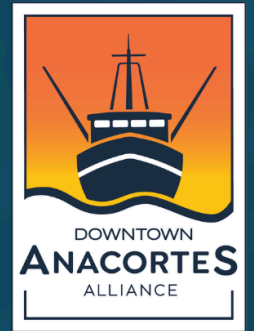


Quarterly Impact Report



2025 Q1

The Downtown Anacortes Alliance is pleased to present our Q1 2025 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 Q1, we focused on planning for our spring gardening and events (Earth Day, Whale of a Sale). We are also reporting quarterly data for the first time.

Projects

Organization:

- **Main Street Tax Credit Incentive Program:** Community Status gives us access to the Washington State Main Street Tax Credit Incentive Program (MSTCIP) for the first time this January. This program lets local businesses keep their tax dollars local with a 75% B&O or PUT tax credit for donations to DAA.
 - In Q1, we secured \$106k in commitments for MSTCIP-eligible funding. We have room for \$227k more before the 10/31 cutoff date.
 - We are very excited to have our first 7 supporters to use the Main Street Tax Credit Incentive Program: The City of Anacortes, The Port of Anacortes, People's Bank, Wishing Rock, Haven Financial, Windermere Real Estate, & Ink+Wool.
 - If your business pays B&O or PUT tax, we would love to have you participate. [Contribute or learn more.](#)
- **Annual Impact Report:** We published our [2024 Annual Impact Report](#).

Economic Vitality

- **Rise & Learn:** We co-host monthly Rise & Learn Seminars with the Chamber of Commerce at 8:30am on the third Friday of the month. You can find the topic and RSVP for future topics at Anacortes.org/events. This quarters topics were:
 - January: Planacortes - The Comprehensive Plan with John Coleman
 - February: Be an HR Star with Kendall Moyle
 - March: Build your Business Cyber Shield with Jay Lepore
- **Culinary Incubator** - We are partnering with Adrift, EDASC and the Anacortes Chamber of Commerce to develop a culinary incubator program which will help aspiring chefs get started. We are working out the details now, but if you are interested in starting a restaurant or food business, reach out to let us know.
- **Quarterly Economic Health Questionnaire:** We have developed a quarterly merchant survey based on work done in other Main Street locations. Please share perspective from your business to help us get a good picture of the health of our district. We'll share the aggregated data with everyone: <https://forms.gle/oLAs6iKdY8j1od6h8>
- **Consumer Survey:** We have developed a survey to collect input on how downtown is performing for our local folks and to collect input on what would make downtown even better. Please take the survey and share it around: <https://forms.gle/12iJMAz2wepcantx9>
- **Monthly Merchant Call:** Taking this program over from the Chamber of Commerce.

Design

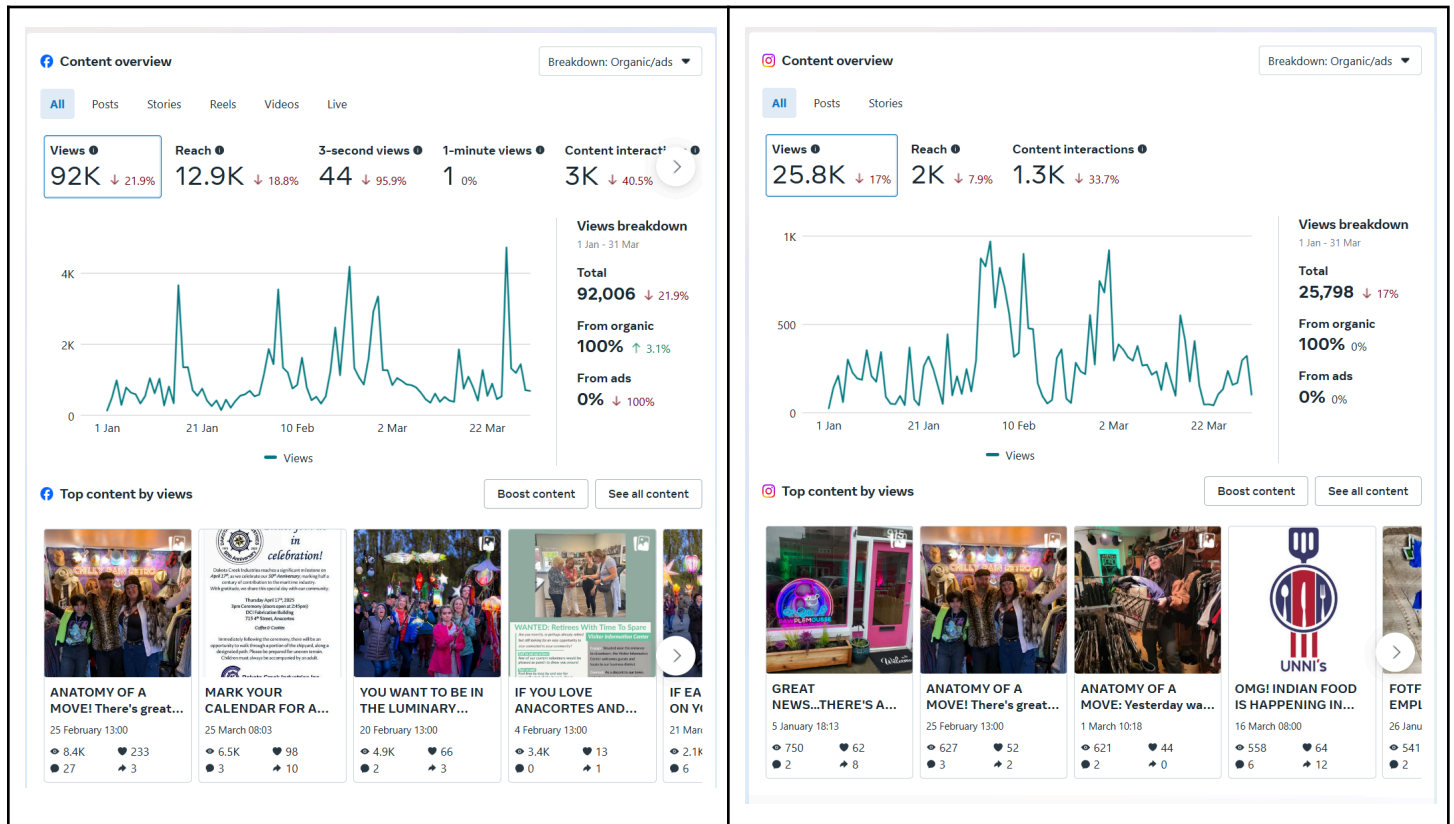
- **Facade Grant Program:** We have been developing a matching grant program for downtown building owners or business owners who want to improve the appearance of their shop. This could cover new paint, a new awning, updated signage, repairing the facia, or adding architectural detail. We'll launch the program in Q2, but if there is a project you would like to do, let us know so that we can plan for it.
- **Falconer for Seagull Abatement:** Problem raised by a downtown merchant, Phil Burton. Solution identified by a DAA Volunteer, Karen Thomson, championed by City Councilmember Ryan Walters, and researched and implemented by Andy Rheame and the public works department. Contracted to come 3x per week to discourage Seagulls sitting and nesting on City Hall. The falcon will discourage seagulls and seagull nesting for several blocks around City Hall. The hawks are named Crash and Cora. Come check them out downtown.

- **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! Our first VIF funded projects will be the facade grants and improved long-term plants in the planters.
- **Downtown Gardens:** Exciting things are happening in our downtown gardens! The Post Office Community Garden is getting a refresh with new Osmanthus trees and small cleanup work parties. Hanging baskets are growing now and will be installed in mid-May, with the City handling summer watering. The Planter Project is mapped out, plant selections are finalized, and downtown planters will be refreshed on May 18th. Starting this spring, we're launching a new cycle of soil renewal and long-term plantings every 3-5 years to keep downtown vibrant for years to come!

Promotion

- **Resource Guide for Promoting Your Event:** We created a resource guide to help local businesses and organizations better promote events they are hosting, so they can bring more folks downtown. [Read the guide](#), or better yet, use the guide for your next event.
- **Love Letters to Downtown:** In addition to our normal social media posts, we shared rave reviews in a love letter for every restaurant and food seller downtown in February - that's 27 extra posts in 28 days.
- **Volunteer Capacity and Management Program:** Our promotions committee has been hard at work developing a new process to build our volunteer capacity. This includes calling new volunteers to learn about what gets them excited! [Volunteer](#).
- **Earth Day** - This year, we are doing a whole Earth Day weekend, from the luminary parade at 8pm on Friday April 25th, to the Procession of the Species and environmental street fair from 4pm-6pm on Saturday April 26th. The Downtown Anacortes Alliance is helping to coordinate and promote the event, which is led by the Procession of the Species, The Friends of the Forest, and Paperbirds Studio. [Learn more](#).
- **Whale of a Sale:** We've started planning Whale of a Sale which is coming up on the last Saturday in June. Thanks to all of the merchants who make this event fun, to the City Lodging Tax Board for supporting us, and to the Anacortes Music Project for helping us recruit buskers.
- **Every Night is Awesome:** A new campaign to promote all of the great nighttime programming that is already happening. [Read more](#).

- **Events Section of Website:** We made a new events section of our website. Having permanent URLs for Whale of a Sale, Earth Day and Elves Night Out will make it easier for anyone to search and find up-to-date information on those events. [Visit the site.](#)
- **Social Media:** We continued our social media posting, with over 100 posts in Q1, including the February Love Letters campaign. Top performing content included news about downtown businesses that are new and growing, and our upcoming Earth Day Celebration.
 - [Instagram](#) - Quarterly stats: 25.8k views; 2.0k reach (-17% quarter over quarter)
 - [Facebook](#) - Quarterly stats: 92.0k views; 12.9k reach (-22% quarter over quarter)



Downtown Data

Business Movement

- **New Business: 3**
 - New: [Wild Meadow Esthetics Skin & Wax Studio](#)
 - New: [Tide & Taste](#) - Contemporary food and cocktails highlighting the ingredients of the Pacific Northwest.
 - Relocated In: [Unni's Cafe](#) - Everyone's Indian Food - Kerala Cuisine which is generic gluten-free

- **Business Moves & Expansion: 2**
 - [Alley Cat Antiques](#) moved from 202 Commercial to 616 Commercial
 - [Chilly Rain Retro](#) moved around the corner to 402 Commercial Avenue
- **Closed Businesses: 2**
 - Closed: Marine Supply and Hardware
 - Relocated Out: One Real Estate
- **Active Businesses in District: 210** including 38 non-profits

Community Investment

- **Private Commercial Investment:** 11 projects, \$196,966
- **Private Residential Investment:** 3 projects, \$332,563
- **Public Investment:** 3 projects, \$9,370
- Source: City of Anacortes planning permits applied for in Jan-Mar + Reports from businesses
- **Volunteer Hours:** DAA benefited from 780 volunteer hours from 36 different volunteers--a value of over \$35k. Thank you volunteers!
- **Featured Data: Sit Down Restaurant Revenue**

Each quarter, we'll dive into different data to give business owners context on the larger market. This quarter, we're looking at Sit Down Restaurant Revenue in Anacortes. Over half of Anacortes's sit down restaurants are downtown. The most recent data available is 2024 Q3.

Observations:

- **Seasonality:** Q3 represents 1/3rd while Q1 represents 1/5th of sit down restaurant revenue for the year
- **More Restaurants:** Anacortes had 34 sit down restaurants in Q3 2024 (+10% year over year)
- **Growing Revenue:** Q3 2024 sit down restaurant revenue grew +9% year over year
- **Covid Recovery:** 2024 Q3 restaurant revenue was 26% higher than in Q3 2019

Data Table:

Year	Total Taxable Revenue	Units (# of restaurants)	YOY Revenue growth
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2024 Quarter 3	\$8,808,442	34	9%
2024 Quarter 2	\$6,973,795	30	5%
2024 Quarter 1	\$5,172,868	32	8%
2023 Quarter 4	\$5,364,492	33	10%
2023 Quarter 3	\$8,102,193	31	11%
2023 Quarter 2	\$6,625,246	27	9%
2023 Quarter 1	\$4,796,147	26	7%
2022 Quarter 4	\$4,858,781	29	10%
2022 Quarter 3	\$7,331,300	30	5%
2022 Quarter 2	\$6,098,627	27	2%
2022 Quarter 1	\$4,500,559	28	31%

Source: [Washington State Department of Revenue](#) - If you want a full data set, let me know.

Conclusion

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.