



2025

DCA Accomplishments & Downtown Camas Impacts

Report to Council December 1st, 2025



DESIGN

2025 Investments in DESIGN

Lighting Transformation Project for Safety, Aesthetics & Functionality!

- **8 Buildings with façade lighting** completed so far in 2025 (Wintzer/Wild Hair, Salon Onyx, Ziply, Mesa, Universal Martial Arts, Urban Style, Blossom/LiveWell, Feast 316)
- **Total: \$135,850** DCA lighting investment so far in 2025. Thank you Rep. Kevin Waters for sponsoring this Washington Capital Budget Local Community project!

Façade Improvement Grants

- **4 grants administered:** RedDoor Gallery awning, Gallery 408 sign, Adams St Bar & Grill outdoor dining railing and Stoller Building new residential windows
- **Total: \$16,975** granted resulting in **\$58,140 total investment** by DCA and grantees.

New Farrell Building Plaza Area (by Camas Antiques)

- **New artful brick and concrete plaza** created with tables and chairs to provide a welcoming seating area for increased engagement and flexible space for event use.
- **Total: \$9850** DCA investment. Thank you to the City for removing the planters!

Beautification

- **65 beautiful Flower Baskets** funded for 3rd, 4th and 5th Aves. Thank you Marae from the City of Camas for taking such good care of them!
- **115 volunteers mobilized** for the Spring Cleanup & Planting Day's transformation
- **2 street emblems repainted** on 4th Ave to welcome the Camas Farmer's Market
- **1 new flower pole with basket** installed on 5th Ave to expand vibrancy

Thank You's!

- **Our Little Bronze Girl Returned!!** Thank you City of Camas Police & Public Works!
- **Molly Keen's Botanical Mural** on The Livingston Apartments—Thank you Cascadia Development for this impactful investment!
- **3rd Ave bulb outs/lighting on Birch and Cedar intersections for safety**—Thank you City of Camas!



DESIGN—MAIN STREET FUNDAMENTALS

- Creating an inviting, inclusive atmosphere
- Celebrating our historic character
- Fostering accessible, safe, people-centered public spaces
- Enhancing the physical and visual assets that set our commercial district apart, resulting in increased visitation to downtown, increased economic profitability for businesses, and increased community engagement.



Economic Vitality

2025 Impacts in ECONOMIC VITALITY

New Technology Grants

- **5 grants administered** for 3 new websites (2 first ever websites!), a website refresh, and a new POS system. These investments all lead to improved operations, accessibility, business strength and vitality in our downtown.
- **Total: \$4,504** granted resulting in **\$9,619 total investment** by DCA and grantees

Celebrating Investment in 2025 in Downtown Camas!

- **Private Investment in downtown buildings: \$25,353,000!**
- **New Businesses:** Expressions Fashion Resale, Destination 339, Arktana (move & expansion), Bigfoot Mountain Outfitters, We Can! Learning Center, The Livingston Apartments, Evergreen Vinyl and Drop the Mic Karaoke Venue.
- **Lutz Hardware celebrated their 75th anniversary this year!** Going strong!
- **New ownership of 3 long time businesses** showing strength and sustainability.

Downtown Subarea Plan

- We are actively **collaborating with the City of Camas on the Downtown Subarea Plan process**, working on plans and goals for the next 20 years.
- A new **Downtown Design Manual** is part of the deliverables, allowing better oversight and guidance for development in downtown.

Merchant Meetings

- The DCA hosts **monthly Merchant Meetings** so businesses can be informed, connected and can learn from and collaborate with each other on a regular basis.
- **Meeting Minutes** with relevant links to information and resources go out within 24 hours so all can be informed even if unable to attend. Other educational resources are shared throughout the month as received.

New Public Participation Grant & Community Advisory Group

- The DCA received a second **Public Participation Grant** from Ecology for 2025-27 to continue to educate the community through the Community Advisory Group (CAG)'s work about the ongoing cleanup process at the mill.



ECONOMIC VITALITY—MAIN STREET FUNDAMENTALS

- Recruiting new businesses, building a diverse economic base
- Catalyzing new investment and supporting housing options
- Cultivating a supportive environment for businesses and entrepreneurs to thrive

2025 Successes in PROMOTION

Community Events: Bringing People Downtown!

- **22 events brought over 45,000 people** to Downtown Camas increasing awareness of our town and businesses, increasing connections and downtown vitality. We consistently promote merchant events as well!
- **45 new visitors on average attend First Friday**, an event 20 years in the running!
- **C-Tran Collaboration** helping hundreds with parking for both Plant Fair & Car Show!

Downtown Marketing: Expanding our Reach

- **Engaged and Growing Social Media, including new work with a content creator**
 - **Facebook:** 14.5K followers (up 14%) with 5.4M views, 511K unique people reached (up 24%), and 73K content interactions (up 66%)
 - **Instagram:** 6711 followers (up 23%) with 906K views, 81K reached (up 370%), interactions 19.6K (up 100%!); top IG content creator reel with 45K reach
- **Weekly Newsletter** since 2014: 4500 subscribers (up 20%) with 54% open rate.
- **Website:** 80K users this year with 575K user interactions (up 7%)
- **New Direct Mailers:** to Camas residents to encourage coming downtown! 150 new newsletter signups in the 3 weeks after mailers went out, double the usual signups.
- **Camas Cash:** \$7,500 distributed, including \$1000 for the **new Golden Ticket Shopping Spree** to support our businesses and encourage extra holiday shopping!

Late Night Movie & Trivia Events—New!

- **Very successful collaboration** with the DCA, Liberty Theatre and Caps N' Taps
- “Little Shop of Horrors” sold 162 tickets, “Lost Boys” sold out! 94K post reach on FB.

Regional Marketing, Digital & Print: Keeping Camas on the Map!

- **TV and streaming ads:** Total of 300 ads with reach of 235,897 and an average of 2,585 people visiting our website within the 8-minute window of our ads airing.
- **12,000 downtown walking maps** distributed locally, regionally & in the Gorge
- **Prominent print and online ads** in state Scenic WA guide, Columbia River Gorge Visitor's Guide, Visit Vancouver Visitor's Guide and The Columbian.



PROMOTION—MAIN STREET FUNDAMENTALS

- Encouraging commercial activity and investment, instilling community pride and providing more opportunities for the community to come together
- Positioning downtown as the center of the community and hub of economic activity
- Creating a positive image that showcases a community's unique and authentic features and encourages the support of downtown



OUTREACH

2025 Efforts in OUTREACH

The DCA is proud to be an accredited state Main Street Program since 2015 and nationally accredited since 2017.

Volunteer Engagement!

- **290 volunteers for a total of 3900 hours** in 2025! That's a value of **\$162,630**! Our volunteers are an absolutely essential part of the effectiveness of the DCA. Events and initiatives provide opportunities for our community to volunteer and connect.
- **Volunteer & Community Engagement Summit:** brought 400 attendees together with the DCA and 14 other local nonprofits where it was easy for organizations and potential volunteers to engage with each other.

Community Partners & Connections

- **New C-Tran collaboration:** for Plant Fair and Car Show—**280** riders each way for both events easing parking concerns—hoping to continue to grow these numbers!
- **Community Survey:** **1,495** people surveyed about *"What Would You Want to See Next in Downtown Camas?"*. Top answers were: More outdoor public tables & chairs and more art murals (downtown sound system a close 3rd) as well as theater/live performance programming and later evening activities and events.
- **Emergency Food Drive Collaboration with LiveWell:** **2,000** pounds of food delivered to the Family-Community Resource Center & Interfaith Treasure House!
- **Student mentorship:** CHS DECA downtown education tour—70 students learned about a variety of business topics from 7 different businesses.
- **Partnerships:** Continue to collaborate with the City, merchants, school district, Chamber and other local nonprofits to bring more resources to the community.
- **Advocacy & education:** Presented at state Heritage Caucus on current downtown successes, about Volunteer Summit at summer Main Street leadership meeting, and at state PLACES conference about board functionality.

Main Street Tax Credit Incentive Program

- **\$172,300** in donations to the DCA through the Main Street Tax Credit Incentive Program in 2025. Since DCA's inception, **\$1,322,003** has been donated to the DCA through this program and utilized entirely for revitalization efforts.



OUTREACH / ORGANIZATION—MAIN STREET FUNDAMENTALS

- Creating a strong foundation and organizational capacity for a sustainable, long term revitalization effort, including cultivating partnerships, community involvement, volunteer opportunities, and financial resources for the district.
- Building consensus between the many vested stakeholders to ensure everyone is mobilized and working toward a shared vision for the future.