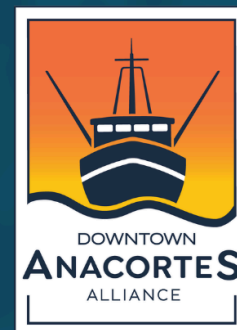


Quarterly Impact Report



2026 Q3

From July through September, DAA moved major initiatives from planning into implementation. DAA advanced Light Up Downtown, created a public home for Streetscape Plan updates, closed out the summer beautification season, restarted fall business education, and began building the 2027 workplan and budgets. DAA also tested new ways to strengthen volunteer participation, continued outreach with businesses and property owners, and coordinated with the City, Port, and community partners.

Projects

Design

Light Up Downtown

Light Up Downtown is DAA's first project moving into implementation from the City of Anacortes's Downtown Streetscape Plan. The project will add durable, year-round roofline lighting along Commercial Avenue from 4th to 11th Streets, highlighting Downtown's historic architecture and creating a warmer, more inviting evening experience. Thirty-six of 40 buildings—90%—have signed commitments and paid deposits. DAA is matching building owners' investments dollar for dollar through grants from the Downtown Anacortes Alliance Visible Improvement Fund, with owners and DAA each covering half the cost. We are grateful to our involved and caring building owners for investing in Downtown's future, and to the generous individuals whose contributions to the fund made these matching grants possible. Local contractor Crater Lake Building Company is scheduled to install the lights from October 5 through November 20, ahead of Elves' Night Out, with lights coming on building by building as installation progresses. Designed to last multiple years with minimal maintenance, the lighting will support evening shopping, dining, and community activity throughout the year. [Read more about Light Up Downtown.](#)

Downtown Streetscape Plan Published

The Downtown Streetscape Plan guides long-term improvements to Downtown streets, sidewalks, gathering spaces, and connections. Sixty project meetings, 26 stakeholder focus groups, 2 community open houses, 2 community-wide surveys, and 727 online survey responses informed the adopted plan, which identifies 21 implementation projects. The final Downtown Streetscape Plan was presented to City Council on July 13, 2026. DAA created a new Streetscape webpage and initial project update so community members can follow Light Up Downtown and other projects that come out of the plan. [See updates.](#)

Summer Beautification Closeout

Summer Beautification fills Downtown with seasonal flowers and relies on volunteers to keep them healthy and welcoming. Volunteers watered, deadheaded, and cared for nearly 100 hanging baskets through the summer. As the season ended, DAA began removing baskets and thanked the volunteers whose steady behind-the-scenes work sustained the display.

Façade Grant Program

DAA worked with the grant recipient, architect, and contractor to resolve budget and permitting issues for our first façade grant project. Permits were secured during Q3, clearing the way for painting, canopy, and lighting improvements that support the tenant's goals and enhance our historic downtown.

Investment in Buildings

Approximately \$110,345 in planned downtown investments were recorded this quarter, based on permit activity and reported project estimates. Highlights include the upcoming facade grant project described above, more than \$38,000 in tenant and safety improvements at the Anacortes Professional Center, and a \$14,000 Creative District project to bring illustrated local-landmark banners to downtown light poles. These figures reflect projects recorded during the quarter, rather than construction completed.

Economic Vitality

Rise and Learn Seminars

Rise and Learn gives local businesses practical training on common challenges and new opportunities. Fall programming resumed with 1 session led by Tenley Huste on using artificial intelligence to understand business data, including sales patterns, customer behavior, and seasonal trends. Lori helped test the approach with real-world small-business examples so the session could focus on useful applications rather than theory. Q4 topics will include finding medical insurance as a small business and a second round of the popular workshop on using built-in point-of-sale tools to understand business performance and make better decisions.

Open Sundays

Downtown Anacortes already has 18 restaurants and 19 shops open on Sundays, offering plenty of opportunities to dine, browse, and shop locally. DAA's Open Sundays initiative builds on that foundation by raising awareness of existing Sunday offerings and encouraging more businesses to try dependable Sunday hours during the holiday season. From November 22 through December 20, DAA plans to promote participating businesses with posters, rack cards, and A-boards, while maritime-themed burgee flags will help visitors spot businesses that are open. This seasonal test will help DAA and participating businesses learn what works as we build toward a welcoming, vibrant Downtown seven days a week.

Outreach

Port and City Partnerships

Port and City partnerships help Downtown businesses capture the greatest possible benefit from public investment in the waterfront and proposed event center. DAA emphasized making 9th Street a compelling, vibrant connection between the waterfront and Downtown and using the event center to attract off-season and midweek visitors who can supplement Downtown business traffic.

Project Portfolio & Weekly Updates

DAA introduced a project portfolio and weekly updates to the DAA Inner Circle during Q3, giving key stakeholders a clearer view of current priorities, project progress, and opportunities to get involved.

Volunteer Engagement and Organizational Capacity

Volunteer Action Hour

Volunteer Action Hour meets every Wednesday at 10 a.m. at the DAA office, 901 6th Street, for practical Downtown projects. Past activities have included block cleanup, restringing lights on our holiday wreaths, and writing thank-you notes to people who help make Downtown great. There are plenty of other tasks ahead, with activities changing each week to support current projects and upcoming events.

Participation has been modest, with just one or two people so far. We recognize that we need to communicate more clearly about the opportunity and the tasks planned each week. The sessions also give volunteers a chance to learn about current projects and explore ways to get more involved. Anyone interested is welcome to join us on Wednesday morning.

2027 Workplan and Budget

The 2027 workplan and budget will translate DAA's priorities into funded projects and measurable responsibilities for the coming year. All 4 committees have met to review 2026 YTD and create draft 2026 workplans. We will now begin creating our 2027 budget including detailed project budgets for: Summer Beautification, holiday lights and wreaths, and improved volunteer systems. Next up is our strategic retreat in October, and final planning in November.

Training and Conferences

The PLACES conference gives Washington Main Street organizations practical training, peer learning, and ideas they can bring home to their communities. DAA will be participating in the conference in Ellensburg from Oct 6, 2026 through Oct 8, 2026 .

Promotion

Summer in Anacortes and Deception Pass Partnership

Summer in Anacortes connects Deception Pass visitors with Downtown businesses and experiences. The 2026 project portfolio records the destination-marketing partnership as complete. Source reporting describes the Park Press as reaching approximately 25,000 visitors during the peak summer season, and bringing them to a Summer in Anacortes page featuring local activities and items from the Creative District Calendar.

Open Streets Community Outreach

Open Streets brings community activity into Downtown streets while creating new ways for residents to engage with DAA. The 2026 project portfolio records the project as complete. Staff entered participants into the volunteer system and shared information about future volunteer opportunities.

Fall and Holiday Programs

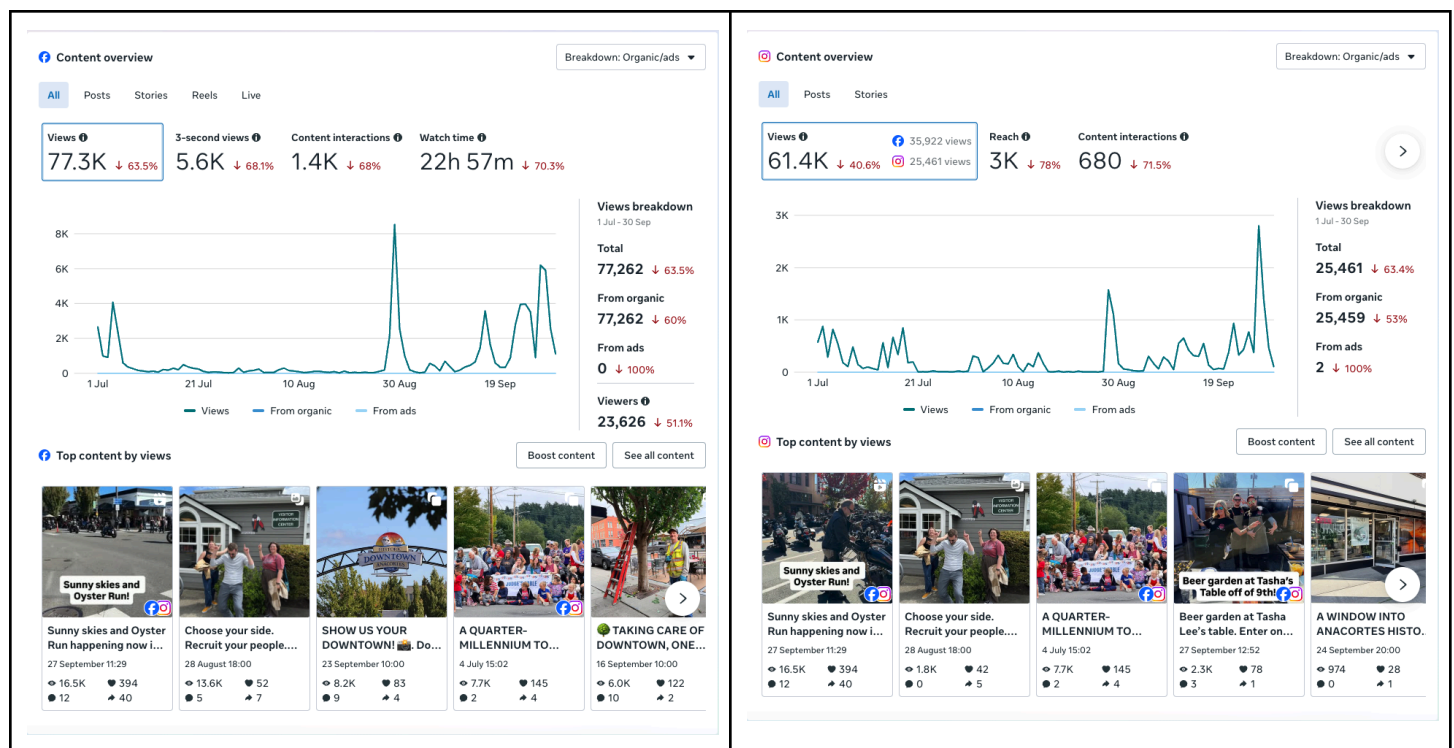
DAA's fall and holiday programs bring residents and visitors Downtown for seasonal experiences that support local businesses. Staff advanced Halloween planning for Trick-or-Treat Downtown, with expanded activities to be announced soon. Planning also continued for Elves' Night Out, the Open Sundays holiday phase, and communications and business outreach connected to Light Up Downtown.

Social Media

DAA published less frequently during Q3 as staff time shifted to other organizational priorities. Facebook posts and reels declined from 51 in Q3 2025 to 18 this year, while Instagram posts declined from 42 to 13 and stories from 234 to 102. Despite this reduction, the two platforms generated more than 102,000 combined views, with views declining approximately 30% year over year—considerably less than the decline in posting volume. Both platforms continued to gain followers. Local events and community stories remained strong performers, including Oyster Run coverage on both platforms. Facebook video watch time increased 71.7% year over year to nearly 23 hours.

Instagram - Quarterly stats: 25.5k views (–29.2% year over year); 13 posts and 102 stories; 1,865 followers (+40.3% year over year; +3.0% quarter over quarter).

Facebook - Quarterly stats: 77.3k views (–30.2% year over year); 18 posts and reels; 2,584 followers (+25.6% year over year; +5.0% quarter over quarter).



Website and newsletter performance:

DAA's website received 2.4k views from 1.7k visitors in Q3. Search engines remained the leading external traffic source/ Quarterly stats: Views approximately –33% year over year and –42% quarter over quarter; visitors approximately –29% year over year and –40% quarter over quarter.

DAA sent five email campaigns totaling 1,547 sends. Click rates more than doubled compared with both last year and Q2. Quarterly stats: 36.0% open rate (–2.5 percentage points year over year; +7.7 points quarter over quarter); 12.6% click rate (+5.8 points year over year; +6.9 points quarter over quarter).

Downtown Data

DAA retained the fields below for consistency with prior quarterly reports. Staff must verify current July-through-September values before publishing the report.

Business Movement

- New businesses: 0
- Business relocations: 0
- Business moves and expansions: 0
- Closed businesses: 0
- Active businesses in the district: 262 (including non-profits active in the district)

Community Investment

- Private investment projects and total value: 8 improvements valued at \$96,345
- Public investment projects and total value: 1 improvement valued at \$14,000

Volunteer Impact

- Volunteer hours: 1354 (+120% YOY; -1% compared to Q2)
- Number of individual volunteers: 39 (+2 volunteers YOY)
- Estimated value of volunteer time: \$44,827.50

Conclusion

This quarter's work shows DAA moving from major planning efforts toward implementation while continuing the everyday work of supporting businesses, volunteers, and Downtown partnerships. DAA thanks the board, committees, volunteers, businesses, property owners, municipal partners, and community organizations that carry this work forward.