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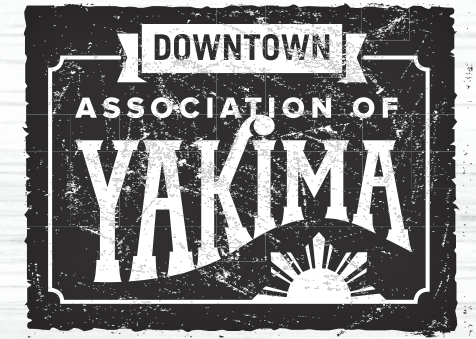
MISSION STATEMENT

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.

VISION STATEMENT

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.

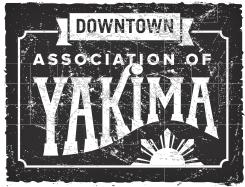
14 S. 1st Street Yakima, WA 98901
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(509) 571-1328
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2017 ANNUAL REPORT

The Downtown Association of Yakima (DAY), established in 2015, is a nonprofit group dedicated to the revitalization of downtown. As a Washington State certified Main Street Community, DAY is nationally accredited through the Main Street America™ program and follows a proven 4-point approach with the goal of strengthening the revitalization and health of our urban core.

DOWNTOWNYAKIMA.COM



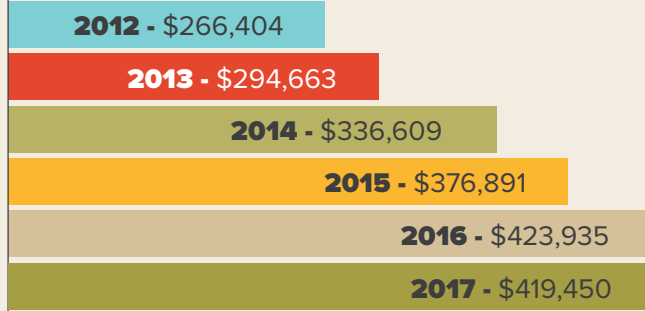
**1,200
VOLUNTEER
HOURS**



**PROVIDED
BY OVER 80
VOLUNTEERS**

SALES TAX GROWTH

Sales Tax has nearly doubled since 2012 for single business locations in downtown as reported by the City of Yakima Finance Department.



IN 2017

26 NEW BUSINESS LICENSES
CREATING OVER **75 JOBS**

43 PERMITS ISSUED TOTALING
+ \$3,458,708 PRIVATE INVESTMENT
+ \$44,000 PUBLIC INVESTMENT

AWARDS



2017 Washington Main Street Award

Outstanding Promotional Event, Dia De Los Muertos Chalk Art Festival



EVENT ATTENDANCE

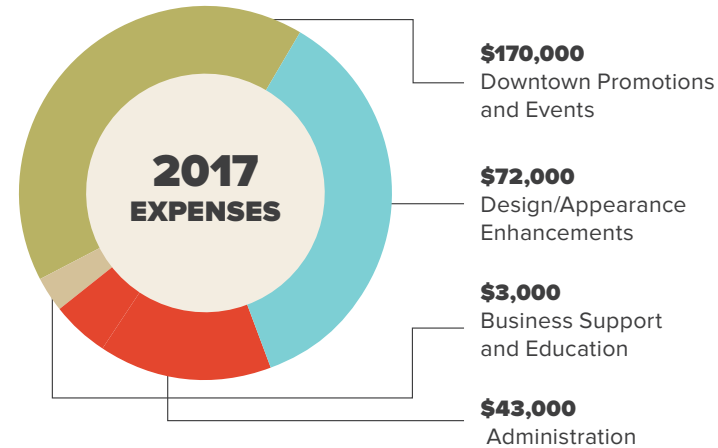
- Yakima Roots & Vines Festival: **2,400**
- Yakima Blues and Brews Bash: **1,400**
- 4 Cruise the Ave Nights: **4,200**
- Dia de Los Muertos Chalk Art Festival: **400**
- Downtown Summer Nights Music Series: **15,000**
- Craft Beverage Walk: **550**
- Holiday Lighted Parade: **5,000**
- 4 Days of Wagon Rides: **1,000**

18
EVENTS
WITH OVER
29,000
ATTENDEES



**6 MAJOR
IMPROVEMENT
PROJECTS WITH
OVER \$70,000
IN INVESTMENT**

- Flower Baskets **\$32,000**
- Downtown Planters **\$8,000**
- Holiday Lighting Improvements **\$1,000**
- Downtown Plaza Project **\$25,000***
*non-government funds
- Façade Improvement Grant **\$6,000**



2017 INCOME



Fundraising/Event Revenue **\$215,000**
City Transition Funds **\$70,000**

INCREASED FACEBOOK LIKES

Posted 190 times in 2017 promoting new businesses and downtown events



MARKETING & PROMOTION

- Printed/dispersed 5,000+ downtown event pocket calendars
- Held 12 monthly public business meetings
- Sent out 11 e-newsletters
- Published 21 blogs

STREET MAINTENANCE & BEAUTIFICATION PROGRAM



- Took Over Contract on July 1
- Landscaping and Flower Basket Management
- Graffiti Removal
- Trash/Litter Management
- Decorative and Holiday Lighting
- Snow and Ice Removal