

Downtown

Cle Elum

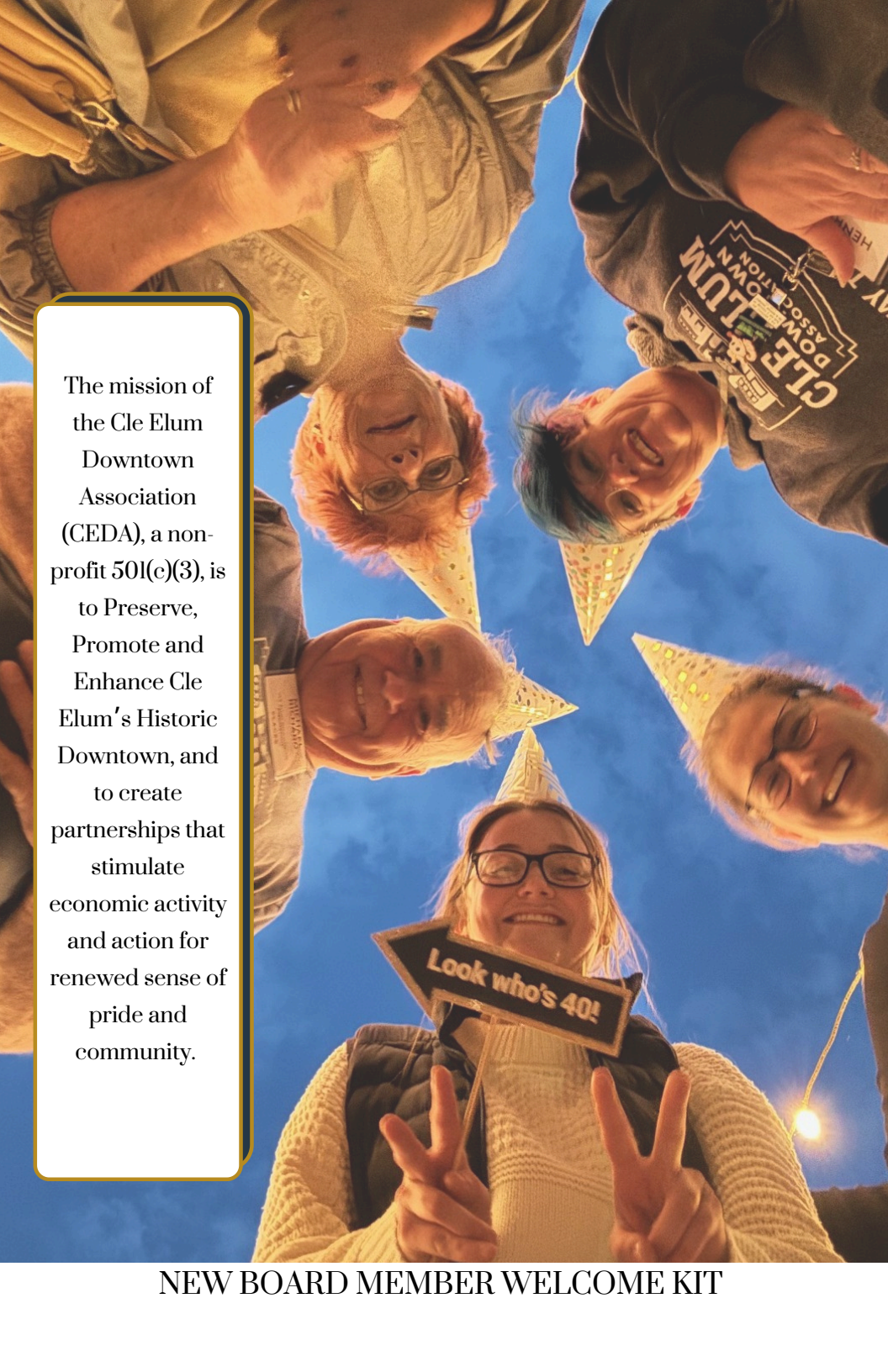


*New Board Member  
Welcome Kit*

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ARD

A low-angle, upward-looking photograph of five people arranged in a circle, looking towards the camera. They are all wearing gold and white striped party hats. The person at the bottom center is holding a black sign with white text that reads "Look who's 40!". They are all smiling. The background is a clear blue sky. The person on the top right is wearing a dark hoodie with a logo that says "CLE ELUM DOWNTOWN ASSOCIATION". The person on the top left is wearing a light-colored jacket. The person on the bottom left is wearing a white sweater and a black vest. The person on the bottom right is wearing a white sweater and glasses. The overall mood is celebratory and community-oriented.

The mission of the Cle Elum Downtown Association (CEDA), a non-profit 501(c)(3), is to Preserve, Promote and Enhance Cle Elum's Historic Downtown, and to create partnerships that stimulate economic activity and action for renewed sense of pride and community.

NEW BOARD MEMBER WELCOME KIT



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*Follow our social media*



*cleelumdowntownassociation*



*tiktok:cleelumdt*

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## OVERVIEW

*We are stewards of our downtown. We have a passion for enhancing, taking care of, and promoting the heart of the cascades--our "home."*

### The WHO, WHAT & WHY....

Cle Elum Downtown Association was formed in the year of 2016 and the scope of our downtown focus is creating a more vibrant downtown, embracing the beauty of our infrastructure and our downtown businesses, here in Cle Elum, celebrating traditions through place gathering spaces, and bringing the community and tourists alike, to our beautiful town.



The Cle Elum Downtown Association is rooted in the 4 core values guided from the WA Main Street Program. These values, include, a strategic goal, which includes 4 committees. The committees are Economic Vitality, Outreach, Promotion, & Design. Collectively, the work from these committees enhances the placemaking, traditions, beauty, & growth of downtown Cle Elum.

*We're a dedicated team of dreamers and doers, movers and makers, fully committed to driving the growth and revitalization of Downtown Cle Elum.*

**THE  
CEDA TEAM**

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**HALFWAY TO EVERYWHERE**

## FUNDING OUR FUTURE



*“We couldn’t thrive as an organization without the rooted partnerships, donors, businesses, and those who support the purpose that this association provides to our community.”*

### The PURPOSE OF OUR FUNDING.....



A 501(c)(3) organization receives funding through donations, grants, fundraising events, corporate sponsorships, earned income from services or products, and in-kind contributions. These funds help support the nonprofit's mission, and donations are typically tax-deductible for the donor. Additionally, 501(c)(3)s are exempt from federal income taxes, provided their activities align with their charitable purposes.

- Donations/grants for the organization comes from individual contributions
- are tax-deductible
- from grants provided by foundations, corporations, or government agencies to support projects & operations
- Earned Income: 501(c)(3) organizations may generate revenue through mission-related programs, services, or product sales (e.g., museum admissions or service fees).
- In-kind Donations: Non-monetary donations such as goods, services, or volunteer time that help reduce costs and support programs.

*The Cle Elum Downtown Association (CEDA) participates in the Main Street Tax Credit Incentive Program, a state tax credit program that provides a Business & Occupation (B&O) or Public Utility tax (PUT) credit for private donations to downtown organizations. Under the program, once approved by the Department of Revenue, your business' donation to the CEDA is eligible for a tax credit worth 75% of the contribution. Additionally, as a 501(c)(3) non-profit organization, contributions made to CEDA are eligible for a federal income tax deduction.*



# MEET OUR TEAM

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## OUR STAFF



Jordan Peterson

*Executive Director*

jordan@cleelumdowntown.org



*Jordan has a strong passion and love for the City of Cle Elum, including her community. When asked what brought her to Cle Elum, some years back, she said, “the beauty in the evergreen forestry, the quiet, and the peace that Cle Elum has brought me. I love supporting local business and continuing to see Cle Elum grow.” Jordan is very active in the community, she is a Girl Scout’s leader, Rotarian, a CEFD Volunteer FF/EMT & she is heavily involved with other communities as well.*

Kaylee Thompson

*Executive Assistant*

kaylee@cleelumdowntown.org



*Kaylee has a passion for nurturing the growth of Cle Elum, through her interest in the history of Cle Elum’s infrastructure, it’s people, and the beauty of a small town developing into a place for families to create lasting memories. When asked what she loves most about Cle Elum, she said, “the people of this community, we are the stakeholders & I love serving my community & seeing so much involvement from friends, families and tourists in our community at our annual events. Cle Elum feels like a beautiful home, where I have found my place.” Kaylee is a CEFD Volunteer FF/EMT, volunteer in other local events & past small, self-employed business owner.*



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## OUR EXECUTIVE BOARD

Michael Richard

*President, Promotion Committee*

michael@cleelumdowntown.org



*Michael, President of CEDA & a University of Washington graduate with a background in Seattle advertising, moved to Teanaway in 2014 and joined the Cle Elum Downtown Association in 2016. With extensive marketing experience and leadership roles in real estate and local organizations, he became the Association's President on January 1, 2025, bringing his expertise and enthusiasm to the position. Michael is in gear to be an advocate for CEDA.*



DeAnna Hamm

*Secretary, Promotion Committee*

*Manager Pioneer Coffee Roasting Co.*

deanna@cleelumdowntown.org

*DeAnna, originally from North Bend, WA, raised her three children while working full-time and earning a business degree. She became deeply involved in her community through volunteering with local organizations, including churches, youth sports, and the city. After joining her sister's business, Pioneer Coffee, she expanded her community involvement by joining multiple local boards and committees. DeAnna moved to Cle Elum in 2016, where she continues to manage Pioneer Coffee's wholesale operations and oversee baking. She is an active supporter of local arts, the Downtown Association, and serves as Secretary for CEDA. Outside of work, DeAnna enjoys camping, fishing, and attending plays, while also pursuing sewing projects for her growing family.*



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## BOARD MEMBERS



Tessa Henrichsen

*Community Member, Outreach Committee*

[tessa@cleelumdowntown.org](mailto:tessa@cleelumdowntown.org)

*Tessa has been a resident of Kittitas County for 22 years. She received her Bachelor's Degree in Law & Justice from CWU. Her background is in the legal field and accounting. She has resided in South Cle Elum with her husband, Rusty Henrichsen, for 12 years & is very active in the community. Volunteering and participating with multiple non-profits, has been a way for her to give back to the community she loves. Her heart belongs to the Heart of the Cascades.*

*Katy Webb*

*Community Member, Promotions Committee*

[katy@cleelumdowntown.org](mailto:katy@cleelumdowntown.org)



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## BOARD MEMBERS

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Eliza Stephenson

*Former President, Economic Vitality  
Committee*

*John L. Scott - Real Estate Agent*

[eliza@cleelumdowntown.org](mailto:eliza@cleelumdowntown.org)

*Eliza grew up in California, then moved across the U.S. for work and study, eventually settling in Cle Elum. She worked in TV production, commercial photography, and the digital graphics industry before venturing into real estate. In 2005, she opened a business in downtown Cle Elum, operating Parlour Car Bistro for 12 years. A dedicated volunteer with Realtor associations and local organizations, Eliza is now a full-time realtor with John L. Scott, focused on promoting Cle Elum's economic growth and vitality.*



Brian Browitt

*Economic Vitality Committee*

*Umpqua Bank - Branch Manager*

[brian@cleelumdowntown.org](mailto:brian@cleelumdowntown.org)

Marc Kirkpatrick

*Design Committee*

*Owner of Encompass Land Surveying &  
Engineering*

[marc@cleelumdowntown.org](mailto:marc@cleelumdowntown.org)



*With 28 years of engineering and surveying experience across Washington, Marc Kirkpatrick specializes in municipal, residential, and commercial development, including roadway design, water systems, and environmental permitting. He is deeply involved in the local community, serving on the Cle Elum Planning Commission, the UKC CRC action committee, and as president-elect of the Rotary Club of Upper Kittitas County. Marc is passionate about revitalizing Downtown Cle Elum, aiming to transform it into a vibrant, welcoming hub for families and visitors.*

## WHO TO CALL

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General Assistance/Event

Planning/Business Questions/

Tourism

*Cle Elum*

*Downtown*

*Association | 509.433.7330*

*Work Cell | 509.273.0985*

Dumpsters/Trash Service

*Cle Elum*

*Transfer Station | 509.674.5890*

Signage Questions/Travel

Delay Details

*City of Cle Elum | 509.674.2262*

*WSDOT | 1.866.936.8246*

Event Permitting/Parking

Regulations/Public Restroom

*City of Cle Elum | 509.674.2262*

Potholes/Fallen

Trees/Malfunctioning Traffic

Lights

*Puget Sound Energy | 888.225.5773*

*Cle Elum Public Wks | 509.674.2262*

*| 509.674.5126*

Emergency Services

*Cle Elum*

*Fire Department | 509.674.1748*

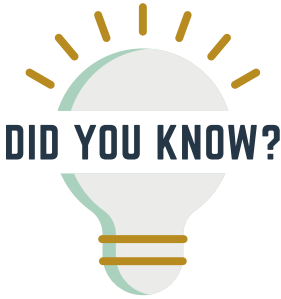
*EMS Services | 911*

*KVH Urgent Care | 509.674.6944*

# PARKING REGULATIONS + VALIDATIONS

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Pay-to-Park is along our downtown corridor but is not enforced. Any payment will be considered a donation to the City of Cle Elum, to support funding the winter maintenance done by our city Public Works crew.



Park and Ride located on W Railroad Ave & Oakes Ave - 24 Hour parking (overnight parking is not permitted)



Please visit <https://cleelum.municipal.codes/CEMC/10.12> for more information on parking regulations.



Scan the QR code for quicker access to Cle Elum municipal codes.





## Marketing

*Part of our organization's mission is to create a place where downtown businesses can engage with residents, other businesses, leaders of the community, and enhance tourism growth in downtown Cle Elum.*



### WEBSITE

Your downtown business will have a designated spot on our website page. This will include the following:

- *Business Name*
- *Address*
- *Contact Number*
- *Hours of operation (via underlined link)*
- *Interactive Map*
- *Description (via link access)*



### HELLO DOWNTOWN NEWSLETTER

This electronic newsletter (printable) is accessible to all Cle Elum downtown stakeholders & includes information about events, businesses, and all of the special events happening downtown. Any promotional material or significant news downtown, may be included!

*Stay Tuned*

SCAN ME





## PRINTED GUIDE

Your business will be included in the printed downtown guide + directory. These will be printed annually and distributed throughout the Cle Elum downtown and surrounding areas.

Approx. 2k directories are distributed each time they are mass printed!

## SOCIAL MEDIA CONTENT

New business highlights will be featured on our Facebook, Instagram, & Tiktok platforms. All downtown event postings, business direct posts, and featured postings will be used for social media content.



Regular postings occur on various CEDA social media platforms, including Facebook, Instagram, and now TikTok! These feature businesses in our downtown area, annual events, news updates, & much more! We encourage businesses to use #cleelum, #cleelumdowntownassociation, and our cleelumdowntown.com website!



We receive over 100,000+ annual site visits, more frequently around our seasonal events!

Don't forget to follow @cleelumdowntownassociation on Facebook & Instagram! Follow our tiktok:cleelumdt!



FOLLOW US

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Cover and closing picture(s) taken by Augie Dugar, Reflection of Perfection