



Annual Report



Photo is courtesy of Lisa Ketchum

Mission: Our mission is to support those who live, work, and play in the Downtown Historic District through visionary leadership, preservation-focused efforts, outreach, and fostering community in the heart and soul of the city of Snohomish.

Vision for Downtown: Downtown Snohomish is a timeless, one-of-a-kind place full of diverse, surprising, and almost magical experiences enjoyed by individuals, families, and friends from near and far. There is a genuine small town feel that is built on thriving small businesses where owners and staff connect with locals and visitors alike. It is welcoming and familiar yet discoverable which draws people back time and time again. The past is preserved but the present is welcomed, and we innovate for the future.

Vision for the HDSA: Through our work, the HDSA is seen and known as the most recognized and indispensable leader among landlords, merchants, residents, government and other partners in stewarding our downtown.



Photo is courtesy of Lucy Henderson Photography

Dear friends and supporters,

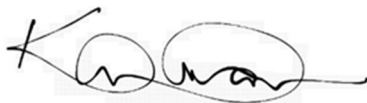
2024 was a strong year for our downtown district. We hope you will read through this brief report to learn both of the health of our district as well as to see the impact we are having on the people who live, work, and play in downtown.

The HDSA is a 501(c)3 dedicated to our downtown. We received approximately \$19,000 in PBIA fees from our downtown businesses. What did we do with that money and what was the return to you, those who paid it? We:

- Partnered for the incredible **beautification** of our downtown. Did you come downtown during the holidays or see the flower baskets? Snohomish has never been more beautiful.
- Worked with you to create a **feedback loop** to learn of the effectiveness of downtown events. That data has gone directly to the event planners as a way to ensure greater success for them and for you.
- Organized 13 independent events to build community and create a thriving downtown. **The average revenue on our event days was 37% higher than on the non-event days.** 13 days of sales at an average of 37% revenue growth for the 191 businesses within our district is many multiples of the \$19,000 paid to support our organization.
- Advocated for our district across multiple community organizations including city government.

Thank you for paying your PBIA fees and for supporting the HDSA. We are here for you and hopefully you see the return on your investment. We believe in the future of our district. We appreciate all you do in your world to make our community better, more resilient, and more welcoming for each person who comes here.

Sincerely,



Ken Coman, President



Maygen Hetherington, Executive Director

Data trends impacting our Historic Downtown District

Business moving on and moving in:

Exits

Fred's
Capstone Home Loans
Remember When
Looking Glass
Midtown Venue
Crush Footwear
Chique Salon and Spa

A net +10 new businesses joined our district! We are sad to these great businesses go and welcome the new businesses to the downtown!

New

Board and Brush
Opaline
Just Poke
MARIE
Snohomish Counseling Collective
Chique Salon and Spa
Rise
Carly Trombley
Emerald Physical Therapy
SG Light Therapy Lounge
New Ground Counseling
CMG Home Loans
Cross Country Mortgage
Midtown Venue
RedTrux
Picadilly Circus (new ownership)
Le Menagerie

The HDSA conducted three surveys in 2024 of our businesses on revenue, profitability, safety, and the impact of downtown events. Below is a summary of those findings:

- Self-Reported Median Revenue (YoY) from our Businesses:
 - Q2: +8%
 - Q3: -2%
 - Q4: +2.1%
 - YoY: +10%
- Profitability: a majority reported higher profits YoY!
- 2025 Economic Outlook: The median outlook on a 1-5 scale is a 4!

In summary, our district is stronger than it was a year ago and we are grateful for your support in creating a vibrant, thriving downtown!

What were we up to in 2024?

Building Community:

1. Friends of HDSA Appreciation Party
2. Kla Ha Ya Days Frog Races
3. Fall Into Snohomish
4. Holiday Open House
5. Tree Lighting
6. Santa in the Shops
7. Gingerbread House Party
8. Santapalooza
9. Ice Sculpting
10. 3 Wine Walks
11. Solstice Walk

Each event is intended to support those who live, work, and play in our historic district.

Our events increased revenue for our businesses by an average of 37%!

Supporting a Thriving Downtown:

- Business engagement
 - HDSA hosted 12 business owner meetings in 2024 + two workshops
 - Launched a new data collection process & feedback loop
- Community involvement
 - We went from 100 to 339 volunteers! With 1,700 volunteer hours
 - We had 132 community donors!
- PBIA Partnership with the City of Snohomish to create a better, more equitable process for our businesses
- Strengthened relationships with landlords, business owners, and community partners
- Developed a special event guide with the City of Snohomish
- Doubled our staff!
- Partnership with the city for the beautification of our downtown during the holidays
- Drafted a five-year strategic roadmap

Our Strategy

As the stewards of this historic place, the HDSA is responsible for coordinating the work to make this vision come to fruition. At a high level, our strategy involves:

Working with Landlords to help them find the right types of businesses that will enhance the downtown experience and be successful long-term tenants.

Supporting our business owners by advocating for a vibrant downtown that is small business focused and well-balanced between retail, food, experiences and services. We are their indispensable partner and expert in creating this downtown by cultivating businesses and ensuring the success and vitality of the entire district.

Building community through our events, placemaking, and programs to support relationships, families, and connections.

Promoting historic downtown Snohomish both near and far and encouraging one-of-a-kind experiences that draw people back again and again.

Government partnerships – building relationships at all levels to ensure that we are harnessing the resources and building the support needed to shape the downtown we envision.

Coordinating with other non-profit organizations that touch our district to help prioritize work and leverage each other's resources for the benefit of our downtown.

Creating a stable financial and engaged volunteer organization that can support the work we have before us.



Community Support

Mainstreet Tax Credit Incentive Program Donors

Corstone Enterprises
Dane Styles
Haggard Electric
Infrasource Services LLC
Karen Guzak Inc
People's Bank
Puget Sound Energy
Snohomish Bakery
Snohomish Sports Dome
Swan's Trail Farms
Top It Yogurt Shoppe

***Thank you for sending your
B&O Tax Dollars into our
downtown instead of
Olympia!***

***Are you interested in joining
them? Contact us!***

We appreciate all of our wonderful sponsors this year!



Delta Dental of Washington



YOU ARE WHAT YOU EAT
FISH COMPANY



KATHIE SALVADALENA

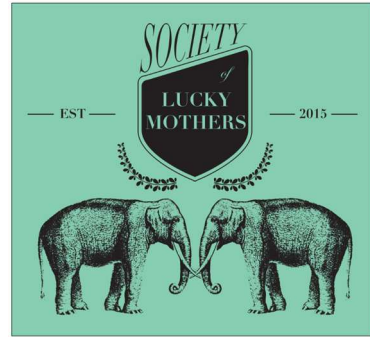
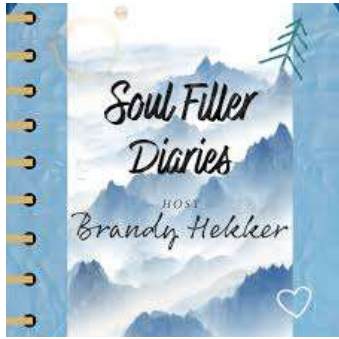
Managing Broker | Wislensere Luxury Advisor | Home Staging

"Elevating Snohomish: Real estate with a community purpose."



Milestone Kids Dentistry

LUND | Orthodontics



Inspired *B*eginnings
BIRTH. REDEFINED.

empowerment • whole body • health • wellbeing



McDaniel's
Do it center

Snohomish
Midwives
PREGNANCY. BIRTH. WELLNESS.

NORDIC
HOME SOLUTIONS, LLC.



Golden

ELLE MARIE
- HAIR STUDIO -
EST. 2006

RED TRUX

Lamb & Co.
Home. Decor. Life.

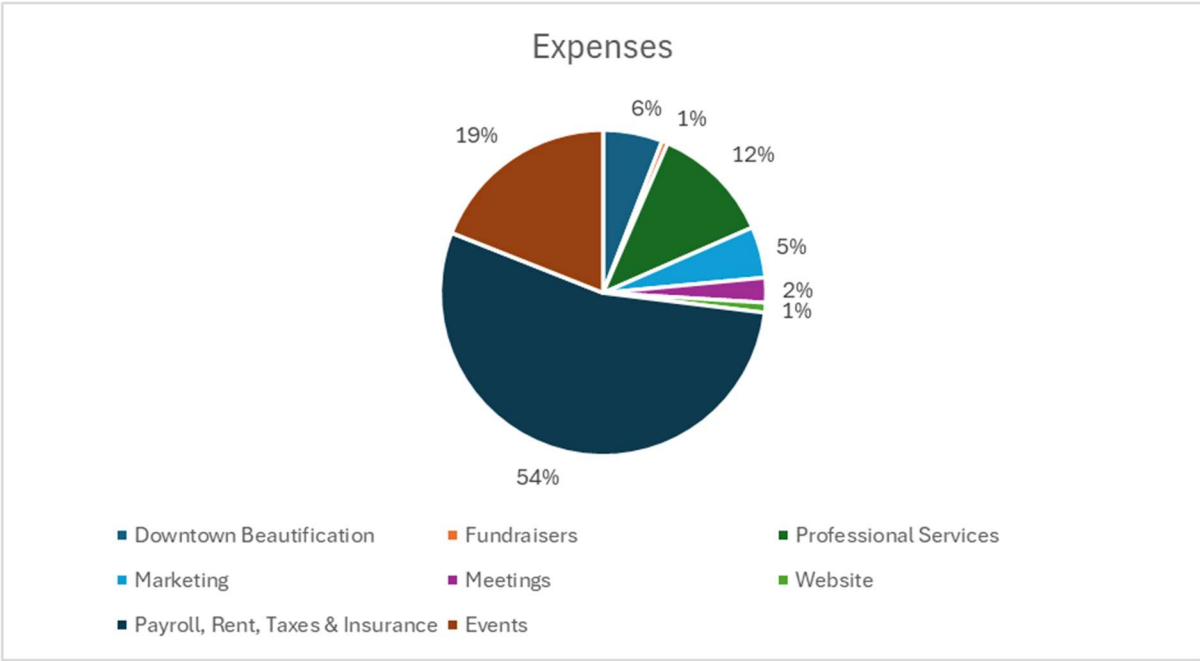
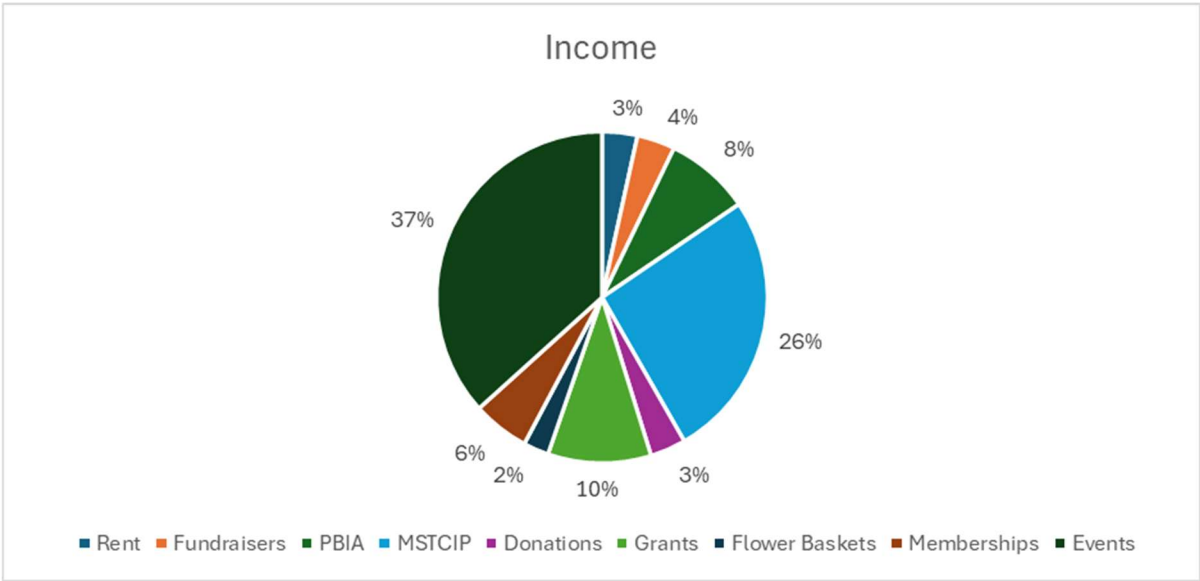




Everett
UCC



Financial Health



Income was down 14% YoY while expenses were down 7% when compared to 2023. We ended the year in a position to continue our work into 2024. We are dedicated to this district and creating a vibrant, thriving downtown.



What our residents and business owners are saying

I appreciate what you guys are doing for our small businesses! Thank you!!

I think you are doing a great job!

You're the best!

I think you guys are doing great! I love all the inclusivity and all the events that you do provide.

Snohomish is an amazing community. Thank you for all of your hard work.

Thanks for the great work!

Thank you for all of the work you do!

I love this town and the community, leadership, restaurants, shops, events, activities and volunteer opportunities. We have a pretty special balance of family vs adult activities as well as special holiday vs regular weekly activities.

We love the Christmas tree lighting! Thank you for all the effort to keep our town family friendly, clean, and fun to be around!

Our community is so safe for families. Thank you, Snohomish.

Thanks for bringing joy and events to Snohomish.

Y'all are doing an AMAZING job!

Keep up the great work!







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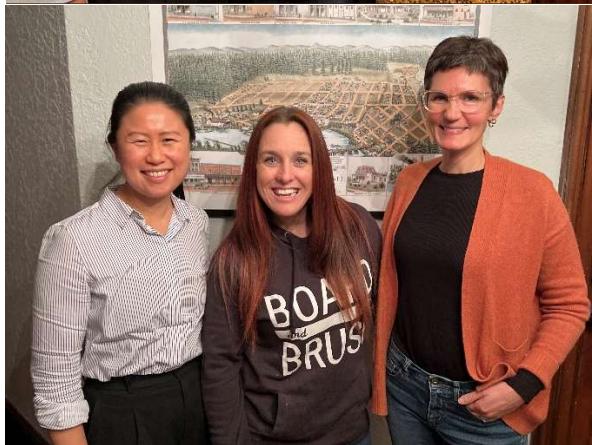
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2024 Snohomish Storytellers Podcast Guests

In our corner of the universe, we have a strong sense of community and heritage founded in the whispers of yesterday's stories and the narrative of what is being written today. Our podcast captured the stories of twelve amazing Snohomies during 2024. We hope you enjoyed them! We sure did!





Thank you for sharing your stories with us!

CORE VALUES

Community – Embrace and serve the downtown district patrons, visitors, business owners and building owners. Foster effective partnerships with the city and other organizations.

Inclusion – Create inclusive access, attitude, choice, partnerships, communications, policies, and opportunities.

Innovation – Lead by example, use shared language, provide open processes and procedures, encourage diversity, invite engagement and collaboration.

Promotion – Share downtown Snohomish through traditional advertising, direct relationship building and digital modalities. Foster great public relations.

Preservation – Integrate cultural, historical, and economic preservation into all our work. Seek knowledge of governance. Be resourceful. Encourage multi-organizational cooperation.

