

DOWNTOWN BELLINGHAM PARTNERSHIP

THE FACTS

2018: A Strong Year for The City of RENEWED Excitment

"We're gung-ho about Bellingham and we can't say enough about the Downtown Bellingham Partnership. The changes downtown are like night and day compared to when we first opened."

Chas Kubis
Co-Owner, Goat Mountain Pizza and Black Sheep

From dynamic events that bring thousands of attendees into the downtown core to our consistent efforts to build a thriving culture of entrepreneurship, we are committed to transforming our city into the ideal place to live, work, play and visit. In 2018 we focused on powerful placemaking through activating alleys and other public spaces to improve the downtown environment and strengthening and supporting the economic vitality of the center city. We worked to recruit high-quality, authentic businesses through our retail strategy with the City of Bellingham, increasing the attractiveness and economic health of downtown. We emphasized support for business owners, advocated for a range of housing options and amenities and provided services like landscaping, building a place where people want to be. We're proud of our impact, and look forward to another strong year.



Alice Clark
Executive Director

204 new business licenses issued Downtown in 2018

3.4% est. vacancy rate (down from 11% in 2010)

275,000 visitors came to Downtown in 2018

74,400 event attendees

68,800 website visits

150,000+ social media reach

51 events hosted/year

Downtown Supports:
578 businesses
8,652 jobs

Impact & Contributions

Events

- | | |
|--------------------------|------------------------------------|
| <i>Downtown Sounds</i> | <i>Downtown Trick-or-Treat</i> |
| <i>Spring Wine Walk</i> | <i>Holiday Tree Lighting</i> |
| <i>Art Walk</i> | <i>Shop Small Saturday</i> |
| <i>Holiday Wine Walk</i> | <i>Commercial St. Night Market</i> |

Downtown events brought a total of **74,400 attendees** into the district, resulting in **positive community building** and **increased retail and restaurant sales**.

Marketing & Promo

- | | |
|---------------------------------|-----------------------------|
| <i>DTBham Facebook Page</i> | <i>Downtown Website</i> |
| <i>DTBham Instagram Profile</i> | <i>Advertising & PR</i> |
| <i>DTBham Twitter Account</i> | <i>Newsletters</i> |

Our marketing reach grew continuously in 2018, with our **social media engagement up more than 250%** driving direct sales to Downtown businesses, our **website receiving 250,000 visits** and our district-branding efforts resulting in **increased media coverage** and **community-generated organic promotions**.

Public Realm

- | | |
|------------------------------|---|
| <i>Alleyway Improvements</i> | <i>Public Art</i> |
| <i>Placemaking</i> | <i>Beautification & Landscaping</i> |

DBP-led alleyway improvements provided creative contributions, including new **Edison-bulb lighting** in the Commercial Street Alley. Placemaking programs brought **colored tables and chairs** to the Commercial Street Plaza, engaging **pop-up events and interactive public art**. Our beautification and landscaping programs maintained Downtown **hanging flower baskets**, revitalized **sidewalk planters** and supported **streetscape improvements** across the district.

DBP Staff & Board

The Downtown Bellingham Partnership has grown tremendously in the past year. We now have six full-time staff, three part-time staff and interns throughout the year.

Alice Clark
Executive Director

Lindsey Payne Johnstone
Events Director

Marissa McGrath
Assistant Director

Mason Luvera
Communications Director

Melissa Sorinsin
Office Manager

Calista Klein
Events & Promotions Coordinator

Dan Gifford
Landscaping Lead

Jennifer Walters
Retail Advocate

Board of Directors:

Casey Diggs
President

Jennie Pietrzak
Treasurer

Barry Dikeman
Charlie Pasquier
Sheryl Russell

Ex-Officio:

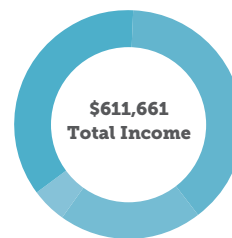
Don Goldberg, Port of Bellingham

Darby Cowles, City of Bellingham

Michael Lilliquist, Bellingham City Council

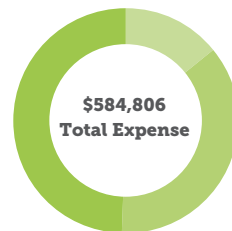
DBP Funding

Our organization relies on funding from a variety of sources and uses these funds to support events, programs and other contributions to the Downtown neighborhood.



Income

- 38% Operations, Retail & Landscape Contracts
- 37% Events & Sponsorship
- 25% Fundraising & Contributions



Expense

- 50% Programs & Events
- 30% Admin & Management
- 20% Landscape & Beautification

Our Supporters

Our supporters' funding for our organization is diversified. Our contributions to the community are only possible given the generous support of our donors, sponsors and advocates.

\$10,000+ Donors



\$4,000+ Donors

Peoples Bank, The Shakedown, Heritage Bank, Math Perspectives Teacher Development Center, Saratoga Commercial Real Estate, Scratch and Peck Feeds, Daylight Properties, Boundary Bay Brewery, Judd & Black Appliance, ImpactAssets, Casey Diggs

\$2,000+ Donors

Bay City Supply, RMC Architects Plc, Tony's Coffees and Teas, Inc, Wander Brewing, Clearstory Investments, Avenue Bread and Deli, Samuel's Furniture, Faithlife, Freeland & Associates, Bank of the Pacific, Greenhouse, Favinger Plumbing, Community Food Co-op

\$500+ Donors

CRE West Coast, Michael E. Smith FAIA, Architect, Mocerri Construction, Columbia State Bank, Modsock, Barron Smith Daugert PLLC, Hundred North, Bayou on Bay, Goat Mountain Pizza, Black Sheep, WECU, Uisce Irish Pub, Aslan Brewing Company