

## **2011 HDS Activities & Accomplishments National Main Street Program 4-Point Approach**

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### **Design Committee**

- Provided for snow/Ice management
- Banners and Hanging flower baskets
  - Banner & Brackets design selection
  - Collaborated w Snohomish Then and Now on downtown banner design
    - Bracket/banner Installation by City workers by April 1
  - Provided for 22 hanging flower baskets & daily watering
- Lawn maintenance weed control contract renewed
- Working with Park Foundation & cyclist groups on design, purchase & placement of bike racks & benches

### **Organization Committee**

- Strategic planning/ action plan
- Community Membership Campaign
- New member Welcome Packets developed
- HDS Member eNewsletter issued 1-2 times per month
- HDS Purchasing Policies & procedures
- Tourism Promotion grants \$10,000 awarded for TV advertising
- New Board & Committee members recruited (NEW in 2011: Ed Poquette, Jack Williamson, Bert Sugayan, Alina Bartell, Karen Erickson, Erin parker, Savannah Parker, Leah McNatt)
- Board Training
  - 2 Board members attended Washington Main Street Conference May 11-13
- Board representation at community meetings

### **Promotions Committee**

#### Events

- January: Frog Week (assisted Chamber w/ promotions via merchant sales/specials, posters and dedicated HDS webpage)
- May: Antiques and Arts Faire (planned and coordinated by a volunteer committee)
- June thru Sept: Sunsets in Snohomish Wine Walks- 2<sup>nd</sup> Saturday of each month
- July: Kla Ha Ya Days (HDS Board members coordinated and led downtown games & activities)
- August: Taste of Music (3-day music festival)
- October: Downtown Trick or Treat
- November-December: Home for the Holidays
  - Santa comes to town, community tree lighting, street corner music every weekend, window decorating contest, classic holiday movie nights
- Yearlong: TV commercials, Facebook/social media promotions, website & event calendar updates, press releases
- Printed and distributed promotional brochures

### **Economic Restructuring Committee**

- Member Socials/Meetings (March, May, July)
- Tulalip Shuttle buses to/from downtown Snohomish
- Promotional brochures placed in area hotels:
  - Inn at Snohomish
  - Tulalip Resort
  - Hilton Garden Inn Bothell
  - Holiday Inn Downtown Everett
- Roads2.com Adventure packages
- Developed and issued Business directories/maps