2020 ANNUAL REPORT

Celebrate Woodinville Summer Concerts & Festival

Celebrate Woodinville Winterfest

produced by

Woodinville Chamber

www.woodinvillechamber.org
www.celebratewoodinville.com
Celebrate Woodinville is presented by the Woodinville Chamber, in partnership with the City of Woodinville, Woodinville Wine Country, and the Northshore YMCA. The mission of Celebrate Woodinville is to bring Woodinville residents together for family-oriented events, encourage a sense of community, and promote Woodinville’s local businesses, agriculture, and unique character to visitors from the Puget Sound Region.

The previous summer event series featured four Wednesday evening concerts and an all-day festival, as well as a Summer Glow Run 5k. All concerts and the festival included a wine, beer, and cider garden, managed by Woodinville Wine Country, plus a variety of tasty food and beverage options offered by local restaurants and food trucks. The festival featured the Woodinville Farmers Market, arts and crafts, exhibitors, and children’s activities, in partnership with the Northshore YMCA. The Festival began with the annual pancake breakfast at Woodinville Fire & Rescue, followed by the annual community parade, and the popular Bassett Bash.

Our previous Celebrate Woodinville Winterfest featured a Holiday Fair and Tree Lighting, as well as a Winterfest 5k | 10k.

With Covid-19 greatly impacting 2020, our event series required careful consideration and re-strategizing to still meet its mission.
This year, Covid-19 forced every business and organization to look at their plans for 2020 and beyond. While the Woodinville Chamber has been proud to partner with the City of Woodinville to produce the Celebrate Woodinville concerts & festival, as well as Celebrate Woodinville Winterfest, growing the event and its attendance year after year, we recognized that this year’s event series could not remain as planned.

In reviewing alternative concepts and looking at which options would provide the greatest opportunity to bring Woodinville residents together for family-oriented events and promote Woodinville businesses, we came to a conclusion on how to best pivot. The Woodinville Chamber, with the support from the City of Woodinville, proceeded with a Celebrate Woodinville outdoor movie series, a Summer Virtual 5k, and a Winterfest Festival of Lights. During these events, we met the mission stated above through business spotlights and encouraging a sense of community.

The following data will report on:
- Celebrate Woodinville Summer Virtual 5k
- Celebrate Woodinville Outdoor Movies Nights
- Celebrate Woodinville Winterfest Festival of Lights
Although the run was virtual and could be completed anywhere in the world, we welcomed 160 runners to Woodinville for their packet pickup. While they were in town, we encouraged visitors to support local businesses by picking up a meal to-go or grabbing a bottle of wine to take home.
CELEBRATE WOODINVILLE SUMMER VIRTUAL 5K COMMUNITY & BUSINESS ENGAGEMENT

EVENT DETAILS
Your Virtual 5k is completed at any location of your choosing. Whether it be a local trail, your treadmill or neighborhood, you run your own race at your own pace during the virtual race dates. Complete the challenge, submit your results and celebrate! Joggers, Walkers, Runners, Strollers, Pups too... all are welcome!

August 22 - 29, 2020

PRESENTED BY
The Everett Clinic
Bothell

PRODUCED BY AND BENEFITING
Woodinville Chamber

EVENT REGISTRATION
Children 15 & under: ($15)
Early Bird Registration:
Before August 6, 2020 ($35)
Regular Registration:
August 6 - 21, 2020 ($40)

REGISTRATION INCLUDES
• Event Registration Fee
• T-Shirt
• Finishers Medal

IN PARTNERSHIP WITH
Our Mission
We are dedicated to fostering a vibrant and growing business environment in partnership with the larger community.

THANKS TO OUR VIRTUAL 5K SPONSORS

GOLD SPONSORS
COASTAL COMMUNITY BANK

SILVER SPONSORS
Chris & Lyle Lee Ford

T-SHIRT SPONSORS
Amfi Afton

celebratewoodinville.com/5k
Facebook
Twitter
Instagram

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Finding a location in Woodinville to host a drive-in movie series proved to be a challenge. Thankfully, we were able to partner with Woodinville Sports Club. Due to King County permitting regulations, we were able to secure TWO dates for our outdoor movies. Due to location capacity, we were able to host 85-100 vehicles per show.

This data was collected as we checked in moviegoers. We asked for each ticketholder's zip code of residence.
“I want to share how wonderful it was to have the opportunity to attend the outdoor movie nights hosted by the Woodinville Chamber of Commerce. During this time it has been tough to find family activities to look forward to and this event did just that – gave us something really fun to look forward to. We of course grabbed the special movie night takeout from the Pizza Coop and enjoyed some breadsticks and candy while watching a movie in our car. It was wonderful to see the support from local businesses with the pre-movie acknowledgement and the local restaurants that participated in takeout specials. Our kids had a wonderful time and of course we did too. Thank you to all involved in making this event happen.”
- Christie Streit
Owner, The Pizza Coop & Ale House
With an increase in Covid-19 cases during the Fall/Winter months, the Winterfest Festival of Lights provided an opportunity for community members to experience the joy of the holiday season. It also allowed us to invite visitors from around the region to visit Woodinville and experience our local businesses in a variety of ways.

This data was collected using analytics from our Celebrate Woodinville website, showing the number of times our Festival of Lights map was visited from 12/1/2020-12/31/2020. The numbers are then estimated based on our Summer event averages on visitors from inside and outside of Woodinville.
Celebrate Woodinville

WINTERFEST

FESTIVAL of LIGHTS

VISIT, SHARE, WIN* PRIZES!

1. Visit the Sponsored Stops, share your photos on Facebook or Instagram, and you can win prizes every week in December!
2. TAG: @CelebrateWoodinville
3. #CelebrateWoodinville
4. Or share your pictures by email: info@woodinvillechamber.org

SPONSORED STOPS

- Thomas Baekelandt 14111 NE 156th St
- City Hall / City of Woodinville 17201 133rd Ave NE
- DeYoung Park 13060 NE 175th St
- Downtown Woodinville Shopping Center
- Heritage Restaurant | Bar 14250 Redmond-Woodinville Rd NE #101b
- Marketplace at Söthby’s International Realty
- Matthews Winery 16116 120th Pl NE
- Schnitzer Steel Inc / Woodinville 22711 60th Ave SE
- Security Gun Club 11910 Park Dr
- Soundview Real Estate | Woodinville 13901 NE 157th St #100
- Woodinville Wine Country

Supporting Sponsors

- Faires Wine Bar
- Wafli Bank
- ZOOMmore

Supporting Sponsors

- Woodinville Wine Country
- Woodinville Chamber of Commerce

TO WIN:

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02

405 ORNAMENT PURCHASERS

15 PARTICIPATING BUSINESSES

22 TOY DRIVE PARTICIPANTS

138 COMMUNITY CURATED SOCIAL MEDIA POSTS
The programs outlined in this report were supported with 2020 lodging tax funds totaling $31,640. In addition, financial and in-kind contributions from the Woodinville Chamber, Woodinville Wine Country, and other tourism partners continue to be instrumental to the success of our Celebrate Woodinville events.
Through our Celebrate Woodinville series of events, we continue to increase the awareness and visibility of Woodinville locally, regionally, and nationally, building the reputation of our community as an inviting, charming, and high-quality tourism destination.