

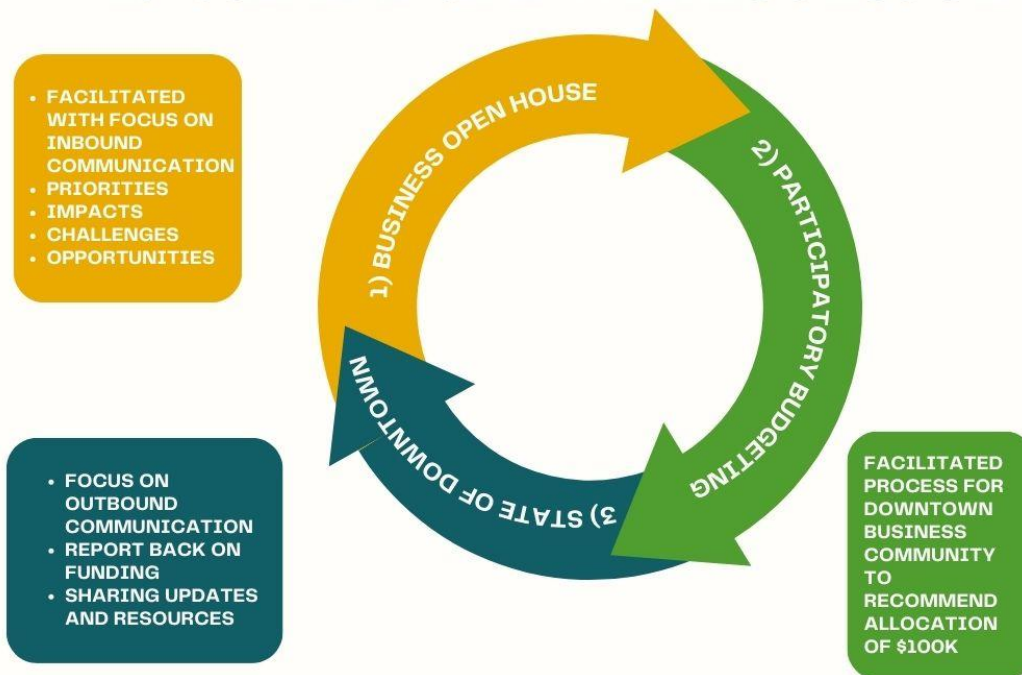
**Discussion recap of 7/2 PBIA meeting:**

What is “Important”	What is “Not Important”
<p>Downtown has a reliable annual funding source that can be used to address issues that fall in the following areas:</p> <ul style="list-style-type: none"> <li>· Clean and safe</li> <li>· Beautification and streetscapes</li> <li>· Small Business Support and Resources</li> <li>· Downtown Marketing</li> <li>· Communications</li> </ul>	<p>The City create a fee and rate structure and collect a fee from every downtown business through an annual invoicing process.</p>
<p>Downtown businesses feel that they have a clear line of communication to staff and Councilmembers to share feedback, concerns, opportunities, and issues facing downtown.</p>	<p>The City create and manage a formalized advisory board that is required to follow RCW associated with public meeting noticing, published agendas, minutes collection, and stakeholder-elected representation that must utilize city email and receive public open meeting training.</p>
<p>Downtown stakeholders have the ability to play an active role identifying what should be funded to best improve downtown...ie “participatory budgeting”</p> <p>Examples: <a href="#">Tacoma</a>, <a href="#">Seattle</a>, <a href="#">Denver</a></p>	<p>12 formal meetings a year of the PBIA Advisory Committee to develop and manage a “work plan” and \$100,000 budget.</p>
<p>That there is a fair and equitable way to engage downtown stakeholders in addressing some of the needs and issues facing downtown.</p>	<p>Collecting a fee that can feel arbitrary and inequitable from small businesses that are emerging and struggling... and then sending those small businesses to a collection agency if they don’t pay.</p>

## Draft Recommendation –

1. Dissolve the fee collection component associated with the program rather than attempt to reclassify rate structure and improve collection process.
  - a. This resolves a significant staff capacity issue in terms of rate payer identification, rate classifications, invoicing, auditing, and collections related expenses.
  - b. This resolves the equity issues inherent in the rate classification and structure.
  - c. City would no longer be sending businesses to collections.
2. Utilize existing B&O tax as the replacement funding source for previous “PBI Expenses and Programming” through an annual budgeting “set-aside”.
  - a. Recommended total amount \$120,000 (\$100,000+ as direct investment in downtown resources, and up to \$20,000 for staffing, facilitation, and other administrative costs).
  - b. Amount to be re-evaluated in 5 years.
3. Convene all Downtown Stakeholders 3x/year for the following recommended meetings:
  - *Meeting 1: Downtown Business Open House*
    - Held in early spring in a location that can accommodate 150+ attendees
    - A facilitated meeting in which Downtown business-related issues and priorities are identified and discussed by Downtown businesses.
    - All Downtown businesses are invited and encouraged to participate.
    - Councilmember participation is *strongly* encouraged.
    - City staff representing Economic Development, Police, Homeless Response, Clean Team, Waste Resources, Transportation, ARCH, and Community Planning are *required to attend* and participate.
  - *Meeting 2, Q2: Downtown Priorities and Participatory Budgeting*
    - Held in early summer in a location that can accommodate 150+ attendees
    - A facilitated meeting where facilitator guides participants to creating a funding recommendation utilizing the city commitment of \$100k+.
    - Report priority content synthesized from “Meeting 1- Business Open House”.
      - Example of potential priorities:
        - Placemaking: Flower baskets, murals, lighting
        - Programming: Technical assistance training for businesses
        - Downtown cleanliness: graffiti abatement, public garbage cans
    - City reports on existing expenditure levels for downtown
  - *Meeting 3, Q3: State of Downtown*
    - Held in early fall in a location that can accommodate 150+ attendees
    - City hosts Downtown businesses to share information, updates, and resources
    - Presentations from various downtown programs on their activities and efforts with specific focus on reporting out on how funding recommendation from meeting #2 is being deployed and any measurable outcomes shared.
    - Examples of potential presenting groups:
      - Walking Patrol and CRU
      - Economic Development initiatives
      - Creative District Partner
      - Olympia Downtown Alliance
      - Technical Assistance Providers
      - Community Planning and Development
      - Meeting is recorded and posted online

## PROPOSED REPLACEMENT MEETING STRUCTURE



### Benefits of preferred recommendation:

- Equity issues in OMC rate structure, administration, and representation are addressed
- Significant burden on staff time and cost to City is alleviated
- Efforts are right sized to benefits (benefits increase, admin burden lessens)
- Key priorities of PBIA Program are retained (investment downtown, ability to influence Downtown Budget priorities, sharing of information and resources, access to City staff and Council)
- Increased communication, engagement, and goodwill between City and stakeholders

### Concerns with preferred recommendation:

- Some PBIA Advisory Board members perceive this as a loss or be concerned the City will not honor the commitment to replace the program if it is not compulsory (OMC-driven)
- Revenue generated by PBIA assessments will be lost (although this will be off set by recuperation of staffing costs currently absorbed by the City)
- Additional B&O tax revenue used to replace PBIA funding will need to be allocated to Downtown and won't be available for use elsewhere