2021 ANNUAL REPORT

Celebrate Woodinville
summer concerts & festival

WOODINVILLE VISITOR CENTER

Celebrate Woodinville
WINTERFEST

produced by

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.

In the past, the 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 2021, our event series required careful consideration and re-strategizing to still meet its mission.**
PIVOTING DURING A PANDEMIC

This year, Covid-19 was still a reality and forced us to consider our plans carefully. 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 exactly as executed in years past.

SUMMER
The Woodinville Chamber, with the support from the City of Woodinville, proceeded with the Celebrate Woodinville Summer Concert Series and a Summer Virtual 5k with live in-person packet pickup events. However, due to the unknown parameters around fairs & festivals, we determined that foregoing the Celebrate Woodinville Festival (including the Parade and more), was the best decision for the health and safety of our community. During these events, we met the mission stated above through business spotlights and encouraging a sense of community.

VISITOR CENTER
As the covid-19 vaccine became available, we were able to re-open our Woodinville Visitor Center on a less limited basis. The numbers you will see in this report reflect that increase over 2020.

WINTERFEST
As the year progressed, we determined a safe & visitor-friendly way to celebrate Winterfest. In 2021, we spread the event out between four locations!

The following data will report on:
- Celebrate Woodinville Summer Concert Series
- Celebrate Woodinville Summer Virtual 5k
- Woodinville Visitor Center
- Celebrate Woodinville Winterfest Holiday Fair & Tree Lighting
- Celebrate Woodinville Winterfest 5k
With the leadership direction of our Woodinville Chamber Board of Directors, and the go-ahead from our City of Woodinville partners, we began planning for our four Wednesday Summer Concerts.

Under Phase 3 guidelines, we were limited to a 600 person event, but as we moved into Phase 4, we were able to open the event up to an increased capacity.

This data was collected through an on-site check-in process, asking for zip code of residence from each attendee. In addition, we compiled data from post-event surveys.
Participating Businesses

Celebrate Woodinville Summer Concert Series

Community Partner | Event Features

Jack Music Academy
NERTS
YMCA
Basset Brigade
Children's Country Home
Woodinville Fire | Police
Northshore Schools Foundation
Swerve Robotics
Grand Marshall
Although the run was virtual and could be completed anywhere in the world, we welcomed 164 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. We even created small coupons encouraging visitors to patronize local businesses!

Woodinville

Outside Woodinville, <50 Miles

> 50 Miles

This data was collected through RunSignUp, our runner registration software.
CELEBRATE WOODINVILLE SUMMER VIRTUAL 5K COMMUNITY & BUSINESS ENGAGEMENT

RUN / WALK / DANCE AT YOUR OWN PACE

EVENT DETAILS
Your virtual 5K is completed at any location of your choosing. Whether it be a local trail, your backyard or neighborhood, you can run your own race at your own pace during the virtual race dates. Complete the challenge, submit your results, and celebrate.

EVENT REGISTRATION
Children, Age 18 & Under: $15
Adult Early Bird (by 7/21): $25
Adult & Pet Early Bird (by 7/21): $40
Adult Registration After 7/21: $40

REGISTRATION INCLUDES:
• Medal T-Shirt (registered by 7/21)
• Participant’s Medal
• Pet Bandana (if registered and registered by 7/21)
• Live Photo at Packet Pickup
• Special Offers from Local Businesses
• Swag Bag

PACKET PICKUP
at Woodin Creek Village
11729 188th Ave NE, Woodinville
August 11 – August 13
August 18 – August 20
5 – 7PM

BENEFITING
NORTHSHORE SCHOOLS FOUNDATION
Funding programs that implement personalized student support and remove barriers to student learning that cannot be funded by public school dollars.

THANKS TO OUR SPONSORS

$1400+
DONATED TO A LOCAL NON-PROFIT

PARTICIPATING BUSINESSES

WODINVILLE TEEN ARTS ALLIANCE
WOODINVILLE CAR CLUB
PACE
WOODIN CREEK VILLAGE
NORTHSHORE SCHOOLS FOUNDATION

Celebrate Woodinville | Visitor Center 2021 | Winterfest
2021 ANNUAL REPORT
The Woodinville Visitor Center is the tourism center for Woodinville. In past years, over 1.6 million visitors from across the state and around the world come to Woodinville and the Visitor Center is a welcoming place for personalized concierge service and a wide range of info about our City. Due to COVID-19, the Visitor Center has been operating on reduced hours since March 2020. The LTAC funds enabled Woodinville Wine Country and the Woodinville Chamber to navigate the new landscape of supporting our local businesses and guests, remotely.

During open hours in 2021, we have been pleased to welcome guests visiting us from:

- Tustin, CA
- England, U.K.
- Oak Harbor, WA
- Oklahoma
- Tennessee
- Baton Rouge, LA
- Indian Wells, CA
- Napa, CA
- Seattle, WA
- Las Vegas, NV
- Bellevue, WA
- Chicago, IL
- West Virginia
- Austin, TX
- New Jersey
- Massachusetts
- Florida
- Cincinnati, OH
- Omaha, NE
- Arkansas
- Arizona
- Sacramento, CA
- North Dakota
- Portland, OR
- Hawaii
Between January 2021 - August 2021, we welcomed approximately 1,262 visitors to the Woodinville Visitor Center.

Please note, that our Visitor Center DID NOT have regular business hours between January 2021 - March 2021 due to the Covid-19 pandemic.

In April 2021, we re-opened with limited visitor hours. These visitor numbers do not represent a pre-pandemic year. However, we were please to assist each and every visitor who stopped in for direction, advice, and allowed us to assist with their Woodinville experience!

This data was collected through an on-site process, asking for zip code of residence from Visitor Center visitor.
With Covid-19 still prevalent in our community, we chose to host the Winterfest Holiday Fair & Tree Lighting at three locations, instead of one! This provided an opportunity for community members to experience the joy of the holiday season AND visit three downtown Woodinville locations while also spotlighting businesses. It also allowed us to invite visitors from around the region to visit Woodinville.

1,575 HOLIDAY FAIR & TREE LIGHTING VISITORS

Number of guests visiting Winterfest, staying in UNPAID and PAID accommodations

This data was collected using three methods: Onsite map collection with zip code requests from attendees, post-event survey via e-mail, and on-site headcount by staff and volunteers.
We are honored to bring community partners together to bring Winterfest to life. Alongside the City of Woodinville, our Chamber involved many local non-profits and businesses:
We welcomed 289 runners to Woodinville for an in-person 5k. 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. We also invited local businesses to participate as sponsors, including items in swag bags, or joining us on-site during the race.
CELEBRATE WOODINVILLE WINTERFEST 5K COMMUNITY & BUSINESS ENGAGEMENT

SUNDAY, DECEMBER 4, 2021
Wilmot Gateway Park

REGISTRATION
EARLY BIRD: By November 5
$35 (age 16 and up)
$15 (age 15 and under)
REGULAR: November 6 – December 4
$40 (age 16 and up)
$20 (age 15 and under)

BENEFITING:
The Forgotten Children’s Fund

PRODUCED BY
Woodinville Chamber

THANKS TO OUR 5K SPONSORS

celebratewoodinville.com
The programs outlined in this report were supported with 2021 lodging tax funds totaling $38,896. In addition, the City of Woodinville granted funding for these three programs, totaling $19,000. Finally, 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. As a Chamber of Commerce, we have also appreciated the City of Woodinville's support of our Visitor Center. Although our Visitor Center lease ended in August 2021, we hope to find a new location to partner for future success.