



PBIA Board Retreat

Overview & Administrative Update

What is PBIA?

- A funding area established by local businesses in 2006, to raise self-assessed funds to benefit the area as a whole
- Authorized by WA law RCW 35.87A, and governed by Olympia Municipal Code (OMC) 3.62.000 & bylaws
- Ratepayers represent approximately 520 diverse businesses
- Assessments range from \$150-\$750/year depending on type, size, and zone
- Assessments are put into the PBIA Fund, which goes to downtown improvements



What can the PBIA Fund...fund?

- Downtown parking improvements program
- Clean and safe program
- Civic beautification & sign program
- Business recruitment & retention program
- Commercial marketing program
- Supplementation of other existing programs, including:
 - Events
 - Additional marketing programs
 - Clean-up programs
 - Partnership programs that benefit downtown on behalf of the public

Role of the PBIA Advisory Board

- Develop and recommend an annual workplan and budget for City Council to invest the PBIA fund in ways that benefit PBIA businesses
- Facilitate mutual communication between Ratepayers and the City
- Other projects and responsibilities as approved by City Council
- Evaluate each year's programs and activities

Admin Update

Current challenges

- Misalignment of design & reality
- Equity & Fairness
- Modernization
- Sustainability

What staff are doing about it

- Exploring options and process improvements
- Seeking clarity
 - What can we change?
 - Who can change it?
 - Ideal role of the Advisory Board
 - Ideal role of staff liaison
 - True program costs
 - Accurate interpretation of OMC
- Developing more staff support

What can the PBIA Board do to help?

- Prioritize your main role, which is a fund advisory role
- Be patient and open to change
- Ask questions and share ideas
- Be mindful of sustainability, trade-offs, and workload
- Strive for simplicity as you build the 2024 workplan
- Focus most on strategy & purpose (big picture, what's crucial?)



Questions? Thoughts?