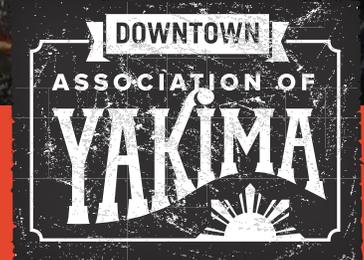


Art by Miguel Cuevas

2020 ANNUAL REPORT



COVID-19 Response

Downtown Association of Yakima activities in 2020 looked markedly different from years prior. However, despite the pandemic, we were able to rally behind our local businesses and support them in new and innovative ways.



Partnered in Reopening Task Force

- Open & Safe website
- Mask Up to Open Up campaign



Communicated Information

- Informed businesses about financial assistance
- Clarified COVID-19 business guidelines



Initiated Promotions

- Created YakimaStrong masks
- Developed and distributed “Yakima Together” swag with proceeds funding gift cards for essential workers



Promoted Open Businesses

- Spotlighted open businesses and their activities through website and social media



Grant Opportunities

- Assisted businesses with application process

Investing in Downtown

Façade Improvement Grant



Maintenance & Beautification

- ➔ Trash and Graffiti Removal
- ➔ Landscaping
- ➔ Power Washing
- ➔ Snow Removal
- ➔ Flower Program
- ➔ Irrigation Repair
- ➔ Special Projects

Grant recipient The Hittle Building project completed. Full renovation that supports residential and retail development.

2020 Events

While events were scaled back to support COVID-19 safety measures, we still provided strong opportunities for community members to engage and support our local businesses.

SMALL BUSINESS SATURDAY

- 100% increase in participating businesses
- 400% increase in completed passports
- Several businesses had record sales days

FARMERS MARKET

- Five months of fresh, authentic goods
- Average vendor sales per day increased 42%

CHALK ART FESTIVAL

- Skilled artists' work displayed online and in business windows with voting and prizes
- Online auction held
- Community members created drawings at home and submitted photos

HOLIDAY EVENTS

- Decorated Millennium Plaza and community Christmas tree
- Held virtual tree lighting ceremony on Facebook Live
- Conducted the Snowflake Holiday Decorations contest



New Website

- ➔ Launched in June
- ➔ More mobile and user friendly
- ➔ Dynamic
- ➔ Visually pleasing
- ➔ Interactive



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.

Downtown Association of Yakima is a member of the Washington State Main Street Program, dedicated to helping communities revitalize the economy, appearance, and image of their downtown commercial districts. The four points of the Main Street approach are:

| Organization | Promotion | Design | Economic Restructuring |
|--|--|---|---|
| Build a framework well represented by businesses, property owners, citizens, and local economic development organizations. | Create vibrancy downtown through festivals and events, encourage customer traffic, and promote activities with marketing that reflects an enticing image to shoppers, investors, and visitors. | Enhance the look and feel of the commercial district. Design improvements result in a reinvestment of public and private dollars to downtown. | Analyze current market forces and develop long-term solutions like recruiting new businesses, converting unused space, and sharpening competitiveness of traditional merchants. |

BOARD OF DIRECTORS

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Business & Property Owner

Nancy Rayner, Vice President
Property Owner

John Baule, Treasurer
Yakima Valley Museum

Rhonda Ostriem, Secretary
Gress-Kinney-Parrish Insurance

Michelle Smith
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Mandi Klise
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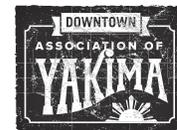
Maria Fabara
Cashmere Valley Bank

Kristi Foster
Wheatland Bank

Andrew Holt, Executive Director

John O'Rourke, Operations Manager

Yvette Lippert, Farmers Market Manager



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