YEAR IN REVIEW

Thanks to the Ed! advisory board and volunteers who donated over 700 hours of their time, many exciting projects leveraging your assessments were completed in 2017. Read the highlights below.

Media Strategy: Transit & Digital
Ed! continued the momentum of our 2016 marketing strategy using transit and digital to bring visitors to both our website and our city. Edmondsdowntown.org users were up 42% as a result of our digital effort. 83.7% of those users were new to our site! Our transit ads were seen an estimated 11 million times between May and September. Just under half of those impressions were non-paid bonus media—an $18,000 value.

Visitor Communication
New materials were created to promote Edmonds as a destination. A postcard was produced with a map of downtown, and we put together a binder of local menus for the Puget Sound Express boat.

Member Communication
Our monthly e-newsletter goes out to 525 members and community leaders, keeping them updated on projects and ways for them to get involved. This year a “welcome” brochure was produced for new members.

Grant Program
Ed supported a number of Grant requests in 2017, including Edmonds Has a Heart, the Where’s Waldo passport and Edmonds Wine Walks. More information regarding qualifying projects and deadlines for the Grant Program can be found on our website.

Crosswalks
A new crosswalk design was launched to be more visible, with a design unique to Edmonds. The pilot program is in place at 5th & Howell.
Edmonds Holidays
Ed! brought back the popular Holiday Trolley, and helped coordinate several fun events during the month of December—including a free movie, concerts and the Holiday Market. Facebook and digital ads reached over 25,000 households each week, bringing many visitors to downtown. Thanks to this year’s sponsors who helped make these events possible: Rick Steves, HouseWares, Comstock Jewelers, Walnut Street Coffee and Cline Jewelers.

Website & Social
Ed! has continued to use social media and the website to grow awareness of businesses and events happening in downtown Edmonds. Instagram followers have increased by 106%, Facebook users by 33% this year.

After Hours Parking Program
Ed! is piloting a new program to make after-hours parking more visible and consistent across properties where it is available. The new signs will be installed first at the Bank of Washington.

Umbrella Stands & Umbrellas
Ed’s courtesy umbrellas continue to be a great marketing tool—a permanent “ad” for our brand and website—in addition to encouraging pedestrian activity throughout downtown. An improved stand was introduced in 2017, and additional umbrellas placed around town. If you need re-stocking, please contact carrie@edmondsdowntown.org.

Advisory Board
Our Advisory Board is comprised of eleven members from both open door and by appointment businesses within our boundaries. Four board positions will become available this May. Please join as at an upcoming meeting to see if you would like to become more involved. Advisory Board Meetings are held the 2nd and 4th Thursday of each month at 8am Edmonds Center for the Arts, Room 225. We’d love to see you there.