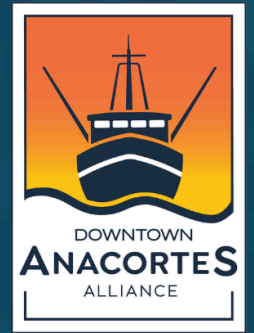


Quarterly Impact Report



2025 Q3

The Downtown Anacortes Alliance is pleased to present our Q3 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 Q3, we rolled out our first Local's Pass, collected data to inform our future planning, focused our promotional efforts on the great slate of work being done by all of the businesses and organizations downtown, and started preparing for Halloween and the Holidays.

Projects

Organization:

- **Main Street Tax Credit Incentive Program:** Businesses that pay Washington State B&O or PUT Tax – this is your last chance to donate money to the Downtown Anacortes Alliance and get a 75% 2026 state Tax credit in return. We are very excited that Moonwater Arts, Dad's Diner, and Barre by the Sea have joined Barrett Financial and Scott Milo, the City of Anacortes, The Port of Anacortes, People's Bank, Wishing Rock, Haven Financial, Windermere Real Estate, & Wild Hemlock, to support Downtown Anacortes Alliance through the Main Street Tax Credit Incentive Program. [Learn more..](#)
- **Community Outreach Manager:** We're thrilled to welcome **Paelle Powell** to the Downtown Anacortes Alliance team as our new Community Outreach Manager. Paelle brings a remarkable background in product development, small business leadership, and community innovation—plus a deep love for Anacortes. In this new role, she'll be leading volunteer-powered events and beautification projects, helping us keep downtown vibrant, connected, and people-first.

Design

- **Facade Grant Program:** This quarter we launched our brand-new Façade Grant Program, which provides matching grants to downtown building and business owners who want to invest in improving the outside look of their buildings. It's a way to help downtown get more beautiful, one project at a time, while also supporting the people who make our district thrive. We've already identified our first recipient and, working with the architectural firm Underwater & Associates, developed a concept design and cost estimate that all parties are excited to move forward with. While it's a little early to share details, stay tuned—this first project is underway, and we're planning another round of grants in the year ahead.
- **Downtown Streetscape Planning:** This quarter, the Downtown Anacortes Alliance and the City began working with First Forty Feet, the consultant team selected last quarter to lead the Downtown Streetscape Plan. Together, we've kicked off the process that will guide long-term improvements to sidewalks, landscaping, lighting, signage, public spaces, and bike/pedestrian connections—making downtown more welcoming, accessible, and vibrant. Importantly, the plan will produce a series of clearly defined projects that can be added to our multi-year work plan right away—this is not a plan that will just sit on the shelf. Over the coming months, businesses, property owners, and community members will have multiple opportunities to help shape the vision, starting with an open house presentation and discussion on **October 15 from 5:30–7:00 pm at City Hall**. This is a once-in-a-generation opportunity to invest in the look and feel of our historic downtown, and we're proud to be at the table.
- **Downtown Gardens:** All summer long, downtown bloomed beautifully thanks to a true team effort. Our volunteer Planter Patrol visited every planter each week to tend to the flowers, while the City Parks staff watered and fertilized daily to keep the plants thriving. On September 16th we brought down the hanging baskets for the season, with volunteers stepping up once again to empty and prepare them for next year's plantings. Thanks to this partnership of volunteers and city staff, our downtown gardens continue to be a point of pride—the planters and Post Office Community Garden will keep bringing color to town year-round, while we're already looking forward to growing an even more colorful display next summer. [Read more.](#)
- **Downtown Cleanup – Abandoned Newspaper Boxes:** This quarter, the Downtown Anacortes Alliance worked with the City of Anacortes Public Works Department to remove long-abandoned newspaper boxes from Commercial Avenue. Public Works notified the original owners and removed the boxes, creating a cleaner, more welcoming streetscape. This project

reflects our commitment to ensuring downtown is well cared for and at its best. [See before and after photos.](#)

- **Parklet survey** - This summer, volunteers tracked how our community uses outdoor dining downtown—counting nearly 400 seats across 23 restaurants and cafés. About one-third are in parklets. The data, gathered across 20 observation periods from June through September, will inform future decisions about outdoor dining and public space. Full results will be shared this fall with the Design Committee, First 40 Feet, and downtown businesses.

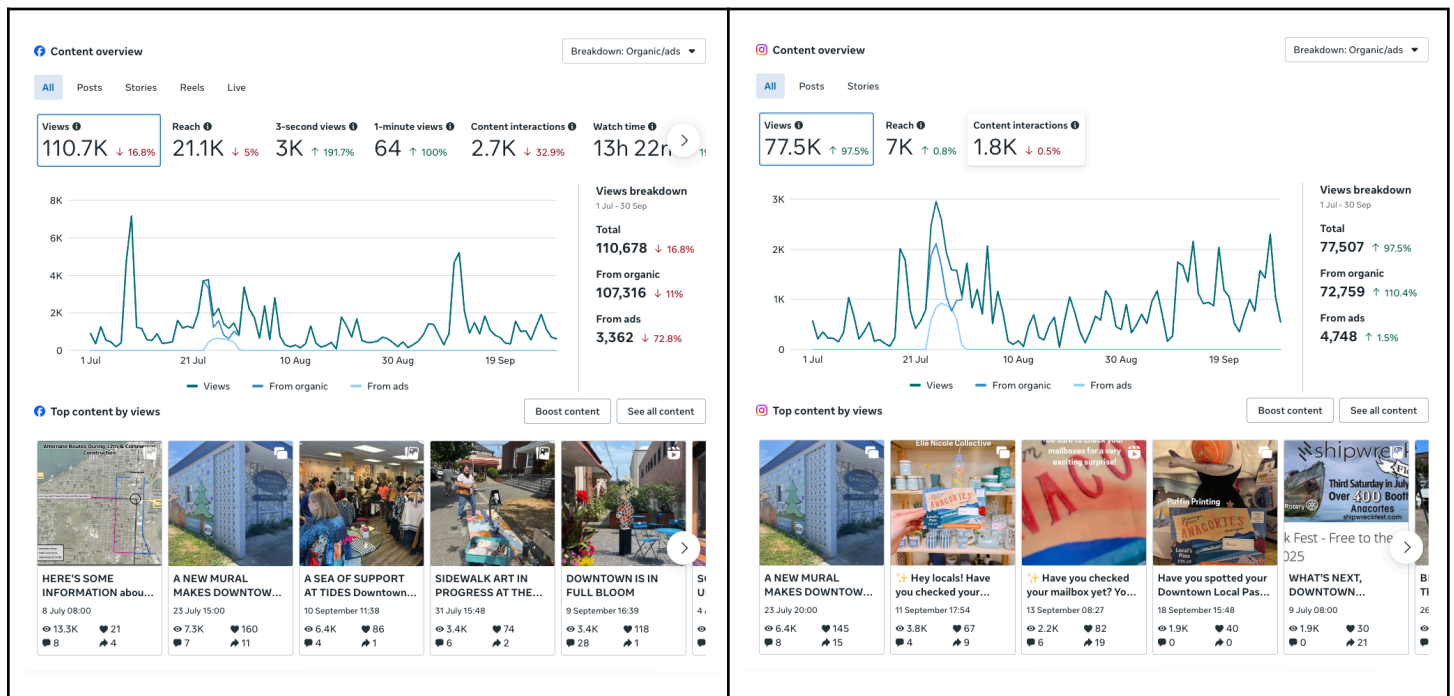
Economic Vitality

- **Foot Traffic Tracking:** This summer we partnered with the high school students on the [Black Box Robotics team](#) to pilot custom devices that track foot traffic downtown. While propped-open doors limited the data, three businesses provided consistent results — and the insights are eye-opening. We saw a **10% boost in foot traffic during the first week of the Locals Pass**, strong weekday activity even in the off-season, and clear evidence that **events drive visitors into shops**. Special thanks to senior **Angus Edelman** and his teammates for leading this project, and to downtown businesses who opened their doors to help students learn. The team is now sharing their work statewide at the Washington Main Street PLACES Conference in October. [Read more.](#)
- **Rise & Learn:** We co-host monthly Rise & Learn Seminars with the Chamber of Commerce at 8:30am on the third Friday of the month. We took the summer off, but restarted in September. You can find the topic and RSVP for future topics at Anacortes.org/events. This quarter, we talked about:
 - September: Influencer Marketing with BreAnne Daley of [Explore Whidbey Island](#)
- **Consumer Survey:** We published the results of our consumer survey, and presented them to the City Council, the Port Commission, and the urban planners at First Forty Feet who are writing the Downtown Streetscape Plan. Nearly 50% of survey respondents walk downtown at least weekly. Nearly 50% of survey respondents rated the arts as very important. There was strong demand for everyday products, and physical improvements to downtown. [Read the full survey results.](#)
- **Monthly Merchant Call:** Our monthly merchant meetings are growing in momentum, with more and more downtown business owners joining. These gatherings give merchants a chance to connect, and generate ideas. Both the new Local's Pass and our bulk Halloween candy program came out of these conversations.

Promotion

- **Locals Pass: Locals Pass:** This fall we launched the Locals Pass, a community-wide promotion that put a 10% discount in the hands of more than 8,000 Anacortes households. The pass can be used once at any of 25 participating downtown businesses—from restaurants and galleries to shops and studios—through November 20, 2025. Cards were mailed directly to residents and are also available at participating businesses. The program not only thanks locals for supporting downtown but also drives new and repeat traffic for our merchants, strengthening the connection between community and commerce. [Learn more.](#)
- **Working Waterfront Weekend Itinerary:** The Downtown Anacortes Alliance partnered with the Washington Maritime National Heritage Area to create a new three-day itinerary highlighting Anacortes as a maritime destination. The “Working Waterfront Weekend” guide features local history, downtown arts and culture, and our connection to the Salish Sea. [View the itinerary](#)
- **Cuisine Scene:** We believe Anacortes’s food scene is truly something special, and this winter we’re celebrating it with *Cuisine Scene*, a new partnership between the Downtown Anacortes Alliance and Chamber of Commerce. From cozy takeout meals in January, to romantic desserts and cocktails in February, to wine pairings in March, each month highlights the creativity of our local chefs. With flyers, social media, and an online hub of specials, Cuisine Scene will keep our dining scene thriving all season long. [Learn more.](#)
- **Halloween Planning:** For the first time, the Downtown Anacortes Alliance is leading Downtown Trick-or-Treating, carrying forward a tradition once hosted by the Chamber. To make it easier for businesses to join in, we offered an affordable pre-mixed candy supply—helping ensure a fun, festive, and family-friendly Halloween downtown. Kids, pets, teens and grownups are all welcome to come see the costumes downtown from **4-6pm on Friday October 31st!**
- **Elves Night Out:** Planning is underway for Elves Night Out—set for **Saturday, November 22** from 4-8 pm. We’re thrilled to welcome back the Majestic Inn as our presenting sponsor and host for the gift bag and refreshment station. Based on feedback from downtown businesses, we’re extending the event an extra hour this year so shoppers can keep the fun going until 8 pm. Once again, we’ll be giving out 400 free gift bags filled with wonderful items from our merchants. Stores are gleefully planning their own surprises too—from ornament making and special sales to beautiful in-store decorations—making this the perfect opportunity to shop local and kick off the holiday season in style.

- **Social Media:** We continued our social media posting, with over 40 posts in Q3. Top performing content included posts about our Local's Pass on Instagram, about Tides closing and construction at 12th and Commercial on Facebook, and about the new Henry Mural on both Facebook and Instagram.
 - [Instagram](#) - Quarterly stats: 77.5k views; 7.0k reach (+331.5% year over year)
 - [Facebook](#) - Quarterly stats: 1110.7k views; 21.1k reach (+39.1% year over year)



Downtown Data

Business Movement

- **New Business: 3**
 - New: [T's Tallow and Teas](#) - Offering natural grass-fed #tallow cream made with care, herbal teas, and a selection of unique gifts.
 - Relocated Into downtown: [Puffin Printing & Deception Designs](#) - Design it! Print it! Your Local Shirt Shop.
 - Relocated into downtown: Private strength training at 909 3RD ST
- **Business Moves & Expansion:**
 - Enhance Beauty and Nails - doubled their space as they took over the space that Tangles Hair vacated.

- **Closed Businesses: 3**
 - Closed: Sugar Mama Cafe
 - Closed: Tangles Hair & Co
 - Relocated Out: Fidalgo Danceworks
- **Active Businesses in District: 241 including 40 non-profits**

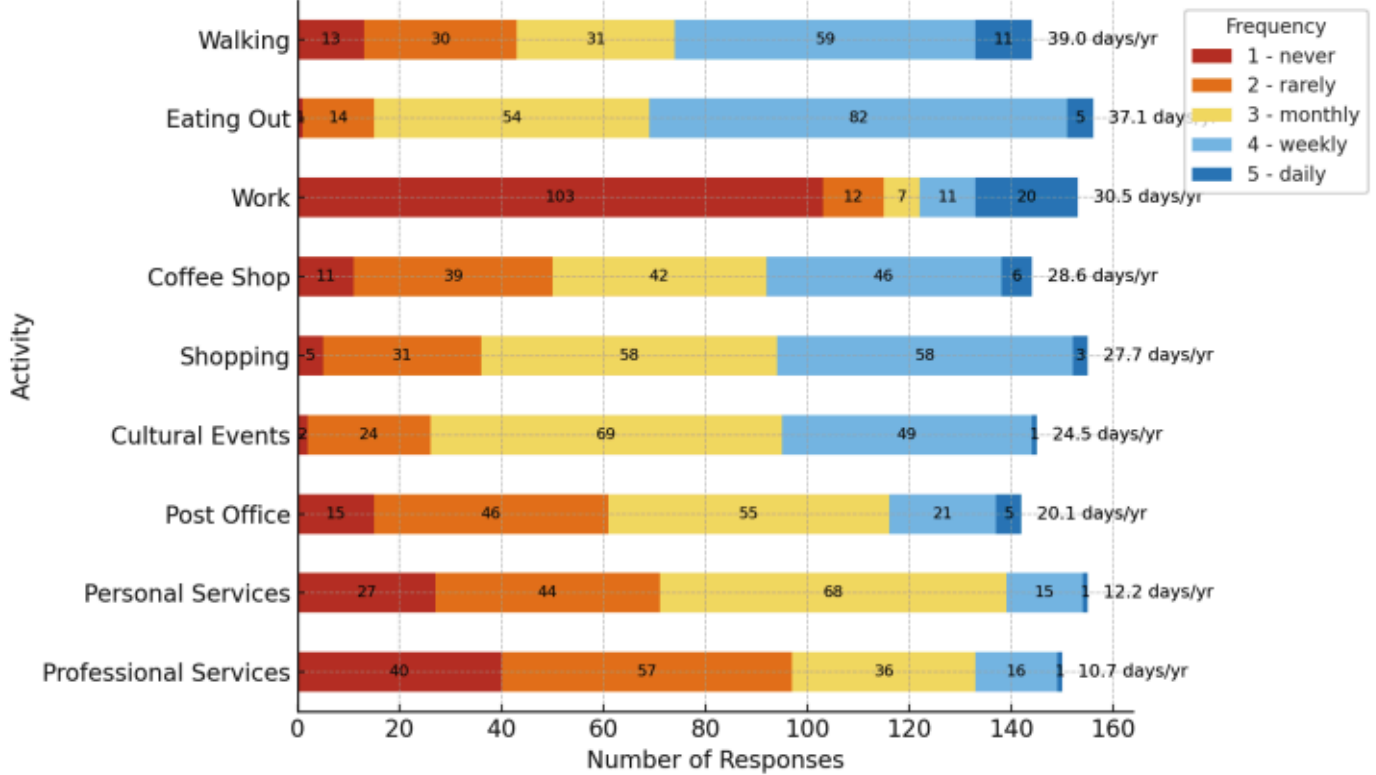
Community Investment

- **Private Commercial Investment: 5 projects, \$26,000**
- **Private Residential Investment: 4 projects, \$37,730.00**
- **Public Investment: 0 projects, \$0**
 - Source: City of Anacortes planning permits.
- **Volunteer Hours: In Q3, DAA benefited from 589 volunteer hours from 36 different volunteers--a value of over \$23k. Thank you volunteers!**

Data Deep Dive - Downtown Anacortes Consumer Survey – 2025

In Q3 2025, the Downtown Anacortes Alliance published a survey from 158 residents about their downtown experience. Dining, shopping, events, and arts are the top draws, but many want more everyday options like coffee, casual hangouts, and grab-and-go food. Respondents feel the number of events is right, with the Arts Festival and Farmers Market rated highest, and ask for more music, art, and family-friendly programming. Priorities include improved crosswalks, pedestrian safety, seating, and beautification. Residents also want more diverse and affordable businesses, extended hours, and fewer barriers to starting new ventures. Arts and culture remain central to downtown's identity, with a strong desire to make them more visible and accessible.

How Often People Come Downtown for Different Activities (Least to Most Avg Days/Year)



[Read the full results at the Downtown Anacortes Alliance website](#)

Data Deep Dive - How Retailers are Navigating Change and Finding Success in 2025

From policy changes and demographic shifts to innovative strategies and new technologies, numerous factors are impacting Main Street businesses this year. The 2025 Retail Matters research report, developed in partnership with the Virginia Retail Alliance, explores the top retail trends including consumer shifts, tariff impact, and how retailers are responding.

[Read the full article at Main Street America](#)

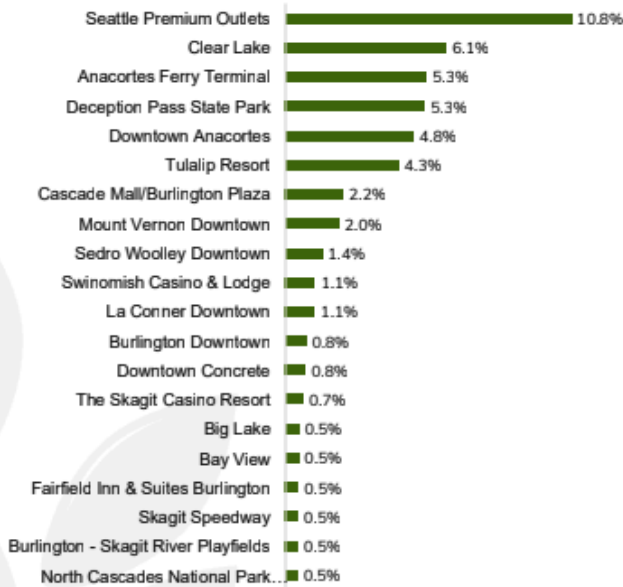
Data Deep Dive - Where do visitors go in Skagit County?

Downtown Anacortes is the place to be in August! 4.8% of all visitors to Skagit County and 4.3% of all Overnight Visitors to Skagit County came to Downtown Anacortes. This report also has details on hotel stays, short term rentals, Canadian Visitation, consumer sentiment, and inflation.

POI Visitation– August 2025

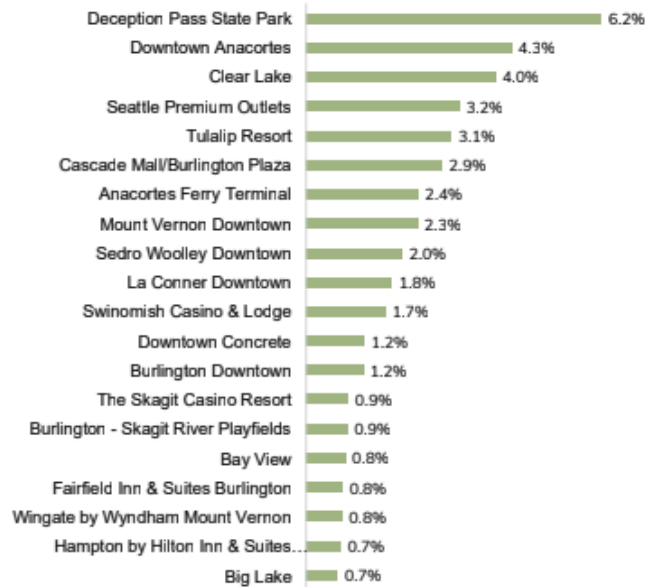


Top POIs for All Visitors



Source: Datafy

Top POIs for Overnight Visitors



[Read the full report from Visit Skagit Valley](#)

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.