

Seattle RESTORED



**REVITALIZING
SEATTLE
NEIGHBORHOODS
WITH CREATIVITY
AND COMMERCE**

2025 ANNUAL REPORT



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ABOUT SEATTLE RESTORED

Seattle Restored is a program of the Seattle Office of Economic Development managed in partnership with the Good Business Network of Washington.

The program works to revitalize Seattle's neighborhoods by partnering with local entrepreneurs to activate empty storefronts. Together, we create vibrant and engaging streetscapes that boost the local economy.

Since its inception, the program has prioritized demographic populations that historically face significant barriers to entry into the local economy, particularly Black, Indigenous, People of Color (BIPOC), and Women.

2025 OVERVIEW

This report covers activities managed by Seattle Restored from **January to December 2025**. Support included activation management, troubleshooting, developing relationships with community partners and property owners, passport management, advertising, social media, newsletters, website maintenance, and many other ongoing tasks.

In 2025, Seattle Restored successfully activated **27 distinct vacant retail spaces**. These activations provided a range of pop-up, art installations, commercial kitchen use, long-term lease support, seed-lease funding, and art residency opportunities for **62 local artists and entrepreneurs**.

PATHWAYS TO PARTICIPATION

WINDOW ART INSTALLATION

Artists exhibit and sell artwork via QR code from a street-facing window display.

Duration: 6 months
Stipend: \$1,500

ARTIST RESIDENCY

Artists work in a shared studio space to display and sell work to the public.

Duration: 6 months
Stipend: \$2,500
Tenant Improvement: \$500

BASECAMP STUDIOS 2

Individual art studio space within a collective environment.

Duration: 12 months
Support: SR subsidized 50% of the rent for 15 selected artists for their first year at Base Camp Studios 2

RETAIL POP-UP

Retail or service industry pop-ups in a storefront location open to the public.

Duration: 3-6 months
Stipend: \$2,500
Tenant Improvement: \$0 - \$1,000

SHARED COMMERCIAL KITCHEN

Shared commercial kitchen access.

Duration: 8 months
Support: No cost access to kitchen, cleaning, kitchen equipment, and a kitchen manager

LONG-TERM & SEED-FUNDED LEASES

Participants receive lease support from Seattle Restored.

Duration: 18 months - 2 years
Seed Stipend: \$10,000
Long-Term Stipend: \$39,000

PARTICIPANT BENEFITS

No Cost Lease | Utilities | Internet | Insurance | Furnishings | Vinyl Decal A-Frame | Participant Photoshoot | Technical Assistance | Marketing & Social Media | Lease Negotiations | Installation/Deinstallation Support

APPLICATION TO ACTIVATION

The following provides a roadmap of the activation process for program management

Note that many variables could change or add steps to this process, including but not limited to retail training and consultation, a storefront's presence in a historic district, the need for significant tenant improvement, and the types of events or activities hosted in a space.

01

Identify a Potential Storefront

Source potential properties via landlord applications, referrals, or direct outreach.



Connect with Property Management

Share the standard lease agreement and Certificate of Insurance (COI), and schedule a site visit.



Assess Space & Define Activation Type

Conduct a site visit with property management to confirm suitability and determine preferred activation type (pop-up, installation, etc.).



Share Activation Proposals

Provide a shortlist of applicant proposals aligned with the space and activation goals. Share list of program protocols with property management.



Select and Notify Participant

Select top choice; notify the selected applicant and confirm their interest.



Conduct Site Visit with Participant

If interested, coordinate a walkthrough to finalize their decision.



Finalize Agreements & Onboard Participant

Host orientation and share logistical and marketing resources. Collect the pre-activation survey, signed participant contract, W-9, and invoice.



Prepare for Activation

Issue payments to participant and property, install custom window decals, and support tenant improvement.



Activate Storefront

Pop-up shop or art installation opens within two weeks of lease commencement. Seattle Restored website is updated with participant's photoshoot and outreach for activation begins.



10

Support and Monitor Activation

Maintain ongoing communication, provide additional support as needed, and monitor activation outcomes for reporting and storytelling. Collect sales reports, foot traffic data, and a post-activation survey upon completion of contract. Continue to promote as a legacy activation on our website, passport, and through marketing efforts if a long-term lease is secured

APPLICATION REVIEW



During application review, Seattle Restored continued its commitment to a community-centered, transparent, and equitable selection process. **All applications were evaluated by a panel using a standardized scoring rubric.** Each proposal was assessed across five categories, with each category carrying equal weight (20%) in the final score.

IMPACT

How will the activation enliven the community? What kind of positive economic impact will the project proposal and the applicant behind the proposal provide?

EQUITY

Is the business/creative entrepreneur a woman or Black, Indigenous, or Person of Color (BIPOC), or does the project serve women or BIPOC communities?

READINESS

Does the business owner/creative entrepreneur have the inventory/assets required to pop up or install quickly?

COMPELLING

Is the proposal thorough and thoughtful? Does the applicant clearly communicate the project and provide examples of business experience / art samples?

EXPERIENCE

Does this business have experience for their proposed project or past relatable experience?


WINDOW ART INSTALLATIONS



MASK, BUNNY, MILK BOX, SAINT, WEATHER CHANNEL

By Warren A. Pope

04/01/25 - 09/30/25


 12325 Lake City Way NE

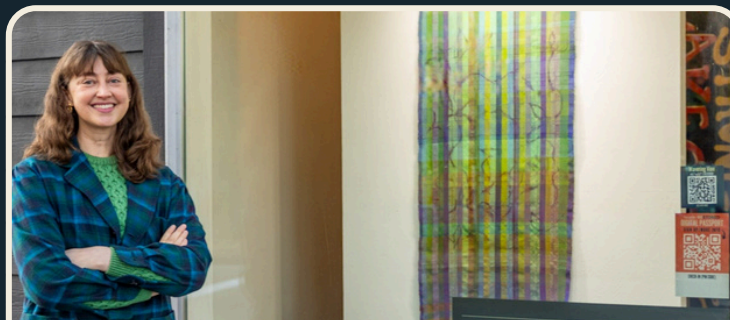


CUTE FUN JOY DESIGNS

By Kimberly Chan

10/01/25 - 02/25/26


 12325 Lake City Way NE



WAVERING VINE

By Allyce Wood

10/01/25 - 02/25/26

 12325 Lake City Way NE



BEYOND BOUNDARIES: SURREAL VISIONS

By Kelly Haejung Paik

07/10/25 - 01/25/26

 2233 1st Ave

"Participating in Seattle Restored expanded how I think about visibility, audience, and public engagement. Presenting my work in a vibrant, everyday setting allowed me to connect with new and younger audiences outside the traditional gallery context, generating meaningful interest, conversations, and long-term momentum. The experience reinforced the importance of public-facing art and strengthened my confidence in sustaining my practice as a professional artist."

—**Kelly Haejung Paik, Artist**

ARTIST RESIDENCIES



GENJAH

03/17/25 - 09/12/25

📍 12325 Lake City Way NE



月光果凍 (moonjellyxo)

03/17/25 - 09/12/25

📍 12325 Lake City Way NE



PARISA GHADERI

03/17/25 - 09/12/25

📍 12325 Lake City Way NE



HeZza FeZza

09/15/25 - 02/25/26

📍 12325 Lake City Way NE



NIKKI JABBORA-BARBER

09/15/25 - 02/25/26

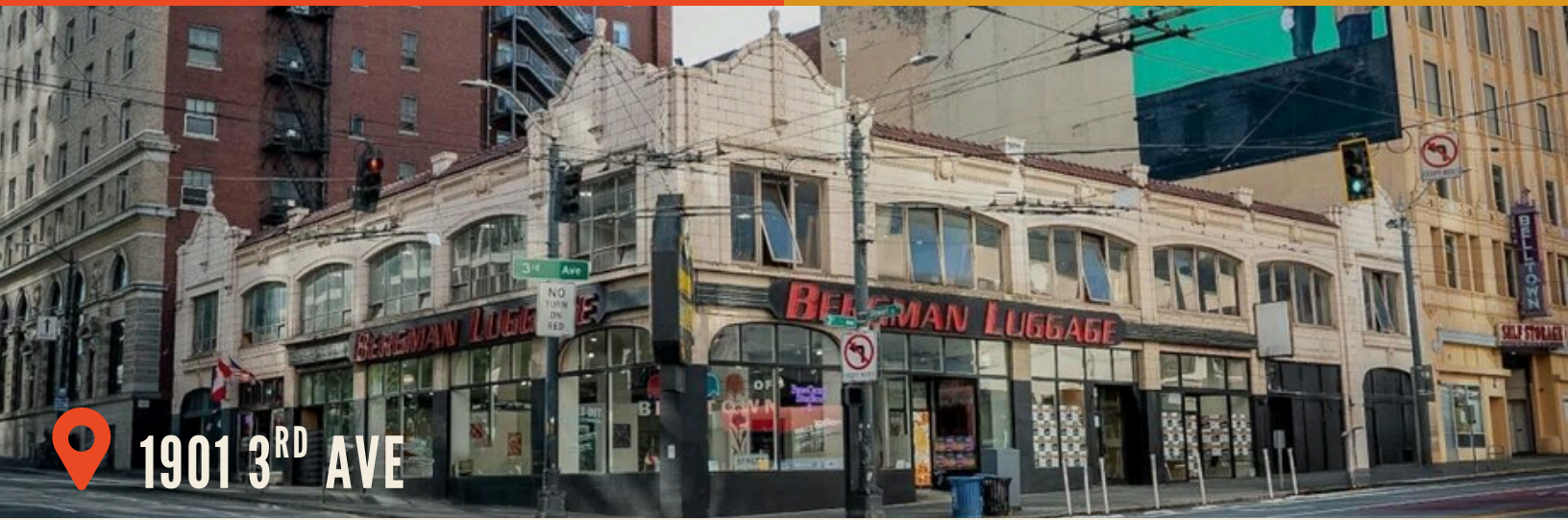
📍 12325 Lake City Way NE



ROBIN ARNITZ

09/15/25 - 02/25/26

📍 12325 Lake City Way NE



1901 3RD AVE

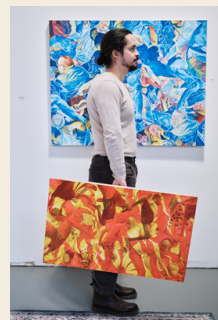
SEATTLE RESTORED AT BASE CAMP STUDIOS 2

NOVEMBER 8, 2024 - NOVEMBER 15, 2025

The Base Camp Studios 2 partnership with Seattle Restored was a key initiative designed to support local artists and creative entrepreneurs to contribute to the revitalization of Downtown Seattle. By **subsidizing 50% of their rent for the first year**, Seattle Restored offered affordable studio space to **15 artists**, allowing these creatives to grow their careers in a supportive environment.

**Borte Batbold · Dollhou3e · Claudia Villalobos* · Everett Lovrien
Gabriel Zea* · Genea Morrow · Jorge Cainas* · Kayla Wroblewski*
Laura Zeng · Nahom Ghirmay* · Natasha Tripathi* · Peyton McMurdo* Shadow
Girls Cult* · Shari Noble* · Tori Haynes**

*After completing their first year with support from Seattle Restored, nine artists continued on to sign their own lease as resident artists at Base Camp Studios 2.



POP-UP SHOPS



AYO COLLECTIONS By Olayinka Ola

03/14/25 - 07/15/25

Ayo Collections is a luxury fashion brand that merges African culture with contemporary style, offering statement and ready-to-wear pieces for men and women.

📍 12315 LAKE CITY WAY NE, SEATTLE, WA 98125

PAPA TONY'S HOT SAUCE By Tony Wilson

03/14/25 - 06/25/25

Papa Tony's Hot Sauce pop-up is a mercantile space featuring delicious sauces and other locally made products, as well as community events.

📍 12311 LAKE CITY WAY NE, SEATTLE, WA 98125



LOVESTRUCK IN SEATTLE By McKenna Martin

07/01/25 - 10/30/25

Find your love story at Seattle's First Brick & Mortar Romance Bookstore!

📍 12311 LAKE CITY WAY NE, SEATTLE, WA 98125

CIELO Y AMOR CANDLE CO By Jesus Garcia

08/01/25 - 10/30/25

Cielo y Amor Candle Co. is a family-owned business that blends cultural heritage, sustainability, artisan craftsmanship, and connection through scent.

📍 12315 LAKE CITY WAY NE, SEATTLE, WA 98125



ROCKS & CLAY By Alice Kay Lee

11/01/25 - 02/26/26

Presented by A Kurious Life by ceramic artist Alice Kay Lee, Rocks & Clay is her first brick-and-mortar store, offering carved pottery and crystal healing.

📍 12311 LAKE CITY WAY NE, SEATTLE, WA 98125

POP-UP SHOPS



THE POUR HAUS ART STUDIO By Jen Albright

11/01/25 - 02/26/26

The Pour Haus offers poured resin art through drop-in studio access, allowing students to explore the medium without needing to purchase all the supplies themselves.

📍 12315 LAKE CITY WAY NE, SEATTLE, WA 98125

EKADESMA By Alpaja Rajbhandari

03/01/25 - 08/31/25

Ekadesma is a Seattle and Kathmandu-based slow fashion brand, crafting sustainable collections from Nepalese handwoven textiles ethically, mindfully, consciously.

📍 1322 5TH AVE, SEATTLE, WA 98101



PRAIRIE UNDERGROUND By Camilla Eckersley

03/15/25 - 08/31/25

Prairie Underground is a Seattle-based sustainable fashion brand known for its blend of timeless designs and eco-conscious practices.

📍 2006 1ST AVE, SEATTLE, WA 98121

JENI FALLDINE SEWING & DESIGN STUDIO

09/24/25 - 03/30/26

Jeni Falldine, a longtime jewelry designer, fiber artist, and clothing maker, offers made-to-measure custom dressmaking, a ready-to-wear clothing line, and sewing lessons.

📍 2004 1ST AVE, SEATTLE, WA 98121



CHAMBER 115 By Ayanna Ali

09/01/25 - 01/28/26

Chamber 115 is an underground concept space curated by Alter Ego Expressions, a Seattle-based artwear brand known for its surreal, alternative designs.

📍 115 CHERRY ST, SEATTLE, WA 98104

POP-UP SHOPS



SEATTLE CHAINSTITCH MASSACRE By Molly Hottle

03/01/25 - 05/31/25

Seattle Chainstitch is a small business specializing in chainstitched wearables and other unique embroidered pieces.

📍 611 2ND AVE, SEATTLE, WA 98104

CEBREAZY PAINTS By Kyle Bradford

06/01/25 - 12/28/25

The Cebreazy Paints Gallery is focused on centering BIPOC & LGBTQIA+ artists and makers from Washington State.

📍 611 2ND AVE, SEATTLE, WA 98104



COOKIES WITH TIFFANY By Tiffany Lewis

05/28/25 - 09/11/25

Cookies with Tiffany is a woman-owned cookie company known for small-batch, scratch-made cookies that blend nostalgic flavors with a modern twist.

📍 WATERFRONT PARK MARKET - PIER 58, 1401 ALASKAN WAY, SEATTLE, WA 98101

SILVER SLICE BAKERY By Tonyia Smith

05/25/25 - 08/31/25

Silver Slice Bakery, founded by pastry chef Tonyia Smith, activated a one-of-a-kind culinary gallery pop-up through Seattle Restored called "Art You Can Eat."

📍 215 PINE ST, SEATTLE, WA 98101



COOPERS OPTIQUE By Zac Cooper & Owen Amenta

06/16/25 - 09/20/25

Coopers Optique is your eyewear fashion consultant, curating a sophisticated selection of new, vintage, and custom brands from all over the world.

📍 2004 1ST AVE, SEATTLE, WA 98121

POP-UP SHOPS



BLOOMS & TWINE FLORAL DESIGN By Katie Watkins

04/07/25 - 07/07/25

Blooms and Twine Floral Design is a sustainable floral and gifts shop specializing in artful designs highlighting the best of our vibrant PNW area.

📍 12528 LAKE CITY WAY NE, SEATTLE, WA 98125

SEATTLE FAT MALL

By Amber Seelig, Alyss Seelig, Candace Frank, & Kwame Phillips-Solomon

06/01/25 - 11/30/25

Seattle Fat Mall seeks to create joy and build community for fat people by supplying a space and experiences for fats by fats.

📍 1415 4TH AVE, SEATTLE, WA 98101



DELUSIONAL BIRD By Valerie & Veronica Topacio

03/15/25 - 06/30/25

Delusional Bird is a vintage and retail clothing shop founded by sister indie rockers Valerie & Veronica Topacio.

📍 1503 5TH AVE, SEATTLE, WA 98101

PAN DE LA SELVA

By Mayra Sibrian

07/10/25 - 07/15/26

Pan de La Selva is a small-batch panadería making pan dulce inspired by, but not limited to, Central American and Mexican culture.

📍 SEATTLE CITY HALL - 600 4TH AVE, SEATTLE, WA 98104



RMC FLORAL DESIGNS By Rosa Ma. Cisneros

07/01/25 - 12/30/25

RMC Floral Designs is a creative studio specializing in custom floral designs for all types of events and special occasions.

📍 CEDAR HALL - 1420 5TH AVE, SEATTLE, WA 98101

POP-UP SHOPS



PIKARAR & FRIENDS By Ang Nguyen

07/01/25 - 12/30/25

Pikarar & Friends features a collection of work by Seattle artists, along with a handful of small businesses from out of state.

📍 1521 2ND AVE, SEATTLE, WA 98101

SO'LL By Loreah

05/15/25 - 08/15/25

Every so'll piece holds a story: a mix of owner Loreah's curiosity, your ideas, and the shared love for something handmade.

📍 115 CHERRY ST, SEATTLE, WA 98104



RAINY DAY BEES By Peter & Amy Beth Nolte

09/22/25 - 01/29/26

Rainy Day Bees Seattle Restored pop-up offered their local honey, beeswax candles, gifts, and seasonal favorites.

📍 1532 7TH AVE, SEATTLE, WA 98101

POMP + SWAY By Tyler Schermerhorn

08/15/25 - 1/20/26

Pomp + Sway is a Seattle-based creative retail concept blending sustainable fashion, curated vintage, and artisan home décor.

📍 PACIFIC PLACE MALL - 600 PINE ST, SEATTLE, WA 98101



SEASOAKED SKIN By Nikol Fiala

08/01/25 - 10/20/25

SeaSoaked Skin is based upon a form of Thalassotherapy, the therapeutic union of marine algae and mineral salts.

📍 PACIFIC PLACE MALL - 600 PINE ST, SEATTLE, WA 98101

POP-UP SHOPS



MABEL BREMPONG By Sandra Gungaloo

08/15/25 - 01/28/25

Mabel Brempong is a luxury womenswear brand focused on storytelling, craftsmanship, and beauty in all its forms.

 PACIFIC PLACE MALL - 600 PINE ST, SEATTLE, WA 98101

TRANSCEND By Nazia Siddiqui

10/17/25 - 04/29/26

Transcend is a Seattle-based fashion company reimagining how clothing is made by blending heritage craftsmanship with circular design practices.

 PACIFIC PLACE MALL - 600 PINE ST, SEATTLE, WA 98101



ENCHANTED TEAS By Rini Choudhury

11/03/25 - 04/29/26

Enchanted Teas is a Seattle-based, flower-forward tea brand founded by Rini Choudhury that crafts small-batch, artisanal botanical blends.

 PACIFIC PLACE MALL - 600 PINE ST, SEATTLE, WA 98101

SOULFUL FLOW YOGA By Jasmine Rashae'

11/01/25 - 03/30/26

Soulful Flow Yoga offers accessible yoga and mindfulness practices for youth, adults, and elders.

 PACIFIC PLACE MALL - 600 PINE ST, SEATTLE, WA 98101



"The exposure and visibility have made a real impact. Being part of Seattle Restored has helped Enchanted Teas get noticed by people across Seattle, strengthened brand recognition, and supported marketing and awareness in a way that's hard for a small business to achieve on its own. That kind of visibility is essential for small businesses."

—Rini Choudhury, Owner of Enchanted Teas

SHARED COMMERCIAL KITCHEN

LAKE CITY PILOT



12325 LAKE CITY WAY

Following Seattle Restored's expansion into Lake City in early 2025 and our move into a space that includes a working kitchen led the program to pilot a shared commercial kitchen program. Through this initiative, Seattle Restored partnered with local food entrepreneurs to help supplement and grow their businesses.

Participating businesses received eight months of support, including access to a commercial kitchen space facilitated by a dedicated kitchen manager, as well as equipment to support business development, operational growth, and food production capacity.

"Having this kitchen allows me to tap back into engaging with people while I'm also focusing on wholesale."

— Alex Dorros, Owner of Siembra



SIEMBRA

By Alex Dorros

07/01/25 - 02/25/2026

📍 12325 Lake City Way NE



MAMA ROW'S CARAMEL

By Jonathan Hudson

07/01/25 - 02/25/26

📍 12325 Lake City Way NE

LONG-TERM & SEED FUNDED LEASES

In 2024, Seattle Restored launched a pilot track focused on long-term activations, providing extended lease support and technical assistance to help participants establish lasting brick-and-mortar locations.

The following businesses were selected for the pilot and continue to receive lease support into 2025.

Together, they represent a diverse group of creative enterprises committed to building a lasting presence within Seattle's commercial landscape.



TIDELANDS By Matika Wilbur
Opened August 2024

📍 55 UNIVERSITY ST, SEATTLE, WA 98101



LENOX By Jhonny Reyes
Opened October 2024

📍 2510 1ST AVE, SEATTLE, WA 98101



FRIDA By Erika Vasquez
Opened December 2024

📍 113 1ST AVE S, SEATTLE, WA 98101



PARTNERS IN PRINT By Jenny Wilkson
Opened May 2025

📍 402 CEDAR ST, SEATTLE, WA 98121



SEEKING FERMENTS By Jeanette & Lyz Macias
Opened April 2025

📍 515 S MICHIGAN ST, SEATTLE, WA 98108

LEGACY ACTIVATIONS

In 2025, Seattle Restored continued to serve as a launchpad for long-term success, with several more participants transitioning from temporary activations into permanent spaces. These legacy activations demonstrate the program's potential to support sustainable, community-rooted businesses beyond their initial engagement.

POP-UPS TRANSITIONED TO LEGACY ACTIVATIONS IN 2025


LOVESTRUCK IN SEATTLE

By McKenna Martin

 8507 35TH AVE NE, SEATTLE, WA 98115

DELUSIONAL BIRD


By Valerie & Veronica Topacio

 1503 5TH AVE, SEATTLE, WA 98101

*formerly Pikarar & Friends


HAPPY HUES

By Ang Nguyen

 1521 2ND AVE, SEATTLE, WA 98101

STUDIO 7117

By Devyn Pedrano-Snow + Dany Srey-Snow

 117 CHERRY ST, SEATTLE, WA 98104

LEGACY ACTIVATIONS FROM PREVIOUS YEARS

The Fishbowl | Mixed Pantry | Self-Made Couture | N2E Plaza
Daily Ritual Market | Anyoung Super | Inside | River
Seattle ReCreative | The Beacon | The Works Seattle
A Matter of Taste Seattle | JAMIL | NAST Studios | Nino Studio
Avery Barnes Gallery (formerly TASWIRA)



PROPERTY PARTNERS

In 2025, Seattle Restored partnered with 12 different property management companies, representing 27 vacant storefronts across Seattle. These established relationships proved to be valuable, creating a built-in trust and legitimacy for the program.

WHY WORK WITH SEATTLE RESTORED?



There are many reasons property management companies choose to partner with Seattle Restored. Window art installations not only beautify vacant storefronts, but also help deter vandalism and graffiti, improving the overall appearance and safety of the property.

Interior activations further enhance the space by attracting desired foot traffic, increasing neighborhood vibrancy, and offering prospective long-term tenants a compelling vision of what the storefront could become.

Together, these activations contribute to a stronger sense of place and make properties more appealing to both visitors and future tenants.



COMMUNITY PARTNERS

In 2025, Seattle Restored continued expanding its support for small and growing businesses through long-term lease assistance and enhanced technical support made possible by funding provided by **JPMorgan Chase** in 2024. Seattle Restored also continued its partnership with **Square**, which empowers participants with free Square terminals to process sales at their pop-up locations.

This year, Seattle Restored also welcomed two new partners: **Design Well Spent**, offering no-cost interior design consultations to help participants thoughtfully design and set up their retail spaces, and **Perform Properties**, a property partner that provided additional funding to support an extended pop-up and passport marketing efforts.

JPMORGAN
CHASE & CO.

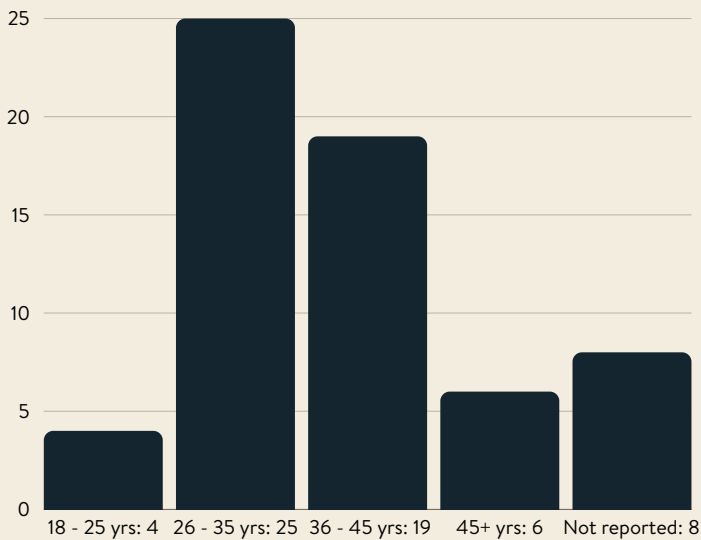


Perform Properties



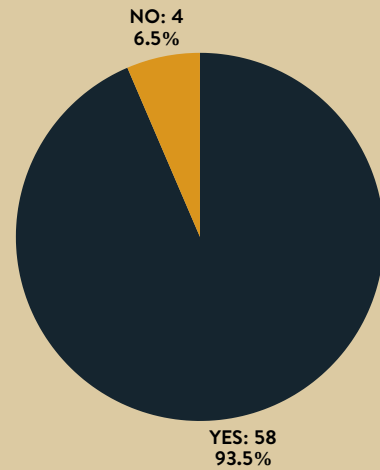
PARTICIPANT DEMOGRAPHICS

PARTICIPANT AGE BREAKDOWN



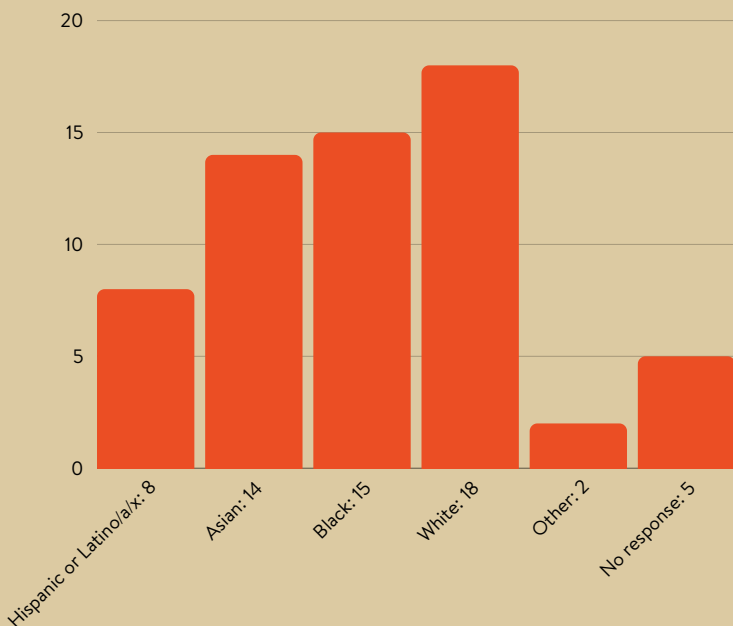
**Ages were gathered at time of application in January 2025.*

WOMAN OR BIPOC-OWNED

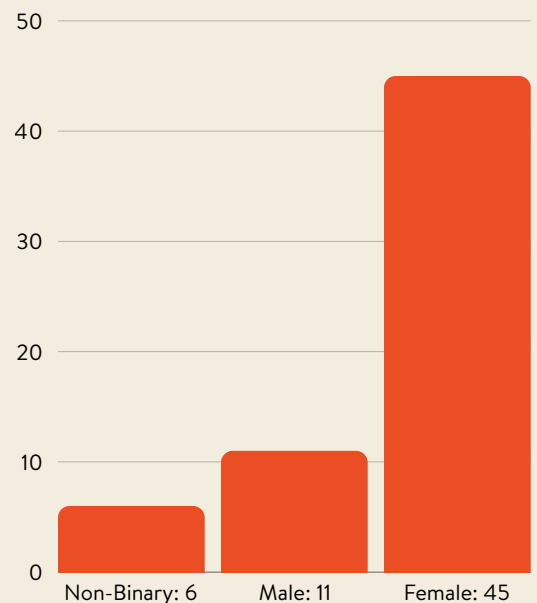


Additionally, through optional demographic reporting, **nine participants** self-identified as **LGBTQ+**.

PARTICIPANT RACE BREAKDOWN



PARTICIPANT GENDER BREAKDOWN

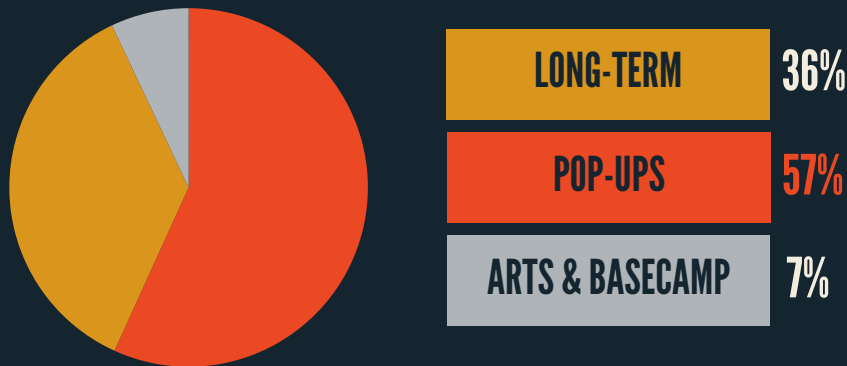


PROGRAM OUTCOMES

TOTAL REPORTED SALES ACROSS THE PROGRAM IN 2025

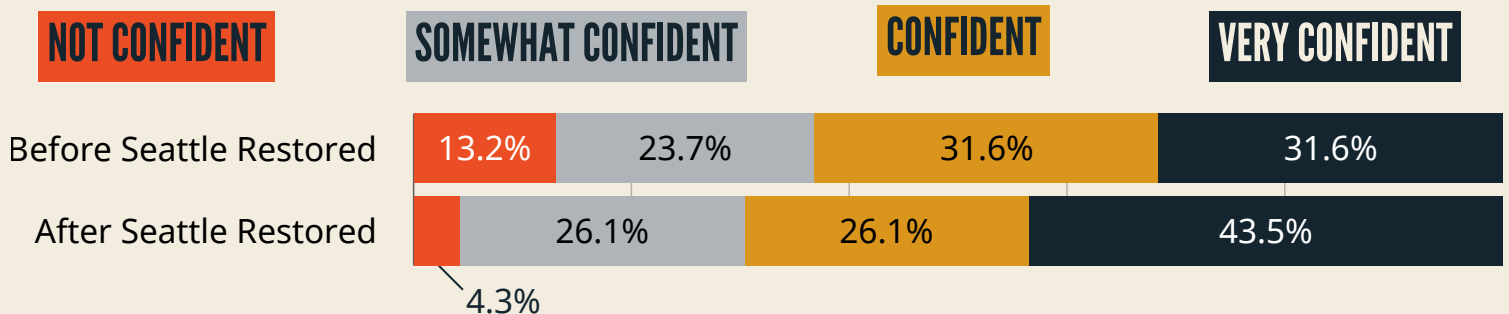
\$2,028,095

PARTICIPANT SALES BY ACTIVATION TYPE



HOW CONFIDENT ARE YOU THAT YOU CAN SUPPORT YOURSELF AS A SMALL BUSINESS OWNER?

Following Seattle Restored, participants reported greater confidence in their ability to support themselves as small business owners.



"Seattle Restored gave my business the rare opportunity to exist fully in the city, not just online or temporarily, but as a real, tangible presence. The program created space for growth, learning, and connection, and helped transform a vision into something sustainable and rooted in community. We are deeply grateful for this invaluable support and would encourage any young business owner to participate."

— **Sandra Gungaloo, Owner of Mabel Brempong**

2025 EVENTS

To kick off the year, Seattle Restored hosted a Commercial Leasing Speed Coaching session connecting local business owners with commercial leasing experts. The program also marked key milestones for pilot location hubs with Lake City cohort launch events, and a Holiday Happening in December featuring five Pacific Place participants. These events supported public awareness of the program, increased participant visibility and sales, and strengthened neighborhood connections.

January 9

COMMERCIAL LEASING SPEED COACHING



April 26

LAKE CITY GRAND OPENING



November 20

LAKE CITY ART WALK + OPEN HOUSE



December 13

HOLIDAY HAPPENING

SEATTLE RESTORED.ORG

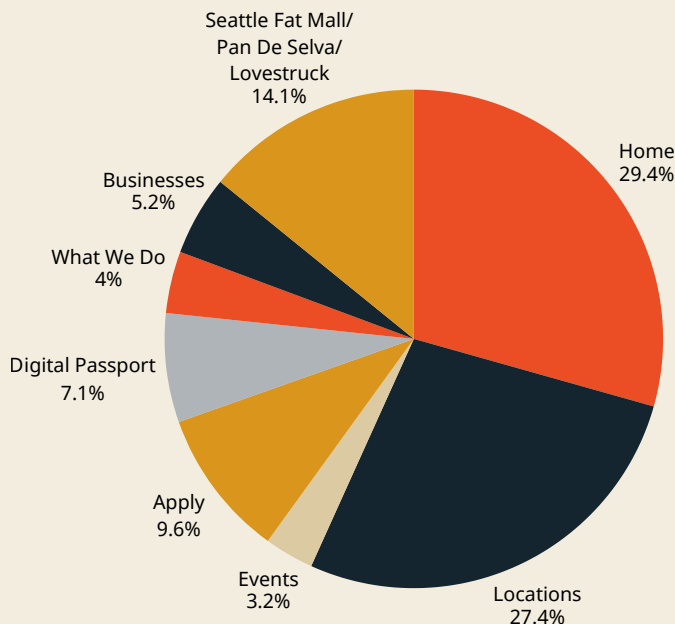
REVITALIZING SEATTLE NEIGHBORHOODS

Seattle Restored partners with small businesses and creative entrepreneurs to transform vacant storefronts into vibrant community spaces.

Following a website “renovation” in November 2024, seattlerestored.org saw consistent audience growth and engagement in 2025 in all measured categories. Updates to the site included a participant login portal, an interactive map, and a community opportunities page, all designed to enhance user engagement and support our growing network.

332,854
PAGE VIEWS

TOP PAGES VIEWED IN 2025



63,217
ACTIVE SESSIONS ON THE WEBSITE
89% INCREASE IN ORGANIC SEARCH

The communications team also implemented a blog series highlighting current participants, an events page for participant self-promotion, and amplified earned media highlights to focus on storytelling - for both participants and Seattle Restored as a program.

COMMUNICATIONS & ENGAGEMENT

In 2025, Instagram continued to serve Seattle Restored as a key platform for social connection, announcements, and community engagement. The program leaned into Instagram's collaboration tools to better support participants, sharing their stories with a growing audience while expanding reach and impressions across their networks.

10,898
IG FOLLOWERS
43% INCREASE

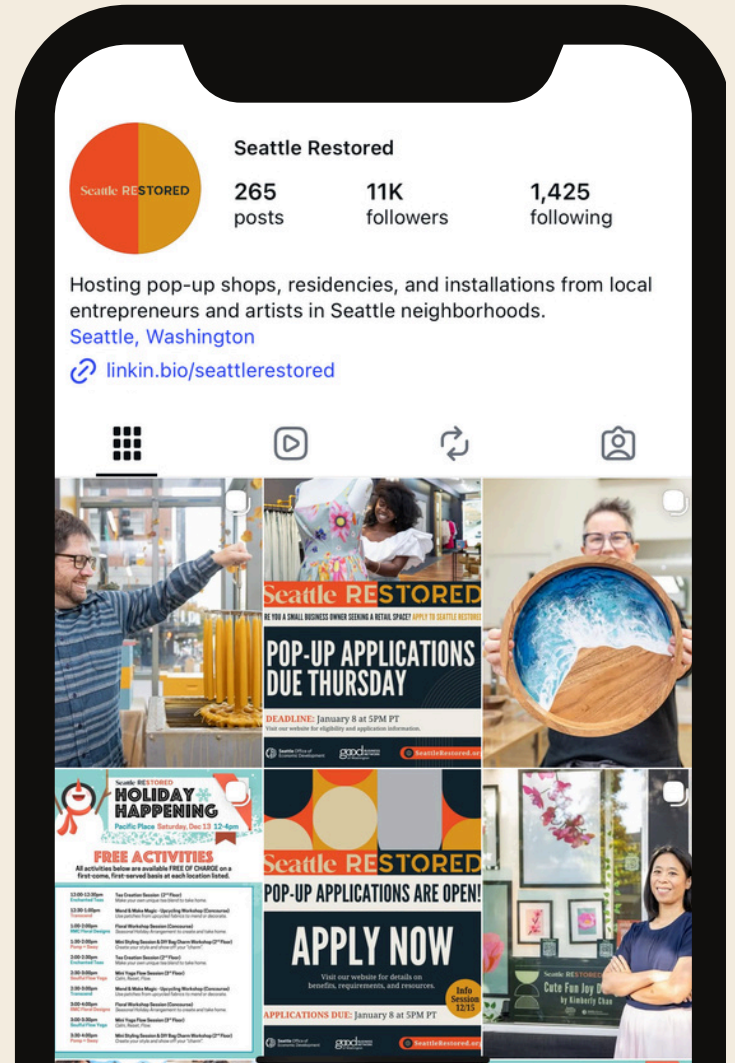
64,189
ACCOUNTS REACHED
51% INCREASE

11,223
INTERACTIONS
44% INCREASE IN LIKES, COMMENTS,
SAVES, AND SHARES

453,400
IMPRESSIONS
175% INCREASE

2,221
CLICKS
LINK IN BIO + FB LINKS

16,366
PROFILE VISITS
89% INCREASE



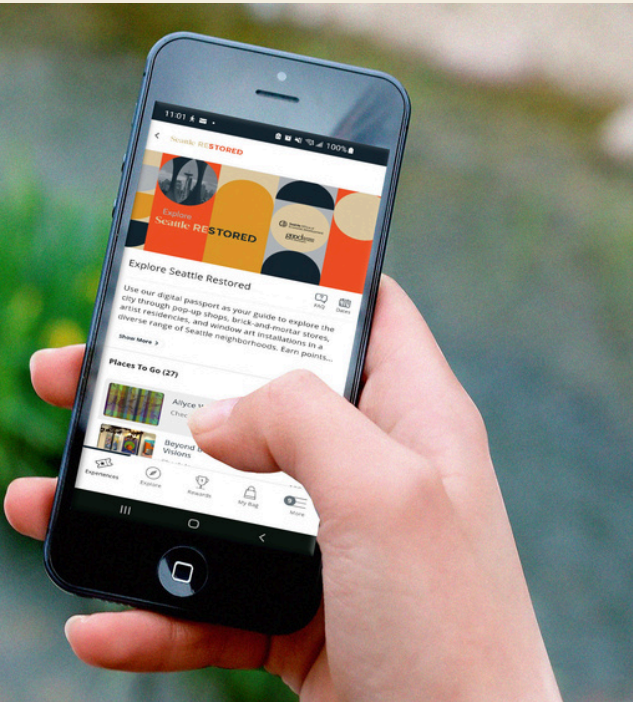
MONTHLY NEWSLETTER

Seattle Restored publishes a monthly newsletter featuring participant highlights, events, local opportunities, and program updates. In 2025, we aligned the newsletter's visual identity with our website and systematically promoted new activation launches to drive engagement and traffic to our locations page, events calendar, and passport sign-ups.

3,600
SUBSCRIBERS
46% INCREASE

30,240
IMPRESSIONS

DIGITAL PASSPORT PROGRAM



The Seattle Restored digital passport campaign that was activated in 2024 continued throughout 2025. This campaign is an incentivized and gamified engagement platform that can be utilized by anyone “with a smartphone and a sense of adventure”. The passport is **FREE to the user and FREE marketing exposure for all program participants.**

Passport data is collected in quarterly increments corresponding to the prize cycles. Prizes include gift cards to past and current Seattle Restored participants businesses and/or local experiences to encourage re-engagement.

PASSPORT GOALS

MEASURABLE FOOT TRAFFIC DATA | INCREASED BRAND AWARENESS
REAL-TIME PROMOTION | INTERACTIVE MARKETING | DEMOGRAPHIC DATA

1,319

TOTAL PASS USERS

2025 NEW PASS USERS: 828
169% INCREASE FROM 2024

61

TOTAL LOCATIONS

2025 ACTIVE POP-UP, ART AND
LONG-TERM LOCATIONS

2,745

TOTAL CHECK-INS

2025 SWITCH TO WEEKLY CHECK-INS
TO ENCOURAGE REPEAT VISITS

582

2025 EMAIL OPT-INS

PASSPORT USERS ADDED TO THE SEATTLE
RESTORED NEWSLETTER LIST

39

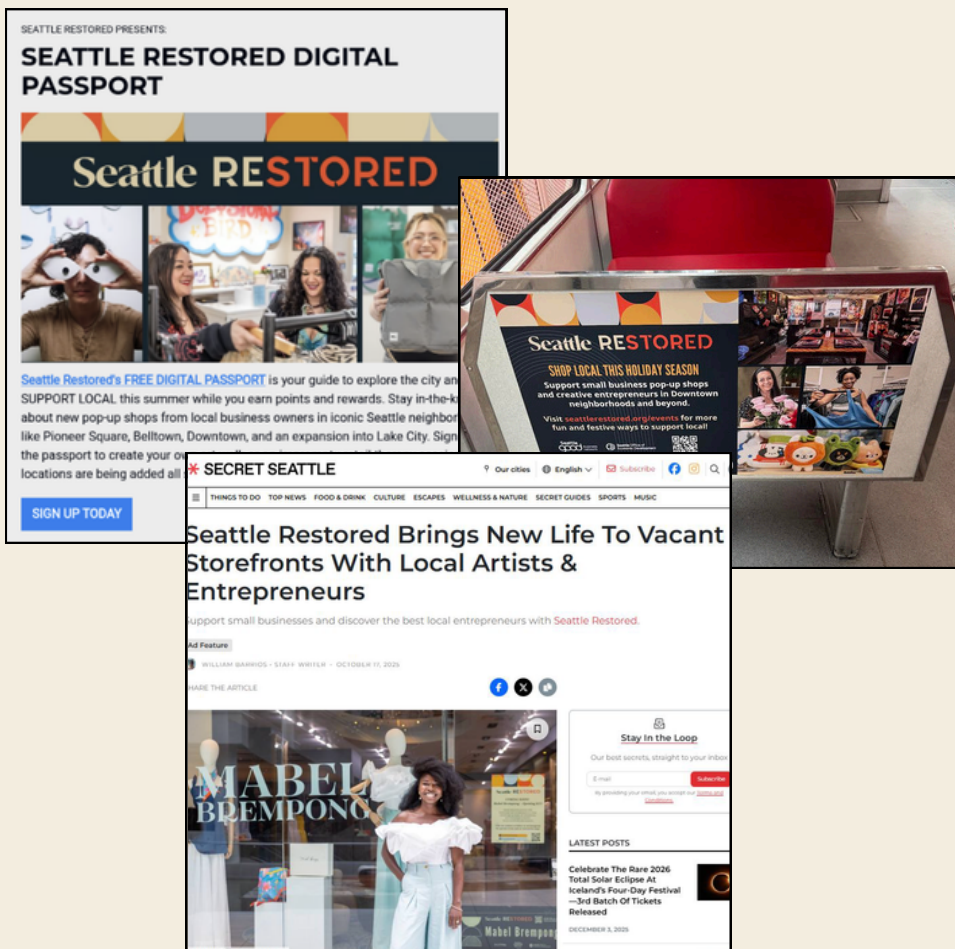
MESSAGES SENT TO USERS

EVENT PROMOTIONS, LAUNCHES, PRIZES,
APPLICATION PERIOD

CHECK IN. EARN POINTS. REDEEM FOR PRIZES.

MEDIA PLACEMENTS

Seattle Restored invested in a comprehensive media placements package, including radio, print, digital, and social outlets across multiple channels.



MEDIA/MARKETING OUTLETS

- Do206
- EverOut/The Stranger
- PublicDisplay.ART
- Seattle Gay News
- SEAtoday / 6am City
- Seattle Met
- KUOW / NPR
- KEXP
- Cascade Media / PBS
- Secret Seattle
- Salon Archives
- Hey Black Seattle
- NW Asian Weekly
- International Examiner
- South Seattle Emerald
- Maple Leaf Advertising
- Sound Transit / Light Rail
- Seattle Monorail
- Visit Seattle

ENGAGEMENT & IMPRESSIONS

2,619,245
DIGITAL AD
IMPRESSIONS

1,185,467
EMAIL AD
IMPRESSIONS

2,572,000
PRINT AD IMPRESSIONS
(inc. transit)

198,156
PAID SOCIAL MEDIA
IMPRESSIONS

12,141
DIGITAL AD
CLICKS/ENGAGEMENTS

3,068
PAID EMAIL
CLICKS/ENGAGEMENTS

1,079
QR CODE
SCANS/ENGAGEMENTS

2,149
PAID SOCIAL
LIKES/SHARES

IN THE NEWS

Throughout the year, we highlighted 24 program and participant mentions in the news on our Spotlight page, amplifying **participant and media-led storytelling**. In 2026, we plan to pursue earned coverage around key program announcements and **prepare participants with media training** so they can confidently share their stories in interviews and features.



Forbes Join: \$1.50/wk Sign In

LEADERSHIP > FORBESWOMEN

Seattle Fat Mall Rewrites History For Plus-Size Shoppers

By [Virgie Tovar](#), Contributor. Virgie Tovar covers how weight bias affects culture.



Alyss (left) and Amber Seelig are two of the ... [More](#)



The Seattle Times

Books ▾ Log In | Subscribe

Lovestruck in Seattle is a romance book-lover's dream

Aug. 18, 2025 at 10:00 am

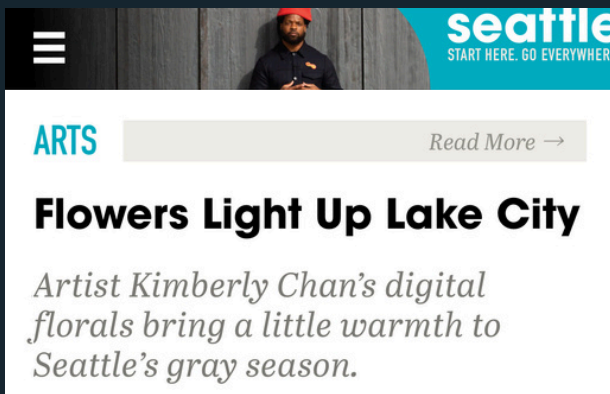


the Stranger

Concha Culture

Mayra Sibrian of Pan de La Selva Bakes for the Latin American Diaspora

[JULIANNE BELL](#)



seattle START HERE. GO EVERYWHERE

ARTS [Read More →](#)

Flowers Light Up Lake City

Artist Kimberly Chan's digital florals bring a little warmth to Seattle's gray season.





THANK YOU TO ALL
OF OUR **2025**
PARTICIPANTS AND
PARTNERS!



OUR TEAM | CONTACT

STAFF

Seattle Office of Economic Development

Brooke Sanders | Seattle Restored Program Manager
Heidi Hall | Community Wealth Building Manager

Good Business Network of Washington

Erin Adams | Executive Director
Andrea Porter | Program Director
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Seattle Office of
Economic Development

good BUSINESS
NETWORK
of Washington