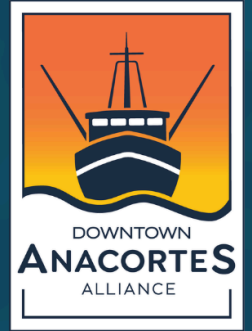


Quarterly Impact Report



2025 Q4

The Downtown Anacortes Alliance is pleased to present our Q4 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 Q4, we hosted our first building owner dinner, Trick or Treat, and Elves Night Out. We worked with the City of Anacortes and First Forty Feet to bring the community out to the first community open house for the Downtown Streetscape Plan

Projects

Economic Vitality

Rise & Learn Seminars

We co-host monthly Rise & Learn business education seminars with the Chamber of Commerce at 8:30 AM on the third Friday of each month. These sessions give local entrepreneurs practical tools and a chance to learn alongside peers. (Upcoming topics + RSVP: Anacortes.org/events.)

This quarter's topics included:

- October: *To LLC or Not to LLC - That Is the Question* – CPA Isabella McPeak, MBA, EA
- November: *Setting an Intentional Online Marketing Strategy* – Samantha Cabaluna

Monthly Merchant Call

Our monthly merchant meetings continue to gain momentum, with more downtown business owners joining each month. We've gone from two-three merchants when we began to as many as nine. These gatherings help merchants connect, share what's working, and collaborate on shared opportunities. In

Q4, our primary focus was coordinating details for a full season of holiday activity—from Halloween through year-end—to drive foot traffic and keep downtown lively.

Building Owner Dinner

This quarter, DAA hosted a small dinner at Adrift for a targeted group of downtown building owners and community leaders who play an outsized role in recruiting and supporting the next round of businesses downtown. We welcomed Jennifer Walters of Daylight Properties, who shared lessons from her work strengthening downtown Bellingham by aligning historic buildings with thriving independent businesses. We also shared community input on the types of shops and services residents want to see downtown—helping ground future recruitment in local demand.

Sponsored by community booster Bonnie Bowers, the dinner reflected DAA's strategy of building strong relationships to support thoughtful, long-term downtown growth.

Organization:

Main Street Tax Credit Incentive Program

Businesses that pay Washington State B&O or PUT Tax can donate money to the Downtown Anacortes Alliance and get a 75% state Tax credit in return the following year. We are grateful to our 12 contributors who donated \$120,200 in 2025. This is the sustainable funding we rely on to run the Downtown Anacortes Alliance. Thank you to: Moonwater Arts, Dad's Diner, and Barre by the Sea, Barrett Financial, Scott Milo, the City of Anacortes, The Port of Anacortes, People's Bank, The Wishing Rock, Haven Financial, Windermere Real Estate, & Wild Hemlock, for supporting Downtown Anacortes Alliance through the Main Street Tax Credit Incentive Program. Thank you also to Gere-A-Deli, Marathon, Industrial Machine Tools, and Bank of the Pacific who generously supported us outside of the Tax Credit. [Learn more.](#)

Design

Façade Grant Program

In 2025, we launched our first **Façade Grant Program**, providing matching grants to downtown building and business owners who want to invest in improving the exterior appearance of their buildings. The program is designed to make downtown more beautiful—one project at a time—while supporting the people who make our district thrive.

We've already selected our first grant recipient, completed most of the design work, and are preparing to move into permitting and bidding. While it's still a bit early to share details, this first project is

officially underway and will make a big impact downtown. We're also planning an additional round of façade grants in the year ahead.

Downtown Streetscape Planning

This quarter, the Downtown Anacortes Alliance began working closely with **First Forty Feet**, the consultant team selected by the City of Anacortes to lead the new Downtown Streetscape Plan. On October 15–16, the team visited Anacortes for initial community outreach.

DAA helped convene a targeted set of small-group stakeholder meetings and supported strong public participation by hosting a pre-event happy hour and promoting the open house through our newsletter, social media, and community networks.

We're looking ahead to the next outreach visit on January 21–22, when First Forty Feet will return with draft ideas and concepts shaped by the October feedback. This is a once-in-a-generation opportunity to invest in the look, feel, and function of our historic downtown, and we're proud to be at the table helping shape its future. See all the latest on this work at the city website:

<https://www.anacorteswa.gov/1920/Downtown-Streetscapes-Plan>

Holiday Lighting

This was our first year installing new holiday lighting for downtown street trees. We chose to focus on the pedestrian experience, investing in commercial-grade festive starbursts and baubles that enliven sidewalks and can be reused for years to come. The existing holiday wreath program continued with the help of volunteers. We plan to build on this investment and expand the program each year.

Private Investment by Downtown Building Owners

Downtown building owners are investing alongside us. In Q4, The Majestic received a new roof and windows, Red Door Thrift Shop and The Holding Space completed major building expansions, and the historic Shannon Building—home to Red Salon—is being carefully sanded and repainted.

Looking Ahead

Once the streetscape planning phase is complete, we expect to launch a new slate of highly visible improvements—some small, some larger. These projects will create opportunities for community partners, donors, and volunteers to get involved. Stay tuned.

Promotion

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 the Anacortes

Chamber of Commerce. January's theme, "Let Us Cook For You," invites the community to take a break after the busy holiday season and enjoy dining downtown. Through coordinated flyers, social media promotion, and an online hub of restaurant specials, Cuisine Scene is designed to support local eateries throughout the winter months. During Q4, our Block Captains personally reached out to local restaurateurs to introduce the program and sign up participants for January.

Halloween Trick-or-Treat

For the first time, the Downtown Anacortes Alliance led Downtown Trick-or-Treating, carrying forward a long-standing community tradition previously hosted by the Chamber. This year we piloted an affordable, pre-mixed candy option to make participation easier for businesses. Despite cold temperatures and steady rain, the event still saw strong participation from local families, reinforcing downtown's role as a safe and welcoming place for community traditions.

Elves Night Out

Elves Night Out took place on Saturday, November 22 from 4–8 PM and once again kicked off the holiday shopping season downtown. We were thrilled to welcome back the Majestic Inn & Spa as presenting sponsor and host of the gift bag and refreshment station, and to have Skagit Plumbing join our sponsorship team.

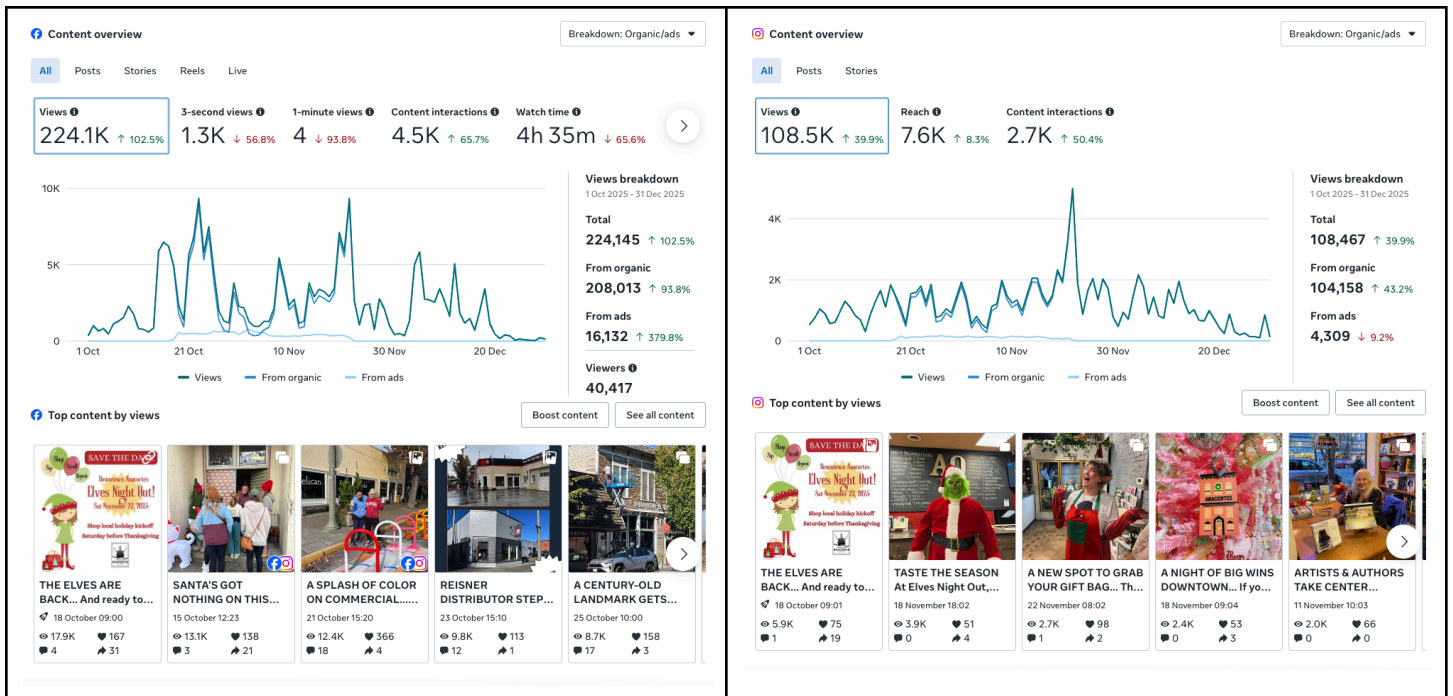
Based on feedback from downtown businesses, we extended the event by an extra hour this year, keeping the energy going through 8 PM. We distributed 400 free gift bags filled with items from local merchants in under an hour and we estimate that approximately 2,000 people were shopping downtown during the event. Many stores added their own festive touches, from ornament making and special promotions to creative in-store decorations.

Elves Night Out is a critical opportunity to ask folks to shop local starting at the beginning of the holiday season. Stores that shared financial data reported sales on the day of Elves Night Out doubled over 2024's Elves Night Out. And multiple shops reported that this year's Elves Night Out was a record sales day.

Social Media

DAA continued to invest in consistent social media outreach, publishing more than 60 posts during Q4. Top-performing content included posts building excitement for Elves Night Out and highlighting visible downtown improvements, such as the repainting of the **Shannon Building** and new bike racks.

- [Instagram](#) - Quarterly stats: 108.5k views (+39.9% quarter over quarter)
- [Facebook](#) - Quarterly stats: 224.1k views (+102.5% quarter over quarter)



Downtown Data

Business Movement

- **New Business: 1**
 - New: [The Fidalgo Club](#) - More than an indoor golf club it's community reimaged. Golf, games and good times for all ages.
- **Business Moves & Expansion: 1**
 - Tide and Taste - Launched a new back bar.
- **Closed Businesses: 4**
 - Closed: Tides of Anacortes
 - Closed: Salt and Vine
 - Closed: Creative Hub
 - Relocated Out: Unstoppable Fitness
- **Active Businesses in District: 243 including 41 non-profits**

Community Investment

- **Private Investment: 8 projects, \$303,050**
 - Source: City of Anacortes planning permits & observation

- **Volunteer Hours:** In Q4, DAA benefited from 629 volunteer hours from 48 different volunteers--a value of over \$25k. Thank you volunteers!

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.