



# PBIA 5-Year Strategic Plan | 2016-2020



## PBIA Mission

### Five Program Areas:

1. Parking
2. Clean & Safe Initiatives
3. Beautification
4. Communications
5. Marketing

The mission of the Parking & Business Improvement Area (PBIA) is to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners through its five program areas listed in the left column.

Through these five programs the PBIA envisions a Downtown that is:

- Clean & Safe
- A vibrant and welcoming community where visitors, residents and businesses can thrive together
- Working with its partners to ensure excellent services and outcomes as not only Olympia's Downtown but the Downtown for the entire region

The PBIA and its independently elected board are uniquely positioned to bridge the gap between the private business interests in Downtown and the City of Olympia. Through this plan, the PBIA seeks to enhance its relationship with the City and to provide a clearer framework for long-term investment in Downtown.

Over the past five years the PBIA rate payers have funded well over \$500,000 in revenue that has been invested directly in Downtown. The PBIA and its elected board are responsible for developing an annual budget recommendation for the Olympia City Council. It is the objective of this plan to provide policy direction for considering how to direct future investment of these funds in Downtown.

The Strategic Plan highlights the four committees that address the five program areas, consistent with the original ordinance authorizing the creation of the PBIA.

# Marketing Committee



## Program Areas Focus:

- Marketing
- Beautification
- Communications

## Lead Commercial Marketing Program:

- Determine best methods for marketing, e.g. social media, website options, flyers distributed by Downtown Ambassadors
- Market to general public and businesses to educate and promote events and activities supported by PBIA
- Consider more special events (big and small), coordinate with VCB regarding branding project to ensure Downtown is represented
- Partner with other Downtown Groups on events and sponsorships
- Maintain an inventory of Downtown vacancies and connect with small business owners to infill Downtown retail spaces
- Work with Property Owners to support the marketing of their properties

## Lead Downtown Beautification Program:

- Continue hanging flower baskets, perhaps with goal for additional baskets and native perennial baskets
- Educate and promote role of Downtown beautification, i.e. beautification is for all of the people who come to Downtown, as well as (or not just) for businesses
- Add more benches, maintain and repair current benches and add more art and interactive areas to Downtown. Consider opportunities for use of empty spaces for interesting events. Establish an "Equipment Library" for businesses to check out major supplies, e.g. power washers, paint supplies, ladders, etc.

## Goals:

- Revamp Website – Coordination with Leadership Team, staff and Communications Committee. Options for website will need further discussion
- Add and outdoor event to encourage more visits and activities Downtown
- Send welcome packet/postcard to new businesses

# Clean & Safe Committee



## Program Areas Focus:

- Clean & Safe Initiatives

- Lead efforts to create a safe & welcoming Downtown environment making sure our region and our media sources notice the difference
- Coordinate with City staff & other stakeholders to stay informed of new programs and services for homeless & street dependent people
- Encourage regular meetings with bar owners to address downtown nightlife issues
- Work closely with City staff to expand the number and hours of operation for downtown restrooms
- Consider ways to encourage individual businesses to maintain clean, attractive store fronts
- Continue to monitor and support improvements to enhance the Artesian Commons park
- Assess alleys for potential improvements to expand public use and evaluate for potential commercial use

## Goals:

- Coordinate with Police and other City staff to reinstate reporting of nuisance crime data
- Support the expansion of dedicated night and weekend walking patrol to include year-round services
- Expand Ambassador Program services into the entire PBIA area and advocate for expanded clean team services

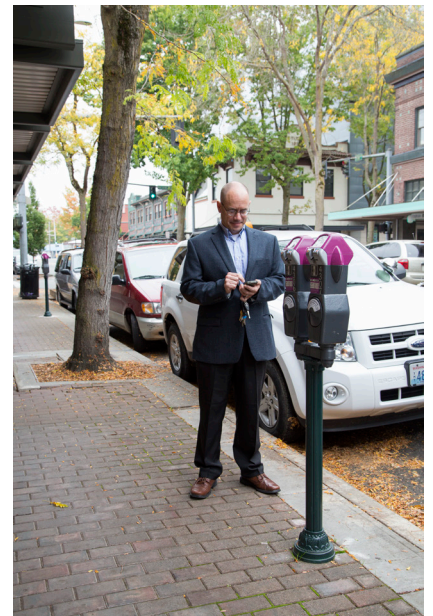


# Parking Committee



## Program Areas Focus:

- Parking
- Lead 'Parking Program
  - "Establish pro-active presence on parking issues"
  - "Put the P back into Parking – PBIA
  - Meet with city staff to stay apprised of programs and issues
  - Actively engage in Parking Strategy projects
  - Develop stronger collaboration/coordination with business community on parking issues
  - Establish 'Good Neighbor Program' to educate business owners about parking, to inform about available parking lots and parking zones, address issues such as designated employee parking vs. customer parking (impacts to adjacent businesses)
  - Coordinate with public and private arts venues to inform/identify locations for event parking. Communicate with private parking lot owners to encourage use of parking lots on evenings and weekends
  - Explore the use of a smart phone App such as an 'Oly Parking App' to show where to park Downtown
  - Gear up - prepared and pro-active about future parking challenges as businesses grow and more residents move into Downtown
  - Support development investment that addresses parking facility solutions and possible public/private partnerships



# Communications Committee



## Program Areas Focus:

- Communications

- Support independent businesses
- Educate ratepayers about who PBIA is and what PBIA does. Keep businesses informed of activities that are created, funded and implemented by PBIA

## Goals:

- Continually update list of PBIA ratepayers
- Conduct two PBIA surveys per year
- Send a periodic newsletters to rate payers
- Develop and distribute Welcome Packet for new businesses
- Establish social media outreach, provide timely and consistent information to ratepayers through our partners at the Downtown Ambassador Program
- Proactively encourage ratepayers to be involved in Downtown projects or activities.
- Maintain PBIA Website
- Reach out to communication partners for successful outreach to the Downtown core
- Educate rate payers about the myriad of resources to enhance, support and grow their businesses
- Joint communication and marketing efforts with ODA, EDC, Thurston Chamber, VCB: "Downtown is a mix of independent businesses! We invite you to the Downtown experience."



# Organizational Goals



As the PBIA Continues its mission of serving the 400+ Downtown Businesses of Downtown Olympia, we want to make sure that we are meeting the performance measures we have set for ourselves. Moving forward, the following goals will help guide our focus and direction.

## **Promote Organizational Sustainability**

Establishing the new Communications Committee is a concrete step toward improving outreach, education and relationships with PBIA ratepayers. Informing ratepayers of PBIA events and activities, and providing ongoing timely communication has the potential to attract new members to participate on PBIA committees., recruitment and encouragement to actively participate in the PBIA

Coordination with Community partners is essential to the success of the PBIA. The amount of coordination with outside entities may vary annually depending upon the PBIA Strategic Plan and Committee work plans. When the PBIA conducts annual retreats to determine priorities and work plans, partnerships may be updated at that time to reflect new issues and projects



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