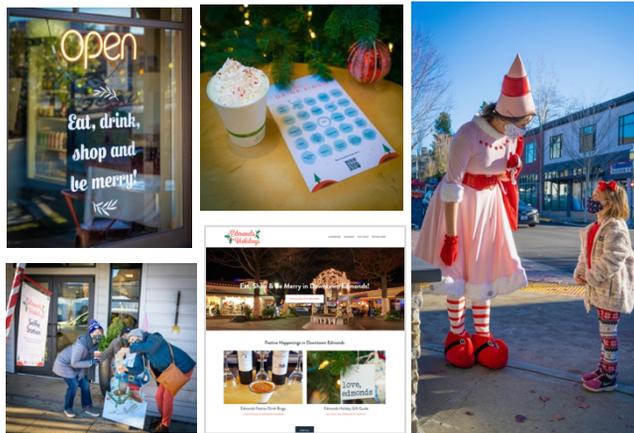


YEAR IN REVIEW

In a year like no other, the Ed! advisory board and volunteers modified planned programs to best support the business community during COVID-19. Below are highlights from 2020.

Support During COVID-19



Safety Pledge Website & Materials

To assure the public that businesses are taking the necessary precautions to maintain a healthy community, a Safety Pledge was developed. A website was designed for businesses to sign the pledge, and the public can see the list. Pledge cards were designed to display.

The "See You in Edmonds" identity was extended to Walkable Main to reinforce that it was safe to be in downtown Edmonds.



Articles in Support of Businesses

Ed! published articles to support our entrepreneurs as they pivoted to meet new challenges. Articles were promoted via social media ads and were seen over 200k times.

Edmonds Holidays

2020 didn't stop the holiday fun, though it did look different! Ed! and the City of Edmonds partnered in new ways to create a festive downtown, and to encourage people to Eat, Shop & Be Merry (safely).

Window Decals

Festive holiday sayings were produced for 33 businesses to display on their windows. They created a cheerful and cohesive look to our downtown.

Festive Drink Bingo

Ed! created a fun holiday bingo game, with 21 restaurants offering their own festive drink.

Selfie Stations

Holiday cutouts were placed around town with "Selfie Station" signs leading the way.

Emily the Elf

No trolley, no problem! Emily spread cheer around town on Saturdays in December.

Edmonds Holidays Website

The website was updated with activities in downtown, along with a Gift Guide and ongoing promotion for shops and restaurants.

Features on EdmondsDowntown.org

In the fall, Ed! introduced new Business Spotlights to feature local owners and operators in downtown. We have highlighted over 20 since September.

Ed! also continues to publish Feature stories on our site as a unique and compelling way to promote a "live local" message. The articles were also an efficient way to communicate business hours, safety practices, and new ways of doing business.

These articles were promoted via social media ads and were seen nearly 442,000 times.

Users of the site and unique visits are up 30% over last year.



Umbrella Program

Ed! received a new supply of courtesy umbrellas in 2020, but due to safety protocols we have not put them out. They are ready to be distributed once we are in a safe phase.



Mural Grant

Ed! provided monetary support to the Edmonds Mural Society for two new murals on Main between 4th and 5th Ave.

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.



Social Media

Ed!'s social media accounts became even more important vehicles for communication in 2020.

In addition to keeping Edmonds top of mind, they also provided a platform to share business posts to Ed!'s followers in order to give them even more exposure.

Ed!'s Instagram followers increased an impressive 77% last year, and Facebook followers grew by 13%.

Advisory Board

Our Advisory Board is comprised of ten members from both open door and office/by appointment businesses within our boundaries. Advisory Board Meetings are held the 2nd Thursday of each month at 8am via Zoom (see Ed! website for Zoom info). Please join us at an upcoming meeting to get involved. We'd love to see you!