



2022 ANNUAL REPORT

B DOWNTOWN
BELLINGHAM
PARTNERSHIP

The Downtown Bellingham Partnership is a 501c3 nonprofit organization dedicated to furthering the vibrancy and growth of our downtown. Everything we do is rooted in the idea that our community — Downtown Bellingham — is a place unlike anywhere else. We work to enhance, promote, and advocate for a vibrant city center through development, promotion, support, and celebration.

FROM THE DIRECTOR

It takes a collaborative effort to rebuild a city after something as significant as a pandemic. With the help of community members, business owners, partners, and supporters, we worked hard in 2022 to ensure that Downtown Bellingham continued to recover from its effects. With more than 36 new businesses opening in the Downtown core, our existing businesses making steady recovery, and award-winning events like Downtown Sounds bringing thousands into the district, we made significant progress in ensuring that our city center remains a great place to live, work, and play.

This 2022 Annual Report illustrates how Downtown Bellingham is moving forward despite the array of challenges coming out of this unprecedented period for our city. We at the Downtown Bellingham Partnership remain hopeful and confident that an exciting, new chapter for Downtown is just around the corner.

What makes us feel so positive about the future? First and foremost, is the incredible resiliency, passion, and tenacity of our Downtown businesses. Secondly, we continue to see that the Bellingham community is invested in their city and are showing up to support these businesses and enjoy the wealth of offerings found Downtown – from award-winning restaurants to curated specialty shops.

Lastly, the Partnership team had already been going above and beyond over the past couple of years, but in 2022 we all doubled down and were able to implement important new programs (City Block, Graffiti, Safety Ambassadors), while simultaneously producing engaging community events and keeping our Downtown looking clean and cared for. We accomplished a lot in 2022 and we're motivated and excited to keep the ball rolling.



Alice Clark, Executive Director

GET TO KNOW DBP

Our Mission | We champion the health and vitality of Downtown Bellingham through the promotion of commerce, culture, and celebration.

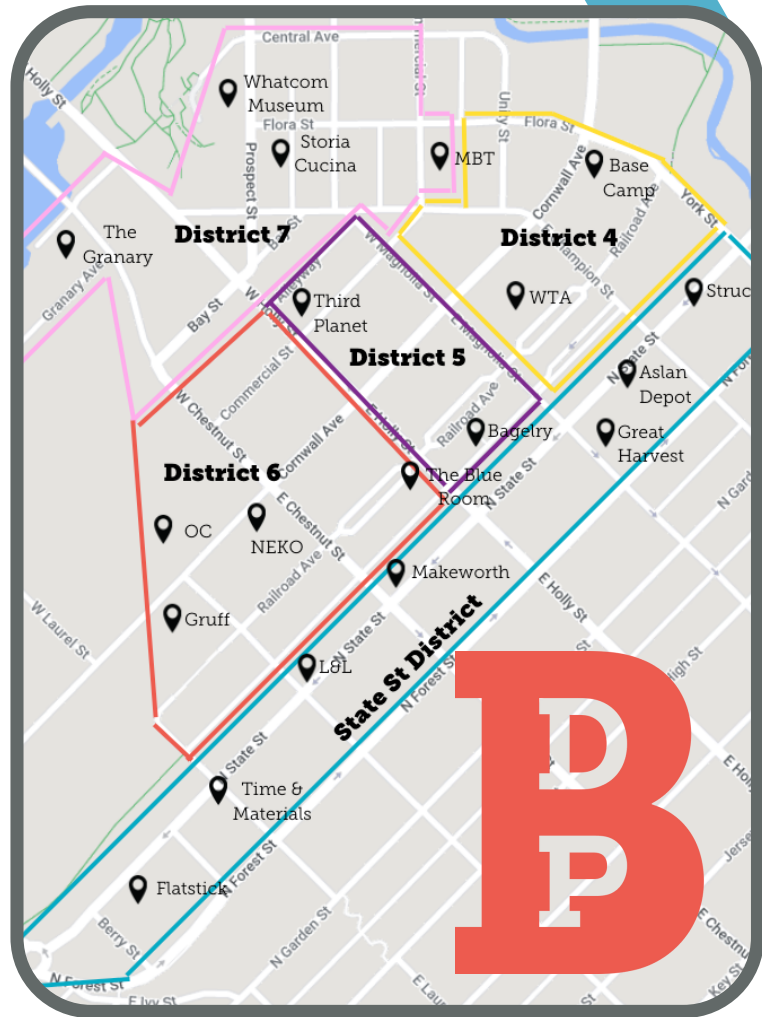
Our Programs & Services | Our work is focused on four core tenants:

- Community Events
- Public Placemaking
- Landscaping & Beautification
- Business Support

Board of Directors

Rhiannon Troutman, President
Linett Nardone, Secretary
Ken Mann, Treasurer

Ashley Fejeran | Rose Lathrop | Craig Jewell
Chris Roselli | Jennifer Stephens
Skip Williamson



Staff



Alice Clark, Executive Director
Lindsey Payne Johnstone, Program Director
Melissa Sorinsin, Operations Manager
Jenny Hagemann, Marketing and Communications Manager
Nathalie Wagler, Events and Promotions Coordinator
Kenny Austin, Landscaping and Cleaning Supervisor
Alec Howard, Landscaping and Cleaning Crew

2022'S HIGHLIGHT REEL

1 Doubling Down Public Beauty

DBP's Landscape & Clean Team scrubbed, scraped, and painted over 6,000 blemishes in 2022 alone in addition to maintaining almost 40 flower baskets lining our streets.

In partnership with RAM Construction, DBP selected two artists for a public mural on the "Rocket Building." Downtown's beauty took a major leap forward in 2022!



2 New Faces For Public Safety

DBP and the City of Bellingham launched the Safety Ambassador Program in April 2022, bringing attention and care to the city center. Our small, but mighty team of ambassadors responded to 1,670 calls for assistance from Downtown businesses and conducted 3,400 business checks over the course of 8 months, helping to ensure businesses received timely responses to requests for help.



3 Power in Community

Through the new City Block Program, DBP facilitated monthly meetings with hundreds of business owners and stakeholders where neighbors connected, issues and possibilities were discussed, and collaboration came naturally as four new events were born from City Block meetings.



4 Gathering Once Again

Downtown Sounds took over three city blocks for its 18th annual celebration that featured a diverse, energetic lineup, engaging family activities, local food and drink, and crowds of up to 4,500 each week. This free community event once again brought joy to the streets.



2022'S HIGHLIGHT REEL

5 **Shining Bright For The Holidays**

DBP holiday programs ensured Downtown was festive all season long. Twinkle, the Holiday Bellinghamster, thrived at Mallard Ice Cream, 41 businesses competed for the brightest window display, hundreds gathered for the Tree Lighting, and Santa made an appearance 3 times throughout the season.



6 **Volunteer Power**

Year-round, volunteers allow us to build on our programming, generate ideas, and expand on the work we do everyday. Over 150 volunteers helped us achieve in all areas of our work: events, committees, Board of Directors, City Block Program, and more.



7 **Celebrating Our Superheroes**

On the stage of the Wild Buffalo, 2022's Scepter Awards recognized 13 businesses, organizations, and individuals for their heart and contribution to Downtown. Bellebrities lip synced, funds were raised for DBP, and we celebrated those who make our community as amazing as it is.



8 **Welcoming New Businesses**

35 new businesses joined our Downtown community in 2022. Restaurants, retail, tattoo shops, services, activities, and more have enriched our neighborhood in the short time they've been open, and are contributing to the vibrancy of our Downtown core.



SUPPORTERS

Sponsors, Donors, and Tax Credit Participants

We receive funding from various sources, but one of the most significant is the support we receive through our membership with Main Street America and the Washington State Main Street Program. Businesses who pledge to the WA Main Street Tax Incentive Program receive 75% credit on their state B&O taxes and the entire donation is tax deductible. Those tax dollars are then reinvested in the Downtown Bellingham neighborhood - a true win-win for everyone!

2022 Sponsors

- 3 OMS Yoga
- Bank of the Pacific
- Banner Bank
- Bayou on Bay
- BECU
- Bellingham Cider Company
- Bramble Berry
- Brett McCandlis Brown & Conner
- Corwin Fergus
- Greenhouse
- Groove merchant
- Hotel Leo
- Math Perspectives
- Matt Kinney
- NEKO CAT CAFE
- Peak Hydration Lounge
- Port of Bellingham
- RAM Construction
- Spark Musuem
- Teacher Development
- WECU
- Whatcom Community Foundation
- WinkWink

2022 Main Street Donors

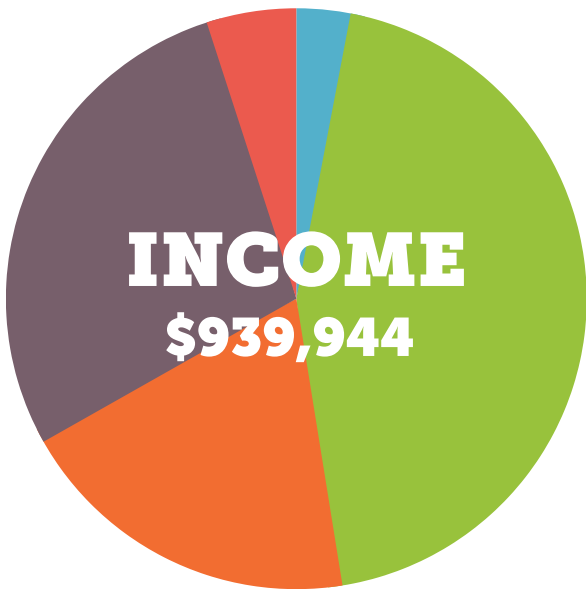
- Aslan Brewing Company
- Avenue Bread & Deli
- Barron Smith Daugert Law
- Bay City Supply
- Boundary Bay Brewing
- Carnal
- Cute But Crazy Socks
- Chuckanut Builders
- Daylight Properties
- DPdrones
- Ethos West Construction
- Evergreen Beauty College
- Faithlife
- Faber Construction
- Fanatik Bike Co
- Foundation Restoration
- Heritage Bank
- Living Earth Herbs
- LJ's Handyman Service
- Modsock
- Pacific Continental Realty
- Peoples Bank
- Puget Sound Energy
- RAM Construction
- RMC Architects
- Samuel's Furniture
- Sanitary Services Co
- Saratoga Commercial RE
- Scratch and Peck
- SHKs Architects
- Storia Cucina
- The Shakedown
- Tony's Coffees & Teas
- VSH Certified Public Accountants
- Wander Brewing
- Wild Buffalo
- Wood Stone Corporation

Our City of Bellingham Contracts & Champions

Our work is funded by private and public donors, including service contracts with the City of Bellingham. Thanks to these valuable public funds, the Downtown Bellingham Partnership is able to provide landscaping and cleaning, graffiti removal, Safety Ambassadors, and more. In 2022, the City of Bellingham funded over \$400K to DBP's service contracts. We are grateful for this decades-long partnership.



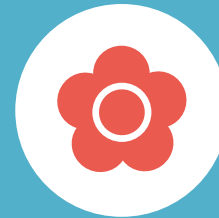
BY THE NUMBERS



- City Contracts
\$417,898 | 44.5%
- Main Street
\$181,870 | 19.3%
- Events & Sponsors
\$265,045 | 28.2%
- General Donations
\$46,952.73 | 5%
- Grants
\$28,180 | 3%



- Programs & Outreach
\$272,493 | 30.7%
- Events
\$197,574 | 22.2%
- Beautification
\$170,295 | 19.2%
- Admin & Ops
\$247,925 | 27.9%



36
Flower
Baskets



22+
Pounds of
Cigarettes
Recycled



688
Volunteer
Hours



4K+
Email
Subscribers



30K+
Social Media
Followers



134K+
Website
Visits

GET IN TOUCH



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