

YEAR IN REVIEW

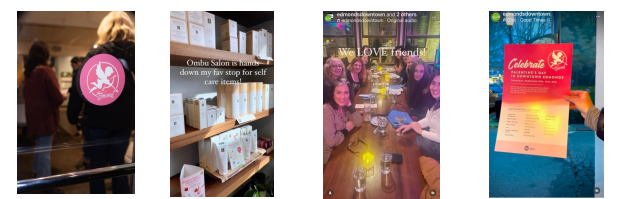
Thanks to the Ed! advisory board, volunteers, and the program manager, Ed! continued to work on programs that fulfill the mission to make Downtown Edmonds vibrant, lively, attractive and welcoming to everyone. Below are highlights from 2024.



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 fourth 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.



Love, Edmonds Campaign

To share love during Valentine's Day, businesses identified an item they love at their spot and from a neighboring business. Some made videos that were shared on Ed!'s social media and they were featured in an article. Cupid window clings were also distributed.

A new Palentine's Day promotion celebrated friendship with 20+ shops and restaurants offering specials for one night.



Edmonds Holidays

Ed! helped create a festive downtown, encouraging people to Eat, Shop & Be Merry. The Holiday Trolley ran for its 10th year with Emily the Elf spreading cheer for her 8th.

Windows were adorned with festive clings, the First Dibs shopping event returned, and Festive Drink Bingo drew visitors for its 5th year. Wall decals were placed around town for a festive scavenger hunt. The Edmonds Holidays website featured holiday articles, trolley info, and a calendar, promoted by posters and social media ads..



Edmonds Pride

To celebrate Edmonds Pride Month, Ed! hosted a Pride Stride with nearly 40 businesses. Participants received an "Edmonds Pride" sticker and raffle entry for completing cards.

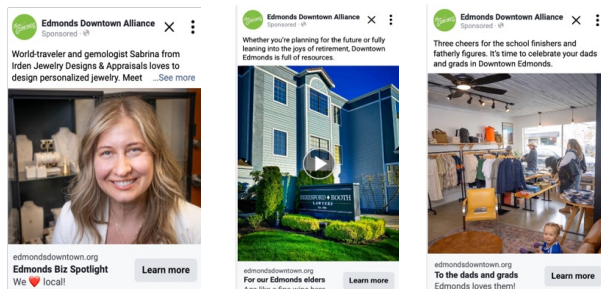
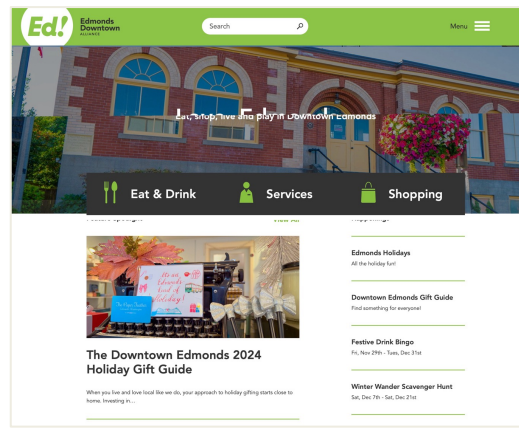
Ed! also promoted city Pride events with an article and social media support.

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.

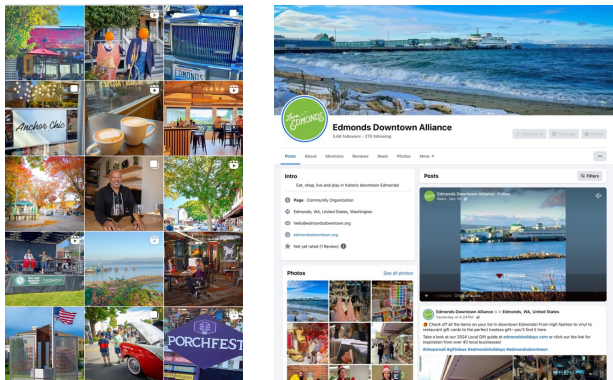
In 2024, new website users were up 23% over the previous year.

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 2024, reaching nearly 183,000 people.



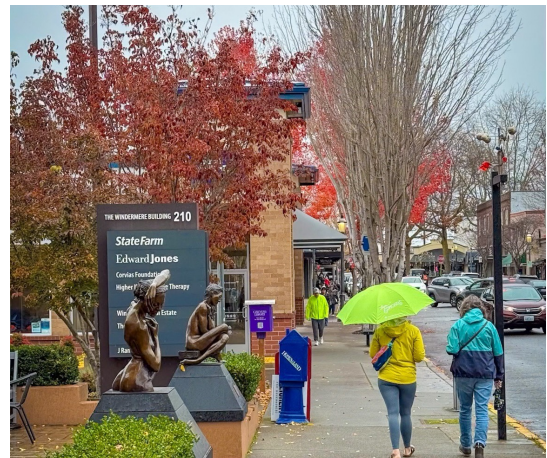
Social Media

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 follower growth rate was 42% in 2024, and Facebook follower growth rate was 65%.

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.



Courtesy 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!