

AGREEMENT
Operation of Stevenson Main Street Program

This agreement made and entered into 17th day of January, 2025 between the **City of Stevenson**, a municipal corporation of the State of Washington, hereinafter referred to as “City”, and the **Stevenson Downtown Association**, hereinafter referred to as “SDA”.

Recitals

1. The City of Stevenson desires to increase the distribution of information about the City to attract visitors to the City and to increase tourism.
2. The City of Stevenson does not have qualified staff to manage a Main Street Program.
3. The Stevenson Main Street Program vision is for a vibrant and attractive downtown that is home to businesses and welcoming to residents and visitors. The cornerstone tenets of the Stevenson Main Street Program include Organization, Promotion, Design, and Economic Vitality. The City recognizes that a vibrant downtown is a draw for tourists while also enhancing the quality of life for local residents.
4. SDA is uniquely qualified to manage a Main Street program, to meet the requirements specified herein, and to provide such services with the degree of reasonable skill and diligence normally required to manage such events.
5. It is in the City’s interest to contract with SDA to perform certain activities relating to the design, implementation, and management of the Main Street program that will encourage increased tourism, promote interest in the City and the local region and to act on the City’s behalf in disseminating information about the City.

Now, therefore, in consideration of the mutual covenants contained herein, the parties agree as follows:

1. Performance. SDA will perform the work set forth below and submit requests for payment to the City as outlined in section 3 below.
 - a. SDA will plan and operate the Main Street program as described on Exhibit A, incorporated herein by reference.
 - b. SDA will complete the tourism funding expenditure report(s) required by the Washington State Legislature. All required reports are to be submitted before final payment under this contract is made.
2. Completion. SDA will complete the work and provide the services to be performed under this agreement on or before December 31, 2025.
3. Term. The term of this agreement shall begin January 1, 2025 and end upon the completion of the project, but no later than December 31, 2025.
4. Payment.

- a. In consideration of the work to be performed as described herein, the City will pay SDA the total sum of \$85,000. SDA will submit a request for payment and a report of work completed every quarter at a minimum. Upon receipt of each satisfactory work report, the City will pay SDA one-quarter (1/4) of the total deliverable of Eighty-five Thousand Dollars (\$85,000) or Twenty-one Thousand Two-Hundred Fifty Dollars and 00/100 (\$21,250). After written notice to the SDA, the City may withhold payment if the SDA cannot demonstrate substantial compliance with the terms of this agreement. Failure to submit satisfactory work reports demonstrating substantial compliance with this agreement shall be considered a breach of this agreement and the City will be excused from further performance hereunder. All payments will be reimbursements for work performed. Payments will be made on the City's regularly established payment dates following submittal of detailed invoices by SDA to the City.
 - b. Final invoice for this agreement must be received by the City on or before January 12, 2026. **INVOICES RECEIVED AFTER THIS DATE WILL NOT BE PAID.**
 - c. The Tourism Funding Expenditure Report required by section 1 above shall be submitted before final payment under this contract is made.
5. Default. Upon default by either party of any of the terms of this agreement, the non-defaulting party may terminate the agreement after written notice to the defaulting party identifying the default. Failure by the non-defaulting party to exercise the right to terminate or take any action upon default shall not constitute a waiver of any rights of the non-defaulting party hereunder and shall not excuse any such default. However, upon default and termination, the non-defaulting party is excused from further performance hereunder.
 6. Termination. This agreement may be terminated by either party giving the other party written notice of its intent to terminate at least thirty (30) days prior to the effective date of termination. Reimbursement for work completed prior to the effective date of termination shall be made in accordance with the terms of this agreement.
 7. Financial Records. SDA shall maintain financial records of all transactions related to this agreement for six years after contract completion. The financial records shall be made available at all times for auditing by any City, State of Washington or federal auditors.
 8. Status of "SDA". It is hereby understood, agreed and declared that SDA is an independent contractor and not the agent or employee of City and that no liability shall attach to City by reason of entering into this agreement, except as may be provided herein.
 9. Insurance and Liability. SDA shall indemnify and save harmless City from any and all liability arising hereunder, including costs, damages, expenses and legal fees incurred by City in connection therewith, for injury (including death) to persons or damage to or loss of property (including equipment) caused by or arising out of the work performed under this agreement.

SDA further agrees, and has specifically negotiated, to waive its immunity under the State Industrial Insurance Act (RCW Title 51) and to indemnify and hold the City harmless from any claims made against the City by SDA employees, agents, contractors, subcontractors or other representatives.

10. Assignment. This agreement shall not be transferred, assigned, or sublet by either party without prior written consent of the other party.
11. Completeness of Agreement and Modification. This document contains all of the terms and conditions of this agreement, and any alterations or variation of the terms of this agreement shall be invalid unless made in writing and signed by both of the parties hereto. There are no other understandings, representations, or agreements, written or oral, not incorporated herein.
12. Equal Opportunity and Compliance with Laws. SDA shall not discriminate against any employee employed under this agreement because of race, color, religion, age, sex or national origin. Further, SDA shall comply with all local, state and federal laws and regulations in all aspects of fulfilling this agreement.
13. Governing Law and Venue. The laws of the State of Washington shall govern the construction of this agreement and any dispute arising hereunder. The parties agree that the Superior Court of Skamania County shall be the venue for any litigation brought in relation to this agreement.
14. Costs and Attorney Fees. If either party shall be in default under this contract, the non-defaulting party shall have the right, at the defaulting party's expense, to retain an attorney to make any demand, enforce any remedy, or otherwise protect or enforce its rights under this contract. The defaulting party hereby promises to pay all costs and expenses so incurred by the non-defaulting party, including, without limitation, reasonable attorneys' costs and fees. The failure of the defaulting party to promptly pay the same shall constitute a further and additional default. In the event either party hereto institutes, defends, or is involved with any action to enforce the provisions of this contract, the prevailing party in such action shall be entitled to reimbursement by the losing party for its court costs and reasonable attorney costs and fees at trial and on appeal.
15. Certification of Authority. The undersigned certify that the persons executing this agreement on behalf of City and SDA have legal authority to enter into this agreement on behalf of City and SDA respectively and have full authority to bind City and SDA in a valid Agreement on the terms herein.

IN WITNESS WHEREOF, the parties hereto have executed this agreement as of the day and year first above written.

/ / / / / / [Signatures appear on next page] \ \ \ \ \ \

CITY OF STEVENSON

STEVENSON DOWNTOWN ASSOCIATION

Scott Anderson, Mayor

Kelly O'Malley-McKee, Executive Director

ATTEST:

Anders Sorestad, Clerk

APPROVED AS TO FORM:

Robert C. Muth, City Attorney



City of Stevenson
TOURISM FUNDING APPLICATION FORM

Organization/Agency Information

Stevenson Downtown Association	81-3500088
Organization/Agency	Federal Tax ID Number

Kelly O'Malley-McKee
Contact Name

PO Box 1037, Stevenson WA 98648
Mailing Address

509.427.7720	director@stevensonmainstreet.org
Phone	Email

Main Street Operations & Initiatives
Name of Proposed Event/Activity/Facility

- Tourism Promotion Activities
- Tourism-Related Facility
- Events/Festivals

Amount Requested: \$ 85,000

Supplemental Questions

You may type your answers in Word below or attach a separate sheet. If you attach a separate sheet, please answer all of the below questions and number your answers to correspond to the below question numbers.

1. Describe your Tourism-Related Activities, Event or Facility:

Supporting operations and initiatives of the Stevenson Downtown Association ensures ongoing momentum as a WA Main Street organization dedicated to enhancing the downtown district and economic vitality of local businesses. Initiatives include beautification, business grants, holiday decor and more to bring year-round visitation.

2. Describe your proposal to attract visitors to the City, including dates and expected costs. Please see the *Call for Tourism Promotion Proposals* for criteria and items to be prioritized by the Tourism Advisory Committee.

Funding the operations and initiatives of the SDA provides ongoing, year-round, broad marketing efforts showcasing Stevenson as a destination, as well as supporting downtown businesses with expanding grant options, improving the visitor experience, increasing public art, growing the beautification efforts and supporting city projects.

3. Identify your top 5 sources of Revenue: See attached.

1.	\$
2.	\$
3.	\$
4.	\$
5.	\$

4. Do you plan to become self-funded? If yes, please describe your plan and progress to date.

~~The Main Street Approach to downtown revitalization is most successful with investments of local governments, primarily cities where the downtowns reside. We are growing our community/individual contributions to help diversify funding sources.~~

5. Describe your plans for advertising and promoting your proposed activity or facility.

~~We do this weekly, if not daily, by promoting downtown Stevenson, downtown businesses and initiatives through social media, press releases, print ads, paid digital ads, email, website, posters, brochures, rackcards, giveaways, tabling, volunteerism, and by operating the Farmers Market weekly from mid-June to mid-October.~~

6. Explain how your activity or facility will result in increased tourism and overnight stays.

~~The Main Street Approach, a tried & true strategy for four decades, focuses on a community's unique attributes to attract visitors to their downtown districts. The attached 2022 report by Washington Main Street indicates more consumer spending in Main Street districts than similar downtowns; we amplify that through placemaking.~~

7. *List the number of tourists expected to attend your activity or facility in each of these categories (*required):

1. Attached Staying overnight in paid accommodations.
2. Attached Staying overnight in unpaid accommodations (with friends or family) and traveling 50 miles or more from their place of residence or business.
3. Attached Staying for the day only and traveling 50 miles or more from their place of residence or business.
4. Attached Attend but are not included in any one of the categories above.
5. Estimated number of participants in any of the above categories that attend from another state or country.

8. Explain how you will coordinate with the Skamania County Chamber of Commerce for promotion of your proposed activity or facility. Describe any other partnerships you plan to develop to help ensure the success of your project.


~~Partnering with the Chamber is a natural fit, as we co-invested in an office remodel for an improved visitor & business information center. We share a staff person and common goals for supporting local businesses. While they focus on direct tourism, we focus on placemaking and beautification; while they focus on businesses through advocacy and membership services, we focus on downtown business grant support.~~

9. If your proposal is for construction of a tourism-related facility, explain your plans for operation and maintenance of the facility.

10. Describe how you will encourage support of Stevenson businesses, restaurants, retail and lodging?
Main Street organizations were built for supporting small businesses. See attached 2022 data. We've funded over 40 grants to downtown restaurants, retailers and lodging facilities since Oct 2020 and are expanding grant options and downtown promotions.

11. Submit an itemized revenue and expense budget. What percentage of your revenue budget does this request for funding represent? List any other expected revenue sources and amounts.

12. Sign and date your proposal.

	Kelly O'Malley-McKee	10/9/24
Signature	Printed Name	Date

You may attach additional information to help the Tourism Advisory Committee evaluate your proposal.

If multiple activities are planned, please submit a separate application for each activity.



A MAIN STREET ORGANIZATION

Estimated 2025 Advertising and Main Street Program Expenses*
 (other than Farmers Market which is not included here)

Advertising & Marketing (<i>general Downtown focused & for programs below</i>)	\$20,000
<i>Digital Ads</i> \$1,000	
<i>Newspaper</i> \$10,000	
<i>Magazine</i> \$4,000	
<i>Branded items (including Spruce Up Stevenson shirts)</i> \$3,000	
<i>Marketing Database (email marketing)</i> \$2,000	
Business Grant Program	\$50,000
<i>Bricks & Clicks Grants</i> \$5,000	
<i>Other business grant programs (mural, farmers, biz collaboration)</i> \$15,000	
<i>New business grant programs (blade signs, capital grants, not yet approved)</i> \$30,000	
Stevenson Sreatery Project	\$8,000
Downtown Holiday Lighting & Decorating (<i>Halloween & Christmas</i>)	\$10,000
Plaid Friday Business Promotion	\$7,000
Spruce Up Stevenson	\$2,500
Downtown Kiosk & Entrance Signage Project (<i>not yet approved</i>)	\$25,000
Misc projects and programs	\$2,500
TOTAL	\$125,000

*Operations costs not included here. Available upon request.



A MAIN STREET ORGANIZATION

2025 TAC Application Supplemental Information

STATEMENT:

The Stevenson Downtown Association's mission is to promote and revitalize Downtown Stevenson and enrich our local heritage. We do this through placemaking and business support while utilizing the Main Street Approach with four volunteer-driven committees (Economic Vitality, Design, Promotion and Outreach, along with a Design subcommittee for Holiday Lighting). Our 2023 Impact Report is attached outlining our work.

While 2024's Impact Report won't be ready until next year, we know this was/is "a year of building." We built up our staff by increasing the Farmers Market Manager's hours and adding a new half-time position of Associate Director of Strategic Initiatives. We went through an office remodel with the Chamber designed to improve the visitor experience and staff productivity. We increased volunteerism by offering additional shifts for the farmers market and creating a new Spruce Up Squad. We worked with more events to promote with signage at each entrance to downtown. We expanded our Business Grant Program with new offerings in addition to Bricks & Clicks grants. We grew our farmers market with more vendors, more food offerings, more visitors and off-the-charts SNAP transactions. We built new promotions to drive visitors downtown and Love Local. We invested in a more robust constituent database system to support the rapidly growing interest in volunteerism and our work. We offered new Merchant Mixer opportunities to share detailed spending and demographic data with downtown business owners. We built more furniture, increased artist participation and offered live music in the annual Streatery placemaking initiative. We are increasing beautification efforts with another Spruce Up Stevenson clean-up day in the Fall and additional holiday lighting and decorations.

Due to this "year of building" we have increased our request from \$75,000 – which we've received for the last two years – to \$85,000 to help support and continue this growth. We look forward to sharing our 2024 Impact Report with you for all the ways we enhance downtown, encourage visitation and support economic resiliency in Stevenson.

WHAT IS PLACEMAKING?

Placemaking strengthens the connections between people and the places they share. It is a community-led process that helps activate and improve neighborhoods and community gathering places—streets, sidewalks, parks, buildings, and other public spaces—so they invite greater social interaction between people and foster healthier, economically viable communities. This approach focuses on the unique features of particular places, building on existing assets, and using them to attract new investment and strengthen existing businesses.

“Great places drive tourism,” according to the Project for Public Spaces:

- “Great places drive tourism and opportunities to blend in with the locals; where the line between who is a resident and who is a visitor is somewhat blurred.
- In great places, people rise to the level of the shared experience and contribute to it. They are driven to connect deeper with their surroundings, to the people around them, and even to express their own personalities.
- If the experience is too prescribed or narrowly defined, people only react to it (or experience it passively as voyeurism) no matter how aesthetic, entertaining, iconic, or stimulating it may be. And they probably won’t come back.”

At the Stevenson Downtown Association, we see downtown Stevenson as its own “place” to enhance, beautify and support. If we build it up in its own broad and unique way, we will not only foster community pride, but attract visitors year-round to support our local economy.

SUPPLEMENTAL INFORMATION FOR APPLICATION:

#1. 2023 Impact Report outlining further detail. Attached in email.

#3. Top 5 Sources of Revenue:

1. Main Street Tax Credit Incentive Program contributions	\$200,000
2. LTAC – Main Street Operations	\$75,000
3. Private donations (including a one-time large grant)	\$55,000
4. Farmers Market Revenue	\$10,000
5. City Contract – Farmers Market Operations	\$10,000

#6 & #10. May 2022 Report mentioned: Economic Resiliency of Washington’s Main Streets. Attached in email.

7. Number of tourists:

These numbers are hard to calculate, as the Stevenson Downtown Association isn’t applying for specific events, but overall operations and initiatives that help elevate downtown Stevenson as a destination. With TAC funding, we partner with, promote and leverage existing events from the Chamber, Visit Stevenson, other third parties and businesses, thereby enhancing the numbers these other organizations are able to more efficiently track with their one-time events and promotions.

Having said that, based on our 2021 farmers market visitor survey (attached in email) and its small sample size, this is an estimate of minimum visitation impact in downtown Stevenson:

1. 25 Staying overnight in paid accommodations.
2. 39 Staying overnight in unpaid accommodations (with friends or family) and traveling 50 miles or more from their place of residence or business.
3. 216 Staying for the day only and traveling 50 miles or more from their place of residence or business.
4. 15,517 Attend but are not included in any one of the categories above.
5. Unsure Estimated number of participants in any of the above categories that attend from another state or country.

11. 2024 Board-Approved Budget Summary (not actuals):

Revenue

LTAC - Operations	\$75,000
Main Street Tax Credit Contributions	\$205,00
Farmers Market Revenue	\$22,000
Grants, Contributions, Other	\$8,000
TOTAL REVENUE	\$310,000

Expenses

Programs, Projects & Marketing	\$161,830
Operations, Administration & Business Expenses	\$155,620
TOTAL EXPENSES	\$317,450*

**intentional overspending due to "building year" / adequate reserves*

2023 YEAR IN REVIEW

STEVENSON DOWNTOWN ASSOCIATION



A MAIN STREET ORGANIZATION

OUR MISSION

To promote and revitalize
Downtown Stevenson and
enrich our local heritage.

OUR VISION

By embracing the Main Street
Approach, we envision a historically
preserved, economically vibrant
downtown where locals and visitors
alike come together for community,
culture and connection to
the Columbia River.



Washington State
MAIN STREET
PROGRAM



**MAIN STREET
AMERICA®**

2023 Affiliate

A MAIN STREET COMMUNITY SINCE 2019

Stevenson is one of 39 communities in the Washington State Main Street Program, which has been helping towns and cities revitalize the economy, appearance, and image of their downtown commercial districts throughout the state since 1984.

Under the WA Department of Archaeology & Historic Preservation (DAHP), the program is managed by the Washington Trust for Historic Preservation.

**ALONE WE CAN DO SO LITTLE;
TOGETHER WE CAN DO SO MUCH.**

-HELEN KELLER

2023 IMPACT

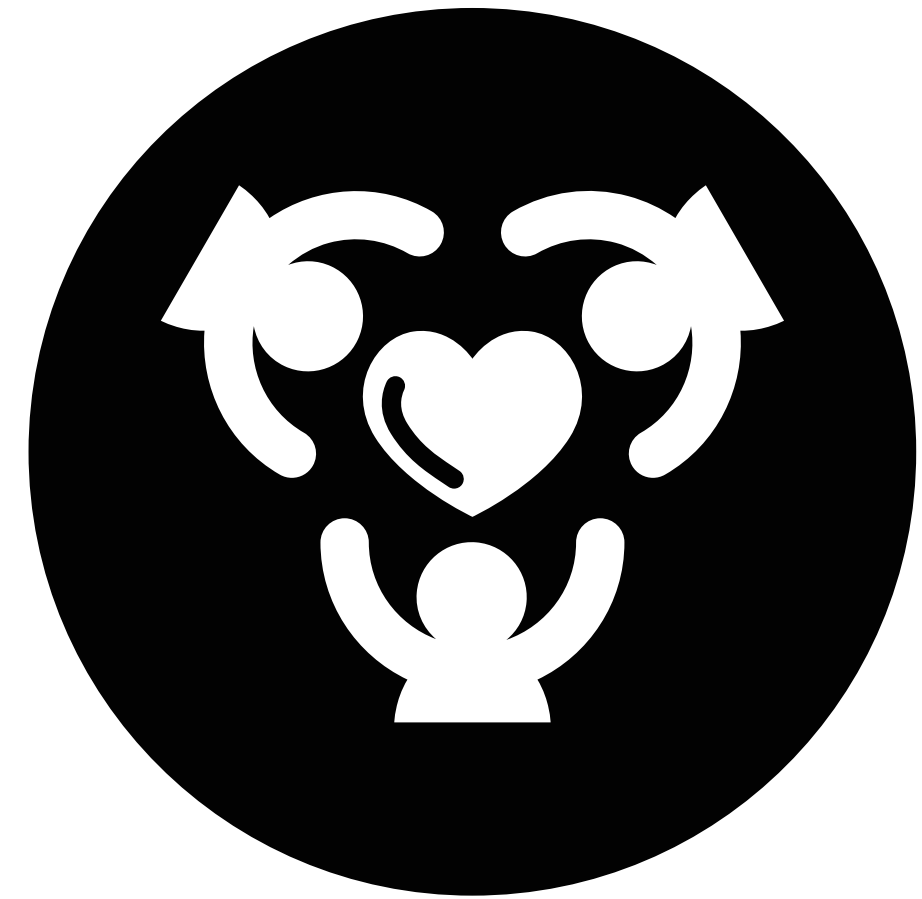
**THANKS TO COMMUNITY VOLUNTEERS, DONORS AND PARTNERS,
THE STEVENSON DOWNTOWN ASSOCIATION ACCOMPLISHED THE
FOLLOWING HIGHLIGHTS IN 2023**

WE MADE A BIG IMPACT IN 2023

THANKS TO YOU!

INCREASED COMMUNITY VOLUNTEERISM

We tracked 130 individuals who gave their time to our downtown projects and committee work for a total of 2,128 volunteer hours (76% increase). That's an estimated cash equivalent of \$80,077!



DISTRIBUTED FIVE BRICKS & CLICKS GRANTS

We distributed 5 Bricks & Clicks Grants to downtown businesses and property owners, funding 61% of their facade improvement investments for our downtown.

(Total of 40 grants since October 2020)



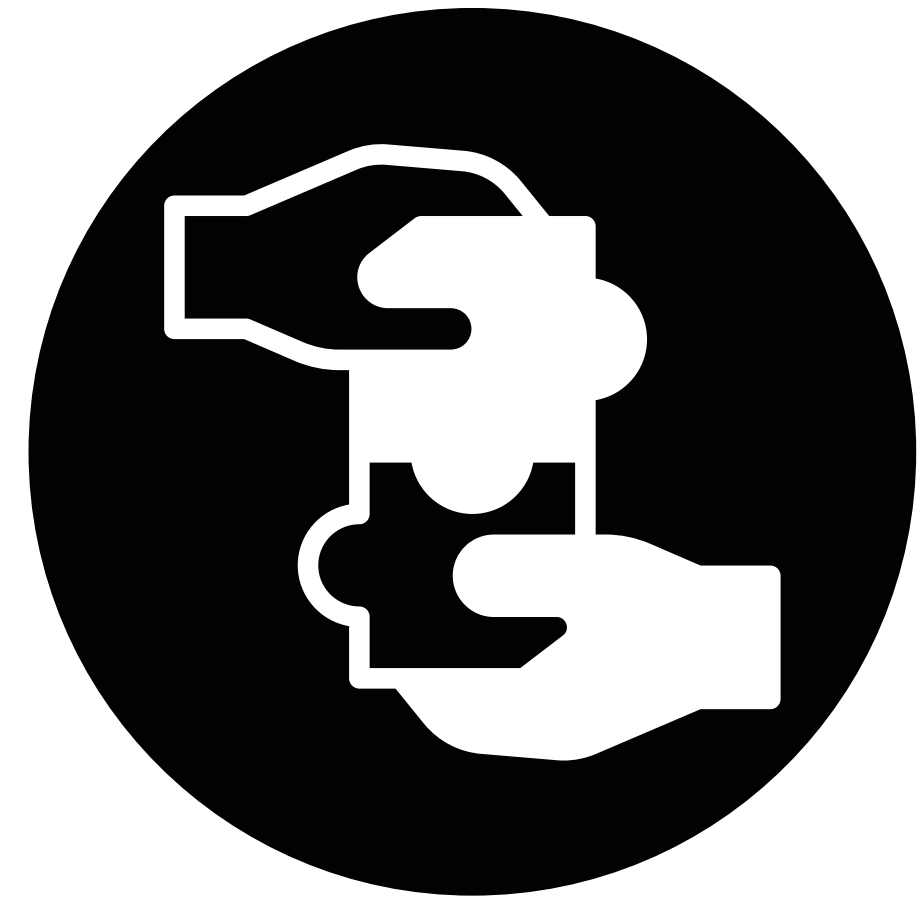
IMPROVED THE STEVENSON FARMERS MARKET

In our 2nd year of overseeing the Farmers Market, we increased vendors by 7%, attendance by 6%, and overall sales by 40%. We brought on new volunteer leads to enhance the market experience for the community.



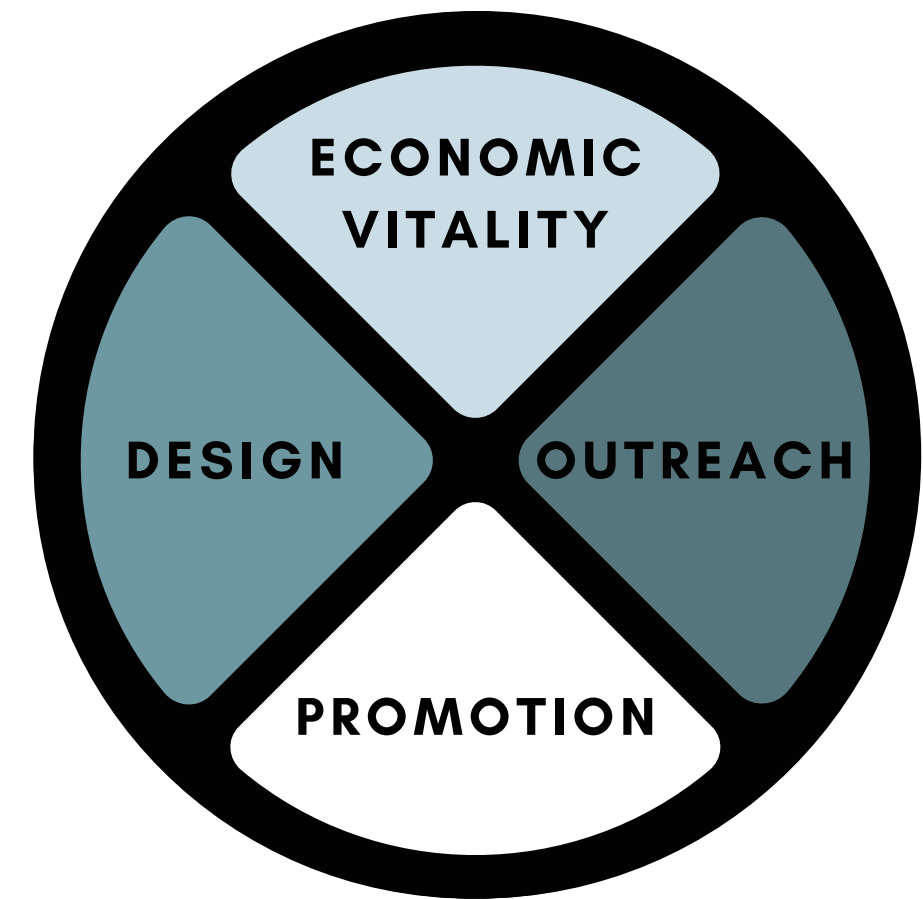
EXPANDED COMMUNITY PARTNERSHIPS

We supported 4 existing events that bring people downtown: National Night Out, Trunk or Treat, Band Concert in the Hwy, Chamber Sip & Stroll. We partnered with City on parking study, downtown tree survey, city parks plan, beautification, signage, park plaza.



HOSTED NATIONAL MAIN STREET WORKSHOP

We hosted 40 revitalization professionals from across the country for a Main Street America workshop. Attendees spent over \$3,000 in our downtown in half a day.



COORDINATED SPRUCE-UP STEVENSON

We hosted Spruce-Up Stevenson with the help of over 75 community volunteers tallying more than 185 hours to beautify our downtown district. Over 50 of them dined at downtown establishments.



STEVENSONMAINSTREET.ORG

BOARD PRESIDENT NAMED 2023 ENTREPRENEUR OF THE YEAR

Washington Main Street presented 11 awards at the state conference, including to Board President Tabatha Wiggins for "Entrepreneur of the Year" as exemplary Main Street leader and business owner of Walking Man Brewing and new Traverse PNW Market.

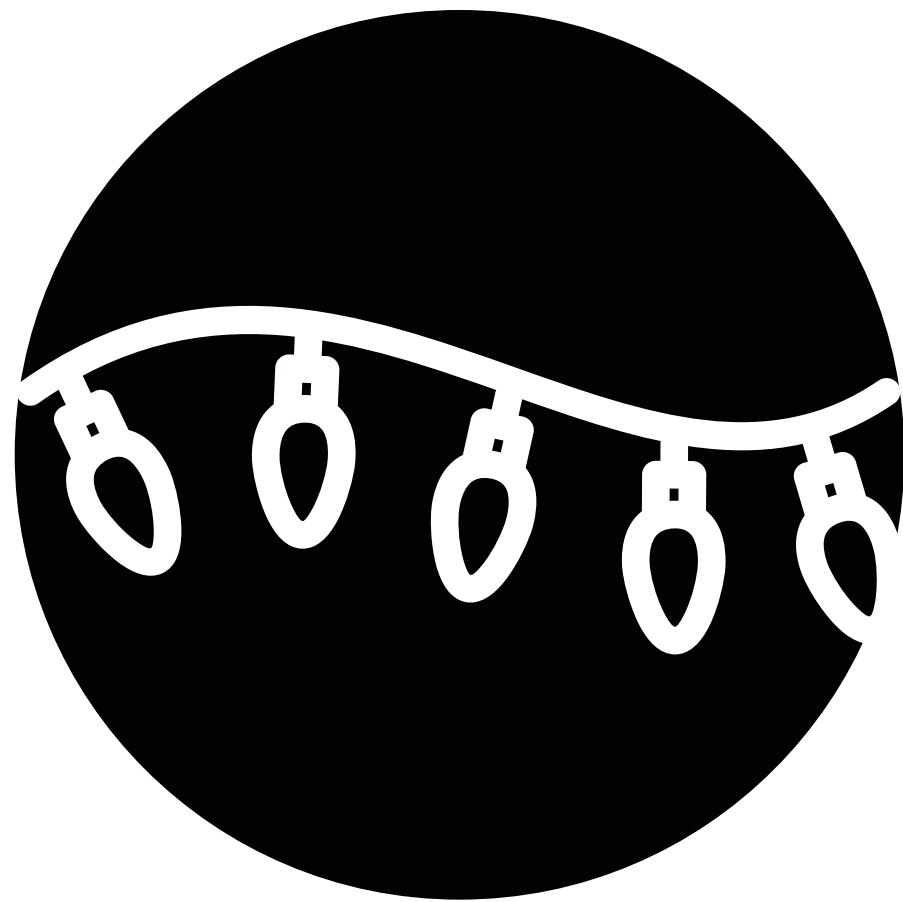


ERECTED THE SEASONAL STEVENSON STREATERY



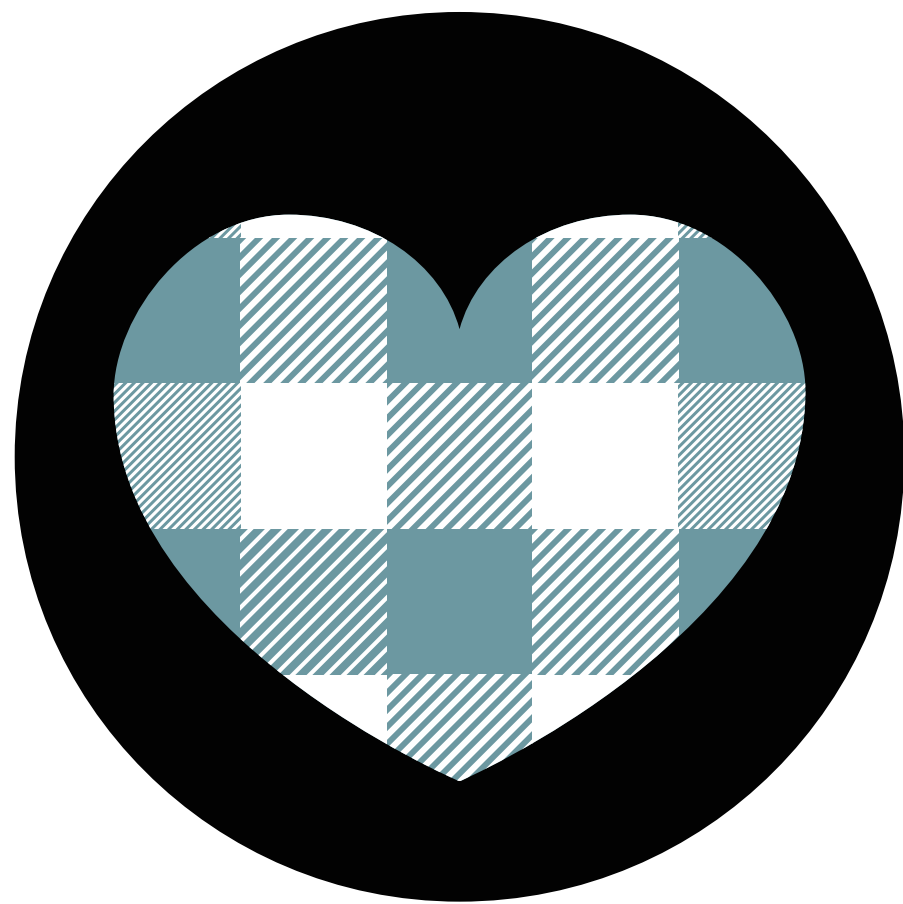
We erected the 3rd Stevenson Streatery, a community gathering space in the heart of downtown, with 14 picnic tables built by high school woodshop students, and painted by local artists. End of season online table auction raised \$5,115 (22% increase).

ENHANCED DOWNTOWN HOLIDAY LIGHTING



We invested in a snow globe photo display, partnered with high school metal shop to fabricate large snowflakes and trees, invited 7 community organizations for a Christmas Tree Invitational, and hosted business decorating contest with community voting. Volunteers increased their project hours 27%.

RALLIED THE COMMUNITY TO "LOVE LOCAL" ON PLAID FRIDAY



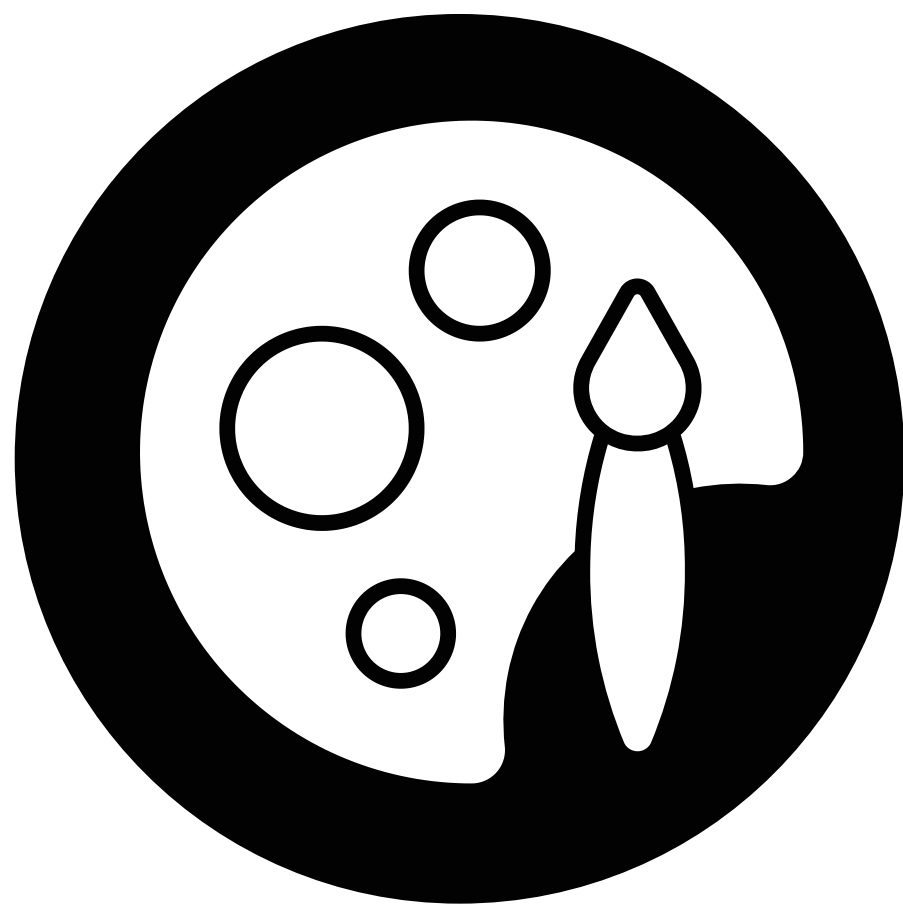
We promoted 23 merchants for Plaid Friday, an alternative to Black Friday, distributed 2,250 Love Local reusable totes to shoppers, and increased sales for 71% of reporting businesses.

REDIRECTED STATE B&O TAXES TO WORK LOCALLY



Thanks to 30 businesses, we raised \$208,400 through the WA State Main Street Tax Credit Incentive Program, which provides a 75% tax credit for redirecting their B&O taxes to our Main Street projects and programs.

COMPLETED VINTAGE PANEL MURAL PROJECT



We unveiled a fair panel mural in honor of 115th year of the Skamania County Fair & Timber Carnival in July. Painted by a local artist, this completed the series of 3 vintage panel murals in downtown, a project that began in late 2018 with the Keep Skamania Green and the 2019 Eva Jane Ferry murals.

**DOWNTOWN IS IMPORTANT
BECAUSE IT'S THE HEART AND
SOUL OF ANY COMMUNITY.
IF YOU DON'T HAVE A HEALTHY
DOWNTOWN, YOU SIMPLY DON'T
HAVE A HEALTHY TOWN.”**

**-ED MCMAHON
CHAIR, BOARD OF DIRECTORS
NATIONAL MAIN STREET CENTER**



The Economic Resiliency of Washington's Main Streets

Exploration of the Resiliency and Recovery of Businesses Located in Main Street Districts During the COVID-19 Pandemic



Washington State
MAIN STREET
PROGRAM

Prepared by Jon Stover & Associates
May 2022





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Resiliency is more than just the response in the wake of a crisis but about the strong baseline of community connections that Main Street organizations work to build every day.

The Washington State Main Street Program and its Main Street Communities enhanced the economic recovery, stability, and resiliency of Washington's downtown businesses and, in part, the state at-large.



The Economic Resiliency of Washington's Main Streets

Executive Summary

The Washington State Main Street Program (WSMSP) and its local Main Street Communities administer economic development programmatic activities that support local businesses, preserve a downtown's character and identity, and create vibrant places for visitors, workers, and residents. This study assesses how local business resiliency and recovery compared in districts with or without the presence of a local Main Street organization over the course of the COVID-19 pandemic. The state's local Main Street Communities, all of which are small non-profit organizations, directed financial resources and partnership support from the national, state, regional, and municipal levels to Washington's downtown businesses quickly and impactfully. The agile and adaptive nature of WSMSP allowed each Main Street Community to accommodate their local specific needs and economic realities.

The COVID-19 pandemic brought economic turbulence during the global health crisis, striking the Washington economy in late February 2020. Communities, towns, and cities across Washington, the country, and global continents experienced dramatic disruptions to business activity and consumer spending. The pandemic's impacts continued throughout 2020 into 2021 and 2022 with recurring shifts in regulations and societal norms as variants affected business activity. WSMSP and its local Main Street Communities provided immediate and ongoing response to help alleviate the economic burdens of the pandemic on business owners, employees, and customers.

This study measures the economic resiliency of businesses in Main Street districts (historic downtowns in which there is the presence of a Main Street Community organization) by assessing third-party credit card spending data to understand the economic impacts of the pandemic and Main Street Communities' contributing roles. To understand the attributable value of Main Street efforts, consumer spending was analyzed between the Main Street districts and comparable commercial districts across the state, along with statewide economic trends. Numerous variables affected businesses' resiliency and economic recovery in commercial districts and downtowns throughout the pandemic, and many communities without dedicated Main Street programmatic efforts deployed similar strategies. The third-party consumer spending data highlights the heightened resiliency of businesses in designated Main Street districts throughout Washington State.

Washington's Main Street model proved to be a successful approach to economic development with its track record of positive economic and community impacts. The same elements that make it successful during good times make it even more valuable and essential in challenging times such as the COVID-19 pandemic. Washington's Main Street Communities demonstrated their unique abilities to communicate and to address the needs of Washington's downtowns quickly and, in turn, directed outside resources into vital funding and programmatic support to businesses most in need. This resiliency reflects Main Street Communities' loyal customer base and the value of the organizations' local knowledge, stakeholder trust, and understanding of local business conditions to recover from the pandemic's turbulent economic times for a resilient future.



Washington's Main Street Communities were equipped to provide much-needed help at the onset of the pandemic, demonstrating its impact and importance in the good times and the bad.



The drop in consumer spending in Main Street districts mirrored similar trends statewide at the onset of the pandemic.

Customer spending in Main Street districts declined 7% in March 2020 compared with the prior year, mirroring similar trends as the statewide economy during the initial months of the pandemic. Main Street businesses weathered the immediate impact of closures, stay-at-home orders, and social distancing, rebounding from the pandemic at a faster rate than other areas of Washington without Main Street programming.



By the fall of 2021, businesses in Main Street districts experienced greater rebound in sales than locations without Main Street support and than the state average.

Consumer spending in Main Streets surged in the fall of 2021, with October spending levels significantly above pre-pandemic levels. Businesses in Main Street districts were more economically resilient by spending metrics in the long-term, with customer spending growth exceeding comparative communities by 4% and considerably higher than the statewide trends by 13%.



The restaurant industry was particularly hard hit. Restaurants statewide had not fully recovered by the fall of 2021 but spending at restaurants on Main Street has soared.

The restaurant industry in Main Street districts faced severe economic challenges, with a decline in over 40% of customer spending during the first few months of the pandemic. Despite this, Main Streets and their restaurants remained economically resilient, with spending levels exceeding both comparative communities and statewide trends toward the end of 2021. Beginning in March 2021, spending at restaurants in Main Street districts grew at levels above comparable communities. **In October 2021, this spending exceeded pre-pandemic levels in Main Street districts by 19%, 7% better than areas without Main Streets, while the statewide restaurant spending levels remained 2% below pre-pandemic levels.**



Main Streets' local customer base and community climate is stronger than ever.

Many of Washington's Main Street businesses were sustained by a surge in local customer support at the onset of the pandemic. The share of local customer spending nearly doubled in May 2020 compared to before the pandemic, from 27% to 50%. A year and a half later, nearby residents still accounted for 43% of customer traffic. **The community loyalty and pride that Main Streets nurtured over the years has helped keep their business's doors open.**



Washington's Main Street Communities delivered an extensive range of much-needed pandemic-related resources and services to downtown businesses.

Main Street Communities transformed their downtowns to meet the challenges and needs brought on by the pandemic and provided support and guidance for navigating changing regulations and health protocols. Importantly, Main Street Communities across the state connected local businesses with financial assistance programs such as the Paycheck Protection Program (PPP), assisted with loan and grant application processes, provided direct financial support, and served as the liaison between city, regional, and state officials to help leadership better understand on-the-ground business needs. By providing direct technical assistance to small and local businesses, Main Street Communities played pivotal roles in enhancing e-commerce and digital platforms for businesses across the state. **The wide range of investments not only helped businesses stem the tide throughout the pandemic but will bring gains and a more resilient future for years to come.**



About This Report

Introduction to the Economic Resiliency of Washington's Main Streets

Purpose of This Report

Washington's local Main Street Communities, all of which are small non-profit organizations, played a vital role across the state in supporting their business community and commercial districts during the COVID-19 pandemic. This report provides WSMSPs with a quantitative assessment to help programmatic leadership and stakeholders understand how Washington's Main Street Communities impacted business resiliency during the COVID-19 pandemic.

Study Participants

Washington Trust for Historic Preservation (WTHP) is dedicated to saving the places that matter in Washington State and promoting sustainable and economically viable communities through historic preservation. WTHP facilitates state-funded programs, such as WSMSP, in conjunction with the **Department of Archaeology & Historic Preservation (DAHP)**, Washington State's primary agency with knowledge and expertise in historic preservation. DAHP advocates for the preservation of Washington's irreplaceable historic and cultural resources such as significant buildings, structures, sites, objects, and districts as assets for the future.

Washington State Main Street Program (WSMSP) helps communities revitalize the economy, appearance, and image of their historic downtown districts by leveraging each community's unique heritage and attributes. WSMSP currently serves a network of nearly 70 towns, including 36 Main Street Communities and 33 Affiliate programs. This report reflects the resiliency of the 36 Main Street Communities that maintain robust nonprofit operations and participation with WSMSP.

Jon Stover & Associates (JS&A) is an Economic Development Consulting firm that bridges the gap between the different worlds of policy, business, real estate development, and community interest to help make neighborhoods great.

Methodology and Data Sources

This analysis includes third-party credit carding spending data provided through MasterCard Retail Location Insights, reflecting consumer spending in Census Block and Tract Groups. Supplemental data sources include InfoGroup, the US Census, and on-the-ground insights reflected in Main Street surveys conducted during 2020 and 2021.

Image: Wenatchee Downtown Association





Image: Olympia Downtown Alliance

What is a Main Street?

Since 1984, WSMSA has been helping communities administer economic development programming, support local businesses, preserve downtown character and identity, and create vibrant places for visitors, workers, and residents. Since 2010, WSMSA has been a program of the Department of Archaeology & Historic Preservation that is managed through a partnership with the Washington Trust for Historic Preservation.

Main Street Communities help commercial districts revitalize the economy, appearance, and perceived image of their downtown districts, leveraging the successfully proven Main Street Approach™. In Washington State, designated Main Street Communities are independent 501(c)3 or 501(c)6 nonprofit organizations dedicated to the revitalization of their downtown communities. These nonprofit organizations rally community support, build public and private partnerships and leverage their local community's unique assets, including heritage, entrepreneurship, and expertise.

“Over the last four decades, the Main Street movement has proven that downtowns are the heart of our communities, and that a community is only as strong as its core.”

— Main Street America on the
Main Street Movement

The Main Street Four-Point Approach™

The Main Street Approach™ is a national comprehensive framework that allows local communities to take ownership of their futures through incremental changes in focus areas known as the Four Points. *Economic Vitality* emphasizes economic tools to support both new and existing businesses, catalyze property development, and foster an environment that drives local economies. *Design* focuses on community transformation via enhancing visual and physical assets. *Promotion* leverages the downtown core as the hub of economic activity by emphasizing and showcasing each downtown's unique characteristics. The last point, *Outreach*, prioritizes partnerships, community involvement, and resources to create a strong foundation that can sustain changes over time.

Main Street Communities structure their organizations around the Four-Point Approach™ allowing Main Street Communities to achieve a full breadth of impacts and programmatic initiatives for their downtown districts. Importantly, the real effects of Main Street Communities result from a combination of the Four-Points rather than a siloed approach; as these Four-Points align and come together within a Main Street, transformational change can occur.



Learn more about Washington State Main Street Program at: www.preserewa.org/mainstreet
More information about Main Street America can be found at: www.mainstreet.org

Measuring the Economic Resiliency of Main Streets in the State of Washington

About Economic Resiliency and This Study's Methodology

The COVID-19 pandemic disrupted the livelihood and day-to-day experience of places across the country as both businesses and customers navigated challenging health and safety protocols and recommendations that altered how people shopped, dined, socialized, and conducted business. Businesses of all sizes and in all types of places experienced dire needs to pivot their operations and adjust to changing dynamics after March 2020. Nationally and throughout the state of Washington, critical conversations centered around economic resiliency emerged as the pandemic continued.

Economic resiliency refers to how a community can survive, recover, and rebuild their local economies after facing a devastating disaster, such as the global pandemic. There are many ways of measuring economic resiliency, and leading best practices reflect the World Bank's categorization of two types of resiliency, instantaneous and dynamic resiliency.

Instantaneous resiliency refers to the ability of a community to limit the immediate effects of the disaster. Essentially, in relation to the COVID-19 pandemic, instantaneous resiliency reflects the revenue decline during the first months of the pandemic. In Washington's economy, this occurred during March and April 2020. **Dynamic resiliency stretches beyond**

the immediate effects and centers around recovery and reconstruction after a disaster. A community's dynamic resiliency encompasses their abilities to improve economic conditions and increase revenue and sales beyond the lowest point immediately after a disaster. In many cases, the specific time frame of dynamic resiliency may not be clear-cut, and this held true during the pandemic. This study classifies dynamic resiliency as when consumer spending reached the highest levels after the onset of the pandemic; dynamic resiliency throughout this analysis is defined as October 2021.

To explore and understand the role of Washington's Main Street Communities in economic resiliency, communities with dedicated Main Street programming were compared with communities that did not have a Main Street program, defined as Non-Main Street Communities. This comparative assessment features 100 comparable communities randomly selected based on an equal distribution of population size to ensure an adequate and appropriate comparative set. This methodology framework helps isolate the attributable effects of Main Street, analyzing economic data from January 2019 through October 2021. Importantly, there are many factors that influence the implications of the pandemic on local economies and the state continues its recovery trajectory.



Main Street Districts and Comparative Assessment Communities Across Washington

Washington's Designated Main Street Communities

Downtown Aberdeen Association - Bainbridge Island Downtown Association - Downtown Bellingham Partnership
 Downtown Camas Association - Centralia Downtown Association - Experience Chehalis
 Historic Downtown Chelan Association - Cle Elum Downtown Association - Colfax Downtown Association
 Colville Together - Coupeville Historic Waterfront Association - Dayton Development Task Force
 Ellensburg Downtown Association - Downtown Everett Association - Gig Harbor Downtown Waterfront Alliance
 Downtown Issaquah Association - Historic Downtown Kennewick Partnership - Kent Downtown Partnership
 Langley Main Street Association - Downtown Moses Lake Association - Mount Vernon Downtown Association
 Oak Harbor Main Street Association - Olympia Downtown Alliance - Downtown Pasco Development Authority
 Port Townsend Main Street Program - Historic Downtown Prosser Association - Puyallup Main Street Association
 Ridgefield Main Street - Roslyn Downtown Association - Selah Downtown Association - Stevenson Downtown Association
 Sumner Main Street Association - Vancouver Downtown Association - Downtown Walla Walla Foundation
 Wenatchee Downtown Association - Downtown Association of Yakima

Comparative Community Not Designated as a Main Street Program

Albion - Bay View - Bellevue - Bethel - Bingen - Bothell - Brewster - Carson - Cathcart - Clarkston Heights-Vineland
 Curlew Lake - Deer Park - Des Moines - Duluth - East Renton Highlands - Fort Lewis - Green Bluff - High Bridge
 Hockinson - Home - Kelso - Kenmore - Keyport - Kirkland - Lacey - Lake Bosworth - Lake Stevens - Lakewood
 Lynden - Maple Valley - Martha Lake - Marysville - McKenna - Medical Lake - Millwood - Mukilteo - Napavine
 Okanogan - Pacific - Palouse - Parkland - Picnic Point - Port Hadlock-Irondale - Raymond - Redmond - River Road
 Rocky Point - Ruston - Sequim - Shelton - South Bend - Southworth - Tanner - Tracyton - Tukwila - Union Hill
 Novelty Hill - Vashon - Woodland - Whidbey Island Station

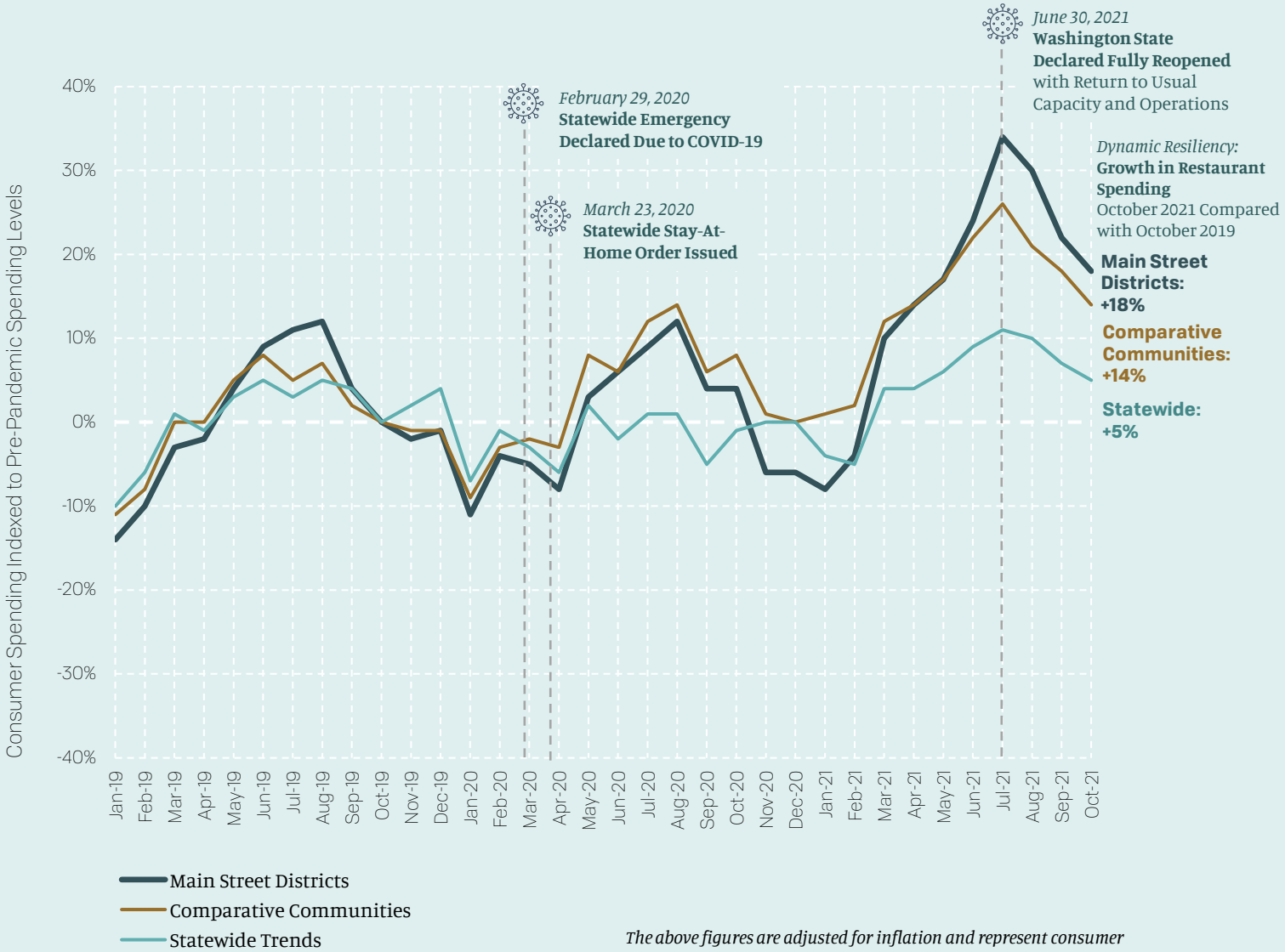
Washington's Main Street Resiliency During the COVID-19 Pandemic

Economic Impact of the COVID-19 Pandemic on Businesses

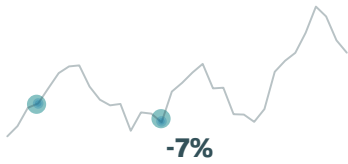
Consumer Spending Trends

January 2019 through October 2021

While consumer spending in Washington's Main Street districts reflects similar trends as communities without designated Main Street programmatic efforts, businesses in Main Street districts outperformed comparable areas starting in May 2021 with higher spending levels in their districts.



The above figures are adjusted for inflation and represent consumer spending trends indexed to pre-pandemic conditions in October 2019.
 Source: MasterCard Retail Location Insights (2021)



Consumer spending at businesses in Main Street districts between January 2019 and October 2021.

Instantaneous Resiliency of Main Streets

March 2020 Compared with March 2019

At the onset of the pandemic, in March 2020, spending at businesses in Main Street districts declined 7% compared with the prior year. Washington's Main Street districts fared slightly better than other areas of the state, with 0.8% less reduction than the overall state trend. While Main Street districts, comparable downtowns, and the state overall experienced a drop in consumer spending and revenue during March and April 2020, spending levels improved in May. Businesses in Main Street districts outperformed comparable areas without dedicated resources. This boost demonstrates the value the Main Street Community brought to their local businesses and greater community.



Consumer spending at businesses in Main Street districts between January 2019 and October 2021.

Dynamic Resiliency of Main Streets

October 2021 Compared with October 2019

As the COVID-19 pandemic stretched through 2020 and 2021, businesses in Washington's Main Street districts remained economically resilient with dedicated loyal customers and resource support provided by the Main Streets. In October 2021, consumer spending increased 18% compared with October 2019. This dynamic economic resiliency of Main Street districts was 4% higher than communities without Main Street programs (14.2%) and more than triple the overall state trend (5.4%).

These longer-term consumer spending trends highlight the importance of the local Main Street Community's work in generating broader resiliency for the local and small business community. The third quarter of 2021 ended with more substantial spending and revenue than before the pandemic began.

Pre-Pandemic Consumer Spending Patterns

Seasonal Spending in Washington Main Streets

Many of Washington's Main Street districts feature seasonal economies with an uptick in sales revenue during the spring and the highest collective sales during the summer months. This economic trend occurred before the pandemic and remained steadfast during 2020 and 2021, with Main Street districts experiencing their highest consumer spending volumes in July and August annually. The comparable communities without dedicated Main Street programming mirrored similar seasonal patterns; however, the average spending remained higher in general in the Main Street districts.

The above three graphics depict consumer spending in Main Street districts between January 2019 and October 2021.

Source: MasterCard Retail Location Insights (2021)



The COVID-19 pandemic impacted different types of Main Street districts in different ways.

Nationally, large cities with heavily concentrated populations of office workers and dense populations, such as Washington's Seattle-Tacoma-Bellevue Metropolitan Statistical Area, faced significant economic hardship during the pandemic. Businesses in urban areas experienced dramatic shifts in operations as their reliable customer base of office employees began working from home. With the increase in hybrid and remote work accelerated by the pandemic, cities continued to struggle with the critical mass of customers they once had.

This national trend affected Washington's Main Street districts. On average, Main Street districts in Seattle's metropolitan area fared worse than Main Street districts in rural and smaller urban areas. On average, the Main Street districts in the Seattle-Tacoma-Bellevue Metropolitan Statistical Area recovered to nearly pre-pandemic levels by the fall of 2021. In contrast, the Main Streets in other parts of the state experienced, on average, a swell of retail spending, with consumer spending higher in the fall of 2021 than before the pandemic.

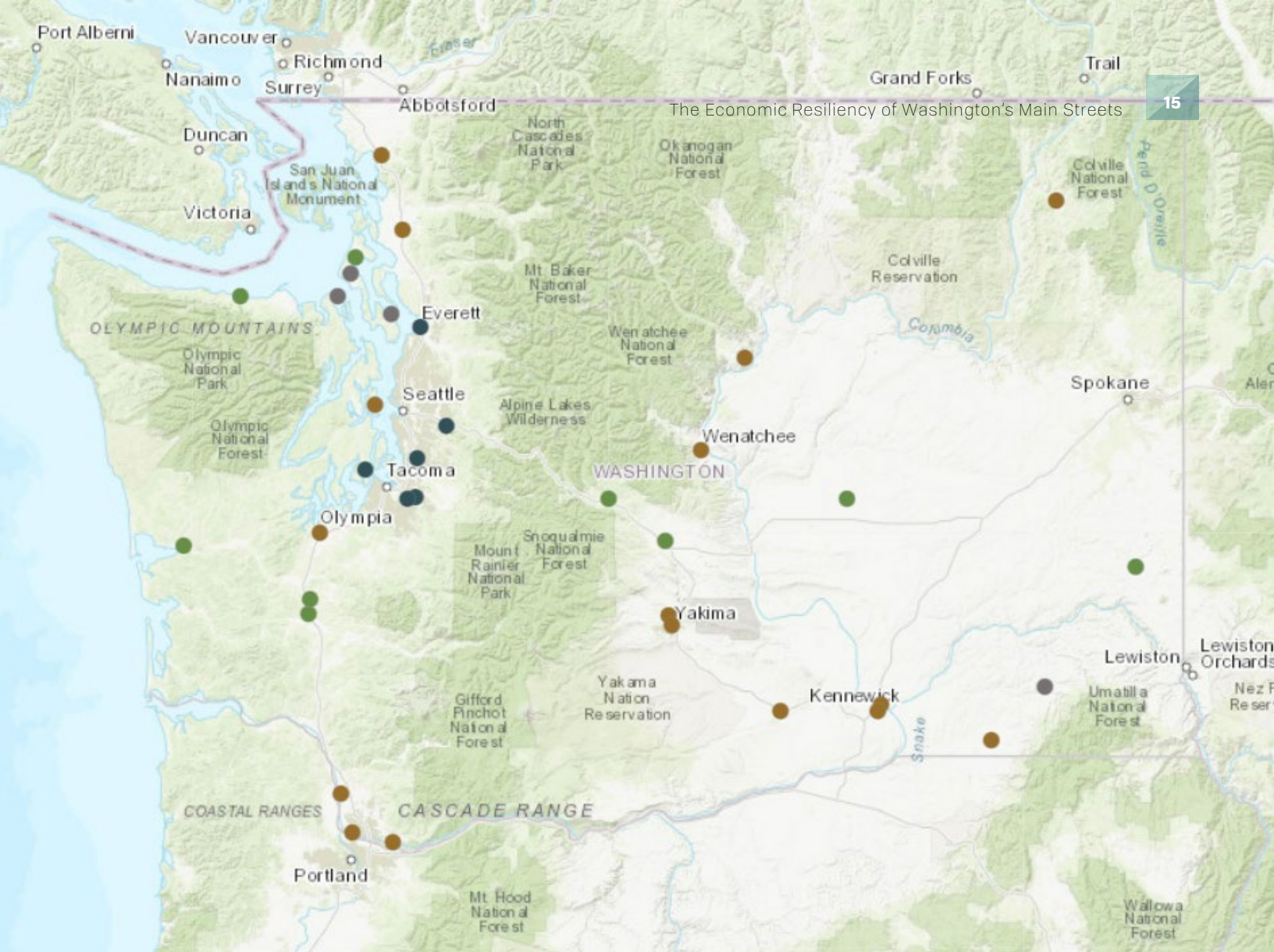
Contrary to the economic shifts in large cities, smaller towns with a more diversified economy and a robust mix of uses were generally more resilient during the pandemic. This trend is exemplified by Washington's Main Street districts in smaller metro areas and areas with populations between 10,000 and 50,000 residents (commonly referred to as micropolitan statistical areas by the US Census).

Unsurprisingly, Washington's tourism draw helped support many of the state's Main Street districts in their resiliency efforts. The pandemic disrupted travel and vacation for people both across the country and globally. With closed international borders, domestic tourism picked up after the initial onset of the pandemic, and the Pacific Northwest region attracted many of these domestic tourists. Similarly, Washingtonians flocked across the state to explore new places and communities, escaping the day-to-day realities of the pandemic.



Continued Pathway to Recovery

In 2021, almost 70% of Washington's Main Street districts experienced more consumer spending than before the pandemic in 2019, signifying economic recovery. As of October 2021, about 30% of Washington's Main Street districts remained actively working toward economic recovery from the pandemic, demonstrating the ongoing resiliency and tenacity of Main Streets efforts. Main Street Communities implement various initiatives to aid in local economic resilience such as technical assistance, financial resources to businesses, events and use of public space to attract customers, and resource sharing for small businesses.



Economic Resiliency by Geographic Considerations

Main Street Districts Located In...	2021 Compared with 2019 Average Consumer Spending
● Seattle-Tacoma-Bellevue Metropolitan Area	-1%
● Other Metropolitan Statistical Areas	+15%
● Micropolitan Statistical Areas*	+31%
● Rural Areas	+10%

*Micropolitan Statistical Areas defined as urban areas with populations between 10,000 and 50,000 residents.
 Note: Chart above shows change in average consumer spending between January and October 2019 compared with January through October 2021.
 Source: MasterCard Retail Location Insights (2021)

Images (Opposite Page): Kent Downtown Partnership, Bainbridge Island Downtown Association
 Image (Right): Mount Vernon Downtown Association



Local Customer Support in Main Streets During the Pandemic

Changes in the Share of Local Customer Spending in Main Street Districts

The COVID-19 pandemic altered Main Street market areas, drawing higher levels of local customer spending to their commercial districts. Before the pandemic, just over one in four customers on Main Streets were nearby residents, accounting for 27% of the sales and transactions at businesses in Washington's Main Street districts. This local customer share increased with the onset of the pandemic, surging in the spring months of 2020 as Washingtonians began working at home, schools closed, and stay-at-home orders were initiated. During this time, local customers accounted for half of the average spending and transactions in Main Streets, a 23% increase in the share of local customers, partly attributable to the decline in office workers and destination visitors to downtowns. In concert with similar actions in other neighborhoods and downtowns across the state and country, Main Street Communities launched community-centric marketing campaigns harnessing the resounding momentum for supporting small and local businesses during the economic uncertainty.

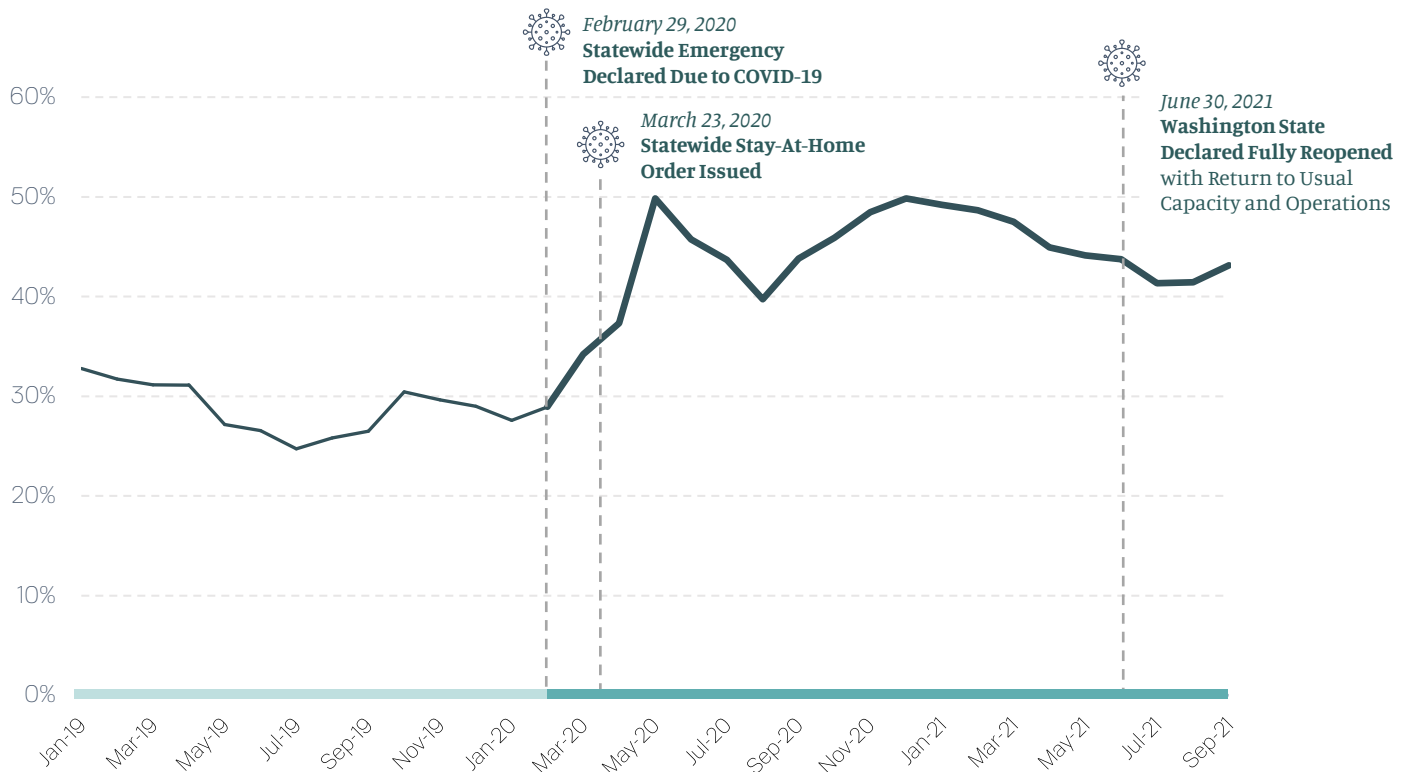
As the pandemic continued and lifestyles began to normalize, local customers in Main Street districts remained resilient in their support for their small and local businesses. In September 2021, local customers still comprised 43% of the total customer base for Main Streets, a 17% increase compared to pre-pandemic patterns. The following tables show comparisons of local customers' sales during the onset of the pandemic and when consumer spending peaked.

Instantaneous Change in Local Customer Base	Average Share of Local Customers in Main Street Districts
Before the Pandemic in May 2019	27%
During the Onset of the Pandemic in May 2020	50%
Increase in Local Customers' Share of Sales:	23%
Dynamic Change in Local Customer Base	
Before the Pandemic in September 2019	26%
During Peak Spending During the Pandemic in September 2021	43%
Increase in Local Customers' Share of Sales:	17%

Source: MasterCard Retail Location Insights (2021)

How the Share of Local Customer Spending at Businesses in Main Street Districts Changed Throughout the Pandemic

Local residents became the customer heroes during the pandemic. They have stayed loyal to their small and local businesses through recovery, in part due to the efforts of Main Street Communities, which shared small business stories and resources, helped build new and creative business spaces, and promoted the value of the Main Street district far and wide. A few examples of these initiatives are on the following pages.



Source: MasterCard Retail Location Insights (2021)



Post-Pandemic Opportunities and Considerations for Main Streets

Retaining local customers' enthusiasm and support for their nearby businesses can be of value to commercial districts, downtowns, and the business community in the post-pandemic economy. Main Streets that keep nearby customers returning to local businesses as outside visitors return to downtowns are well-positioned for economic resiliency in the coming years.





Dine-Out DWTN Kennewick and Alfresco Saturday

The Historic Downtown Partnership brought highly desired outdoor dining to its downtown streets through strategically programmed events to support local restaurants during the pandemic. The Main Street closed its streets during designated times to cars, offering needed and sought-after outdoor dining space for residents and visitors to enjoy lunch and dinner.

"Green Means Go" in Downtown Bellingham

In the initial months following the onset of the pandemic, businesses' frequent changing and disruption of business hours created confusion for customers across the country. Downtown Bellingham Partnership, in collaboration with Historic Fairhaven Association and the City of Bellingham, launched an innovative solution to help customers quickly understand whether businesses were open or closed while driving by and socially distancing. The Main Street distributed green cones that businesses placed in front of their doors during open hours to signify being open for business. These simple visual cues prompted customers to stop inside, grab curbside, and support local businesses.



Love Letters to Langley

Inspired by the resiliency of its local business community, Langley Main Street Association launched a unique campaign centered around gestures of community support: Love Letters to Langley. The Main Street's initiative installed signs of encouragement and appreciation in business windows throughout its downtown. These hope-filled messages brought positivity and encouragement to its businesses and customers during challenging and unsettling times of the pandemic.





Connecting Businesses with Financial Resources

To help its local businesses survive the financial burdens brought by the pandemic, Mount Vernon Downtown Association stepped up to be a valuable and reliable conduit for connecting small businesses. The Main Street Community helped businesses navigate federal relief such as PPP loans and other state and local financial assistance, helping keep its businesses' doors open.

Bricks and Clicks Grants for Local Stevenson Businesses

The Stevenson Downtown Association launched an innovative grant program for local businesses mirroring business needs sparked by the pandemic with the organization's well-executed historic preservation efforts. The Bricks and Clicks Grant blended tried-and-true historic preservation and building improvement efforts with modern-day e-commerce and website assistance. Funds distributed to Stevenson businesses ensured high-quality appearance and perceptions in both the physical and digital landscapes. Businesses leveraged available funds to improve exterior signage, awning and building façade improvements, and landscaping beautification as part of the "bricks" initiative. "Clicks" initiatives centered around supporting improved online point of sale systems, website hosting, and shopping cart software such as Shopify.



Rebuilding Employment Bases During Heightened Tourism

Coupeville Historic Waterfront Association experienced a swell in tourism after the start of the pandemic as domestic tourism sparked and Seattle-based residents flocked to the charming waterfront town. However, the pandemic's labor shortage affected business operations as local establishments struggled to fill job vacancies. The Main Street offered support by hosting job fairs to encourage a new labor pool so businesses could capture this peaked customer spending. *(Image Credit: KUOW Photo/Joshua McNichols)*

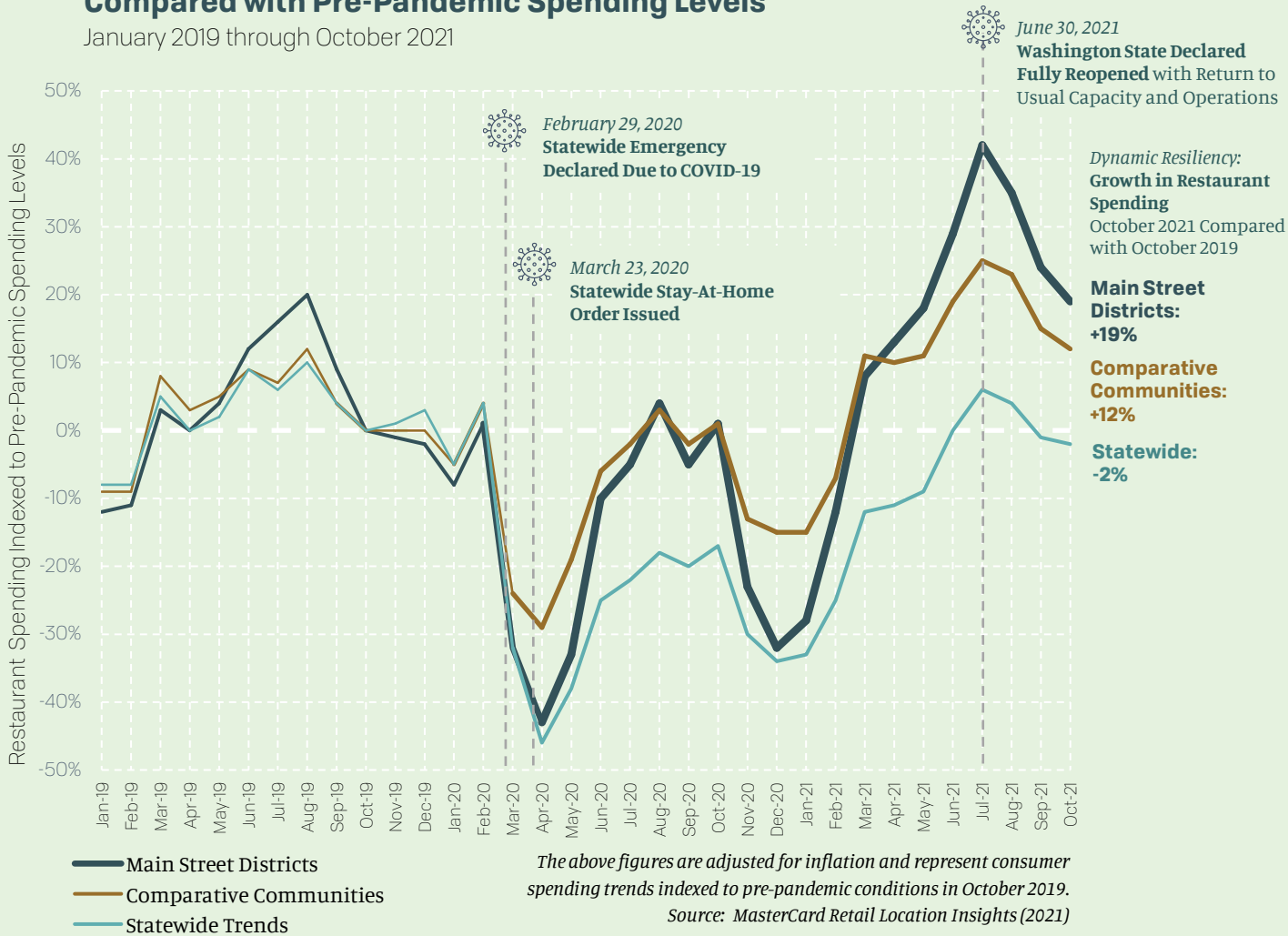
Restaurant Spending on Main Streets

Economic Impact of the COVID-19 Pandemic on the Restaurant Industry

The COVID-19 pandemic particularly affected the food and beverage industry both across the state of Washington and nationally. Many restaurants, taverns, and bars faced closures at the pandemic onset, followed by reduced occupancy through social distancing regulations and norms. Restaurants in Washington's Main Street districts experienced an immediate decline in customer spending in March and April 2020, mirroring state trends with over a 40% reduction in restaurant spending in Main Street districts during these two months. However, following April 2020, restaurants in Main Street districts collectively experienced an uptick in sales, mirroring pre-pandemic seasonality patterns and outperforming Washington's restaurant spending trends. The resiliency of the Main Street restaurant scene resurged during the spring and summer of 2021, with restaurant spending in Main Street districts exceeding comparable downtowns starting in April 2021.

Changes in Restaurant Industry Spending Compared with Pre-Pandemic Spending Levels

January 2019 through October 2021



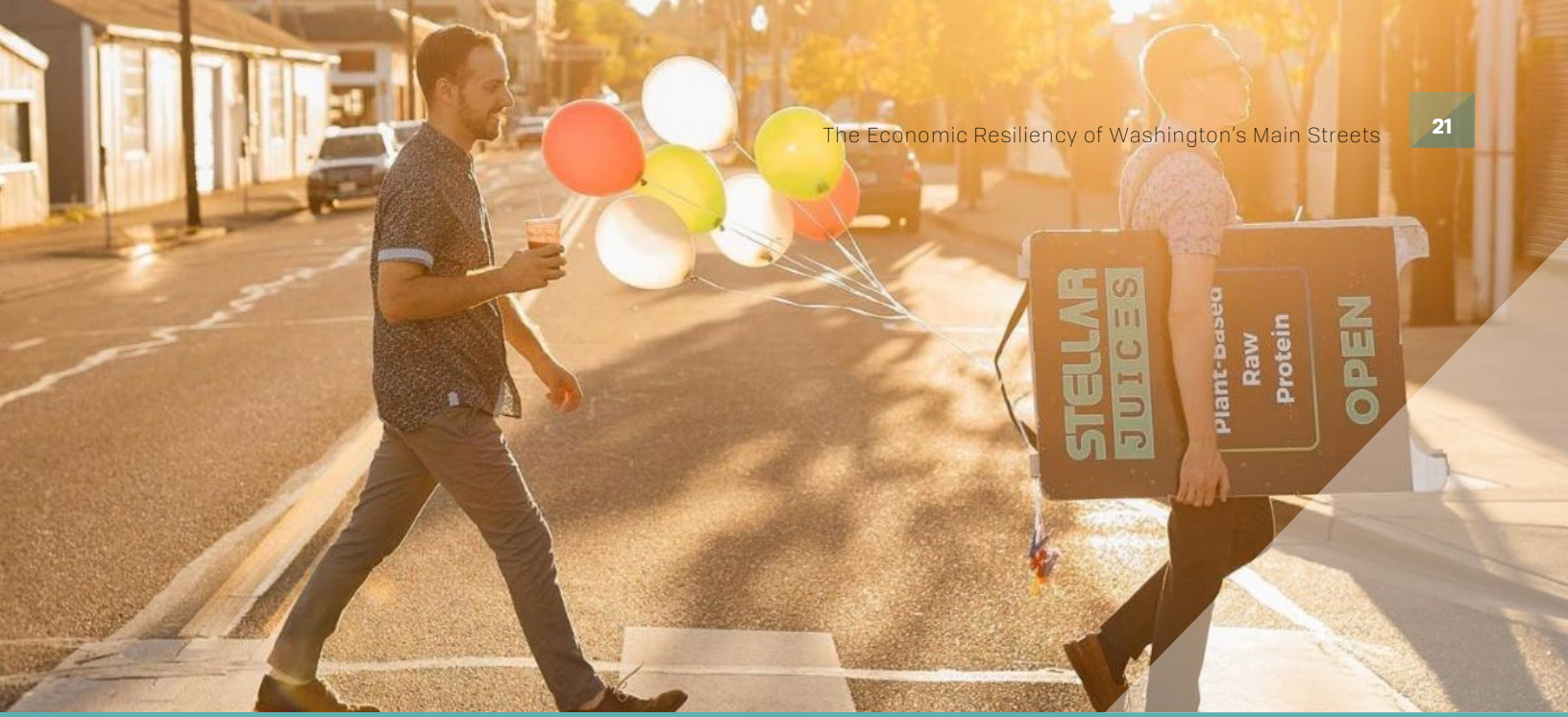


Image: Olympia Downtown Alliance

Main Street Support Services for Restaurants Early in the Pandemic Set the Stage for Robust Long-Term Recovery

With the initial decline in restaurant spending when the pandemic started, Main Street Communities were quick to help support their restaurant industries and strategize for placemaking solutions that accommodated changing restaurant operations, social distancing protocols, and customer preferences.

Main Street districts' physical environment, density, and pedestrian-orientation of the historic downtowns led to increased difficulty with curbside pick-up and outdoor dining, two strategies deployed during the pandemic to help encourage patronage of restaurants, taverns, and bars while navigating social occupancy limitations and dining room closures. Comparatively, business districts in clusters of commercial activity in suburban and newer developed areas were designed around ease for cars, a consideration that led to easier retrofitted areas for curbside pick-up.

Washington's Main Street Communities developed unique and innovative strategies based on the specific needs of their communities. Programs implemented solutions to ease curbside restaurant pick-up, expand outdoor dining offerings through communal spaces along sidewalks and pop-up seating in the streets of downtowns, distribute PPE and navigate health protocols, and connect businesses with PPP and other financial support services that helped keep businesses open.

With the support of nonprofit organizations and robust relationships with their local businesses and municipal agencies, Main Street Communities launched experiences and events for restaurant customers that encouraged dining at their small and local restaurants. These strategies are one of many contributing factors and reasons why restaurants in Main Street districts became more resilient than those in comparative communities.



Post-Pandemic Opportunities and Considerations for Main Streets

The COVID-19 pandemic amplified customer preferences for outdoor dining options, a trend anticipated in the industry to continue post-pandemic. In a national survey of restaurant goers conducted by Open Table in early 2022, 82% of people voiced that they want to see continued outdoor seating options.

Manning, Jay. "What Diners Want: How Dining is Changing in 2022." Open Table. February 2022.

During the pandemic in 2020, Washington's Main Street Communities supported . . .



1,118 Small Businesses with Direct Technical Assistance

Washington's Main Street Communities supported local and small businesses with guidance and technical operational support throughout the pandemic, such as helping businesses transition operations to online and e-commerce platforms, navigate processes for curbside pick-up, and market to a changing customer base.



708 Small Businesses with Direct Financial Resources

Through grants and loan programs, Main Street Communities brought direct financial resources to many businesses throughout the state of Washington, alleviating financial burdens during the economic shifts and shutdowns attributable to the pandemic.



3,610 Small Businesses with Information and Education

Washington's Main Street Communities connected their local businesses with critical health, safety, and operational information, helping businesses navigate changing regulations, decision-making hurdles, and operational challenges through the pandemic.



342,672 Square Feet of Public Space Activated for Commercial Uses

Main Streets worked closely with their municipalities and business communities to support social distancing during the pandemic. Main Streets converted streets and alleys into outdoor public spaces, transformed parking spaces into pop-up sidewalk cafes, and increased the amount of outdoor area for businesses in the public realm.



Source: Annually Reported Data to WSMS by individual Main Street Communities (2020)

Images: Downtown Yakima, Ellensburg Downtown Association, Downtown Walla Walla Foundation, Kent Downtown Partnership

Main Street Communities connected local businesses with critical financial resources during the pandemic.

At the onset of the pandemic in 2020, Washington's Main Street Communities were quick to connect their small and local businesses with various funding opportunities to ensure businesses had the capital necessary to continue operations.



100%

Provided Support and Guidance to Connect Small Businesses with Financial Resources

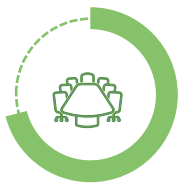
All of Washington's Main Street Communities connected local businesses with resources and support for grants and loans.



38%

Directly Administered Funding to Businesses on Main Street

Main Street Communities provided grants and loans directly to businesses in their Main Street district.



71%

Served on Planning or Selection Committee at County or City Level

As local leaders in their communities, over two-thirds of Main Streets worked collaboratively with their municipality to connect businesses with grants and loans.



100%

Promoted Grant and Loan Opportunities to Small Businesses in the Main Street District

Reducing necessary time for businesses to research and find financial support, Main Street Communities brought opportunities directly to the businesses in their district.



71%

Assisted Businesses with Grant and Loan Application Processes

With Main Street leadership helping businesses through the application process for financial resources, businesses were able to more efficiently and correctly apply for grants and loans.



47%

Provided Other Support Connecting Businesses with Financial Resources

Nearly half of Washington's Main Street Communities found other ways of helping to financially support their businesses in addition to connecting businesses with grants and loans.

Source: Annually reported data to WSMSP by individual Main Street Communities (2020)

WSMSP and its Main Street Communities enhanced the economic recovery, stability, and resiliency of its downtown business districts, and in part, Washington State overall, during the COVID-19 pandemic.

The Main Street model is a successful approach to economic development with its track record of positive economic and community impacts. The same elements that make it successful during good times make it even more valuable and essential in challenging times such as the COVID-19 pandemic. Washington's Main Street Communities demonstrated their unique abilities to communicate and address the needs of Washington's downtowns quickly and, in turn, directed outside resources into vital funding and programmatic support to businesses most in need. This economic resiliency study surfaced Main Street Communities' loyal customer base and strong identity and the value of the organizations' local knowledge, stakeholder trust, and understanding of local business conditions to recover from the pandemic's turbulent economic times for a resilient future.

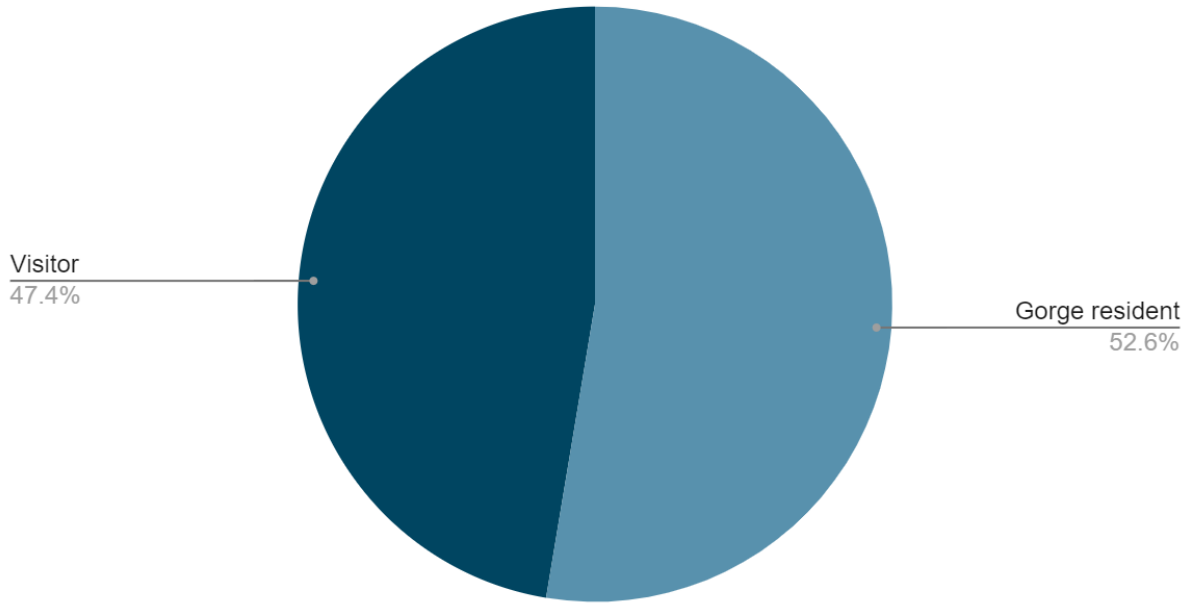


SDA Branding Survey - Chart Results

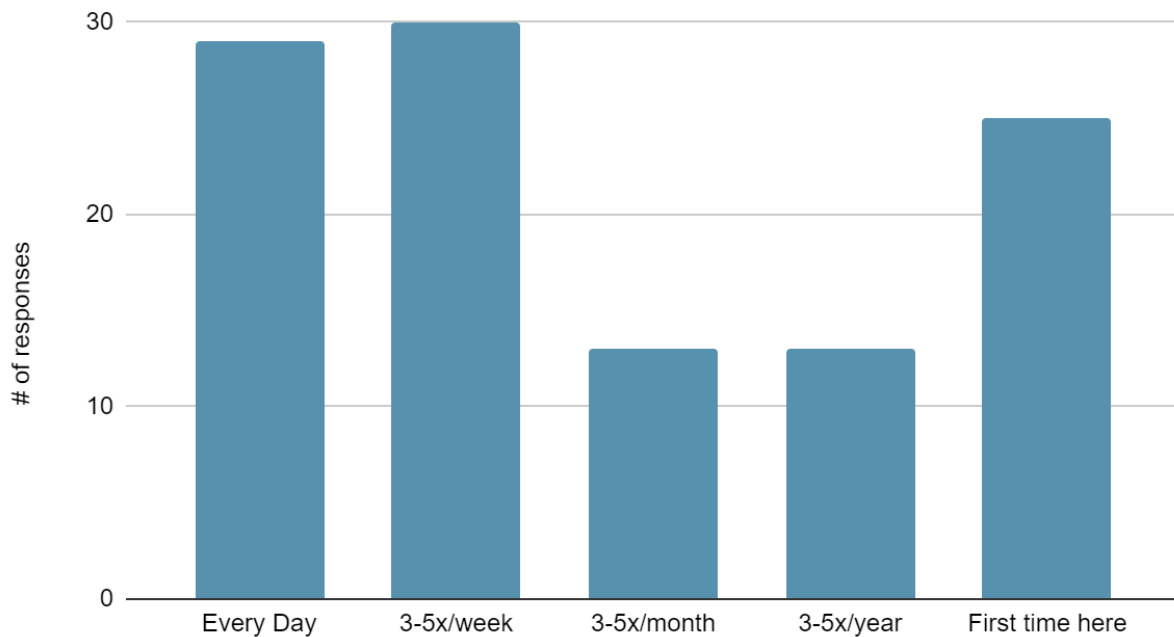
Farmers Market Season 2021

(110 surveys conducted, in person, on paper)

Do you live in the Gorge area or are you a visitor? (data from 38 out of the 110 surveys)



How often do you come to downtown Stevenson?



ASSUMPTIONS & ESTIMATES of our SURVEY RESPONDENTS

Estimated number of visits by Gorge residents vs visitors based on the previous two charts:

Assuming that Gorge residents were the ones to choose:

- Every day
- 3-5x/week

Let's also assume, visitors were the ones to choose:

- 3-5x/year
- First time here

Therefore, the remaining choice could be estimated by breaking out the percentages of the sample size (47% visitor / 53% Gorge resident):

- 3-5x/month = 13 people (6 visitor / 7 resident)

That means the following filled out the survey (estimated):

	Every Day	3-5x/week	3-5x/month	TOTAL
Assumed residents	29	30	7	66 residents
	3-5x/month	3-5x/year	First time here	
Assumed visitors	6	13	25	44 visitors

Thus, with our survey sample size, # of Gorge resident visits could be estimated at a range of 15,517-18,805 visits in a year:

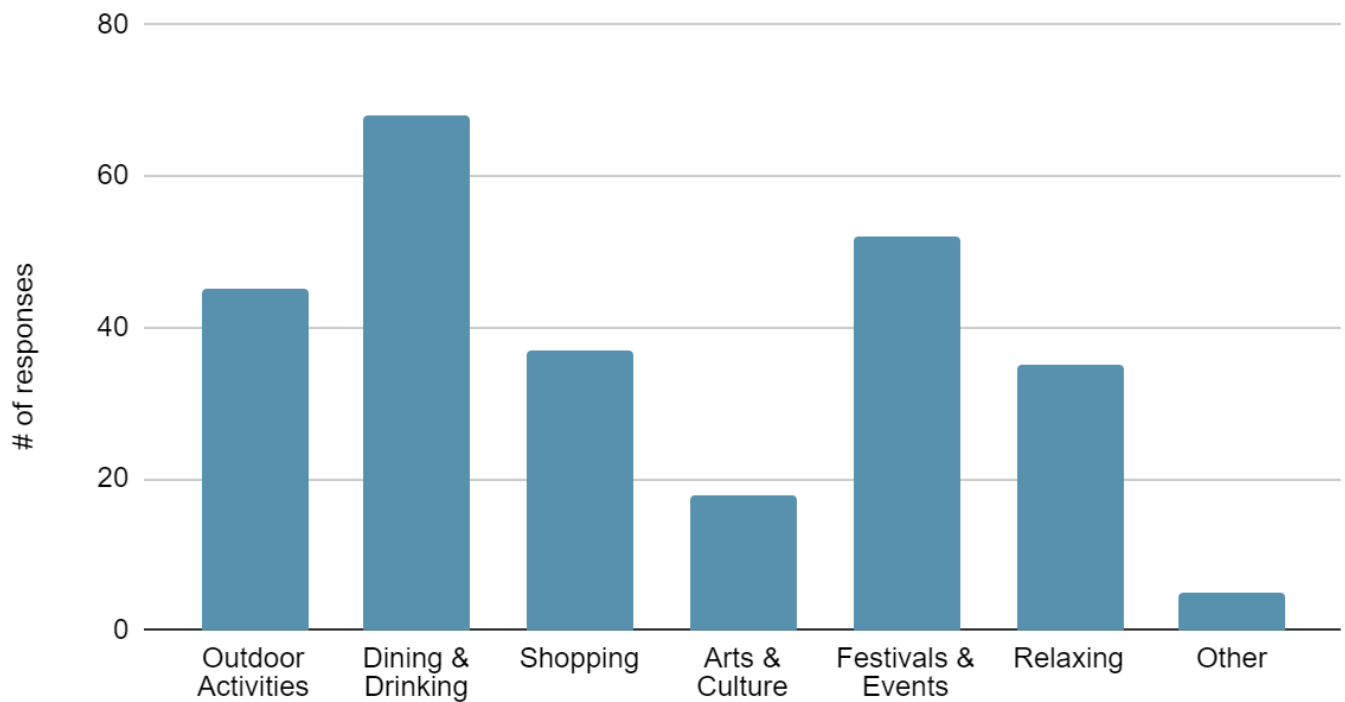
	GORGE RESIDENTS:					
	Every Day	3-5x/week		3-5x/month		
Assumed # residents visiting	29	30		7		66
# of days per year	365	156	260	36	60	
Visits	10585	4680	7800	252	420	
Low range estimate # of visits per year:	10585	4680	--	252	--	15,517
High range estimate # of visits per year:	10585	--	7800	--	420	18,805

And, with our survey sample size, # of external visits could be estimated at a range of 280-450 visits in a year:

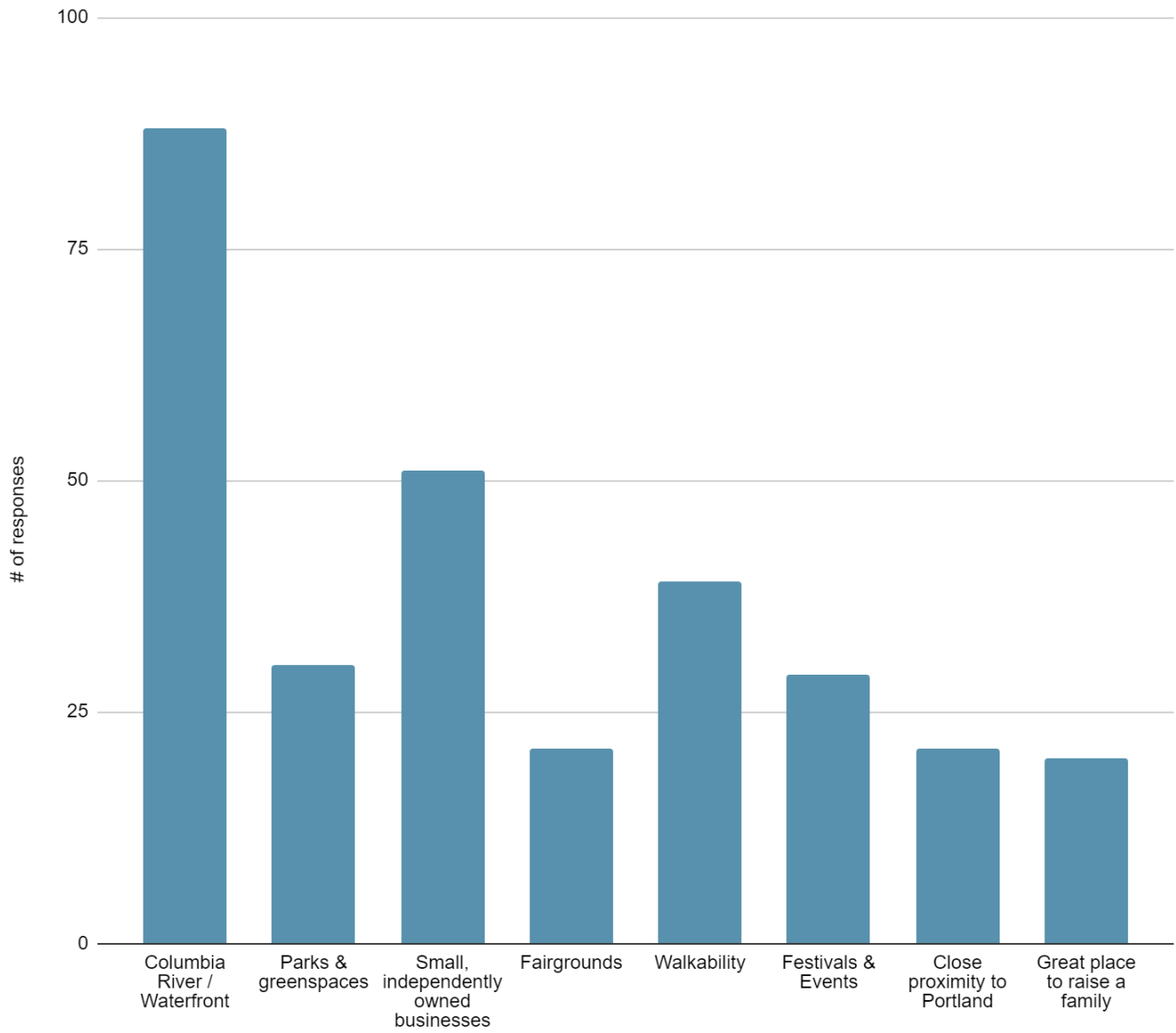
	VISITORS					
	3-5x/month		3-5x/year		First time	
Assumed # external visitors	6		13		25	44
# days per year	36	60	3	5	1	
Visits	216	360	39	65	25	
Low range estimate # of visits per year	216	--	39	--	25	280
High range estimate # of visits per year	--	360	--	65	25	450

SURVEY RESULTS CONTINUED

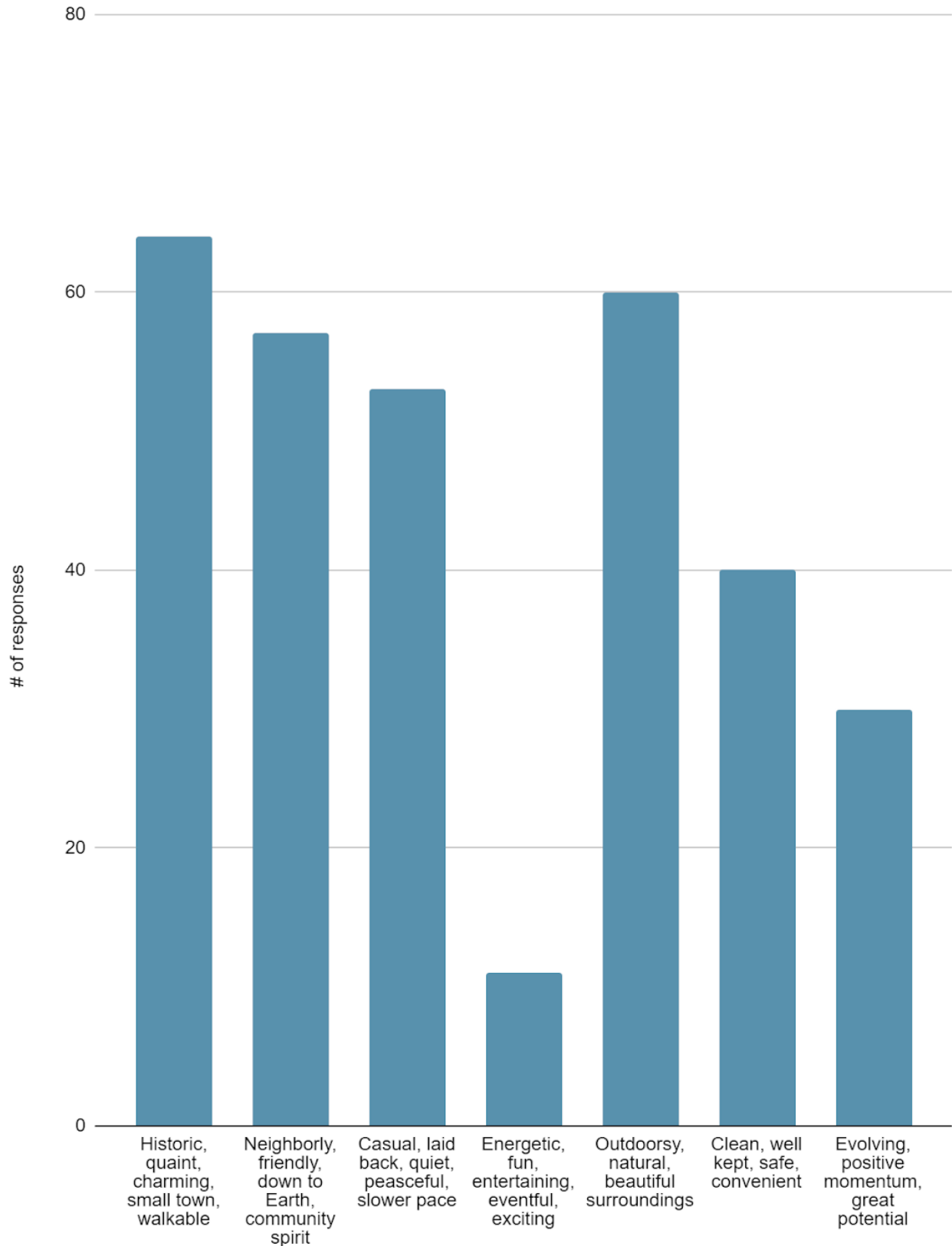
What describes your favorite downtown Stevenson experiences? (select all that apply)



What are the greatest assets of downtown Stevenson? (select multiple if needed)



Describing the 'personality' of downtown Stevenson, what positive words come to mind? (select all that apply)



What attracted you to Stevenson?

