



DCA Update to Council, April 2018

• Organization

- Updated our DCA Strategies and Actions Matrix (attached)
- B&O—new program makes a difference--we beat our goal! Will continue educating businesses as we still have room to grow.
- Main Street RevitalizeWA conference coming up April 23-25 in Port Townsend. Camas will participate in a National Main Street Task Force panel to help develop a strategy for growing and improving Washington Main Street.

• Promotion & Events

- First Fridays going strong. A Wedding Affair to Remember in February! Record participation in March. Continue to draw people from Portland and lots of new people! Nan was fantastic at Spring into History!
- Regionally advertising in Visit Vancouver Visitor's Guide, Columbia Gorge to Mt. Hood Visitor's Guide, Scenic Washington Road Trip Guide and online, Interview Portland Magazine, Country Register, PDX Pipeline, and Green Living Magazine.
- Camas Plant & Garden Fair coming May 12th!
- New events: Picnic in Color, Camas Paper in Fashion
- DCA volunteers writing RiverTalk articles spotlighting downtown businesses.
- Working with CREDC to bring broader awareness about our County Main Street Programs and other towns; bus tour being coordinated for July 13th, ending in Camas for lunch. We will want people there for photos and video! CREDC will produce video footage for our towns. CREDC to use to recruit businesses and talent to area.

• Design

- Clean Up and Planting Day coming April 22nd!
- Pressure washing yesterday
- Street emblems being repainted
- Flower basket program funded!
- 3rd Avenue planters
- Tree lighting; Roofline lighting
- Benches, cement structures
- Presented at Clark County Historic Commission meeting about downtown historic panels; possible funding opportunities

• Economic Vitality

- New businesses and changes since last report to council: Ribbon Cuttings: Hidden River Roasters, Caps n Taps to celebrate new ownership, Vancouver Laser and Skin Care, iQ Credit Union—new downtown branch. Wise Move Realty. Upcoming ribbon cuttings: Grains of Wrath May 4th, Lisa Le Professional Properties June 1st.
- Hey Jack in the Camas Hotel to open May 1st
- Attic Gallery's 45th anniversary! Stop in and say congrats :)
- Merchant education on "Power of Branding and the Elevated Customer Experience" coming; Merchants continue to collaborate with each other
- 3on3 Basketball Tournament coming in August 2018