Community Garden , others show up month after month contributing their time and energy to make us a successful organization. Based on the Washington state rate for volunteer hours\*\_ Downtown Anacortes Alliance volunteers contributed over \$75,000 in volunteer time to our community, since January 2023.

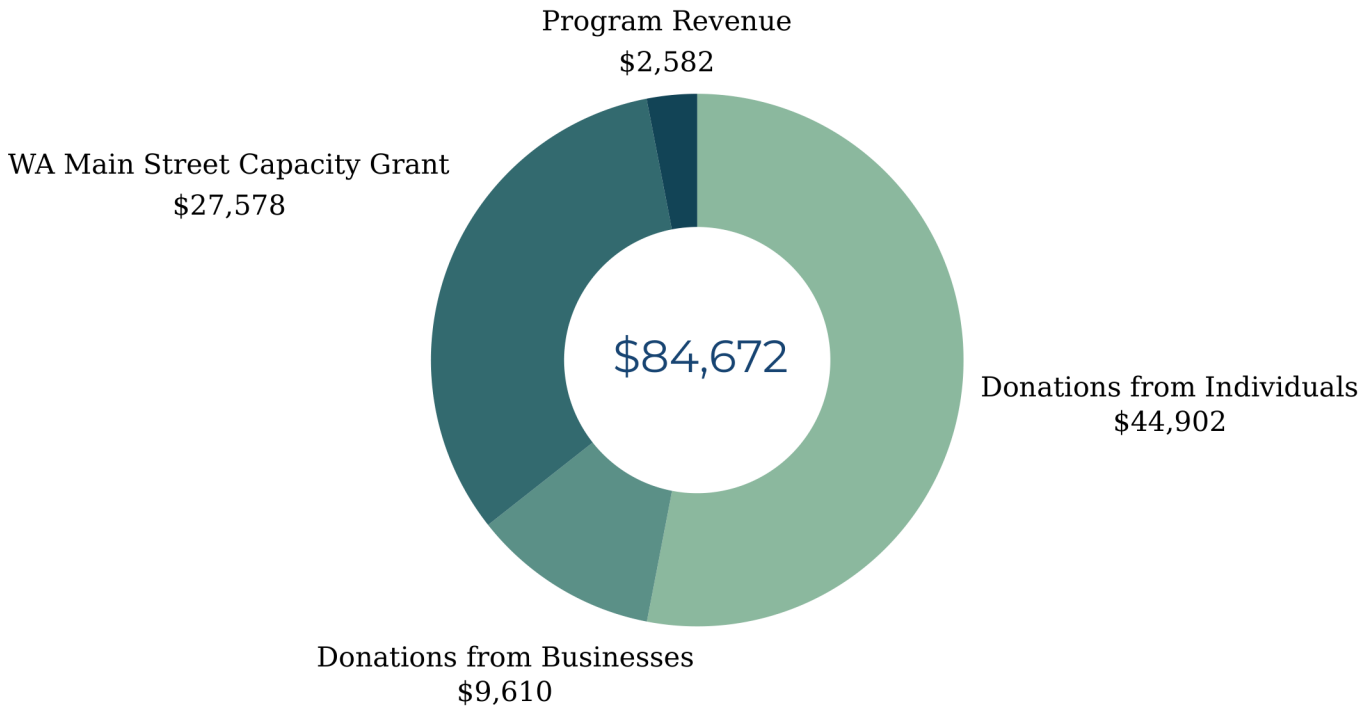
# BOUNDARIES

Our work and projects are focused on our historic downtown from the arch to the port, and the farmers market to the history museum. Commercial Avenue sits at the heart of the district.

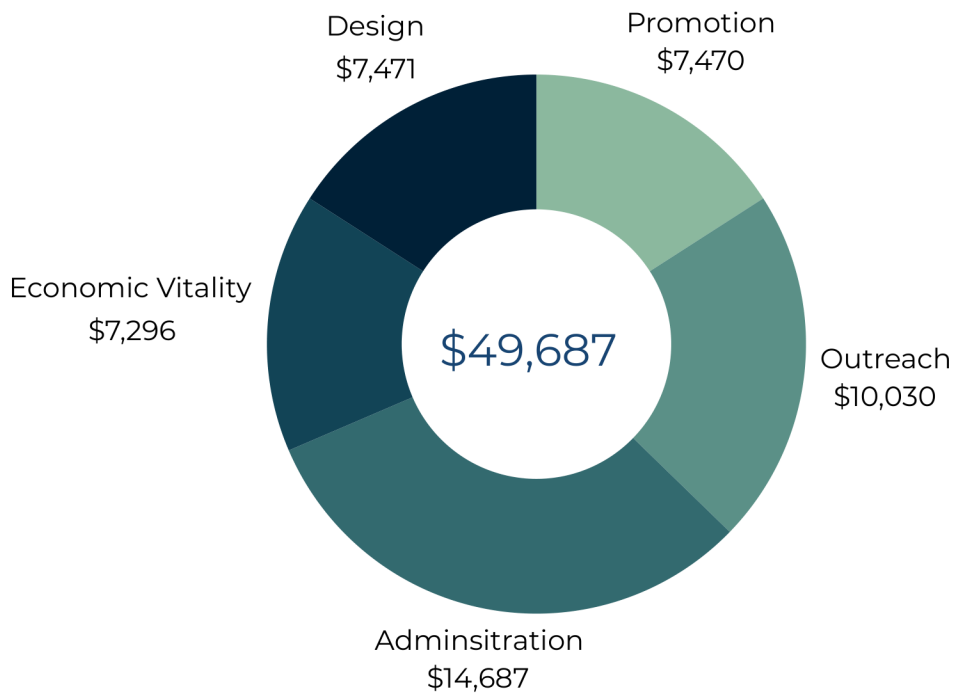
We share these boundaries with the Anacortes Creative District.



# FUNDING -2023



# EXPENSES - 2023



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# COMMUNITY SUPPORTERS

Community Supporters establish a stable funding level to maintain operations. This funding sustains the Downtown Anacortes Alliance's mission, leverages community resources, and maintains continuity, while serving as evidence that diverse private companies and individuals believe in the organization and its goals.



DOWNTOWN BUILDING OWNER  
JENNIFER JUCKETT



LAUREL HARRISON  
INTERIOR DESIGN

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# PARTNER ORGANIZATIONS

Anacortes is fortunate to have so many people, groups, and organizations focused on keeping the town a unique and treasured place to live, work, play, and learn. It's an honor to have collaborated with these organizations over the past year and a half.



ANACORTES BIKE/PEDESTRIAN  
ADVISORY COMMITTEE (ABPAC)

# We thank you for your ongoing support of our program.



## Thank you

On behalf of our board, thank you to everyone who has given time or resources to Downtown Anacortes.

Executive Director: Jordan Hay

### Board of Directors:

- Ward MacKenzie, Chairman and President
- Kathleen Dickinson, Secretary
- Chris MacKenzie, Treasurer
- Lori Maul, Outreach Committee Chair
- Cathy Enns, Promotion Committee Chair
- Glenn Szerlong, Economic Vitality Committee Chair
- Eli Barrett, Board Member
- Laurie Gere, Board Member

**Downtown Anacortes Alliance**

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