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Design Center

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Yakima Herald-Republic

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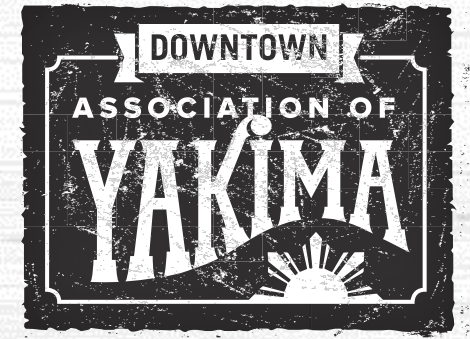
P.O. Box 1549
Yakima, WA 98907
yakimadowntown@gmail.com
(509) 576-6772
downtownyakima.com

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

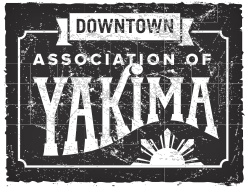
Our vision of Downtown Yakima is of a unique, vital and vibrant district – a safe, clean, walkable neighborhood that invites one to linger. We envision a district that continues to draw investments both financial and creative by becoming the premier gathering space in Eastern Washington. We see a lively 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.



2016 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



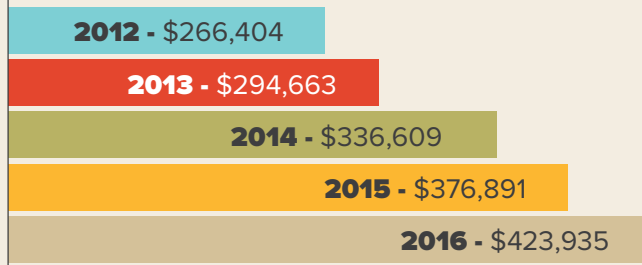
**1,250
VOLUNTEER
HOURS**



**PROVIDED
BY OVER 100
VOLUNTEERS**

SALES TAX GROWTH

Downtown sales tax growth continues to rise. In the last 5 years, sales tax has grown by nearly 60% for single business locations in downtown as reported by the City of Yakima Finance Department.



IN 2016

21 NEW BUSINESS LICENCES
CREATING OVER **60 JOBS**

24 PERMITS ISSUED TOTALING
+\$2,261,884 PRIVATE INVESTMENT
+\$56,000 PUBLIC INVESTMENT

AWARDS



Received National Main Street Accreditation
2016 Washington Main Street Economic Vitality Award:
Thai House Façade Project



EVENT ATTENDANCE

- Yakima Roots & Vines Festival: **2,000**
- Yakima Blues and Brews Bash: **2,000**
- 4 Cruise the Ave Nights: **4,000**
- La Casa Hogar Back to School Fiesta: **1,000**
- Playdate FallFest: **1,500**
- Dia de Los Muertos Chalk Art Festival: **400**
- Craft Beverage Walk: **750**
- Light Up the Larson Building: **250**
- Light Up the Plaza: **300**
- Holiday Lighted Parade: **5,000**
- 6 Days of Wagon Rides: **1,500**

19
EVENTS
WITH OVER
18,700
ATTENDEES

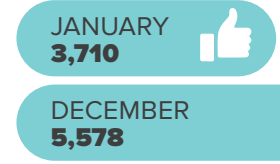


SIX MAJOR IMPROVEMENT PROJECTS WITH OVER \$70,000 IN INVESTMENT

- Flower Baskets **\$24,000**
- Car Charging Stations **\$4,000**
- Holiday Lighting Improvements **\$20,000**
- Light up the Larson Building **\$10,000**
- 2 Façade Improvement Grants Awarded **\$12,000**

INCREASED FACEBOOK LIKES

Posted 156 times in 2016 promoting new businesses and downtown events



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

