



Downtown Camas Association Accomplishments 2015

The mission of the Downtown Camas Association is to develop and promote historic Downtown Camas by creating a vibrant social, cultural and economic center of the community while emphasizing preservation of our city's historic features.

Events:

- 19 community events hosted by the DCA in 2015: 11 First Fridays, Clean-Up & Planting Day, Plant Fair, Car Show, Vintage & Art Faire, Girls' Night Out, Boo Bash, Downtown Awards Dinner, and the Holiday Sip & Shop. These events brought over 30,000 people to Downtown Camas this year.
- First Fridays:
 - This is our 10th anniversary of First Fridays! First Friday attendance was up by 30% in 2015, with many more young families and volunteers.
 - First Fridays were voted *Best in Clark County for Outdoor Family Fun* and runner up for *Best Family Event* in 2015.
 - We were honored to be awarded a Washington State *Excellence on Main Street Award* for "Outstanding Promotional Event" for First Fridays this year.

Promotion:

- 10,000 Downtown Camas Walking Maps and Downtown Event Calendars were updated, printed and regularly distributed throughout town and in multiple hotels and visitors centers in Vancouver and throughout the Gorge.
- 52 weekly e-newsletters went out to 2800+ recipients weekly.
- Facebook Likes are up 44% from end of 2014 with very high post engagement.
- Extensive event promotion for all Signature Events.
- Advertisements in 5 regional tourism and lifestyle magazines promoting Downtown Camas as a destination.

Downtown Design:

- Funded 54 downtown flower baskets through the Downtown Camas Flower Basket Program; 12 baskets were new additions to 5th Avenue this year.
- Gifted our bronze dog art engagement piece, named "Millie" by the Camas community, to the City of Camas. Now prominently on display for all to enjoy!
- Roofline lighting added to 2 buildings downtown for a total of 25 lighted buildings. Lighting installed and maintained quarterly by the DCA's "Light Brigade".

Community Survey:

- Our annual DCA community survey focused on what would bring people downtown more often. This year's top responses: *More special events, more restaurants (including sushi, pizza, and a deli), and a wine tasting/wine shop.*

DCA Involvement & Investment:

- DCA Membership up 28%. 96 current members.
- 109 volunteers have contributed over 3000 volunteer hours to our downtown initiatives. Along with DCA staff, this equates to three full-time employees dedicated to downtown!
- Strong partnership with the City continues. Thank you to the City of Camas for watering the flower baskets, closing streets for events, regular downtown clean up and landscaping, presence at events, installation of all tree lights in downtown, hanging our seasonal pennants, new bench at 4th and Cedar, giving our bronze girl her new bronze book, installing Millie, and more.
- In 2015, we have had over 50 donors, 10 of them through the B&O Tax Credit Program, and 36 event sponsors, plus all of the support from our merchants with every event.
- Private Investment dollars in downtown core exceeded \$750,000 in 2015.

Advocacy:

- New developments are coming and the DCA will continue to collaborate with the City of Camas for responsible and planned growth and investment in downtown.
- The DCA keeps our state legislators informed about downtown concerns, developments and successes and advocates for support of Downtown Camas and the Washington State Main Street Program.

New openings in Downtown in 2015:

- Feast at 316, B&B Fish Market, Dance Evolution, Flow Hot Yoga, Opus School of Music, Apiary Security, Miss Nola's Café, The Soap Chest (with the first new construction of a building on a bare lot in Downtown Camas since the 1980's!). Attic Gallery coming early January!

Expansions, moves, or remodels:

- Nuestra Mesa, Caffe Piccolo, Birch Street Uptown Lounge, Flutes & Rocks, Wintzer Acupuncture

When we all work together, great things happen.

Thank you to all who invested in Downtown Camas in 2015!