

DOWNTOWN UPDATE

October 2007

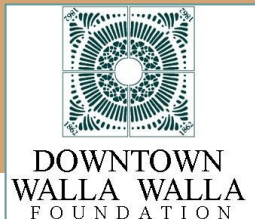
B&O Tax Gift

The end of 2007 is nearing, which also means the end of the fiscal year for many businesses. This year, instead of sending all of your money to the state, businesses can earmark their B&O taxes for local use – and see the benefits take shape in downtown Walla Walla.

In 2005, the state legislature made it possible for businesses to donate to programs engaging in revitalization efforts, like Walla Walla's. There are many benefits:

- Your money stays local.
- 75% of the amount can be deducted against your 2008 B&O tax liability.
- Help promote the history, commerce & culture of downtown Walla Walla.

This year, Baker Boyer Bank, Software Planning, and Doyle Electric have already made contributions. You can donate your business tax dollars to the DWWF from the Washington State Department of Revenue's website. Check out the DWWF website for more detailed information.



:: In the News ::

"...Downtown, in spite of a proliferation of art galleries and boutiques, seems lifted from a 1950s movie set." Portland Monthly, September, 2007.

President's Message

Board of Directors President Larry Nelson

Our greatest strength:

Our Downtown

Winning the 2001 Great American Main Street Award is a testament to the asset we live in every day. We don't have to make a silk purse out of a sow's ear, we are the whole hog!

Our parents and grand parents gave us a good foundation. DWWF volunteers for the last twenty years have built on it, and we are able to extend that effort.

Preserving Downtown's beauty & strength

Of particular importance in the coming months will be laying the ground work for the upcoming City improvements to Rose Street. We all know how important the 1992 improvements were to the character of our Downtown. The Rose Street re-build, while different, must build on that work. We are laying the foundation of the appearance of our Downtown for decades to come.

We earn our City funding by supporting City staff in the work of design, maintenance, historic preservation, tourism, parking, signage and planning. We must work with the City to help manage our Downtown public places for the benefit of the whole community.

Our volunteers drive our organization. If you would like to help guide Downtown's future, please call 529-8755 to join us at upcoming meetings.



What's New with Elio?

DWWF Executive Director

My first day on the job I received a discouraging note from one of our volunteers. The note said that one of the key downtown retailers was unhappy. The merchant was wondering, "What does The Foundation really do for me?"

In the few weeks since I've arrived, our Foundation has worked diligently to answer that question.

For our Foundation to be successful we need communication and participation and working together with all organizations.

Every Wednesday morning I meet with Michael Davidson, president/CEO from Tourism Walla Walla; the Walla Walla Valley Chamber of Commerce's CEO Dave Warkentin; the economic development coordinator from the city, Brett White; Lawson Knight from the Blue Mountain Community Foundation; and Elizabeth Martin-Caulder, the executive director from The Wine Alliance. It is an informal meeting to help each of us coordinate plans to better our community.

In an effort to better serve the needs of our downtown, the Foundation has formed three new committees:

1. The Retail Merchants Committee
2. The Maintenance Committee
3. The Property Owners Committee



The Retail Merchants Committee was formed to provide more input to DWWF. Promotions, sales events and downtown issues need better planning and research for the retailers to be successful. As of this moment, eleven merchants have volunteered to serve.

The Maintenance Committee's mission is to preserve, support and protect the Downtown. The city cannot fund all the work that needs to be done to maintain everything but with leadership from this committee the city has offered manpower and funding. Seven people have offered their help, and funding from two sources has been generously donated.

The Property Owner's Committee is being formed by Denny Wagaman and Philip Wasser. The owners of our downtown buildings are critical to the future success of our retailers and businesses. Their entrepreneurial spirit and concern for the downtown is instrumental for the long term planning. They are considering a donation to launch the committee.

I am confident that these developments will lead to success in the future. I'll report back to you with the results on a monthly basis.

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Big Changes for DWWF

Downtown Events

Downtown Trick-or-Treat

October 31st from 3-5 p.m.

Get your candy and costumes ready because the kids are coming in droves! Need help passing out candy? Reserve a volunteer to stand at your door front to greet children and distribute candy by calling 529-8755 or e-mail info@downtownwallawalla.com.

Warm up in Walla Walla

November 23rd – December 24th

Hot chocolate, candy canes, Macy's Parade of Lights, Santa breakfast, caroling, gingerbread house & store-front window decorating contests, white lights, food drive, Starbucks Reading Room ... we've got it all in Walla Walla this winter. Be part of the festivities (and free advertising) by calling 529-8755 or e-mail info@downtownwallawalla.com.



DOWNTOWN
WALLA WALLA
FOUNDATION

Coming your way this fall:

- A larger Economic Development committee
- New members on the Board of Directors (look for a press release in the upcoming weeks)
- Three new committees (see reverse side)
- Exciting new promotions for our downtown retailers and restaurants, including a new Food Wine and Art Festival.

Help us name this event: It should speak to all 3 elements (food, wine & art) and have a nice ring to it! Submit to the DWWF office by Oct. 19—if your name is chosen, Patrick M. Paul Vineyards wine will be yours!

Downtown Dollars

"Downtown Dollars" is a gift certificate program to benefit local businesses run by the DWWF. The gift certificates allow shoppers to spend money at Downtown merchants and restaurants. Local banks process Downtown Dollars as checks – as long as business owners deposit them into their bank accounts (these cannot be deposited into personal accounts). Downtown Dollars can be purchased at the DWWF - they make excellent gifts for family and friends. Business owners: if you can accept checks, you can accept Downtown Dollars. Call or visit our website to learn more.

:: In the News ::

"It's so interesting to see [tourists]. They get to Walla Walla and want to see every winery. It's go, go, go!" said Michele Rennie, co-owner of the new Girasol Inn & Vineyard near Pepper Bridge Winery. "But by day two, they slow down, look at the mountains and the vineyards and watch the hawks circle the fields. And they begin to appreciate what wine-country living is all about." Seattle Times, 2007.

Volunteer Opportunities

Downtown Trick-or-Treat – October 31st

Volunteers are needed to hand out candy, monitor crosswalks, and assist Frankenstein taking *Photos with Frankie*. Two shifts are available from 2:30 to 4 or 4 to 5:30.

Macy's Parade of Lights – December 1st

Help out at this event by posting signs, delivering awards, or judging floats. Early 1-hour assignments are available, in addition to parade-long duties. This is a great opportunity for high school students to earn community service hours!

Stop by the Information Kiosk at Heritage Square Park for a full listing of volunteer opportunities.

Business Survey Results

The DWWF sent 225 surveys to merchants, restaurants, city officials and service-oriented businesses in the downtown core, of which 15 were returned. Thank you to those people and businesses that voiced their opinion about events that take place in our downtown streets. If you did not receive a survey, contact us and we will promptly deliver one to you.

Building & Ornament Sale

Cheap downtown real estate is finally available. This is the perfect time to start or complete your collection of the Christmas Village buildings. For the remaining days of 2007, we are selling the buildings for \$25 each or \$20 for two or more. Ornaments are on sale for \$5 each. Coming for 2008 – the County Courthouse.



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