

DOWNTOWN WALLA WALLA

a
robust blend
of business
and
pleasure



THE BUSINESSES IN
WALLA WALLA'S
DOWNTOWN ENJOY THE
PLEASURES OF A CLASSIC,
PICTURESQUE, AND
THRIVING MAIN STREET
WITHOUT THE HASSLES
OF BIG-CITY LIFE —
*no parking meters,
no traffic jams, and
plenty of charm.*



WALLA WALLA'S RICH HISTORY dates back to the early 1800's when bold settlers arrived on the heels of the Lewis and Clark expedition. The community flourished during the gold rush, rivaling both Spokane and Seattle by the late 19th century. This legacy endures today in the many historic neighborhoods and the beautifully restored downtown.

DOWNTOWN WALLA WALLA, traditionally known as a strong financial and professional services center, has embraced the region's burgeoning wine industry, reshaping and invigorating the downtown's business mixture. Walla Walla is now home to over 40 wineries making premium quality wines. Its charming downtown attracts numerous visitors with more than two dozen restaurants, several wineries and tasting rooms, and nearly 300 hotel rooms.

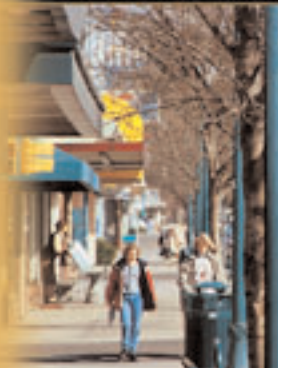
A HEALTHY BLEND OF TRADITIONAL RETAIL STORES, like The Bon-Macy's department store and a wide variety of independent boutique, specialty shops, art galleries and studios provide a steady draw for families, visitors and area workers alike.


DOWNTOWN'S CENTRAL LOCATION between Walla Walla's three colleges (the campus of Whitman College is adjacent to downtown) provides an expanded customer base and an accessible labor pool. The colleges provide a rich array of cultural activities including world-renowned speakers, authors, artists, and theater performances.

THE DOWNTOWN WALLA WALLA FOUNDATION coordinates a number of annual events and promotions, such as the Taste of Walla Walla, the Summer Sounds on the Plaza concert series, a twice-weekly Farmer's Market, the Fall Festival of Foliage and Feathers, The Bon-Macy's Christmas Parade of Lights, and ongoing media relations and marketing attracting customers downtown throughout the year. The Walla Walla Wine Alliance and Blue Mountain Arts Alliance sponsor events throughout the year including Vintage Walla Walla, Holiday Barrel tasting, ArtWalla and Spring Release Weekend, all of which bring a large influx of visitors to Walla Walla's downtown.

OUR SUCCESS HAS NOT GONE UNNOTICED. In 2001, the National Main Street Center recognized Downtown Walla Walla's revitalization by naming it one of five Great American Main Street awards. Sunset magazine ranked Downtown Walla Walla as its choice for the Best Main Street in the West in March of 2002! Finally, in June of 2002, the City of Walla Walla received the Association for Washington Cities' Municipal Achievement Award for the revitalized downtown.

WALLA WALLA'S DOWNTOWN is an exciting and vibrant business district. We invite you to see for yourself if the right place for your next business might be Downtown Walla Walla.





what
they're
saying
about

DOWNTOWN WALLA WALLA

THE MISSION OF THE
DOWNTOWN WALLA WALLA FOUNDATION
IS TO STRENGTHEN THE ECONOMIC
AND CULTURAL VITALITY OF DOWNTOWN
WHILE ENHANCING AND PRESERVING
ITS HISTORIC CHARACTER AND BEAUTY.



FOR MORE INFORMATION,

WRITE:

Timothy Bishop CMSM, Director
Downtown Walla Walla Foundation
33 East Main Street, Suite 213
Walla Walla Wa 99362

CALL:
509-529-8755

E-MAIL:
timothy@downtownwallawalla.com

BROWSE:
www.downtownwallawalla.com

WENDY MUNSON, RESIDENT GENERAL MANAGER, WALLA WALLA BON MARCHÉ:

"In 1991 we decided to stay downtown and expand our store by renovating the adjacent historic Liberty Theater instead of moving to the new mall. As downtown has revitalized around us over the last decade, our decision to stay downtown has proven to be one of the best decisions our store has made."

KYLE MUSSMAN, GENERAL MANAGER AND FOUNDER, MARCUS WHITMAN HOTEL AND CONFERENCE CENTER:

"I am proud to be restoring an important Walla Walla landmark. Revitalizing the history and elegance of this historical hotel has created new vitality and brought new customers to Walla Walla's downtown."

BOB AUSTIN, CO-OWNER, MERCHANTS DELICATESSEN:

"In 1976 our family saw an opportunity in Downtown Walla Walla and opened Merchants Delicatessen. We've been rewarded with nearly three decades of growth, and the pleasure of making new friends every day."

THE NATIONAL TRUST FOR HISTORIC PRESERVATION'S DOZEN DISTINCTIVE DESTINATIONS 2002:

"A destination rich in history and natural beauty, Walla Walla boasts a vibrantly revitalized main street, year-round arts and music festivals and abundant opportunities for family fun. To say that Walla Walla's art scene is active is an understatement... Boasting more than 15 art galleries, the oldest continuously operating symphony orchestra west of the Mississippi and a blues or jazz concert series almost every weekend, Walla Walla is proudly immersed in the arts."

USA TODAY:

"Lewis and Clark were in the area in the early 1800s. Today's explorers will discover wineries, art galleries, antique stores..."

SUNSET MAGAZINE:

"The pleasantest impression upon my mind of any city I visited while in the Northwest."

WASHINGTON WANDERINGS:

"Vibrant downtown Walla Walla is a walker's delight, peppered with outdoor public art, a farmer's market, beautiful trees..."

THE LONELY PLANET GUIDE TO OREGON, WASHINGTON AND SOUTHWESTERN BC:

"Walla Walla's Main Street possesses one of the most significant enclaves of historic architecture in eastern Washington, with an ambitious redevelopment highlighting its architectural gems."