Faithlife is recognized for the Mayor's City Center Awards for its interior and exterior improvements to historic buildings, expanding an existing downtown business and bringing vitality and activity to the streetscape.

Bob Pritchett is founder and CEO of Faithlife, which started as a bible software company that provides tools for studying or referencing the bible. Pritchett started the company in 1991 with his brother, and today their products reach the entire spectrum of christian members and non-christian bible scholars.

The Faithlife campus includes several historic buildings downtown on Bay, Holly and Commercial Streets, including the six-story Flatiron Building at 1313 Bay Street. Once the tallest building in Bellingham, the Flatiron Building is now home to Faithlife, Woods Coffee and Antler Baking. Upon construction in 1907, it was one of the first reinforced concrete buildings in the city.

Enthusiastic about locating his business in downtown Bellingham, Pritchett said "downtown now has all the key services and entertainment options for an auto-free life, and none of the sprawling parking lots in other parts of Bellingham." A champion of downtown, Pritchett has encouraged everyone to embrace downtown revitalization, and to bring business and housing there.

"The nice thing about being downtown as opposed to an office park," Pritchett said. "Is the ability to use the resources of the area."

Pritchett has not only expanded his business and revitalized buildings, but has also brought beauty, fun and activity to the street by converting a parking lot into a food-truck plaza with plantings, Edison lights and seating. Pritchett, an enthusiastic fan of the Bellingham flag, created the Bellingham Washington flag sign with the round red pin top and the stick below as if to signify Bellingham's placement on the map. And now as a result, you’ll see local residents and tourists alike pose under the sign for a quick picture of their time in Bellingham or as a sign of pride for their community.