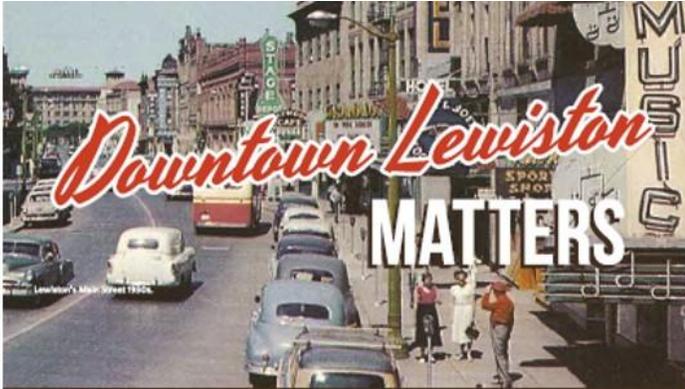


# Beautiful Downtown Lewiston Annual Report

A report on the activities of the Beautiful Downtown Lewiston Revitalization Corporation



Beautiful Downtown Lewiston (BDL) is a 501(c)3 organization on a mission to create a vital, inviting downtown district in Lewiston which promotes quality business, cultural and community growth.

## ICONIC EVENTS

Bringing thousands of community members to downtown Lewiston

The Price is Right *Downtown* | Pub Crawl  
 Refresh the Valley | Home Town Pep Rally  
 Lewiston Public Market | Capital Street Dock  
 Concert | Sound Downtown | Hot August  
 Nights Artwalk | Pumpkin Palooza | Small  
 Business Saturday | Vintage Window Display



## — YOUR COMMUNITY WORKING TOGETHER —



### Volunteer- Based

200 community members donated over 2,349 hours to achieve our 2015 goals



### Membership- Driven

86 Members and Partners spanning 6 membership levels



### Board- Member Lead

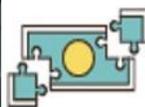
13 elected Board of Directors and 4 Core Committees working together

Organization | Promotions | Design | Economic Vitality



## Reinvesting in Beautiful Downtown Lewiston

Private reinvestment projects	35	\$2,118,000 *2015 Building Permit data
Public reinvestment projects	2: 1 <sup>st</sup> , 5 <sup>th</sup> , D rebuild (2013) Library (2013-16)	\$1.1 million \$2.3 million
Property Transactions	19	Not Available



**\$1 = \$36**

Every dollar a community uses to support its local Main Street™ program leverages an average of \$36 in new investments.

## COMMITTEE REPORTS

### Economic Vitality

The Economic Restructuring Committee has been renamed the Economic **VITALITY** Committee. The new year brought new faces to the committee as a few members moved on and twice as many joined the fun.

We continue to present new downtown businesses with Welcome Packets filled with resource information and continue to coordinate or support several community workshops, such as the Ready Set Grow program.

Highlighting downtown dwelling units continues to be a priority. Given the high curiosity about downtown living we tried to do two Downtown Loft Tours in 2015. We'll keep it to one really great event in October 2016 with a focus on exposing Human Resource Departments to the variety of living options for their employees.

There are growing opportunities to incorporate heritage tourism into our economic vitality efforts. Passenger boats coming up the Snake River brought over 20,000 tourists and crew to the Port of Clarkston in 2015. We're interested in marketing that will attract tourists to our downtown and in making it easier for those passengers to get downtown.

### Design

Physical improvements like new streets, artwork and public facilities are the most tangible sign that our downtown core matters to Lewiston. In addition to getting a third piano in place, the Design Committee introduced orange flags at the crosswalks to improve pedestrian safety when crossing the street. We also collaborated with Public Works to conduct a survey of downtown property and business owners to discuss long-term traffic circulation preferences on Main and D Streets. We're pleased to note a handful of new commercial tenant spaces being remodeled on Main Street in the spring of 2016, including a "urban" model of Domino's Pizza, whose signage models our signage plan.

### Promotions

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

We're pleased to report the growth of the second annual Capital Street Dock Concert, which drew over 600 attendees for live music in July 2015. Artwalk continued to grow and has become a community favorite. Aided by a Halloween falling on a Saturday and spectacular weather, Pumpkin Palooza drew a record crowd in 2015.

In all, Promotions Committee has helped bring thousands of people to dine, shop, invest, play, create, and explore downtown. This year, we have focused on maintaining our branding and making events work for our downtown business partners.

### Organization

Volunteer appreciation was a big priority for the Organization Committee in 2015. All BDL volunteers receive "Friends of BDL" cards, which entitles them to monthly Spontaneous Specials generously offered by downtown businesses. We also hosted a fun-filled Volunteer Appreciation night at the Neo Café in November to thank all of the community members who help us achieve our goals



Welcome!  
DOWNTOWN LEWISTON  
NEW BUSINESS PACKET



## Financials for FY 2015

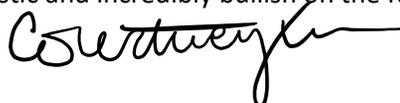
	Income	Expense	Net
Promotions	\$54,200	(\$24,608)	\$29,592
Operations	\$51,210	(\$73,301)	(\$22,091)
Marketing (in-kind)	\$32,000	(\$32,000)	\$0
<b>Total</b>			<b>\$7,501</b>

## Message from the Executive Director

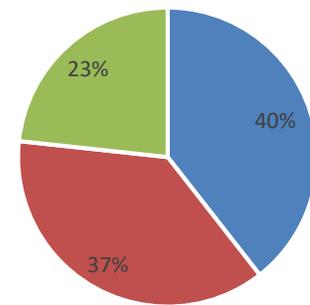
It's been my goal to learn as much as possible about BDL, its members and partners and the history of our beloved downtown Lewiston since joining BDL in December 2015. I am grateful for the warm welcome offered by the Board members, to the organization's volunteers for sharing their knowledge and expertise and to a great number of community members who have helped me understand BDL's unique role in revitalizing downtown Lewiston's economy. I am also indebted to former Executive Director Breanne Durham, whose five years of work on behalf of BDL created an organization with incredible positive momentum upon which I have the luxury of building.

Our Board of Directors set a goal of organizational continuity for BDL in 2016. We welcomed Erika Stricker as Events and Promotions Manager in April. Erika's focus is on maintaining and expanding our high quality BDL events like Home Town Pep Rally, Lewiston's Hot August Nights and Pumpkin Palooza, in addition to enhancing BDL's promotional support of downtown businesses. With the help of BDL contract staff Amanda Gill, we've re-envisioned the Farmer's Market as an expanded Public Market, with artisan and craft goods, food, drink and live music to draw people downtown on Friday nights. Lewiston Hot August Nights coordinator Sarah Willmore is busy working with the LHAN committee to make LHAN's 30<sup>th</sup> year the best one yet. I am lucky to be surrounded by a great team as I learn the ropes.

The future is bright for BDL and downtown Lewiston. We'll welcome a handful of new businesses in the summer and fall of 2016. The final phase of storm water improvements in downtown Lewiston will result in a totally rebuilt F Street. The anticipated build-out of the Lewiston City Library's second floor will add a substantial public meeting space to our downtown. A revitalized Liberty Theater will add culture and nightlife. The Army Corps of Engineers is beginning a complete re-write of their Lower Granite Pool waterfront management master plan, which gives BDL an opportunity to advocate for better waterfront connectivity and public boating facilities at the river confluence adjacent to downtown. In short, I'm relentlessly optimistic and incredibly bullish on the future of downtown Lewiston. And so very pleased to be here!

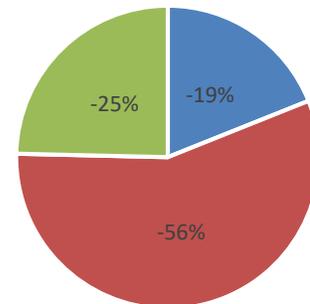
 Courtney Kramer

2015 BDL Income



■ Promotions ■ Operations ■ Marketing (in-kind)

2015 BDL Expense



■ Promotions ■ Operations ■ Marketing (in-kind)

## Board of Directors

Thank you to our 2015 Board of Directors for their generous donation of time, knowledge and resources to leading Beautiful Downtown Lewiston!

### President

Scott Trotter, *Image! Design Center*

### Vice President

Brandon Johnson, *Lewiston Parks & Rec*

### Treasurer

Vikky Ross, *Downtown property owner*

### Secretary

Mike Cannon, *My Architect, LLC*

### Past President

Angela VanTassel, *Wells Fargo*

Magen Goforth, *Brock's & Brava's*

Wayne Hollingshead, *Lewiston Tribune*

Emily Holzer, *Hot Shot Espresso*

Wendy Price, *Century 21 Price Right*

Joe Strohmaier, *Land Title of Nez Perce County*

Michelle Witthaus, *Northwest Media*

Kristin Kemak, *LC Valley Chamber* | Ex-Officio

Jim Kleeburg, *City of Lewiston* | Ex-Officio

