

Communications (Educate & Inform)

Public Value Results Map

How my work contributes to the PBIA mission:

To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

We garner the support, cooperation and involvement of members and partner organizations in the betterment of DT

Members understand the value of PBIA before they receive their first bill

AND
Everyone understands how PBIA's efforts fit into a larger downtown strategy (*i.e., PBIA isn't alone responsible for addressing issues – we're all in this together*)

What we do:

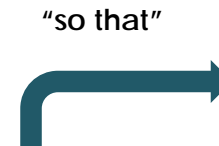
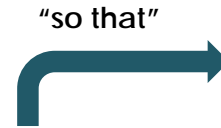
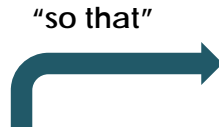
Proactively educate and inform members and partner organizations about:

- Who PBIA is, what PBIA does (*and sometimes - when necessary - what we can't do*) & how this adds value Downtown
- How to get involved in PBIA events and happenings
- Related efforts that address issues of importance to members

2018 Initiatives:

- Carry out welcome wagon and ongoing outreach with member businesses
- Create welcome packets for new businesses
- Advise staff re: downtown communications
- Host annual member meeting

- Some Related Efforts of Importance to PBIA Members:**
- How Downtown Ambassadors & Clean Team can help businesses
 - Myriad resources to enhance, support and grow their business
 - Programs & services available to help people experiencing homelessness and street dependency in Downtown
 - Actions in Olympia's Downtown/Retail Strategy:
 - Parking strategy
 - Street improvement projects
 - Public restrooms, walking patrol, shared trash compactors, artesian commons programming, etc.
 - Development projects (encouraging private investment)
 - Sea level rise response plan, nightlife safety plan for the Entertainment Area, mixed-income housing strategy
 - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service providers and government



Communications (Query Members)

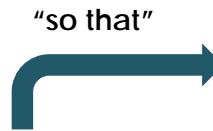
Public Value Results Map

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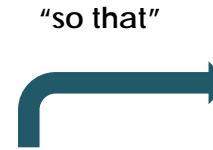
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

Gather feedback from members about issues important to them and share it with the City



The City Council and staff are informed of issues specific to downtown businesses that members would like heard and addressed



We can align our efforts to address member concerns and priorities



AND

Members have a voice in the decision making that affects them

Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

2018 Initiatives:

- Conduct ongoing one-on-one outreach through 'welcome wagon'
- Put out short, quarterly surveys
- Establish a physical and online 'comment box' that is always open
- Set aside time for discussion at each board meeting to share what we're hearing from businesses and relay this info to staff and City Council's General Government Committee

Clean & Safe

Public Value Results Map

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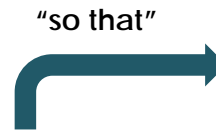
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

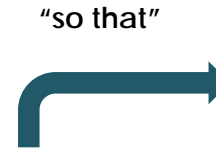
- Support the Downtown Ambassador and Clean Team program
- Fund small projects and sponsor programs that contribute to a welcoming Downtown
- Leverage our investments by collaborating with other entities
- Assess member needs and concerns & Advise the City about programs and projects to address real and perceived clean & safe issues

2018 Initiatives:

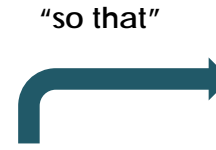
- Partially fund the Ambassador and Clean Team program
- Sponsor ODA's Volunteer in Paint program, spring and fall Downtown Clean-Up
- Maintain cigarette butt collectors



Downtown feels welcoming, safe and attractive to those who visit, work and live here



Downtown Olympia is known as a desirable destination within Thurston County and the State of WA



AND

Community members and visitors come back again and again

AND

Businesses have a voice pertaining to clean & safe issues, as these have consistently been identified as a priority

Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

Beautiful Streetscapes

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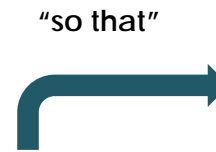
- Fund small projects that contribute to an attractive, welcoming Downtown

2018 Initiatives:

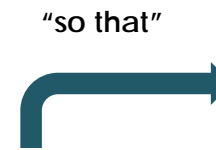
- Hang and maintain flower baskets
- Make a public art investment



Downtown feels welcoming, safe and attractive to those who visit, work and live here



The identity and perception of Downtown is improved within Thurston County and the State of WA



AND

Visitors come back again and again

Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

Marketing

Public Value Results Map

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Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

People are motivated to visit, shop and participate in events Downtown more often

We spread a unified, positive message about Downtown and ways to experience it

What we do:

- Market to the general public, members & businesses to educate and promote events and activities supported by PBIA
- Partner with allied organizations on events, sponsorships, image making and marketing

Guidance:

- Be timely
- Promote shop local
- Coordinate with ODA on overarching image and message

2018 Initiatives:

- Guide a contracted agent (possibly in partnership with the ODA) to develop creative content and messages, and coordinate placement of ads and stories through various media outlets
- Host Twinklefest
- Create a welcome packet for new downtown residents
- Sponsor local events (i.e., Pride)

"so that"

"so that"

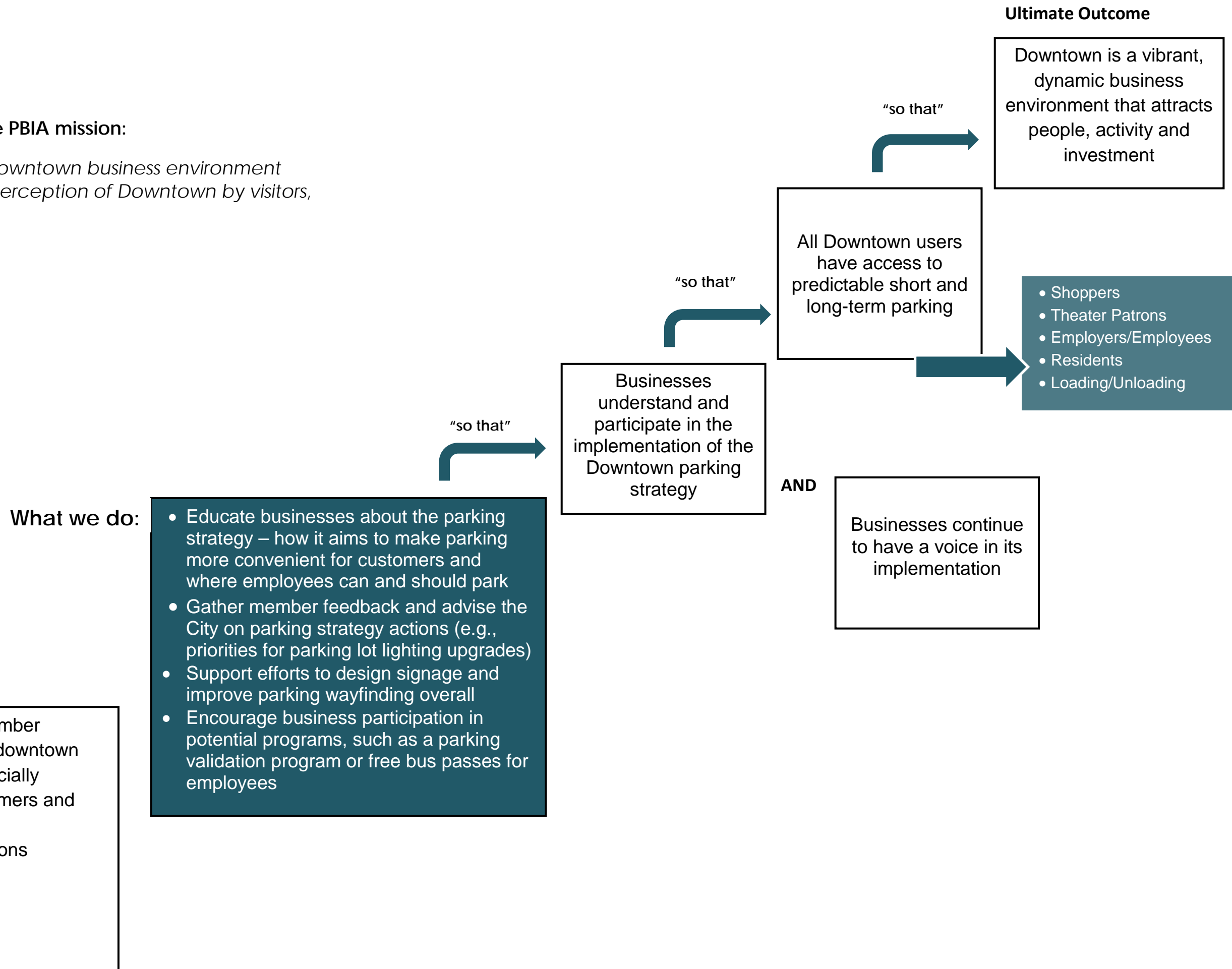
"so that"

Parking

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Small Business Support/Resources

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Ultimate Outcome

Downtown is a vibrant, dynamic business environment that attracts people, activity and investment

"so that"



Businesses can stay and thrive in Downtown as the local economy grows

"so that"



Downtown businesses have the tools and trainings they need to be successful

"so that"



What we do:

- Educate members about the myriad resources to enhance, support and grow their business
- Help to facilitate and fund business and professional training programs
- Encourage members to participate

2018 Initiatives:

- Promote the myriad small business support resources available in our region through communication functions