



## 2021 Downtown Camas Association Report to Council

<u>Main Street Key Initiatives</u>	<u>2021 Results in Camas</u>	<u>Impact since 2011</u>
<p><b><u>Business Attraction and Retention:</u></b> Keep our downtown filled with successful businesses to serve the community—work with local realtors, help keep businesses connected and informed</p> <p><b><i>Main Street towns have a 4.6% higher growth rate in WA than in non-main street towns</i></b></p> <p>The average business in a Main Street Community in Washington produces revenue of approximately \$1.4 million annually.</p>	<ul style="list-style-type: none"> <li>• <b>7 new businesses and three expansions!</b> <u>New:</u> Camas Slices, Donna Roberts Group, DC Lending, Golden Ladder Interiors, Poppy &amp; Hawk, Phaysone SkinCare and Periwinkle’s Toy Shoppe <u>Expansions:</u> Moonlight Salon, Natalia’s Café and Salud Wine Bar</li> <li>• The <b>Liberty Theatre reopened</b>, now showing first run movies</li> <li>• New owners of the Camas Hotel and Minuteman Press—two key downtown businesses</li> <li>• <b>2 EV chargers installed</b> by Camas Bike &amp; Sport building</li> <li>• <b>New mixed use apartment building coming</b> in 2023 to 6<sup>th</sup> and Cedar with 56 apartments and 35 added parking spaces</li> <li>• <b>Gourmet donuts</b> coming to town 2022!</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Our Vacancy rate less than 1%</b></li> <li>• <b>We have a &gt;80% small business retention rate</b> (usual is 50% gone after 5 years and only 33% survive 10 years.) We have many legacy businesses that have been here 30-75 years and many more that have celebrated their 10 and 15 year anniversaries.</li> <li>• <b><u>NET additions to our downtown since 2011:</u></b> <ul style="list-style-type: none"> <li>○ 35 businesses</li> <li>○ 218 jobs</li> </ul> </li> </ul>
<p><b><u>Festivals and Events:</u></b> Increased visitors, new customers, businesses do well, substantial visitor spending, increased sales tax to City, town energy, points of pride and identity</p> <p>According to the latest WA Main Street Impact study, <b>attendees spend an average of \$35 at these events at shops and restaurants.</b></p>	<p><b>Brought back community events!</b> Adapted <b>First Fridays</b> as we went to keep people safe and engaged—total of <b>8,000 people</b> attended First Fridays this year</p> <p>We introduced <b>Third Thursdays</b> in April to encourage downtown dining and shopping. Increased sales when our town needed it.</p> <p>The <b>Vintage &amp; Art Faire</b> was our first large outdoor community event since the pandemic started—<b>brought 5,000 people to town</b> and merchants expressed greatly increased sales.</p>	<ul style="list-style-type: none"> <li>• Using the Main Street statistic, even during pandemic, <b>in 2021 we generated \$490,000 in our shops and restaurants</b> during community events.</li> <li>• <b>Event value in visitor spend dollars 2011-2021: <u>\$7,388,750</u></b></li> </ul>

	<p><b>Boo Bash</b> brought thousands of kids back to downtown to create hometown memories and connections with downtown.</p> <p>Strong holiday shopping events bolster our businesses—<b>Holiday Sip &amp; Shop</b> sold out and brought at least \$18,000 in sales in 5 hours to our district even in a torrential downpour!</p>	
<p><b>Promotions, Branding and Marketing:</b> Promote individual businesses, attract people to town and create strong sense of place and community pride through strategic branding</p>	<ul style="list-style-type: none"> <li>• <b>Updated our newsletter platform</b> for easier use. Continue to send out a weekly newsletter sharing all that is going on in downtown.</li> <li>• The <b>DCA FB page now has over 10,000 FB followers!</b></li> <li>• Updated <b>walking map and event calendar</b>; Certified Folder display is now distributing our walking maps throughout the hotels, airport, visitor's centers in our entire region and next year all through the gorge as well.</li> <li>• Continue our <b>regional advertising</b> of downtown through <a href="#">state visitor's guide</a>, <a href="#">Visit Vancouver USA guide</a> and <a href="#">Columbia Gorge guide</a> reaching hundreds of thousands of visitors each year.</li> <li>• <b>DCA Downtown promotions</b> this year included 30 Days of Giveaways and the Keep it Local Campaign and have <b>given out over \$10,000</b> this year in Camas Cash and downtown gift cards to keep money flowing through downtown and keep the community engaged.</li> <li>• <b>WA State Main Street created a video to promote the Main Street Program</b> and Camas was chosen to be one of the featured towns! <a href="#">View video here</a>. Early in 2022 we should have a video especially for</li> </ul>	<ul style="list-style-type: none"> <li>• <b>DCA direct investment in marketing and promotion from 2011-2021 (not including event costs): <u>\$126,207</u></b></li> <li>• Our weekly newsletter and social media reach keep the community connected with the heart of their city and keep our town and businesses top of mind.</li> </ul>

	<p><b>Camas</b> that we will all be able to share to promote our town.</p>	
<p><b>Building Preservation, Restoration and Façade Improvements:</b> Sustainable business health and appeal</p>	<ul style="list-style-type: none"> <li>• <b>Private Capital Investment in 2021: \$435,000</b></li> <li>• <b>Downtown Lighting Assessment by Front Door Back funded by the DCA</b> showing key areas where improved downtown lighting will make a huge impact in the safety, activation and circulation in our downtown. <a href="#">View presentation by zoom here.</a></li> <li>• DCA plans to <b>fund downtown lighting plan and give lighting improvement grants in 2022</b> for ridgeline lighting improvements and building lighting investments.</li> </ul>	<ul style="list-style-type: none"> <li>• Businesses invest here because we have a strong, connected and vibrant town. Private Investment in downtown 2011-2021: <b><u>\$13,978,241</u></b></li> <li>• Façade improvement grants are a future goal as funding allows.</li> </ul>
<p><b>Streetscape and Public Realm Improvements:</b> Positive public realm experience to attract new customers and keep people coming back</p>	<ul style="list-style-type: none"> <li>• <b>Spring Clean-up Day</b> spruced up our town with 300 volunteer hours and 75 volunteers</li> <li>• <b>3 Historic Interpretive Panels</b> were installed Downtown and town history; historic buildings and legendary local people--— Denis Hayes, Nan Henriksen, Virginia Warren and more were there to celebrate.</li> <li>• <b>New Welcome to Downtown pennants</b> on the downtown lampposts</li> <li>• <b>Bench program</b> to launch soon!</li> </ul>	<ul style="list-style-type: none"> <li>• <b>DCA direct investment in streetscape improvements from 2011-2021</b> (Millie, bronze birds, collage, flower baskets, way finding signs, bench, planters and landscaping, Street emblems, roofline lighting, pennants, Historic Mill Photo Collage): <b><u>\$116,022</u></b></li> </ul>
<p><b>Partnerships and Advocacy:</b> We are the essential liaison for our small businesses. As a primary consultant to the City, we are the “boots on the street” knowing what our town needs.</p> <p>Connecting community partners to achieve aligned goals</p>	<p>We were awarded a <b><u>Department of Ecology Public Participation Grant</u></b> to allow us to get the word out to everyone about the GP cleanup process over the next 2 years. This will keep the community informed and allow the community to give feedback about what happens at the site and what they would like to see in the future. <a href="#">Visit Camas Mill Cleanup Info page here.</a></p>	<ul style="list-style-type: none"> <li>• Over the last 12 years we have developed a comprehensive understanding of what this district needs to be successful and then we provide it, directly and through advocacy.</li> </ul>

	<p><b><u>Ongoing Downtown Infrastructure Discussions with the City:</u></b></p> <ul style="list-style-type: none"> <li>• Sidewalk safety</li> <li>• Tree maintenance</li> <li>• Pedestrian safety</li> <li>• Downtown utilities</li> <li>• Downtown maintenance, landscaping and preservation</li> </ul> <p><b><u>Trails to Tables Hike and Dine Challenge:</u></b> Collaboration with Parks &amp; Rec; encouraged people to discover Camas hiking trails and also support our downtown restaurants. 130 people turned in hike and dine passports--had much feedback that people discovered trails and restaurant offerings they never knew Camas had, even long term residents.</p> <p><b><u>Food Security:</u></b> Coordinated 3 downtown food drives with 4,500# of food and \$6335 donated supporting the Treasure House Food Bank backpack program feeding our communities kids in need. Merchant participation is key.</p> <p>We collaborated with Rotary this year for our <b><u>Picnic in Color event</u></b> bringing in Ducky Derby water fun for our community's families and increased their ticket sales by \$3000 that day.</p>	
<p><b>Community Engagement (Volunteers):</b> Enhances social connections and sense of ownership of the town. Brings people together.</p>	<ul style="list-style-type: none"> <li>• <b>110 unique volunteers</b> participated this year even with limited events, contributing <b>2035 hours</b>.</li> <li>• <b>Volunteer Value in 2021: \$58,079</b></li> </ul>	<ul style="list-style-type: none"> <li>• We typically have 150-175 volunteers we work with in a non-pandemic year.</li> <li>• <b>Value of our volunteers 2011-2021 <u>\$902,733</u></b></li> </ul>