YEAR IN REVIEW

Thanks to the Ed! advisory board and volunteers, Ed! continued to work on programs that fulfill the mission to make downtown Edmonds vibrant, lively and attractive. Below are highlights from 2018.

After Hours Parking Program
Ed! partnered with 3 banks on the After Hours Parking signage program in 2018. The goal was to create consistent and visible signage explaining when lots are open for public parking. Signs were installed at the Bank of Washington, Washington Federal and US Bank lots. Thanks to these businesses for being great community partners!

Website Feature Articles
In 2018 Ed! launched new Feature stories on EdmondsDowntown.org as a unique and compelling way to highlight local businesses of all types. From February - October, 107 different businesses were mentioned in these articles, which were updated twice a month.

Digital Marketing
Ed! utilized the content in the Features articles to promote Edmonds as a destination, and a place to live local. Banner and social media ads were placed from February - October, resulting in a 109% increase in website users, and a 108% increase in new users.

Umbrella Program
Ed’s courtesy umbrellas continue to be a great marketing tool—a permanent “ad” for our brand and website—in addition to encouraging pedestrian activity throughout downtown.

Grant Program
Ed supported a number of Grant requests in 2018 including the Where’s Waldo passport, Edmonds Wine Walks and the Edmonds Kind of 4th fireworks. More information regarding qualifying projects and deadlines for the Grant Program can be found on our website.
**Business Seminars**
Ed! partnered with the city of Edmonds and Edmonds Chamber to bring business seminars to downtown business owners. This includes a series of four workshops over the summer, and the retail seminar in the fall.

**Social Media**
Ed! has continued to use social media to grow awareness of businesses and events happening in downtown Edmonds. Instagram followers have increased by 66%, Facebook users by 42% this year.

**Edmonds Holidays**
Ed! again partnered with the city to promote holiday happenings around town on EdmondsHolidays.com. The Holiday Trolley was more popular than ever, and carried riders to businesses all around town. Social media and digital ads served over 1.7 million impressions, with nearly 13,000 visits to the website. This brought many visitors to downtown to enjoy new and old traditions! Thanks to this year’s sponsors who helped make these events possible: Rick Steves, HouseWares, Comstock Jewelers, Walnut Street Coffee and Cline Jewelers.

**Love, Edmonds Campaign**
In April Ed! worked with local business owners and stakeholders to create a campaign that embodies what people love about Edmonds. The result is an identity that is friendly, approachable, and that communicates that we’re glad you’re here. This is a logo that anyone can use in their own marketing however they’d like. Ed! used the logo to create a social media ad campaign, and is running ads at the Edmonds Theater. Window clings and stickers have also been produced and available for you to pick up.

**Member Outreach**
Ed! provides communication with members via the Annual Meeting, Year in Review brochure, the monthly email newsletter, and new member information. If you would like to receive the email newsletter, please contact carrie@edmondsdowntown.org to add your name to the list.

**Advisory Board**
Our Advisory Board is comprised of eight members from both open door and by appointment businesses within our boundaries. Five board positions will become available this May. Please join us at an upcoming meeting to see if you would like to become more involved. Advisory Board Meetings are held the 2nd and 4th Thursday of each month at 8am Edmonds Center for the Arts, Room 225. We’d love to see you there.