



**Ed! Year In Review**

2015 brought exciting progress in fulfilling our mission of keeping downtown Edmonds vibrant, lively and attractive. Thanks to the volunteers who have made this work possible. We update everyone via a monthly email newsletter, but here is a snapshot of the year’s highlights.



**Media Strategy**

Ed! rolled out an exciting marketing strategy this year – literally. Studies show that bus advertising is an excellent way to reach a large audience by offering high visibility and repeat impressions while being the most cost effective form of advertising. Transit ads reach every demographic, business people, consumers, and tourists alike. Our transit ads ran from April-June this year and overall traffic to our website increased by more than 129%.

**Bike Racks**

Research shows cyclists spend 24% more per month than people who travel by car. In partnership with the Edmonds Bicycle Advocacy Group, the City, and input from the Cascade Bike Club, Ed! volunteers took the lead in sourcing, locating and finding funding the for 16 new low-profile bike racks were installed downtown this spring.

**Directional Signage**

Ed! board volunteers were the catalyst for the installation of new directional signage, created through the City’s master sign program. Ed! secured additional funding from the Port, Jacobson Marina, Anthony’s HomePort and Arnie’s Restaurant for the placement of the four large signs installed in December.

**Grant Program**

This year, Ed! kicked off the Grant Program, allowing members and partners to implement programs that fit our mission. Ed! approved the first grant this fall to the Edmonds Museum Plaza project. Ed! provided funding for an outside display, that includes a map and walking tour of downtown Edmonds. More information regarding the Grant Program can be on our website.



## Enchanted Edmonds

Ed! volunteers coordinated a host of fun activities this holiday. A holiday mailer was sent out to 20,000 households inviting them to explore Edmonds and enjoy the free trolley, carolers & free family movie nights. Thanks to DEMA and this year's sponsors for the funding that made the mailer and events possible.



## Umbrellas

Our courtesy umbrellas are a powerful way for Ed! to increase visibility of our brand and showcase our vibrant business community. This popular program continues to evolve based on public and member input. For instance, we've asked member businesses to become stewards to help manage the supply and distribution of umbrellas throughout downtown. If you would like to have umbrellas at your business please email [Robert@edmondsdowntown.org](mailto:Robert@edmondsdowntown.org).

## Monthly Email Newsletter

The monthly email newsletter is the primary way we are able to connect with members. If you aren't receiving the email, please contact [nicole@edmondsdowntown.org](mailto:nicole@edmondsdowntown.org).

## Ed! Website

Have you visited our website at [edmondsdowntown.org](http://edmondsdowntown.org)? Take a moment to view the wide-range of talented businesses located in downtown Edmonds.

If you have not yet been included, enter your business information at this link - <http://form.jotform.us/form/51600606059146>. Need help? Contact [nicole@edmondsdowntown.org](mailto:nicole@edmondsdowntown.org).

## Advisory Board

Our Advisory Board is comprised of eleven members – a mix of representatives from open door and by appointment businesses within our boundaries. Three 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 encourage everyone to attend.