

2017

Downtown Camas association



ACCOMPLISHMENTS

Events

- **19** large community events brought over 40,000 people to downtown. Strong local media coverage for all events
- **25%** average increase in downtown event attendance
- **1st** time hosting the annual Washington State Main Street Program Leadership Conference

Promotion

- **10,000** Downtown Camas Walking Maps and Event Calendars updated, printed and distributed
- **52** weekly e-newsletters sent to 3300+ recipients
- **25** percent increase in Facebook Likes. DCA website updated to mobile-friendly

- **5** regional publications featured ads promoting Downtown Camas as a destination



Awards & Recognition

- **1st** year the DCA became a Nationally Accredited Main Street Program
- **2** Washington State Awards:
 - Excellence on Main Street Award for Outstanding Promotional Campaign for our Downtown Camas video series
 - Community Leadership Award from the Washington Association of School Administrators for our community work with local students



Design

- **13** artful bronze birds now grace our downtown as part of the Hidden Bronze Bird Tour
- **4** new "engagement" murals by local artists can now be found throughout downtown
- **56** flower baskets decorated our shopping streets
- **1** downtown historic building assessment and report completed by State Historic Architect
- **26** buildings' roofline lighting maintained by the DCA's "Light Brigade"



Business Boom

- **10** new businesses: Country Financial, Heatherly Disability Representatives, Jazzercise, Medicare Instructors, Peace Yourself Together, Rushing Water Professional Properties, Salon 904, Salud Wine Bar, The Beauty Room, Tri Healing Retreat
- **6** expansions/renovations: Caffe Piccolo, Camas Beauty Bar & Boutique, Feast 316, Hana Korean Cuisine, Mill City Brew Werks, True Insurance

Involvement & Investment

- **119** current DCA members, a 12 percent increase
- **3800** hours contributed by 109 volunteers. A huge value to downtown and the city!
- **100+** donors, including 11 B&O Tax Credit Program participants plus 45 sponsorships. \$750,000+ in private investment dollars in the downtown core
- **100** percent strong partnership with the City of Camas
- **365** days of promotion, advocacy, business resources, historic preservation & building a vibrant community

