



Downtown Vibrancy Funding
Package Proposal

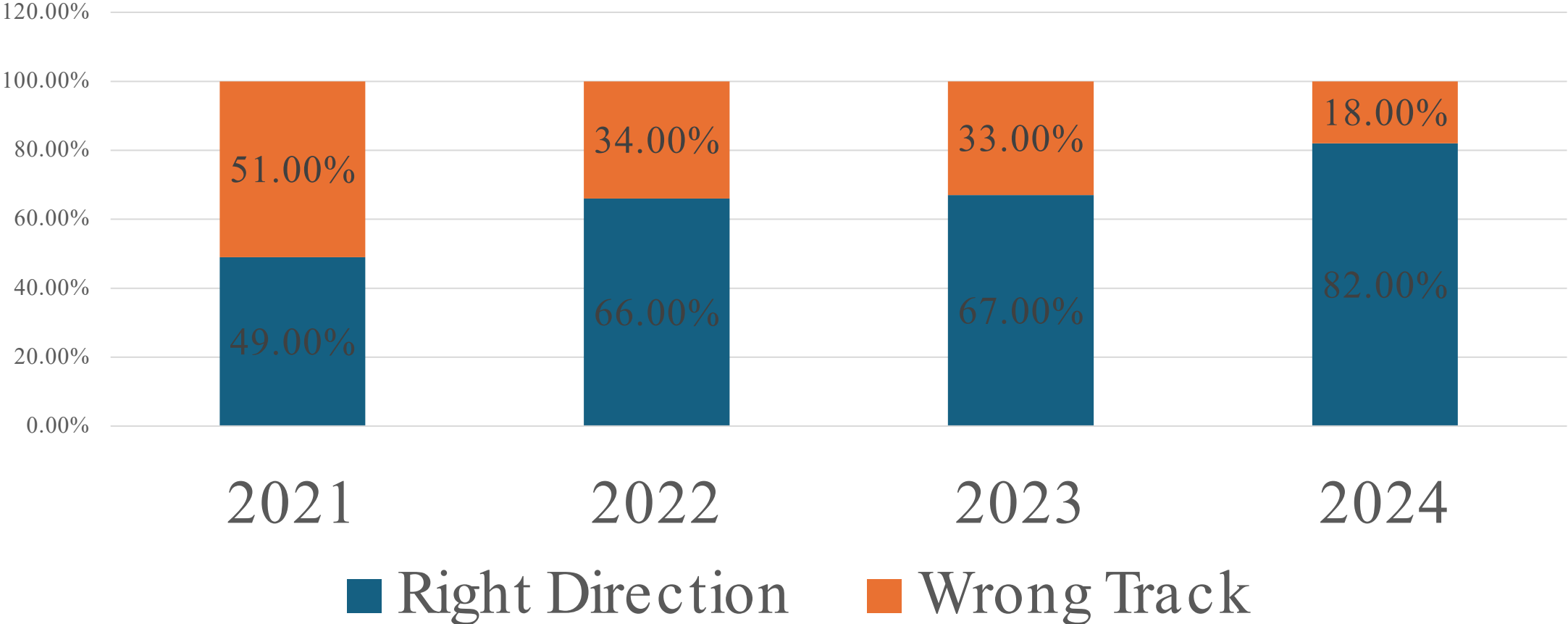
Downtown Vibrancy Funding Package

Term: September 1, 2024-December 31, 2025

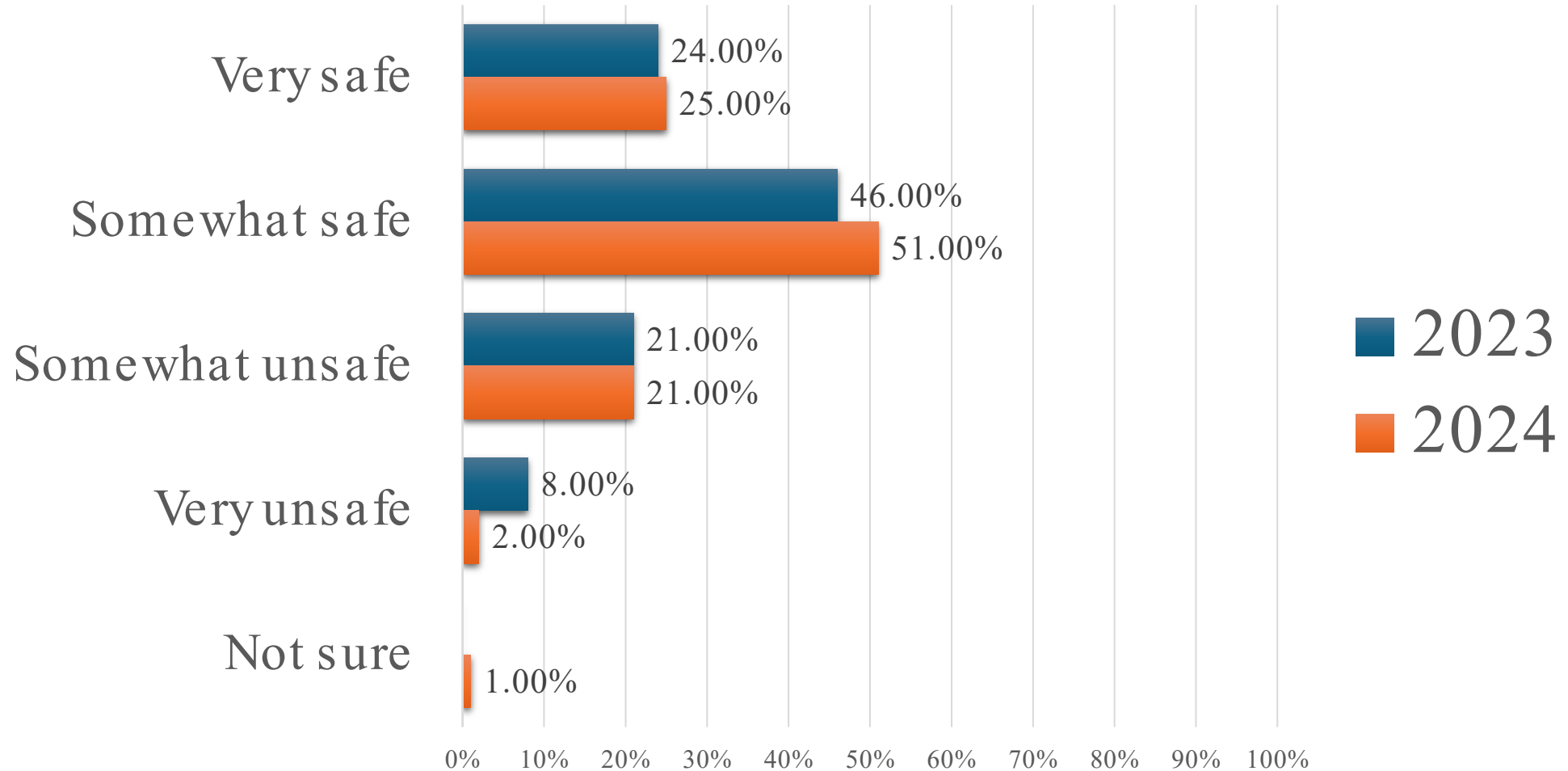
Program/ Initiative	Contract Budget Amount	Description
Downtown Guide Program	\$145,000	The city is currently contracted with the Alliance to assist in funding expansion of Downtown Guide services through August 2024. Extending this partnership would provide funding for the program through December 2025, while leveraging matching \$140,000 in private sector funding for the program. These services, similar to the former Downtown Ambassador program, focus on supporting a welcoming environment downtown. Funding would include 4 Guides (including an Operations Supervisor) during this timeframe. As a result of program, Alliance plays an active role in resource coordination.
Maintenance Worker	\$55,000	The Downtown Maintenance Worker helps to keep downtown feeling clean and welcoming. In 2024, the PBIA is funding a full-time position that will also assist in watering hanging baskets. The intent of this request would be to add to this resource in 2025.
Graffiti Abatement Program	\$25,000	This program is intended to eradicate graffiti tags from downtown property. The Alliance has a contract to do so with the City for 2024. The program collaborates with the Clean Team to reach tags that are above their reach on the second floor of downtown buildings. Since inception in March 186 tags reported (46 in July) and 69 abated. Alliance is primary reporter and administers the program.
Tree Lights	\$60,000	This popular program was initiated, through contract funding with the City in 2020. It installs lights in trees downtown during the “dark” season (October-April) and is currently unfunded starting October 2024.
Total	\$285,000	

Alliance Match: 1) \$140,000 from existing Guide program supporters and 2) Approximately \$50,000 of in-kind Alliance program and project management costs. Total match of approximately \$200,000 over course of the contract.

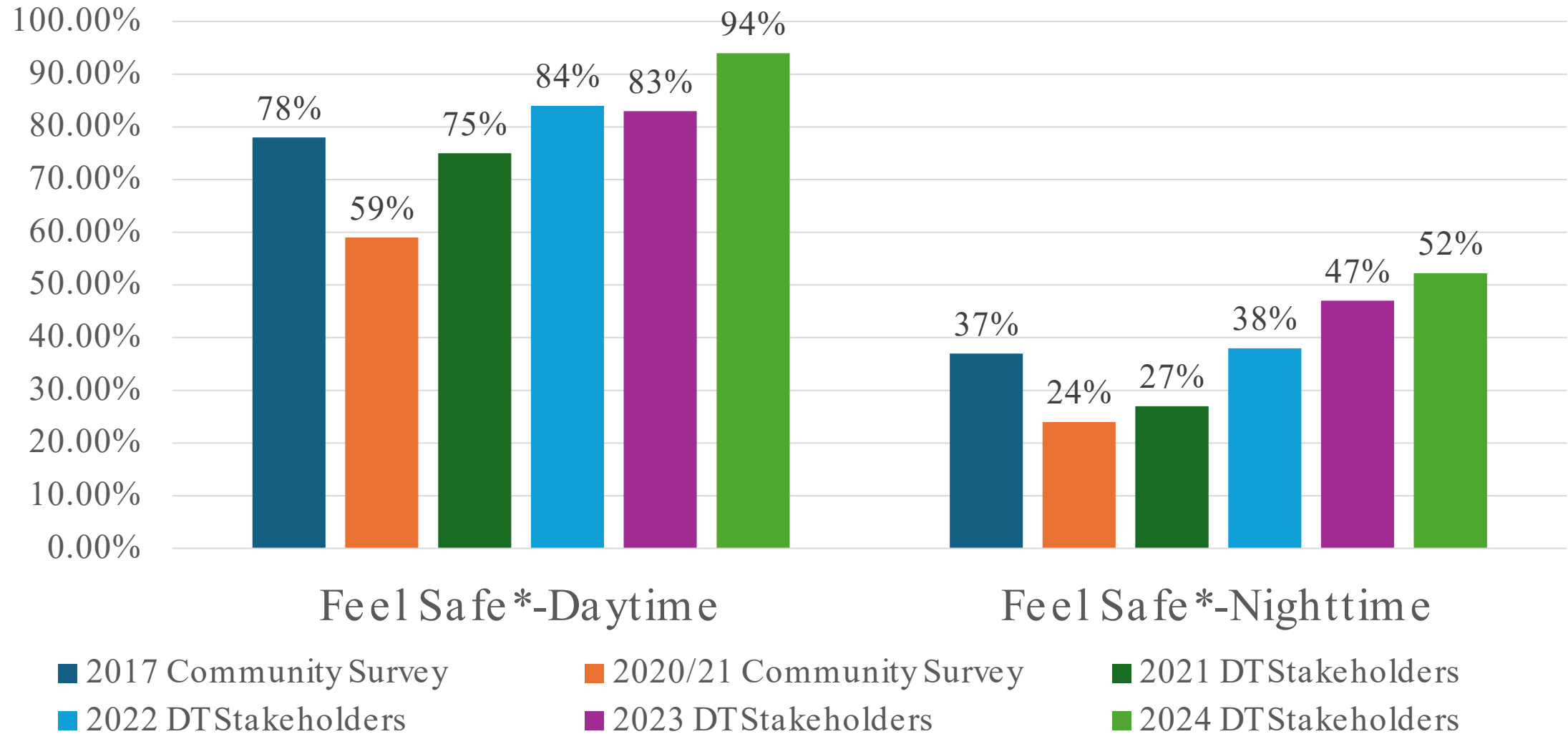
How would you say things are going downtown? Downtown Stakeholders Response



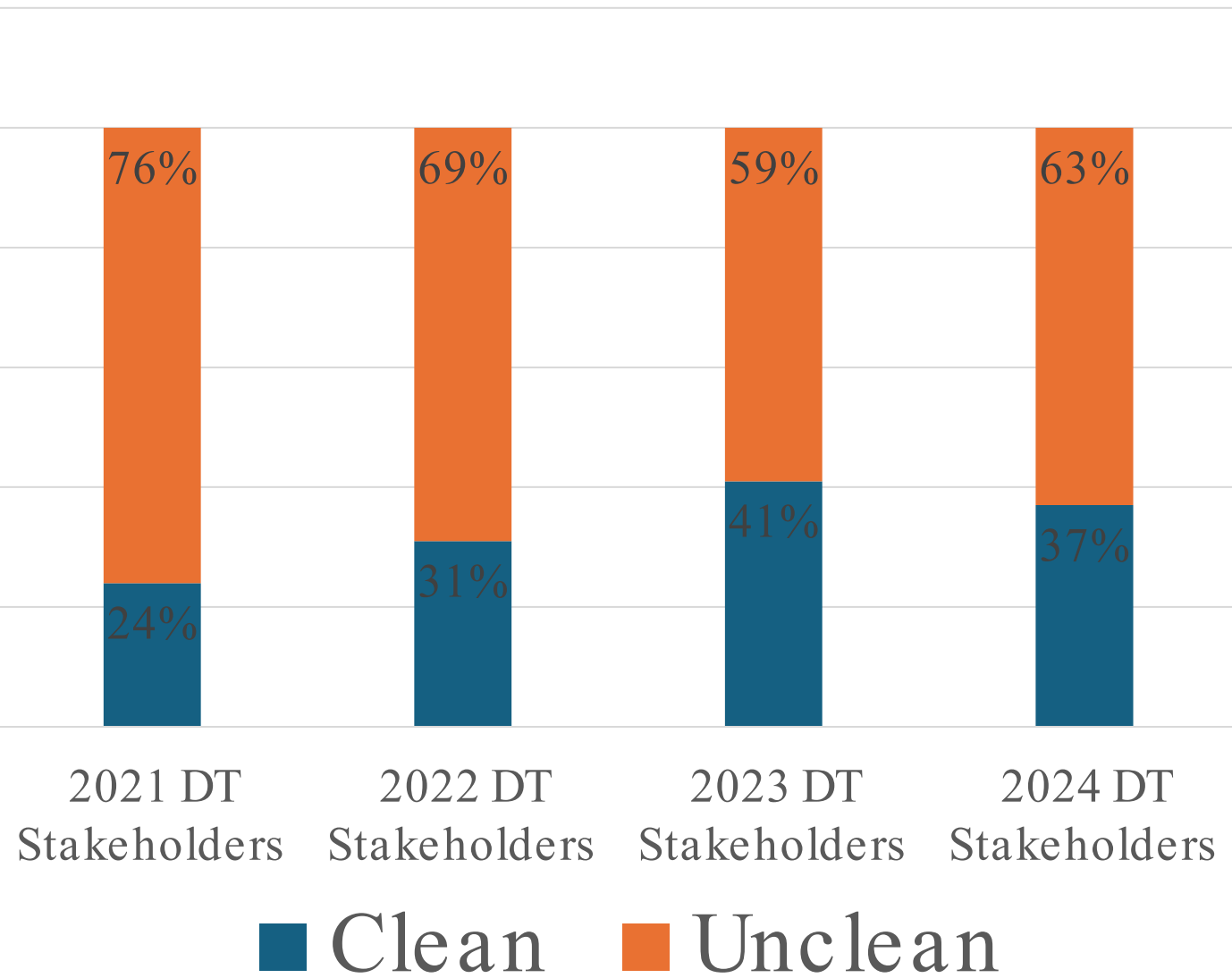
In general, how safe do you feel in downtown Olympia?



How safe do you feel downtown?



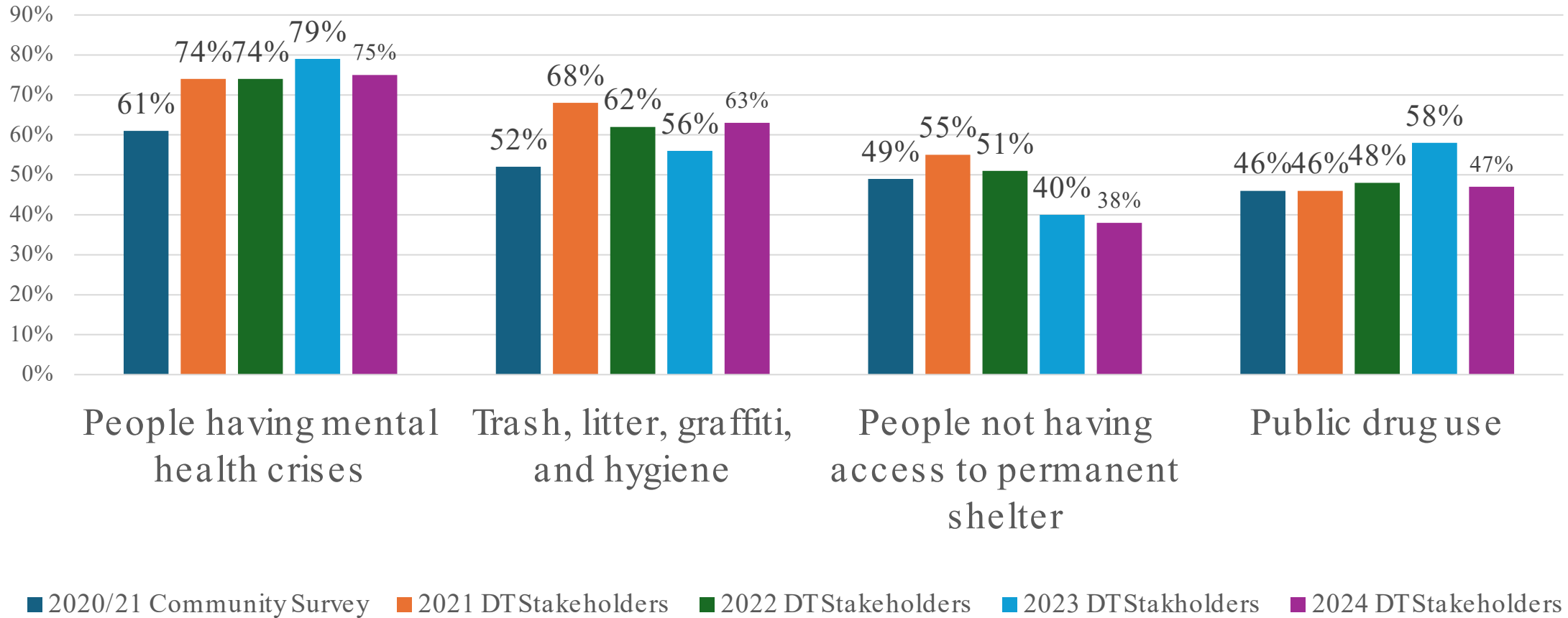
*Aggregate-"Very safe" and "Somewhat Safe"



In general,
how clean
do you
believe
downtown
Olympia
is?

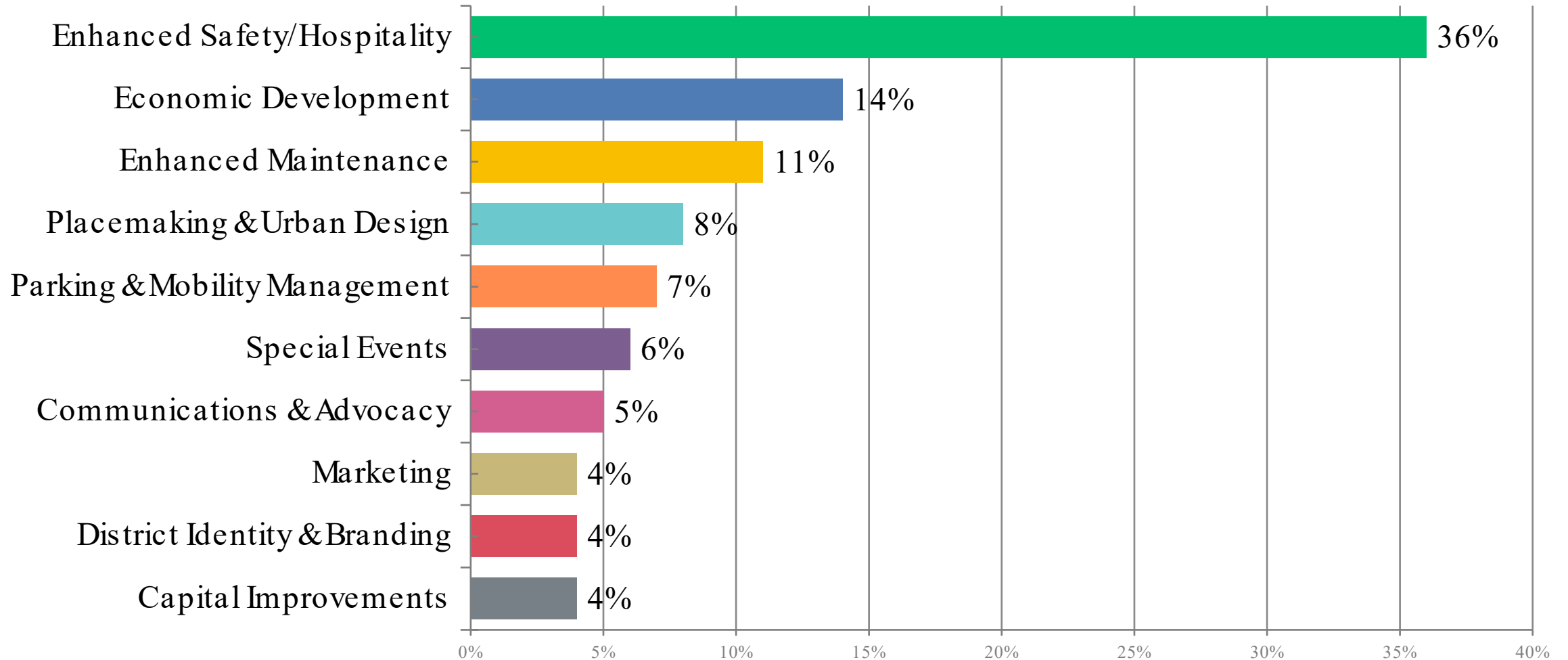
What concerns you most about downtown?

*Respondents could select 3

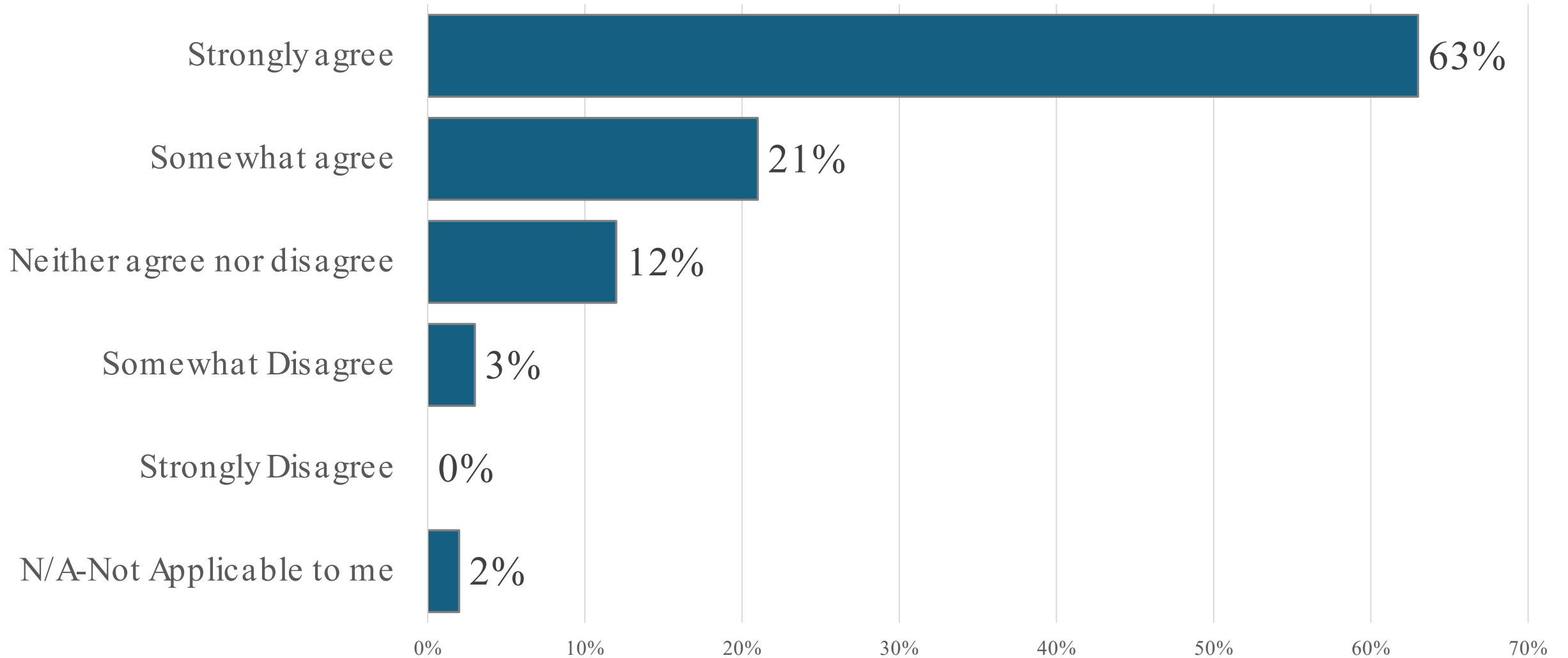


Note: For last two years, “Public Drug Use” has replaced “People not having access to permanent shelter” as 3rd ranked concern.

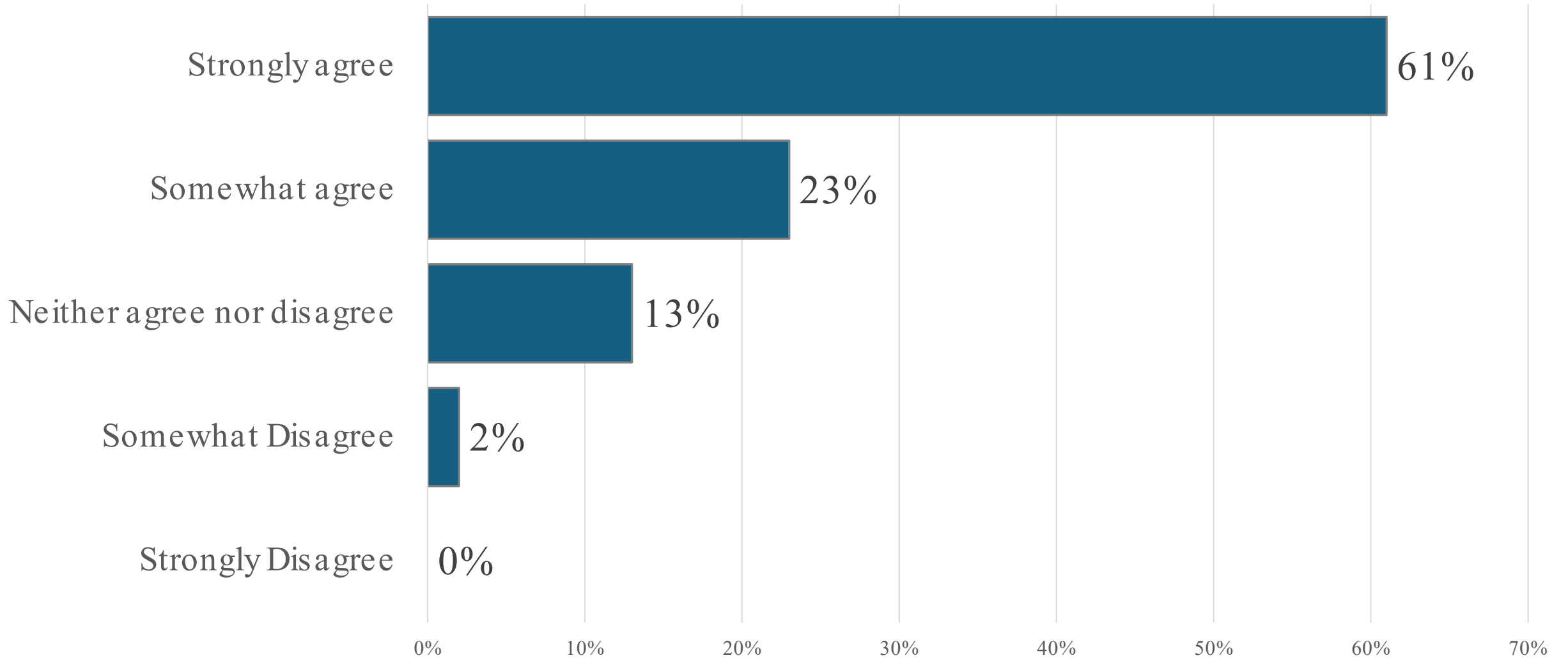
Which of the following is the ONE most important service you believe the Alliance should focus on over the next year?



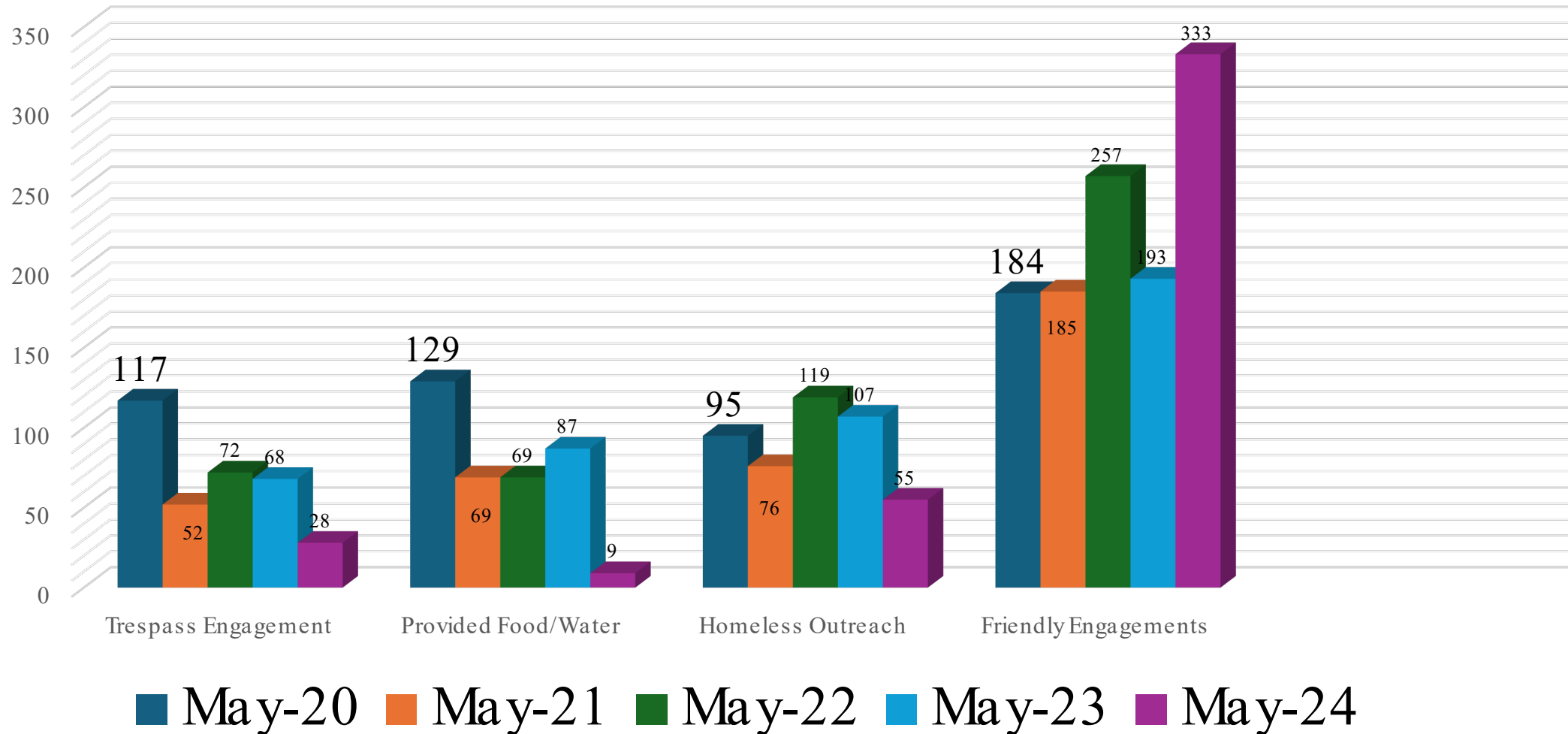
Alliance's Downtown Guides are a positive factor in supporting a safe environment downtown.



Downtown would benefit from increases to the Downtown Guides program.



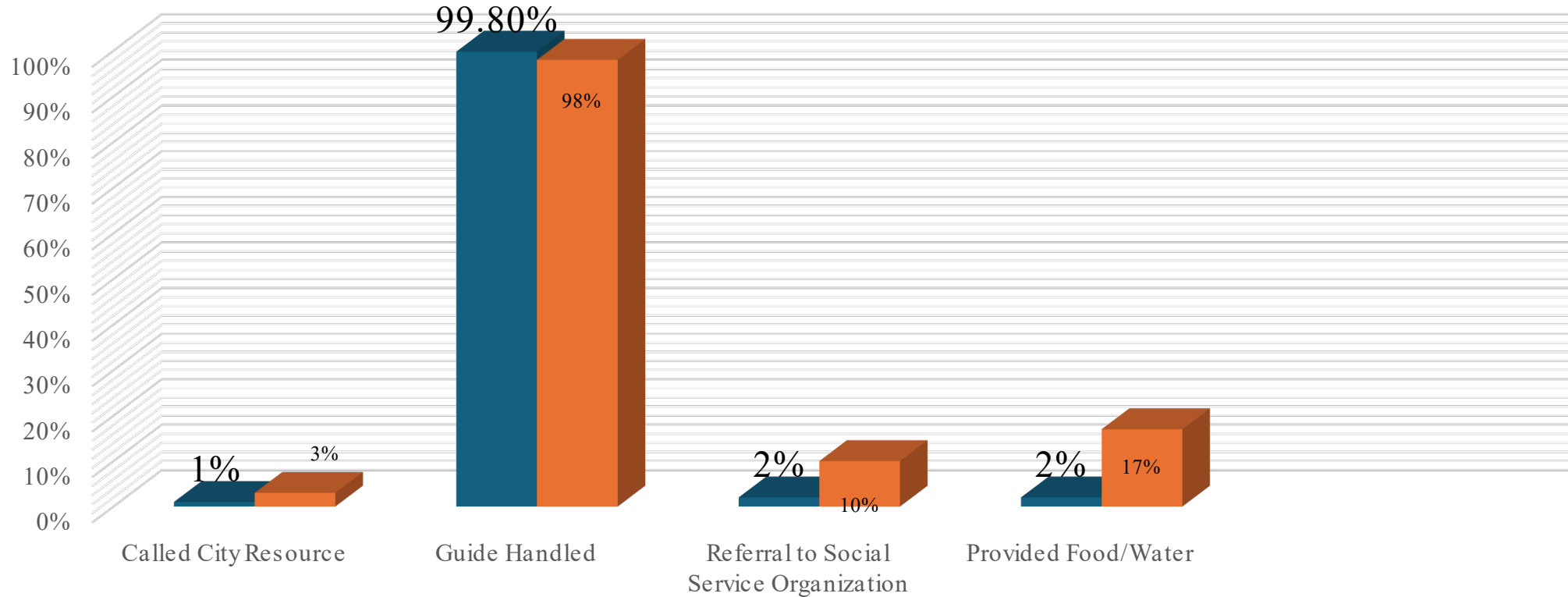
Downtown Guide Program May Engagements Year Over Year



Downtown Guide Program

May Actions Taken

Total Actions - 436



■ May ■ Monthly Average

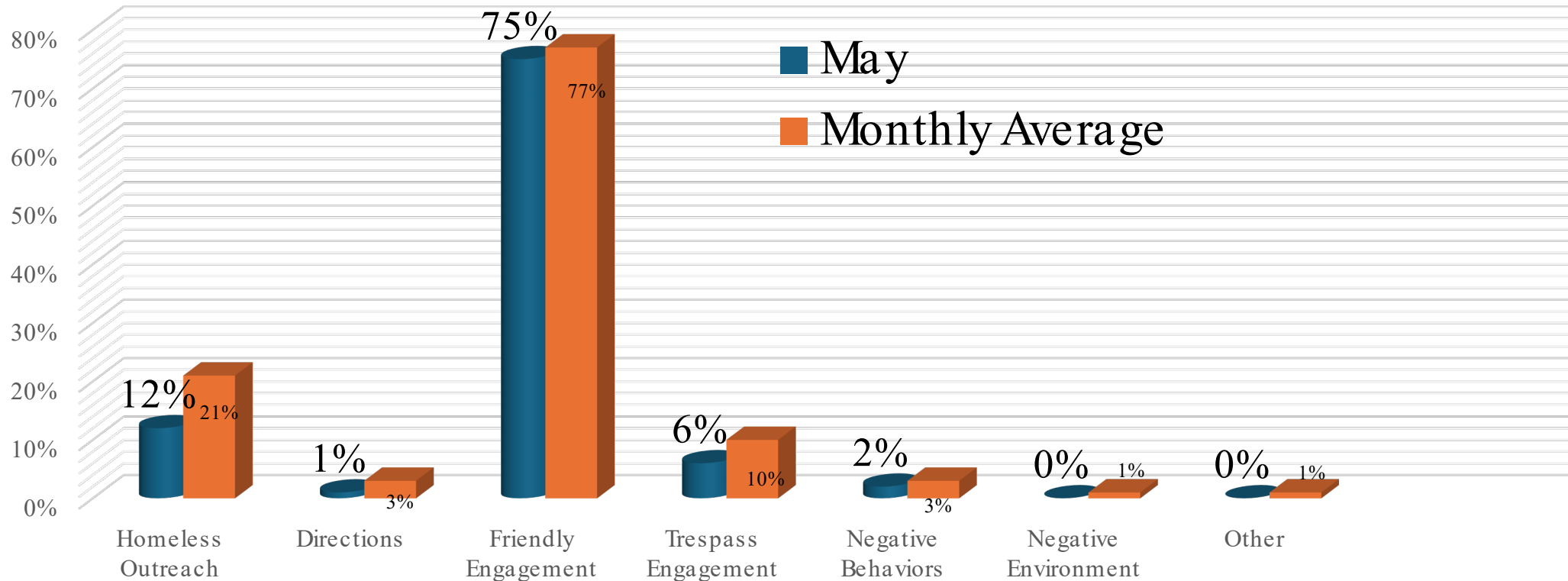
City Resources:

- Olympia Police Department
- Ambassadors
- Clean Team
- Crisis Response Unit

Downtown Guide Program

May Encounters

Total Encounters - 443



Negative Behaviors:

- Antisocial/Belligerent Behaviors
- Open Alcohol/Drug Use

Negative Environment:

- Human Waste
- Needle
- Vandalism

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