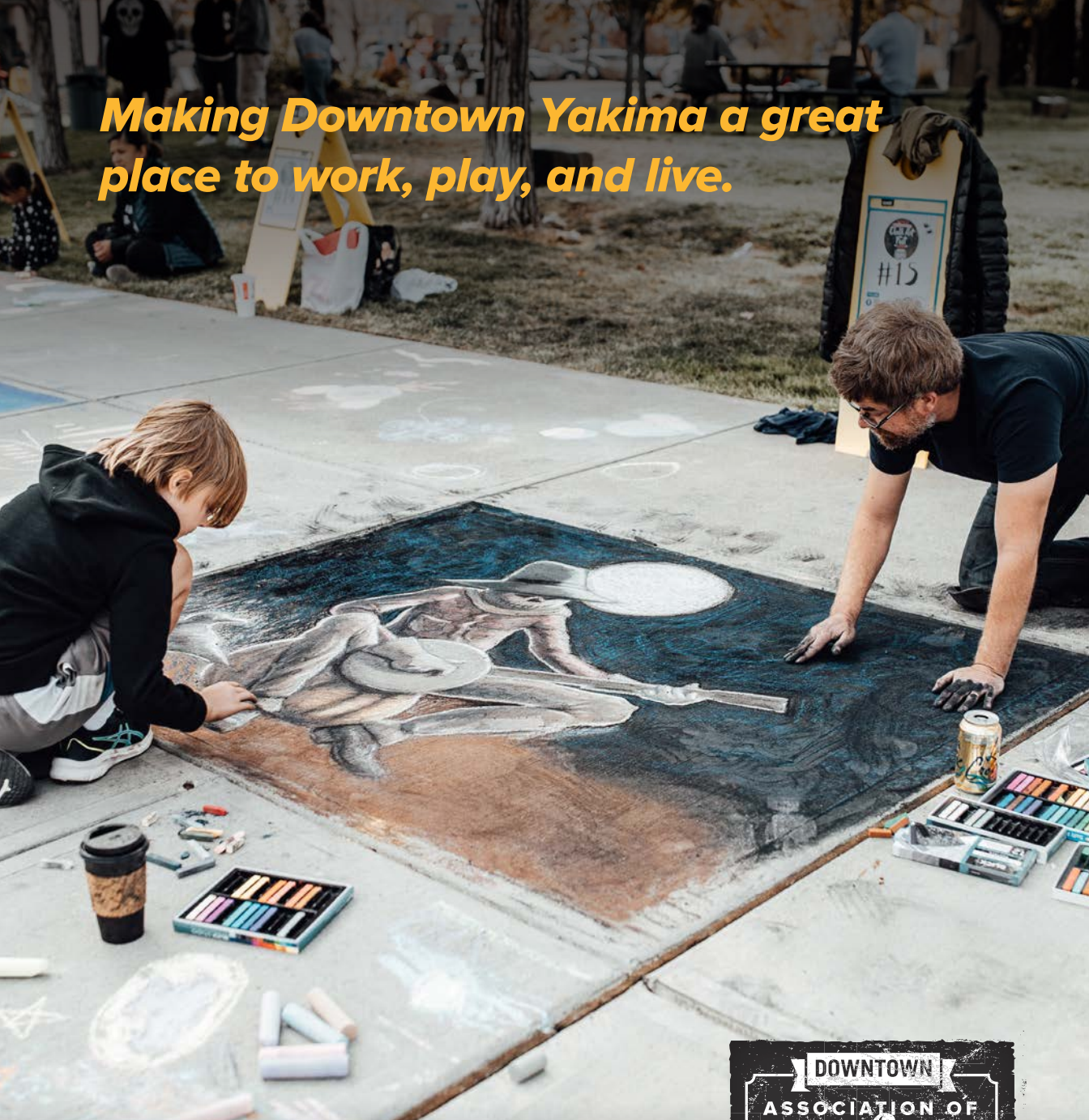
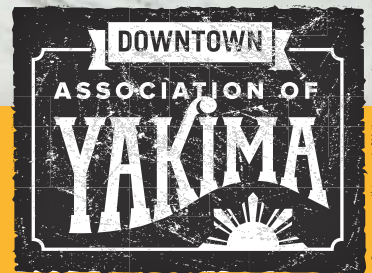


Making Downtown Yakima a great place to work, play, and live.



2021 ANNUAL REPORT



Events & Promotions



Small Business Saturday Events (May & November)

260+ passports turned in



Chalk Art Fest

1,315 attendees



Holiday Tree Lighting/ Millennium Plaza Decorated



Winter Wonderland Holiday Decorations Award

30+ businesses



Marketing



Social Media

- 508 Facebook/Instagram posts
- 864,209 Facebook views
- 14,209 Facebook Likes
- 2,280 Facebook comments
- 1,959 Facebook Shares



New Downtown Guide

- Updated listings
- User friendly
- 3K copies distributed
- 8 downtown advertisers



Press Releases



Media Buys

- Yakima Herald Republic
- Yakima Valley Tourism Visitor Guide
- Yakima Valley Business Times
- Local Television
- Local Radio



Interviews on local radio and television

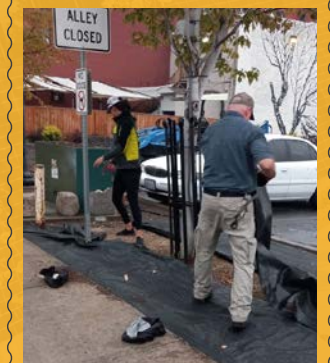


Website



Maintenance and Beautification

- Trash and graffiti removal
 - Landscaping
 - Irrigation repair
 - Power washing/
snow removal
 - Flower program (hanging
baskets, pots, planters)
- Special projects:
- Planter landscaping
project
 - N. 2nd Street
Parklet upgrades
 - Holiday decorations
N. 2nd Street Parklet
 - Millennium Plaza
benches





Farmers Market

\$327,176 TOTAL SALES 



54% INCREASE OVER 2020
7% INCREASE OVER 2019



63% FARMERS & VALUE-ADDED FARMERS

17% PROCESSED FOOD

14% ARTISAN & CRAFTERS

5% PREPARED FOOD

57 TOTAL VENDORS

PRODUCE, VALUE ADDED FOOD, FLOWERS, CRAFTS, MUSIC, NONPROFITS



Outreach

12

Monthly E-Newsletters

- Promote Downtown Yakima
- Timely updates on COVID, new laws/regulations, grants, and trainings



Monthly Breakfast

- Featured guests
- Downtown updates and announcements

32

Email Blasts

- Promoted events, trainings, and resources



Volunteer Appreciation Party

COVID Response



Community partnerships

- Mask giveaways
- Vaccination clinics/ gift cards



Yakima Strong Masks



Timely business guidelines updates

Volunteers

1,660

TOTAL
VOLUNTEER
HOURS

VOLUNTEERS ACTIVITY

EVENTS | COMMITTEES
BOARD | SPECIAL PROJECTS

00

UNIQUE
VOLUNTEERS

Façade Improvement Grant

- ➔ \$10K grant to Opera House
- ➔ Spurred \$55K restoration project
- ➔ Upgraded pillars, brickwork, plaster, paint



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

Joe Mann, President
Business & Property Owner

Nancy Rayner, Vice President
Property Owner

John Baule, Treasurer
Yakima Valley Museum

Rhonda Ostriem, Secretary
Gress-Kinney-Parrish Insurance

Michelle Smith
South Central Workforce Council

Mandi Klise
Elliot Insurance

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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