

What's News Downtown

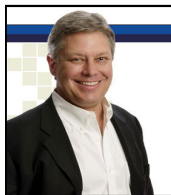


PRESIDENT'S CORNER

I would like to take the opportunity to thank each of our committees for the outstanding work that they have done in 2011. It hasn't always been easy, but they have done a phenomenal job! This month's newsletter gives us a year in review, and I want to take this opportunity to say how grateful I am for all their hard work. As you read, you'll be amazed at how much was accomplished.

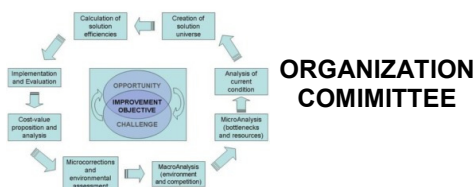
—Jack Harmon, President

The last three years have been pretty rough ones for many of you. I'm telling you this now: This year is going to be better! Early indicators are that it could be a huge comeback year for most of you. Thank goodness! It's long overdue!



As consumers start buying again with more regularity and as employers start hiring again, you must make sure you are doing everything you can to position your business for the future. If you are still using outdated marketing techniques and not adapting to the changes that are being thrust on every business owner, shame on you. Your main job is to see that your business successfully reinvents itself in this new economy and comes out more successful than before. And when I talk about reinvention, I mean changing your business into one that actually generates profits and helps you achieve the goals you've set for yourself. That is NOT a simple thing. But it all comes back to how you as a business owner lead your business forward. You must have the vision and the strategy and the knowledge to take your business where it needs to be.

—Jon Schallert, President
The Schallert Group, Inc.



ORGANIZATION COMMITTEE

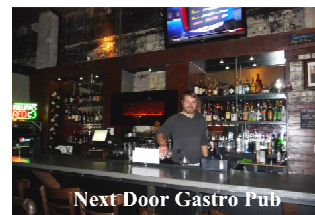
A HUGE thank you to our 2011 **Main Street Tax Credit Incentive Program** (B&O tax) business partners. We really appreciate your participation in the program and support of the PADA and what we do. We'll put your \$9,250.00 in contributions to work and make you proud! Watch our progress throughout the coming year—we'll keep you posted. Again, thanks to:

- **Lena Washke Accounting Services, Inc.**
- **Arrow Launch Service, Inc.**
- **Port Book & News**
- **First Federal**

We, the Organization Committee, are looking forward to a great new year! Last year we far exceeded our goal (\$3500) for the B&O tax credit incentive program. This past year, the committee worked hard on this project and we now have a new Power Point presentation; a beautiful Main Street Tax Credit Incentive Program brochure, and more information regarding the program is posted on the website. Additionally, as part of our outreach to publicize the program, we have created a letter about the tax credits and have begun a mailing campaign. Thank you to Jan Harbick, Jack Harmon, Barb Frederick, Charlie Comstock, Greg Voyles and Mike Edwards for your time, hard work, many e-mails, creative thinking, suggestions, and knowledge of methods previously tried and "who's who" in Port Angeles.

If you would like to participate in this program, but need more information, contact Barb at the office 457-9614, Jan at 452-8284 or Grace at 417-3001. We'll be glad to walk you through the process. This is a real opportunity to keep part of your tax dollars here in Port Angeles instead of sending them to Olympia...

(cont'd on Page 6)



BUSINESS OF THE MONTH NEXT DOOR GASTRO PUB

Next Door Gastro Pub has changed the face of downtown. They brought a fresh business concept to downtown. Owner, Jacob Oppelt, his partners and staff renovated their space with the assistance of our own Design Committee member, architect Charles Smith. They have created an already "happening place" reputation with a fresh design, esthetically pleasing and paired it with a fresh, vibrant attitude. Next Door has raised the "bar" by taking a small, non-descript space and making it a show place.

Thanks for bringing your smiles, energy and enthusiasm to downtown. We are so glad you chose downtown for your new business venture.



Art on the Town 2011

Art on the Town received two submissions for the 2011 art show in the spring of 2011. The first being from first new participating artist, John Aylstra from Bellingham, called Camp Harmony. You will find this sculpture located at Oak and Railroad outside of Pacific Rim Hobby. The second was from an artist who has two other works in the permanent collection, Leo Osborne of Anacortes, named Peace Angel. This new sculpture is located on the east side of Laurel Street between Front and the alley.

(cont'd on Page 7)

UPCOMING PROMOTION EVENTS
Customer Appreciation—Feb. 10-11



**Annual Meeting
Port Angeles
Downtown
Association
Thurs., Jan. 19
Kokopelli Grill
starting at 6:00,
dinner at 6:30
and program at
7:00.**

**KOKOPELLI GRILL
301 S. PARKER AVENUE**
6:00pm Cocktails, 6:30pm Dinner, 7:00pm Program
2011 in Review
Installation of 2012 Board of Directors
Excellence in Design Awards
Spirit Award Presentation
Partner Award Presentation

Buffet Dinner \$17 per person includes tax & gratuity
RSVP to 457-9614 by Friday January 13th

If you haven't tried Kokopelli Grill, now is the time. Come and taste the great food that owners Michael and Candy serve up every day. Dinner is just \$17.00 (tax & tip inc.) The Annual Meeting will include the annual Design Achievement Awards; presentation of the Spirit and Partner Awards; updates from the Downtown committees about plans and events for the upcoming year and opportunities for members to give input and participate in these different activities.

Our special guest speaker this year will be Kathy Monds, Executive Director of the Clallam County Historical Society. She will share some very interesting information about Port Angeles and the historic district of Downtown Port Angeles. Also, she will give us an overview of the plans being made to celebrate the 150th Anniversary of the establishment of Port Angeles. Heritage Days will focus on the anniversary celebration in September.

Get an early start on planning out your year. Find out what is going on in your downtown and what special events you want to participate in. Meet and visit with your downtown neighbors, enjoy great food and find out how you can tie into a celebration that only comes along once in 150 years!

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How Sweet It Is!!

**Friday, Jan. 27
8:30—9:30 a.m.**

**Captain T's
116 E. Front St.**

We visited The Beanery in October and Johnnie has invited us back to see the rest of the story. Captain T's is in their new home and what a wonderful thing to see. The rehabilitation of the building and the beginnings of the restoration of the history of the Elwha Theater is awesome. If you didn't make it to the October HSII, you still have a chance to see some of the history of the building—I'm sure Johnnie will let you take a tour.

Come join us for great coffee, goodies, conversation and see what Johnnie has been up to.



Sound Bikes & Kayaks

was this month's flash photo contest winner. The winners are drawn from those businesses that

have taken advantage of the free web page on the PADA website.

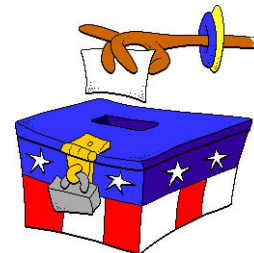
Also, the rotating Featured Business ads have been redone. If you have a web page currently on the website, check out your new ad. If you like the ad; if you would like it changed; or, if you want to sign up for your free webpage and rotating ad, please let me know.

Another new addition to the website is a section on the home page for you to promote specials, events, new merchandise or sales. This will work like the holiday promotion for Open House and Shop 'til you Drop. Just send Barb or myself the information including dates and times, where applicable, and it will be added to the website. If you have jpg photo or camera ready ad, you can send those along as well. You will need a web page on the website for this feature to provide detailed information for your customers. Examples are currently on the home page in the bright blue section for Odyssey Bookshop and Port Book & News.

This can be an excellent marketing tool for new customers and a great way to let your existing customers know what's going on. Think about dropping a little, "Thank you for shopping with us today, we appreciate your business every day. Visit the Port Angeles Downtown Association website—www.portangelesdowntown.com and see what's new in the "BULLETIN BOARD." Best part—**no cost** advertising!

If you need help signing up, have questions or suggestions, just let me know.

—Jan Harbick, Webmaster



ELECTION RESULTS

Thanks to the candidates and all of you that took the time and interest to vote in this year's elections. This was the largest slate of candidates and highest ballot return that anyone can remember for an election. We encourage everyone to remain engaged in your organization by staying informed and getting involved. Committees often have special projects that a "one time" thing, so if you can't commit the time to being on a committee, there are still opportunities to help out. The 2012 board is listed below.

—Charles Smith, Nominating Committee Chair

2012 BOARD OF DIRECTORS

Jack Harmon, President—460-1217
Expeditions NW
Charles Smith, Vice Pres—452-6116
Lindberg & Smith Architects
Drew Schwab, Sec.—797-1313
Anime Kat
Bob Lumens, Treas.—452-8299
Northwest Fudge & Confections
Barbara Frederick,
Executive Director 457-9614

Eric Brown—457-4150
Brown's Outdoor
Noelle Fuller—417-8978
Twisted
Jan Harbick—452-8248
Five SeaSuns B&B
Brian Hanson—797-1274
R Bar
Lauren Jeffries-Johnson—417-5489
Ujdat Beads

Dave Long—460-1849
Oven Spoonful
Jacob Oppelt—504-2613
Next Door Gastropub
Richard Stephens—417-3544
Peninsula Daily News
Kevin Tracy—452-9080
Tracy Wealth Management



PARKING COMMITTEE REMINDERS & UPDATES

Monthly and annual parking permits for 2012 are now available at the City. Last year we expanded the permit program making it possible to buy permits for multiple months and resurrected the annual permit. The cost remains at \$15.00 per month with a one month savings when purchasing an annual permit for \$165.00. We encourage you to use the permitted spaces throughout downtown to insure that all customer parking is available for their use.

2011 was a busy year for the Parking Committee. We completed an inventory of available parking spaces in the downtown both public and private. In addition, we now have a list of potential parking areas outside of downtown with contact information that will be provided to planners for events downtown when needed.

We have proposed a plan to the City to resolve the turning radius issue for delivery trucks entering Cherry Street from the alley. We hope to see that plan implemented in the first quarter of 2012.

Amending the Parking Ordinance with a "move to evade" clause is moving forward. The committee has worked with DRO John Nutter of the PAPD to look at ordinances used by other communities in the state to see what will work best for Downtown. The change in the ordinance will provide an enforcement tool for the Police Department so that we can maintain free and available parking for your customers. On the recommendation of the committee, the board has requested that the City take a look at our findings and see how they can be incorporated into an ordinance amendment. We will continue to work with the City to finalize the process and hope to see this completed by spring. We will keep you informed.

As part of PADA's contract with the City, the lot next to Zak's on Front Street was restriped after the cracks were sealed. It was not seal coated due to the deterioration of the asphalt. Total cost was \$1409. In addition, the expenditure for the lots maintained by PADA (sweeping, sanding and landscape areas) was \$3900.

For more information about the Parking Committee's efforts, meeting minutes and their Work Plan for the upcoming year visit

the PADA website. If you have suggestions, have questions or would like to join the committee, please give me a call at 452-8248 or email jan@seasuns.com.

—Jan Harbick, Parking Committee Chair

Bruce W. Hall, CEG
Personal Development Coach
Small Business Coach

www.brucehallcoaching.com
bruce@brucehallcoaching.com

136 East 8th Street • Port Angeles, WA 98362 • 360-457-9789



Heart Beat

Happy New Year January 2012

I want to wish all of you a great New Year and wonder if you are like 98% of the population which will make at least one New Year's resolution this month. And like at least 90% of those who do, will fail at keeping that resolution.

One of the most popular resolutions for the New Year is about losing weight.

Well, this year I am going with the 10% plan. Like most of the population in America, I need to lose weight. A physician here in town told me that an average adult needs to consume only 1500 – 1800 calories a day. Now the average consumption in the middle class in the US is about 2200 + calories a day. If you figure that all the extra calories that you take in and do not consume are stored as fat, (thanks to our very efficient body), and that it takes 3500 calories to make up one pound of fat, well you can see that the excess calories can sneak up on you in a terrifying manner. As we age, we also tend to not utilize our calories as well. Thus for every 10 years we age, we seem to add about 10 pounds to our weight. That can be very depressing.

The 10% plan is a new way of looking at an attainable goal in weight management. Notice, I did not say DIET. To me that is a bad word bringing up visions of deprivation of all that tastes good in our lives.

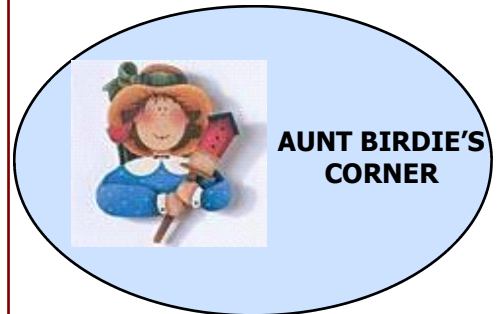
First think about how much 10% of your weight is. Then spread that over 12 months. For most people, that will average between 1 ½ to 3 pounds per month. With some simple changes to our meal plans this is an attainable weight loss

goal and will add other benefits to your body besides dropping a size or two.

Some simple ways to start include looking at your drinks and snacks during the day. A simple change from a regular latte (made with whole milk) with whipped cream to a skinny (made with skimmed milk) mocha can reduce your caloric intake by up to 300 calories a day. And you can add a sugar free flavoring for free. In choosing a snack for mid day, choose a piece of fruit or fresh vegetables. They will get you through the day without the sleepiness that comes from eating a candy bar and save you about 200 calories.

So with a simple change, we have cut the calorie intake by about 500 calories a day. This will change the results you see on your scales.

Good luck with your resolution,
Mary Buck RN



It takes 37 muscles to frown, and 22 muscles to smile, so we all should smile. It reduces stress and tension on the facial muscles. It's also good for the soul. We can practice anywhere—all the time!

January will be Les' 25th anniversary downtown - that is something. The Two of Us - First Street Barber and Tanning - 25th anniversary January 15th, 1987

If you haven't seen the changes on E. Front, stop in at Sound Bikes & Kayaks and see what Vicki is up to—it's AWE-SOME! Then stop in at Captain T's! East Front is looking good!!!

Heritage Days 2012 will be September 14, 15 and 16th.

We are preparing events throughout the year to celebrate the 150th Anniversary of Port Angeles and to promote Heritage Days itself. At the Annual meeting on January 19th we will have a schedule of events and volunteer sign up sheets. We are actively recruiting sponsors for our events.

Our next scheduled meeting will be Thursday morning January 12th at 8:30am.

—April Bellerud
Heritage Days Chair

The 10% Shift Our Own Local Stimulus Plan!

A Declaration of Local Independents



Bailouts, tax abatements, zero interest T-bills, bank failures... it's a wild and unpredictable economic world out there. It seems as if we are at the mercy of forces outside our control. We wait for help to "trickle down" from the government or big business but our local economy needs it now, not later. Isn't there another possibility?

Yes! It's time to take a stand for local economic independence! We can rebuild our economy and revitalize our community. The national and global economy has failed to live up to its promise of providing a stable livelihood and has placed communities like ours in great peril. Locally managed and independent businesses (Local Independents) demonstrate every day that the closer to home we do business, the more our communities and the local economy benefit. When we buy from Local Businesses (rather than outside our region) the 'Local Multiplier' is set in motion and local economic activity grows by as much as three-fold.

A 10% Shift would help us do just that. 10% Shift is a growing movement that is transforming economies across the country. At a time when new ideas are needed, the 10% Shift offers an immediate and measurable way to strengthen our local economy and build a better future. It is a strategy that leverages our own economic power and offers hope and resources to revitalize our economically distressed community. By shifting where we spend our dollars, we can build a strong and more independent regional economy. So what does it actually mean in dollars and cents ...?

- Economic Realities ... (based on a County wide survey back in 2010) ... doing the math!
- About \$0.43 of every dollar spent by individuals living within Clallam is spent outside our county.
- Total taxable sales of \$888,109,138 dollars were spent by residence of Clallam during 2009. A 10 % shift (.43 x 888,109,138 x 10% =) \$38,188,692 dollars back into our local economy.
- If approximately 68% (national average) spent locally ... stays in our economy = \$25,968,310.

That's a chunk of change and has the

power to generate economic growth, boost local businesses and keeps our hard earned money in our own community!

Like the declarations of revolutionary leaders of the past (here I go again... :-), this 'Declaration of Local Independents' calls for a more perfect economic structure and inspires bold action. It's time for all of us, citizens, businesses, nonprofits, and government agencies, to sign a 10% Shift Pledge to shift 10% of our purchases from non-local businesses to Local Businesses.

When we spend our dollars at a Local Business, we keep more money in our hometown-supporting our community's schools, social services, public library and local non-profits. Local Independents return about 80% of each dollar to the community. Each dollar spent locally will return at least three times that amount within the community through city taxes, employees' wages and purchases of goods and services from other Local Businesses who in turn do the same. It's not about spending more, it's about shifting where we choose to spend our money.

Let's celebrate what makes Port Angeles a great place to live. During 2012 make a Resolution to shift 10% of your spending to local businesses, let's put our money where we live. Choose Local!

—Mike Edwards, Choose Local



Design Committee 2012 – Year in Review

—Bob Lumens, Chr.

As one of our annual projects, we held a Downtown Clean Sweep in May with about 50 volunteers including the youth from IBC. The group cleaned, swept, weeded, bagged and hauled away many bags of trash and yard waste.

Working with Corey Delikat at the City of Port Angeles Parks and Recreation Department, we inventoried all trash cans in the downtown and were able to move some to better locations and add several to appropriate locations. Prior to this, there were no trash cans west of Oak Street. We were able to provide them in this area, helping to clean up this part of Downtown.

Over the summer, Charlie Smith and Jan Harbick worked with Olympic National Park to duplicate a set of banners from the traveling Elwha Exhibit for the Elwha River Restoration project. The banners were installed in the display cases on the Elks building along Lincoln Street and will be

remain during the construction period. The Committee also held a second Clean Sweep the weekend before the Celebrate Elwha event to take care of final touches on downtown. We worked with the City, Parks and Rec. and Public Works Department to extend the care of the hanging baskets, clean the sidewalks, do weed control and sweep the streets for the event.

The Committee reviewed and made recommendations to the City on requests for grants for the Façade Improvement Grant program.

Charlie Smith and Eileen Knight created and lead a class on retail window design hosted by Unique Treasures Antiques with wine and menu samplings from Next Door Gastropub in October.

As always, we purchased all the Christmas lights for the big tree at the fountain, as well as for all the white lights for the street trees for Christmas and the winter season and began to implement our long term plan of upgrading decorations. For two weeks the end of November, the Design Committee and volunteers replaced all the incandescent lights on the 50 tree and wreath pole decorations with c9 led lights. With a 5 year warrantee, this will save energy for years to come and not require maintenance (replacing bulbs) every year. Since the lamps are plastic instead of glass they will not break in storage, transit, installation or removal. Funds for this project were from the conservation monies through the City.

COMMITTEE MEETINGS

Regularly scheduled at the PADA office
208 N. Laurel:

PADA Board Meeting—2nd Mon. — 6:15 p.m.

Art on the Town —Last Wed.—3:00 p.m.

Charles Smith, Chair 452-6116

Business Development Committee

3rd Tues. — 1:00 p.m.

Richard Stephens, Chair 417-3544

Design Committee—1st Tues. — 1:00 p.m.

Bob Lumens, Chair 452-8299

Organization Committee

3rd Tues.— 2:00 p.m.

Grace Kauffman, Chair 417-3001

Parking Committee

Last Wed. — 2:00 p.m.

Jan Harbick, Chair 452-8248

Promotion Committee

1st & 3rd Wed. — 8:30 a.m.

Drew Schwab, Chair 797-1313

Come anytime and see what's happening. Committees are always looking for people who want to get involved in working together with a focus on the PADA Mission Statement "**To develop and promote a healthy and prosperous Downtown**".



CITY NEWS

Waste Reduction: Good for Your Business and the Environment

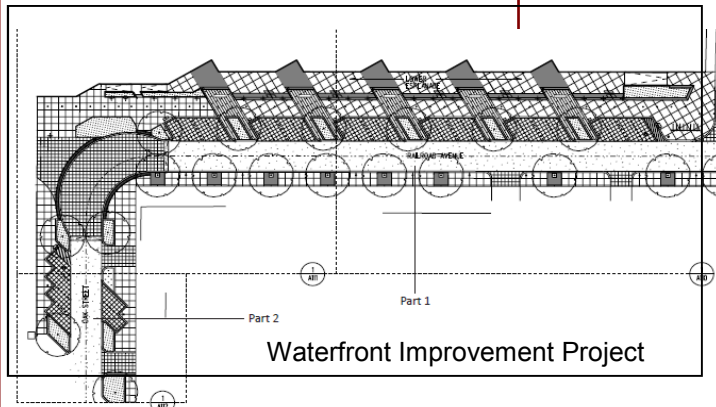
The start of a new year often leads us to consider resolutions for better living. How about a resolution to reduce the waste your business makes in order to benefit both the environment and your business? Keeping materials out of the landfill reduces our impact on land and water and conserves important, limited natural resources. At the same time, your business can benefit from environmentally friendly practices by reducing material purchasing and disposal costs; these practices can impress customers and employees. Here are some simple actions to get you started:

- **Sign up for recycling services through your garbage collector.** Mixed recycling such as paper, plastic, tin and aluminum can be easily recycled in one bin for a fee. This fee may be offset by the reduction in trash pickups. Cardboard can be recycled at no extra charge for commercial customers. City customers should contact Waste Connections at 360-452-7278 for mixed recycling service and the City of Port Angeles Waste Reduction Specialist at 360-417-4874 to set up cardboard recycling.
- **Increase recycling—make it easier.** If you are already paying for recycling pick up, make the most of your service by filling your recycling bin, instead of paying extra to put them in your trash can. Make recycling containers as easy to find as garbage cans for employees; or the public if they generate recyclables at your business. Label containers clearly so that everyone can quickly understand what goes into recycling and what stays out.
- **Utilize and inform employees.** Take a few moments to let your employees know about the importance and how to of recycling. You may inspire an employee to take the lead in making improvements for your business.
- **Request a waste audit or technical assistance.** As a City of Port Angeles Waste Reduction intern for the next

six months, I am available to visit your business and offer waste reduction assistance. This assistance can be a waste audit to identify the types of waste and recyclable materials generated by your business, and ideas and technical assistance to your business on reducing your waste stream and identifying cost saving measures. This service is offered at no cost to your business during my service.

Waste reduction is both good business and good for the environment. There are many convenient waste reduction strategies and reuse options for every kind of small business. The City of Port Angeles would like to be your partner in waste reduction efforts. For questions, concerns, or to request intern assistance, please contact Helen Freilich, City of Port Angeles Waste Reduction Specialist at 360-417-4874 or Hfreilic@cityofpa.us.

—Meggan Uecker,
City of Port Angeles
Waste Reduction Intern



Over the past three (3) years there have been some very exciting accomplishments in Downtown Port Angeles. The Downtown Association has won awards for their efforts including projects such as: Community at Work Painting the Downtown, creativity relating to new events and innovative involvement of our local businesses. Simultaneously, the City of Port Angeles has been working diligently to see the implementation of new capital projects that build upon the years of investment made by our businesses and property owners.

Approximately fifteen (15) years ago a 1997 revitalization plan was developed that incorporated design work by Lindberg and Smith Architects of Port Angeles known as the Waterfront Promenade. These improvements along Railroad Avenue were integrated in to the City's Capital Facilities plan. In conjunction with the 2009 American Institute of Architects

Sustainable Design Assessment Team study and a public prioritization process, the project has been elevated to the top of the City's priority list.

Over the past two (2) years the City has worked with the public, the Downtown Association, and local business owners in the design and conceptual development of the project. Early this year the City will finalize construction drawings for the first phase of the project. This phase known as the Esplanade will extend west along Railroad Avenue from the west Coho Terminal Fence to the north end of Oak Street and south on Oak Street to Front Street. Construction is planned to begin in late spring or summer of 2012.

The City wants to ensure that any impacts to businesses during the construction of the project are minimized. As a measure to accommodate the needs of downtown businesses and property owners we have split this portion of the project into two separate undertakings so that there will always be access maintained to busi-

nesses. In order to do this the City will first implement the improvements along Railroad Avenue. At a later time, work on Oak Street will be scheduled to ensure both of these roadways are not closed simultaneously. All work will be coordinated with the City's Combined Sewer Overflow project and the City will continue to engage businesses and

property owners in the vicinity of the project to get their input and suggestions on how the City can best mitigate any potential impacts.

The City is committed to making this construction period as smooth as possible for our downtown businesses, visitors and residents. Later this spring we anticipate having more detailed dates and timeframes to share on this two phase approach to our project. The Community has long envisioned these very important waterfront improvements and we look forward to seeing this vision realized. The completion of this project will go a long way to inspire residents and visitors to spend more time Downtown and on the waterfront.

For additional details on this project please contact Roberta Korcz at 417-4804 or rkorcz@cityofpa.us

—Nathan West,
City of Port Angeles
Community Economic
Development Dir.

Organization Committee (cont'd)

As you are probably aware, we began a Volunteer Youth program this year. Another group of extraordinary volunteers put the program together over many meetings back in May and June. Thanks to Lyn Fauth, Noelle Fuller, Barb Frederick, and Patty Jackson, who gave so much time, energy, and enthusiasm to this project in order to get it off the ground. Thank you Charlie Smith, Kathy Monds, April Bellerud, Richard Stephens, Drew Schwab, Clallam Transit and others who also made special contributions to the youth during 2011.

In their inaugural year, the youth volunteers advertised Downtown events in the 4th of July parade; created and ran a carnival during Heritage Day; passed out papers and other materials to members; picked up trash; assembled "Art on the Town" brochures; provided information during "Celebrate Elwha"; made Choose Local buttons; helped with the PADA booth and the trolley during "Crab Fest"; passed out candy for Halloween; were Santa's elves for "Tree Lighting" and had a gift wrap by donation during "Shop 'til You Drop". Just before Christmas, four of the youth also took the test and earned their food handlers cards. You will see them in action at the Annual Meeting, Thursday, January 19th. They will be helping by pouring water and clearing dishes.

This year the Youth Volunteers will be meeting every Monday@4 at the PADA office. They will be featured in an upcoming Family section of the PDN. We are now ready to recruit more young volunteers who want to make a difference, learn real job skills, gain references for future jobs or scholarships, and have fun. If you know someone, the paperwork is on the PADA website, or call Barb at the PADA office or me, Grace at 417-3001.

Be thinking of ways you can get involved during this next year. There is a place in PADA for your interests and abilities.

Personally, Jason and I have closed the Sterling Impressions Photographic studio on First Street; but, we remain in business. In order to continue serving our customers with professional, art quality portraits at reasonable prices, we are taking our work home until there is a significant improvement in the economy. We can be reached at 360-417-3001, or by e-mailing sterlingimpressions@gmail.com. We will continue to offer you a complete range of photographic services. I plan to remain active in the PADA, as I have come to value the contributions this organization makes to our community, both to Downtown and to Port Angeles. —Grace Kauffman, Chair



Salutations from the Promotions Chairperson

I wish you a Happy New Year to all of you who made it through 2011. The Promotions Committee has been working to plan a year of promotions based on your suggestions to maximize the number of customers downtown. Before I talk about the next Promotion coming up, I want to do a quick review of what happened in 2011, and what are we doing differently based on what you have told us.

February of 2011, the PADA sponsored Customer Appreciation Day. Businesses said "thank you" to customers for supporting them with drawings, refreshments, and a lot of smiles. The promotion was very successful based on feedback from businesses, and will be the first Promotion in 2012. There is more information about this year's Customer Appreciation Day at the end of the article.

April of 2011, the PADA sponsored The Bite! The promotion was a chance for customers to sample the cuisine and beverages of Downtown through a tour of participating restaurants and pubs. Based on the positive feedback from customers and businesses, we are in the early planning stages of sponsoring this event in 2012.

During the First Street construction, the Promotions Committee worked with the city and businesses to run marketing aimed at keeping customers downtown. The city and the Promotions Committee spent the majority of the funds for the marketing while business wanting customized marketing paid a significantly lower percent of cost.

Also in April of 2011, the PADA sponsored two weekends of promotions aimed at spring and Easter with For Peeps Sake! and Easter Eggstravaganza. Based on feedback and the 4th Quarter Survey, all Easter activities will be combined into a single promotion.

May of 2011, the PADA sponsored Girls' Night Out which is a lady focused retail shopping promotion. This promotion is very successful every year. The new addition to GNO was the chance for customers to collect beads. Base on feed-

back from customers and business, we will expand the bead promotion while keeping the rest of GNO relatively unchanged.

October of 2011, the PADA sponsored a tie-in promotion with the CrabFest where customers visited different businesses to find paper crabs. The promotion was very successful based on feedback from customers, participating businesses, and the 4th Quarter Survey. The Promotions Committee intends to continue with this promotion.

On Halloween, the annual Trick or Treat experience took place as it traditionally does. Based on feedback from customers, participating businesses, the 4th Quarter Survey, and citizens as a whole, the 2012 Trick or Treat experience downtown will proceed as it traditionally does.

November of 2011, the PADA sponsored and organized the annual Tree Lighting. As always, there was much outpouring of support from citizens and businesses. We have no intention of changing the promotion.

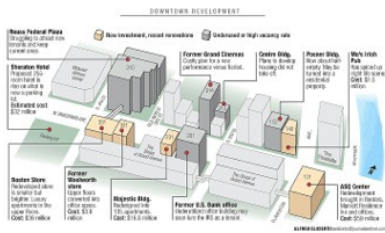
December of 2011, the PADA sponsored two promotions—Christmas Open House and Shop 'til You Drop. No changes are planned for the 2012 Open House. Based on participant feedback, Shop 'til You Drop will be moved back to Thursday night instead of Saturday.

That's enough of a recap for you. On to the first promotion of 2012.

Customer Appreciation Days, February 10-11. The focus of the promotion is not sales or discounts. Instead businesses should offer good cheer, lots of smiles, and a hearty "Thanks" to customers. Participants will not be charged to be in the ad, you simply need to let us know what you will be doing for the people who keep you in business. We'll include you in the advertising. During the promotion, there will be a drawing for \$50 in Downtown Dollars. Each participating business will be given entry forms and boxes. The drawing will be late on the 11th, and winners will not need to be present. The Promotions Committee needs to know if you would like to participate by February 3rd.

The Promotions Committee meets on the 1st and 3rd Wednesday of the month at 8:30 am at the PADA office. All PADA members are encouraged to attend.

—Drew Schwab, Chair



Business Development in 2011

2011 began with a Secret Shopper program that gave us quantifiable evidence that Downtown does indeed offer good customer service. There were several recommendations on where and how improvements could be made and a series of "Customer Service How To" articles were published in this newsletter over the course of the year.

In a year of openings and closings the, Business Development Committee worked with property owners to help market their properties like the Erickson Trust. Congratulations on getting just the right tenant for the Gottschalks building! We are anxious to see the finished product and glad to see the expansion of one of our own downtown businesses. Barb Frederick and I provided walking tours for potential new business owners showing them available store fronts and office spaces and provided contact information for property owners.

In March, we held our second annual Second Story Story event, showcasing both what has been done with second floor spaces and available business spaces above street level. The event was very successful, with 100 + people taking the tour and learning more about the historic downtown. A great partnership with the Historical Society and City staff. Special thanks to City Councilman Brad Collins for organizing.

The Waterfront Revitalization Program has been a major focus of discussion at our monthly meetings with discussion on timing of construction; mitigating impact on affected downtown businesses; the over all look of the project and keeping the membership informed on progress of each phase. Business Development and Design Committee have been working with City Staff on this important project.

2011 saw the start of a downtown health initiative, starting with a regular health feature in the Newsletter by Mary Buck, an RN at OMH and associate member of the PADA. A flu shot clinic was also set up this year in the PADA office. Plans are in the works to continue to expand this program – we would love to have more

people help with this project to improve the over all health of downtown merchants and service providers.

Barb and I also met with business owners individually to discuss the health of their business and to offer help and suggestions if appropriate. Various programs, leads on grants and workshops were provided to various businesses. The committee laid the groundwork for scheduling a presentation by the USDA on rural grant opportunities for local businesses. Stay tuned for more information on this one.

As new businesses move into downtown we continue to update forms both at the office and at City Hall to try to make it as easy and informative as possible for prospective new businesses to open up downtown. The PADA website is continuously updated in the "Doing Business Downtown" section to provide to potential, new and existing businesses.

We have offered to assist in any way with the City's Wired Hot Spot program to get wifi throughout the downtown. Business Development was first to sign up to be a test for the Buxton Group data mining project. This year, we will be actively promoting these tools and resources to our members. We encourage all downtown members to get an appointment and find out who your local customers are and what they need and want in the product lines or services you offer. If you have questions or need assistance, please let us know.

Business Development also worked closely with the Choose Local committee on the successful launch of their program. We delivered promotional materials to our downtown members to be used to help create awareness in our customers about the importance of supporting local businesses. If you need more materials, please let Barb know.

There is so much to be done in the realm of Business Development. There is way more to do than just a few committee members can accomplish by themselves. If you are concerned about the business health of your downtown and your own business, we encourage you to attend a Business Development meeting, the third Tuesday of the month at 1:00 at the PADA office and find out how you can help in creating more opportunities to grow and thrive.

—Richard Stephens, Chair

(Art on the Town cont'd)

A third piece, "Otters" was installed on the pedestal in front of the Waterfront Gallery on W. First. This piece was purchased in the past, but figuring out how to securely install it on the pedestal was a quandary. Thanks to Bob Stokes and Gray Lucier, we found the answer and it is now in place. Bob and Gray do a fantastic job for us every year by assisting with the installation, relocation and removal of the sculptures in the program.

We worked with Robert Shinn, a volunteer, this past summer that helped with the maintenance of the pedestals and cleaning of the artwork. We provided him with paint and brushes and sent him out. When he was done, all of the pedestals were repainted, not a small job. We want to thank him for a job well done.

The big news for this year is the



'Vertebrae' by local artist, Alex Anderson, is completed and awaiting installation. This sculpture was commissioned by an anonymous donor for Art on the Town. This sculpture is a 13 foot tall concrete whale vertebra to be located in the area of the Valley Creek Estuary. Once installed, visitors be able to interact with the sculpture either by sitting on the side or walking through the center of the sculpture. Look for the 'Vertebrae' to be installed in the spring.

Prospectus for new art to be displayed for the 2012-2013 year will be going out shortly. If you would like to receive a form or know someone who would, please contact the PADA office and we will get one to you.

—Charles Smith, Chair

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