



**Downtown Camas Association**

**Report to Council**

December 6, 2021

# We Are Main Street

- ▶ Main Street Communities transform their downtowns, celebrate historic character, and revitalize local economies.

*The mission of the Downtown Camas Association is to develop and promote historic Downtown Camas by creating a vibrant social, cultural and economic center of the community while emphasizing preservation of our city's historic features."*

## ▶ How We Accomplish This

- ▶ Economic Vitality
- ▶ Promotion
- ▶ Design
- ▶ Organization





# DCA Impacts 2021

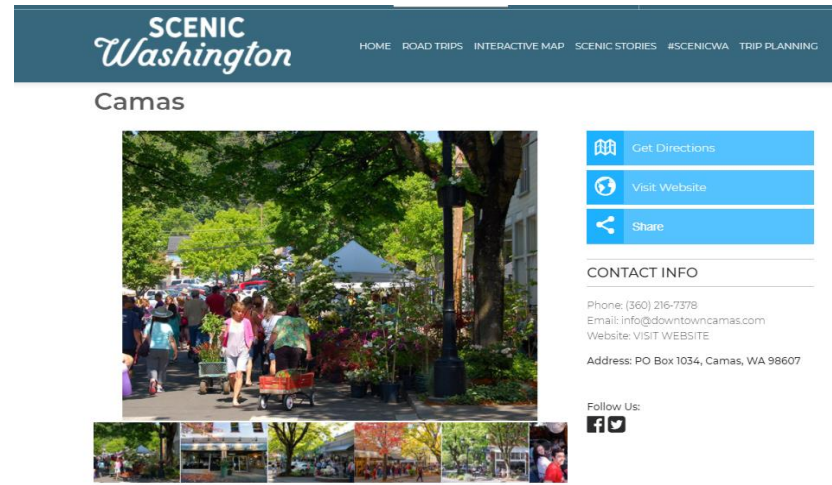




- Infrastructure Discussions
- Public Participation Grant
- Trails to Tables
- Food Security

# Resources, Partnerships and Advocacy

- Local & Regional Tourism Newsletter
- Social Media
- Walking Maps
- Regional ads
- DCA Downtown Promotions
- WA State Main Street Video



Downtown Camas is known for its beautiful tree-lined streets, unique boutiques and eateries and small town ambience. Established in 1883 as a mill town, it has been revitalized to include fine shopping, dining, and services while still maintaining its historic feel. We invite you to visit and enjoy!

In addition to all of our shops, galleries and restaurants along our tree-lined streets, we have our century old, beautifully remodeled boutique style Camas Hotel, where you can rest in between playing at various areas in town. Don't miss nearby Lacamas Lake, Round Lake, fun hiking & biking trails, the Washougal River, the mighty Columbia River and the Corge.

Take in a movie at our historic theatre, enjoy public art, rent a bike or kayak, get a massage, read a book in our award winning library, or just simply relax with a cup of coffee and enjoy the authentic charm and architecture from the 1920s. Historic charm awaits you in Downtown Camas!

**30 days** of giveaways  
in DOWNTOWN CAMAS

**Camas Cash accepted here!**



<https://downtowncamas.com/camascash>

*Downtown Camas Association*

# Promotion, Branding and Marketing





- First Fridays
- Third Thursdays
- Vintage & Art Faire
- Picnic in Color
- Girls' Night Out
- Boo Bash
- Holiday Events



# 2021 Events





- Downtown Lighting Assessment
- Ridgeline Lighting
- Spring Clean Up
- Historic Interpretive Panels
- EV Charger Impact
- New Lamppost “Welcome to Downtown” Pennants
- Bench Program

# Streetscape and Public Realm Improvements

# Points of Discussion:

## Subarea Plan

- Visioning
- Safety
  - Sidewalks
  - Pedestrian Crossings
- Trees
- ARPA infrastructure funding for downtown
- Utilities
- GP Cleanup, 27 acres
- Additional housing





**Thank you!**

**We value our partnership with the City.**