

Hello Downtown



Santa



Grinch



Parade

Merry, Happy, Festive Everything

As we reflect on 2024, it's clear that it has been a year of growth, challenges, and unforgettable moments. We've celebrated numerous milestones together, beginning with the vibrant colors of spring during Cle Elum in Bloom, and the heartwarming spirit of community clean-ups that truly embodied a sense of togetherness.

When summer's heat arrived, it brought with it the excitement of new businesses, fresh ideas, and welcoming faces to our community. The crisp fall air ushered in the return of school, pumpkin patches, and warm cider—a reminder of the traditions that ground us.

Though the winter snowflakes have yet to settle in their usual rhythm, our downtown lighting display has certainly not disappointed this year, reminding us of the beauty of the season. Yet, amid all the beauty and progress, we have also faced heartbreaking losses. We've said goodbye to extraordinary individuals whose impact on our hearts and this community will be felt for years to come.

Through it all, we have been sustained by your unwavering support, love, and hope. It is the strength of this community that makes Cle Elum truly special. Thank you for being a part of this journey, and for helping to make this place we call home stronger, brighter, and more connected than ever.

Jordan Peterson | Executive Director



Merry and Bright

We hope you've enjoyed the holiday lights as much as we have this year. Augie and his team at Reflection of Perfection have once again worked their magic, bringing love and light to our community. The beauty of their work is truly reflected in how it enhances our surroundings without overshadowing them. Their dedication adds a special touch to the season, and we're grateful for their contribution. The lights will remain on display until the end of February 2025, so there's still plenty of time to enjoy the festive glow!

Partnerships and Funding Opportunities

The Cle Elum Downtown Association is proud to partner with Reflection of Perfection each year to fund the stunning holiday light displays through Lodging Tax dollars. Lodging Tax is a separate fund from the City's general fund, which means the tax dollars collected from local lodging facilities are reinvested into projects that promote tourism and enhance our community's appeal.

Fun fact: This December, downtown Cle Elum welcomed approximately 40,000 visitors—proof that the lights and festive spirit continue to draw people to our beautiful town!

PHOTO CREDIT TO AUGIE DUGAR OWNER AND OPERATOR
REFLECTION OF PERFECTION

We are excited to announce the appointment of **Michael Richard** as the new President of the CEDA Board of Directors. Michael has been a dedicated member of the CEDA family since 2016, and his passion for our community shines through in everything he does. In addition to his work as a real estate agent, Michael generously gives his time to several local organizations, including the UKC Rotary and the UKC Historic Society. Please join us in welcoming Michael to this new leadership role and thank him for his continued commitment to making our community a better place.



144
Total Parcels

123
Identified Businesses

117
Parcels with Buildings

129
Current Housing Units



SOURCED THROUGH MAIN STREET AMERICA
BOOMS TRACKER

3
MAJOR EVENTS

8,450 PEOPLE
Pioneer Day

2,500 PEOPLE
Boo-Elum

40,000 PEOPLE
Christmas in Elum

328,100 TRAVELERS
2024 Downtown Cle Elum

POTENTIAL FOR \$69,557,200.00 SALES

DATA SOURCED FROM PLACER.AI
SALES BASED ON \$212.00 SPEND PER TRAVELER

MAIN STREET TAX CREDIT INCENTIVE
PROGRAM (MSTCIP) CONTRIBUTIONS

\$154,400.00

BEAUTIFICATION AND
FACADE GRANTS
\$20,000.00

MAJOR EVENT
EXPENSES
\$123,506.86

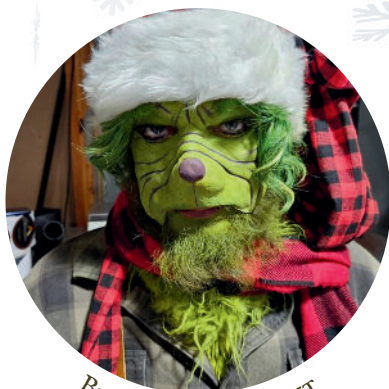
DONATIONS
+\$10,000.00

VOLUNTEER HOURS
1096

VOLUNTEERS
81

ESTIMATED VALUE OF VOLUNTEER TIME
\$36,705.04

ESTIMATED VALUE IS BASED ON NATIONAL AVERAGE OF
\$33.49/HR FOR A VOLUNTEER



BIG Z ENTERTAINMENT

When it comes to spreading holiday cheer (and a little bit of mischief), our local "Grinch" is truly one of a kind. From his playful antics to his unique way of bringing the holiday spirit to life, this character never fails to make us smile. Keep an eye out, you never know what he'll do next!

MAIN STREET TAX CREDIT INCENTIVE PROGRAM

MSTCIP provides a Business & Occupation (B&O) or Public Utility Tax (PUT) credit for contributions given to eligible organizations. Once a request for credit is approved by the Department of Revenue, that business is eligible for a tax credit worth 75% of the contribution to your local Main Street organization. Additionally, if your downtown organization is a 501(c)3 you may be eligible for a federal income tax deduction as a charitable contribution.

Direct your taxes straight back into your community by participating in the Washington State Main Street Tax Credit Incentive Program. Good for you, and good for Cle Elum!



Example:

If you give \$1,000.00 to a local Main Street community in 2025 you will receive a \$750.00 tax credit in 2026.

Your contributions received through the Main Street Tax Credit in 2024 helped to fund \$154,400.00 in programs, grants and events in Cle Elum.





Boo-Elum
2024



Cle Elum In Bloom
Planting 2024



Pioneer Day Parade
Winners 2024



Grinch, Santa & Pioneer Coffee
December 2024

Leadership Team

EXECUTIVE BOARD

Michael Richard, *President*
Nora Kantwill, *Vice President*
DeAnna Hamm, *Secretary*
Patricia Jerke, *Treasurer*
Eliza Stephenson, *Former President*

BOARD OF DIRECTORS

Marc Kirkpatrick
Liz McAuliffe
Tessa Henrichsen
Brian Browitt

STAFF

Jordan Peterson, *Exec. Director*
Kaylee Thompson, *Exec. Assistant*

FOR MORE INFORMATION ON BOARD LEADERSHIP, COMMITTEES, AND VOLUNTEER OPPORTUNITIES, PLEASE REACH OUT TO
EXECUTIVE DIRECTOR JORDAN PETERSON OR BOARD PRESIDENT MICHAEL RICHARD

Important Dates

2025

- 7/5/2025 Pioneer Day Parade
- 10/31/2025 Boo-Elum
- 11/28/2025 Plaid Friday
- 11/29/2025 Small Business Saturday
- 11/29/2025 Downtown Lighting
- 12/6/2025 Lighted Christmas Parade & Fireworks



509-433-7330

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