

Attachment #2 **SERVICES**

The City's Parking and Business Improvement Area (PBIA) advisory board has entered into partnership with the Olympia Downtown Association (ODA) to market downtown for the 2017 holiday season. PBIA funds will support ODA's Downtown for the Holidays event, and pay for creation and placement. The intent is to combine resources to develop a coordinated message and reach to draw visitors downtown for the holiday season.

Holiday Marketing Services		
Vendor	Features/Benefits	Cost
Olympia Downtown Association	Sponsor Downtown For The Holidays event	\$2,000.00
Olympia Downtown Association	Ad Creation and Placement; creation and printing of posters/window clings	\$2,300.00
Oly Arts	1/4 Page Ad	\$400.00
The Olympian	DT for the holidays online tab	\$800.00
(Centralia) The Chronicle	3 ads	\$300.00
Mason County Journal	4 ads	\$200.00
OFS Holiday Advertising	Ad in brochure	\$600.00
Mixx 96 FM	On Air mentions	\$1,500.00
KGY	On Air mentions	\$500.00
KAOS	On Air mentions (free)	\$0.00
Olympia Downtown Association	social media content creation and ads	\$250.00
	TOTAL	\$8,850