Next Regular Meeting
Tuesday, August 14, 9:30 a.m.
At Crown Bar, 2705 Sixth Ave

AoA Survey Feedback

We have noticed that a few businesses had a negative experience with AoA but based on the results of our survey that experience was atypical.

Of the 25 businesses that responded we received the following feedback:

Businesses participated in many ways: Stage Sponsor, Grub Crawl, Beer Garden, vended under awning, bought space in front of store, Art Installation, Sponsor. Two respondents were closed that day.

Businesses used many ways to attract attendees into their stores: Most (18%) posted in the Facebook event and/or shared it, half had a vendor space, others used flyers, giveaways, coupons, selfie stations, and come-back-soon cards.

16 of the 25 reported traffic compared to a usual Sunday as high or very high.

Manager’s Report

By Angie Lokotz, District Manager

Last month was another active one on the Ave. Art on the Ave brought between 15,000 to 20,000 people to our street. Spirits were high during the event. The Ave was full of people from the opening at 11:00 to close at 7:00. Setup, Breakdown, and Cleanup were fast and efficient. We are still reconciling bills, so do not yet have final numbers for the event. You will find survey results in this issue. We handed out over 700 6th Ave tote bags at our 6th Ave Booth as well as literature provided by businesses. We are already seeing bright green tote bags coming back for our Third Tuesday Tote Bag Tuesday and there’s requests to make it every Tuesday. Participating Businesses should have received some extra bags to keep on hand. Offer them to your customers on Tote Bag Tuesday to give them an incentive to perhaps buy more.

Chantine McBain of Soap & Clay has been working with James Allen Tucker of the Tacoma Artists Collective and we kicked off our Third Thursday Art Walk in July. Crowds were not nearly so robust as for the Wine Walk, but that is to be expected for a first time. This month has more stores participating and 6th Ave is promoting the event on Facebook. We also have plans to print signs for windows and we’ll supply balloons. Remember, having the artist on premises goes a long way. So does a bit of a snack or a hint of bubbly. Businesses are responsible for getting their own banquet permits for this.

Locust Cider opened its doors. A vape shop is claiming the old vape shop next door to Legendary Donuts. The Tacoma Artists Collective are working with the

August Calendar (and beyond)

6th Ave Business District Meeting

When: Tues, August 14 @ 9:30-10:30 am
Where: Crown Bar, 2705 6th Ave; Agenda: Committee Reports, Broomie President: Christina Smyre, The Bar Association LLC

Third Thursday Art Walk

When: Thurs, Aug 16, Time 4 to 7 pm (Third Thursday of the month)
Where: Various | 6th Ave from State to Alder; Map will be online at tacomaartwalk.com
Committee Chair: Chantine McBain, Soap & Clay

District Benefit: Hundreds of potential new customers come into your establishment! Show off. Give coupons and flyers, offer samples. Feature music or artists.

Tote Bag Tuesday | Third Tuesday of Month

When: Tues, Aug 21
District Benefit: Specials at participating stores lure shoppers to the Ave

6th Ave Promotions Committee

When: Last Monday of the Month Before the Board Meeting (Aug 27) @ 10:00-11:00 am
Where: Crescent Moon Gifts; Agenda: TBA, rack cards, Third Tuesday Tote Bags, the toilet stall project
Committee Chairs: Angela Wehnert, 253-572-8339; Peter Vanrosendael, 253-272-9229

Thank You, Community Partners!
Nick Fediay TAPCO Credit Union
Central Neighborhood Council
North End Neighborhood Council

[continued on page 2]

[continued on page 3]

[continued on page 5]
Manager’s Report [continued from page 1]

owner of the old Taco Stand site to clean it up and create murals there. We have only three vacant storefronts on the Ave right now. Ruston Mercantile was chosen for a Spotlight on Business feature with TV Tacoma and 6th Ave was the focus of a TV Tacoma Neighborhood Moment. We have 73 paid members, the largest number in a long time. So we’re doing something right.

July Broomie

Award Winner: (Re)Style Clothing Co.

Neatness counts. (Re)Style Clothing Co. sells UpCycled Style to men and women. The shop is located across from Fish! Fish! Fish! in a block that is filling up with shops and commerce. ReStyle owner Kirsten Reynolds, holding the Broomie, is pictured here with 6th Ave Vice President Elizabeth Stewart.

Street Beat  By Peter Vanrosendael

Hope everybody got the notice of 6ABD clean up in August. Lets all get involved. of the thousand green tote bags, a few remain if anyone needs some. These will be used for other purposes as Tacoma has banned plastics. So it’s free advertising for us in the 6ABD when someone totes our green tote into their food store. Dog days of summer are here, what some are doing is continuing the free bottle water for the thirsty soul entering your store. Good will goes a loooooong way. Ill will is a “what goes around comes around”. So let’s all keep on keepin’ on and TOGETHER make 6ABD a better oasis.

Promotion Committee

Lots of hits on the web. promo committee suggests scaling back on hard print advertising. 2. tote bag Tuesday getting some feedback already. are we ready to have it every Tuesday? 3. end of summer ideas??? we have a few feel free to chime in on. 4. suggestion of joining the Chamber of Commerce. after initial review it appears C vs B is leaning to the cost. recommend ix-nay.
AoA Survey Feedback

16 of the 25 reported sales compared to a usual Sunday as high or very high.

<table>
<thead>
<tr>
<th>Store Sales</th>
<th>Estimate Day's Sales Compared to Normal Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 (8.3%)</td>
<td>3 (12.5%)</td>
</tr>
<tr>
<td>2 (12.5%)</td>
<td>3 (12.5%)</td>
</tr>
<tr>
<td>10 (41.7%)</td>
<td>6 (25%)</td>
</tr>
</tbody>
</table>

16 of the 25 reported the flow of AoA to be good or very good.

<table>
<thead>
<tr>
<th>Event Layout for Traffic Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (1%)</td>
</tr>
<tr>
<td>3 (12%)</td>
</tr>
<tr>
<td>2 (8.3%)</td>
</tr>
<tr>
<td>9 (36%)</td>
</tr>
<tr>
<td>7 (28%)</td>
</tr>
</tbody>
</table>

12 of the 25 reported access to their business as good or very good while 10 reported it as bad or very bad.

<table>
<thead>
<tr>
<th>Event Layout for Business Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (1%)</td>
</tr>
<tr>
<td>3 (12%)</td>
</tr>
<tr>
<td>2 (8.3%)</td>
</tr>
<tr>
<td>8 (32.7%)</td>
</tr>
<tr>
<td>3 (12.5%)</td>
</tr>
</tbody>
</table>

33% have seen return customers as a result of AoA. We also had 2 retailers tell us independently it was their best day ever.

We heard praise for event cleanup and we received compliments from neighbors on the music, the layout, the family feel of the event. The street closure and opening went quickly and without incident. We received compliments on the number of artists represented, but we heard complaints about not having one big art event to watch all day. We also received a complaint about the music at the Alder end of the event getting “adult” toward the end.

The $500 beer garden fee was steep, but we were afraid that if we kept it at the low $250 charge we would have too many. Some suggested we make a list of do’s and don’ts for vendors (and businesses alike). The empty block from MSM to Bluebeard was unfortunate. That block is problematic because of the slope of the street. Plans are already being made to better utilize that space (car show; interactive event like soap box derby sponsored by stores, etc.).

We know there will always be complaints surrounding an event; it’s impossible to please everyone. What we can learn from the results is that if businesses on 6th Ave look at AoA as an opportunity and have a minimal amount of engagement during the planning stages they can have a very positive experience. The biggest change most board members want to see for next year is providing white papers explaining how many businesses had record sales and the techniques they used to capitalize on an event that brought well over 10,000 people to the business district.

NOW OPEN! After a successful opening of our new taproom in the Seattle neighborhood of Ballard in December of 2017, we are opening another taproom on 6th Ave in Tacoma, Washington on Wednesday July 25. The new taproom is part of an expansion plan to make cider more accessible to a larger audience as well as provide a space to educate on the nuances of the cider world while allowing us to localize our efforts on a deeper level in the communities where we serve. Also coming this summer is a second production facility and taproom in Fort Worth, Texas, mirroring our Woodinville Cidery and Taproom on a slightly smaller scale.

“On a very high level, we are opening new taprooms so we can get as close to our customers as possible,” said co-founder Jason Spears. “It is fine to throw some cans on the grocery store shelves and hope people buy them. But what does a customer learn about us? What do we learn about the customer? That can of cider doesn't tell them about the people who worked so hard to make their cider, about how we source apples from all over the Pacific Northwest, that we work with some of the world's biggest growers and orchards as small as 2 acres, about our cause (Hydrocephalus), or about the story behind the name. They can't talk back to that can and tell it they love it or hate it or share their ideas for the next great cider. We can't help them learn about cider, about bittersweets and sharps and everything in between. Opening new taprooms is our focus because of all of these reasons.”

The Tacoma taproom will have many similarities to the Ballard taproom including offering 12 taps (all Locust Cider) made up of core favorites (Dark Cherry, Vanilla, Honey Pear), popular returning seasonals (like Mojito, Watermelon) and limited specials (think single varietal heirloom blends, fun flavor combinations like Mango Habanero). We will also offer a full pizza menu with regular and gluten free options and an array of video games in the back.

The Locust Cider Tacoma Taproom is located at 2805 6th Avenue, next door to local favorite Jazzbones and newly opened Pizza Press.

[continued on page 5]
Third Thursday Art Walk
Bringing the Art Walk to the home of Art on the Ave!

For the second month, we are working with James Allen Tucker and Tacoma Artists Collective (TAC) the coordinator of Third Thursday (Tacoma’s monthly art walk) to add 6th Ave businesses to their map as a Leg of the Art Walk. 6th Ave is vibrant, fun, artsy, and the perfect backdrop for the Art Walk. Also, having extra traffic on The Ave is always a good thing.

Many businesses on 6th Ave feature local artists. Some even create their own art. Any business can participate; if you have no artist, TAC will assign you one.

Chantine McBain of Soap & Clay <chantine@soapandclay.com> will be the contact for Art Walk questions. Participating businesses are featured on the Art Walk map and 6th Ave will create an event for our Facebook page for you to share. Businesses have pledged to be open from 4 to 7 pm on the Third Thursday of the Month for art walk patrons. 6th Ave will be providing window signs for participants. Let Chantine know your interest in participating as soon as possible after each Art Walk so that we can guarantee you a place on the map.

The participating businesses and their featured artist for the August Art Walk are:

Some ideas to attract art patrons:

- Balloons in front of businesses
- No wine required, no food required (but if you choose to do so, you are responsible for your licensing, etc.)
- Artist on site would be cool. Do this if at all possible. Perhaps an in-store special or sign up (and pay in advance for services, i.e. massage, hair cut, manicure, etc.)
- Share the event on your social media!
- Make sure store staff know it is art walk, who the artist is, where art is located!

We want to create a great new tradition. Let’s make this an awesome reason to visit 6th Ave!

(All times are 4-7pm unless otherwise indicated)
ReStyle Clothing Co., 3019 6th Ave Suite B - Bunky Oyster
Casual Comfort, 3019 6th Ave Suite A - James Paffrath
Tacoma Games, 3103 6th Ave - TBD
North End Social, 3013 6th Ave Suite C - Jonathan Hanks
Tacoma Framemakers, 3011 6th Ave - Ric Hall & Ron Schmitt
Mary Mart, 3002 6th Ave - TBD
Soap & Clay, 2712 6th Ave - AG Johnson Photography
Shakabrah, 2618 6th Ave - Shaw Foote
Tacoma Thrift, 2612 6th Avenue, Tacoma, WA - Becci Harrison

Nearsighted Narwhal, 2610 B 6th Ave - Lisa DeWilde & Jeremy Gregory
Stargazer Comics Toys & Games, 2610 A Sixth Ave - Pierre Roset*, 5-9pm
Dazed & Reused, 2607 6th Ave - Christopher Franklin, Nancy Franklin, Celeste Gomez*
Crescent Moon Gifts, 2502 6th Ave - Jody Bergsma
Salon di Stile, 2202 6th Ave, Dan McCormack, fantasy portraits
*indicates artist on site
August Calendar [continued from page 1]

6th Ave Board Meeting
When: Wed, August 29 @ 7:00-8:00 pm
Where: Lately State St. Beer Co. has been a good venue. Check email or website event calendar.
President: Christina Smyre
6 on 6 Social
When: Thurs, Sep 6, 6 to 8 pm
Where: ReStyle Clothing Co.
District Benefit: Network with fellow business owners. See what other businesses are doing. Strong neighbors, strong neighborhoods.

All are welcome! You don’t have to be a district member to come to a meeting or be on a committee. (But we’d like you to.) Please consult our web events calendar for updates. 6th Ave needs and wants your input!

Locust Cider [continued from page 3]

Locust Cider, founded in 2015 by brothers Jason and Patrick Spears, is based in Woodinville, WA, specializing in smooth, crisp modern ciders. Locust can be found throughout Washington, Oregon, Florida, California, and Texas with plans to continue expanding distribution nationally.

“Locust Cider was created for people who like cider without the sour bite, making it ideal for cider enthusiasts and newbies alike,” said Jason Spears. “Our cider is made with Pacific Northwest apples and all local ingredients and cold fermented with carefully selected yeast strains for several weeks to preserve the fresh fruit flavor which creates a smooth, drinkable finish that is smooth, never bitter.”

Locust Cider is not just about the cider. A portion of proceeds for all cans and bottles as well as the cider club are donated to the Hydrocephalus Association, an important and personal cause to Jason Spears whose daughter lives with the incurable brain condition. To learn more, visit www.locustcider.com/our-cause

www.locustcider.com
facebook.com/locustcider
facebook.com/locustcidertacoma
instagram.com/locustcider/
twitter.com/locustCider

CNC Neighborhood Moment

TV Tacoma airs monthly Neighborhood Moment segments which feature the various Neighborhood Councils throughout the City. 6th Avenue actually forms the dividing line between the North End Neighborhood and the Central Neighborhood. When the District applies for grants, we usually petition both districts for funding and they try to divide the amount equally.

This month, Charles Mann, of the Central Neighborhood Council Board interviewed 6th Ave Tacoma Business District Manager, Angie Lokotz. Charles asked questions about the history of the business district, our City of Destiny Award, the yearly #artontheave festival, how the district is using City of Tacoma Government Innovative Grant funds, and ways that neighborhood districts and business districts can work together! Be on the lookout for the segment to air on TV Tacoma all of August! Thank you, CNC, for featuring 6th Ave Business District in its Neighborhood Moment segment for August! The Neighborhood Moment can also be viewed on YouTube: https://youtu.be/vhG311dFKO0
Our Strategy for AoA

Dazed and Reused

We had a great time at Art on the Ave. We set up our booth directly in front of our shop. We kept a walkway open down the center of our tent that led straight into the front door of our shop. The festival brought thousands of people to the street and our booth, and so it was easy for us to tell people, after they finished looking at our booth, that we had more merchandise inside our store. We had significant sales inside our shop because of this, even more than what we sold in our booth. We tried to have a variety of items in our booth that represented an overview of what was inside our shop. We had more foot traffic inside our shop than any other day since we have been on 6th Ave. We also had simple and affordable art activities that people could do inside our shop. Many customers also appreciated the opportunity to take a break from the heat while doing a fun activity inside. Overall, it was a great success and we had a blast!

Thanks!
Christopher & Nancy Franklin
Dazed and Reused - Art*Clothing*Community | 253-480-5633 | thefranklins@dazedandreused.com
www.DazedandReused.com

Restyle Clothing Company

For (Re)style Clothing Company’s 1st Art on the Ave we rented the 10 x 10 space in front of the shop to ensure there would be visibility and access to the store front. Making ourself visible was the #1 priority for the day. Because our local start-up has a limited staff there wasn’t a way to host an outdoor shop; so instead we had a local creative artist do a low-impact activity. Hosting the space in this manner allowed for good storefront visibility and encouraged festival participant engagement. Another activity we supplied was a pop-up photo booth along the sidewalk for impromptu Art on the Ave photos. Inside the store the activity continued, as we hosted a local artist on site showcasing a collection of vibrant paintings, thus allowing customers to check out the (Re)style VIP Party Room available for private bookings. It was a beneficial day for our store, we were able to get directly in front of a new client base. Additionally, we did see an uptick the following week after Art on the Ave and we’re already excited for the Santa Parade in December.

Thank you,
Kirsten Reynolds, Founder/CEO
Restyle Clothing Co. | (253) 327-1290 | Kirsten@RestyleClothingCo.com
www.RestyleClothingCo.com

Soap & Clay

Hey, hey, 6th Ave!

Another Art on the Ave in the books for our fair district -- I hope everyone had some fun! This was Soap & Clay’s first AoA, and I wasn’t quite sure what to expect. As such, I purchased a space in front of my shop and took the bath bomb making process to the street. We spent the day vending from the booth and the shop while chatting up AoA attendees. I got really positive feedback from everyone I talked to; when asking them about their experiences nobody had anything bad to say about the event as a whole. They really enjoyed the interactive/hands on displays up and down The Ave -- face painters, balloon animals, bath bomb-making, the giant chess board, and scarf-making came up often. Everyone also seemed to enjoy the music and thought the food selection was decent. Overall, I think the event was successful.

Some of my key takeaways: purchasing the space outside of the shop was definitely a good idea. Getting to the shops behind the vendor booths was a challenge on some streets. Luckily our block had an empty space in front of Hi-Voltage that created a natural relief point for attendees to exit the main corridor and explore the shops (and find shade beneath their awnings) behind the canopies. Extra helpers would have been nice -- two of us running the booth and the shop was a bit of a challenge with the amount of traffic that we had, so next year I will make sure to bring some additional people in to help.

All in all it was a great day and I hope everyone enjoyed themselves! If you have thoughts about the flow or ideas for next year’s event, make sure to hit up a meeting or two to discuss. Cheers!

Chantine McBain
Soap & Clay
6th Avenue Santa Parade
AGENDA - UPDATES

**Sponsorships:**

<table>
<thead>
<tr>
<th>HomeStreet Bank</th>
<th>$1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle Mariners</td>
<td>$1,000</td>
</tr>
<tr>
<td>Lexus</td>
<td>$1,000</td>
</tr>
<tr>
<td>Jeannie Naccarotto</td>
<td>$ 250</td>
</tr>
<tr>
<td>Tower Lanes</td>
<td>$ 250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pinnacle Capital Partners</th>
<th>$ 500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Froyo</td>
<td>$ 350</td>
</tr>
<tr>
<td>TAPCO Credit Union</td>
<td>$ 250</td>
</tr>
<tr>
<td>Raffle Basket from AOA</td>
<td>$ 330</td>
</tr>
</tbody>
</table>

**TOTAL RAISED $5,430**

Janna, our new committee member will present again to her company DaVita for a sponsorship.

Janna also has a connection with Grays Lumber in Tacoma who accepted our sponsorship packet. They showed interest in monetary value vs. supplies. That works for us!

**Participants:**

John Burton from KLAY 1080 is working on a remote station streaming parade! The Kiwanis have declined to help us this year due to elderly members and the cold weather.

**Pedal to the Metal Kettle Corn.** Kenny Ferris will be joining us this year! It will be awesome to smell some Kettle Corn on the cold streets! Set the aroma for the Holiday Event! I am working on a few others that will be a great fit for us!

**City Church** on 6th Avenue will be joining us for a musical performance and caroling! - Semi will coordinate

Chantine from Soap & Clay will be planning a **Wine & Hot Chocolate walk** the day of parade. I won’t be active in that adventure but will keep updates available as I get them. I am sure she will be in contact with the board as well.

She also has a group she is friends with that are **carnival type performers.** She said she knows they will do this event and will let me know for sure in the upcoming weeks if they will be joining us! They will be performing in the streets when the road is closed prior to the parade.

I have a few dance teams signed up to perform in our 2nd Event tent. I am confident we will fill that tent.

Salon di Stile has offered her parking lot to use for whatever we might need.

**NEEDS:**

- Pop up Canopies
- Santa Parade Banner - 6th Avenue Goddess will display on fence
- Countdown Clock - ideas? Post on 6th Ave somewhere?
- Magnetic sign for Santa's Truck
- Laminated Posters
- Face Painters
- Balloon Maker
- Advertising ideas - what, size, pics - Need different options for sizing/space. HELP
- Vendors - Hot Chocolate - Coffee - Pizza , Chestnuts! etc.

**Previously Reported:**

We have the Navy Band joining us again this year so long as a military event doesn’t arise. The Naval Hospital Bremerton Color Guard will be joining us as well! So long as a military event doesn’t arise.

I have a request in for the Seattle Cossacks Motorcycle Stunt and Drill Team.

The Seattle Mariners Grounds Crew will be making a float this year!! Our first Float! Really excited about this.

Mariners Ground Crew will be securing us another Event Tent or Two and maybe a banner to hang on 6th Avenue – Angela from the 6th Ave Goddess has offered her Wrought Iron Fence for display!

Puyallup/ Sumner Parade Coordinator, Jackee Bechtold forwarded a list of their participants. Stay tuned.

Tracy was to meet with Natasha at Studio 6 to see if she wanted to coordinate one of our new event tents for dancers. I will get an update on Natasha’s thoughts about that.

Semi Solidarios will still coordinate his performers as he did last year.

**Event Updates:**

The Santa Parade Committee participated in the following and/or handed out Participation Fliers & Parade Posters:

- **Daffodil Parade:** handed out over 60 business cards with participation information to the entries
- **Participated in the Jr. Daffodil Parade:** handing out over 350 posters/participation forms

**Art on the Avenue:** handed out roughly 400 posters/participation forms and raised $330.00 from the Raffle Basket with items donated from:

- Pure Beauty Bar & Spay $100 Spa Service
- Soap & Clay $130 Group of 4 soap class
- Tacoma Frame Makers $100 Gift Certificate
- Spanky Burgers 2 Free Burgers
- Tacoma Games Dragon Fire & Magic Domination Games
- (Re)Style Clothing Dove Chocolates
- House of Records $25 Gift Certificate
- Bob Christofferson 2 Game Tickets w/ Field Passes
- Pacific Brewing & Malting 2 growlers, 2 Pints Pacific
- Brewed Beer, 2 T-Shirts, 6 free ½ price growler fills.

**Upcoming Events for Parade Committee:**

August 25th (Saturday) - Hilltop Street Fair -
August 26th (Sunday) - Kidz Kraze Childrens Festival - Chambers Creek Park

October 31 (Tuesday) Trunk or Treat - Or Event - Any ideas?
November 3rd (Saturday) Proctor Farmers Market
November 25th (Saturday) Tacoma Tree Lighting - Pantages Theater
December 1st (Sunday) Puyallup/Sumner Santa Parade

**Updates:**

**Santa:** Al Switzer will be having Spine Surgery August 21. Recovery time is 3 months.

Kristy Rawley - Head Elf
Event Coordinator | Fourth Annual 6th Avenue Santa Parade
SantaParadeHeadElf@yahoo.com (509) 387-0661
www.facebook.com/6thAvenueSantaParade
29.
28.
25.
24.
22.
20.
15.
9.
7.

Jacob Pugh, (253) 565-9895, jacob.pugh@tapoccc.org

20.


32.
31.
30.
29.
28.
25.
24.
22.
20.

15.
9.
7.

Jacob Pugh, (253) 565-9895, jacob.pugh@tapoccc.org

20.


32.