

2023



IMPACTS & ACCOMPLISHMENTS

COMMUNITY & BUSINESS VITALITY

- We are excited to be **active participants in the City's Our Downtown Camas 2045 subarea planning process** which will complete comprehensive strategic visioning, infrastructure analysis & planning for downtown over the next 2 years that will guide us for the next 20. A huge win for downtown!
- **5 new businesses and 2 expansions in 2023!** New: Camas Cellars, Cozy Cottage, Next Dough Neighbor, Pike Art Gallery and The Nail Evolution. Expansions/Relocations: Darling Chiropractic and Petal & Thorn. Arktana, Juxtaposition and Mesa also opened new locations in Clark County.
- Three new retail businesses to open their doors in Downtown Camas early 2024!

DESIGN

- We launched a **Façade Improvement Grant Program** with 7 grants totaling \$29,520, spurring a total investment of \$92,825 in historic downtown buildings.
- **7 new historic interpretive panels for buildings** were added, continuing the story telling of our town's rich history. A strong collaboration with the Clark County Historical Museum.
- **17 quality benches** have been funded and installed, a value of \$51,000 added to our downtown.
- **Spring Clean-up Day** spruced up our town with 521 volunteer hours and 182 volunteers.
- We added a **beautiful mural** on Cedar Street, reinforcing our love of the arts and community.
- Over the last two years, the DCA has funded **\$330,000 in downtown improvements**.

EVENTS

- **Camas Plant & Garden Fair** brought 10,000 people to Downtown Camas in May, with a record number of vendors, and people of all ages enjoying our downtown.
- The first annual **Summer Nights Sips & Bites** was a sold out success and added another way for people to connect in downtown and support local in a fun way.
- We added **two new First Friday themes**, adding more diversity to our theme options, **with an increase in attendance of 54% with Jurassic Camas and 83% with Camas Comic Con!**
- **Little Art Camas** had 486 art pieces submitted by 168 artists encouraging art appreciation, art creation by all, and art collecting for all ages. **90% of the art pieces sold!** Proceeds fund downtown public art.
- **Holiday Sip & Shop** sold out and brought over **\$30,000 in sales in 5 hours** to our district in addition to a delightful holiday experience for all participants.
- We brought back the **Hometown Holidays Tree Lighting Ceremony**, in partnership with the Chamber of Commerce, a tradition loved by our community. A downtown success story!

PROMOTION

- We launched a **new website** with improved functionality, navigation and aesthetic.
- **Social Media presence and engagement is robust** with 236,437 unique reach on FB and 12,559 on IG.
- **11,000 downtown walking maps were distributed** throughout the region's hotels, visitor's centers, Portland airport, Travel Portland and the Columbia Gorge increasing tourism for our town.
- **The DCA distributed over \$7,000** in Camas Cash and downtown gift cards to the community to market our town and keep money flowing through downtown businesses.

INVOLVEMENT & INVESTMENT

- **2024 Great American Main Street Award Semifinalists!**
- **\$875,000** in private investment dollars in downtown buildings in 2023
- **2900 volunteer hours** contributed—a **value of \$109,000!**
- **151** current DCA members
- **100+** donors supporting our downtown efforts
- **365** days of promotion, advocacy, business resources, historic preservation & building a vibrant community



2024 *Semifinalist*

