

ANNUAL REPORT

2023



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A WORD FROM THE PRESIDENT

I want to take this opportunity to thank our Board and Committee members for a successful start to Discover Downtown Washington. We started forming this organization with a desire to further the growth of our community's core. Through these efforts, we have assembled a team with over 50 active working members, volunteers, and supporters. The broad focus of Discover Downtown Washington's mission encompasses all the points to make downtown successful. It strives to strengthen downtown through fostering a strong economy, amplifying promotional efforts, attracting visitors, creating an inviting space with a purposeful design, and staying well organized with a unified voice.

Discover Downtown Washington aims to create a space that fosters community and relationships. A place to walk down the street and grab a cup of coffee while you visit with friends. A place to swing by your local boutiques, home goods, and bookstores and have the owner assist you in finding that perfect gift. A place to grab lunch where they know your drink order before you sit down or where Friday nights are filled with fun as the community gathers for the next festival or live music event. A place that feels so familiar, where the kids can run on the lawn at The Commons and the elderly can sit and reminisce on a swing. Our downtown isn't just a bunch of buildings and businesses - its home.

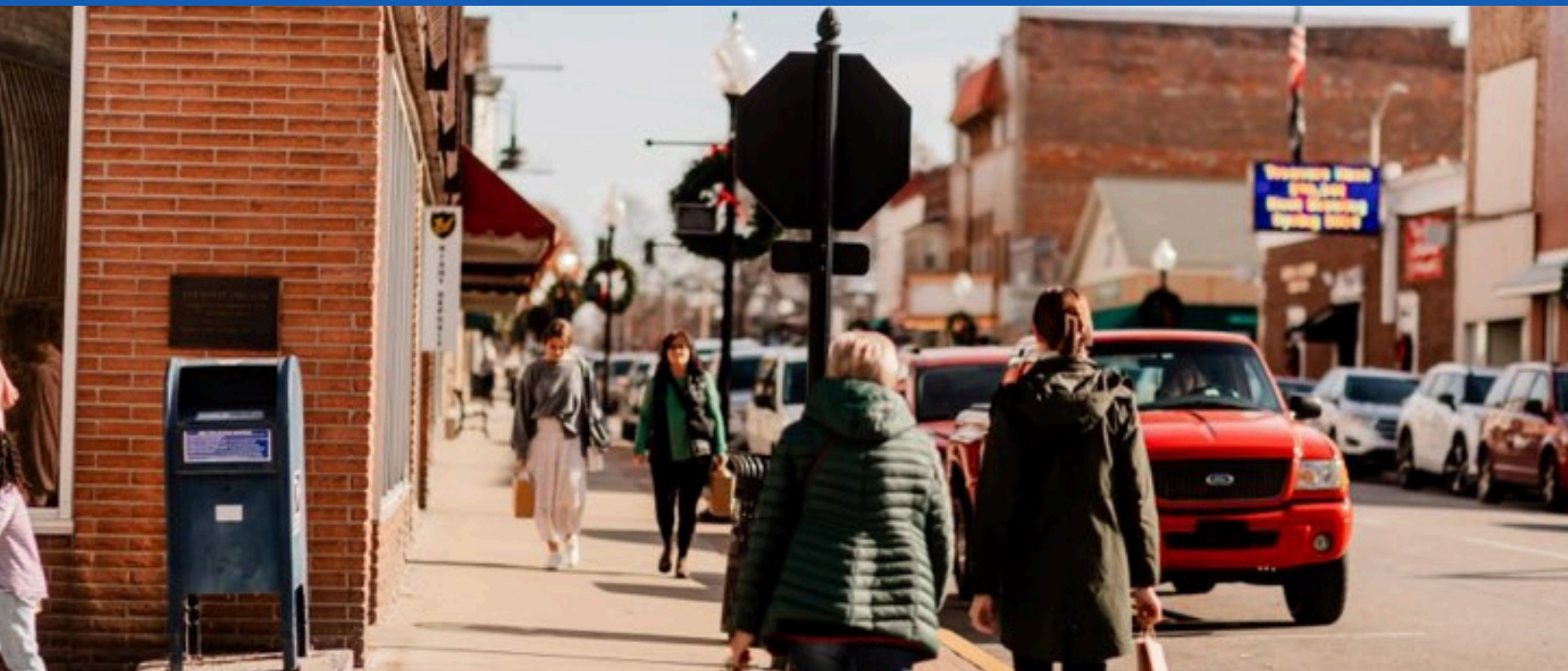


We are only just getting started as an organization with more work to be done, but I am grateful for the support our community has shown, for our merchants, our Board and Committee members, our staff, and our encouraging local leadership in the City of Washington. The strides this organization has made in the last two years are taking shape with new events, visual art, improved facades, and a stronger downtown economy. I look forward to what's ahead.

Sincerely,

Dusty Davis

DUSTY DAVIS
PRESIDENT



ABOUT OUR ORGANIZATION

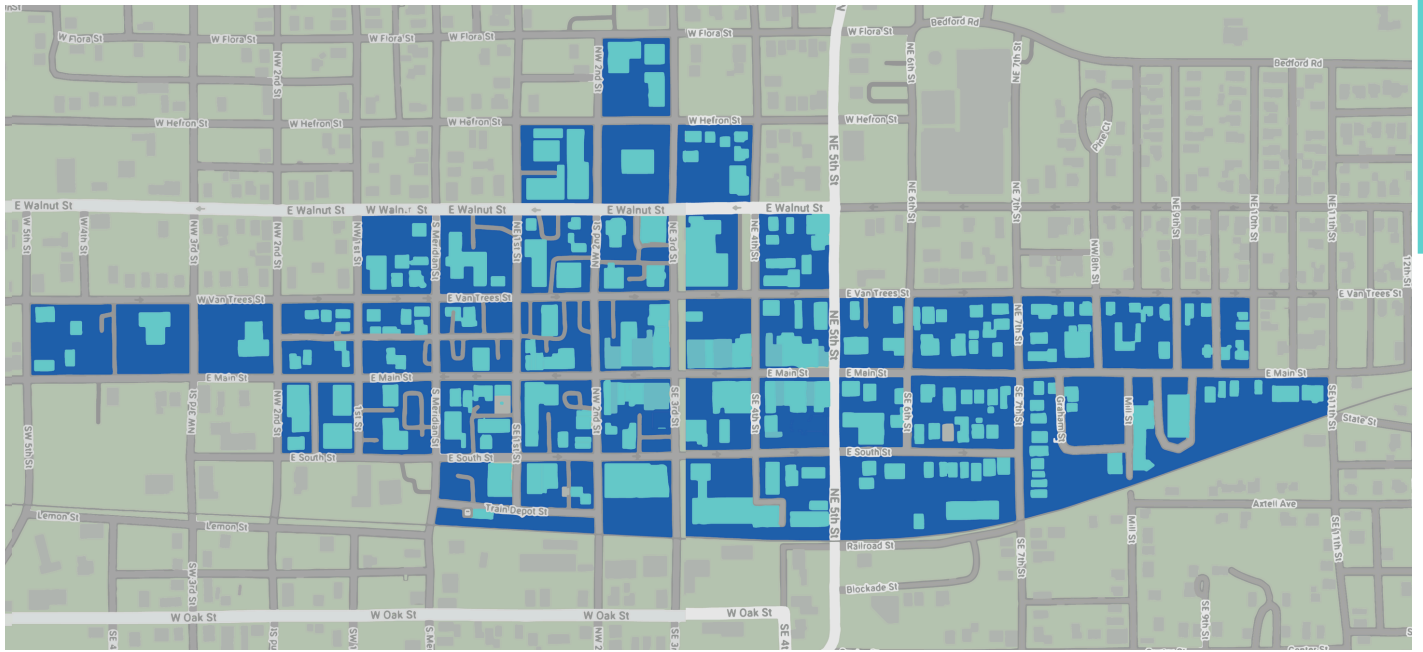
Discover Downtown Washington, Inc. is a non-profit organization created to lead the city's efforts to invigorate their historic downtown. Following the framework of the Main Street Approach, the new organization will be responsible for establishing and implementing a vision for downtown Washington through four key strategies, known as Community Transformation Strategies, popularized by the National Main Street Center and the Indiana Office of Community and Rural Affairs' (OCRA) Indiana Main Street Program: Economic Vitality, Promotion, Design and Organization, also known as the Main Street Four Points.

"Today is your opportunity to build the tomorrow you want!"

~ Ken Poirot

Our purpose is to create a vision for success in downtown Washington that is rooted in solid understanding of the market realities of the district and is informed by broad community engagement. We will identify key strategies that will provide a clear sense of priorities and direction for revitalizing downtown Washington, while demonstrating visible results and meaningful change.

OUR DISTRICT



OUR PARTNERS



Extension



IGNITING PROSPERITY IN THE HEART OF SOUTHERN INDIANA



REGIONAL OPPORTUNITY INITIATIVES



Volunteer Center



www.DiscoverDavies.com



www.VisitDaviesCounty.com



Our Team



Dusty Davis
President

Jeremy Adams
Vice President

Cindy Barber
Secretary

Mary Smith
Treasurer

Mayor Dave Rhoads

Tom Tucker

Joe Morris

DeWayne Shake

Beth Gabhart

Greg Deaves

Shelley Brinson

Bryant Niehoff

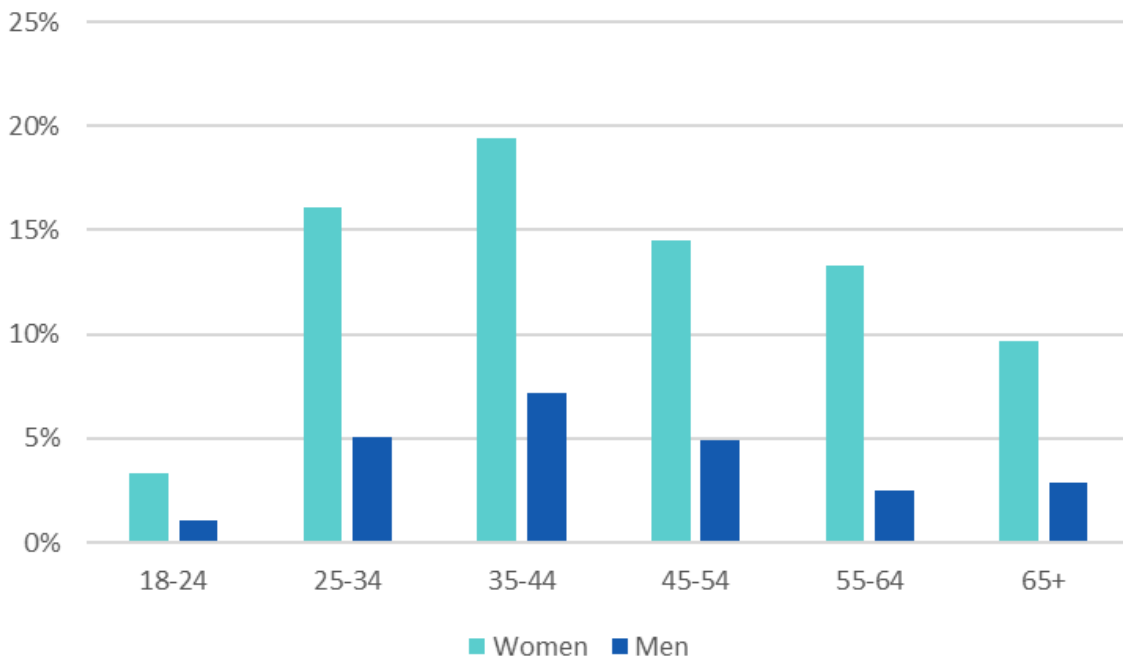
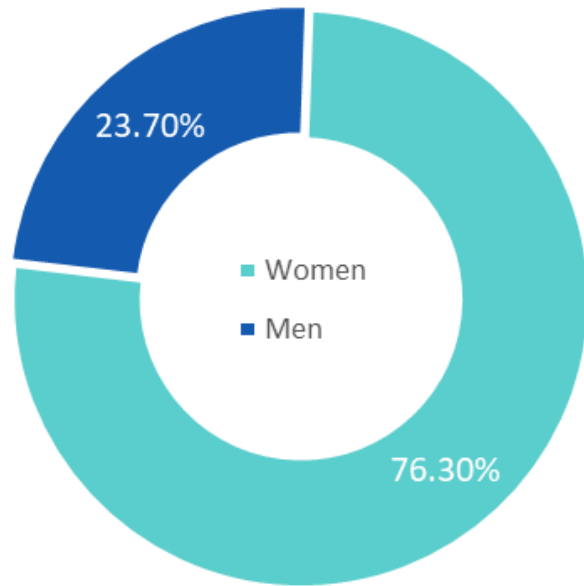
Facebook

AUDIENCE

Followers: 1,628

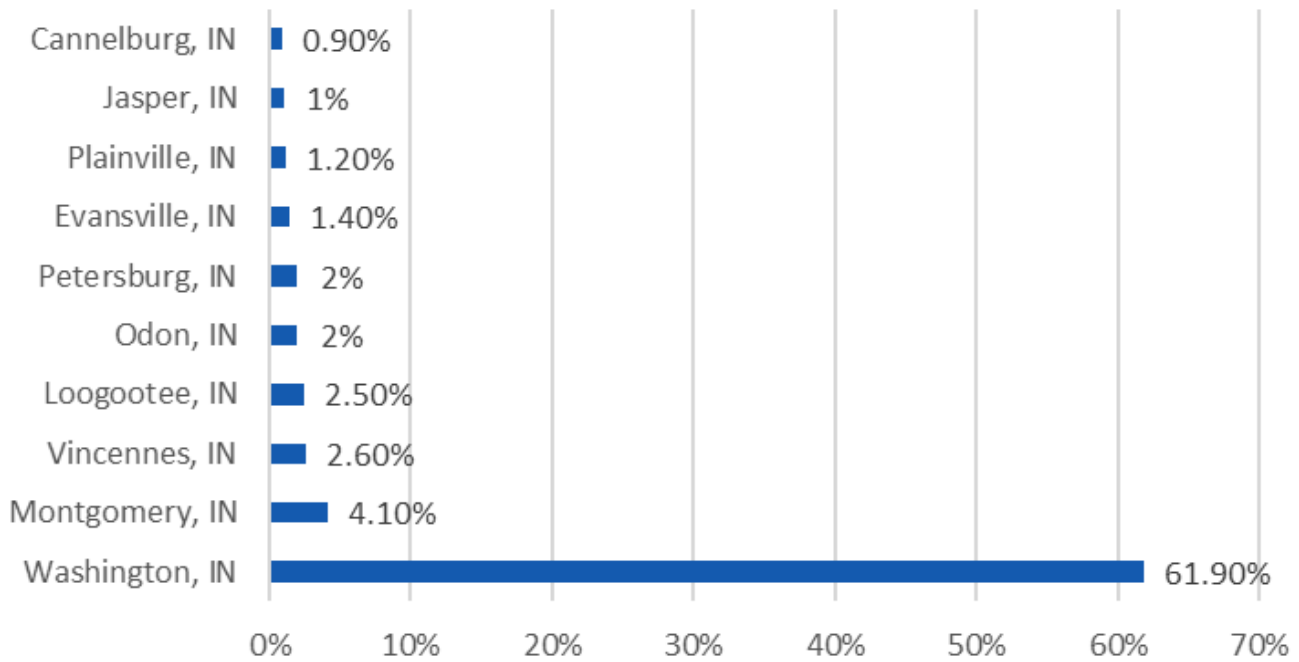
Age & Gender

Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



The table shows the percentage of Facebook followers by gender and age, with women having a higher percentage of followers across all age groups. The highest percentage of female followers is in the 35-44 age group, while the highest percentage of male followers is in the 25-34 age group. By understanding the gender and age demographics of their followers, businesses can tailor their content and advertising strategies to better connect with their audience.

Facebook Followers by City



Reach Breakdown

8.6K

The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more. This metric counts all interactions, including ones that were eventually removed.

1.6K

The total number of followers of your Facebook Page or profile. This is calculated as the number of follows minus the number of unfollows over the lifetime of your Facebook Page or profile.

1.8K

The number of clicks, taps or swipes on links within your content, including ads. Content may include formats such as posts, stories, reels, and videos that led to destinations or experiences, on or off Facebook.

785

The total number of minutes your video was played or replayed within this post. This metric counts how many minutes of a video were played, instead of the amount of time that passed while the video was playing.

Facebook

REACH 82.7K

This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.

129.3 %

increase in page likes

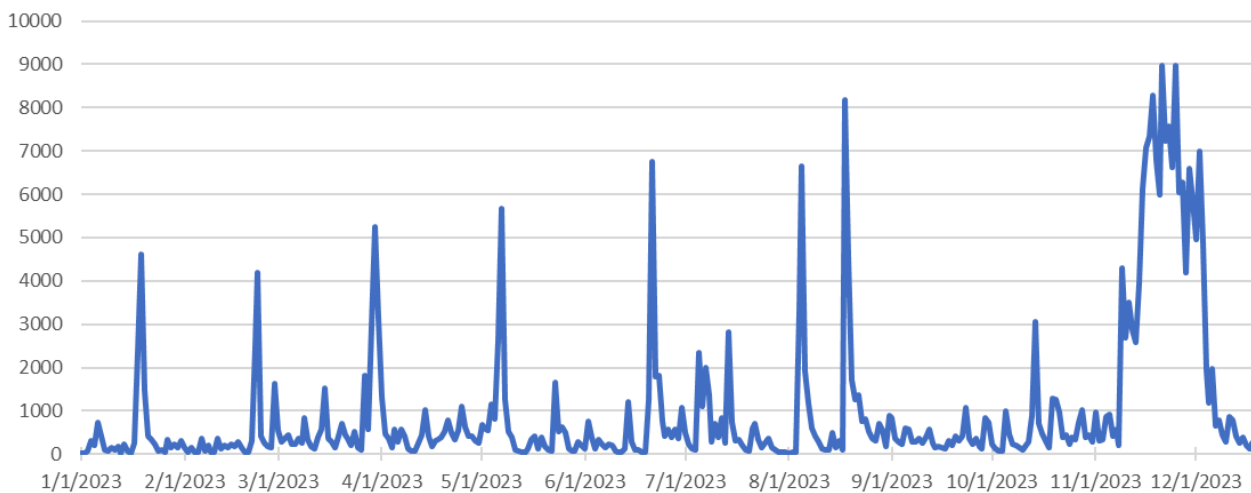
368.4%

increase in site visits

436.5%

increase in reach

2023 Reach by Month



The graph shows the number of people viewing posted content throughout the year, with the month of November reflecting the most reach. By understanding reach, businesses can determine whether or not they are getting a healthy amount of likes, comments, and shares in relation to how many people see their content. In addition, increasing Facebook reach can boost social media engagement.



2023 PROJECTS

→ Welcome to Washington Mural
Enhancing the look and encouraging foot traffic into our downtown district.

→ Quick Impact Facade Grant Program
Leveraging City and County funds to support revitalization efforts of downtown buildings.

→ Merchant Guide
Providing research, event tips, marketing, and sponsorship opportunities to downtown businesses.

→ Request for Proposals
Creating a program for vacant buildings looking for new tenants.

THE IMPACT: *A Wonderful Life*

“Shop Small 2023 was a huge success for our small business,” says owner Susan Schmitt. “The promotion of this event by Discover Downtown Washington was a vital part of our increased sales and the overwhelming turn out for the event. Discover Downtown Washington did a great job in increasing awareness of the importance of shoppers to support local businesses and their local economy through increased advertising and promotional events.”

31% Increase in sales since the start up of Shop Small Saturday in 2022.



Cherry Ghost Coffee House

"Discover Downtown Washington has brought professional, consistent support to businesses in our downtown area. I especially appreciate the Shop Small Saturday and Christmas on Main events that they have organized," says owner, Julie Bassler. "The excitement and community engagement that these events bring to the downtown area are priceless. What a wonderful example of what our community can accomplish when we all work together. I am so grateful to be a business owner in downtown Washington!"

154%

In 2022, Cherry Ghost experienced a remarkable increase in sales during the Shop Small Saturday, with a 154% rise in revenue compared to average Small Business Saturday sales in previous years.

187%

During the second annual Shop Small Saturday in 2023, Cherry Ghost had a remarkable 187% increase in gross sales compared to the average sales of previous Small Business Saturdays.



2023 IDDC Mural

GREETINGS FROM WASHINGTON

Discover Downtown Washington applied for the Indiana Destination Develop Corporation (IDDC) IN Indiana Public Art and Placemaking Grant in 2023 and was one of thirty-three community art projects. Artwork produced in collaboration with IDDC is highlighted in the IN Indiana campaign. The non-matching grant supports public art projects up to \$10,000, while a matching grant of up to \$25,000 was available for signage and placemaking initiatives.

Discover Downtown Washington used this grant as an opportunity to bring new life to an historic place, with the help of Indianapolis artist, Barb Stahl. “I was in Washington for almost a month,” says Barb Stahl, “I would meet people and had started taking pictures of them. So, after all the imagery was painted in, I then went back and added the pictures of people that I had taken and added them into the mural.” Stahl added, “People find a connection in public art - art enriches our lives. To have this welcome “Greetings from Washington” is wonderful for the community because it says, “We’re here - we’re not going anywhere”.

BUSINESS BREAKDOWN

61%

Downtown Washington is primarily made up of service-oriented businesses.

16.9%

Washington's local and county governing bodies make up the second largest segment of downtown business.

12.1%

Remaining business include: restaurants, bars, coffee shops, schools, and churches.

10%

Our downtown district is home to some of the best small-town shops, which make up the next largest demographic.



2024

EVENTS

APR 6-8

**Eclipse
Celebration**

MAY 11

Spring Fest

AUG 31

Color Run

NOV 30

**Shop Small
Saturday**

DEC 7

**Christmas
on Main**

