

Mission Statement

DAY is a private, nonprofit organization committed to the preservation, development, marketing and promotion of Downtown Yakima through focused efforts to build and maintain public and private partnerships that will foster financial and creative investments in our future while embracing and celebrating our history.

Expenses for 2018

Promotions and Events	\$188,000
Design-Appearance Enhancements	\$14,000
Administration	\$110,000
Farmers Market	\$45,000
Maintenance & Beautification	\$164,000
Total	\$521,000

Income for 2018

Event Revenue	\$252,000
Main St. Tax Credit	\$133,000
Business Improvement District	\$164,000
Farmers' Market	\$43,000
Total	\$592,000

BOARD OF DIRECTORS

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Ron's Coin and Collectables

Vice President
Vacancy

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Yakima Valley Museum

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Gress-Kinney-Parrish
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Wheatland Bank

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Leading Force Energy and
Design Center

Executive Director
Andrew Holt

Operations Manager
John O'Rourke

Farmers Market Manager
Yvette Lippert

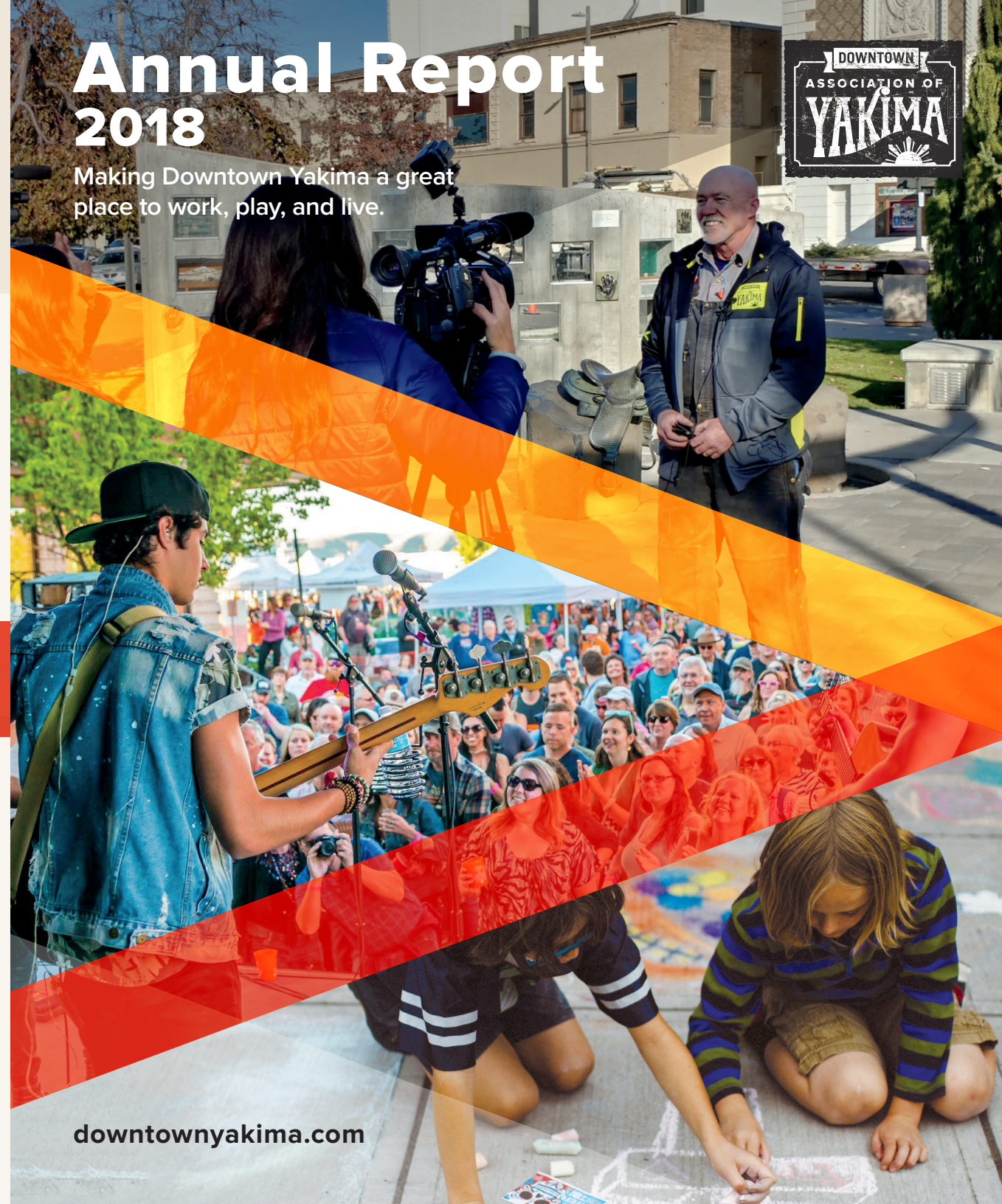
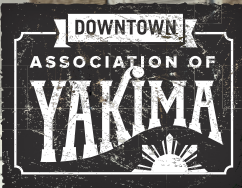


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Yakima, WA

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Annual Report 2018

Making Downtown Yakima a great
place to work, play, and live.



downtownyakima.com

Event Highlights



2000+
attendees
Roots & Vines Festival



Downtown Yakima Farmers' Market



A total of 60 vendors	62.3% farmers and ranchers
food - concession 13.4%	processed foods 18.5%
artisan/crafters 5.2%	non-profits 0.6%



Latin, Blues and R&B
Rhythm & Brews Festival

x2 More than doubled
Chalk Art Festival

35% Increase in attendance
Downtown Summer Nights

115% Increase in attendance
Craft Beverage Walk

Max ridership all four days
Wagon Rides

Tree Lighting and Parade
Winners
Light Up the Plaza

Investing in Downtown

- Flower Baskets \$36,000
- 3 Façade Improvement Grants \$14,000
- Flower Planters and Pots \$10,000
- Trash/Litter Removal
- Graffiti Removal
- Landscaping
- Decorative Holiday Lighting
- Special Planter Project
- Snow and Ice Removal

2018 Washington Main Street Award

- Outstanding Special Project:
Inside Out: Love Where You Live Project

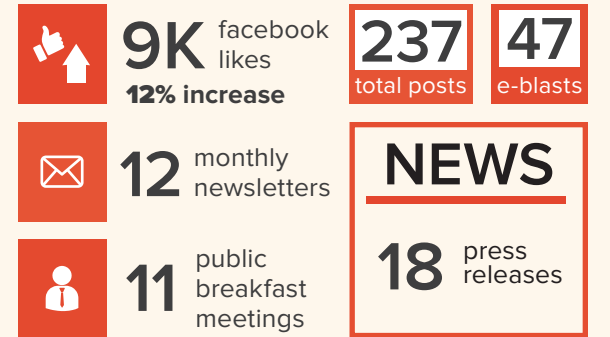
Community Involvement

1,364 volunteer hours

Provided by **69** volunteers



Marketing and Promotion



Finances

