



2022 Downtown Camas Association Report to Council

<u>Main Street Key Initiatives</u>	2022 Results in Camas (as of August 1 st)	Impact since 2011 (as of August 1 st)
<p><u>Business Attraction and Retention:</u> Keep our downtown filled with successful businesses to serve the community—work with local realtors, help keep businesses connected and informed</p> <p><i>Main Street towns have a 4.6% higher growth rate in WA than in non-main street towns</i></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"> • 1 new business and four expansions so far! <u>New:</u> Camas Brewing Co <u>Expansions/Relocations:</u> Giatti’s Speakeasy at Salud, Natalia’s Malt Shop, Naturally Healthy Pet, Camas Bike & Sport • Hudson East Mixed Use Apartments coming in 2023 to 6th and Cedar with approx. 50 apartments and 30 added parking spaces • Soon to open: William & Son Jewelers, Next Dough Neighbor gourmet donuts, Bookish bookstore for children and young adults • Further expansions: Periwinkle’s Toy Shoppe, Attic Gallery –adding café! 	<ul style="list-style-type: none"> • Our Vacancy rate less than 1% • We have a >80% small business retention rate (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. • <u>NET additions to our downtown since 2011:</u> <ul style="list-style-type: none"> ○ 36 businesses ○ 226 jobs
<p><u>Festivals and Events:</u> 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, attendees spend an average of \$35 at these events at shops and restaurants.</p>	<p>Community Events are Back!</p> <p>Total of 7,000 people have attended First Fridays this year so far (Fun fact: We have had 217 First Fridays since they were started in 2005 😊)</p> <p>The 23rd Annual Camas Plant & Garden Fair brought 7,000 people to town, even in the rain!</p> <p>The 15th Annual Camas Car Show was a regional draw of 6,000 people plus \$1,000 and two hundred pounds of food was donated to Treasure House.</p>	<ul style="list-style-type: none"> • Using the Main Street statistic, so far in 2022 we have generated \$224,000 in our shops and restaurants during community events. • Event value in visitor spend dollars 2011-2022 (as of Aug): <u>\$7,612,750</u>
<p><u>Promotions, Branding and Marketing:</u> Promote individual businesses, attract people to town and create strong sense</p>	<ul style="list-style-type: none"> • Continue to send out a weekly newsletter sharing all that is going on in downtown. Goes 	<ul style="list-style-type: none"> • DCA direct investment in marketing and promotion from

<p>of place and community pride through strategic branding</p>	<p>to 3500 subscribers with 40% open rate</p> <ul style="list-style-type: none"> • The DCA FB page has over 10,000 FB followers and has reached 83,200 people so far this year, an increase of 16.9% over same time span last year • Updated walking map and event calendar; Certified Folder display is now distributing our downtown walking maps regionally, at the airport and all throughout the gorge. • We continue our regional advertising of downtown through state visitor's guide, Visit Vancouver USA guide and Columbia Gorge guide reaching hundreds of thousands of visitors each year. 	<p>2011-2022 (as of May 2022) (not including event costs): <u>\$135,767</u></p> <ul style="list-style-type: none"> • 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.
<p>Building Preservation, Restoration and Façade Improvements: Sustainable business health and appeal</p>	<ul style="list-style-type: none"> • Private Capital Investment in 2022 (as of Aug): \$251,650 • DCA completed ridgeline lighting upgrades on 21 downtown buildings investing over \$25,000 and 136 Light Brigade volunteer hours (value of \$4,750) 	<ul style="list-style-type: none"> • Businesses invest here because we have a strong, connected and vibrant town. Private Investment in downtown 2011-2022 (as of Aug): <u>\$14,229,891</u> • Façade and lighting improvement grants are a future goal as funding allows.
<p>Streetscape and Public Realm Improvements: Positive public realm experience to attract new customers and keep people coming back</p>	<ul style="list-style-type: none"> • Spring Clean-up Day spruced up our town with 420 volunteer hours and 150 volunteers • Flower Baskets, planter and landscape bed flowers (value of \$6917) • Bench program has launched! with 10 benches on order (value of \$25,925). 	<ul style="list-style-type: none"> • DCA direct investment in streetscape improvements from 2011-2022 (as of Aug) (Millie, bronze birds, collage, flower baskets, way finding signs, bench, planters and landscaping, Street emblems, roofline lighting, pennants, Historic Mill Photo Collage): <u>\$116,022 + \$57842 in 2022 = \$173,864</u>

<p>Partnerships and Advocacy: 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><u>GP Cleanup Community Advisory Group (CAG):</u> keeping the community informed and gathering community feedback. 5 CAG meetings so far this year and outreach booths at Plant Fair and Camas Days. We’re halfway through the two year Ecology grant cycle. Visit Camas Mill Cleanup Info page here.</p> <p><u>Parking Guides:</u> developed guides to clearly show parking zones so visitors can be more informed and have a better experience. Distributed on the downtown wayfinding poles, in businesses, etc.</p> <p><u>American Empress:</u> Have worked with the port and the cruise line to get information out to merchants. All bus passengers are offered our walking map and a merchant coupon sheet and we set out their no parking a-frames for them each week.</p> <p><u>Ongoing Downtown Discussions with the City (thank you for the monthly DCA/City meetings!):</u></p> <ul style="list-style-type: none"> • Thank you for the aggregate replacements! • Tree maintenance • Pedestrian safety • ARPA funds for downtown • Downtown utilities • Downtown maintenance, landscaping and preservation • Subarea Plan/Visioning <p><u>Trails to Tables Hike & Dine Challenge:</u> Continued collab. with Parks & Rec; encouraged people to discover Camas hiking trails and also support our downtown restaurants.</p>	<ul style="list-style-type: none"> • 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.
<p>Community Engagement (Volunteers): Enhances social connections and sense of ownership of the town. Brings people together.</p>	<ul style="list-style-type: none"> • 180 unique volunteers participated this year so far, contributing 1806 hours. • Volunteer Value in 2022 (as of Aug): \$62,975 	<ul style="list-style-type: none"> • We typically have 150-175 volunteers we work with annually. • Value of our volunteers 2011-2022 (as of Aug) \$965,708