

The Downtowner

A Newsletter of the Historic Downtown Kennewick Partnership

Calendar of Events

Friday, December 1st

* Annual Meeting,
Clover Island Inn 8am

Tuesday, December 5th

* Organization Committee,
TEC 7:30am

Saturday, December 9th

* Christmas Open House Shopping
Promotion 1-4pm

Tuesday, December 12th

* Promotion Committee, TEC 5pm

Wednesday, December 13th

* ER Committee, TEC 7:30am

Friday, December 15th

* Board of Directors Meeting,
TEC 7:30am

Wednesday, December 20th

* Design Committee, TEC 5:30pm

Friday, December 22nd

* Winter Begins

Monday, December 25th

* Christmas

Sunday, December 31st

* New Year's Eve

Board of Directors:

Gary Hall

President
Hall Engineering

Harvey Faurholt

Vice President
Attorney at Law

Paul Scharold

Treasurer
Scharold Enterprises, Inc

Joetta Rupert

Secretary
Kennewick Irrigation
District

Jo Harrington

Past President
Harrington Home Medical

Mayor Jim Beaver

City of Kennewick
Beaver Furniture Sales

Gary Earp

Windermere Real
Estate

Lee Williams

The Williams Agency

Chuck Scribner

Player Sports Bar and
Grill

Mark Blotz

Clover Island Inn

Don Lambert

The Mission of the Historic Downtown Kennewick partnership is to enhance the prosperity of the downtown and preserve its History

Historic Downtown Kennewick Partnership Annual Meeting

The Historic Downtown Kennewick Partnership will be holding its Annual Meeting on December 1, 2006 with the announcement of the newly elected Board Members for the 2007 year. The Historic Downtown Kennewick Partnership hopes everyone will come out and welcome the newly elected board members.

In Addition, the Partnership's Executive Director Timothy Dalton will present a year end review highlighting the achievements of this past year and speak of exciting events planned for the Downtown area in 2007. If you are interested in how your membership dues are spent this is the meeting to attend.

This meeting will be sponsored by Washington Trust Bank.

Come out and join your friends and neighbors for some pre Christmas Spirit.

Friday, December 1, 2006

8:00 a.m.

Clover Island Inn



Historic Downtown Kennewick Holiday Open House

*The Historic Downtown Kennewick is having a
Holiday Open House to celebrate the season.*

*Come join the merchants in the downtown area as they
welcome in the Christmas season on Saturday, December 9th
from 1 to 5pm.*

*This is an excellent opportunity to explore the unique shops in
the downtown area and maybe find something special for that
hard to buy for person on your list.*

For more information call 582-7221



2007 Historic Downtown Kennewick Partnership Goals and Objectives

The past couple months have been a busy time for both the Board and the committees preparing annual work plans for 2007. The following is a summary of the goals and objectives for 2007 as set by the Board at their retreat in October:

DESIGN

Goal: Encourage visual improvements through education and good design compatible with historic features.

Objectives:

1. Continue Facade Improvement Program focusing on Historic Preservation.
2. Create incentive program for positive signage in the Central Business District.
3. Promote Education of Historic Assets.
4. Continue to work on improving public spaces.

ECONOMIC RESTRUCTURING

Goal: Broaden and strengthen the economic base of downtown.

Objectives:

1. Work to create Historic Overlay zoning for the downtown.
2. Develop and implement Business Recruitment.
3. Develop business retention program including education.

ORGANIZATION (Organization Committee):

Goal: Build effective consensus and cooperation for downtown and increase involvement and community outreach in the program.

Objectives:

1. Improve Community Outreach.
2. Increase membership (25%) and volunteer support.
3. Educate and inform stakeholder about the value of the program.
4. Increase funding sources .

PROMOTION

Goal: Create a positive image of downtown as the community's center.

Objectives:

1. Continue to build existing special events.
2. Develop plan to assist retail/business generating activities.

In order to complete the goals and objectives in 2007, it will require volunteer support by way of the various committees. If you are interested in helping one of these committees please contact the Historic Downtown Kennewick Partnership office at 582-7221.

Remember, Revitalization is a “we” project!

Facts & Figures...

Today, the service standards “blur” among business segments. The new consumer can be likened to a “typical retail consumer.”

Why do consumers leave a business?

- 1% die
- 3% move away
- 5% buy from friends
- 9% prefer the competition
- 14% judge all businesses by one bad encounter
- 68% leave because of indifference, rudeness, or lack of service from employees

The impact of the silent majority as it relates to Customer Service...

- 26 of 27 customers who have had a bad experience with a company fail to report it.
- About 85% of those who complain will not come back unless they receive a positive response.
- The average person with a complaint tells 12 to 14 others and 13% of complainants will tell 20+people. When they have a great experience, they will tell 3 to 4 people.
- 85 – 90% of customers return if the company resolves their complaint in a timely way.
- It cost 5 times more to secure new customers than it does to retain current ones.

Source: Technical Assistance Research Programs (TARP)

Downtown Trick or Treat

This year's Downtown Trick or Treat was once again a large success with an estimated 2500 kids in the downtown area. Merchants saw a variety of costumes and kids of all ages.

The Historic Downtown Kennewick Partnership would like to thank the Washington Hardware for the donation of two kids' bikes and Jo Harrington of Harrington



Home Medical for the donation of candy and the wonderful Baskets she donated, and KONA Radio for their support with this Promotion.

This year's drawing winners:

Baskets –
Dylan Harbo
Jacob Land
Chase Melan

And, the Grand Prize winners of the Boys and Girls Bike donated by Washington Hardware were Devin Harrison (girls bike) and Neatmyn Julson (boys bike).



Last Chance for 2006 Main Street B&O Tax

As we enter the December, now is the last chance for our local businesses to help the downtown revitalization process through the B&O Tax Credit legislation. To date, the Historic Downtown Kennewick Partnership has received one contribution from HPM Corporation in the amount of \$20,000. Other cities around the Eastern Washington such as Moses Lake, Walla Walla and Wenatchee have had companies contribute \$50,000 plus to their communities.

Through this Legislation, businesses receive a credit of 75% of the value of the contribution made to an eligible downtown or neighborhood commercial district revitalization organization. Contributions made to the Historic Downtown Kennewick Partnership may also qualify as tax deduction on a business's federal tax return under our 501 (c) (3) status. If a business contributes in December, they can start claiming the credit in January on their 4th quarter taxes.

The Historic Downtown Kennewick Partnership would like to encourage all of our members to take a look and see if this is a program that may work for them. Businesses around the state have donated anywhere from \$1,000 to \$100,000 through this tax credit. Please don't think just because you don't pay that much in B&O Tax credit you can't help the downtown. For more information, please call the Historic Downtown Kennewick Partnership office at 582-7221.

Sandstone Café Tree of Giving

As Christmas nears there are those in our community that are a little less fortunate than most and at the Sandstone Café located at 101 W 1st Avenue they have a tradition of putting up their tree of needs.

The names of all children in need are provided by their friends at Safe Harbor Nursery and a number of local churches.

Each year the restaurant has envelopes which have the needs of a child in it, that without the communities help may not have much of a Christmas. They ask that you take an envelope home and fulfill that need or wish. Bring the present back wrapped and when the child and its family come for Christmas dinner at the café, they will have Santa Claus pass out the presents to all the children. Dinner will be on Monday December 18th and all presents will need to be returned by Sunday December 17th.

This is their fourth year of teaming up with Safe Harbor to bring a little more Christmas cheer to those in need. A tradition they hope will continue for a very long time

HISTORIC DOWNTOWN
KENNEWICK
PARTNERSHIP

P.O. Box 6552
Kennewick, Washington 99336

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Spirit of Giving Christmas Promotion

The Historic Downtown Kennewick Partnership is looking to lend a hand this year and partner with Second Harvest Tri-Cities as they work to feed those less fortunate in the Tri-Cities. Twenty-Four Downtown Kennewick Businesses will be participating in a Food Drive from November 24th through December 17th. All food and cash donated will be distributed to the Tri-Cities area on December 21st. If you would like to make a donation please visit one of the following businesses:

Bank of the West • Banner Bank • Basin Dept Store • Beaver Furniture Sales • Bettendorf's Printing and Design
Boys & Girls Club of Benton-Franklin Counties • Clover Island • Dayco Heating & Air • David's Shoes • Deli Downtown
Discount Sew & Vac • Esprit Graphic Communication • Kennewick Auto Body • Kennewick First United Methodist Church
Kennewick Irrigation District • JD's Time Center • John's Auto Mart • My Jo Espresso • Players Sports Bar & Grill • Sandstone Café
Three City Sports Bar • Tri-City Glass • US Bank • White's Unfinished Furniture

Ornament Sales for Downtown Public Art

The Historic Downtown Kennewick Partnership is again selling pewter replica ornaments commemorating the Stag Saloon in historic downtown Kennewick built in 1906 available at a cost of \$8 with all the funds going to the public art in the downtown area. This year the Historic Downtown Kennewick Partnership was able to assist the Kennewick Centennial Committee with the purchase of a piece of art for the southeast corner of Cascade and Kennewick Avenue in part because of ornament sales.

These ornaments make a great adornment to a Christmas tree, or an excellent Christmas gift for those people that are difficult to buy for but have a love of history and the downtown Kennewick area. Ornaments will be available at the December Open House venues or at the HDKP office. For more information call 582-7221.

