

The Port Townsend Main Street Program

2009 ANNUAL REPORT



From the President

We began 2009 with many challenges facing Port Townsend ... the downturn in the economy, reduced ferry service on the Keystone/Port Townsend route, the reality of the upcoming Hood Canal Bridge closure in May/June.

We continued our monthly "After Hours" to provide a venue for business owners and employees to get together to discuss these challenges. It was great to see so many of my business neighbors each month reaffirming that we are not alone. Our monthly merchant seminars provided tools and information to help our businesses with the challenges. I was pleased with the consistent number of people attending these breakfast meetings, keeping our ideas and options open for discussion.

From challenges come opportunities. The Port Townsend Main Street Program looked at the challenges we faced this past year as a time to increase our involvement in the community – a time to bring businesses together – a time to share success stories. I saw a major increase in communication within the community as business leaders came together. Many of these groups still meet to coordinate efforts.

As difficult as 2009 was, it was heartening to see the amount of cooperation which I believe was a large part of our continued success as a destination town, for locals and for visitors.

Thank you for your involvement in our community's success.

Susan Windle

Mission Statement:

"The Port Townsend Main Street Program is committed to the historic preservation and economic vitality of our uptown and downtown business districts ... while maintaining our small town way of life."

Program Background

- The Port Townsend Main Street program was started in 1985 as one of five pilot programs in Washington State by the National Trust for Historic Preservation.
- Our office has been located in the Mount Baker Block Building in the heart of the historic business districts since 1985.
- We are currently one of twelve state networked programs, accredited with the Washington State Main Street Program.
- We are funded through our memberships, the Main Street Tax Incentive Program, a city contract, fundraisers, sponsorships and contributions.
- We support historic preservation through promotion and education about our town's history.
- We collaborate with preservation partners including the Jefferson County Historical Society, The National Main Street Center, Washington State Main Street Program and The Washington Trust.
- We applied for Save America's Treasures and Preserve America status on behalf of the City to reinforce our preservation ethic.
- Over \$360,000 has been reinvested in Port Townsend through the HUD Loan Program which began in 1986.

As an award-winning program:

- 2000 - Great American Main Street Award in Boston
- 2001 - Distinctive Destination by the National Trust
- 2002 - Save America's Treasure Designation
- 2006 - Preserve America Community by the Advisory Council on Historic Preservation in Washington DC
- Numerous State Design and Promotion Awards
- Fully accredited Program through the National Trust

HIGHLIGHTS

In 2009, Port Townsend businesses felt the impact of an economic downturn, reduced ferry service/capacity from Whidbey Island, and the five-week closure of the Hood Canal Bridge in May/June. Over 18,000 cars a day travel across the Hood Canal Bridge with approximately 50% heading to Port Townsend. To lose these customers at the start of tourism season was a major concern and we began planning our mitigation efforts early.

In the summer of 2008, the Port Townsend Main Street Program conducted a business survey to determine what Port Townsend businesses needed to prepare for the Hood Canal Bridge closure. The top two requests requested a foot ferry from Seattle to Port Townsend during the closure and marketing assistance. Businesses also requested additional seminars on educational topics which formed the basis for the Small Business Roundtables.

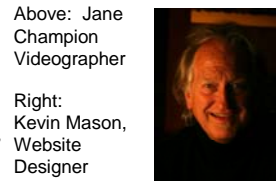
Monthly seminars were held on business topics through the bridge closure included financial planning, marketing/website development, e-commerce, and customer service/connecting with locals.



by Kevin Mason

Above: Jane Champion Videographer

Through the "Meet Me in Port Townsend" marketing campaign, we spread the word that Port Townsend was open, filled with interesting, owner-operated businesses with great stories to tell. It was also the perfect time for local residents to reacquire themselves with their home-town storefronts, lodgings and restaurants.



Right: Kevin Mason, Website Designer

The Port Townsend Main Street Program applied for a \$15,000 state matching grant, hired a talented team of local website designers and videographer. Thirty-three businesses signed on for this creative promotional effort. MeetMeInPortTownsend.com has attracted over 14,000 visits and the campaign garnered national attention for Port Townsend.



Left: Jon Muellner Website Designer

We collaborated with many stakeholders in a public/private partnership to bring the project to a successful conclusion. Washington State Tourism and The Department of Commerce (formerly CTED), event sponsor Puget Sound Energy, The City of Port Townsend, business participants, The Port Townsend Chamber of Commerce, Team Jefferson, Washington Department of Transportation (WSDOT) and local media contributed to the campaign which had positive results for our business community.

by Scott Stenjem

2010 BOARD OF DIRECTORS

President:

Susan Windle
Owner, Forest Gems Gallery



Vice-President:

Heather Dudley Poulsen
Project Manager, Hastings Estate



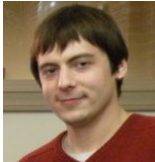
Treasurer:

Mari Friend
Owner, Sport Townsend



Secretary:

Dominic Svornich
Branch Manager, Kitsap Bank



Mark Cole

Owner, Upstage Restaurant



John Pizzo

Owner, Pizzo Consulting



Sue Arthur

Owner, Maricee Fashions



Tim Caldwell

Branch Manager,
Puget Sound Energy



Johnpaul Davies

Owner, Key City Fish &
Castle Key Restaurant



STAFF

Executive Director

Mari Mullen

director@ptmainstreet.org



Office Administrator

Kate Driehaus

admin@ptmainstreet.org



The Port Townsend Main Street Program

211 Taylor Street, Suite 1
Port Townsend WA 98368
360-385-7911

Visit our website: www.ptmainstreet.org

[Find us on Facebook](#)

OUR COMMITTEES

"Main Street" is a philosophy, a program and a proven comprehensive approach to commercial district revitalization created by the National Trust for Historic Preservation. The revitalization process is centered in four areas: Promotion, Economic Restructuring, Design and Organization.

ORGANIZATION COMMITTEE:

Members: Board of Directors.

Goal: Provide leadership and strengthen the Main Street Program through increased funding, involvement, and education.

2009 Accomplishments:

- Business involvement with the Main Street Tax Incentive Program
- Sold out Taste of Port Townsend fundraiser
- Introduced an on-line auction fundraiser
- Record attendance at the Chair Affair fundraiser for arts in the schools program
- Membership phone-a-thon
- Reached out to new volunteers through activities
- Grant writing
- Merchant "After Hours" monthly social events
- Monthly and mid-monthly e-newsletters
- Started Facebook page – become our fan on Facebook!



Randy and Ann Unbedacht serving up delicious soups and more at The Spot Cafe, one of the featured restaurants on the 2009 Taste of Port Townsend event

DESIGN COMMITTEE:

Members: Louis Scheck (Chair), Susan Windle, Nancy Stelow, Charlie Paul, Margaret Mazurkiewicz

Goal: Enhance the character of the historic district through good design and public amenities compatible with historic features.

2009 Accomplishments:

- Implemented and administered hanging basket program
- Earth Day plantings and clean up
- Preparing for downtown streetscape with City Planner and Landscape Architect
- Awarded "Outstanding Achievement in Design for the Haller Fountain/Corra Terrace Steps Project on behalf of the City
- Created memorial bench and placed it in Adams Street Park



Port Townsend Main Street volunteers working at Adams Street Park during Earth Day

PROMOTION COMMITTEE:

Members: Sue Arthur (Chair), Kathy Decker, Judy Rich, Donna Haynes, Pam Dionne, Bickie Steffan, Jill Buhler

Goal: Promote the Uptown and Downtown historic districts as the town's social, cultural and economic centers.

2009 Accomplishments:

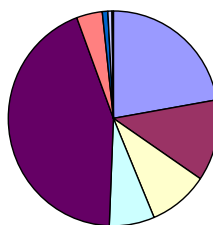
- Art Wave--children's art in the stores
- Mother's Day Build-A-Bouquet customer appreciation promotion
- Meet Me in Port Townsend launch
- ParTy in PT events during the Hood Canal Bridge Closure
- Co-sponsored Bridge Opening Bash
- Sizzling Summer Sidewalk Sale
- Girls' Night Out
- Downtown Trick or Treat Costume Parade
- Victorian Holiday Promotion
- 2009 Christmas Ornament featuring The Fowler Building, home to The Leader for 120 years



Pam Dionne, Promotion Committee member, having girl-fun during the 2009 Girls' Night Out event.

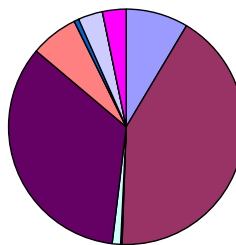
FINANCIALS

INCOME - \$134,187



City Contract	-\$30,000
Tax Incentive	-\$16,150
Membership	-\$12,532
Fundraising	-\$9,253
Promotion	-\$58,837
Design	-\$5,240
Economics	-\$900
Organization	-\$924
Miscellaneous	-\$351

EXPENSES - \$148,711



Operating	-\$12,631
Payroll	-\$62,502
Membership	-\$342
Fundraising	-\$1,973
Promotion	-\$50,641
Design	-\$9,771
Economics	-\$1,016
Organization	-\$4,761
Miscellaneous	-\$286
Insurance	-\$4,788

ECONOMICS COMMITTEE:

Members: Mark Cole (Chair), Kelly Liske, Don Knapp, Gwen Lundgren

HUD Loan Committee: Cindy Thayer (Chair), Mark Cole, Kris Nelson, Charlie Paul, Jon Murock

Goal: Strengthen and broaden the economic viability of the commercial historic districts.

2009 Activities:

- Served on Hood Canal Mitigation Committee and assisted in bringing Edmonds-PT "Twilight" ferry to Port Townsend
- Assisted with monthly Merchant Business Seminars
- Coordinated HUD Loan program
- Committee member serves on City's Lodging Tax Advisory Committee
- Task Force for Town Dollar Gift Card Program
- Provided vacancy/sales information on historic district properties to business and property owners
- Monthly Property Owners' Subcommittee meetings
- Formed new Transportation Task Force



Hastings Building, Built 1889

DK Collections
 Kellogg Building
 Key City Fish
 Key City Public Theatre
 Khu Larb Thai
 Kitsap Bank
 Donald Knapp
 Pam Kolacy
 Kuhn Building
 The Port Townsend & Jefferson County Leader
 Lehani's Inc.
 Lila Drake Jewelry
 Lorna Smith Pottery
 Maestrle
 Carla Main
 Maricee Fashions
 Max Grover Gallery
 Bruce & Teri McComas
 McDonald Insurance Group
 Mount Baker Block Corp.
 Ms. Bee Haven
 Navilinx
 NWMC/Wooden Boat Found.
 Olympic Art & Office
 Olympus.Net
 Palace Hotel
 Park Place Grooming
 Peninsula Daily News
 Perfect Season
 Personalize It!
 Pizza Factory
 Pizzo Computer Consulting
 Port Townsend Athletic Club
 Port Townsend Paper
 The Printery

PT Cyclery
 PT Film Festival
 PT Sails
 Puget Sound Energy
 Quimper Inn
 Rainshadow Properties
 Ted & Jan Rose
 Rose Theatre
 Sand Castle
 Seams To Last
 Louis Scheck
 Coila Sheard
 Siebenbaum Co.
 Silverwater Café
 SOS Printing
 Sport Townsend
 Summer House Design
 Gayle & Don Thorne
 Twisted Ewe
 Upstage Restaurant
 Uptown Nutrition
 Victorian Workshop.com
 Wallyworks
 Wandering Angus
 Wildernest
 William James Bookseller
 William's Gallery
 Wilson Insurance
 Windermere Real Estate
 Windermere-Port Townsend
 Wind's Eye Design
 The Wine Seller
 Writers' Workshoppe
 Wynwoods Gallery

OUR 2009 MEMBERS:

A Suite at the Fountain
 About Time
 Abracadabra
 All About Accommodations
 American Legion
 Ancestral Spirits Gallery
 Frances Andrews
 Elizabeth Becker
 The Belmont
 Better Homes & Gardens Real Estate
 Bickie's Cotton Casuals
 Blue Gull Inn
 Boiler Room
 Jill Buhler
 Bungalow on the Bluff
 Champion Video Productions
 The Chandlery
 The City of Port Townsend
 The Clothes Horse
 Completely Puzzled
 Pam Dionne
 Susan Doyle/PT Artscape
 Dream City Photography
 Earthenworks Gallery
 Elevated Ice Cream
 Expressions
 FairWinds Winery
 Fins Restaurant
 First Federal

Five Fingers
 Food Co-op
 Forest Gems Gallery
 Frontier Bank
 Gallery 9
 Gooding & O'Hara
 The Green Eyeshade
 Hanazono Asian Noodle
 Hastings Estate Company
 Donna Haynes
 Homer Smith Insurance
 Imprint Bookstore
 Jefferson County Chamber of Commerce
 Joglo Northwest

Keeping Port Townsend Special ...

2009 accomplishments

Food Bank Donation from Main Street Holiday

Promotion

Photo : Shirley Moss (left) of the Jefferson County Food Bank received a check for \$930 presented by Heather Poulsen, Main Street vice-president at the February 2009 Main Street After Hours.



The event was held at Key City Public Theatre. The Port Townsend Main Street Program shared the 2008 Christmas ornament profits with the Food Bank. Heather thanked the stores who sold and the customers who bought the ornaments on Main Street's behalf. Shirley Moss noted that 256 families are using the Food Bank, up 50% from last year and she expressed thanks on behalf of the Food Bank.

Annual Membership Party and Awards Ceremony

The Port Townsend Main Street Program's annual membership party and awards ceremony took place Wednesday, April 22 at Flagship Landing. Rocky Friedman of The Rose Theatre was named Port Townsend Main Street Program's *Business Leader of the Year*. Mark Cole, Owner of The Upstage was recognized as *Volunteer of the Year* for his outstanding service working on numerous Main Street committees.



From left: Susan Windle - Board President, Christina Pivarnik - City Marketing Manager, & Mark Cole - Volunteer of the Year

Mayor Michelle Sandoval welcomed the guests. She thanked the organization for its increased outreach work, educational activities and expanded promotional efforts related to the Hood Canal Bridge closure.

"Excellence in Downtown Revitalization" Award

The City of Port Townsend and the Steve Corra Memorial Committee received an "Outstanding Special Project" award at the 23rd Annual Downtown Revitalization Training Institute awards banquet in Vancouver, Washington. The City and the Committee were recognized for the Steve Corra Memorial Project at Haller Fountain and was among eight projects honored. The award application was submitted by the Port Townsend Main Street Program on behalf of the City of Port Townsend and the Steve Corra Memorial Committee.

Steve Corra's wife, Bonnie Corra, and Port Townsend Mayor Michelle Sandoval accepted the award together. Mayor Sandoval made a very touching speech honoring the memory of Steve Corra and when Bonnie Corra accepted the award, they received a standing ovation from the 150 guests attending the awards dinner.



Left: Sheri Stuart of Washington State Main Street Program (WSMSP), Mayor Sandoval, Bonnie Corra and Susan Kempf (WSMSP).

The Chair Affair

The Port Townsend Main Street Program collaborated with PT Artscape to present "The Chair Affair" - a sale of unique art chairs at the Mount Baker Block Building in May. Hundreds of art lovers attended the event. The chairs sold out and monies raised benefit the arts education program in Port Townsend Public Schools grades K-12. "It was a terrific turnout and we are gratified by so much support for the arts in the schools program," said Susan Doyle, program coordinator. Music at "The Chair Affair" was provided by The Bruce Cowan Trio and local businesses donated refreshments.

Art Wave - Children's Art in the Stores

This celebration of children's artistic spirits continues with the month-long award-winning **Art Wave** student artwork display in thirty uptown and downtown businesses in May. **Art Wave** is a showcase of the student creativity and collaboration of teaching artists, classroom teachers, parents, and school administration. The 2009 Art Wave and Chair Affair coordinators were Sarah Ohman and Helen Gunn. Art Wave and The Chair Affair are presented by the Port Townsend Main Street Program, PT Artscape, participating businesses, local artists, students, parents, arts volunteers.

Port Townsend Main Street's "Taste of Port Townsend"

Two hundred Taste of Port Townsend tickets were sold as of the event start time at 4:30pm on June 4th. The weather was sunny and in the 80s, and guests came from Port Townsend and the Olympic Peninsula as well as Santa Barbara, Minnesota, and Seattle. Ninety-three guests visited all eleven venues and were eligible to enter the 'Tasty Prize' drawing for a gift certificate to The Upstage and shopping certificates valued at over \$100. "The Tasty Prize" was won by Jean Frankfourth of Seattle. This event was a fundraiser for our Main Street Program.



Laurette McRae and Aran Stark, Sweet Laurette/Brassica

Guest comments:

- "Cool Deal...Great Event"
- "Fantastic! Thank you...(new to town)"
- "What a nice way to experience these places"
- "A great event...the restaurants did a great job and served delectable food!"

Looking ahead

2010 is our 25th anniversary.

- We will be celebrating at our Annual Party March 25th with special guests who have been involved with our Main Street Program over 25 years.
- We have been selected to host the 2010 Washington State Downtown Conference which will bring over 200 guests from across the State May 19-21.
- We will act as the liaison between the City and businesses for the downtown streetscape project.
- We will continue our mitigation efforts with ferry service to Port Townsend.
- Port Townsend Family Portrait will be sponsored by Puget Sound Energy in August 2010.