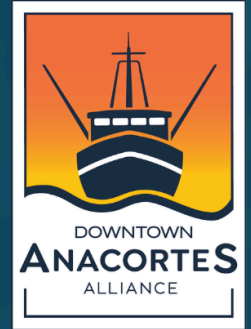


Quarterly Impact Report



2024 Q4

The Downtown Anacortes Alliance is pleased to present our Q4 2024 report to our major financial supporters, committee members, partners in municipal government, and to Washington State Main Street. The goal of this report is to show the measurable impact we are having across the full breadth of our organization. Our mission is to cultivate a vibrant, thriving downtown district. In Q4, we focused on work to benefit downtown retailers during the crucial holiday shopping season and setting up our strategy and work plan for 2025.

Projects

Organization:

- **Community Status:** We are proud to announce that we have secured Washington State Main Street Community Status, recognizing our efforts in downtown revitalization. This is the culmination of two years of work to meet rigorous standards set by the state-wide organization.
- **Main Street Tax Credit Incentive Program:** Community Status gives us access to the Washington State Main Street Tax Credit Incentive Program (MSTCIP). This program effectively lets local businesses keep their tax dollars local with a 75% B&O or PUT tax credit for donations to DAA. [Contribute or learn more.](#)
- **Annual Celebration:** We hosted our Annual Celebration for volunteers, partners, and donors at Gere-a-Deli. This year we were joined by the staff of Washington Main Street to celebrate our community status.
- **PLACES Conference:** Six board or staff members attended the Washington State Main Street conference in Walla Walla in October. These annual events provide opportunities for us to learn from other towns. The talks on historic restoration and preservation were particularly interesting given Walla Walla's leadership in the historic preservation space. [Learn more.](#)

- **2025 Strategic Work Plan:** We hosted a strategic board retreat, set our near term focus areas, and built out our 2025 work plan. Our strategy for this year is to leverage our wins and become a sustainable organization with dependable funding through the MSTCIP, build run books that enable us to efficiently repeat events we've already created, and hire an additional part time staff member midway through the year to work on well defined projects and events.
- **New Board Members:** We added two new members to our board. Retired principal architect William Gartz now heads our Design Committee, and downtown building owner Jennifer Juckett has joined as a board member at large. [Learn more.](#)

Economic Vitality

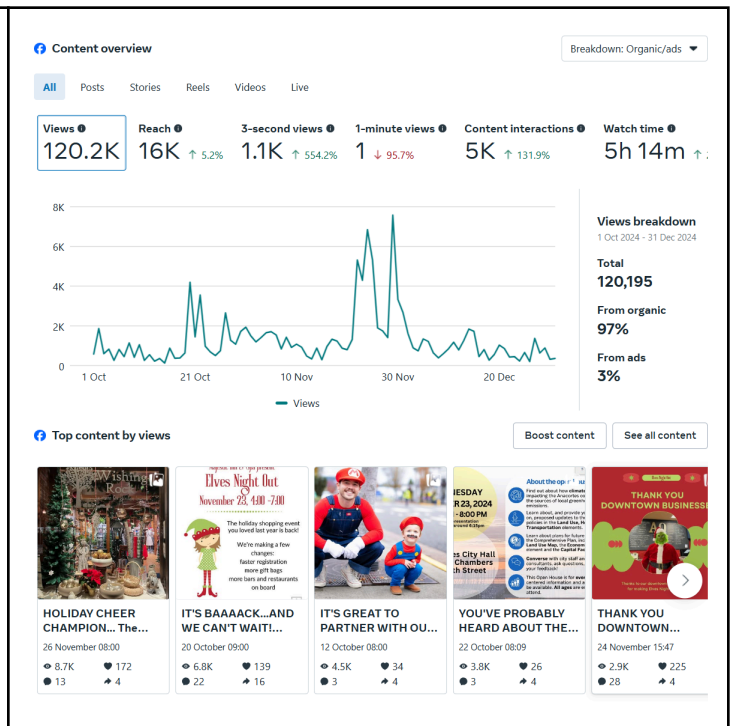
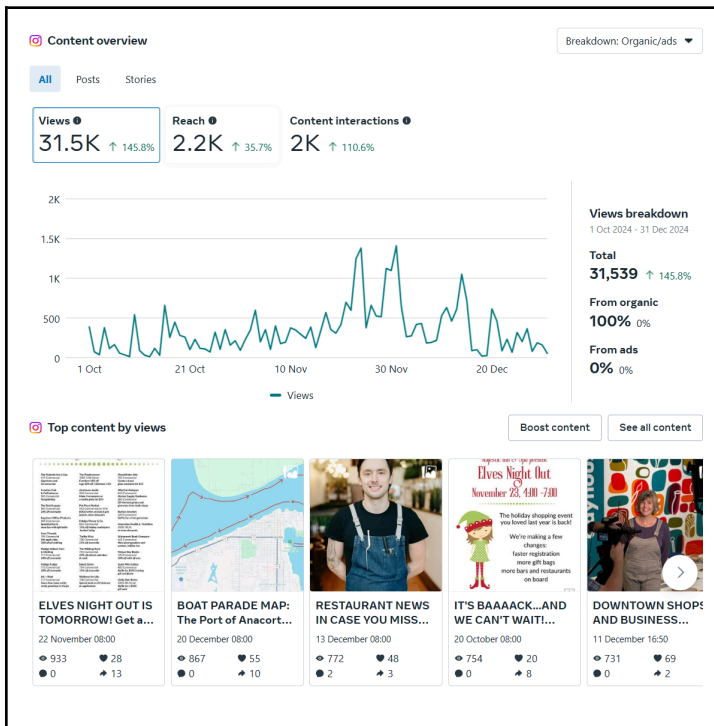
- **Rise & Learn:** In one of the ongoing Rise & Learn Seminars we co-host with the Chamber of Commerce, Alan Ayers of [Make Northwest](#) led a seminar on Marketing and Web Strategies for Small Businesses.
- **Parking Survey:** We published the results of the merchant parking survey we conducted over the summer. Nearly two dozen downtown businesses responded. 73% would like more parking, but only 23% see parking as one of their main challenges. [Learn more.](#)

Design

- **Community Gathering Spaces:** We began organizing to create our second Community Gathering Space. We're partnering with Anacortes Rotary over the next two years and we're evaluating opportunities in front of the historic Great Northern Train Depot. In Q4, we collected early input from key stakeholders like Anacortes Parks & Recreation, the Maritime Museum, and the Creative District. We started by surveying the current space and doing initial planning.
- **Visible Improvement Fund:** The generosity of two individual donors enabled us to establish a fund of \$85k for visible physical improvements downtown. The fund will allow us to build momentum and excitement as we create a more attractive, vital downtown core. Thank you!
- **Downtown Planter Project:** We took responsibility for the Downtown Planter Project in late November. The Downtown Planter Project has been operating since 2002, with volunteers raising funds and designing and planting beautiful displays. We are excited to take leadership for the next generation of the project, and grateful for the volunteers and past leaders who have dedicated their energies to the planters: Beth Pickett, Susie Paxman, and Annie Kiersky.

Promotion

- Trick or Treat:** We assisted the Chamber of Commerce in hosting Downtown Trick or Treating. More than 30 downtown businesses handed out 1,500 pieces of candy each. DAA and the Chamber ran a candy drive which provided additional candy to more than 15 of those businesses. There were hundreds of folks downtown in costume, including kids, parents, teens, dogs, and adult cosplayers.
- 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. The Downtown Anacortes Alliance also assembled 400 gift bags with coupons and gifts from more than 20 businesses. New this year, the *Holiday Cheer Contest* encouraged festive storefronts and experiences, driving 40,000 impressions online during Black Friday / Small Business Saturday week. [Learn more.](#)
- Social Media:** We continued our social media campaign which showcases all the good things happening downtown:
 - [Instagram](#) - Quarterly stats: 31.5k views; 2.2k reach (+35.7% quarter over quarter)
 - [Facebook](#) - Quarterly stats: 120k views; 16k reach (+5.2% quarter over quarter)



Downtown Data

Business Movement

- **New Business: 1**
 - [Pawplemousse Grooming Salon and Spa](#) - Providing top quality dog grooming services with a kind, gentle, caring touch... and in a happy environment!
- **Business Closure: 1**
 - [Aura Threadz](#) - "If you didn't know already we have closed our storefront in downtown Anacortes. Trinity Skate will be expanding their business in our space. We will be moving towards doing markets, pop up's & selling online. We are beyond blessed & grateful for our experience here in this space, and so happy to have made connections with people near and far--bonding over fashion!"
- **Active Businesses in District: 211 including 39 non-profits**

Community Investment

- **Volunteer Hours:** DAA benefited from 929 volunteer hours from 36 different volunteers--a value of over \$37k.

Conclusion

This quarter marks a major milestone. The Downtown Anacortes Alliance earned Community Status with Washington Main Street and completed two full years with committees and paid staff. We are grateful for the support of our board and committee members, volunteers, donors, municipal partners, and for the support of Washington Main Street. Together we are building a thriving downtown Anacortes. Thank you for your continued support and collaboration.