IN THIS ISSUE

- July 19: Downtown Sign Code Public Hearing
- Marketing Campaign Results
- Fourth of July - Thank You!
- Umbrella Survey Responses
- New Walking Map Installation
- Welcome New Members
- Let Ed! Promote Your Business
- Summer Meeting Schedule

July 19th - PUBLIC HEARING: DOWNTOWN EDMONDS SIGN CODE

Edmonds Business Owners: Make your voice heard! Come to the public hearing being held at City Council tomorrow, July 19th. There is 60 minutes on the agenda to receive citizens' comments about the Proposed Sign Code Amendments.

Please click here to see the Agenda.

7:00 p.m.
Edmonds City Council
COUNCIL CHAMBERS
250 5TH AVE NORTH
EDMONDS, WA 98020

Marketing Campaign Results

Our spring digital campaign is complete and the engagement results were successful.
Edmonds Downtown.org

300%. Typical user counts are in the 1,300 range; during our Ed! campaign, users rose to more than 5,000.

- More than 90% of visitors to the site are new users.
- Page views (individual page visits for categories, businesses, etc.) were up 207% from 4,200 to over 13,000.

We’re continuing to grow our site traffic and communicate all the great services and resources Edmonds Downtown has to offer.

---

Fourth of July - Thank You!

Thank you to the group of 20 members from Edmonds businesses that joined us to share Ed! with the community at the Edmonds Kind of Fourth parade. This is a great opportunity each year to get out in front of more than 18,000 parade attendees. We also used it as an opportunity to show the community the 340+ businesses we represent.
Thank you to members who participated in our recent survey. The results from 56 survey responses showed that 65% had a very favorable opinion of the umbrella program. We also reviewed and considered all of the comments that were submitted.

Based on the feedback, the Appearance and Environment committee is gathering bids to purchase additional umbrellas and bins/umbrella stands to increase the ease and use - and return - of umbrellas. We will keep you updated as the project progresses.
The new Downtown Edmonds Walking Map was recently installed in the courtyard of the Edmonds Historical Museum on 5th Avenue. This is a project that was supported in part by a grant from the Ed! Grant Program. Stop by and take a look!

Welcome New Members

- **Caretech LLC** IT Services, Equipment Sales and Service (Charlie Coutts)
- **Certa Law Group** Personal Injury Legal Services (Pellegrino Certa)
- **Main St. Nails & Spa** Nail Salon/Spa (Tin Nguyen)
- **Marieka Miller's Private Practice, LLC** Psychological Services, Psychotherapy (Marieka Miller)
- **Red Lantern** Restaurant (Hui Zhang)
Let Ed! Promote Your Business
Use our newsletter to showcase a business event or promotion

Submit content [here](#) by July 30th, and your announcement will be featured in the next newsletter (subject to editing). This is available to all Ed! members in good standing.

---

**Summer Advisory Board Meeting Schedule**
The next Ed! Advisory Board meeting will be held:

- Thursday, August 11

All meetings start promptly at 8:00 a.m. at the [Edmonds Center for the Arts (ECA)](#). We encourage everyone to attend. Add your voice to the dialogue!

---

*Copyright © 2016 Edmonds Downtown Alliance, All rights reserved.*

---

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)