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 2019.

After Hours Parking Program
Ed! added Bank of America to the After Hours Parking signage program in 2019, bringing the total number of available spots to 100. The goal of this program is to create consistent and visible signage displaying when lots are open for public parking. Thanks to Bank of America, Sound Credit Union, Washington Federal and US Bank for being great community partners!

Creative Crosswalk
A creative crosswalk was installed in partnership with the City of Edmonds at 2nd and Main St. These crosswalks are designed to be more visible to vehicles, and to provide a unique look and feel for Downtown Edmonds. Additional crosswalks are located at 5th and Howell St.

Umbrella Program
Ed! introduced a new design using the “Love, Edmonds” logo on the umbrellas. This gives Edmonds even more exposure to everyone who sees them. The umbrellas also encourage pedestrian activity throughout downtown.

Website
Ed! continues to publish new Feature stories on EdmondsDowntown.org as a unique and compelling way to highlight local businesses of all types. In 2019, nearly 100 businesses were mentioned in these articles, which were updated twice a month. Users of the site are up 41% and visits are up 32% over last year.

Grant Program
Ed supported two grants requests in 2019, including support for the Mural Project Edmonds and the Where’s Waldo passport.
Local Event Support
Ed! provided monetary support for the Edmonds Chamber Tree Lighting, an important community event.

Ed! 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 62%, Facebook users by 21% this year.

Edmonds Holidays
Ed! again partnered with the city to promote holiday happenings around town on EdmondsHolidays.com. The Holiday Trolley continues to be very popular and carried riders to businesses all around town. Digital advertising served over 1.3 million impressions, and we had nearly 20,000 visits to the website, bringing many visitors to downtown to enjoy new and old traditions!

The trolley was fully funded due to our sponsors Rick Steves, HouseWares, Comstock Jewelers, and Walnut Street Coffee. The businesses at Salish Crossing also donated money to have a stop. Thanks also to Cline Jewelers for sponsoring the free movies, and Rogue for sponsoring the EWHS bands.

Marketing and Advertising
Ads promoting Feature articles on Facebook, Instagram and banner ads ran consistently in 2019, with 2.6 million impressions.

The “Love, Edmonds” digital campaign promoting visits to Downtown Edmonds were seen 89,000 times from Jan-Oct.

Ed! also ran ads at the Edmonds Theater and sponsored content in My Edmonds News throughout the year.

Advisory Board
Our Advisory Board is comprised of eight members from both open door and office/by appointment businesses within our boundaries. Two board positions will become available this May. Please join us at an upcoming meeting for more information. Advisory Board Meetings are held the 2nd Thursday of each month at 8am at the ECA.

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