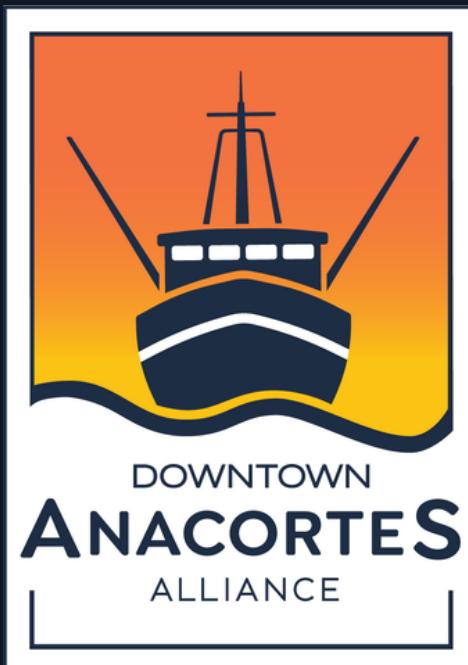


DOWNTOWN ANACORTES  
ALLIANCE

# Impact Report



Jan 2024-Dec 2024

# OUR STORY

## Our Mission

To cultivate a vibrant, thriving downtown district.

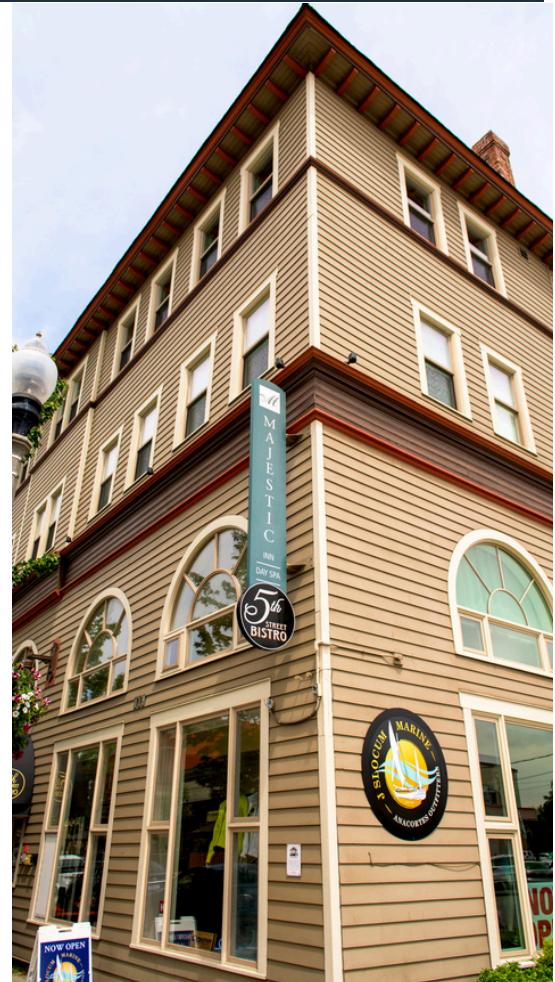
## Our Vision

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
- Old Souls, Fresh Spirits - Historic Building Tour

## Outreach

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

### A Few Key Projects:

- Fundraising campaigns
- Volunteer recruitment and management
- Securing the Main Street Tax Credit for donors

## 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:

- Revitalized Welcome Arch
- Resources for building and business owners
- Post Office Community Garden

NEW

# MAIN STREET TAX CREDIT INCENTIVE PROGRAM

Direct your taxes straight back into your community by participating in the Washington State Main Street Tax Credit Incentive Program. Good for you, and good for your community!

Since 1984, the Washington State Main Street Program has helped communities invigorate 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.

Your contribution of up to \$250,000 to the Downtown Anacortes Alliance is 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 contributions given to eligible downtown organizations. Additionally, because DAA is a 501(c)(3) your gift may be eligible for a federal income tax deduction as a charitable contribution.



WASHINGTON STATE  
**MAIN STREET**  
PROGRAM



## HOW DO YOU ACTUALLY GET THE TAX CREDIT?

- Make sure your business is registered to file state excise tax electronically.
- Fill out a request for credit and submit it online to [www.dor.wa.gov](http://www.dor.wa.gov).
- Make your contribution directly to the Downtown Anacortes Alliance. The contribution can be spread out through the calendar year, but the full contribution must be made by October 31st.
- Take the tax credit the year after you make your contribution. The tax credit can't be carried forward and refunds for credit above and beyond the tax liability of the business are not available.

Learn More: <https://preservewa.org/taxcredit/>

### THIS YEAR:

You give:

\$1000 to  
  
Downtown Anacortes Alliance

### NEXT YEAR:

You receive:

\$750  
TAX  
CREDIT

YOUR  
COMMUNITY  
BENEFITS

# MAIN STREET = ECONOMIC DEVELOPMENT

Main Street fosters 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.

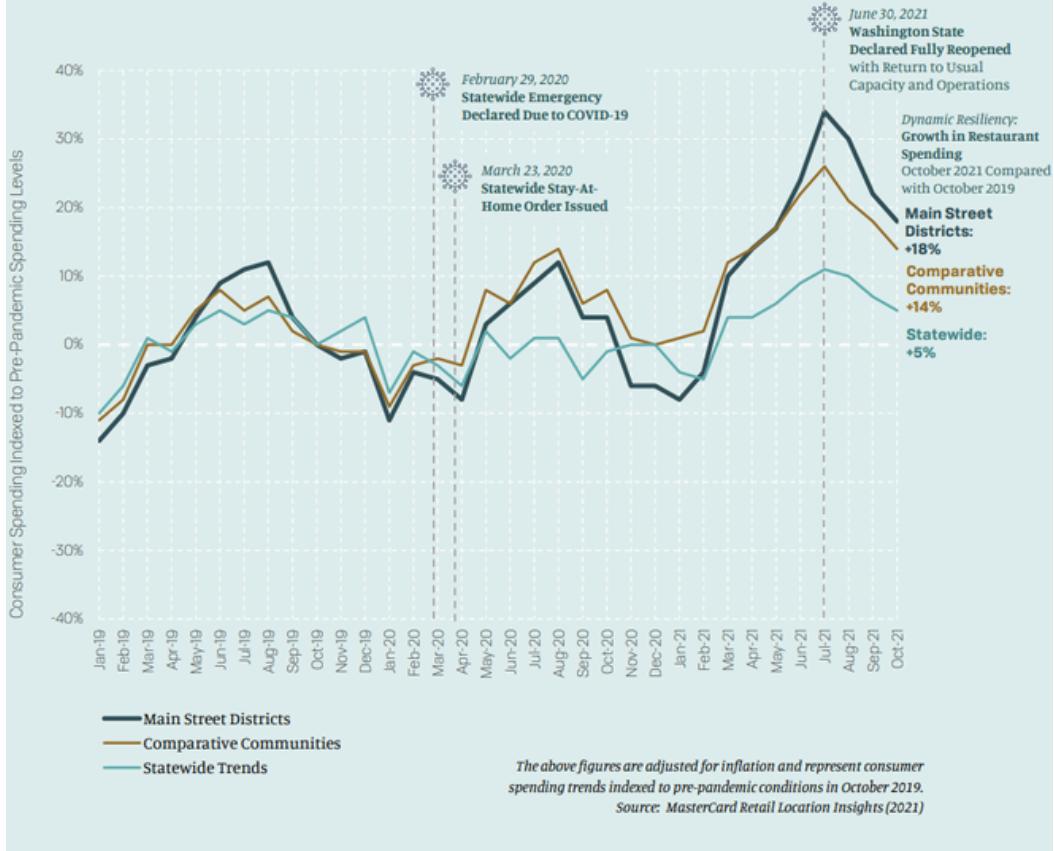
## Washington's Main Street Resiliency During the COVID-19 Pandemic

Economic Impact of the COVID-19 Pandemic on Businesses

### Consumer Spending Trends

January 2019 through October 2021

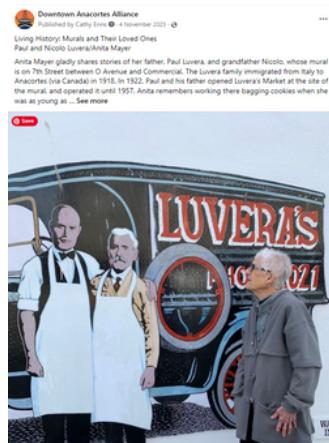
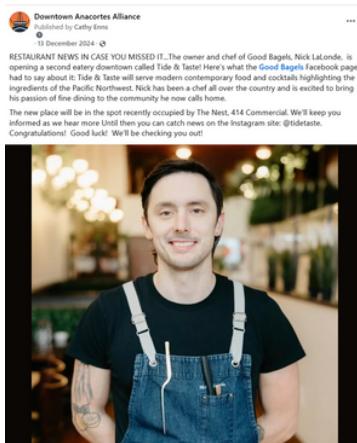
While consumer spending in Washington's Main Street districts reflects similar trends as communities without designated Main Street programmatic efforts, businesses in Main Street districts outperformed comparable areas starting in May 2021 with higher spending levels in their districts.



# PROMOTION PROJECT HIGHLIGHTS

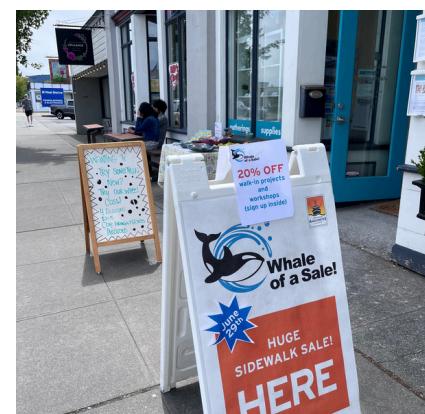
## Social Media - Good Things are Happening Downtown

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, demonstrating strong community engagement.



## Whale of a Sale

The 2024 "Whale of a Sale," held on June 29th, marked the event's second consecutive year under the Downtown Anacortes Alliance's organization and was a resounding success. Downtown welcomed approximately 5,000 shoppers, surpassing expectations. Businesses reported exceptional sales, with one owner noting it was the biggest sales day the shop had ever experienced. The event also featured DAA's inaugural raffle fundraiser. Attendees praised the event's liveliness, with one resident commenting they had "never seen downtown so vibrant." The success of "Whale of a Sale" underscores the DAA's commitment to fostering merchant success and community engagement.



# PROMOTION PROJECT HIGHLIGHTS

## Elves Night Out

The second annual Elves Night Out brought more than 700 people to downtown Anacortes for a festive evening of shopping, dining, and holiday fun. More than 30 businesses participated, offering discounts, activities, and treats. New this year, the Holiday Cheer Contest encouraged festive storefronts and experiences, generating 40,000 views of social posts about downtown businesses during the holiday shopping season. DAA assembled 400 gift bags for guests with coupons and gifts from more than 20 businesses. Elves Night Out continues to strengthen community engagement and support local businesses during the holiday season.



## Anacortes Earth Day

The Downtown Anacortes Alliance orchestrated a memorable inaugural Anacortes Earth Day event in 2024, 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.



# ECONOMIC VITALITY 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.



## Old Souls, New Spirits - Historic Building Possibilities Tour

The Downtown Anacortes Alliance hosted its inaugural Old Souls, Fresh Spirits Historic Buildings Possibilities Tour on September 14, 2024, bringing together community members, business leaders, and preservation advocates. The event spotlighted the rich history of Anacortes' downtown architecture while fostering discussions on revitalization opportunities. Guests explored historic buildings, networked with others, and gained insights into how these spaces can contribute to the city's economic and cultural vibrancy. This initiative reinforced the DAA's commitment to downtown preservation and economic development, setting the stage for future tours that inspire investment in Anacortes' historic core.



# 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 and completed electrical repairs and structural repairs in its 2024 budget. This project enhances the entrance to downtown Anacortes promoting it as a vibrant, pedestrian-friendly district.



## 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, the work team transformed this neglected space into a welcoming 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



Holiday Cheer Winner - Wishing Rock



Hosting Trick or Treat with the Chamber



Anacortes Launch of Maritime Washington National Heritage Area



Washington Main Street PLACES Conference in Walla Walla



Washington Main Street Staff Visit Anacortes



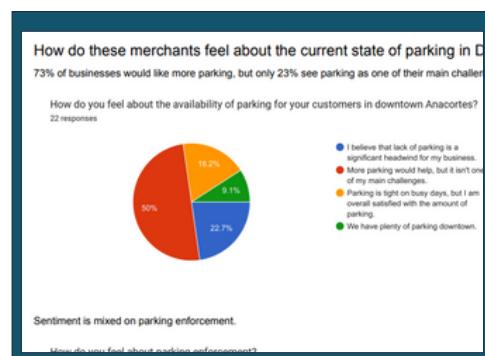
Palentine's Day Restaurant Promotion



Living History: Murals & Their Loved Ones



Annual Meeting



Merchant Parking Survey

Resources for Restoring Historic Buildings

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

**Pro Forma Template**

The template below auto-calculates possible commercial building purchase and rehabilitation scenarios. Use it as a model assumptions and project specific entries to estimate financial outcomes.

Enter known project specific information in light blue shaded cells  
Change assumptions in light gray shaded cells

Property Information	
Purchase Price	5,000,000
Assessed Land Value	825,000
Lot Coverage (Sq.Ft.)	
Building	6,500
Parking	2,500
Landscape, utility, unused	6,000
Lot Size (County Assessor Info)	15,000
Building Space (Sq.Ft.)	
Commercial (Main Floor)	10,000
Commercial (Other)	2,000
Residential (Main Rate)	6,000
Residential (Reduced Rate)	0
Common areas (Typical 10 - 20%)	2,000
Building SF (County Assessor in)	20,000
Financing	
Down Payment	25.00%
Loan Period (Mo)	Typical 5-20 Yrs.
Amortization (Mo)	300
Finance Rate (%)	9.00%
Common Areas	Typical Prime+1%
Mortgage Amount	3,825,000
Monthly Payment	(31,860)
Interest Period 1	(23,798)
Mortgage Balance at 10 y	3,326,929
Cost Analysis	
Building Cost	5,000,000
Reserve Fund	500,000
Operating Costs	
Utilities	0.74%
Assessed Tax Rate	(0.30%)

Resources for Building & Business Owners

Pro Forma Template		Ver. 2003-12-03
The template below auto-calculates possible commercial building purchase and rehabilitation scenarios. Use it as a model assumptions and project specific entries to estimate financial outcomes.		
Enter known project specific information in light blue shaded cells Change assumptions in light gray shaded cells		
<b>Property Information</b>		
Purchase Price	5,000,000	
Assessed Land Value	825,000	
Lot Coverage (Sq.Ft.)		
Building	6,500	
Parking	2,500	
Landscape, utility, unused	6,000	
Lot Size (County Assessor Info)	15,000	
Building Space (Sq.Ft.)		
Commercial (Main Floor)	10,000	
Commercial (Other)	2,000	
Residential (Main Rate)	6,000	
Residential (Reduced Rate)	0	
Common areas (Typical 10 - 20%)	2,000	
Building SF (County Assessor in)	20,000	
Financing		
Down Payment	25.00%	Typical 20-35%
Loan Period (Mo)	Typical 5-20 Yrs.	300
Amortization (Mo)	9.00%	Typical 25 Yrs.
Common Areas	Typical Prime+1%	6,000
Mortgage Amount	3,825,000	
Monthly Payment	(31,860)	
Interest Period 1	(23,798)	Principal Pd Period 120
Mortgage Balance at 10 y	3,326,929	(0.30%)
Cost Analysis		
Building Cost	5,000,000	
Reserve Fund	500,000	
Operating Costs		
Utilities	0.74%	
Assessed Tax Rate	(0.30%)	

Pro Forma Template for Building Investment

## NEW BUSINESSES

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

### New Businesses (3)

The Brewmaster's Company - 2/2024  
Creative Hub and Coffeehouse - 3/2024  
Pawplemousse Grooming Salon - 12/2024

### Relocated Into Downtown (3)

North City Law - 2/2024  
Friends of the Forest - 4/2024  
First Command Financial Services - 4/2024

### New Location Within Downtown (4)

The Business - 1/2024  
Fidalgo Flower & Co. - 2/2024  
MoonWater Arts - 2/2024  
Mama Wing Kitchen - 9/2024

### Relocated Out of Downtown (2)

De Asian - 8/2024  
Pulse PNW - 12/2024

### Closed Businesses (5)

The Johnson Manor - 01/2024  
Honey Bee Healthy Gluten Free Bakery and  
Artisan Mercantile - 02/2024  
Johnny Picasso's - 03/2024  
The Nest - 09/2024  
Aura Threadz - 12/2024

The  
Business



fidalgo flower & co.



11

# THE WORK

The work of the Downtown Anacortes Alliance is only possible through the generous contribution of volunteers' time and energy. The DAA board is completely composed of volunteers and all committee members are volunteers as well.

## Executive Director

The day-to-day work is done by our Executive Director, Jordan Hay. This staff member is key to the organization functioning as a fully engaged Main Street Community and to maximizing contributions to downtown. The Executive Director is a central point for communications and organization for the Downtown Anacortes Alliance.

## Volunteers

In 2024, more than 70 volunteers gave time to DAA. Some came to one event, like planting days for the Post Office Community Garden, others show up month after month contributing their talent and energy to make DAA successful. Based on the Washington state rate for volunteer hours\*, DAA volunteers contributed more than \$106,000 in volunteer time to our community in 2024.

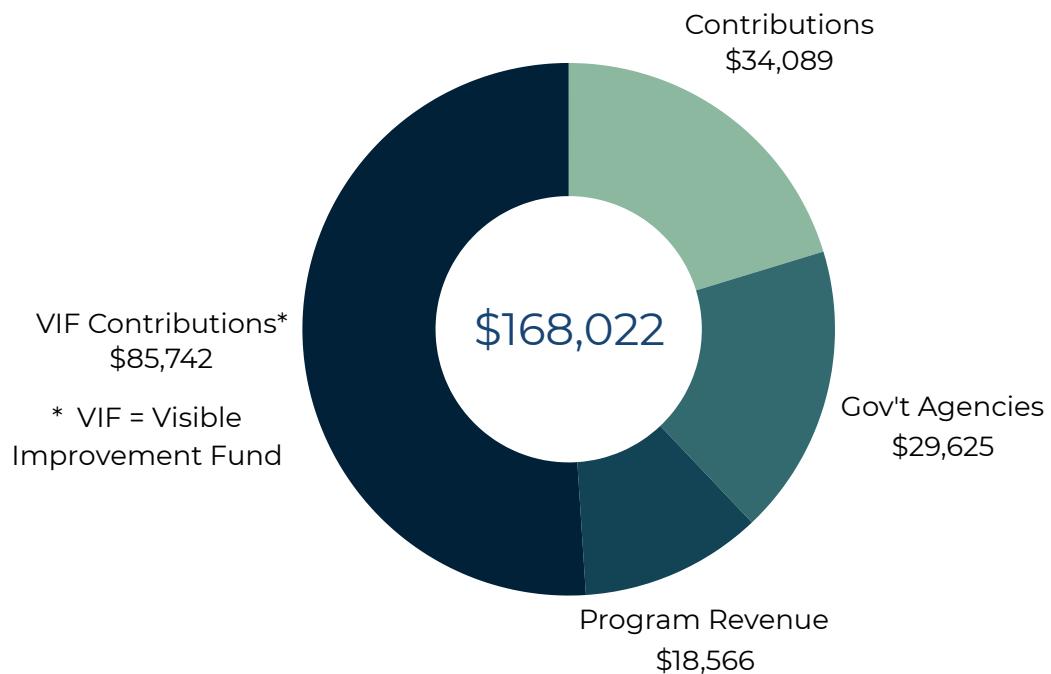
# BOUNDARIES

DAA's programs and projects are focused on Anacortes' historic downtown from the welcome arch at Commercial Avenue and 11th Street to the port on the north side of town, and from the farmers market at the 120+ year old Great Northern Depot to the Anacortes History Museum housed in a cherished Carnegie Library building. Commercial Avenue sits at the heart of the district.

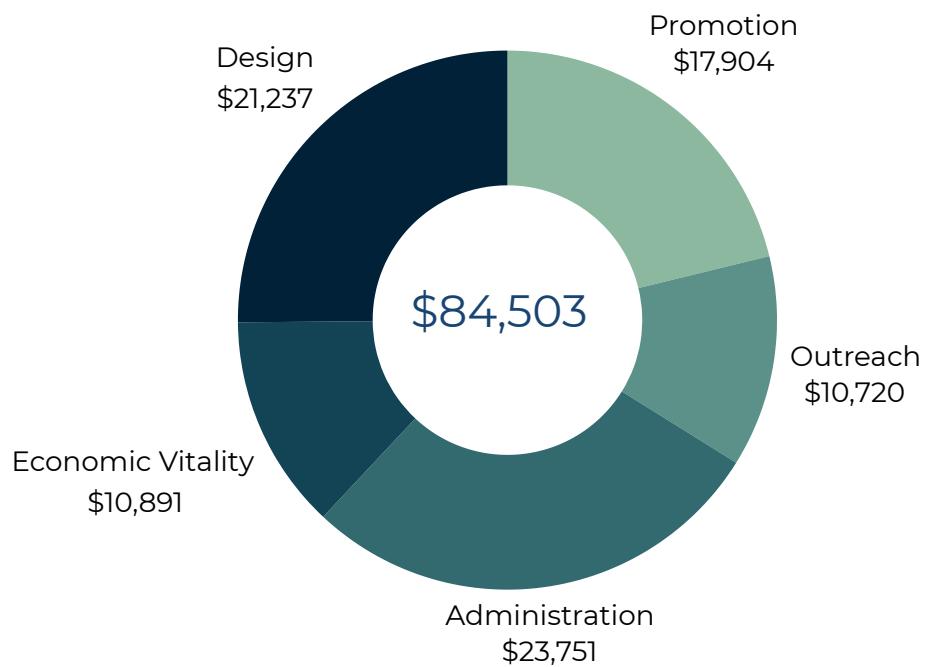
DAA shares these boundaries with the Anacortes Creative District.



## 2024 FUNDING

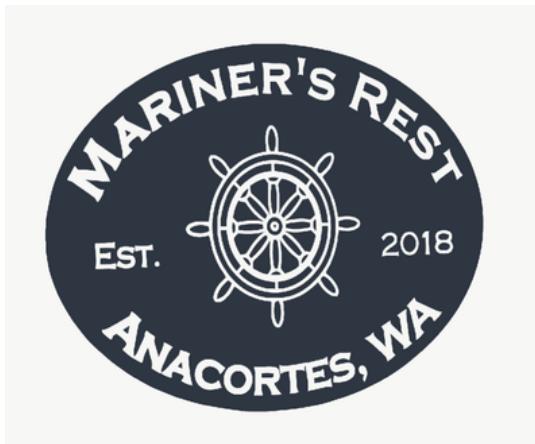


## 2024 EXPENSES



# 2024 COMMUNITY SUPPORTERS

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



**Port of Anacortes**



DOWNTOWN BUILDING OWNER  
JENNIFER JUCKETT



LAUREL HARRISON  
INTERIOR DESIGN

## 2024 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, shop, and play. It's an honor to have collaborated with these organizations over the past year.



### Port of Anacortes



### ANACORTES MUSEUM



# 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
- Chris MacKenzie, Treasurer & Events Chair
- Lori Maul, Fundraising Committee Chair
- Cathy Enns, Communications Chair
- Glenn Szerlong, Economic Vitality Committee Chair
- William Gartz, Design Committee Chair
- Jennifer Juckett, Board Member
- Eli Barrett, Board Member
- Laurie Gere, Board Member



**Downtown Anacortes Alliance**

P.O. Box 703

Anacortes, WA 98221

360-419-5824

[DowntownAnacortes.org](http://DowntownAnacortes.org)

[info@DowntownAnacortesAlliance.org](mailto:info@DowntownAnacortesAlliance.org)