



Downtown Camas Association Report to Council

September 3rd, 2024

Marketing & Promotion

- Social Media Success
- Event Results
- New Website



Economic Vitality

- Vacancy Rate <1%
- 12+ New Businesses in 2024!
- Private Investment in downtown buildings, \$829,000+
- Façade Improvement Grants, \$18,023 (\$62,000 full investment)
- Business Resources



Outreach

- Our Downtown Camas 2045 Thank You!
- Main Street Tax Credit Incentive Program funding this year, \$134,500+ so far
- Volunteers, 276 unique, 2500+ hours. Value goes both ways!
- DECA Student Business Tour



Design

- Downtown is Beautiful!
- Camas Culture Block! Vitality, Connection and Appreciation of Cultures in our Community
- Benches, total of 21 adopted so far, 4 this year; Value of \$63,000 invested
- Lighting Pilot Project on Cedar, \$15,000
- Transformative Lighting Project capital funding allocated! Hoping for a fall start date.



Needs for the Future

- Marketing to increase Camas resident engagement in Downtown Camas
 - Targeted TV and streaming ads
 - Direct mailers, signage
 - Targeted social media
 - Enhanced events
 - Incentives to come downtown
- Measure results by event attendance/participation, website traffic, social media and ad analytics, sales revenue, household membership





downtown
Camas
association

Thank you!
Our Partnership is Important to Us!