

## 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 affiliated with 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

**Joe Mann, President**  
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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



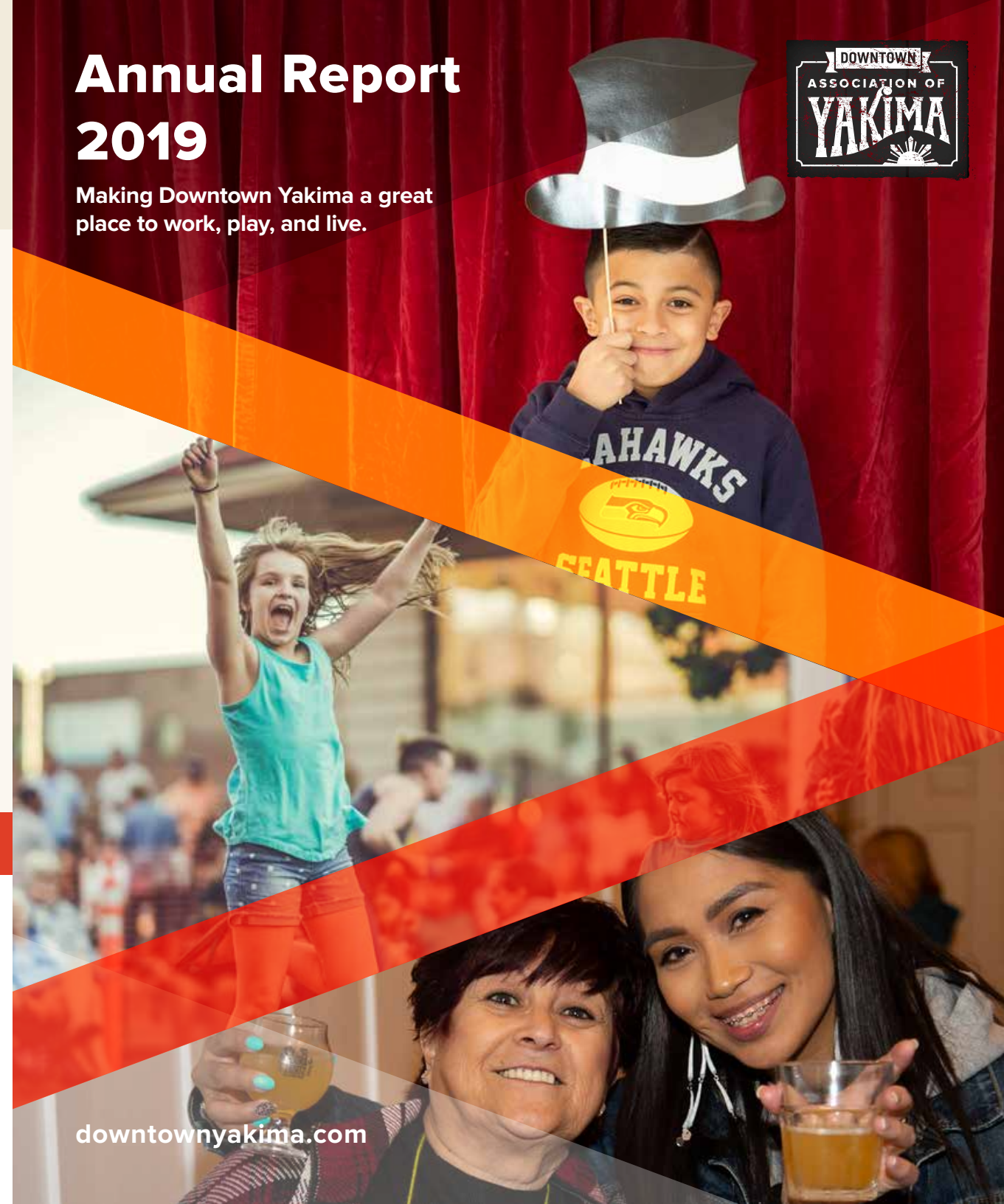
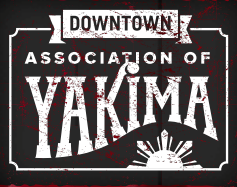
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14 S 1st Street,  
Yakima, WA

director@downtownyakima.com

# Annual Report 2019

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



downtownyakima.com

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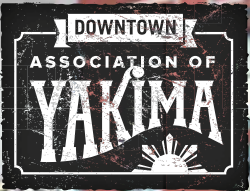


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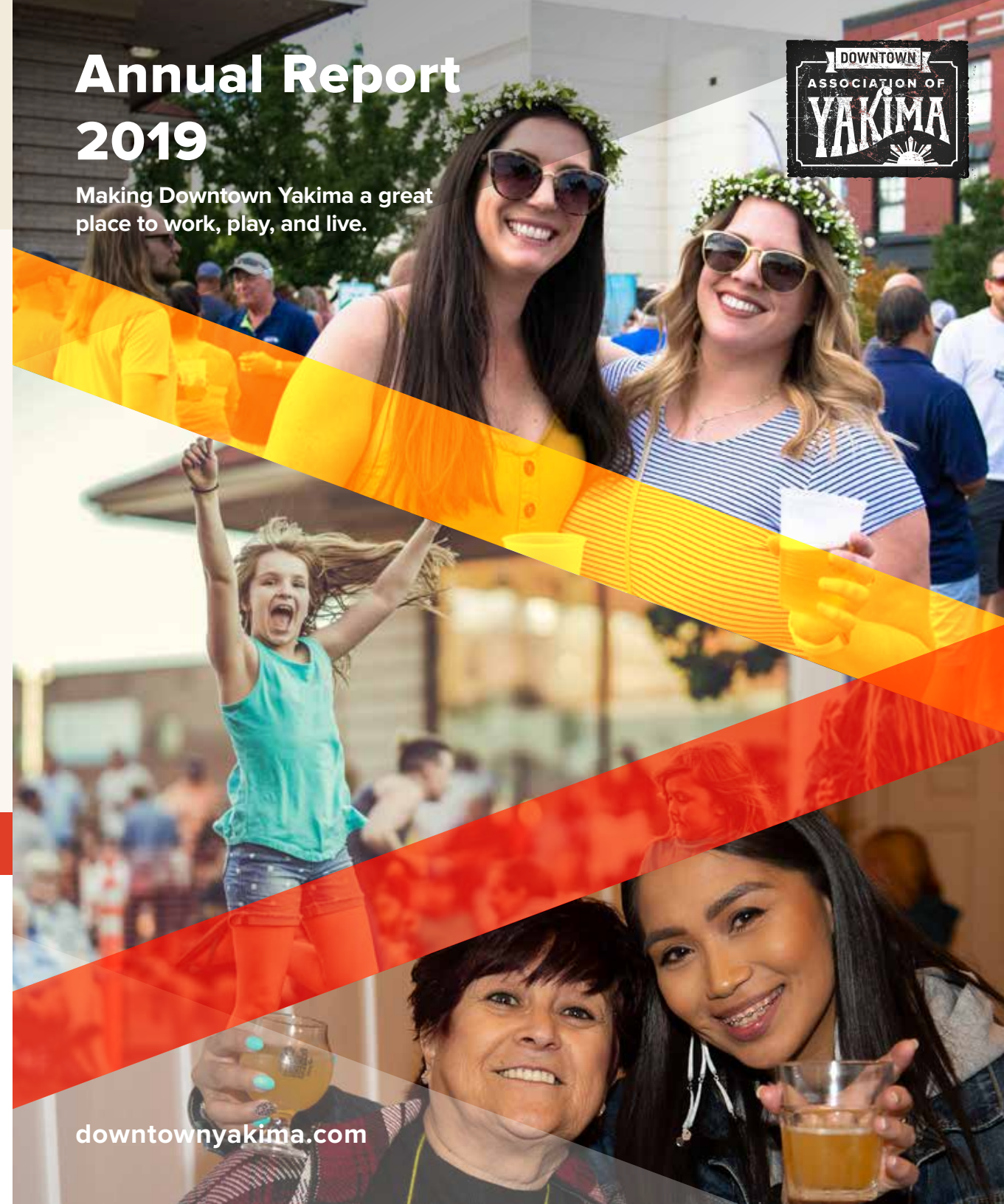
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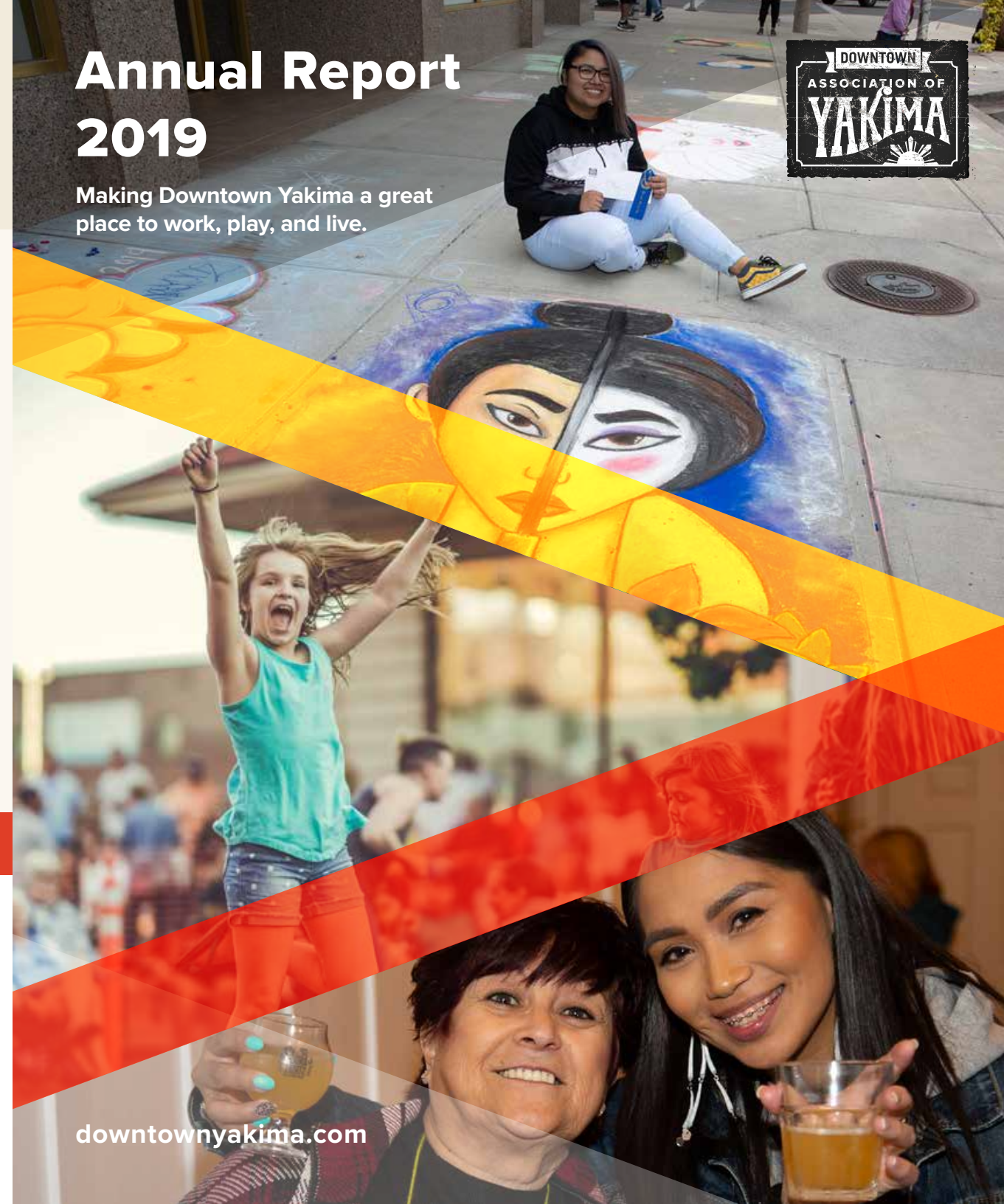
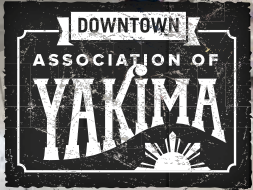


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## Event Highlights


**Downtown Summer Nights**  
**30% Increase in Attendance**




**20** events with over  
**31,000** ATTENDEES

## Downtown Yakima Farmers Market

An estimated **33K+** attendees in a six month period



Generated more than **\$307K** in **vendor sales** in **9% increase!**



A total of **79** vendors **31%** increase from last year!

63% farmers	16% prepared foods
12% processed foods	9% artists

- Chalk Art Festival**  
Artists, Music, Community
- Roots & Vines**  
Bluegrass, Local Craft Beverages
- Sip & Stroll**  
14 Businesses, 14 Drink Vendors
- Small Business Saturday**  
17 Businesses, Record Sales
- Downtown Holiday Fun**  
Horse-drawn Wagon Rides, Tree Lighting, Light Up the Plaza



## Investing in Downtown

- Flower Program - Baskets, Planters, and Pots
- Façade Improvement Grants
- Trash/Litter Removal
- Graffiti Removal
- Decorative Lighting
- Landscaping
- Snow and Ice Removal
- Millennium Plaza Restoration

### Community Involvement

**1,972** volunteer hours

Provided by **86** volunteers



### Downtown Growth

- 25%** Sales Tax Increase
- 26** New Businesses
- \$1.45m** Private Investment

## Marketing and Promotion

**10K** Likes **10.5K** Followers  
**14%** increase over last year

**12** monthly e-newsletters

**237** Facebook posts

**12** public breakfast meetings

**Ad Buys** in Visitor Guides & Local Media

### Expenses

Promotions and Events	\$193,000
Façade Grants	\$10,000
Operations & Administration	\$134,000
Farmers Market	\$46,000
Maintenance & Beautification	\$174,000
<b>Total</b>	<b>\$557,000</b>

### Income

Events	\$256,000
Main Street Tax Credit	\$95,000
Business Improvement District	\$164,000
Farmers Market	\$34,000
<b>Total</b>	<b>\$549,000</b>