



2019

# ANNUAL REPORT

The four pillars of our program:

Design

Economic Vitality

Organization

Promotion



*Downtown Hillsboro has a lot to offer businesses and the community. The work we have accomplished this year is helping make connections that will sustain our excellence into the next decade. I'm excited about partnerships that we are developing with SOLVE, HandsOn Greater Portland, Washington County Visitors Association, and the Hillsboro Historical Society. The collaboration of our community will be essential to meet our mission and there is no better time than the present to get involved.*

Adam Saffel  
Board President



HILLSBORO DOWNTOWN  
**PARTNERSHIP**





## DESIGN



The Holly Days Celebration in December had an estimated attendance of more than 6,000.

Thirty eight businesses and organizations participated in Safe n Sane 2018.



We helped Liberty High School student, Liliana, complete her senior project of planting a perennial garden at SE 2nd and Washington.

- ◆ Volunteers have picked up over 100 pounds of litter, including more than 40,000 cigarette butts collected and sent in for recycling.
- ◆ Installed more than 3,000 commercial-grade string lights along the roof edges in core retail area, with plans to add more in 2019.
- ◆ Volunteers removed more than 35 graffiti tags and 28 stickers from signs and public amenities.



With the support of our partner SOLVE, we've hosted 31 clean-up projects in Downtown since July 2018.



- ◆ Updated restaurant guide with sponsorship and distributed it throughout the region.
- ◆ Partnered with Tuesday Night Market to co-host the Holly Days Celebration.
- ◆ Migrated website to a new host and added a mobile app with business list and event calendar.
- ◆ Continued relationship building with the coordinators of community events held Downtown.
- ◆ Hired a part-time Marketing & Events Coordinator, Donna Satterlee.



## PROMOTION





We supported ribbon-cuttings for two grand openings and two business expansions this year.



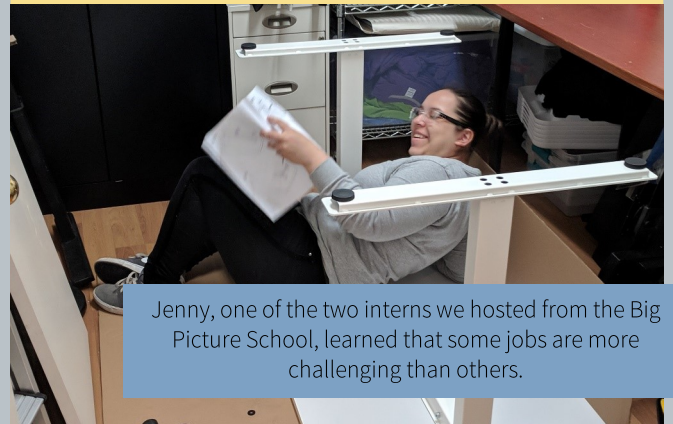
- ◆ Continued Board education and development, including an update to the Board member position description.
- ◆ Revitalized committees by creating charters and recruiting new volunteers.
- ◆ Continued development of our volunteer program with volunteer trainings and the creation of a volunteer handbook.
- ◆ Contracted with a grant specialist to target and apply for more than \$100,000 in 2019.
- ◆ Created the idea and decision-making flowchart.
- ◆ Preparing to roll out membership program in August of 2019.
- ◆ Partnered with local corporations for fundraising through their employee match programs.

## ORGANIZATION

- ◆ Staff met with eight owners interested in locating there new or expanded business in Downtown
- ◆ Sent out 350 postcards to recruit new businesses to complement the current mix.
- ◆ Hosted monthly business forums to provide resources and opportunities to connect and collaborate.
- ◆ Managing 2017 Oregon Main Street Revitalization Grant and submitted application for 2019 round.
- ◆ Provided Columbia Employee Store passes to more than 1,000 members of the Downtown workforce.



## ECONOMIC VITALITY



Jenny, one of the two interns we hosted from the Big Picture School, learned that some jobs are more challenging than others.



Board and Organization Committee members spent a day with staff learning how to come together to support HDP's mission.

I am very excited to have been hired as the Executive Director of Hillsboro Downtown Partnership. I was able to jump right in and implement two projects that have been on the wish list for Downtown Hillsboro - a holiday pop-up in a vacant space and the first phase of lights along the rooftops. Now we are implementing an idea proposal and decision making process, as well as launching the Downtown Hillsboro mobile app with the long desired event calendar and business listings. And with the lowest vacancy rate in Downtown in years, we are gearing up to install new landscaping throughout the district and brand Downtown as a regional and tourist destination in 2020.

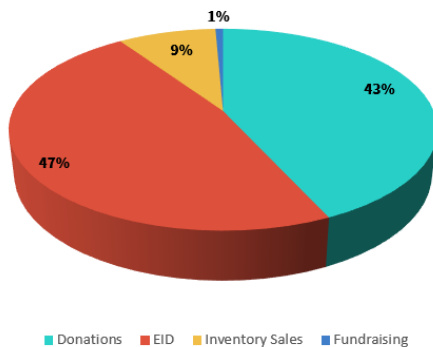
I couldn't have done it without the support of our board, volunteers, donors, Donna, and the community! Thanks for embracing me in this role, and I look forward to many more successes for Downtown in the coming years.

See you Downtown!

*Elisa Joy 'EJ' Payne*



EJ coordinated the installation of string lights along the roof line of 47 buildings.

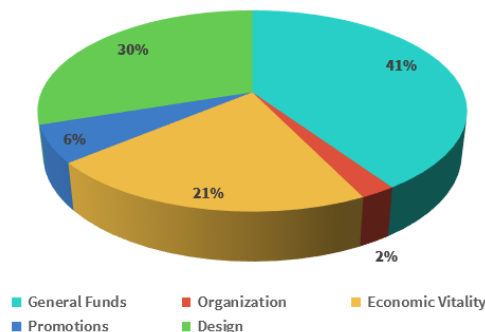


REVENUE SOURCES	
Donations	\$ 90,155
EID	\$ 98,917
Temporium Sales	\$ 18,476
Fundraising	\$ 1,426
<b>Total</b>	<b>\$ 208,974</b>

## BOARD MEMBERS

Adam Saffel, President  
 Evan Aldrete, Vice President (*new*)  
 Travis Henry, Treasurer  
 Darcy DeBord, Design Liaison  
 Jeff Nelson, Organization Liaison  
 Mindy Simmons, Member at Large  
 Michelle Smith, Promotion Liaison (*new*)  
 Les Davis, Ex-officio Member  
 Gene Zurbrugg, Ex-Officio Member  
 Karla Antonini, Ex-Officio City Rep

EXPENDITURES	
General Funds	\$ 95,630
Organization	\$ 5,339
Economic Vitality	\$ 49,861
Promotions	\$ 14,077
Design	\$ 71,035
<b>Total</b>	<b>\$ 235,943</b>



*If you are interested in being on the HDP Board next year, please reach out to one of the current members of the Board. In 2020, all voting members of the organization will be able to vote on new nominations for the Board.*

*These budget reports include revenue and expenditures through April 2019.*