

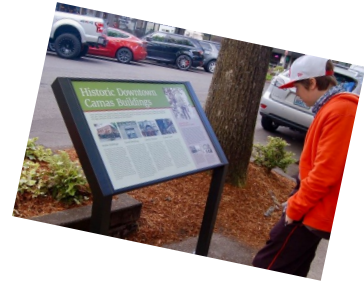
IMPACTS & ACCOMPLISHMENTS

EVENTS

- Brought back **large community events** generating over **\$490,000** in our shops and restaurants during these events and creating much needed community engagement!
- Adapted **First Fridays** to keep people safe and engaged—**8,000 people** attended First Fridays this year
- Introduced **Third Thursdays** encouraging dining & shopping with increased sales when our town needed it
- Strong holiday shopping events bolstered our businesses—**Holiday Sip & Shop** sold out and brought at least **\$20,000 in sales in 5 hours** to our district even in a torrential downpour!

DESIGN

- **Spring Clean-up Day** spruced up our town with 300 volunteer hours and 75 volunteers
- **3 Historic Interpretive Panels** were installed downtown and legendary locals Denis Hayes, Nan Henriksen, Virginia Warren and more were there to celebrate
- **Downtown Lighting Assessment** showed key areas where improved downtown lighting will make a huge impact in the safety, activation and circulation in our downtown
- **New Welcome to Downtown pennants** installed on the downtown lampposts
- Repainted **Camas street emblems** to welcome Camas Farmer's Market patrons



PROMOTION

- **Updated our e-newsletter platform** for easier use with a **60% increase in newsletter open rate!** 3400+ recipients weekly
- The **DCA FB page now has over 10,000 FB followers!**
- **Certified Folder Display** is now distributing our walking maps throughout the hotels, airport, visitor's centers in our entire region. An increase of **7,500 more maps** distributed annually
- **DCA Downtown promotions** gave out **over \$10,000** in Camas Cash and downtown gift cards to keep money flowing through downtown and keep the community engaged

BUSINESS BOOM & COMMUNITY VITALITY

- The DCA was awarded a **Department of Ecology Public Participation Grant** to increase community outreach and education about the GP cleanup process over the next 2 years, including best future use discussions
- Collaborated with Parks & Rec for the **Trails to Tables Hike & Dine Challenge** to successfully encourage people to discover Camas hiking trails and also support our downtown restaurants
- Bolstered local **food security** with **3 downtown food drives with 4,500lbs of food and \$6335 donated** supporting the Treasure House Food Bank backpack program feeding community kids in need
- **7 new businesses and three expansions!** New: Camas Slices, Donna Roberts Group, DC Lending, Golden Ladder Interiors, Poppy & Hawk, Phaysone SkinCare and Periwinkle's Toy Shoppe
Expansions: Moonlight Salon, Natalia's Café and Salud Wine Bar
- The **Liberty Theatre sustained and reopened**, now showing first run movies

INVOLVEMENT & INVESTMENT

- State and National Main Street Program Accreditation
- **145** current DCA members
- **2035 volunteer hours** contributed—a **value of \$68,681!**
- **100+ donors**, including **28 B&O Tax Credit Program** participants
- Over **\$700,000** in private investment dollars in the downtown core in 2021
- **365 days** of promotion, advocacy, business resources, historic preservation & building a vibrant community

