

Keeping Downtown Vibrant

VDA

Vancouver's
Downtown
Association

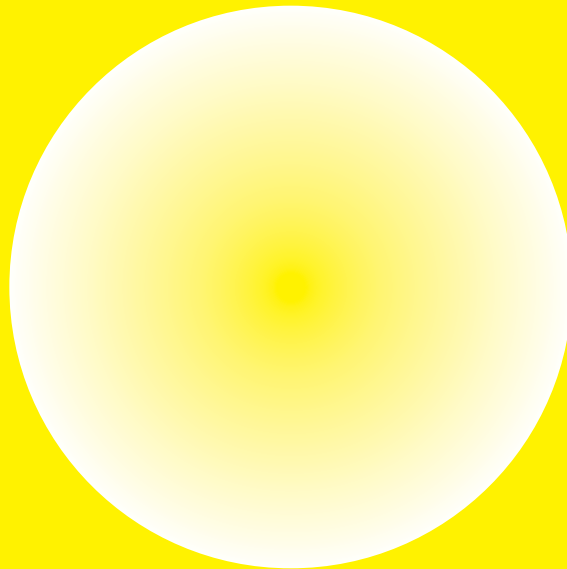
2020 Highlights

2020

WAS A YEAR FULL OF UNPRECEDENTED
CHALLENGES FOR OUR DOWNTOWN COMMUNITY.

DURING THIS TIME THE VDA KEPT THE SAME
PLEDGE—TO KEEP OUR DOWNTOWN VIBRANT
THROUGH CREATIVITY AND COLLABORATION

VDA



**THIS YEAR,
OUR 40 COMMITTEE
VOLUNTEERS CONTRIBUTED
OVER 1,700 HOURS
TO WORK ON INITIATIVES
TO SUPPORT OUR
DOWNTOWN COMMUNITY.**

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VDA kept downtown resilient by developing & executing programs to meet unexpected challenges in 2020:

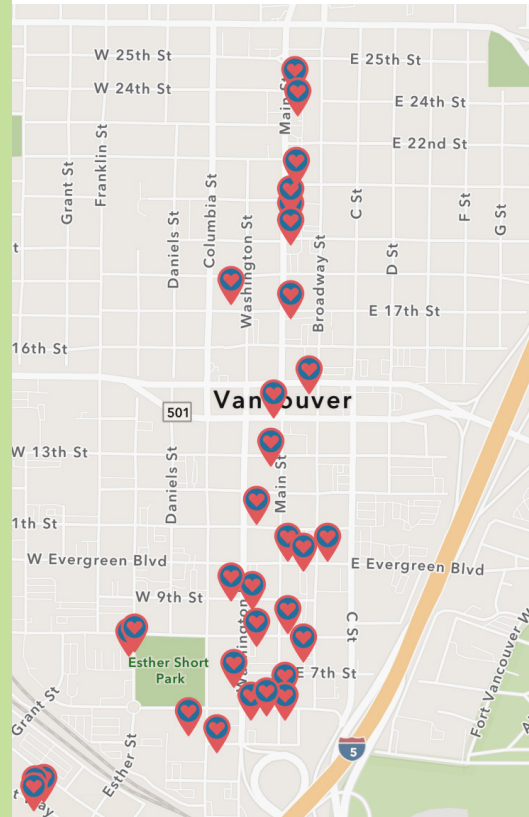
Advocacy

VDA advocated on the behalf of our downtown community regarding the expansion of state resources in response to COVID-19.

Curbside Pickup Parklet App

VDA partnered with the City of Vancouver to launch a live map of businesses with outdoor seating amenities. In tandem with this effort, new curbside pickup locations were established providing free parking to patrons ordering takeout.

WWW.CITYOFVANCOUVER.US/STREETEATS



Downtown Communication

Throughout 2020, VDA served as a primary communication channel regarding grants, direct business assistance, downtown news, and alerts.

Sign up for our communications at:
WWW.VDAUSA.ORG

E-Commerce Assistance Program

VDA secured funding to provide direct assistance to support businesses with developing & pivoting their websites, e-commerce platforms, and social media platforms. Businesses receive consulting and a tailored strategy to fit their unique business needs.

Learn more:
WWW.VDAUSA.ORG → [BUSINESS RESOURCES](#)

Social Media Strategy

Our Promotions Committee launched a marketing initiative to cultivate consumer confidence during COVID-19. This effort focused on highlighting business owners, takeout options, and how to patron safely.

Parklets

When Washington state first instituted COVID-19 interior occupancy restrictions, our volunteers, representing LSW Architects, Riff_Creative, and Frontdoor Back, worked diligently to identify solutions to meet our new reality. These local businesses donated their design assistance and labor to produce two pilot parklets and six curbside pickup zones in approximately two weeks.

After these locations were established, VDA partnered with the City of Vancouver to launch a technical assistance program aiding businesses with permitting, designing, marketing, and winterizing their outdoor areas. VDA also launched a small grant program to assist businesses with building parklets, expanding outdoor cafe seating, and winterization.

Learn more:
WWW.VDAUSA.ORG/PARKLETPROGRAM/



Spruce the Couve

We launched a clean and safe initiative focusing on community cleanups, lighting improvements, graffiti removal, power washing, and new litter receptacles throughout our downtown core.

This initiative will improve the quality of life of our residents, increase visitor traffic to our small businesses, and create an attractive employment center.

Learn more:

WWW.VDAUSA.ORG/CLEAN-AND-SAFE

SOCIAL FEATURE: LYON & PEARLE



SOCIAL FEATURE: NOT TOO SHABBY



SPRUCE
THE
COUVE

BEFORE



AFTER

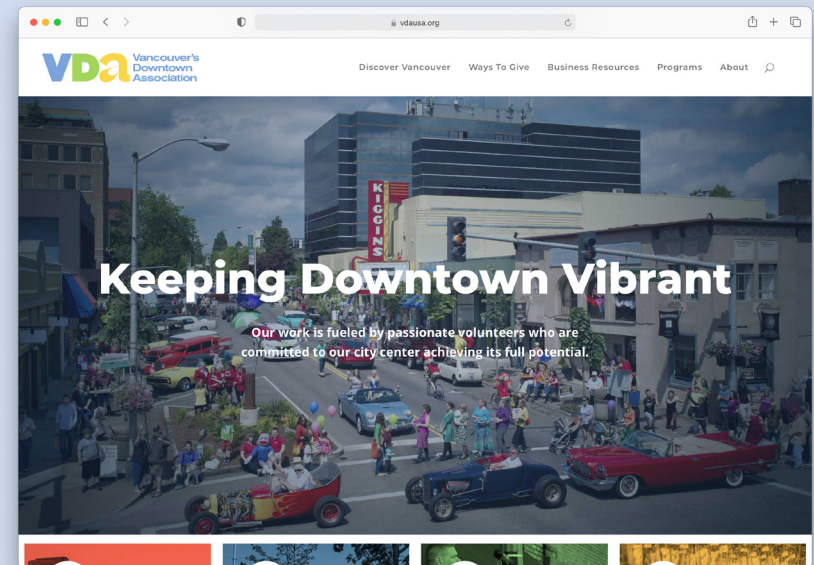


VDA kept downtown vibrant by continuing our legacy programs:

Organizational Re-Brand

VDA went through a complete organizational rebrand. This effort will help us better promote our downtown community.

Our new website, www.vdausa.org, showcases downtown events, First Friday listings, downtown news, business features, and VDA initiatives.



Flower Baskets

VDA's Design Committee acquired & maintained 95 flower baskets in our downtown community. These flower baskets brighten our downtown and showcase our resiliency.

Community donors make this program possible—thank you!

Learn more & donate:

WWW.VDAUSA.ORG/FLOWER-BASKETS



Launchpad

Our Economic Vitality Committee successfully recruited a new business into our downtown core through the Launchpad program.

Our Launchpad winner, Marianne Wilson Stein, will be opening Dandelion Teahouse & Apothecary at 109 W 7th Street. Dandelion will feature Marianne's specialty tea blends, skincare products, and a makerspace.

Learn more:

WWW.VDAUSA.ORG/LAUNCHPAD



First Friday

First Friday Artwalk pivoted to a virtual format in response to occupancy restrictions. We improved our online platform to include a live mobile-friendly map with live turn-by-turn directions.

Learn more:
WWW.VDAUSA.ORG/FIRST-FRIDAY

Main Street Tax

We secured \$133,333 for our downtown community through the Main Street Tax Incentive Program—this program gives businesses the opportunity to redirect their B&O tax liability to VDA to support our revitalization efforts.

Thank you to our 2021 donors: Bader Beer & Wine Supply, Divine Consign, City of Vancouver, Columbia State Bank, Heritage Bank, Integrated Tax Services, KMS Financial, NW Media Collective.

Learn more:
WWW.VDAUSA.ORG/MAIN-STREET-TAX-INCENTIVE

On-the-Street Presence

VDA staff and volunteers continued their on-the-street presence, providing direct assistance and follow-up regarding programs and grant opportunities.

Seasonal Banners

Our Design Committee installed new eye-catching banners throughout our downtown core to beautify our district and enhance downtown's sense of place.

Storefront Activation

We activated storefronts to enhance the vibrancy of downtown. This was done through a variety of volunteer-led efforts and through seasonal competitions.



Public Art Projects

In 2020, VDA's Design Committee was awarded two grants from the City of Vancouver's Culture, Arts & Heritage Program. These grants supported two separate projects: 12th & Main Artlet and Bike Art Park.

Learn more:

WWW.VDAUSA.ORG/PUBLIC-ART



Van-Tastic Award Ceremony



The Van-Tastic Award Ceremony is a celebration of our small businesses and Vancouver's community-centric values. We encourage you to check out the full 8-minute program highlighting our downtown community during 2020 and upcoming 2021 initiatives.

Scan QR code with phone camera, no app needed!

Or by visiting WWW.VDAUSA.ORG/VAN-TASTIC-AWARDS-2020

VAN TASTIC AWARDS 20

CONGRATULATIONS TO THIS YEAR'S AWARD RECIPIENTS!

BELIEVE & ACHIEVE
Kindred Homestead Supply

VANCOUVER MADE
Bleu Door Bakery

OOH-AAH! AWARD
Night Market Pop-Local

THE CARL DOBBS COMMENDATION
Holly Williams

YELLOW UMBRELLA AWARD
Kiggins Theatre

CORPORATE SPONSOR RECOGNITION
LSW Architects & Riff_Creative

MURAL BY JANE DEGENHARDT



SUPPORTING OUR EFFORTS IS EASY:

GIVE A GENERAL DONATION,

BECOME AN INVESTOR,

DONATE YOUR TIME.

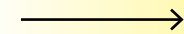
MURALS BY @GOMBEHR



We rely on the community to make our efforts possible!



Visit WWW.VDAUSA.ORG



Ways to Give.

Join!

Volunteer!

Donate!

VDA Vancouver's Downtown Association

Vancouver's Downtown Association
811 Main Street
Vancouver, WA 98660



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