



### IMPACTS & ACCOMPLISHMENTS

#### EVENTS

- Our large community events were back in full swing, generating more than a million dollars in our shops and restaurants and creating valuable local engagement and town awareness for new visitors.
- 14,000 people attended First Fridays this year, a record number. First Fridays encourage relationships with downtown businesses, generate economic benefit and create opportunities for the community to connect in fun ways.
  - Little Art Camas returned with 443 art pieces submitted by 165 artists of all skill levels encouraging the love of the arts, art creation and art collecting for all ages.
  - Holiday Sip & Shop sold out and brought over \$25,000 in sales in 5 hours to our district, in addition to a delightful holiday experience for all participants.

#### DESIGN

- Ridgeline lighting upgrades were done on 21 downtown buildings, an investment of \$25,000 and 150 Light Brigade volunteer hours. We received a State Excellence on Main Award for these efforts.
- We added lighting to 11 NEW businesses this year, and are planning for façade improvement lighting extending aesthetic and safety on downtown side streets in 2023.
- Our first new downtown bench was installed with 9 more benches to be installed early 2023 (value of \$25,925 added to our downtown), with 11 more benches available to be adopted.
- Spring Clean-up Day spruced up our town with 420 volunteer hours and 150 volunteers.
- Our beautiful Flower Baskets and landscape flowers returned, a value of \$6,900 contributed by community donations and the DCA. Thank you to our City for watering!
- A stunning student mural was added on the Camas Antiques building featuring iconic Camas locations.
- 6 new historic interpretive panels for downtown buildings coming 2023!

#### PROMOTION

- The DCA FB page now has more than 11,000 FB followers! Engagement is high and we've reached well over 115,000 unique people through FB alone in 2022.
- We now distribute our downtown walking maps (12,000) throughout the region's hotels, visitor's centers, Portland airport and the Columbia Gorge, increasing awareness and tourism in our town.
- Downtown Parking Guides were developed to clearly show parking zones so visitors can be more informed and have a better experience when they come to our town.
- The American Empress Cruise Line now comes to town! We offer passengers our walking map and a merchant coupon sheet to encourage them to fully explore our shops in downtown.
  - The DCA distributed \$8,000 in Camas Cash and downtown gift cards to the community to market our town and keep money flowing through downtown businesses.

#### BUSINESS BOOM & COMMUNITY VITALITY

- The DCA's Community Advisory Group continues to provide community outreach and education about the GP Mill cleanup process
- 4 new businesses and 6 expansions! New: Bookish, Camas Brewing Co, Sweet Intention Gift Boutique and William & Son Jewelers. Expansions/Relocations: Giatti's Speakeasy at Salud; Natalia's Malt Shop, Naturally Healthy Pet, Camas Bike & Sport, Donna Roberts Realty and Periwinkle's Toy Shoppe.

#### INVOLVEMENT & INVESTMENT

- State and National Main Street Program Accreditation
- 149 current DCA members
- 3,083 volunteer hours contributed—a value of \$107,500!
- 100+ donors with our highest donation funding on record
- Over \$475,000 in private investment dollars in downtown buildings in 2022
- 365 days of promotion, advocacy, business resources, historic preservation & building a vibrant community

