

2016 PBIA 5 Year Strategy Retreat Accomplishments



**MARCH 20, 2016
SPECIAL REVIEW COMMITTEE
KEN ADNEY
BOBI KERR
MARY CORSO**

2011-2015 Strategic Plan



- **Mission**

- 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 5 program areas:
 - ✦ Parking
 - ✦ Clean and Safe Initiatives
 - ✦ Beautification
 - ✦ Business Retention and Recruitment
 - ✦ Marketing
 - Added were the Declaration of Public Spaces
 - Public Events

Contributions to Programs in 5 years



Rate Payers funded over \$550,000 in revenue that was invested in the downtown

- The Board is responsible for adopting a 5 year strategy
 - It is the objective of this plan to provide policy direction for considering how to direct future investment of these funds in the downtown.
- The Advisory Board is then responsible for establishing an annual Plan and Budget
- The budget and plan is presented to the Council in December of each year for approval.

Parking Improvement Accomplishments



- A Parking group was established by the City, with members of PBIA, ODA, VCB and Parking Services
 - Established educational materials for new Pay Stations
 - Provided feed back on what was and wasn't working with the Pay Stations
 - Provided educational materials and distribution
 - Established a downtown employee parking lot next to the transit station.
 - Worked with the City on the new improved parking meters installed in 2013, helped define the signage and educational materials. 100% better than pay stations
 - Solicited the city to provide for Girls Night Out and 12 days of Christmas 2 hour Free parking.
 - Survey rate payers

Clean and Safe



- Supported both verbally and financially the new Ambassador Program
 - ✦ Sidewalk, Street and ally cleaning
- Instrumental in working with city to re-establish Walking Patrol and Evening Walking Patrol
- Critical committee work on creating downtown public restrooms program with the City
- Supported issue of funding Emergency warming Center to City Council
- Provided outreach and information regarding clean and safe programs
- Worked collectively to enhance the Well Commons programs, murals and cleaning programs
- Litter: AIA program, Butterflies (butt Collectors) and Poop Patrol
- Worked with ODA on graffiti removal
- Ambassadors provide annual anecdotal and quantitative data to PBIA
- Provided pressure washer to Ambassador program
- Survey rate payers

Civic Beautification



- Park Benches
- Murals
- Alley Painting
- Flower Baskets
- Banners
- Butterflies (Clean and safe too)
- Sculpture/Plinth
- Mosaics at the Well/Fish done by kids
- Music Corners
- Survey rate payers

Business Recruitment and Retention



- Worked with City and EDC to survey the downtown
 - Demographics
 - Years in business
 - Aging owners
 - +/- from business owners perspective
 - Issues of perception
- PBIA on Downtown Strategy work group
- Created Website and program to tell Business owners stories
- Survey of rate payers
- Welcome packets

Commercial Marketing



- Banners
- Created and distributed Way finding Tear sheet maps of downtown
- Support
 - Capitol City Pride activities
 - Support Girls Night Out
 - Support downtown Clean-up
 - Perceptions of downtown
 - Downtown for the Holidays
 - Mixx 96 Downtown Trick or Treat Program
- Sparkle Twinkle fest
- Branding the PBIA It's Your Downtown Olympia
- Survey Rate payers

Communication with Rate Payers and Allied Partners

- 2 times a year Survey Rate Payers
- Annual Meetings
- 3 times a year newsletter (+/-)
- Communications with rate payer bills.
- Worked with ODA, VCB, City, Ambassadors for new Downtown Welcome Center
- Established leadership team meeting
- Established periodic meetings with ODA
- Solicit input from rate payers at monthly meetings.