



**Downtown Camas Association
Report to Council**

August 1, 2022



Camas is a Main Street Community!

- The DCA, a nonprofit focused on the needs of our historic downtown, began as Camas' Main Street Program in 2009, has been an accredited state Main Street Program since 2015 and Nationally Accredited since 2017.
- The Main Street Approach is a relationship based economic development strategy that transforms historic downtowns and sustains vibrancy even during times of crisis.

- **How We Accomplish This**

- Economic Vitality
- Promotion
- Design
- Organization/Outreach

The Economic Resiliency of Main Street

- Washington State Main Street Resiliency Study released in June
- Key findings
 - Consumer Spending
 - Restaurant Spending
 - Local Spending During the Pandemic

“The type of economic development that Main Street organizations practice every day – a people-centered, nimble, and responsive approach – is critical to our communities in good times and in bad. Resiliency isn’t just about the response in the wake of a crisis, but about the strong baseline of community connections that Main Street works to build every day.”

By the fall of 2021, **businesses in Main Street districts** experienced **greater rebound in sales** than locations without Main Street support and the state average.



↑18%
than pre-pandemic

↑4%
than in comparable
communities

↑13%
than statewide



Restaurants statewide had not fully recovered by the fall of 2021, **but spending at restaurants on Main Street has soared.**

↓40%

customer spending in Spring 2020

19%

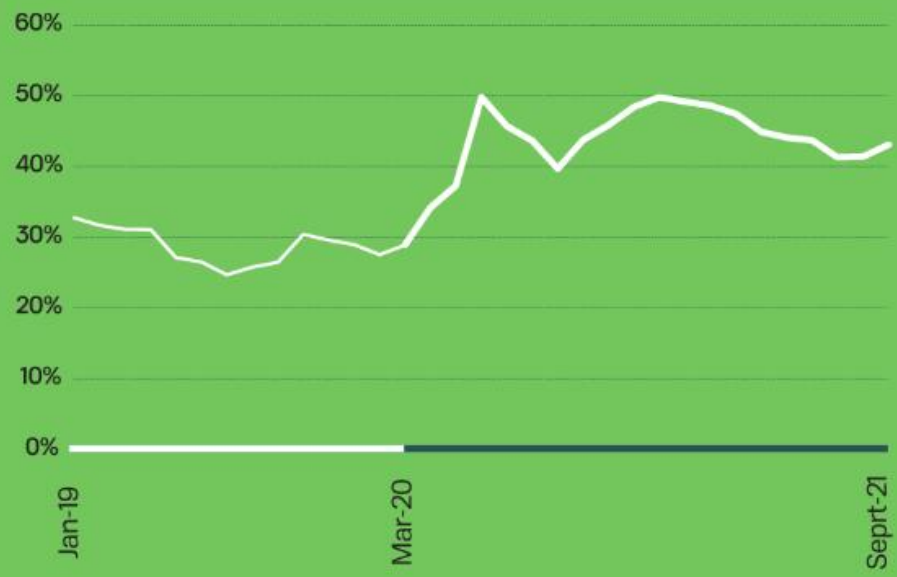
above pre-pandemic levels in Oct 2021

7%

above comparable communities



Main Street districts' local customer base rose to the occasion to sustain small businesses. **Community climate is still strong.**



↑23%

During the onset of the pandemic, local customers spent 23% more than average in Main Street Communities.

↑17%

As of September 2021, local customer spending remained 17% above pre-pandemic levels.



DCA Impacts in 2022



- **American Empress Arrives!**
- **DCA/City Meetings**
- **Parking Guides**
- **GP Cleanup Community Advisory Group**
- **Thank You for supporting a Subarea Plan**



Resources, Partnerships and Advocacy

- Local & Regional Tourism
 - Ads
 - Events
- Certified Folder Display Distribution
- Weekly Newsletter
- Social Media
- Walking Maps



Downtown Camas

Historic Charm Awaits You!

- Friendly boutique shopping and galleries
- Bistros, restaurants, breweries and lounges
- Local wines, craft beer, vintage cocktails
- Pampering spas and salons
- Historic theatre and luxury boutique hotel
- Relaxing small town pace in a beautiful tree-lined historic downtown.

Come Visit and Enjoy!

Find this gem off of Hwy 14, just 15 minutes from the Portland airport on the Washington side of the majestic Columbia River.

<p>ATTIC GALLERY 421 NE Cedar 360.833.9747 www.atticgallery.com</p>	<p>JUXTAPOSITION Art-Inspired NW Living Home Furnishings, Décor & Gifts 425 NE 4th Ave • 360-834-1810</p>	<p>NUESTRA MESA CAMAS WA Gourmet Mexican Food nuestramesacamas.com • 360-210-5311</p>
<p>Salud! Wine Bar • Italian Dining • Wine Storage 224 NE 3rd • 360.787.2583 • saludwine.com</p>	<p>CBH Camas Boutique Hotel On-site Restaurant & Bar, Pet & Eco-Friendly, Complimentary A La Carte breakfast 360.834.5722 • www.camashotel.com</p>	<p>GRAINS OF WRATH Award Winning Beer • Elevated Pub Food gowbeer.com • 360-210-5717</p>

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Promotion, Branding and Marketing

- **First Fridays**
- **Little Art Camas**
- **Camas Plant & Garden Fair**
- **Camas Car Show**
- **Picnic in Color**
- **Still to Come:**
 - **Vintage & Art Faire**
 - **Girls' Night Out**
 - **Boo Bash**
 - **Holiday Events**



2022 Events—Good to Be Back!



- **Ridgeline Lighting Program**
- **Bench Program**
- **Spring Clean Up & Planting Day**
- **Thank You for Marae!**
- **Student Mural**
- **Way Finding Signs**
- **Thank You for the Sidewalk Upgrades & Market Electricity!!**
- **Coming Up:**
 - **Historic Interpretive Panels**
 - **Facade Lighting Planning**

Streetscape & Public Realm Improvements



Points of Discussion:

Subarea Plan

- Visioning
- Safety
 - Pedestrian Crossings
 - Trees
- Public Art & Public Right of Way Policies
- ARPA infrastructure funding for downtown
- Additional housing; development in downtown



6 New Standards for National Main Street Accreditation

Re-accreditation process starts this year with September 28th visit

- Focus is on how the community is working together to meet the standards. These include:
 - Community Commitment to Revitalization
 - Inclusive Leadership & Organizational Capacity
 - Diversified Funding & Sustainable Program Operations
 - Strategy-Driven Programming
 - Preservation-Based Economic Development
 - Demonstrated Impact & Results



Thank you!

We value our partnership with the City.