



# REVITALIZATION SURVEY RESULTS

The Historic Downtown Chelan Association is excited to release results from the recent survey seeking input on the future of Historic Downtown Chelan.

## Locals, Business Owners, Visitors Align in Vision for Future of Historic Downtown Chelan *Outdoor Dining, Ambient Lighting, Historic Charm & Walkability Top Priorities for Downtown Improvements*

This fall, the HDCA took the first steps to move forward a project identified on the 2018 City of Chelan 5-year Transportation Improvement Plan. The Downtown Revitalization Project will prioritize upgrading the downtown sidewalks which have not been upgraded since 1983 and are in desperate need of repair. The HDCA sought out funding from the State Legislature and kicked off the first phase of planning for downtown improvements.

Over the course of two months, the short survey available in both English and Spanish, was sent out in City utility bills, promoted heavily in local media and was supported by an aggressive social media campaign. This resulted in over 1,300 surveys returned providing a very clear message: focus on priorities that will continue to make Historic Downtown Chelan the heart of the Lake Chelan community.

The survey audiences were defined as:

- **Business Owners** – checked that they owned either a business or building downtown. At last audit, there were 115 businesses located in the downtown core.
- **Local Residents** – defined as living full time in Lake Chelan and further segmented as living within 1 mile of downtown or living 1-15 miles from downtown.
- **Seasonal** – this group contains people who visit Lake Chelan or own a second home here (but do not live here full time).

Other questions included opinions on recent downtown upgrades, types of events and thoughts on closing parking stalls/alleys to allow businesses to serve more customers.

The data from this survey will be used to develop design concepts, working with City of Chelan staff to refine and then engage in another round of engagement and feedback from the public.

Full report is available on [www.historichelan.org](http://www.historichelan.org).

### ABOUT THE HISTORIC DOWNTOWN CHELAN ASSOCIATION

*The purpose of the Historic Downtown Chelan Association is to shape the future and preserve the past of historic downtown Chelan. We work on promoting, defending and preserving our downtown: its culture, history, people and local businesses.*

### CONTACT

*Erin McCardle, Executive Director, Historic Downtown Chelan Association  
Direct: (509) 682-4322, Email: [hdca@nwi.net](mailto:hdca@nwi.net)*