



YEAR IN REVIEW

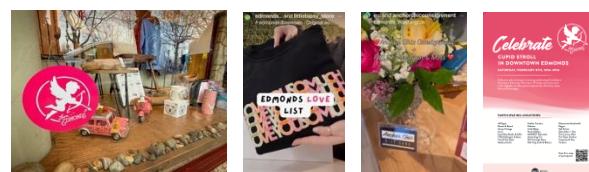
Thanks to the Ed! advisory board, volunteers, and the program manager Ed! continued to work on programs that fulfill the mission to make downtown Edmonds vibrant, lively, attractive and welcoming to everyone. Below are highlights from 2025.



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.

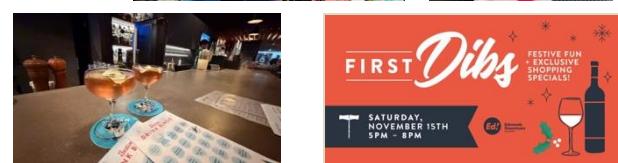
For the fifth year, the Lovin' Summer logo was placed around town in business windows, on directional flags, on posters promoting events and on water bottle stickers. It was also used in social media ads and in website features.



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.

The Cupid Stroll promotion celebrated friendship with 24 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 11th year with Emily the Elf spreading cheer for her 9th, along with the King of Christmas, Richard Taylor Jr. Huge thanks to our 12 trolley sponsors for bringing the joy!

Windows were adorned with festive clings, the First Dibs shopping event returned, and Festive Drink Bingo drew visitors for its 6th year, with participants from Salish Crossing joining the fun.

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



Umbrella Program

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

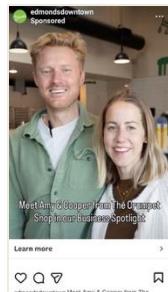
An Edmonds-Woodway High School volunteer keeps them stocked throughout the season.

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 2025, overall traffic was down approximately 1.5% due to slightly less digital advertising.

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 nearly 800,000 times in 2025, reaching 270,600 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 20% in 2025, and Facebook followers growth rate was 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.

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!