



STRENGTHENING OUR COMMUNITY EXPERIENCE CHEHALIS

2025 | MID-YEAR UPDATE

Experience Chehalis is a nonprofit Main Street organization energizing our community with a vibrant, welcoming approach, celebrating the unique character and charm of Chehalis. As an accredited Washington Main Street Program, we collaborate with local partners to strengthen Chehalis and our historic downtown as a thriving hub for business, culture, and community life, focusing on economic development, thoughtful design, and creative promotion to ensure a vibrant future. Since our founding in 2008, Experience Chehalis has worked to inspire pride, investment, and connection in the heart of our city.

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OUR 2025 DONORS

We thank our Main Street Tax Incentive Program donors for their generous support. This vital program wouldn't be possible without their commitment to Chehalis. Learn more about joining us at: experiencechehalis.com/tax-incentive-program.

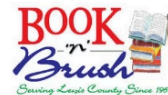
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2025 PROGRAM HIGHLIGHTS



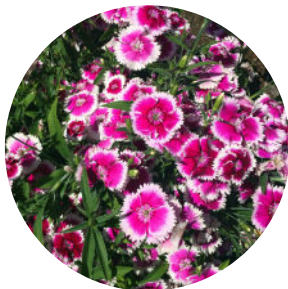
EARTH DAY CELEBRATION

Experience Chehalis hosted its annual Earth Day Community Clean-Up in downtown Chehalis, bringing together over 60 volunteers of all ages to beautify the city. Participants checked in at the Lewis County Historical Museum and joined in tasks including litter pickup throughout Chehalis and sidewalk sweeping. Pre-registered helpers received a free Earth Day t-shirt. It was a fun, meaningful way for volunteers to support their community.



SMALL BUSINESS GRANTS

This year, Experience Chehalis has awarded seven façade improvement grants, one safety & security grant, two digital marketing grants, one micro-façade grant, and one small event grant. These funds support exterior upgrades, lighting, signage, digital marketing, and safety improvements, helping local businesses and strengthening the vitality of Chehalis businesses. Experience Chehalis grant programs have awarded over \$199,000 in funds, leveraging over \$466,000 in business investment to date.



DOWNTOWN FLOWER SPONSORSHIPS

Experience Chehalis celebrated the return of spring with its annual Downtown Flower Sponsorship program, planting vibrant blooms throughout the city. This beloved beautification effort saw support from over 25 generous businesses and individuals. This landscaping effort plays a vital role in creating a healthy, welcoming, and attractive downtown, inviting people to gather, shop, and explore.



FRONT DOOR BACK VISITS

Experience Chehalis welcomed retail consultants Front Door Back for a storefront improvement workshop at Mint City Coffee Roasting. Business owners received practical tips on signage, lighting, and shopper behavior to enhance their storefronts. In addition, eight local businesses participated in one-on-one consultations that week, enjoying discounted rates and sponsorships provided by Experience Chehalis to support improvements.



SIDEWALK CLEANING

Experience Chehalis completed a spring-cleaning effort downtown. For the third year, sidewalks on Market Boulevard were cleaned, and for the first time, Chehalis Avenue as well. Our staff weeded the sidewalks, and Calypso Window Washing power-washed and cleaned the first-floor storefront windows, all at no cost to the businesses. City staff followed with street sweeping, leaving downtown fresh, clean, and ready for the season.



PROMOTION + MARKETING

Experience Chehalis promotes our vibrant downtown year-round through a dynamic mix of marketing efforts, including a robust website, active social media with over 18,500 followers, monthly e-newsletters, weekly reels, engaging brochures, online ads, and fun merchandise, including stickers and postcards. These activities showcase local businesses, events, and attractions, drawing both locals and visitors to explore and enjoy all that Chehalis has to offer.



CHEHALISFEST 2025

ChehalisFest 2025 proved to be our most successful festival to date, bringing families, visitors, and community members together for a day of activities, entertainment, shopping, and food in downtown Chehalis. More than 70 vendors lined the streets, and live music filled the air all day, adding energy and excitement to the celebration. The popular ChehalisFest Car Show saw record participation and attendance, featuring an impressive collection of classic and custom vehicles.

Learn more about all our activities at experiencechehalis.com/projects-programs.

SAFETY & SECURITY PROGRAMS

MONTHLY MEETINGS

Experience Chehalis meets regularly each month with community partners, local businesses, and city and county officials to discuss challenges surrounding homelessness in Chehalis. These collaborative conversations aim to better understand community needs, identify solutions, and support coordinated efforts. By working together, we strive to create a safe and welcoming environment for all in Chehalis.

SAFETY & SECURITY GRANTS

The Safety & Security Grant supports downtown Chehalis property owners and business tenants in enhancing lighting and safety features to improve overall security. This grant offers a 75% match, up to \$2,500 per business or property, for eligible improvements. This opportunity supports a safer and more welcoming downtown for customers, employees, and the community.

GRAFFITI CLEAN-UP

Through the Graffiti Busters program, Experience Chehalis addresses graffiti throughout the city by purchasing supplies and coordinating volunteers to remove or paint over vandalism—at no cost to property owners. Launched in 2023, this ongoing effort, in partnership with city staff, helps keep Chehalis clean, welcoming, and free of urban blight.

COFFEE WITH CITY STAFF

New this year, the Chehalis City Manager and Police Chief join our weekly Coffee Conversations downtown each quarter to discuss safety, security, and community priorities in Chehalis. These visits offer a valuable opportunity for business owners and staff to ask questions, share concerns, and stay informed on local efforts to keep our city safe, welcoming, vibrant, and thriving.

Imagine Downtown Chehalis Renovation Project



Experience Chehalis is proud to partner with the City of Chehalis to create and implement a downtown rejuvenation plan that will enhance streetscapes and public spaces, improve accessibility and safety, and preserve the historic charm of the downtown area.

This project began in February of 2024, and the Chehalis City Council adopted a plan in April 2025. The process began with a visioning phase gathering input from the community at multiple open houses and online surveys. Concepts were developed through the summer based on the feedback received during the visioning phase. Additional outreach events were held towards the end of summer and early fall to share and refine those concepts.

We're addressing concerns, supporting local businesses, and building a downtown that reflects our community's vision—while working to make this transition as smooth as possible. Learn more at [imagine.experiencechehalis.com](https://www.imagine.experiencechehalis.com).

Still to Come in 2025!

New Mural

A mural featuring Mount St. Helens and other local attractions will soon be painted on the former Star Tavern, celebrating our area's natural beauty.

Chehalis Merchandise

We are developing Chehalis-themed merchandise to celebrate community and offer fun, unique items for residents and visitors.

Updated Banners

Vibrant new banners will soon be developed for the downtown Chehalis corridor, bringing fresh color, energy, and community pride.

Chehalis Coworks

Chehalis Coworks, our coworking space open since 2018, is undergoing a thoughtful update to ensure a quality experience.

Pocket Park Pilot

Research is ongoing to develop a Pocket Park in Downtown Chehalis, creating a vibrant gathering space with seating, greenery, and community events.

Holiday Promotions

A series of local shopping and festive experiences will be held throughout the holiday season, celebrating tradition and supporting small businesses.



Discover how you can support Experience Chehalis!

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