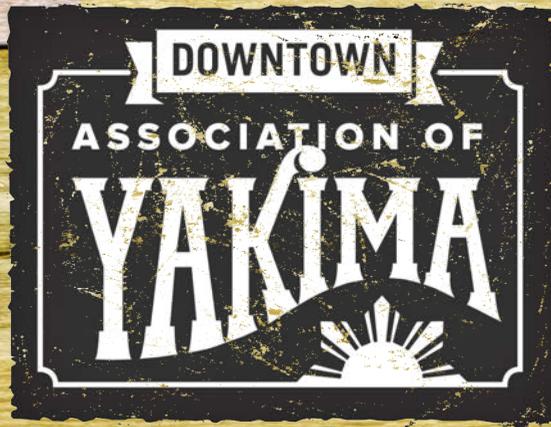


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# 2015

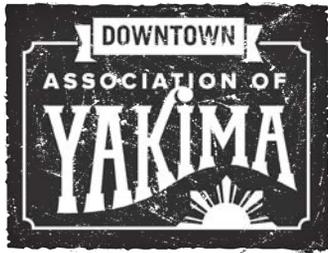
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# ANNUAL REPORT

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## 2015 ANNUAL REPORT

The Downtown Association of Yakima, established in 2015, is a non-profit group dedicated to the revitalization of downtown. As a Washington State certified Main Street Community, DAY follows a proven 4-point approach with the goal of strengthening the revitalization and health of our urban core.

We invite you to take a look at  
how this vision is becoming a reality



Photographer Mason Trinca/Yakima Herald

## OUR MISSION

The Downtown Association of Yakima (D.A.Y.) is a private, non-profit 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.



Photo Courtesy of Yakima Valley Tourism

VISIT

## OUR PURPOSE

The purpose of the Downtown Association of Yakima is to engage in educational and charitable activities that will encourage and strengthen the revitalization and health of the urban core of the City of Yakima, Washington. This shall include 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.

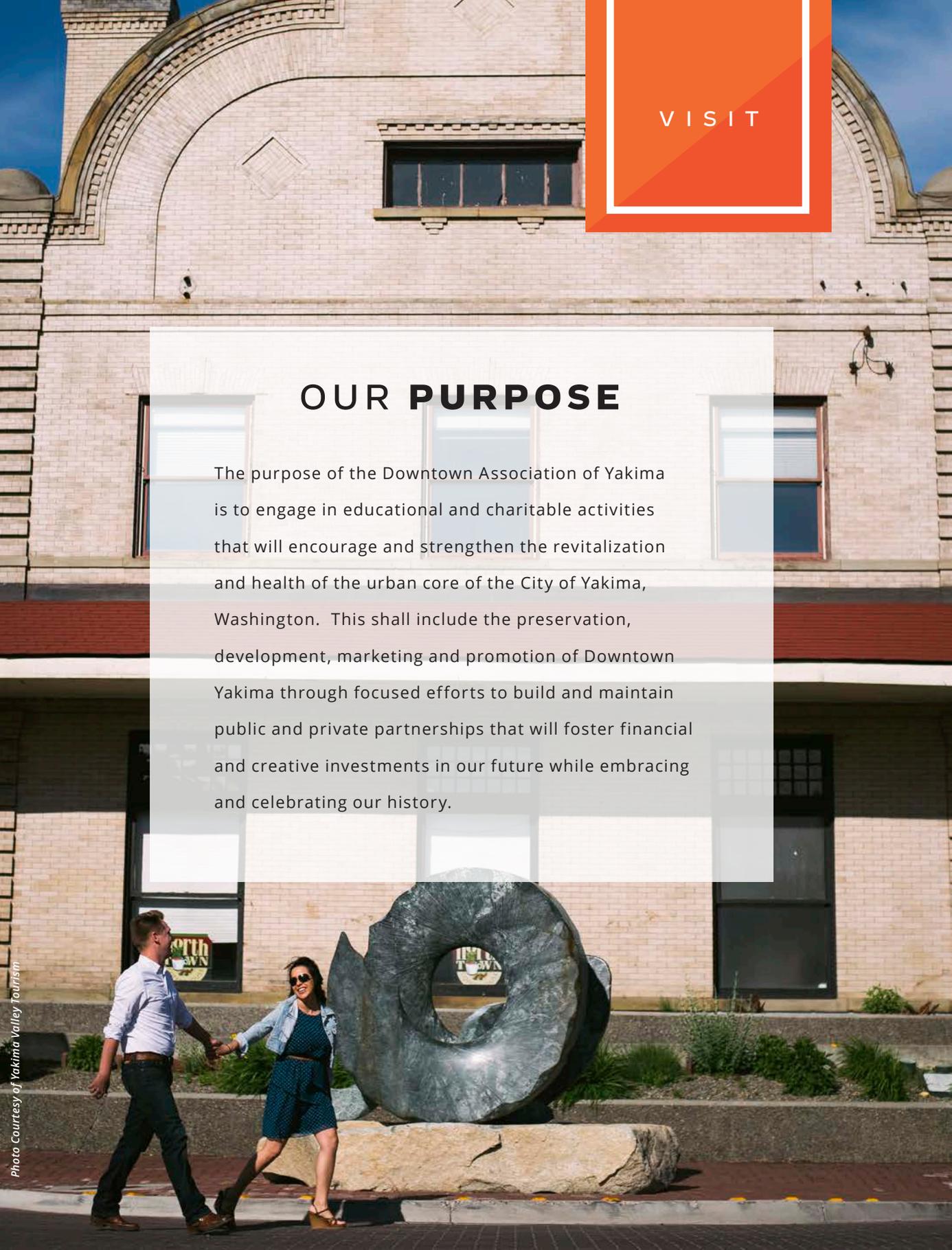
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### GET INVOLVED!

As a volunteer driven organization, we need your help in helping make our downtown a unique and vibrant district. Get involved today and be part of the effort to help strengthen your Downtown.

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Photo Courtesy of Yakima Valley Tourism



# OUR EVENTS

In our first year, D.A.Y. promoted, funded, created and assisted in over 20 unique local events which took place in and around Downtown Yakima; 16 of which were free, and family focused.



Photographer Nate Monick



Photographer Andy Sawyer/Yakima Herald



Photographer Joe Hudon

## 14,000-15,800

*total estimated people were brought*

DOWNTOWN FOR THESE EVENTS

"The Kameo Flower Shop Team wishes to thank you [D.A.Y.]. We were very excited to be a part of your event. It was a lot of fun. And customers obviously welcomed the walk, due to the high attendance. Kudos to you and your team."

-Joan Walsh, Designer/Events Coordinator for Kameo Flower Shop  
2015 participant in the Craft Beverage Walk

SECOND SATURDAY

### 2,400

*attendants over four events*  
CRUISE THE AVE

### 1,500-2,000

*attendants*  
LA CASA HOGAR  
BACK TO SCHOOL FIESTA

### 1,500

*attendants*  
PLAY DATE FALLFEST

### 300

*attendants*  
CHALK ART FESTIVAL

UNIQUE EVENTS

### 800-1,000

*attendants*  
FREE CARRIAGE RIDES

### 6,000-7,000

*attendants*  
FRESH HOP ALE FESTIVAL

### 500

*attendants*  
CRAFT  
BEVERAGE WALK

### 600-700

*attendants*  
AMERICA  
ON TAP

### 400

*attendants*  
LIGHT UP  
THE PLAZA

## FAÇADE PILOT PROJECT

D.A.Y. will be offering a façade grant program in 2016. This program will be open to downtown business and property owners who desire to make improvements to the façade of their buildings. Businesses within the district will be eligible for up to 50% match of improvement costs including design, to a maximum of \$10,000 total grant funds. Each year grant funds available will vary based on the yearly budget. As a result, the size and number of grants will vary from year to year.

**“ We receive very positive comments daily not only from our regular customers but also from first time visitors from the community and from out of town. ”**

— Chalisa Weippert,  
Thai House Owner/Chef



2015 Façade Pilot Project  
Thai House Restaurant

The 2015 façade pilot project, Thai House Restaurant on Second Street, underwent a facelift with the removal of second story security screening exposing the original windows, installation of new storefront windows, and construction of a new patio seating area.

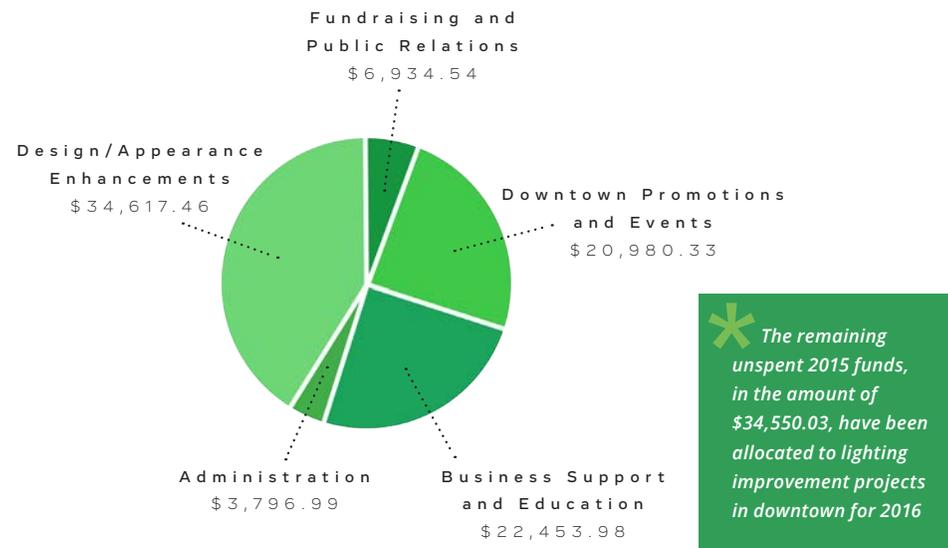
These improvements have had a substantial impact not only with the increase in restaurant traffic, but also in business revenues as well. Over the past four months, the Thai House has reported increased revenues upwards of 25%.

# FUNDING INCOME

D.A.Y. joined 32 other Washington communities in becoming a certified Washington State Main Street program in January 2015. As part of the certification, D.A.Y. became eligible to offer state tax credits in exchange for contributions to the program from businesses and government. The Yakima City Council, recognizing the economic impact downtown organizations have had on other communities and the absence of one in Yakima, unanimously passed Resolution NO. R-2015-020 in February 2015 which granted D.A.Y. \$123,333.33 in startup funds. In exchange, the City received a \$100,000 tax credit towards its 2016 Public Utility Tax liability. The extra \$23,333.33 was passed through from the City's budget to pay a portion of the flower baskets along Yakima Avenue.

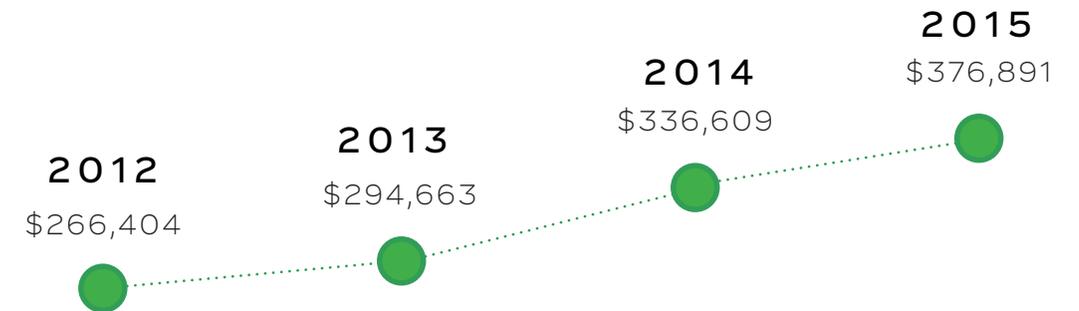


ALLOCATION OF FUNDS\*



## 2015 ECONOMIC IMPACT SNAPSHOTS

Downtown sales tax growth continues to rise. Below is an example of this growth as highlighted for single location businesses in downtown as reported by the City of Yakima Finance Department.



70+

PERMITS ISSUED *totaling over:*

**\$3,000,000**

IN PRIVATE INVESTMENT ISSUED IN THE D.A.Y. DISTRICT  
according to the project valuations reflected in the City of Yakima permit records

33

NEW BUSINESS LICENSES  
issued by the City in the D.A.Y. district

new

HOTEL MAISON  
boutique hotel coming 2016

# INCREASED OUTREACH

As part of D.A.Y.'s 2015 comprehensive work plan, promotion of our district's assets to residents, visitors, investors, and others through social media outlets, an overhaul of the website, and creation of printed materials were of top priority. As a result, D.A.Y. printed and distributed over 10,000 updated business guides with fold-out maps to local hotels, businesses, the Visitors Center and Convention Center, and to attendants during large events. As a proponent of the City's downtown master plan, D.A.Y. participated in public outreach, education and fundraising, created informational brochures, and produced marketing materials in support of the Yakima Central Plaza.



Photo Courtesy of Greater Yakima Chamber of Commerce



INCREASED LIKES:

**2,137** likes **JANUARY** < **3,685** likes **DECEMBER**

FACEBOOK STATS

TOP 5 POSTS:

1. 16th Annual Holiday Light Parade event  
REACHED 108K
2. Summer Event Season Blog  
REACHED 13.6K
3. Craft Beverage Walk Announcement  
REACHED 13.1K
4. New Business Blog, A Barber's Craft  
REACHED 12K
5. Roots & Vines Festival Announcement  
REACHED 11K

[www.downtownyakima.com](http://www.downtownyakima.com)

April 2015 Website Updates, and April-December Stats

Added a calendar of events • Updated downtown business listings with links to specific businesses • Added a properties for lease/sale with interactive GIS mapping • Wrote a weekly blog series that featured events, news, and highlighted new downtown businesses • Published 34 unique blog posts

**18K**  
UNIQUE  
WEBSITE  
VISITORS

**48K**  
WEBSITE  
PAGE  
VIEWS

**8K**  
REFERS  
FROM  
FACEBOOK



## D.A.Y. BOARD

### PRESIDENT

Victor De Long, DeLong Law Office, PLLC

### VICE PRESIDENT

Roger Wilson, Wilson Properties

### SECRETARY

Rhonda Ostriem, Gress-Kinney-Parrish Insurance

### CO-TREASURERS

John Baule, Yakima Valley Museum

Nancy Rayner, downtown property owner

### BOARD MEMBERS

Joe Mann, Ron's Coin and Book (at large)

Larry Hull, Megalodon LLC

Steve Weise, Leading Force Energy and Design Center

### STAFF

Colleda Monick, Downtown Association of Yakima

## COMMITTEE MEMBERS

### ORGANIZATION, CHAIR

Michelle Smith, Worksource Yakima

GOAL: Increase buy-in by partnering with public agencies and other organizations and by increasing our volunteer pool.

### PROMOTION, CHAIR

Joe Hudon, Yakima Herald

GOAL: Market and promote Downtown Yakima locally and regionally.

### DESIGN, CHAIR

Steve Weise, Leading Force Energy and Design Center

GOAL: Encourage more effective use of design elements to enhance appearance of downtown.

### ECONOMIC RESTRUCTURING, CHAIR

John Cooper, Yakima Valley Tourism

GOAL: Improve the economic health of downtown.

Over the course of 2015, D.A.Y. volunteers have donated over 1,400 hours in promoting, partnering, marketing, and enhancing our downtown.

# 2016 PLANS

D.A.Y.'s 2016 development plans include continued emphasis on the creation, assistance and promotion of events in downtown; Second Saturday, Craft Beverage Walk, Cruise the Ave, Yakima Farmers Market, Blues & Local Brews Festival, Roots & Vines Festival, Playdate FallFest, First Friday, Front Street Winterfest, Light Up the Plaza, and more.

## ADDITIONAL PROJECTS SLATED FOR 2016

Activating Alleys, creating lighted walking spaces through our city core • Awarding 2-4 grants to local businesses for Façade enhancements • Updating the downtown business guide and the creation of a downtown events pocket calendar • Landscaping redo of three blocks of downtown core • Hanging basket program • Support and coordination for summer police bike patrol



Photo Credit (clockwise top L-R): 2, 3, 4, 6, 10: Yakima Valley Tourism; 5: Kelly McKnight-Bray/Yakima Herald



## OUR VISION

Our vision of Downtown Yakima is of a unique, vital and vibrant district – a safe, clean, walkable neighborhood that invites one to linger. We envision a district that continues to draw investments both financial and creative by becoming the premier gathering space in Eastern Washington. We see a lively and energetic mix of art, fine and casual dining, commerce and residential spaces that draw local and regional visitors year round to experience our unique combination of historic buildings, strong and diverse cultural heritage, and frequent special events. Our agricultural legacy is unequalled anywhere in the world, and is represented in our downtown not only by our Farmers Market, but also by the fine wineries and craft breweries that make Downtown Yakima their home and attract guests to literally enjoy the fruits of their labors. We envision our downtown as an invigorating area that bursts with color, with public art, with live music and theater; that charms and wows our visitors and draws them in, again and again, and reminds them each time that Downtown Yakima is an exciting place to work, to play, and to live.



Photo Credit (clockwise top L-R): 1. 5: James D. Thomas; 2, 3, 4: Yakima Valley Tourism

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