

DOWNTOWN ISSAQUAH

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SUMMER 2016 NEWSLETTER OLD TOWN QUARTERLY

The mission of the DIA is to promote and enhance the vitality of historic Downtown Issaquah through programs and events that celebrate our unique culture.

Greetings downtown merchants, neighbors and friends,

We've had a busy summer season. On June 3 we had our highest attendance for **Wine Walk**. This popular series continues to grow and showcase more art and music each month. In June we celebrated the annual **Fenders on Front Street** car show on Father's Day and **Make Music Day** June 21. **Gas Station Blues** starts July 14 and runs for six Thursday evenings. The lineup is incredible. DIA is hosting two **ArtWalks** this summer and a special **Fantastic Fly In** weekend August 26 and 27.



Congratulations to the Downtown Issaquah Association (DIA) for being designated as an accredited **Main Street America™** program for meeting rigorous performance standards set by the National Main Street Center. Each year a list of accredited Main Street America programs are recognized for their exemplary commitment to preservation-based economic development and community revitalization through the Main Street Approach®. These standards include strong public-private partnerships, securing an operating budget, tracking programmatic progress and actively preserving historic buildings.

During the month of August, DIA will be conducting a zip code survey. We would like to get an update of who is shopping and visiting downtown. We need your participation to get accurate results. This allows us to better direct our marketing, events and resources. We'll bring surveys around over the next few weeks for you to use.

Karen Donovan
Executive Director



Brenda's Corner- What Are You Bringing To The Party?

How to maximize opportunity from downtown events: 500 people are walking into or in front of your business- what will you do to capture their attention?

Window displays-

- Create an eye catching window display that reflects the theme of the event, season or holiday
 - If you are not open during the event- make sure your window attracts attention and conveys a compelling message
 - Feature a "daily promotion" listed on a board or sign outside your front door
 - Share a thought provoking question relating to your industry or business...invite guests to come in to find out the answer
- Promotion ideas-**
- Build on the event theme and run the promotion a week before the event to build excitement and help bring people back. Displays, coupons, table top cards are great ways to share your promotion.

- Gas Station Blues July 14-Aug 18th
 - Build on the Blues theme in a promotion
- Art Walk- August 5th
 - Feature art in your location from one of your clients
 - Run a contest for the most creative idea... for example: Small Cakes could run a contest for the most creative new flavor idea and serve the winning cupcake at art walk
- Create a coupon to bring people back in- hand out during the event
- Share about your business during the event-
 - Teach staff a 30 second elevator speech
 - Tell the story of what makes you unique- your points of difference
 - Brittany at Yum-E Yogurt tells an excellent story about their coffee roaster...go ask her!
 - Each one reach one- offer an incentive to regular customers at the event who bring in a friend

If you have questions about these ideas, I can be reached at: brendadevoredia@gmail.com



UPCOMING EVENTS

Art Walk – August 5

This popular music event continues with music, dance and art. Art will be featured by several area artists. Live music performances will take place throughout downtown. Interactive art will be happening in artEAST Artist Alley on Alder and there will be dancing in the streets.



Gas Station Blues - Thursday nights 7:00-9:00

Thursday, July 14
 Thursday, July 21
 Thursday, July 28
 Thursday, August 4
 Thursday, August 11
 Thursday, August 18

Rafael Tranquilino & Leah Tussing
 Leanne Trevalyan & Peter Pendras
 Son Jack Jr. & Michael Wilde
 Kevin Sutton & Jim McLaughlin
 CeeCee James & the Mission of Soul
 Lloyd Jones



Next Quarterly Downtown Meeting

Tuesday, August 9 - 8:00 a.m.-9:00 a.m.
 Nektar Smoothie and Juice Bar – 90 Front Street South

Save the date for future quarterly meetings

Tuesday, November 1
 Tuesday, February 7

We will be discussing ideas to enliven the north and south ends of town. These meetings are casual events and a good way to get to know some of your fellow downtown merchants. We welcome your ideas and appreciate your enthusiasm and support!

Notes from the May meeting

In attendance: Terri Thorne/Revolve, Irene Wickstrom/KCLS, Kathy McCorry/Chamber, Robin Kelley/Chamber, Sue Bridges/Yum E Yogurt, Steven Oelrich/The Studio in Issaquah, Jamie Lilly/Village Theatre, Carla Villar/artEAST, Ryan/Small Cakes, Brianne Ross/City of Issaquah, Andrea Snyder/City of Issaquah, Emily Mon/City of Issaquah, Brenda DeVore/DIA, Karen Donovan/DIA

Brianne Ross with the City of Issaquah gave us an update on Front Street Road Construction. There are three projects – 1) widening the sidewalk on the east side of Front between Alder and Sunset (contractor hired) - 2) railroad tracks at Dogwood becoming ADA compliant (work done in July) - 3) Street overlay between Sunset and Dogwood. There will be 1-2 weekend Front Street closures for each of the projects. The city will make sure that 2 of the 3 crosswalks are accessible.

Emily Moon Deputy Administrator with the City of Issaquah gave a presentation on Go Issaquah. The city did a crossing study last fall and recommended \$820,000 in improvements for the 2016/2017 budget including Walk and Roll plan, and programming with Metro and Sound Transit. The City put together a traffic taskforce to make recommendations for motorized and non-motorized projects to improve traffic and circulation. The criteria - City has total jurisdiction to fund and complete, addresses traffic concerns today, community support, and address concurrency. The nine recommendations to City Council included projects on 43rd, two on Newport, two on Gilman, Target/Trader Joe. Downtown, signal timing on Front and Sunset intersection and making the left run lane cue longer. At 2nd Street and Sunset, a traffic signal would replace the 4 way stop and adding a 3rd lane on Sunset from 2nd Avenue to 6th as well as a multi-use path, landscaping and sidewalk. This would take away some of the street parking on Sunset. They are also considering 1-2 parking structures in old town but this may be postponed if the entire project is too costly. For more info, visit <http://issaquahwa.gov/tacklingtraffic>

Brenda Devore, DIA events director, reviewed upcoming events and how to maximize opportunity from downtown events for people walking into or in front of your business.

Andrea Snyder, Economic Development for the City of Issaquah, mentioned the city is conducting a business survey as a follow up to their 2012 survey. You can participate online at Issaquahwa.gov/bizsurvey.



CITY NEWS

The City of Issaquah continues their construction work on Front Street. Sidewalk work along Front Street will be done about a month earlier than planned with an expected completion date in mid-August. Front Street will be closed between Gilman and Sunset from Friday, August 5, 10:00 p.m. through Monday, August 7, 6:00 a.m. This is when the street will be overlaid. All this work will have great results with wider sidewalks along the East Side of Front between Alder and Sunset, new lights going back in and pots with plantings being added. Work for week of 7/18/16

- Contractor will be only working days from now on.
- West bound Right turn lane from Sunset to Front will be closed 7/18/16 thru 7/21/16, (four days) 24 hours a day to rebuild the curb, ADA ramps and sidewalk.
- Left turn lane on Front St. to Sunset will be closed 7 a.m. to 3 p.m. 7/18/16 thru 7/21/16
- Weekend closures will occur 8/5/16 at 10 pm to 6 am 8/8/16.

Please take the following poll -

The City is designing improvements to East Sunset Way, and not all of the potential amenities will fit! They are polling the community with a simple question: What's your top priority for East Sunset Way from I-90 to Second Avenue - a main route to four local schools? Take the poll <https://poll.fbapp.io/eastsunset>

MERCHANT NEWS



Boehms is celebrating 60 years with free giveaways, tours, raffle drawings and more during the months of July and August. Don't miss their grand celebration August 10th – 12:00-3:00.



Nektar Smoothie and Juice Bar (90 Front Street South)

Celebrate their **Grand Opening July 15th** from 9:00-6:00 with ribbon cutting at 12:00 with the Mayor, all day specials include 1/2 off Blue Apple Smoothies, 1/2 off Newtons Raw Juice and \$2 off Acai Bowls, \$1 off all other juices and smoothies. All day door prize ... a raffle ticket to win Gift cards for 5 free smoothies or 5 free juices. Please join owner Heath and welcome him to downtown



The Studio in Issaquah (100 Front Street South)

Owner Steven Olerich opened a new dance studio a few months ago at 100 Front Street South. Did you know that July 30th is National Dance Day? Stop by the studio and celebrate National Dance Day by trying out new classes that will be offered in the fall, win raffle prizes, and get special offers from neighboring businesses. Please stop and say hello to Steve and try out one or more of their many dance and yoga classes.



Booginhead owner Sari Davidson will be moving their kids product headquarters to downtown next year to the building next to the Eagles (157, 161, and 165 Front St). We looking forward to having them on Front.



Max's World Café closed their doors June 21. This was a very difficult decision for Chef Edna, as she has devoted herself for over six years to catering and preparing the best of food at Max's World Cafe. In the future she will continue to create her special hot sauces and three types of "rubs" in a new factory location outside of Issaquah. We are sorry to see the closing of **Max's World Café** and wish Edna the best of luck in her new venture producing and selling her incredible hot sauces and rubs.

