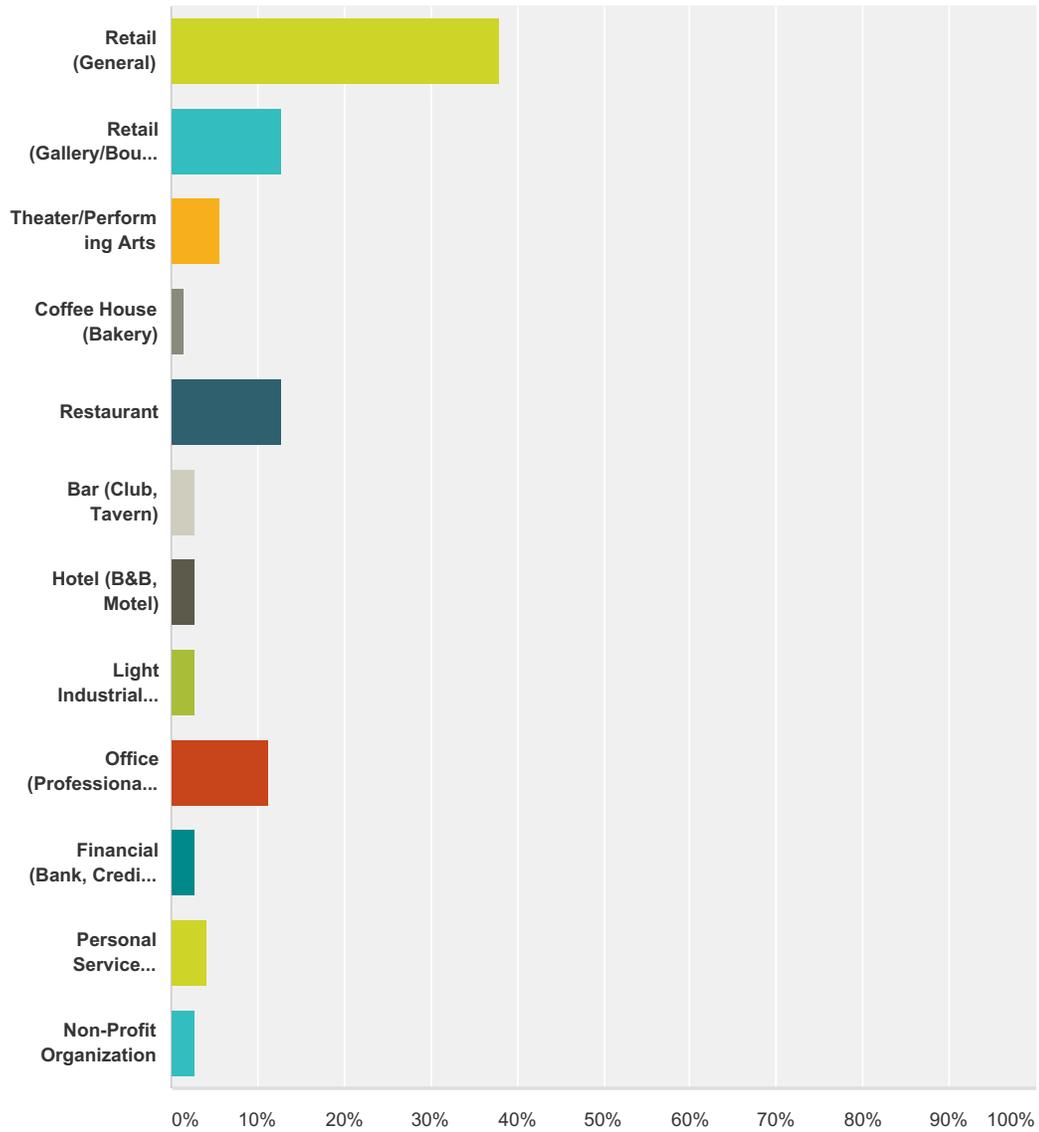


Q1 Type of Business:

Answered: 71 Skipped: 0



Answer Choices	Responses
Retail (General)	38.03% 27
Retail (Gallery/Boutique)	12.68% 9
Theater/Performing Arts	5.63% 4
Coffee House (Bakery)	1.41% 1
Restaurant	12.68% 9
Bar (Club, Tavern)	2.82% 2
Hotel (B&B, Motel)	2.82% 2
Light Industrial (Auto Service)	2.82% 2

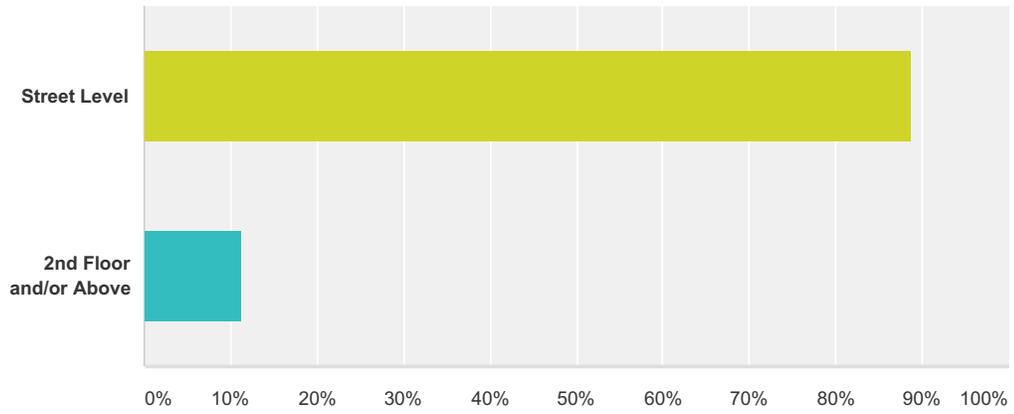
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Office (Professional, Services)	11.27%	8
Financial (Bank, Credit Union)	2.82%	2
Personal Service (Medical, Health, Beauty)	4.23%	3
Non-Profit Organization	2.82%	2
Total		71

#	Other (please specify)	Date
1	Service	11/9/2015 10:27 AM
2	Electrical Contractor	11/9/2015 9:15 AM
3	Martial Arts	11/2/2015 9:21 PM
4	Fine Art Instruction and Production	10/29/2015 10:33 PM
5	Yacht Club	10/28/2015 3:50 PM
6	We also provide personal service 1-2 days/week	10/28/2015 3:04 PM
7	art studio	10/27/2015 7:45 PM
8	Stained Glass Studio	10/27/2015 3:18 PM
9	Apartment owner/manager	10/23/2015 8:34 AM
10	Professional (Architecture)	10/22/2015 3:30 PM
11	Also a bar, coffee shop and performance space.	10/22/2015 11:18 AM

Q2 Where in the building is your business located?

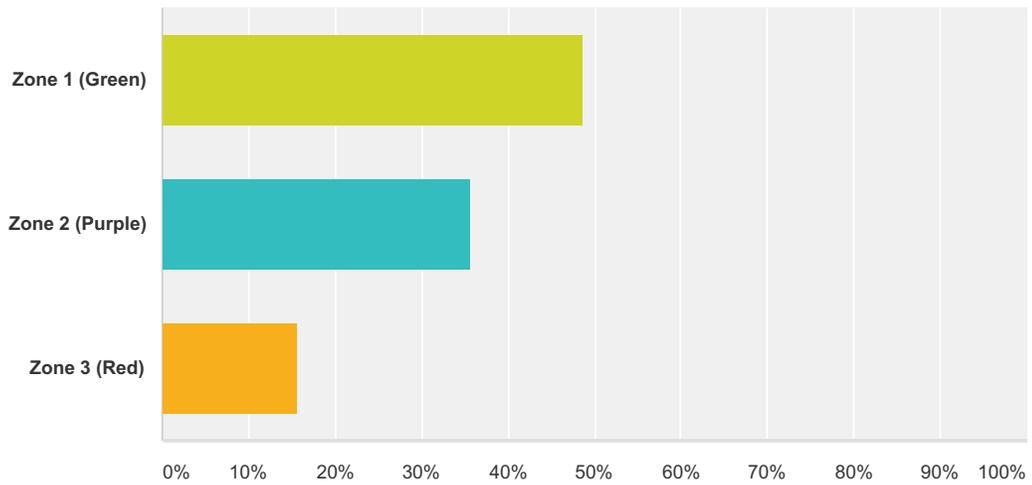
Answered: 71 Skipped: 0



Answer Choices	Responses	
Street Level	88.73%	63
2nd Floor and/or Above	11.27%	8
Total		71

Q3 What zone of the PBIA is your business located in?

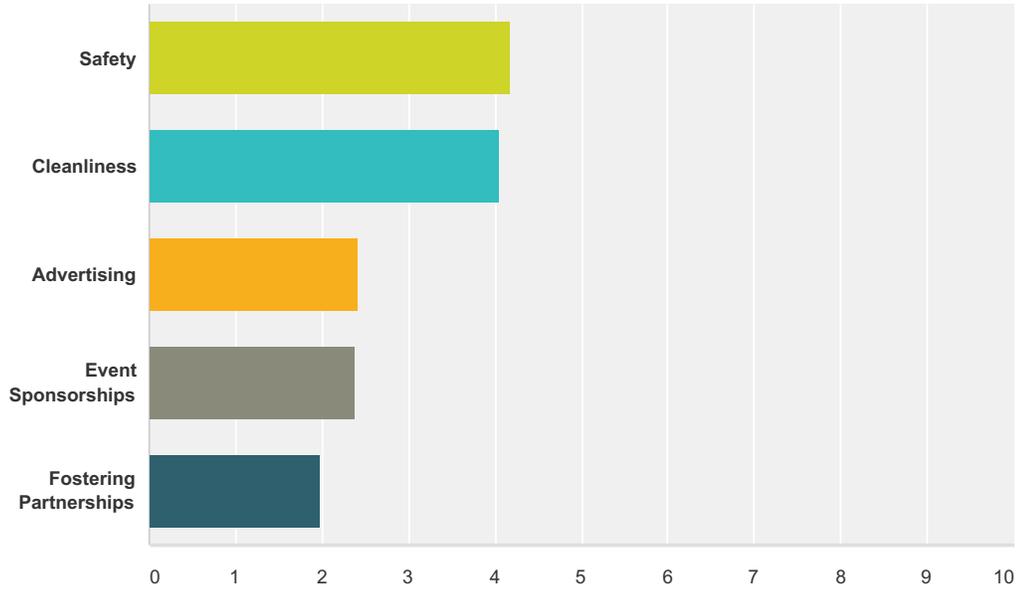
Answered: 70 Skipped: 1



Answer Choices	Responses
Zone 1 (Green)	48.57% 34
Zone 2 (Purple)	35.71% 25
Zone 3 (Red)	15.71% 11
Total	70

Q4 Please order the following budget categories in terms of level of importance (1 represents the most important, 5 representing the least important)

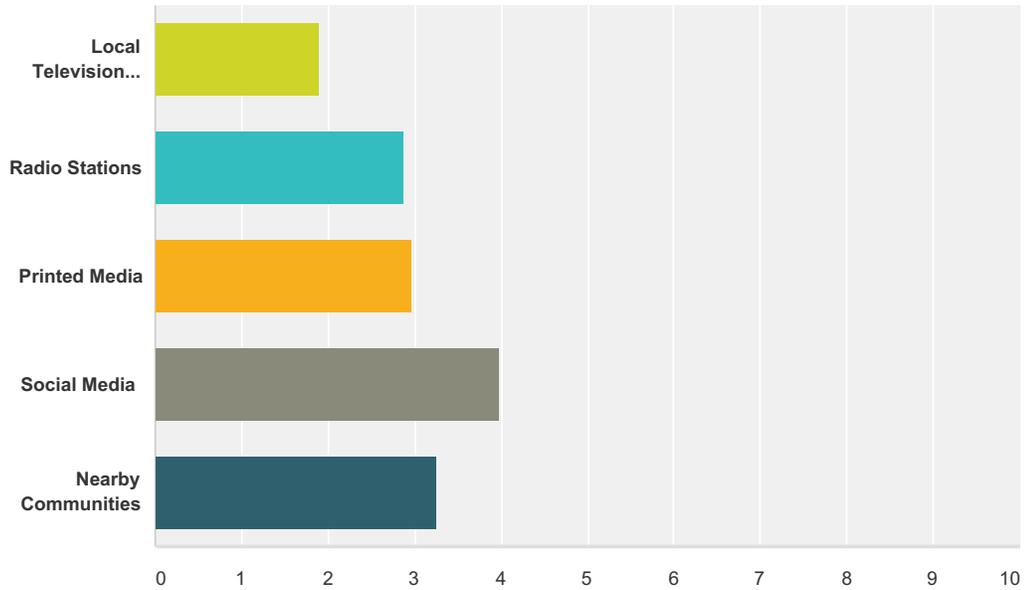
Answered: 67 Skipped: 4



	1	2	3	4	5	Total	Score
Safety	53.73% 36	29.85% 20	2.99% 2	7.46% 5	5.97% 4	67	4.18
Cleanliness	28.36% 19	53.73% 36	11.94% 8	5.97% 4	0.00% 0	67	4.04
Advertising	10.45% 7	10.45% 7	22.39% 15	23.88% 16	32.84% 22	67	2.42
Event Sponsorships	4.48% 3	5.97% 4	32.84% 22	35.82% 24	20.90% 14	67	2.37
Fostering Partnerships	2.99% 2	0.00% 0	29.85% 20	26.87% 18	40.30% 27	67	1.99

Q5 Please order the following communication formats based on where you would like the PBIA to focus their marketing outreach. (1 represents the most important, 5 representing the least important)

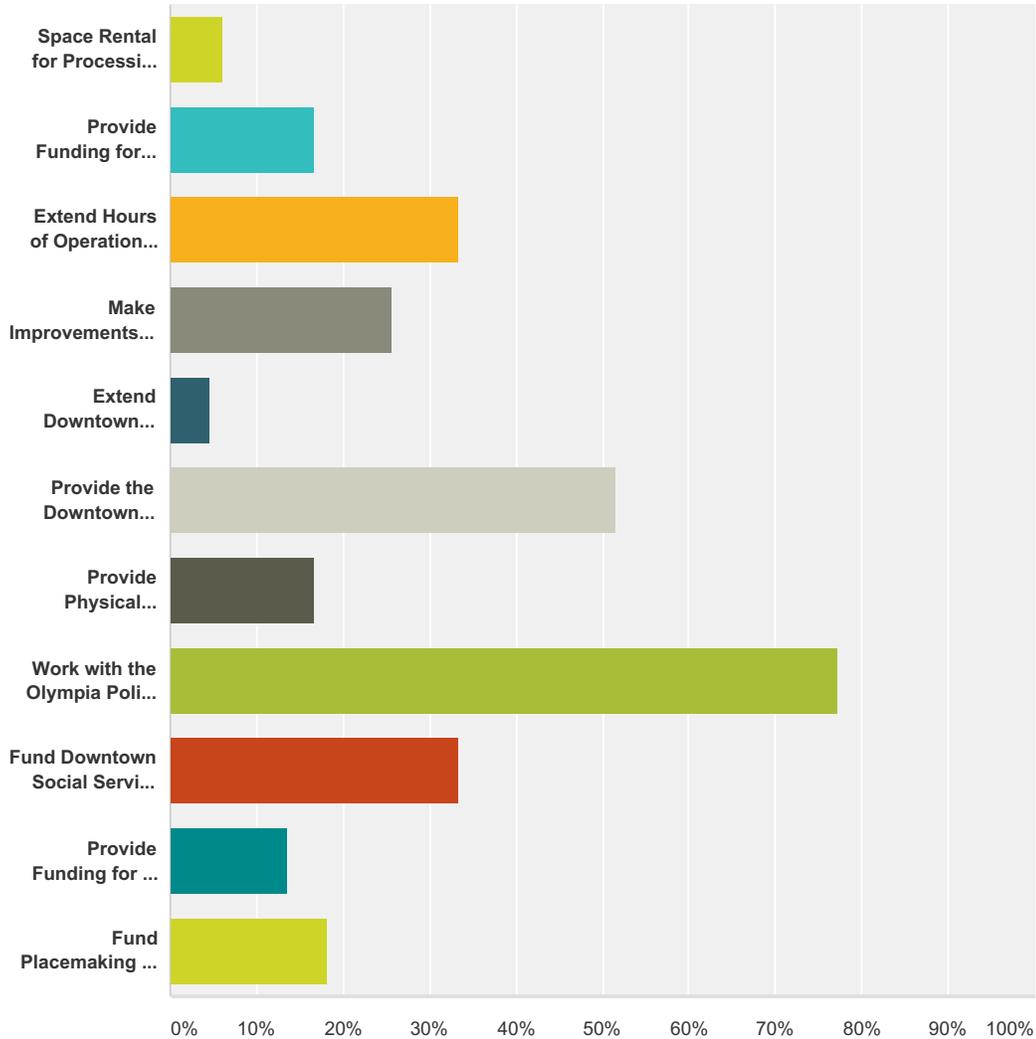
Answered: 67 Skipped: 4



	1	2	3	4	5	Total	Score
Local Television Channels	4.48% 3	8.96% 6	13.43% 9	19.40% 13	53.73% 36	67	1.91
Radio Stations	5.97% 4	25.37% 17	28.36% 19	31.34% 21	8.96% 6	67	2.88
Printed Media	11.94% 8	25.37% 17	28.36% 19	16.42% 11	17.91% 12	67	2.97
Social Media	49.25% 33	22.39% 15	10.45% 7	13.43% 9	4.48% 3	67	3.99
Nearby Communities	28.36% 19	17.91% 12	19.40% 13	19.40% 13	14.93% 10	67	3.25

Q6 Please check boxes next to the top three proposed budget items you would like to see appear in the 2016 budget.

Answered: 66 Skipped: 5



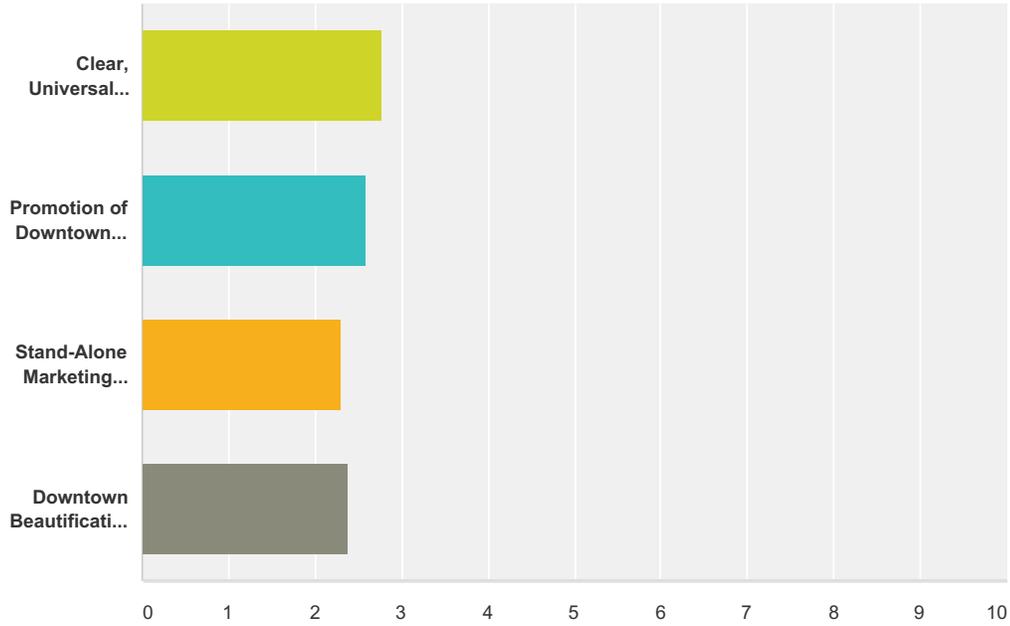
Answer Choices	Responses
Space Rental for Procession of the Species Art Studio	6.06% 4
Provide Funding for Training, Equipment and On-call Staffing of Human Waste Clean-Up	16.67% 11
Extend Hours of Operation, Maintenance and Staffing of Capitol Lake and Percival Landing Restrooms	33.33% 22
Make Improvements and Additions to Existing City Parking Options (Signage, Lighting, Markings)	25.76% 17
Extend Downtown Welcome Center Hours (Currently Open Friday, Saturday, Sunday)	4.55% 3

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Provide the Downtown Ambassador/Clean Team Funding for Increased Staffing and Service Area	51.52% 34
Provide Physical Improvements and Staffing at the Artesian Commons	16.67% 11
Work with the Olympia Police Department to Maintaining the Evening/Weekend Walking Patrol	77.27% 51
Fund Downtown Social Services (e.g. Providence St. Peter's Downtown Mental Health Project, Interfaith Works Emergency Shelter, Sidewalk, Community Youth Services)	33.33% 22
Provide Funding for I-5 Sign Identifying Olympia as a "Historic Downtown"	13.64% 9
Fund Placemaking and Downtown Beautification Projects (Artwork & Rehabilitation)	18.18% 12
Total Respondents: 66	

Q8 Rank the following marketing and communication areas that will best support business in downtown Olympia.(1 represents the most important, 4 representing the least important)

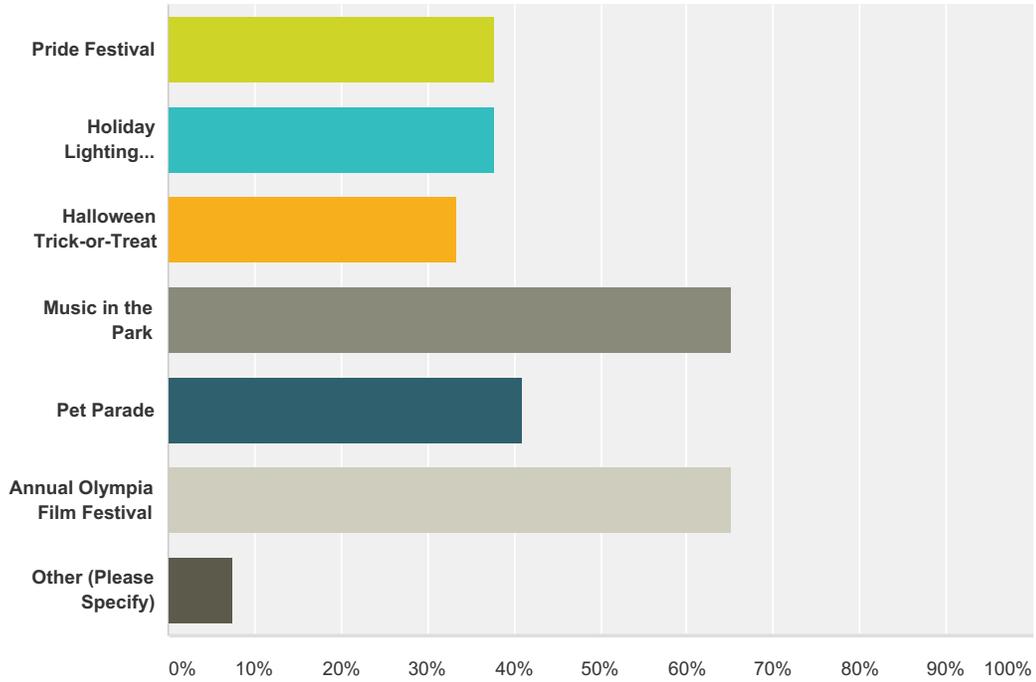
Answered: 65 Skipped: 6



	1	2	3	4	Total	Score
Clear, Universal Parking Signage	30.77% 20	35.38% 23	15.38% 10	18.46% 12	65	2.78
Promotion of Downtown Olympia to Outside Cities (Seattle, Portland, Spokane, etc)	30.77% 20	21.54% 14	23.08% 15	24.62% 16	65	2.58
Stand-Alone Marketing Events for Downtown (e.g. Parallel Parking Contest)	17.46% 11	22.22% 14	31.75% 20	28.57% 18	63	2.29
Downtown Beautification and Placemaking Through the Use of Hanging Flower Baskets	21.88% 14	21.88% 14	29.69% 19	26.56% 17	64	2.39

Q9 Some popular events in Downtown are less publicized than others. Please pick the top three for focus in 2016.

Answered: 66 Skipped: 5



Answer Choices	Responses
Pride Festival	37.88% 25
Holiday Lighting Contest "Twinklefest"	37.88% 25
Halloween Trick-or-Treat	33.33% 22
Music in the Park	65.15% 43
Pet Parade	40.91% 27
Annual Olympia Film Festival	65.15% 43
Other (Please Specify)	7.58% 5
Total Respondents: 66	

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Q10 Other events to sponsor

Answered: 9 Skipped: 62

#	Responses	Date
1	Olympia Beer Fest tour of downtown	11/2/2015 9:30 PM
2	I'm ready to help plan a major music festival for Olympia!	10/29/2015 6:41 PM
3	procession of the species	10/27/2015 8:23 PM
4	Artwalk	10/27/2015 3:23 PM
5	Arts Walk	10/27/2015 11:41 AM
6	Black Lives Matter, Procession of the Species	10/23/2015 10:23 AM
7	Monthly Celebration of Historic Downtown (first Friday, 5 - 10 PM), similar to arts walk, but w/o the direct focus on arts...just come down and enjoy shops, restaurants, movies, live performances. The intent is to ingrain in Thurston County residents memories that "First Friday" always means that there's a great celebration going on in downtown Olympia. The whole focus is to get the message out that we're growing, changing for the better, safe, and fun!	10/22/2015 3:47 PM
8	Assuming Art Walk is a given.	10/22/2015 11:41 AM
9	Procession of the species	10/22/2015 10:58 AM

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Q11 Below is a space to share any additional information or comments you may have about your experiences with the PBIA. If you wish for us to follow up with you directly, please feel free to leave your contact information. Thank you once again for your time and thought. For survey results, please come join us at our next PBIA meeting!(2nd Thursday of each month - 6:00 p.m. - Olympia City Hall)

Answered: 8 Skipped: 63

#	Responses	Date
1	Keep up the great work PBIA! I appreciate your work and your energy.	10/29/2015 6:43 PM
2	\$18,000 in flower baskets for 2015? Seriously? I think we just found \$18,000.00 that can be allocated to more pressing and practical needs.	10/27/2015 9:43 PM
3	I would suggest putting a portion of our dues into a group insurance policy to cover the deductible for any store front vandalism including glass damage. I would also suggest keeping any programs for downtown cleanup, sweeping, power washing etc and by all means encourage the police patrols.	10/27/2015 8:33 PM
4	Stop wasting money advertising for Downtown Olympia, nobody is fooled. We don't need to spend \$18,000 on "The Grandest Beautification Process of...flower baskets", when every single alley and corner is covered in urine, homeless on every bench, thugs blowing smoke in the faces of old ladies getting well water, and I have to lock my office to walk to the bathroom down the hall or I will be robbed. The ambassadors are great, but we need somewhere to direct the chronically homeless, and the police need to enforce the anti-loitering laws. It has become scary to be downtown.	10/23/2015 10:27 AM
5	Thank you for your time and efforts. We have a great downtown with the same problems that affect all cities. Our transient population is larger and more visible than most, and is a big reason Olympia gets a bad reputation with tourists. I walk the boardwalk daily and it's discouraging having to walk past sleeping and wasted people using bad language. Should be a very uplifting stroll.	10/23/2015 8:46 AM
6	Parking, parking, parking. That's all our customers care about, it seems. Many still don't understand how to get 15 minutes free. Or they don't even now weekends are free! Maybe that should be publicized more. And more tokens we can hand out to disgruntled people would help. Thank you.	10/22/2015 12:49 PM
7	thanks, guys!	10/22/2015 11:16 AM
8	Some of the categories could be explained. I'd like a button to click on for description of items like "safety" to explain what is included and historic examples of projects in this category.	10/22/2015 10:44 AM

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Q12 Contact Information (Optional):Email is preferred for followup and for future contact about PBIA topics and events!

Answered: 17 Skipped: 54

Answer Choices	Responses
Name:	100.00% 17
Email Address:	100.00% 17

#	Name:	Date
1	adam hardaway	11/1/2015 5:23 PM
2	Audrey Henley	10/29/2015 6:43 PM
3	tom anderson	10/27/2015 8:33 PM
4	alana carr	10/27/2015 5:00 PM
5	Jeffrey Trinin	10/27/2015 2:55 PM
6	DeEsta Denver	10/27/2015 2:38 PM
7	Casey Bruce and Frank Hussey	10/24/2015 2:46 PM
8	Sarah Adams	10/23/2015 10:33 PM
9	Tom Dorian	10/23/2015 10:05 AM
10	Jerry Magnoni	10/23/2015 8:48 AM
11	Kim Murillo	10/22/2015 8:05 PM
12	Julie Triplett	10/22/2015 4:16 PM
13	Ron Thomas	10/22/2015 3:48 PM
14	jeannine kempees	10/22/2015 2:17 PM
15	Tim Koehler	10/22/2015 11:56 AM
16	Michael Davidson	10/22/2015 11:28 AM
17	Duane Walz	10/22/2015 10:55 AM

#	Email Address:	Date
1	rainydayvideo@hotmail.com	11/1/2015 5:23 PM
2	audrey@olympiafilmsociety.org	10/29/2015 6:43 PM
3	artist402@comcast.net	10/27/2015 8:33 PM
4	alana.captainlittle@gmail.com	10/27/2015 5:00 PM
5	jeffrey @alwayssecurity.com	10/27/2015 2:55 PM
6	deesta.denver@hilton.com	10/27/2015 2:38 PM
7	DangerRoomOly@gmail.com	10/24/2015 2:46 PM
8	missusadams@gmail.com	10/23/2015 10:33 PM
9	sales@donscamera.com	10/23/2015 10:05 AM
10	manyone@earthlink.net	10/23/2015 8:48 AM
11	kimhmurillo@gmail.com	10/22/2015 8:05 PM
12	info@simplecloth.com	10/22/2015 4:16 PM

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13	ron@tarcstudio.com	10/22/2015 3:48 PM
14	info@bellezaropa.com	10/22/2015 2:17 PM
15	Tkoehler@seldensofolympia.com	10/22/2015 11:56 AM
16	michael.davidson@hilton.com	10/22/2015 11:28 AM
17	duanwalz@aol.com	10/22/2015 10:55 AM

Q13 If there is someone else you'd like us to keep informed about the PBIA, please enter their information below.

Answered: 4 Skipped: 67

Answer Choices	Responses
Name:	100.00% 4
Email Address:	100.00% 4

#	Name:	Date
1	tom anderson	10/27/2015 8:33 PM
2	paul shepherd	10/27/2015 5:00 PM
3	Garner Miller	10/27/2015 11:42 AM
4	Brandee Putvin	10/22/2015 3:48 PM

#	Email Address:	Date
1	artist402@comcast.net	10/27/2015 8:33 PM
2	pabloshep@gmail.com	10/27/2015 5:00 PM
3	garner@msgsrch.com	10/27/2015 11:42 AM
4	brandee@tarcstudio.com	10/22/2015 3:48 PM