

2024

downtown Camas association



IMPACTS & ACCOMPLISHMENTS

COMMUNITY & BUSINESS VITALITY

- Camas was recognized as one of the **Top 50 Cities in the US** to live in. An engaged and friendly downtown was a top reason Money.com said Camas was chosen!
- We have been **active participants in the City's Our Downtown Camas 2045 subarea planning process** which will complete comprehensive strategic visioning, infrastructure analysis & planning for downtown.
- **13 new businesses and 1 business expansion in 2024!**
- We're excited to welcome **56 new housing units** in downtown in the summer of 2025!

DESIGN

- The **Camas Culture Art Block** on 5th Ave now showcases art panels from high school students that bring color, vibrancy and a celebration of culture on a previously blank wall in downtown. The DCA was awarded the **WA State Excellence on Main Award** for an Outstanding Special Project for this effort.
- We secured state funding for a new **comprehensive downtown lighting project** that will transform the safety and aesthetic of downtown, especially on side streets. Watch for the changes in 2025!
- We funded four **Façade Improvement Grants** for downtown building owners and businesses, spurring a total of \$24,000 in new investment in downtown buildings.
- The bench program providing **21 quality benches** in downtown is now complete! A value of \$63,000 added to our downtown.
- **Spring Clean-up Day** spruced up our town with 504 volunteer hours and 228 volunteers.
- Over the last two years, the DCA has funded **\$109,000 in downtown improvements.**

EVENTS

- Our 22 community events **brought over 38,000 people to our town** over the year, creating joy, community interactions and increased revenue for our downtown businesses.
- We had the pleasure of working with a Camas senior project student to bring a successful and impactful **Asian Culture Fair** to April First Friday.
- **Little Art Camas** had 424 art pieces submitted by 185 artists encouraging art appreciation, art creation, and art collecting for all ages. Proceeds fund downtown public art.
- We added a second **Holiday Sip & Shop** event as the first one sold out quickly! The second one did as well! These events bring holiday joy and tens of thousands of dollars in revenue to our downtown businesses in an evening.

PROMOTION

- Our **new website** with increased functionality and aesthetic saw **40% more user visits** than 2023!
- **Social Media presence and engagement is increasingly robust** with 411,000 unique reach on FB (76% increase over 2023) and 21,000 on IG (68% increase).
- Camas was included for the first time in the **Gorge Food Trails and Taste of the Gorge** passport regional marketing campaign. Great tourism exposure for Downtown Camas!
- **The DCA distributed over \$8,500** in Camas Cash and downtown gift cards to the community to market our town and keep money flowing through downtown businesses.

INVOLVEMENT & INVESTMENT

- **2024 Great American Main Street Award Finalists!**
- **\$1,084,000** in private investment dollars in downtown buildings in 2024
- **3600 volunteer hours** contributed—a **value of \$145,000!**
- **155** current DCA members
- **100+** donors supporting our downtown efforts
- **365** days of promotion, advocacy, business resources, historic preservation & building a vibrant community.

