

2008 “Excellence in Downtown Revitalization” Award Winner

Connecting with “Friends” Brings New Energy to Downtown Ellensburg



EDA “Myspace” promotional key chains

Project Overview

Central Washington University is located just four blocks from downtown Ellensburg. The Ellensburg Downtown Association (EDA) always recognized the economic benefits in promoting downtown to its 8,000-plus student population, but past efforts to market to this age group met with marginal success.

That all changed when a CWU student offered to create a “Myspace” page for the organization. The site began to attract a number of curious visitors (or “friends” as they’re referred to on the Myspace site). To help promote the site, the EDA distributed free key chains with their Myspace address to incoming freshman at orientation.

The Result

Over 1,000 “friends” visit the Ellensburg Downtown Association site regularly, including a growing number of CWU students, alumni, downtown residents, and local businesses. The Association uses the site to promote upcoming events, new businesses, and gallery openings. It even has student employment opportunities posted on behalf of downtown businesses. Merchants have noticed a substantial increase in college-age patrons attending events promoted on the site and have launched their own Myspace pages.

For a firsthand look at the site, visit [www.myspace.com/ellensburgdowntown.com](http://www.myspace.com/ellensburgdowntown).

Contact the Ellensburg Downtown Association at 509-962-6246 for more information.