



July 2007

# DOWNTOWN UPDATE

DOWNTOWN  
WALLA WALLA  
FOUNDATION

## DOWNTOWN NEWS & INFORMATION .....

### Join or renew soon! Membership fees on the rise

Can you believe the DWWF has not changed its membership fees in 12 years? Despite inflation and special projects we've maintained our low dues. It's time to assess the schedule and reconfigure. In the next year we have a full work plan to bring awareness to historic preservation efforts, respond to business needs and increase foot traffic to the downtown Walla Walla streets, along with continued economic development efforts. If you have any suggestions for the committee, send an e-mail or make a phone call and let our staff know. Look for a new membership rate schedule in September.

### We're moving up...

To the third floor of the Beehive Building, that is. We will swap spaces with Studio Opal to better suit both of our needs. The DWWF will have a conference room and Studio Opal will have street-level space perfect for their retail operation. Both businesses plan to reopen to the public by August 1st. The DWWF office will move on July 15-16 (we'd love your help!) and will maintain e-mail and phone communications throughout its closure.

### Executive Director search still in the works

As many of you have noticed, the DWWF has not yet hired a full time Executive Director. Jennifer and Rossi are working diligently to fulfill the daily operations of the office and events scheduled. The Board of Directors continues to provide direction for the Foundation. The Foundation is still diligently searching for the person that can effectively lead this multifaceted organization.

### Annual Meeting & Awards

This year's meeting highlighted the restoration happening Downtown and within the Foundation. Thanks to Ron Williams and Raffaele Exiana of CounterPoint Designs, the newest DWWF members, for donating the amazing space at 51 E Main that is in the restoration process. Awards were based on expanding the boundaries of Downtown, a goal of the Master Plan. Congratulations to award recipients:

- Alexis & Roger Quiring and Nancy Mirsky | Expanding the boundaries of Downtown with the Red Roof Building restoration and coining the phrase "NoMa" for the district north of Main
- Doug & Dean Schwartz and Norman Adams | Expanding the boundaries of Downtown Walla Walla with restoration projects at Edge Water Plaza on Colville and Garden City Plaza on Alder
- Christopher & Island Ainsworth, Saffron Mediterranean Kitchen | Expanding the boundaries of Downtown Walla Walla and adding a unique dining experience to the mix
- Ceil Blaine & Daymon Bruck, Luscious by Nature | Expanding the boundaries of Downtown Walla Walla and adding a unique dining experience to the mix
- And an extra special thank you to two outstanding volunteers:
- Beth Swanson | Downtown's Fresh Face—committed new volunteer
- Brian Gaines | Downtown Legacy—over 15 years of service

## Join the Foundation

Not a member yet? Benefit from networking opportunities, special promotions and supporting a great Downtown for all to enjoy. Call or stop by the DWWF office to obtain a flyer outlining membership prices and benefits. Call 529-8755 • 2 S 1<sup>st</sup> #300

## GET INVOLVED

### —Upcoming Events—

#### Downtown Sounds

THURSDAYS, THROUGH AUG 30

5:30 P.M. - 7:30 P.M.

LAND TITLE PLAZA AT 1<sup>ST</sup> & MAIN

Check out these great bands in July:

12—The Reel Fling

19—Dawg-on Cool Kats

26—The Wednesday Night Band

Sponsored by: Waterbrook Winery,

Sweet Basil Pizzeria, By Arrangement,

Coffee Perk, Walla Walla Clothing Co.

and Best Western Walla Walla Suites

Inn, and our community partners: Wild-

horse Resort & Casino, St. Mary Medical

Center, Union-Bulletin, OneEighty

Networks and Charter Communications

#### Cinderella

JULY 12-14, 19-22, 26-28, 8 P.M.

FORT WALLA WALLA AMPHITHEATER

See this enchanting musical in a lovely

outdoor setting. Proceeds benefit

WWCC students in the form of merit-

based scholarships.

#### First Friday ArtWalk

AUGUST 3, 5-8 P.M.

Walla will play in the Plaza at First &

Main starting at 5:30. Don't miss out on

work by local artists!

#### YMCA Peach Basket Classic

AUGUST 4-5, ALL DAY

MAIN STREET

A 3-on-3 basketball tournament that

really brings people to the streets of

Walla Walla!

### —Volunteer Opportunities—

#### Winter in Walla Walla

DECEMBER

We're looking to expand holiday ac-

tivity in Downtown Walla Walla. If

your business is interested in hosting

an event or you are willing to volun-

teer to help plan, please call 529-

8755.

Promoting the history, culture and commerce of Downtown Walla Walla

2 South First Avenue, #300 • t:529-8755 • f:529-7153 • www.downtownwallawalla.com • info@downtownwallawalla.com



Downtown Walla Walla Foundation  
2 S First Ave, #300  
Walla Walla, WA 99362

**NEW ADDRESS!**

Please update your records.

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www.downtownwallawalla.com  
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# DOWNTOWN UPDATE

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continued

The Foundation is participating in a city committee to update wayfinding signage and will review two hour parking signage currently in place, but in the meantime, **please gently remind out-of-town customers that Downtown is a 2 hour parking zone.**

## Walla Walla Market Station Design Competition: Jurors to select a winner

Seven designs were chosen as semi-finalists and honorable mentions in June. Now we're in the second phase and three of the seven design teams revised their entries to incorporate suggestions provided by the jury. In mid July the eight member jury will once again convene to determine a winner for the competition. Check [www.wallawalladesign.com](http://www.wallawalladesign.com) for the official announcement.

In the meantime, stop by Reid Center on Whitman's campus to see the designs. They are on display through July 13. Please join the competition sponsors and partners, Valley Transit, Walla Walla Valley Farmers Market Association, City of Walla Walla and Downtown Walla Walla Foundation, on July 11th from 6-8 p.m. at Reid Center for an Open House. Representatives from the organizations will be available to answer questions and discuss the goals of the project.

## Redeeming Downtown Dollars

Downtown Dollars is a gift certificate program coordinated through the DWWF office. Checks are issued in \$5 and \$10 amounts and may be redeemed at Downtown Walla Walla businesses, with the merchants approval. Merchants can have the customer write the check to the business or, if the customer's name is written on the front, have the patron endorse the check to the business on the back of the check. Merchants may redeem endorsed checks as any other deposit.

If you have questions about this program, would like more information or want to purchase Downtown Dollars for employee incentives, please call or e-mail for more information.

## Are you planning an event or promotion for your business?

If you are, let us know! We'll put the information on our home page and add it to our weekly e-mail updates.

Our goal is to facilitate communication about Walla Walla area events and promote coordinating events that bring the crowds Downtown. Our e-mails travel to residents throughout Washington and Oregon, which means you receive free advertising for your event in Walla Walla AND the Pacific Northwest!

## Want to receive weekly updates?

E-mail us at [info@downtownwallawalla.com](mailto:info@downtownwallawalla.com) and type "Weekly Update" in the subject line. You'll receive news delivered to your inbox each week about exciting events in Walla Walla.

**Board of Directors** Larry Nelson, *President*; Jon Campbell, *Vice-President*; Monte Willis, *Treasurer*; Denny Wagaman, Squire Broel, Darcey Benzel, Gail Waetje, Lyle Hansen & Sharon Graese  
**Staff** Jennifer Northam, *Events & Public Relations Manager*; Rossi Giard, *Program Assistant*