

annual **20**
report **24**



loveoly.♥

Downtown, the Heart of Olympia


OLYMPIA
DOWNTOWN ALLIANCE



Dear Olympia Downtown Alliance Members,

For the last 35 years, dating back to 1989, our organization has been a passionate champion for your downtown. Over the last year, we worked to produce programs and projects that provided value to you, our downtown stakeholders, and our entire downtown community. From special events attracting thousands downtown to small business grants sprucing up our street scape, from cascading flower baskets to the service of our Downtown Guides, every dollar we invest goes towards supporting a space our community can be proud of, and our businesses can thrive in.

While our efforts to establish the Downtown Improvement District did not succeed, we remain committed to forging ahead. Through partnerships with public and private stakeholders, we'll continue to seek the resources necessary to exercise our strategic plan. This plan includes imagemaking efforts, advocacy, economic development, and support of a clean, safe, and healthy downtown.

We are proud to present this Annual Report as evidence of the value we provide to you, our members and partners. Your partnerships and participation continue to be essential to the success of our downtown as we look forward to a great 2024!

With gratitude,

Shina Wysocki
President

Todd Cutts
Executive Director



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Board of Directors

NAME

Shina Wysocki

Chelsea Farms Oyster Bar

Erik Johnson

Olympia Computer

Erica Cooper

KBJ Investments

Bobbi Kerr

Olympia Federal Savings

Todd Monohon

Olympic Rentals

Krista Bentow

Dancing Goats Coffee

Jill Barnes

Washington Center

Nate Burgher

Nate Burgher Photography

Janis Dean

The Popinjay

Ryan DiCrescenzo

Property Owner

Daniel Farber

Temple Beth Hatfiloh

Sophia Landis

Sofie's Scoops Gelateria

Aslan Meade

Thurston Economic
Development Council

Angela Maki

Providence Swedish

Mindy Roberts

Union Gospel Mission

Rich Hoey

City of Olympia

POSITION

President, Organization Committee Co-Chair

Vice President, Organization Committee
Co-Chair

Secretary, Organization Committee, Design
Committee Chair

Treasurer, Organization Committee

Past President, Organization Committee

Downtown Vibrancy Committee

Economic Vitality Committee

Promotions Committee

Promotions Committee

Promotion Committee Chair

Downtown Vibrancy Committee Chair

Promotions Committee

Economic Vitality Committee Chair

Promotions Committee

Downtown Vibrancy Committee

*Ex-Officio, Downtown Vibrancy Committee



Staff & Primary Partners

Todd Cutts

Executive Director

Desiree Freeland

Downtown Projects Manager

Kyle Nicholas

Operations Supervisor

Colin Plaeger-Brockway

Downtown Guide

Quillan Halverson

Downtown Guide

Justin Richards

Downtown Guide

Candice Shapiro

Administrative Assistant

Mosaic Marketing Studio

Marketing & Communications

Kellen Jemeyson CPA

Bookkeeping

Strategic Plan

Vision

Olympia's historic downtown is the heart of our region, buoyed by a colorful and welcoming environment, a rich diversity of people and positive experiences, and an activated, engaged community.

Mission

Act as a catalyst for a vibrant and thriving downtown through service to businesses and property owners.

Values

SAFETY We strive to provide a safe environment both to communicate honestly within the organization and to welcome customers coming downtown.

GROWTH We are committed towards affecting positive change both within the organization and in downtown as a whole by employing innovation and strategic thinking.

COMMUNICATION We actively listen and clearly articulate to seek understanding and agreement.

SERVICE We prioritize customer response, tell the truth, and instill trust.

INCLUSION We engage with a diverse group of downtown stakeholders.

Goals

ADVOCACY Channel the voice of the downtown businesses and other stakeholders to compel action in both local and state government.

FINANCIAL HEALTH Ensure varied funding sources and efficient business practices that lead to long-term fiscal solvency for the organization.

CLEAN, SAFE & HEALTHY Support a welcoming environment to ensure business success and a thriving downtown.

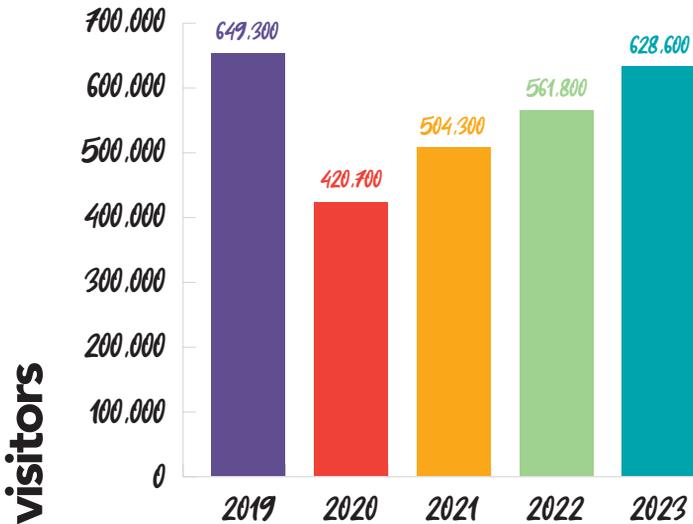
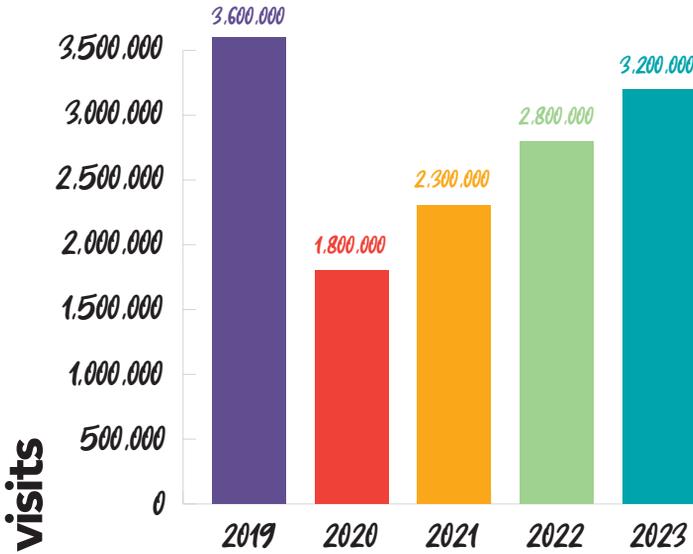
ECONOMIC DEVELOPMENT

Develop programming and leverage community partnerships to support a vibrant downtown economy, including current and future businesses.

IMAGEMAKING Improve the community's perception of downtown through enhancements to the physical environment, production of quality events and experiences, and strategic communications and marketing.

Downtown By the Numbers

Downtown has seen an uptick in both visits and visitors every year since 2020. While we have not yet eclipsed our 2019 numbers, the trajectory would indicate we are headed in that direction. The Alliance’s strategic plan is intended to keep the arrow pointing up.



*Numbers from placer.ai software.

Economic Development

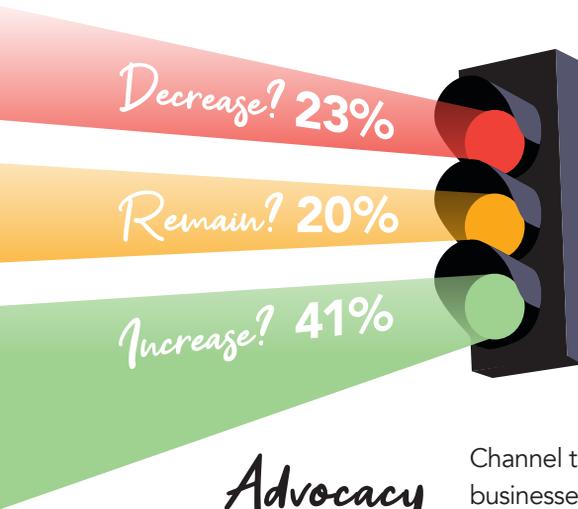
Develop programming and leverage community partnerships to support a vibrant downtown economy, including current and future businesses.

- Distribute Welcome Package to new businesses locating downtown
- Maintain vacant space inventory and provide to prospective downtown businesses and investors

Looking Forward

The Alliance will continue to distribute the Welcome Package and maintain the vacant space database. In addition, the Alliance will administer a pop-up program for entrepreneurs to occupy vacant ground floor spaces downtown.

"Between 2022 and 2023, has your downtown business seen sales..."



2023 vs. 2022

(Jan–Sept 2023 vs. same period 2022)

Data from 2023 Alliance Downtown Vibrancy Survey (99 downtown stakeholders respondents)

Not Applicable 16%

Advocacy

Channel the voice of the downtown businesses and other stakeholders to compel action in both local and state government.

- Continued communication with City Councilmembers and City administration regarding matters related to a clean, safe, and healthy downtown.
- Exploring partnerships and funding with City of Olympia on projects and programs related to execution of the Alliance's strategic plan.

Looking Forward

Continued engagement on above matters and related to the City's Comprehensive Plan update as it relates to the Alliance's mission.

Imagemaking

Improve the community's perception of downtown through enhancements to the physical environment, production of quality events and experiences, and strategic communications and marketing.



Placemaking

LoveOly Microgrants With financial support from the City of Olympia, the Alliance offered the LoveOly Microgrant program, offering grants up to \$500 for any downtown business to make physical improvement to their space or to produce an in-business promotional event.

- | | | |
|-----------------------|--------------------------|--------------------------------|
| By The Numbers | 4 Murals | 2 Planter Box Refreshes |
| 15 Total Grants | 4 Updated Signage | 1 Lighting Project |
| Projects Included: | 4 Events | 1 Restoration Project |

Looking Forward The Alliance is seeking funding support from public or private sector partners to ensure this popular program is available in 2024.

Marketing



LoveOly Brand Expansion Launched LoveOly brand as Alliance's external facing downtown customer brand. The expansion of this brand was headlined by a new website, LoveOlyDowntown.com, rebranding of social media channels and newsletter, custom videos highlighting specific businesses, and a local artist poster showcase. LoveOly was also incorporated in the annual downtown visitor guide.

By The Numbers

18,500+

Followers between IG (9,900) & FB (8,600)

1,420

Newsletter Subscribers (44% Open Rate)

5,842

Visitors to the new LoveOly website since its launch (11/20/23)

Looking Forward

The Alliance will continue efforts to build awareness of the new brand with the ultimate goal of driving more customer traffic and investment downtown.

Events

Shop & Dine Week

May 15-21 This fun event encourages the community to shop and dine downtown with LoveOly gifts awaiting those that complete the Passport challenge.

Looking Forward

The Alliance is considering updates to the event, including timing, duration, and structure, to keep it fresh and interesting for our community.



By The Numbers

- 63 participating businesses
- 98 passports redeemed with an estimated direct economic impact of...
- Over \$17,000 to downtown sales

LoveOly Summer Fest

June 23-25 The Alliance brought back this popular street festival in historic Downtown Olympia that included live music and performances, activities for kids and families, a pet parade, a biergarten and more!



By The Numbers

- Visits in event footprint – 13,500
- Unique visitors in event footprint – 11,800
- Average dwell time at event – 102 minutes
- Summer Fest webpage visits – 11,116

Looking Forward

The Alliance is excited to expand and improve this event, and anticipates more attendees in 2024, when the event will take place from June 21-23.

Kid's Halloween Trick or Treat Event

**KID'S HALLOWEEN
TRICK OR TREAT
EVENT**

Saturday, October 28 The Alliance partnered with Mixx 96 to produce this fun trick or treat event, featuring participating merchants, for the first time.

By The Numbers

- 54 Participating Businesses
- 360 Pounds of candy distributed

Looking Forward We're excited about what the event can evolve into in 2024!

Music in the Park

Sundays in July Music in the Park returned every Sunday in July 2023. We moved it to Sundays in 2022 to make it more than just about the tunes – but also a downtown experience, a chance to support local businesses while enjoying a laid-back Sunday afternoon.



By The Numbers

- 1,136 attendees over 5 shows
- Music in the Park webpage has 2,421 views

Looking Forward The Alliance will explore how to balance the goals of bringing more visitors downtown for a positive experience with how to drive customer traffic into our businesses.

Downtown for the Holidays

November 26–December 31

Downtown for the Holidays featured festive holiday decor throughout the month, a shop and dine passport event, and the festivities were kicked off by the WinterFest street festival on November 26.



By The Numbers

- 69 participating businesses in Shop & Dine promotion
- 573 passports redeemed with an estimated direct economic impact of over \$100,000 to downtown sales
- 6,300 visits in WinterFest footprint on day of event

Looking Forward The Alliance will explore how to balance the goals of bringing more visitors downtown for a positive experience with how to drive customer traffic into our businesses.

Clean, Safe & Healthy

Support a welcoming environment to ensure business success and a thriving downtown.

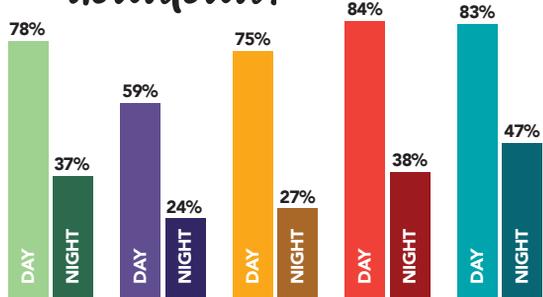
Downtown Guides Program

In 2023, the Downtown Guides continued to serve an ambassadorial role to visitors while also working with those in crisis. The program expanded from two Guides to four in the Fall, as a result of a partnership with the City.

By the Numbers

- 2017 Community Survey
- 2020-2021 Community Survey
- 2021 Downtown Stakeholders Survey
- 2022 Downtown Stakeholders Survey
- 2023 Downtown Stakeholders Survey

How safe do you feel downtown?



Downtown Guide Engagements

	Friendly Engagement	Homeless Outreach	Trespass Engagement	Antisocial Behavior	Provided Food/Water	Social Service Referral
2020	4729	1919	1248	240	1723	785
2021	3055	1810	1129	230	1792	483
2022	3218	1718	863	66	1387	380
2023	3639	1343	745	75	1064	760

Looking Forward

The Alliance is excited to be able to offer expanded service well into 2024 and possibly longer. Continued coordination between the Guide program and the City is essential to a thriving downtown.

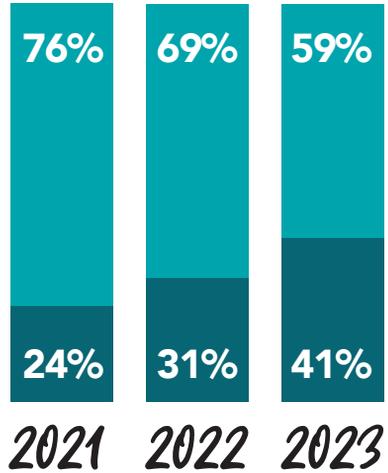
Downtown Cleanliness

In partnership with the PBIA, the Alliance was able to staff a Downtown Maintenance Worker position. This position was deployed to clean downtown block-by-block year-round, in addition to watering hanging flower baskets from May – October. The Alliance also produced two Downtown Cleanups in 2023 in advance of seasonal Arts Walks.

By the Numbers

In general, how clean do you believe downtown is?

-  Unclean
-  Clean



Downtown Stakeholders Survey

Looking Forward

The PBIA has funded the Downtown Maintenance Worker position for 2024 allowing these services to continue. The Alliance will also again produce two Downtown Cleanups.

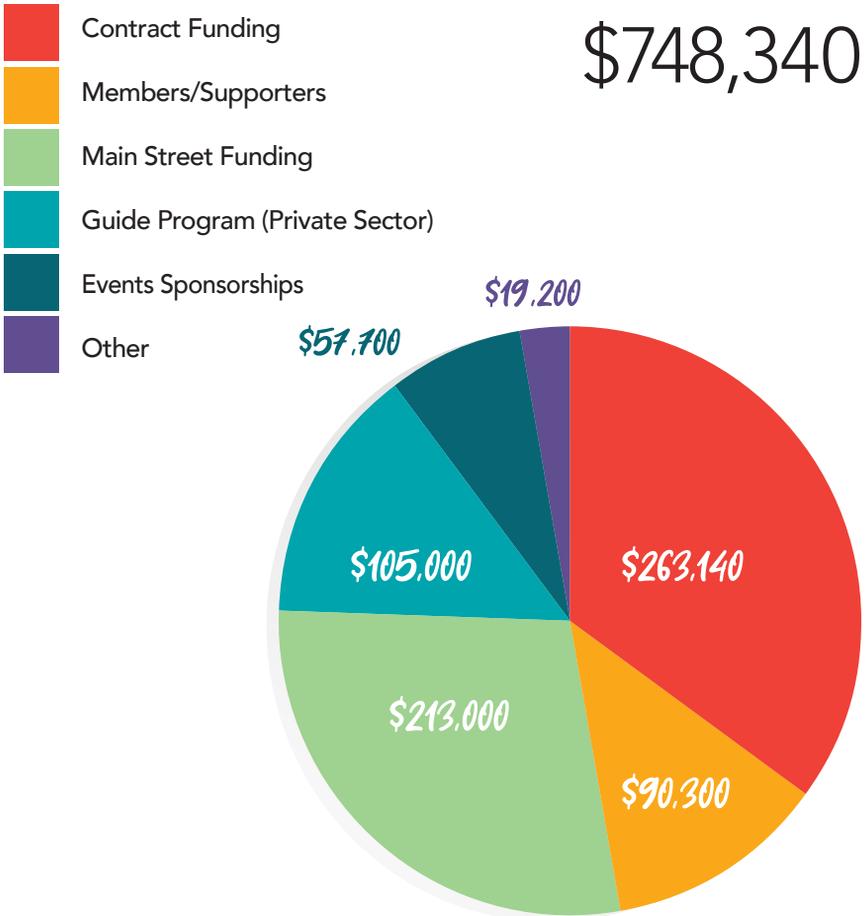


Financial Health

Ensure varied funding sources and efficient business practices that lead to long-term fiscal solvency for the organization.

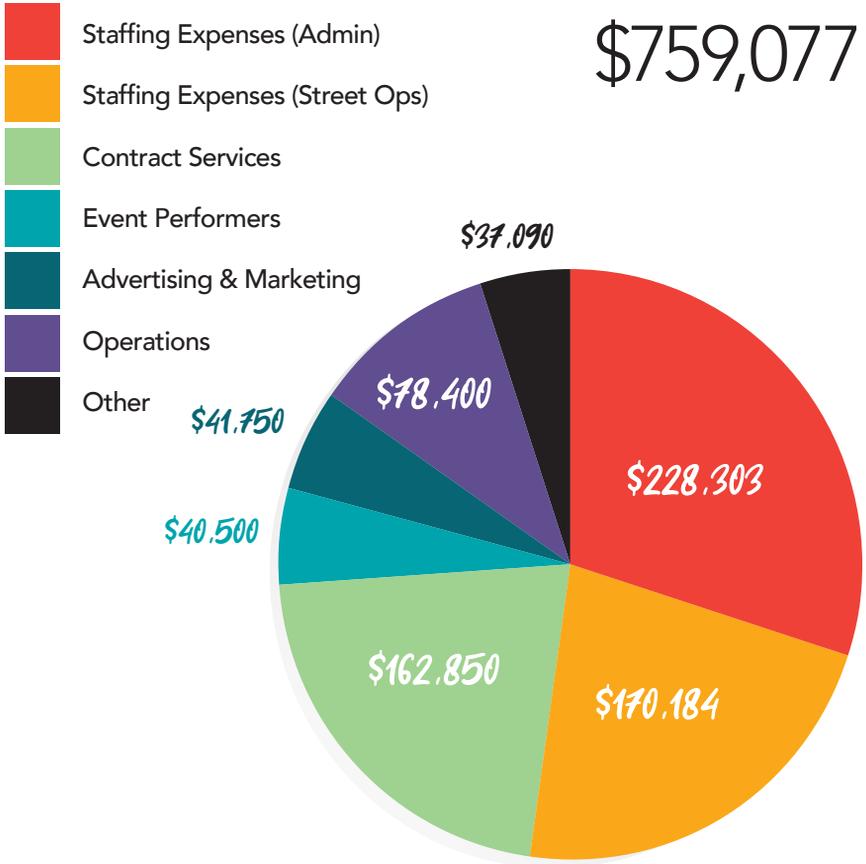
2024 Income

The Alliance continues to receive robust support through the Main Street Business & Occupation Tax Credit program, supporters at defined financial levels, and subscribers to the Downtown Guide service. Financial partnership with the City also fuels Alliance efforts related to specific scoped items covering a variety of programming and projects.



2024 Expenses

The Alliance most important resource in providing value downtown, its employees, constitute over half of its expenses. Nearly another quarter of expenses are apportioned to contractors who partner with Alliance to help support events, marketing, and other important efforts. Performers, marketing costs, and operating costs round out the expense budget.



2023 Year
End Actuals

Income:	\$777,450
Expense:	\$793,457
Net Operating Income:	-\$16,196

Thank You for Supporting the Alliance

2023 Cornerstone Partners (\$5,000)



2023 Downtown Champions (\$2,400/year)



2023 Leadership Circle (\$1,200/year)

Amy Evans
 Bobbi Kerr
 Buck's 5th Avenue
 Commencement Bank
 The Cutts Family
 Daylight Properties
 Encore Chocolates & Teas

Forma Construction
 The Freeland Family
 Hands On Children's Museum
 Olympia Ballroom
 Olympia Computer
 Panowicz Jewelers
 Union Gospel Mission

2023 Downtown Partners (\$500/yr)

Church Rietzke Johnson, PLLC
 Community Solar
 Stuart Place



Interested in partnering with the Alliance to further the downtown mission? Consider becoming a supporter!
 For more information, scan the QR code or visit LoveOlyDowntown.com/about-us/supporters.

