

DOWNTOWN UPDATE

February 2008



President's Message

Board of Directors President Larry Nelson,
owner of Software Planning

The DWWF enjoys the talents of extra-ordinary volunteers.

Raffaele Exiana and Beth Swanson have agreed to serve on the Board of Directors of the DWWF. Both Raffaele and Beth have already done much to contribute to the recent successes.



Beth Swanson has been instrumental in organizing and implementing recent events. She helped make our downtown look phenomenal by organizing the Downtown

Cleanup Day in May that saw 61 volunteers contribute 110 hours. Partnerships are important for a successful downtown, so Beth arranged for Starbucks' partnership in the Downtown Cleanup Day which resulted in a \$1,000 contribution to the DWWF Endowment Fund. Beth also brought together at least a dozen partners in a never-ending stream of fun events for the Christmas season, and another \$1000 donation to the Endowment Fund from a partnership with Starbucks.

Beth is a WSU graduate with a degree in Sports Management. She has extensive experience in events and promotions in both the for-

profit and non-profit sectors. Her infectious enthusiasm for our community and downtown is based upon a core belief that we can and should make Walla Walla a great place for families.

Raffaele Exiana served on the jury for last spring's Walla Walla Market Station Design Competition. He worked with fellow jurors in two rounds of careful analysis of 16 entries. Raffaele shared ideas with partners on the jury from Valley Transit, the City of Walla Walla and the WWV Farmers Market Association. He also serves on our Design Committee.



Raffaele has a Masters' in Architecture from the UW. He is far from home, coming to us from the Italian island of Sardegna. Raffaele is the lead designer of Bellevue based R&R Design and Walla Walla based Counterpoint Design. His present signature project is the historic restoration of the Whiteside Building at 51 E Main (formerly the Zodiac or WW Clothing). He also has residential, commercial and winery projects.

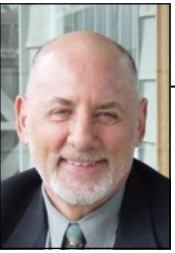
Also joining the Board this month is Walla Walla City Councilman Jim Barrow. From the beginning, the DWWF has enjoyed a good working relationship with the City. Jim brings both his perspective on the Council and a wealth of professional experience in public planning. We welcome him as the Council Liaison.

:: In the News ::

"The town still produces its share of agricultural products and "Walla Walla sweets". But it also is known for a world-class wine industry, hot real estate market and a quaint, tidy downtown packed with galleries, artisan businesses and gift shops."
-Seattle Business Monthly

What's New with Elio?

Executive Director Elio Agostini



The Board of the Downtown Foundation and its staff are not alone in *promoting the history, culture and commerce of downtown Walla Walla*.

I am immensely grateful to the many individuals, groups, associations and businesses that are joining in to help us. I also believe the number of people who are supporting us is unprecedented.

Our 15-person board consists of two senior representatives of the major banks, the president of the largest manufacturer in the valley, the owner/partner of a major realtor, the general manager of one of the largest retailers, a renowned artist, a lawyer and an architect, the manager of one of our major hotels, a non-profit group president, a downtown developer and architect, a city council representative, and three local downtown business owners.

We also have seven working committees, taskforces and shareholder groups. The seven committees include another 50 people.

Our volunteers worked nearly 2,000 hours for the Foundation in 2007 and that number will increase substantially this year. Events like the Wine Barrel Art Raffle, Downtown Clean-Up Day, our summer concert series, Downtown Trick-or-Treat, and Macy's Parade of Lights are impossible without tremendous volunteer effort.

Our community sponsors who help us financially are the Wildhorse Resort & Casino, St. Mary's Hospital, OneEighty Networks, The Union-Bulletin and Charter Media.

Michael Davidson and Tourism Walla Walla are helping us with Feast Walla Walla, The Fall Festival of Foliage and Feathers and the Sweet Onion Festival which is coming downtown this year. Michael also donated \$1,500 to our new downtown map and he sits on one of our sub committees.

David Warkentin and The Walla Walla Valley Chamber of Commerce is also involved with The Feast and the Chamber was one of the cosponsors of the recent 90 Minute Marketing and Branding Workshop. David also sits on our Economic Development

committee.

Lawson Knight and the Blue Mountain Community Foundation contributed discounts for all the non profits for the 90 Minute Marketing Seminar and were involved in the gingerbread house contest to help the homeless. Lawson is also on our Economic Development committee.

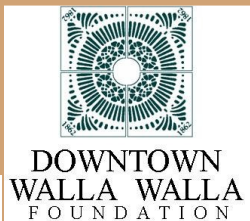
The city has also been generous and helpful. We meet every two weeks with Duane Cole, the city manager. Brett White, economic development coordinator for the city, serves on the DWWF economic development committee and other senior people and staff at the city have donated their time with the downtown trees and numerous other projects. Hal Thomas, Jim Dumont and Gary Bainter sit on our maintenance taskforce and the city is helping us finance some of the maintenance projects downtown. The city provides \$36,000 to our budget annually and Council member Jim Barrow, who is now sitting on the Board, is also important in our communication with the city.

There were nine businesses who contributed nearly \$117,000 through the B&O tax in 2007 and that money helped us tremendously in achieving our goals.

Key Technology, Community Bank, the Downtown Development Association and Land Title of Walla Walla County were the four major donors who gave \$48,000 for the downtown tree lights.

The Soroptimists will soon be taking the lead in our 'Women of Distinction' program this year and Beth Swanson and the Mom's Network have been very involved in many of our downtown promotions

The number of individuals helping us is impressive. The Board and staff are immensely grateful for the invaluable help. We are *truly* not alone in making a difference in our downtown.



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Downtown Events

DWWF 2008 SCHEDULE OF EVENTS:

Downtown Girls' Night Out MARCH 15TH, 5-9PM

Feast Walla Walla APRIL 12TH, 1PM~4PM

FOR TICKETS VISIT FEASTWALLAWALLA.COM

Wine Barrel Art

: ON DISPLAY & RAFFLE TICKETS FOR SALE

APRIL-MAY

: RAFFLE DRAWING, JUNE 7TH

ArtWalk

MAY 2, JUNE 6, JULY 4, AUGUST 1, SEPTEMBER 5,

OCTOBER 7, NOVEMBER 7, DECEMBER 5

Downtown Sounds Summer Concerts

MAY 22, JUNE 20, JULY 18,

AUGUST 23 [SALSA STREET DANCE!]

Annual Clean Up Downtown Day MAY 31

Annual Meeting & Awards Gala JUNE

Downtown Movie Nights

JUNE 13, JULY 11, AUGUST 8

Fall Festival of Feathers & Foliage

LAST WEEKEND OF OCTOBER

Downtown Trick-or-Treat OCTOBER 31, 3PM-5PM

Warm Up in Walla Walla

: **Toys for Tots**: NOVEMBER 29

: **Gingerbread House Contest**: DECEMBER 1, WIN-

NERS TO BE ANNOUNCED DECEMBER 23

: **Macy's Parade of Lights**; DECEMBER 6, 6PM

: **Food Drive**: DECEMBER 13

: **Hot Cocoa with Santa**: DECEMBER 13

: **Starbucks' Reading Room**: DECEMBER 20



DOWNTOWN
WALLA WALLA
FOUNDATION

Thank you, Members

In 2007 the Foundation completed three major projects requested by members:

Information Kiosk at Heritage Square Park
Unveiled in April, the Information Kiosk is a popular feature and is well used. A map of

Downtown and brochures aid tourists in finding their way around town. The backside has a bulletin board that is prime real estate for groups posting information about local events.

Year-round Tree Lights

The energy efficient LED lights were attached in a way that allows for tree growth—and holds up in high winds! Thank you Community Bank, Land Title of Walla Walla, the Downtown Development Association Key Technology for their generous sponsorships. Twinkle twinkle Walla Walla.

Downtown Map & Business Directory

15,000 copies were distributed to hotels, downtown businesses and the WWV Chamber of Commerce in December. Call the DWWF at 529-8755 to obtain copies for your business. Or stop by the Information Kiosk to pick one up on your next visit to Downtown.

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Membership is booming! Thanks to everyone who joined or renewed in December:

New Members

Aloha Sushi

Ash Hollow

Blue Mountain Community Foundation

Jim Willis Photography

Pete's Ski & Sports

Tourism Walla Walla

Walla Walla Recycling

Walla Walla Valley Wine Alliance

Membership Renewals

Allegro Cyclery; Anderson Perry; Book & Game

Co; By Arrangement; Cayuse Vineyards; Chris

Downtown Girls' Night Out

The DWWF announces *Girl's Night Out* in downtown Walla Walla—a fun-filled evening with spa services, dining and shopping for the women of Walla Walla on Saturday, March 15th from 5-9pm. We are working with the Children's Museum to offer babysitting services.

How can you get involved?

Let us know your special promotion! The DWWF will be pre-selling a "\$5 Cover" ticket that lists discounts at local businesses during this event only. The St. Mary Community Breast Center Special Needs fund will receive the proceeds of ticket sales. The "\$5 Cover" will also be sold that evening at downtown locations.

What the DWWF will do:

The DWWF will highlight participants on event posters & advertisements in the Union-Bulletin. We encourage everyone to be open and to provide services.

If you are interested in participating or have any questions, please contact Jennifer Northam at DWWF (529-8755 or jennifer@downtownwallawalla.com) or Promotions Chair Beth Swanson (301-7471 or bethswanson@charter.net).

Schmitt; Christian Supply Center; City Center Motel; Cummins Athletic Supply; Dayl Graves; Gillespie Roofing; Green & Jackson Medical Supply; Hans Matschukat; Harold & Mary Deck; Hidden Treasures; Hot Poop; Howard Boggs / Linda Kastning; Inn at Blackberry Creek; Irwin Mailing Services; Jazzercise in Walla Walla; Jeanette Hayner; John D Logan Inc; John Thrasher; Jon & Mary Campbell; Joyce Thomsen-Blake; Mike and Sue Gillespie; Paul Richardson Agency; Pete Reid; Reese, Baffney, Schrag & Frol; Retail Property Management; Ron Milks; Sandra Cannon; Sherwood Trust; Software Planning; Sterling Savings; Stone Soup; Thompson & Kreitzberg; Thompson Law Office; Walla Walla Clinic; Whitehouse-Crawford; and Woodward Canyon Winery.

Community Partners



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