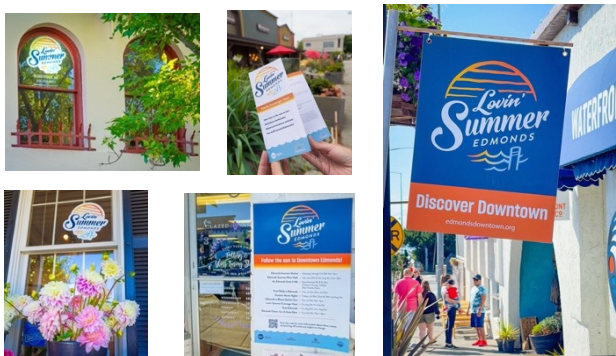


YEAR IN REVIEW

Thanks to the Ed! advisory board and volunteers, Ed! continued to work on programs that fulfill the mission to make Downtown Edmonds vibrant, lively, attractive and welcoming to everyone. Below are highlights from 2022.

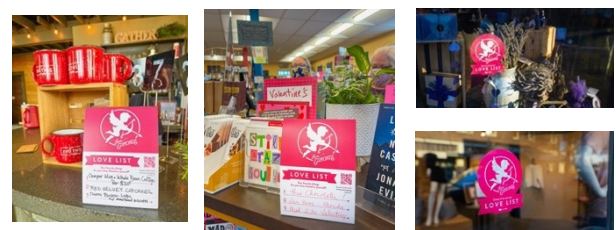


Lovin' Summer

Ed! celebrated summer with the second annual Lovin' Summer Edmonds campaign.

The bright and cheery logo was seen all around town in business windows, on directional flags and posters promoting events, on a family scavenger hunt and on water bottle stickers. It was also used in social media ads and in website features.

Lovin' Summer started in 2021 to generate excitement around our downtown all summer long, with a unique identity to tie it all together.



Love Lists

The Love, Edmonds cupid was used to promote local Valentine's Day specials for the 2nd year. "Love Lists" were created to highlight participating businesses favorite gift ideas.

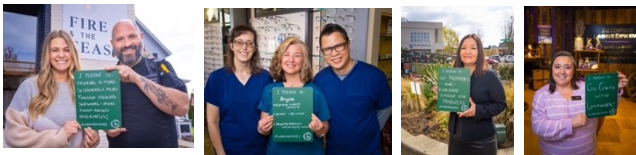


Edmonds Holidays

Ed! and the City of Edmonds again partnered to create a festive downtown, and to encourage people to Eat, Shop & Be Merry.

The Holiday Trolley was back for its 8th year, with Emily the Elf spreading cheer for her 6th year.

Windows were decorated with festive window clings, the Ornament Stroll ran for the 2nd year, and the 3rd year of Festive Drink Bingo brought folks downtown. The Edmonds Holidays website was the hub for information, and events were promoted by posters and social media ads.



Green Edmonds

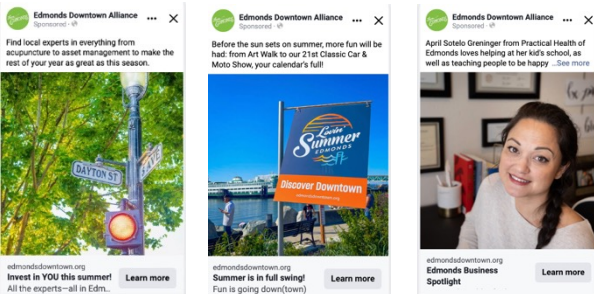
This was a new city-wide campaign during Earth Month. Ed! highlighted businesses pledging to limit their environmental impact and promoted city-sponsored green events. "Green Edmonds" window clings were provided to participants.

EdmondsDowntown.org

Ed!'s website is the place to learn about downtown businesses, happenings and to learn more about what makes our community thrive through feature stories and business spotlights.

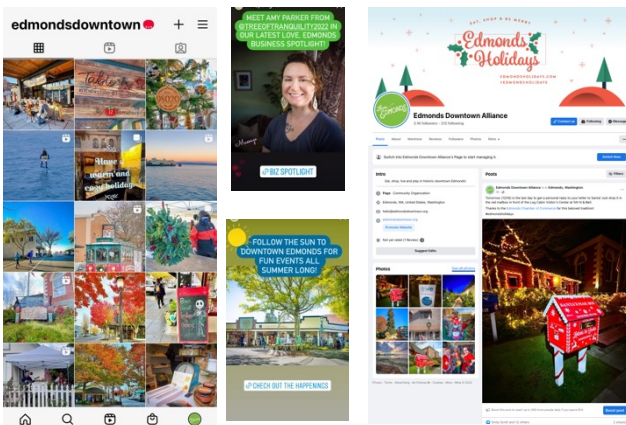
Visits to the site are up 10% over last year.

The category and business listing pages combined get the most visits, with much of this coming from search engines. If you're not listed, contact carrie@edmondsdowntown.org to be added.



Advertising

Social media ads promoting Downtown Edmonds businesses, promotions and events and Edmonds Holidays, along with sponsored content in My Edmonds News, were seen over a million times in 2022, reaching over 162,000 people.



Social Media

Ed!'s social media presence consistently keeps Edmonds top of mind and provides a platform to share member business posts to Ed!'s followers to give them even more exposure.

Ed's Instagram followers increased by 23% in 2022, and Facebook followers grew by 14%.

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.



Umbrella Program

The umbrella stands and umbrellas continue to be one of our most visible and popular programs—a walking ad for Edmonds!

Advisory Board

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