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TO: PBI Board of Directors
FROM: ^{xc} TODD CUTTS, EXECUTIVE DIRECTOR, OLYMPIA DOWNTOWN ALLIANCE
SUBJECT: MARKETING UPDATE
DATE: DECEMBER 5, 2018

On behalf of the Olympia Downtown Alliance Board of Directors, I would like to thank the PBI Board of Directors for your partnership in 2018 to help enhance the image of Downtown Olympia and to market our many assets to the community. Once the partnership launched in earnest in spring of this year, the Alliance and PBI worked collaboratively to develop a joint Imagemaking Strategy for Downtown.

We held several meetings in the late spring and early summer to refine the strategy and seek consensus. Given challenging summer schedules, we scheduled a meeting in September to review the strategy jointly with the PBI and Downtown Alliance Boards. The Strategy (Attachment 1) was positively received by both Boards. It should be pointed out that during this period of strategic planning, the Imagemaking Coordinator marketed Downtown businesses and events (both Downtown Alliance members and non-members) using primarily social media, newsletter, and website.

Unfortunately, after our September joint Board Meeting, our Imagemaking Coordinator then transitioned to a position at another organization, which impacted the momentum of implementation of the strategy. Since that transition, the PBI has not been billed for marketing services, though the Alliance has continued to market Downtown businesses and events (both for Downtown Alliance members and non-members). Metrics of these efforts can be found in Attachment 2.

I'm excited to announce that we have contracted with Mosaic Marketing Studios to be our "Marketing Department," in lieu of in-house staff. Mosaic brings a breadth and depth of services, including graphic design, content development, public relations, website management, and social media engagement, that will equate to great value for

our organization, and the Downtown business community. In fact, Mosaic facilitated a planning session on Monday to work to operationalize the strategy that was completed as part of the joint strategy. Board members from the PBIA were present and contributed at this session. As we head into 2019, the Downtown Alliance looks forward to seeing through the joint strategy that was developed this year.

Thank you again for your partnership in 2018.

Alliance and PBIA Joint Downtown Imagemaking Strategy



August 1, 2018



NEAR-TERM STEPS

SUCCESS MEASUREMENTS:

- The joint effort will reflect the value of both the Alliance and PBIA and Downtown's unique vibe. As a result, the partnership between the PBIA and the Alliance will continue.
- The public will feel informed about what is going on Downtown by the creation of a larger social media presence and PR opportunities (ie: Seattle Coffee Fest/Evening Magazine)
- Measureable data will be more readily available for members.

KEY AUDIENCES

- Current supporters of downtown
 - Business to business
 - Younger, urbanites
 - Shop local supporters
 - Community members and long term partners of downtown
- Untapped markets. With a higher percentage of Olympians the market will grow, lead to greater density downtown, and create a more welcoming environment.
 - State employees
 - JBLM families and military
 - College students
 - Neighborhoods that surround downtown
 - Broader Thurston County
 - New residents
- Unique demographics. For example, if we are marketing a craft beer event, our demographic will likely be different than that of an antique event.

KEY MESSAGES:

*Olympia is the intersection of a close-knit community and metropolitan lifestyle.
Downtown is welcoming and unique.
Shopping and eating Downtown provides a superior experience.
Local retailers provide what online retailers can't (ie: Frustrations over shipping).
The city of Olympia is a unified place - we are working together.
We are early adopters to the new vibe downtown, the growth and potential.*

STRATEGIES

- Explore marketing of city districts and partnering with the city
- Message in a fun and lively way (ie: Did you see this sign? Nope, because its new!)
- Share success stories and human interest stories
- Highlight awards given to local businesses
- Connect things to do downtown as guideposts
- Image heavy, photo focused

TACTICS – these tactics are illustrative, non-prescriptive, ways that the key messages and strategies can be implemented. They have been ranked by the steering committee in order of effectiveness.

Now

- Social media –
 - Create an Alliance/PBIA Facebook presence
 - Start an Instagram feed that shows the cool interior spaces of businesses
 - Hashtag campaign that can be used and shared
- Public Relations –
 - Olympian
 - Cooper Point Journal
 - Leg Tech newsletter
 - Partner associations newsletters
- Print –
 - Event posters
 - Shop and Dine Guide

In Development

- Newsletter –
 - Alliance and PBIA partnership ideas coming to fruition
 - Addressing clean and safe issues
 - What is happening in the districts/events
 - Monthly vs. weekly events listing email

As Needed Pending Resources

- Advertisement –
 - DASH ads
 - Ads at movie theaters
 - Print ads **cost analysis and funding sources needed*
 - Thurston Talk **cost analysis and funding sources needed*

- Radio -
 - Weekly spot on KAOS (?)
 - Airtime on a local station **cost analysis and funding sources needed*

MEASURABLE RESULTS/DATA

- Track social media and website analytics
- Surveys on social media
- Customer satisfaction surveys
- Get parking meter data from City
- Sales tax from the City

LONG TERM STEPS

BRANDING

- The joint effort will be branded – with a name/slogan that reflect the value of both the Alliance and PBI and Downtown’s unique vibe.
 - Cohesive values instead of a logo

- Customer focus groups
 - Untapped markets

- Advertising



DASHBOARD REPORT

Month	Website Users	Total Number of Website Sessions	Organic Web Search	Facebook Likes (1st of month)	Instagram Followers	Twitter Followers	Weekly Newsletter Open Rate Average	Newsletter Subscribers
Apr-18	753	1,010	245	4,133				
May-18	1,769	2,569	699	4,162				
Jun-18	2,305	3,101	1,129	4,229				
Jul-18	3,079	4,221	1,887	4,289				
Aug-18	3,157	4,346	1,784	4,366				
Sep-18	2,034	2,794	846	4,424				
Oct-18	1,437	1,834	519	4,504				

Nov. 1 - Nov. 27 2018 3,797 5,258 1,070 4,534 2,212 2,706 30.0% 929

New website launched on Sat., Apr. 7, 2018

Website Hit Sources	Nov-18
referral	1,224
organic	1,070
direct	924
social	706