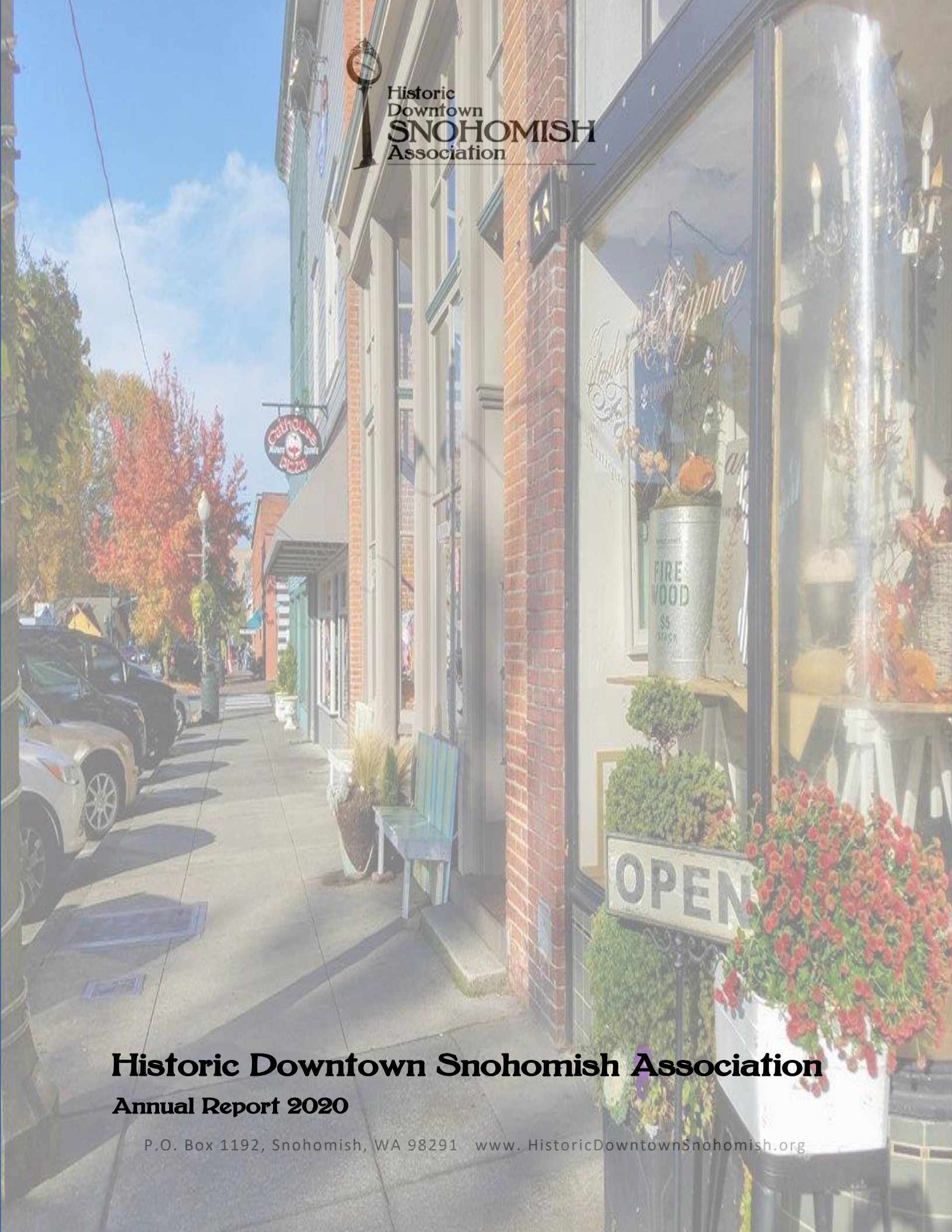




Historic  
Downtown  
**SNOHOMISH**  
Association



# Historic Downtown Snohomish Association

## Annual Report 2020

P.O. Box 1192, Snohomish, WA 98291 [www.HistoricDowntownSnohomish.org](http://www.HistoricDowntownSnohomish.org)





**Hello -**

**When I joined the Historic Downtown Snohomish Association Board over 7 years ago, never could I have imagined a year like 2020. We have faced a global pandemic and witnessed our town closed with uncertainty at every turn. But through it all, HDSA has been supported by the kindness, understanding and generosity of our Snohomish community. HDSA is in a stable financial position due to the leadership of our Board, government financial support, professional support from Washington Main Street, as well as the response of our community during difficult times. We were forced to be creative and reinvent ourselves, a process which only served to strengthen us. With our spirits intact, we look forward to 2021. While it certainly won't be back to normal, we have the tools and support to persevere and even thrive in the year to come.**

**Best wishes,  
Ingrid Harten  
President of HDSA Board of Directors**





Historic  
Downtown  
**SNOHOMISH**  
Association

**Mission Statement:** Our mission is to promote, preserve, and improve the Downtown Historic District as the heart and soul of the City of Snohomish.

**Vision Statement:** HDSA envisions the Snohomish Historic District as everybody's neighborhood. A vital center for businesses, residents and visitors alike that is vibrant, welcoming, clean and safe. A neighborhood that is conveniently located within the region and is a local small business hub that draws people back, time after time.

### **The Historic Downtown Board of Directors 2021-2022**

**Ingrid Harten - President**  
Historic Downtown Business Owner

**Karen Smith - Treasurer**  
Business Owner

**Frederic Gibbs - Member at Large**  
Community Member

**Grant Harrington - Member at Large**  
Historic Downtown Business Owner

**Pam James - Vice President**  
Community Member

**Judi Ramsey - Secretary**  
Historic Downtown Business Owner

**Beth Braun - Member at Large**  
Community Member



# Historic Downtown Snohomish Association

## Annual Report 2020

### THE HISTORIC DOWNTOWN SNOHOMISH STORY

Snohomish was founded in 1859 and 1861 was established as the county seat. The town clock commemorates the incorporating of the City of Snohomish located at First Street and Avenue A. In 1965 a redevelopment plan was proposed to demolish the historic structures along First Street to make way for an enclosed mall. The First Street merchants banded together and established Articles of Incorporation, naming the area, Historic Downtown Snohomish.

In 1973 the city adopted an Historic District Ordinance protecting significant buildings and structures from inappropriate alterations and demolitions and encouraging the design of new construction in keeping with the district's memorable character. In 1974, the Historic Business District, a 36-block area, was placed on the National Register of Historic Places.

Also, in 1974 misfortune hit Snohomish when the Seattle-Snohomish mill was gutted by fire. The following year in 1975 a severe flood struck the area, damaging more than 300 homes and killing 3,500 head of livestock. In a monumental effort, the community rallied together to support those who were affected.

The 1980s saw renewed vigor in Snohomish when the U.S. Route 2 bypass was completed, allowing traffic that had until then been forced to pass through the town, to circumvent the city.

In the 1990s, First Street was redeveloped to draw tourists to its memorable buildings and historic atmosphere. Sidewalks were rebuilt, and public restrooms were added giving access and comfort to visitors. City Hall and the Police Station vacated their wonderful old buildings and were relocated away from First Street and a new Fire Station was built. The emptied buildings were then renovated and restored.

In 2003, the Historic Downtown Snohomish Association was formed to promote, preserve, and maintain the Historic District making it the best-preserved historic downtown in the



Puget Sound. Our buildings have been passionately restored and preserved to highlight the history of this lovely town. Today the area looks much the way it did in the beginning. Snohomish is a model of how tired cities can revitalize their business districts by preserving their historic charm. Snohomish has proactively maintained a balance between its everyday businesses housed in modern facilities serving the local community, and the specialty shops housed in the town's historic areas which attract visitors.

In 2020 the COVID-19 pandemic had a painfully adverse impact on the businesses of Snohomish, where, like the rest of the world, we were in lockdown.

The HDSA brainstormed ways to bring relief to our business owners and make lemonade from the lemons we had been handed. The Economic Vitality Committee first zeroed in on rent relief for our small business owners by writing to building owners, upon the request of the renter, asking for a reduction in or waivers of rents.

A comprehensive map was drawn of the historic business district which included all businesses. This was accomplished with great assistance from the City, volunteers, and our ED. The map is interactive and was loaded into the HDSA website, printed in flyers, window clings, and included a QR that opens to the map. The purpose of this huge effort was to give the businesses a virtual spotlight where patrons could still purchase wares online.

The Economic Vitality Committee (EVC) and Outreach Committee worked with the map and designed an intuitive business directory and applied logos for each shop and service provider. This gave the venues greater recognition and helped visitors to the site gain easier access to their favorite shops.

Ticketed event income was slashed by 53% and this hit to the economy was compounded by a change in Public Business Improvement Area (PBIA) fees by the City of Snohomish. This double play had the effect of a 20% reduction in PBIA revenue.

Every one of our planned fundraising campaigns was canceled and, as they were working to survive, we failed to garner the customary support from our local businesses. To cover



our budgetary shortfall, we applied for and received the Paycheck Protection Program, as well as Economic Injury Disaster Relief funds from the SBA.

## **2021 FUNDRAISING GOALS**

Bob Dylan: 'You better start swimming, or you'll sink like a stone because the times they are a-changing.'

There is no going back so HDSA is forging ahead with new ideas and programs and the hope of a bright future.

Event earnings traditionally represents 75% of the HDSA total income so we have re-evaluated our income diversification strategy for 2021. HDSA has applied for and received Second Draw PPP funds to help cover our payroll expenses. We are in collaboration with the city managers to encourage compliance with PBIA fee payment through an informative brochure explaining the benefits that HDSA brings to Snohomish via those funds.

An improvement in our practice of recruiting dues-paying members is being facilitated through our updated website and web-based payment capabilities. There is a dearth of lodging tax funds available for 2021 so we are devising new fundraising programs and events to help balance our budget.

Our sponsorship program has been updated to give our sponsors more value for their support while simultaneously augmenting the financial stability of our events. HDSA has partnered with the Snohomish Garden Club to raise support for hanging flower baskets that are placed throughout downtown. After only one month, the campaign has raised almost \$9,000 for the project. HDSA has partnered with the Snohomish Community Food Bank to help increase their food reserves. During our Annual Masked Zombie Walk, participants are asked to contribute non-perishable food items as an entry fee, and this will go directly to the Food Bank.

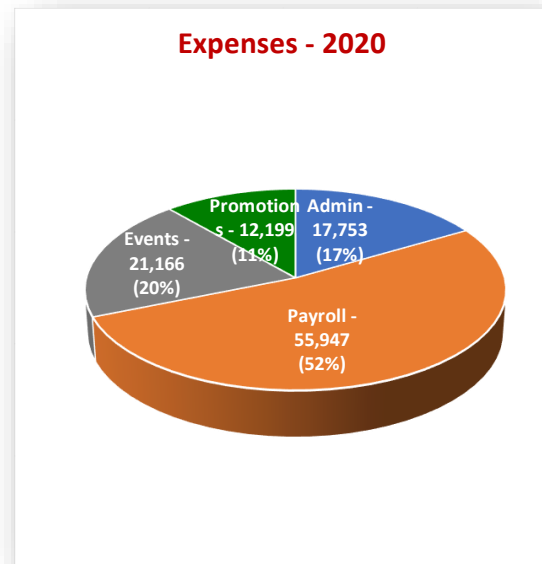
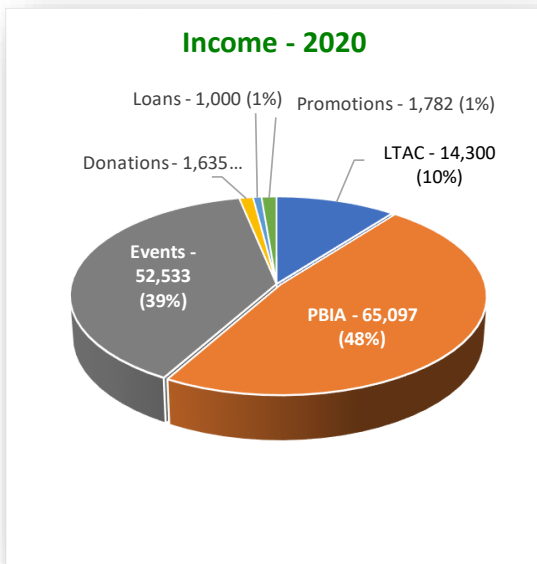
The 'Charming Day in Snohomish Charm Walk' began on Saturday, April 24, and will end on Saturday, May 7. At this writing, we have already sold 272 tickets, 75% of tickets sold.



We are in the initial planning stages for our first general-funds fundraiser in the latter part of 2021. We are still to determine if this will be hybrid, remote, or in person and our goal is to collect at least \$25,000.

HDSA is working to earn accreditation for a Washington Main Street Community status in 2021. One of the advantages of this accreditation is that we will be able to add the B&O Tax Credit donations as an additional source of income in 2022.

## FINANCIAL HIGHLIGHTS FOR THE YEAR ENDING DECEMBER 30TH 2020



	<b>INCOME</b>	
Events	\$52,533	39%
Donations	\$1,635	1%
Loans	\$1,000	1%
Promotions	\$1,782	1%
LTAC	\$14,300	10%
PBIA	\$65,097	48%

	<b>EXPENSES</b>	
Events	\$21,166	20%
Promotions	\$12,199	11%
Admin	\$17,753	17%
Payroll	\$55,947	52%



## HDSA 2021 PROGRAM DEVELOPMENT

The Economic Vitality Committee (EVC) is working to understand insurance requirements for small businesses and micro-businesses and to support our members in achieving financial stability in both insurance and retirement opportunities. EVC is also working to bring recreation vendors such as kayak rentals, bike rentals, and e-bike rentals to the downtown area. EVC has recruited a member of the real estate sector as an informational partner to help us understand our real estate more clearly.

We are moving ahead deliberately with plans for a new promotion in August. We will continue with the Snohomish Block Party, and our Chocolate Dipped Snohomish is postponed until October. We hope to repeat our very successful holiday events of 2020, and we have scheduled a full year of promoting the downtown historic district.