

# Downtown Pasco Development Authority 2013 Annual Report



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## Executive Summary

With an engaged Board of Directors, experienced staff and newly hired Executive Director the energetic efforts of the DPDA have taken shape. I am pleased to present to you the 2013 Annual Report.

Downtown Pasco as a “Center for Cultural, Business, and Community Spirit” has been achieved through business awareness classes in the first quarter of the 2013 and continued support for downtown businesses through media attention and outreach; further community programs like “Clean Up Pasco” are fostering a core group of volunteers committed to the revitalization of Downtown Pasco. With festivals such as Cinco de Mayo and The Fiery Foods Festival cultural education and blending has been a success and Downtown Pasco is starting to change its public person and is becoming an inviting place to be.



“Improving Downtown’s Appearance” has been fostered through programs like the Façade Improvement Program that has helped businesses in the heart of downtown enjoy new awnings, façade improvements, and unifies downtown businesses in design and color.

With the initial development of a brand and social media outlets the DPDA has continued to educate the surrounding area that Downtown Pasco is an “Economically Vibrant and Culturally Diverse Family Friendly Destination.” We’ve built positive relationships with the media that have shown Downtown Pasco as a friendly place to be and with the continued success and attendance of the Pasco Farmer’s Market, 2013, was a turning point for Downtown Pasco and its image. Adding to our “Economically Vibrant” initiatives the Pasco Specialty Kitchen has seen a 10% growth in its clientele from 2012 and has seen multiple businesses successfully graduate to storefronts or secure long term contracts with local grocery stores.

Amidst these initiatives, the DPDA remains focused on core principles that will help build a better community: keeping the city safe and clean, focusing on our existing programs that are the foundation for the DPDA (Pasco Farmers Market and Pasco Specialty Kitchen), and educating not only our downtown businesses and residents, but our surrounding area that Downtown Pasco is a destination to be enjoyed.

Thank you for your continued support of the DPDA and its initiatives in 2013!

Sincerely,

Michael Goins, Executive Director

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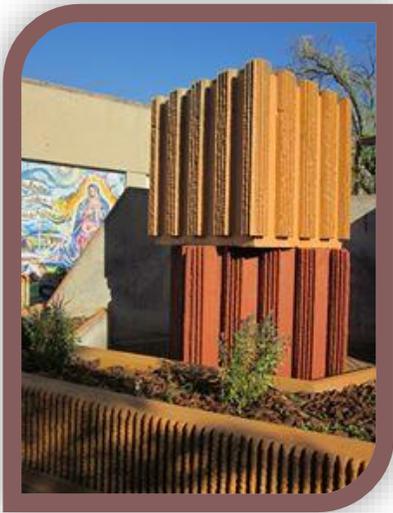
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## Key Accomplishments

### Events Hosted

**Cinco de Mayo Festival** • Hosted May 4, the 22<sup>nd</sup> celebration of Cinco de Mayo. Family-friendly event featuring a parade, food, live music, children activities, and cultural performances. Partners including La Campesina 96.3 FM and Univision KUNQ-TV. Attendance was 8,000 community members.

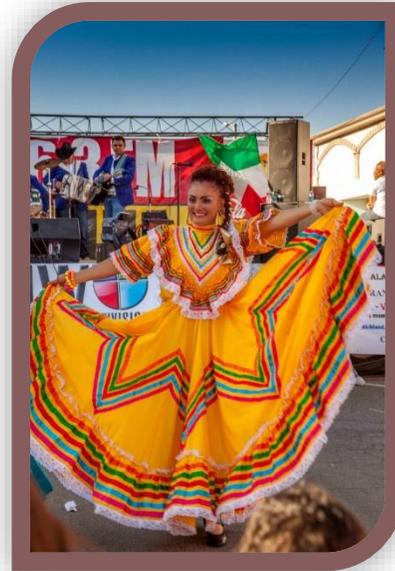
**Fiery Foods Festival** • Hosted September 14<sup>th</sup>, the return of the community festival after a three year hiatus. Event featured two stages and was the first time that the Farmer's Market ran congruent with the event. Partners included Townsquare Media, Charter, Budweiser and La Campesina. Attendance was 6,000 with a more diverse crowd extending beyond Pasco city limits.

**Holiday Celebration** • Hosted December 13<sup>th</sup> and 14<sup>th</sup>, Televised Christmas Tree Lighting on December 13<sup>th</sup> and December 14<sup>th</sup> marked musical performances in Peanuts Park, food vendors, and specials at local downtown businesses.

**Marketing & Branding** • Initiatives made in 2013 to further the DPDA brand. Special efforts made in the social media market with the addition of Twitter, Instagram, and Pinterest. The DPDA is now represented on the Pasco Chamber of Commerce Board as well as the Hispanics Chamber of Commerce Board. Presentations were given to two community organizations. Increased media exposure and use of television in the last quarter of 2013.

**Beautification Projects** • Clean Up Pasco was an initiative started in November to clean up Peanuts Park and the surrounding downtown area. "Clean Up" is a monthly event where volunteers come for the morning and sweep streets and pick up trash. Sponsors for this event remain BDI and Dutch Brothers as well as the City of Pasco. The inaugural event featured 6 live television spots as well as a 5:00pm and 6:00pm news segment. Average volunteers is 10 but the purpose is to get people committed to protecting the integrity and spirit of the downtown area.

**Infrastructure Built** • 2013 continued with its 2012 infrastructure refining its Policies and Procedures for growth. 2013 marked the departure of Amy Kuchler and the hiring of Michael Goins. 501c3 status was granted during 2013 and the initial meetings to incorporate the organization into the Main Street Accreditation program were started.



## Financial Overview

### DPDA

In 2013 the DPDA increased its overall revenue by 20% from 2012 and decreased expenses by 7%. This was done by promoting festivals and community events and also maintaining a working budget for expenses. These events have created business partnerships with local media and potential business partners through sponsorships either financially or through goods and services however they typically only yield a 5% profit margin which does not take into consideration labor and time spent on planning each event. In 2013 the DPDA started focusing on creating a sales pipeline of donors and sponsors in order to create tactical market potential investors for the DPDA.

### PSK

In 2013 the PSK was able to increase overall rental income and facility rental income by 35%. Total rental income in 2012 was \$33K vs \$44K in 2013. This is due to an increase in clientele as well as the addition of the Pasco School District and Country Mercantile. Other catering companies such as Black Tie Catering also utilized the kitchen in higher volume during peak catering season (May-September). While rental income was up the cost of utilities also increased by \$6000 most notably from Cascade Natural Gas and Franklin County PUD.

### PFM

2013 was a slower year for the PFM. There was a decrease in the average number of vendors from 2012 to 2013. Some of these included food vendors who no longer decided to sell food at the market. On average in 2012 the PFM averaged 66 vendors/Saturday vs a 2013 average of 62 vendors/Saturday. While there was a decline in the number of vendors we did see promise with new vendors toward the end of the season. Some of the decline is attributed to the Richland Market and development of the Southridge Market. Increased competition most notably affects the midweek market and we had almost a 75% drop off after Labor Day for Wednesdays. However, Wednesday during the peak season remains popular.



### Financial Snapshot

## 2013 Totals

### State of Downtown

Downtown Pasco has is a cultural epicenter for Pasco engaging not only the Hispanic community but hosts four large employers in the Pasco School District, Franklin County Court House, and Pasco City Hall. In addition Downtown Pasco hosts many niche businesses such as party supplies stores, specialty clothing stores, and local grocers.

While there is a spirit of revitalization downtown Pasco faces an uphill battle in winning public opinion. With the closing of Mi Hacienda after a façade improvement, the “Liberty Theater” fire, and increased vacancy the mood is stagnant in Downtown Pasco, however, with the resurgence of community festivals such as the Cinco de Mayo Parade and Fiery Foods Festival there is promise for a developing revitalization effort. A strong support for the Lewis Street overpass project brought together city officials, downtown business owners, and community residents.

Downtown Pasco does face increased urban transients that loiter in public parks, however, the Pasco Police have made great strides to keep the streets safe. While the public persona of downtown Pasco remains tarnished, the community itself is alive with promise and is gaining local support from organization such as the Chamber of Commerce, Hispanic Chamber and even local media.



### Current Projects and Programs

- **Pasco Specialty Kitchen** • Pasco Specialty Kitchen (PSK) is a shared, certified commercial kitchen featuring low hourly rental rates (\$10-17 per hour). The kitchen currently has 38 clients. In 2013, PSK hosted an annual client meeting, a *Building Bridges* networking event, and participated in the Smart Map expo by TriDec. In 2013 one of our clients opened a store front and another received a contract from Yokes to begin distribution in 2014. Other exciting news brings the fact that one of our clients was nominated through TriDec as entrepreneur of the year. 2013 will see the departure of Victoria Silvernail, director, and hiring of Marilou Shea.



- **Pasco Farmers Market** • Established 1988, Pasco Farmers Market features a wide variety of local produce and draws diverse audiences to Downtown Pasco. In 2013, the market continued to promote its event through social media and word of mouth and finished the season with its annual carved pumpkin contest. The market accepts EBT, WIC, and Senior Nutrition benefit programs and

has seen a large increase in EBT users this past season. This season the farmers market did not participate in the wine tasting program due to a lack of interested vineyards, but has gained momentum for 2014. The market averaged 62 vendors for each Saturday throughout the season.

- **Façade Improvement Program** • This program is achieved in partnership with City of Pasco, Columbia Basin College, and The DPDA. In 2013 CDBG grant funding, supported existing projects, and marketed the program to downtown businesses. One CDBG façade improvement project was completed in 2013. The buildings on the corner of 4th and Lewis owned by Viera’s received new awning (\$50,000) and covers four store fronts.

## Call to Action 2014

- Promote community programs that strengthen the neighborhood through volunteer efforts
- Establish multi-year strategic plan for DPDA Board and Executive Director
- Expand DPDA brand and create multi-functional website for DPDA, PSK, and PFM
- Launch creative volunteer movement called The Imagination Station
- Host downtown events: Cinco de Mayo and Fiery Foods Festival
- Grow and expand activities of Main Street Program committees and gain Main Street accreditation



## Mission

Our mission is to strengthen and develop Downtown Pasco as a center for culture, business, and community spirit.

We accomplish this by promoting public safety, encouraging cultural understanding,

strengthening and fostering a diverse business mix, improving Downtown's appearance, providing

business education, and serving as a liaison between local government and the Pasco community.



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