

PBIA 5 Year Strategic Plan 2011-2015



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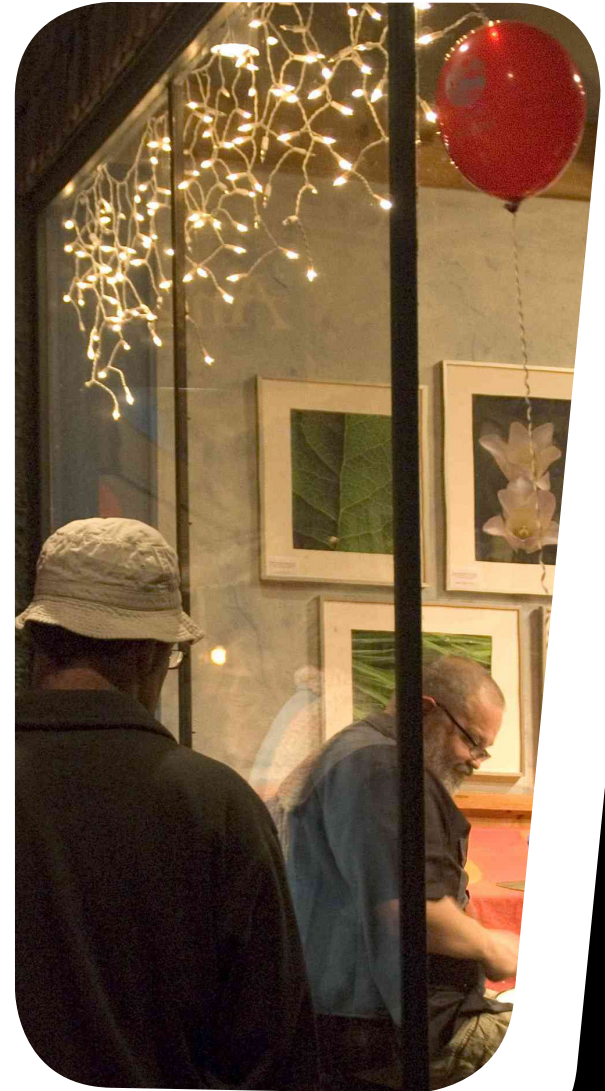
Introduction

The Mission of the Parking and 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:

- Parking
- Clean and Safe Initiatives
- Beautification
- Business Retention & Recruitment
- Marketing

Through these programs the PBIA envisions a downtown that:

- Is clean and safe
- Is a vibrant and welcoming community -- where visitors, residents and businesses can thrive together
- Is working with its partners to ensure excellent services and outcomes
- Is 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 is divided into five program areas, consistent with the original ordinance authorizing the creation of the PBIA.

▼ PBIA ratepayers are the businesses in the purple zone in the map below.



Downtown Parking Improvements Program

The PBIA envisions supporting the City of Olympia’s parking system in downtown by helping to provide information that addresses the parking needs of downtown Olympia businesses and residents, as well as patrons

and employees. The PBIA special assessments may be used to fund administrative costs such as staff support, parking incentives and other parking programs that will encourage education and outreach to the business

community and parking users and promotes efficient use of the parking system.



Downtown Parking Improvements Program (cont)

The Vision:

The PBIA will reach out to businesses and residents with the understanding that on street parking in the downtown core should be available to visitors and customers without competition from employees. The PBIA will support a Strategic Parking Plan that meets parking needs by getting the right people in the right parking place with special attention on maintaining availability of stalls in the core for customers.

Interconnections with other Resource Groups:

Using existing resources to gather data about usage and turnover in the downtown core including Parking Services, the Olympia Downtown Association (ODA), Economic Development Council (EDC) and the Visitors Convention Bureau (VCB).

Coordinate with the ODA and other stakeholder groups to develop and distribute information about downtown parking options.

Consistently promote the use of alternative parking areas for long term parking with special attention to employee parking at the Smart Lot on State Ave.

Measurement of Results:

In conjunction with Parking Services, use data to measure the effectiveness of the new outreach strategy by looking at comparative year to year sales, vacancy rates, parking occupancy rates and utilization information.

Use data collected from pay stations to guide decisions towards getting the right person in the right parking space.



Clean and Safe Program

This program will provide projects and services in addition to those provided by the City to make downtown cleaner, more welcoming and to improve the public's perception of safety within the downtown. This program may include support of a volunteer effort to provide eyes and ears on the street, maps and kiosks to assist people in way-finding downtown; administration and staff support; graffiti removal; street sweeping and litter removal and support for Olympia Police Department to maintain a safe pedestrian environment.

Michael Arch, Probation Work Crew Lead, poses by a steam cleaner purchased by the PBIA to clean the alleys and water flower baskets.



Clean and Safe Program (cont)

The Vision:

The PBIA envisions a downtown free of litter and graffiti and where customers, visitors, residents and business owners feel safe. Activities to achieve this vision may include:

- Cleaning streets
- Cleaning alleyways
- Cleaning sidewalks
- Lighting pathways and routes for walkability
- Police presence when and where necessary
- Outreach and information
- Way-finding
- Litter surveys to focus on problem areas

Interconnections with other Resource Groups:

Information and message sharing with Olympia Police Department (OPD), the ODA Safety Committee, Code Enforcement, and ratepayers on clean and safe program initiatives.

Use of the Probation Crew to implement downtown clean and safe goals.

Measurement of Results:

Police Statistics and comparative data from year to year.

Annual surveys of ratepayers through the “It’s Your Olympia” website to determine changes in the perceptions of safety and cleanliness in downtown.

Semi-annual evaluations after ODA Downtown cleanups to determine efficacy of partnership.



Civic Beautification

This program's focus is the overall beautification of downtown. Funding may include:

- Streetscape beautification
- Area-wide Paint Up, Fix Up, Clean Up Campaign
- Public arts programs
- Public/private way finding signs
- Administration and staff support
- Other beautification efforts



Civic Beautification (cont)

The Vision:

The PBIA envisions an inviting and friendly downtown that draws people from Olympia, Thurston County and other areas and immediately creates a comfortable environment where visitors, residents and business owners feel at home.

This program will provide the enhancements to basic services provided by the city, such as flower baskets, park benches, litter patrol, graffiti management, street & sidewalk sweeping and holiday lighting all which add to the overall attractiveness of the downtown.

Interconnections with other Resource Groups:

VCB, Neighborhood Associations, Olympia Arts Commission, local Artists, ODA Mainstreet Program and the State Heritage Commission.

Coordination with the Probation Work Crew.



Measurement of Results:

Calculate increase in sales, foot traffic and vehicle turnover through data captured by pay stations and member surveys.

Track vacant storefronts and square footage through GIS mapping.

Measure year to year calls to service and crime statistics.

Continue to increase the number of flower baskets hung, artist benches designed, banners displayed, holiday lights displayed, and additional trash cans and bike racks installed.

Utilization of City's Probation Crew in maintaining the downtown .

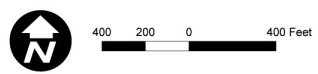
Business Recruitment and Retention Program

This program will examine existing inventories of commercial vacancies, share information about incentives and benefits to locating downtown and develop a common vision for the types of businesses and other organizations that would enhance the downtown.



Total Street Level Area:	1,439,229	100.0%
Vacancy:	137,709	9.6%
Retail (General):	327,753	22.8%
Theatre Performance:	50,509	3.5%
Coffee House Café:	14,743	1.0%
Restaurant Bakery:	129,079	9.0%
Bars:	48,101	3.3%
Residential:	13,494	0.9%
Retail (Gallery):	35,435	2.5%
Government:	165,371	11.5%
Professional:	218,367	15.2%
Light Industrial:	100,772	7.0%
Auto Service:	110,794	7.7%
Financial:	63,679	4.4%
Religious:	16,421	1.1%
Hotel (1st Floor Only):	7,000	0.5%

Total Parking Lot Area:	929,659	100.0%
City Managed (Monthly Fee)	39,480	4.2%
City Managed (Daily Fee)	33,102	3.6%
City Managed (Free)	22,765	2.4%
Private (Pay Lot)	248,654	26.7%
Private (Patron Only)	585,658	63.0%



Street Level Use Business Type

- Auto Service
- Professional (Trade, Service)
- Bar
- Religious Spiritual
- Coffee House Cafe
- Residential
- Financial (Bank)
- Restaurant Bakery
- Government
- Retail (Gallery Antiques)
- Hotel
- Retail (General)
- Light Industrial
- Theatre Performance
- Downtown Parking
- Vacant Space

The City of Olympia cannot assure the accuracy, completeness, reliability, or suitability of this information for any particular purpose. Using GIS data for purposes other than those for which they were created may yield inaccurate or misleading results. The recipient may not assert any proprietary rights to this information. The City of Olympia shall not be liable for any liability involving this information with respect to lost profits, lost savings or any other consequential damage.

Business Recruitment and Retention Program (cont)

The Vision:

The PBIA envisions a downtown that creates a unique and memorable shopping experience; one that residents are proud to call their Olympia and one that visitors will remember fondly when they return home.

Downtown will be a business friendly environment consisting of a wide array of unique business types, sizes and uses creating a dynamic and synergistic environment. This program will seek businesses that embrace a diverse population and make downtown a welcoming place for all who wish to visit, shop, live or open a business .

Interconnections with other Resource Groups:

Collaborate with other entities; Real Estate companies, ODA Economic Restructuring Committee, Dept. Of Revenue, EDC, Chamber of Commerce

Measurement of Results:

Seek to maintain a diverse mixture of businesses within the

downtown core which provides unique choices not available in other markets.

Complete an annual inventory of businesses within the PBIA.

Develop an annual action plan based on survey results of ratepayers that would address what is needed and desired in the downtown.



Jeanne Carras
Bonaventure

Retail shoe boutique. We sell women's shoes, handbags, and hosiery.

Years Downtown: 1994–present

Little Known Fact: Previous business was working in forensic accounting.

Our Story: Even though I was making excellent money in my accounting business, I was not enjoying it at all. I always wanted to open a women's clothing store. When the opportunity arose to start a business in Olympia my research showed that what was really lacking was an

Commercial Marketing Program

Development of a well-conceived commercial marketing program that will benefit the PBIa and the whole downtown through:

- Advertising and promoting the downtown in a consistent and meaningful way
- Continuing a robust “It’s Your Olympia” campaign with special attention to the “Faces Of Downtown” program
- Updating the website on a regular basis for ratepayer communication and outreach
- Supporting special events and activities
- Attracting tourism and new customers with a greater regional reach through the It’s Your Olympia campaign

Discover Downtown What's Going On Be a Part of It

It's Your OLYMPIA

ENJOY TODAY. CREATE TOMORROW.

You keep the independent spirit of downtown Olympia unique and alive.

This is the heart of our city, the place where a rich history and vibrant present are interwoven with an exciting future. As a local resident, business owner, artist, student or visitor, you are a vital thread in this colorful fabric. More than anywhere else, downtown is the place where people connect and community thrives.

Every time you come downtown, you're not just shopping, attending an event or going to work, you're investing in the future of our one-of-a-kind city. Enjoy!

[Be a Part of It »](#)

UPCOMING EVENTS

- March - Olympia Arbor Days
- April - Downtown Clean-Up
- April - Spring Arts Walk
- April - Procession of the Species
- April - Dragon Boat Festival
- May - Girls Night Out

[More Events »](#)

WHY I LOVE OLYMPIA
 Craig Holt
 The Other Guys, Inc.

The mix of shops and personalities that you cannot find anywhere else.

[Discover Oly People »](#)

Commercial Marketing Program (cont)

The Vision:

The PBIA envisions Thurston County embracing downtown Olympia as their own downtown. This will be done through a sustained campaign to remind people of the unique and welcoming nature of the downtown. Special emphasis will be on expanding the reach of that message to more residents of Olympia and the region, reminding those targeted areas that “It’s Your Olympia.”

Interconnections with owwther Resource Groups:

Extend the marketing campaign to State workers, Farmers Market attendees and local higher education institution populations.

Measurement of Results:

Measurable shift of perceptions of downtown as a beautiful, clean and safe place to live, shop, visit and play.

Increase in sales and foot traffic in the downtown core.

Website updated on a monthly basis.



PHOTO: Doug Ruffin drotca@comcast.net

PHOTO: Doug Ruffin drotca@comcast.net

PHOTO: Dinea de Photo Photography Fusion of Art & Soul www.dineaphoto.com

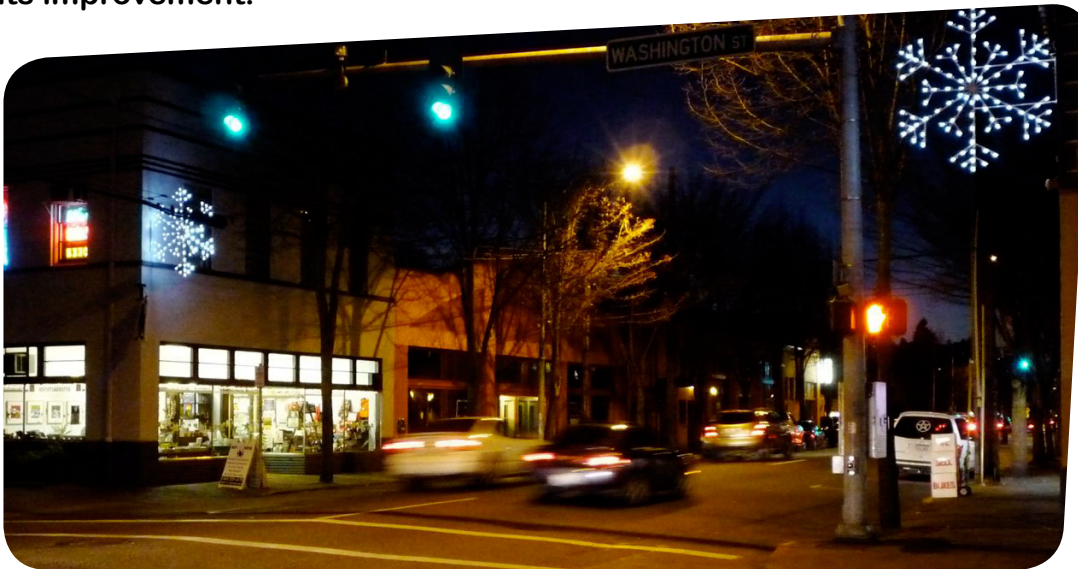
PHOTO: Doug Ruffin drotca@comcast.net

Summary

The PBIA is the vehicle for downtown business owners and operators to articulate and pursue their vision of the downtown through a self-funding mechanism to accomplish goals the City is unable to assume. It has the unique position of being a bridge between private organizations dedicated to the downtown and City programs and policies directed at seeking its improvement.

The PBIA has made a name for itself- it has matured, evolved and assumed a leadership role in downtown. Starting as a fledging business Improvement district it has transformed into a dynamic, energetic and engaged organization where the members work in an authentic partnership on how to get the greatest bang for the buck for their downtown.

The PBIA is proud to be part of positive funding decisions and have seen the fruits of their labor. There are tangible results in their downtown. They have maximized the use of the probation work crew to perform community service and help in a dramatic way, to keep their downtown clean. They have leveraged their relationship with the ODA by partnering in graffiti management, sidewalk cleaning and a robust holiday program. They have engaged local artists to participate in downtown beautification with the artists Bench project. They have only just begun.



Summary (cont)

Over the next five years, the PBIA will focus on the following endeavors:

- Expanding the “It’s Your Olympia marketing strategy to extend the reach of the downtown
- Updating the website on a monthly basis including enhanced outreach to ratepayers
- Studying the concept of a “Nightlife Initiative” with special attention to Clean and Safe program on 4th Avenue
- Surveying ratepayers on an annual basis to solicit budget recommendations to Coucil

This Strategic Plan, developed by the hard work and commitment of PBIA members, will help direct the future of the downtown. It will aid in the implementation of the Comprehensive Plan. It will continue the partnerships with the greater community in assisting their downtown as it continues to evolve and grow into a vibrant and welcoming place for all.

After all...

It's
★ Your
OLYMPIA



PBIA Board Members:

Ken Adney	Furniture Works
Janis Dean	The Popinjay
Jo Gallagher	matter!
Ruthann Goularte	Drees, Inc
Craig Holt	The Other Guys
Brian Judd	Dockside Bistro & Wine Bar
Jerry Magnoni	Columbia Manor
Patrick Mapp	Danger Room Comics
Greg Miller	Bartels Men's Store
Patty Moore	Yoga Loft
Dave Platt	The Mailbox
Davud Rauh	MIXX 96.1 Radio
Phil Rollins	Archibald Sisters
Andrea Seabert	Radiance Herbs & Massage
Lisa Smith	Cicada Restaurant & Lounge
Beth Whitney	Blossoming Dreams

City & Contract Staff:

Stephen Buxbaum	Olympia City Council, Council Liaison
Carleigh Lorenz	Olympia Downtown Association Administrative Assistant
Connie Lorenz	Olympia Downtown Association Executive Director
Ruth Snyder	Cito of Olympia, City Liaison

Olympia City Council:

Doug Mah	Mayor
Stephen Buxbaum	Mayor Pro Tem
Craig Ottavellie	Council Member
Rhenda Iris Strub	Council Member
Karen Rogers	Council Member
Jeannine Roe	Council Member
Steve Langer	Council Member