



Edmonds Downtown ALLIANCE

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 2023.

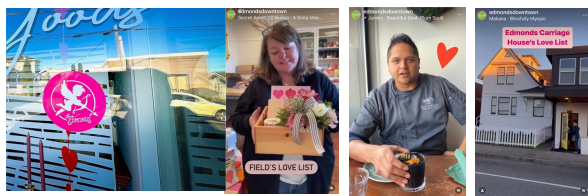


Lovin' Summer

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

For the third year, the Lovin' Summer logo was placed around town in business windows, on directional flags, on posters promoting events and on water bottle stickers. It was also used in social media ads and in website features.

A colorful temporary mural was installed on Main St. between 5th and 6th Ave.



Love Lists

To increase sales during Valentine's Day, Ed! asked businesses to promote both an item they love at their own establishment and from a neighboring business. Ed! shared videos on social media and featured their picks in an article. Cupid window clings were also distributed.



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 ninth year, with Emily the Elf spreading cheer for her seventh year.

Windows were decorated with festive window clings, the First Dibs shopping event was back, and the fourth year of Festive Drink Bingo brought folks downtown.

The Edmonds Holidays website featured holiday articles, trolley info and a calendar, and events were promoted by posters and social media ads.



Green Edmonds

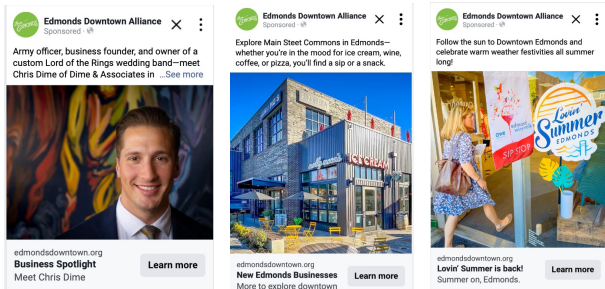
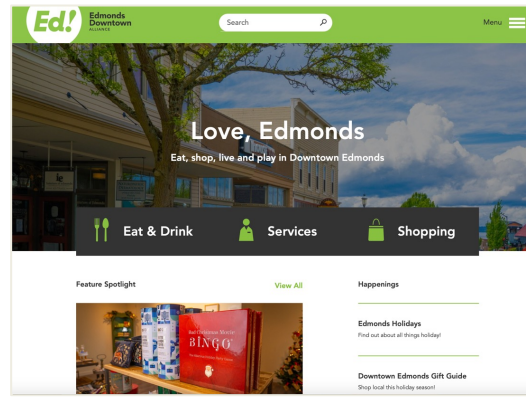
During Earth Month Ed! highlighted eco-conscious businesses by posting videos about their green practices on social media and in a feature article. Customers using their own container on Earth Day were given wildflower packets and stickers, and window clings were provided to participants.

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.

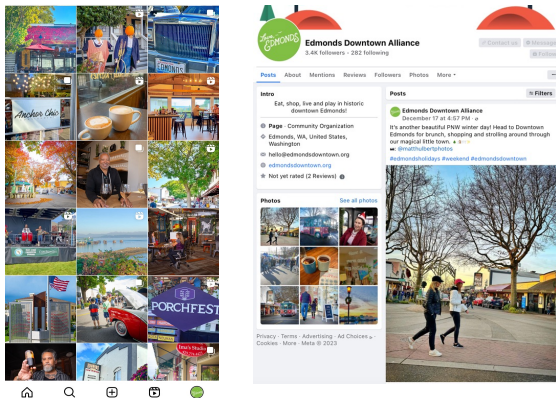
In 2023, new website users were up 16% over the previous year.

The category and business directory pages get good traffic from search engines. Contact carrie@edmondsdowntown.org to add your business.



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 1.5 million times in 2023, reaching nearly 180,000 people.



Social Media

Ed!'s social media presence 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 growth rate was 26% in 2023, and Facebook followers growth rate was 12%.

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 currently comprised of ten members from both open door and office/by appointment businesses within our boundaries. Hybrid Advisory Board Meetings are held the second 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!