

# 2020

## downtown Camas association

### ACCOMPLISHMENTS



### EVENTS

- Pivoted to create virtual First Fridays, keeping community connected with downtown
- **Successful Fair Food Week** for restaurants AND merchants and fun **Pie Oh My Event**
- **3** Successful food drives to serve students and families in need
  - **Winter Wonderland** in Downtown Camas event to fill holiday community celebration need—Cookie Walk a rousing success!

### PROMOTION

- **52** e-newsletters sent to **3400+** recipients weekly
- **40** Weekly Merchant Spotlights creating increased connection with our businesses
- Multiple Facebook campaigns to get customers into downtown
- Easy links on DCA website so community could support downtown businesses
- **3 regional visitor's guides** featured ads promoting Downtown Camas as a destination
- Launch of mobile **Historic Walking Tour** in conjunction with **Historic Mill Photo Collage**
- **2** direct door mailers to encourage the community to visit and support downtown

### DESIGN

- Installation of **way finding signs** throughout town to guide visitors to shopping and dining
- **Historic Mill Photo Collage** art installation and ribbon cutting
- Repainted Camas street emblems and hosted two clean up days
- **64** flower baskets kept aesthetic vitality going during hardest of times

### BUSINESS BOOM & VITALITY

- Sharing of timely and curated safety and funding **information and resources** with businesses
- Outreach, connections, communications, promotions and efforts that helped our district and small businesses **survive**
- **Advocating** for small businesses on local, county, state and national levels
- Promotional campaigns investing over **\$5000 in gift cards** to keep cash flowing through downtown
- **Sharing and promoting** all initiatives of downtown small businesses
- Branded window signage for cohesive look downtown & ease for merchants
- **11 new businesses or expansions:** A Creative Twist, Clara Flats Apartments, Grains of Wrath (new location in PDX!), Juxtaposition Home Furnishings, Lara Blair Photography (expansion), LUX Artistry Collective, Natalia's Café (expansion), Next Dough Neighbor (in Cedar Street Bagel on Saturdays), Papermaker Pride (move/expansion), Riverview Bank (new building), Truly Scrumptious
- **New business in 2021!** Camas Slices! Salon Magnolia will become Moonlight Salon

### INVOLVEMENT & INVESTMENT

- State and National Main Street Program Accreditation
- **141** current DCA members
- **1600** volunteer hours contributed even in a pandemic year! A huge value to downtown and the city!
- **100+ donors**, including 8 B&O Tax Credit Program participants
- Over **\$5.5 million** in private investment dollars in the downtown core in 2020
- **365** days of promotion, advocacy, business resources, historic preservation & building a vibrant community

