

HDSA Annual Report

2023

A successful year of growth!

Over the course of the last 12 months, HDSA has made significant improvements based on the recommendations of the Washington State Main Street Program. Namely:

- Restructuring and growth of the organization
- Diversification of sustainable financial commitments
- Robust management of historic preservation programs and projects



WASHINGTON STATE
MAIN STREET
PROGRAM

Board of Directors

Board Officers

Meet the 2023
leadership team



Taylor Russell, President
Snohomish Walks



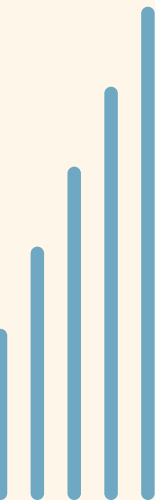
Trent DeVerter, VP
Red Trux Productions



Melissa Huddleston
Secretary, Windermere



Ingrid Harten, Treasurer
Snohomish Bakery



Board of Directors at large



Beth Braun
Friend of Snohomish



David Flynn
Studio 606



Marz Powers,
Instinctive Insights



Pam James, Resident



Sheila DeVerter
Red Trux Productions



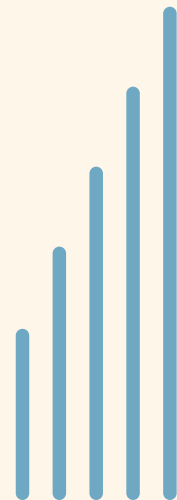
Soren Stone
Queer
Therapy



Staff
Executive Director



Maygen Hetherington



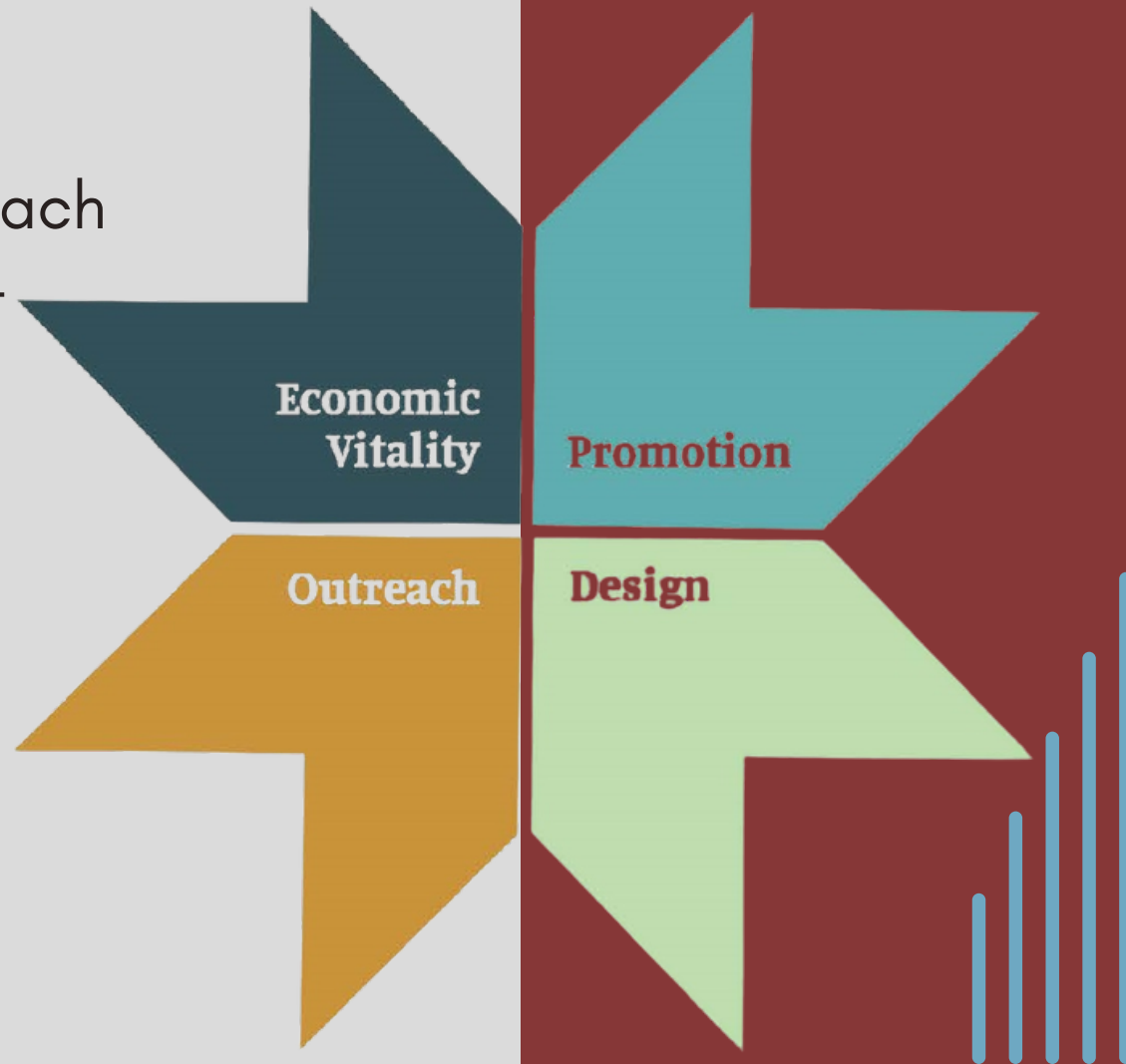


HDSA has restructured our organization by

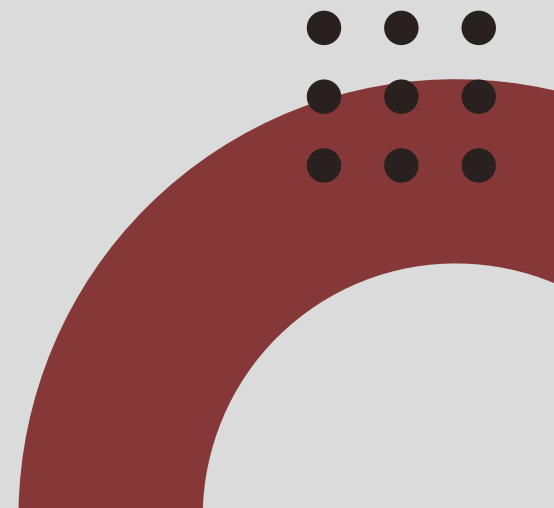
- **Strengthening the leadership pipeline**
 - Onboarding new board members with targeted skill sets, talents, & interests
 - Electing new board officers
 - Establishing manageable board and officer expectations and term limits
- **Creating intentional, bi-annual working meetings and structured monthly board meetings**
- **Implementing solid working plans, budgets, programs and procedures**
- **Increasing volunteer participation from 20 to over 200 volunteers**
 - Compensation programs for those who go above and beyond to promote access and inclusion, especially for minorities

These changes and additions were made in accordance with

- The Main Street Approach
- Our Mission Statement
- Our Vision Statement
- Our Core Values



These important changes
resulted new programs,
funding, leadership and
volunteer opportunities,
and the incredible
accomplishment of...



Snohomish becoming a
fully accredited,
designated Washington
State Main Street
Community!



WASHINGTON STATE
MAIN STREET
PROGRAM

While HDSA is the steward of this accreditation and the organization responsible for its management, it should be celebrated by the whole community! Businesses, residents, and volunteers who are dedicated to the vibrancy of our city, and the work of other key organizations are all part of our collective success. This accomplishment belongs to all of us and wouldn't be possible without essential community partners working together.



Partner Organizations

As we mentioned, partnership is key to the success of a thriving community. We are proud to work alongside these incredible organizations, all of which contribute greatly to the achievement of Main Street Accreditation.



SNOHOMISH
CONCERT
SERIES



Economic Alliance
SNOHOMISH COUNTY



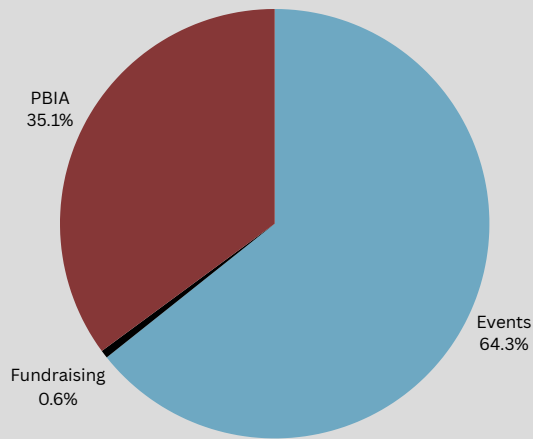
Let's take a look at
some details

Finances

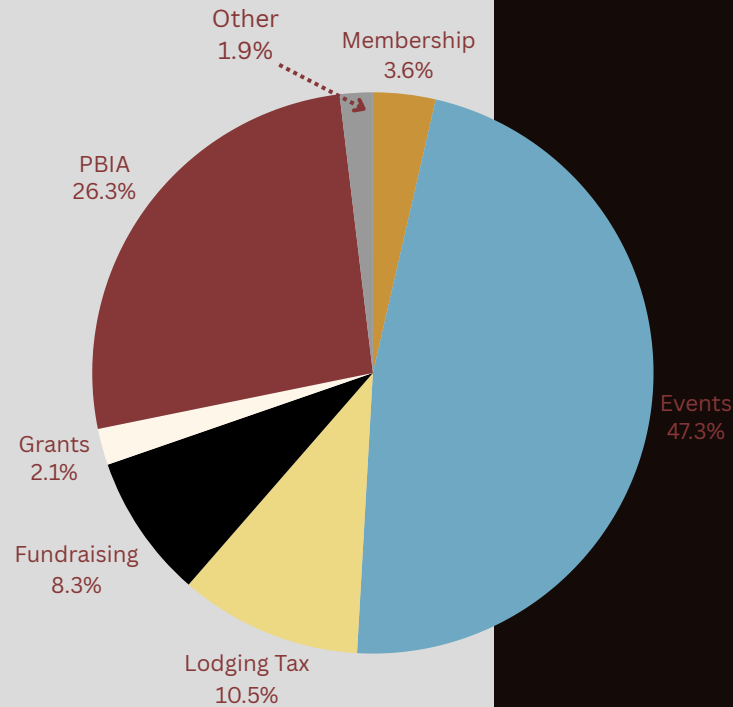
2023

Finances

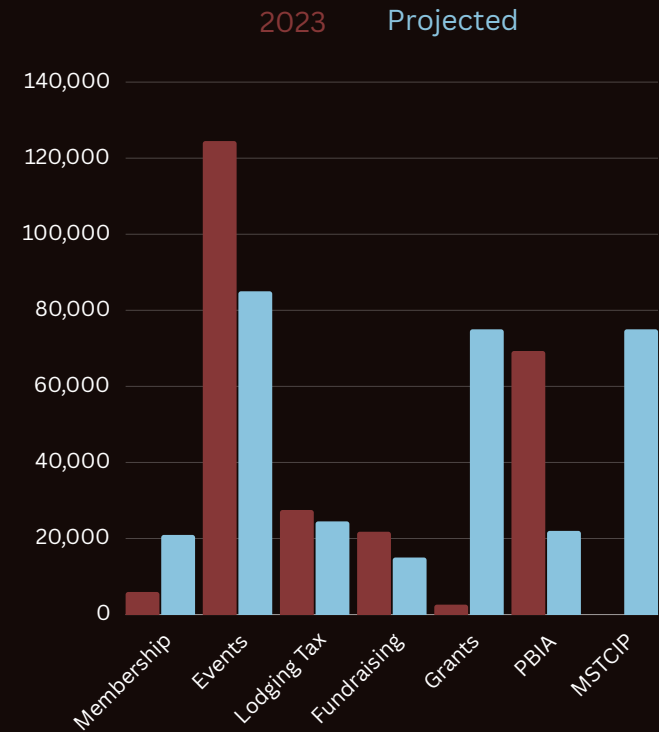
Diversification of our funding has been of top priority



Distribution of funds
2021-22



Distribution of funds
2023



Projected Distribution
2023-24

Finances and Events

Making changes to our programs and building sustainable revenue channels has already proven to positively affect our funding with an overall revenue increase of \$39,000

- New membership program with business boosting incentives
 - Retention fee for non-fundraiser events
 - Maximizing our fundraisers to generate higher return (wine walks and Kla ha ya days)
 - Eliminating events that were no longer in alignment with our mission and values to conserve resources
 - Raising financial support through solid messaging about the importance of our work
- 
- A series of five horizontal lines of varying lengths, stacked vertically in the bottom right corner of the slide, serving as a decorative element.

Main Street Tax Credit Incentive Program

HDSA has proven the strength of our program and of Snohomish as a community by receiving our accreditation. We also must uphold these standards and remain accountable through a series of reporting, check ins, conference attendance, leadership trainings, and more; demonstrating that we remain good stewards of our human and financial assets.

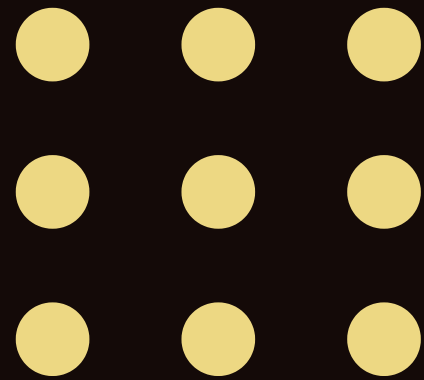
An exciting qualification of a designated Washington State Main Street Community is the MSTCIP, a tax credit incentive program that empowers business owners to invest their B&O taxes directly into their own communities with the confidence that the funds are being managed responsibly with proven results.

Main Street Tax Credit Incentive Program

- An opportunity for businesses to use an HDSA donation as a B&O tax credit
- For anyone who contributes to B&O Taxes
- Gives business owners the power to delegate where their tax dollars go (right back into their own community)
- Pledges can be made only to an accredited program in WA state, but ANY accredited program in WA state
- Businesses receive 75% of their contribution as a B&O tax credit
- As a 501c3, donations to HDSA also qualify as a federal tax deduction (confirm with your CPA if you elect for both)

More information: [Tax Credit Incentive Program](#)

Business Partners

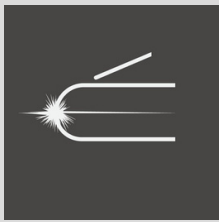


Sponsorships are vital to the success of our programs and events. We are so grateful to have the support of so many amazing Snohomish businesses. From our podcast to Winterfest, Snohomish Pride to the Kla Ha Ya Days Auction, this essential fundraising source is a fantastic way for businesses to invest in community preservation and get their name in front of thousands of people, both local and visiting!



2023 Sponsors
Optum





NORDIC
HOME SOLUTIONS, LLC.

HAGGARD
ELECTRICAL CONTRACTORS

swans
est. trail 1984
farms



Lamb & Co.
Home. Decor. Life.

**THOMPSON ★ GUILDNER
& ASSOCIATES INC. P.S.**



Golden
clothing store



Lamb & Co. FURNITURE
Real Estate WORLD



SNOHOMISH
BLOCK PARTY

North Sound Media





THOMPSON ★ GUILDNER
& ASSOCIATES INC. P.S.

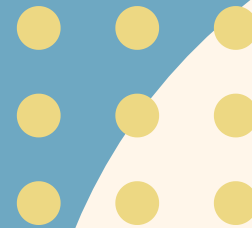


Balloon
Depot



Let's take a look at
some details

Historic Preservation



2023

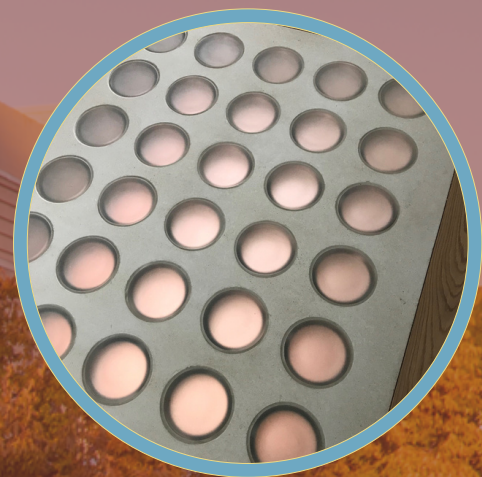
Preservation Requires Partnership

Preserving a district like downtown Snohomish is critical to the survival of Main Streets across America and depends on relationships with local property owners, grant providers, local and state level legislators. Education and collaboration with other main streets are also essential



Understanding our District Historical Building Database

- The first of its kind for our organization AND for the City of Snohomish
- Offers a foundational starting point for historical preservation grants and improvement opportunities
- Incentive for partnership with city administration and other community organization
- Includes addresses, building composition, year built, owner, tenant, type of occupancy (residential, single or multi family, service, industrial, retail, etc.) and additional notes/details
- Surpasses the data included in the original historical database of 1973



WALKING TOURS
HISTORIC DOWNTOWN SNOHOMISH

TICKETS: tour.snohomishwalks

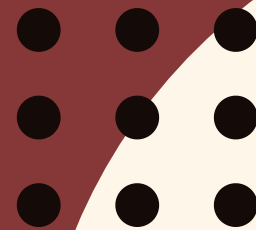
SNOHOMISH WALKS
CONNECTING PEOPLE, PAST & PLACE

Advocacy at work



Let's take a look at
some details

Economic Vitality



2023

Merchants Matter

Downtown Snohomish would not be the wonderful experience that it is without the incredible variety of businesses! HDSA understands the vital role our businesses play and supports small business owners in the following ways:





Power Up
Workshops



Merchant

Meetings

Welcoming New Businesses



Hello Gorgona



COME DANCE WITH US!
Snohomish's Premier Dance Studio & Home of Trilogy Dance Company

Conveniently located in historic downtown Snohomish, Turning Pointe provides classes for dancers aged 2 through adult!

Ballet | Jazz | Tap | Ballroom | Hip Hop | Modern | And More

THIS YEAR! **REGISTER**

Strength & Conditioning

Scan to view our schedule

Acceptance

Take a **FREE** trial class!



Maple + Mo
104 Union Ave

@HazenSwimwear POP UP

Snow Cone & Soda Sidewalk Shindig

August 19th 11am-3pm

Exciting New **Product Launch**

New Cone & Soda Cart!

Sidewalk **SALE**



Here!

ANTONIUS TEAM

Snohomish's newest **Mortgage Practice**. We LOVE living here and supporting our small community. We're located on the 2nd floor of the Marks Building.

TheAntoniusTeam.com


[@thehomeloanprofessor](https://www.instagram.com/thehomeloanprofessor)

Sean Antonius
Mortgage Advisor | Branch Manager
NMLS#1552497
Sean@TheAntoniusTeam.com

We'd love to meet you!

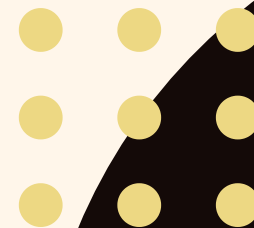
101 STREET, SUITE 201
SNOHOMISH, WA 98290

Memberships & Business Boosting Benefits



Let's take a look at
some details

Promotions and Events



Snohomish as a Destination

We have shared our incredible businesses with you and the inherent charm of our beautifully preserved historic buildings. Making sure Snohomish is “on the map” is also part of our work. We promote Snohomish as a destination place and draw visitors through special events



Sharing Snohomish



Sharing Snohomish



Sharing Snohomish



Sharing Snohomish



Snohomish Storytellers

Sharing Snohomish



Snohomish Storytellers

Sharing Snohomish



Snohomish Storytellers

Sharing Snohomish

Snohomie of the Month



Sharing Snohomish

Snohomie of the Month



Sharing Snohomish



Events!!

Sharing Snohomish

Snohomish Pride



Events!!

Sharing Snohomish

Snohomish Pride

Wine Walks



Events!!

Sharing Snohomish

Snohomish Pride

Wine Walks

Partner Events

Events!!



Sharing Snohomish



Events!!

Sharing Snohomish

Fall into Snohomish



Events!!

Sharing Snohomish

Fall into Snohomish

Home for the Holidays

Events!!



Sharing Snohomish



Fall into Snohomish

Home for the Holidays

Winterfest

Events!!

Sharing Snohomish



Fall into Snohomish

Home for the Holidays

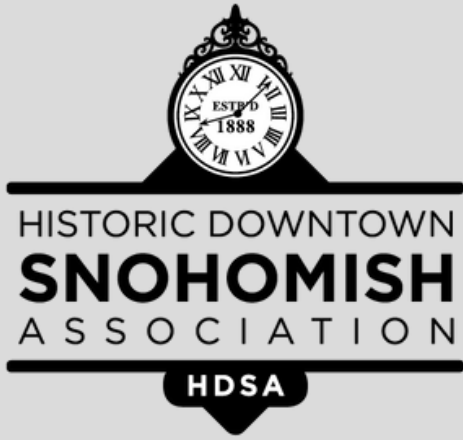
Winterfest

Events!!

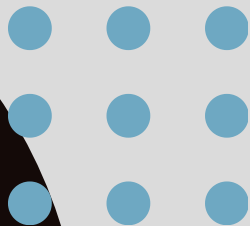
And Many More!!

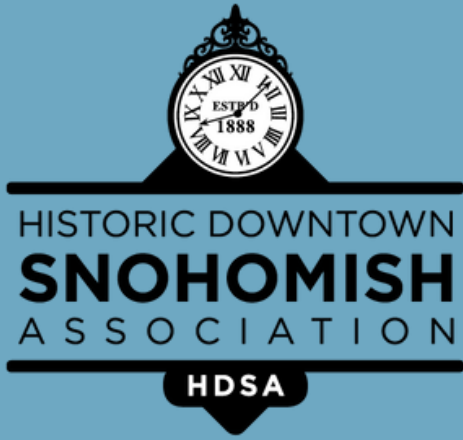


Exciting,
isn't
it?

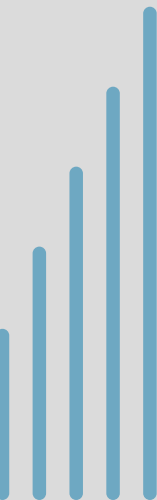
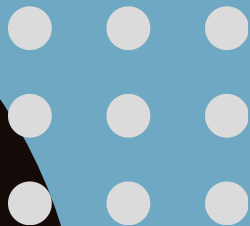


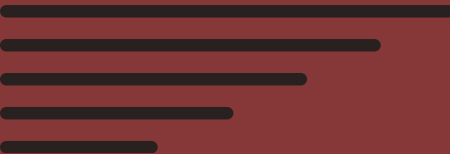
*Snohomish is a vibrant and
thriving community*



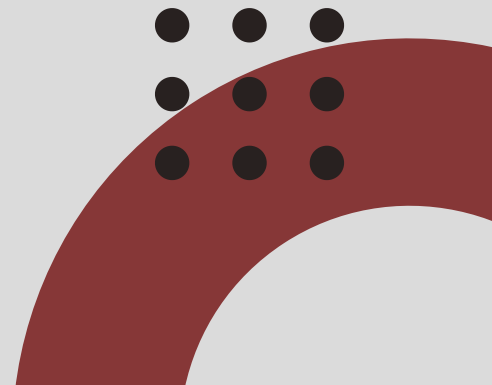


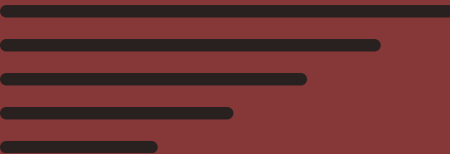
*We look forward to
serving you in 2024*



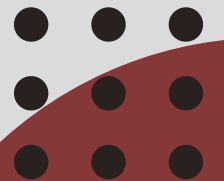


Want to get involved?
Volunteers are the
driving force behind
everything you just
learned about.
Join us today!



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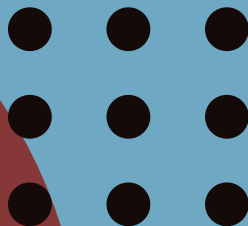
You can also support
our work through your
donations and/or
business sponsorships.
[Learn more here](#)



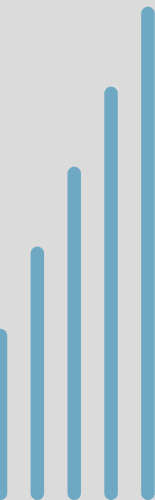
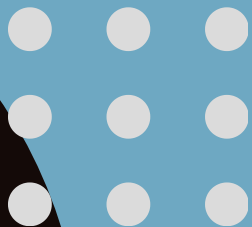


HISTORIC DOWNTOWN
SNOHOMISH
ASSOCIATION

HDSA



Thank you!





Questions?

