



loveonly

Olympia Downtown Alliance

Community Livability and Public Safety Committee

April 24, 2024

Downtown Alliance Update



Property Overview

Time Compare

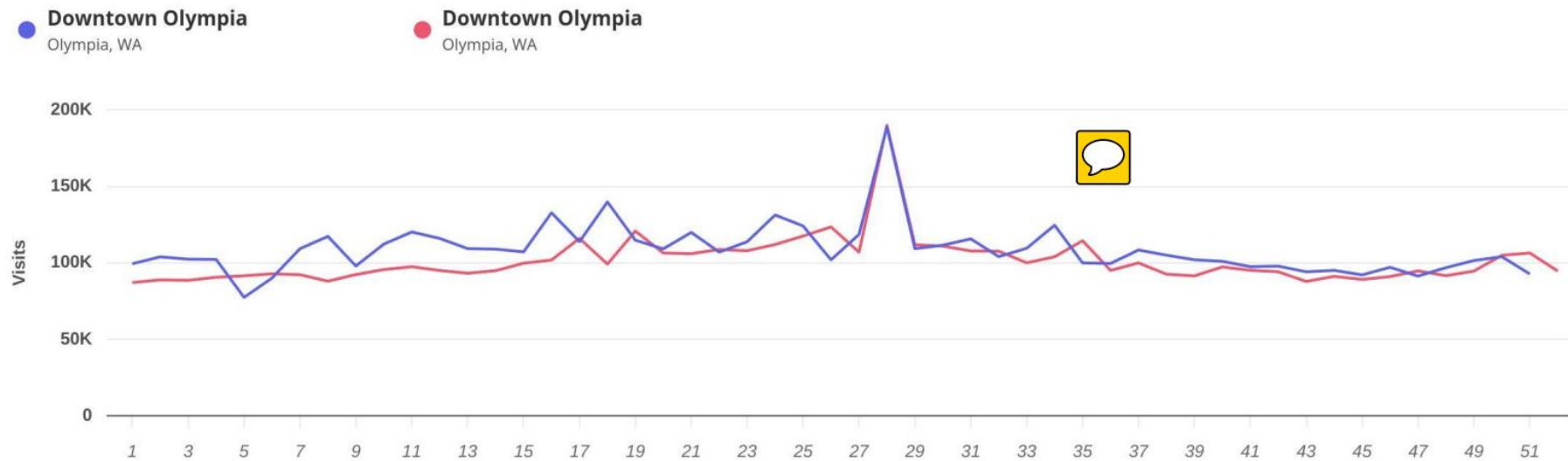
Metrics		
Metric Name	<div><div></div>Downtown Olympia Olympia, WA</div>	<div><div></div>Downtown Olympia Olympia, WA</div>
Visits	5.6M	5.3M
Visitors	887.1K	901.9K
Visit Frequency	6.37	5.86
Avg. Dwell Time	133 min	133 min
Panel Visits	114.8K	175.9K
Visits YoY	-5.8%	+10.1%
Visits Yo2Y	-9.6%	+28.4%
Visits Yo3Y	N/A	+75.3%
<div><div>Downtown Olympia</div> - Jan 1st, 2019 - Dec 31st, 2019</div> <div><div>Downtown Olympia</div> - Jan 1st, 2023 - Dec 31st, 2023</div> <div>Data provided by Placer Labs Inc. (www.placer.ai)</div>		

Downtown Diagnostic

Property Overview

Time Compare

Visits Trend



Weekly | Visits

Downtown Olympia - Jan 1st, 2019 - Dec 31st, 2019

Downtown Olympia - Jan 1st, 2023 - Dec 31st, 2023

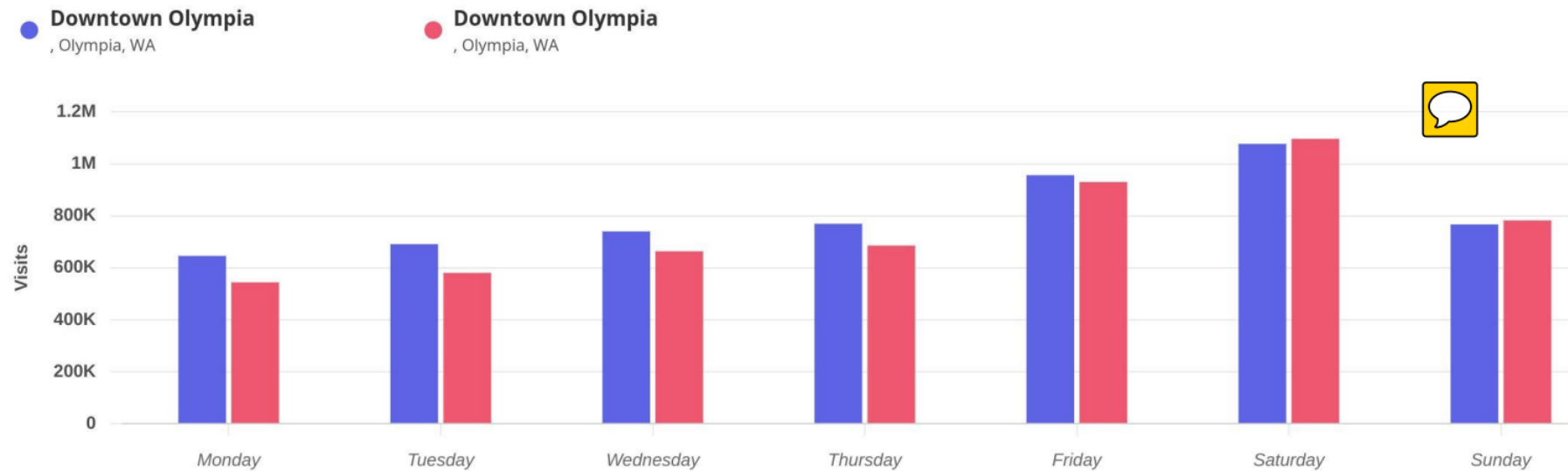
Data provided by Placer Labs Inc. (www.placer.ai)

Downtown Diagnostic

Property Overview

Time Compare

Daily Visits



Visits

Downtown Olympia - Jan 1st, 2019 - Dec 31st, 2019

Downtown Olympia - Jan 1st, 2023 - Dec 31st, 2023

Data provided by Placer Labs Inc. (www.placer.ai)



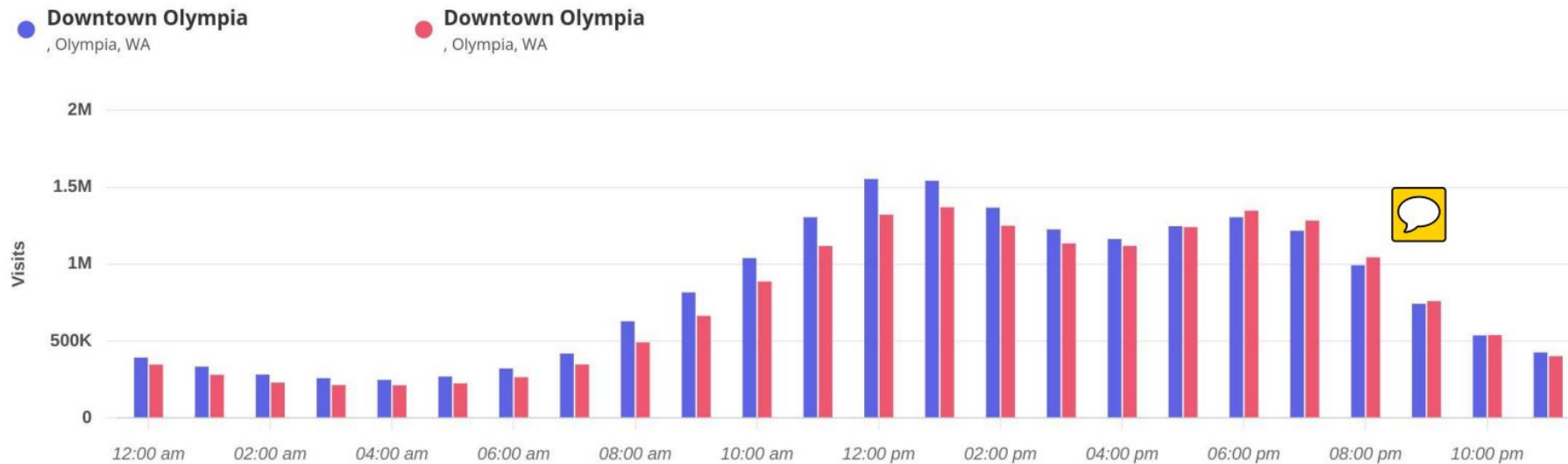
Downtown Diagnostic

Property Overview

Time Compare



Hourly Visits



Visits

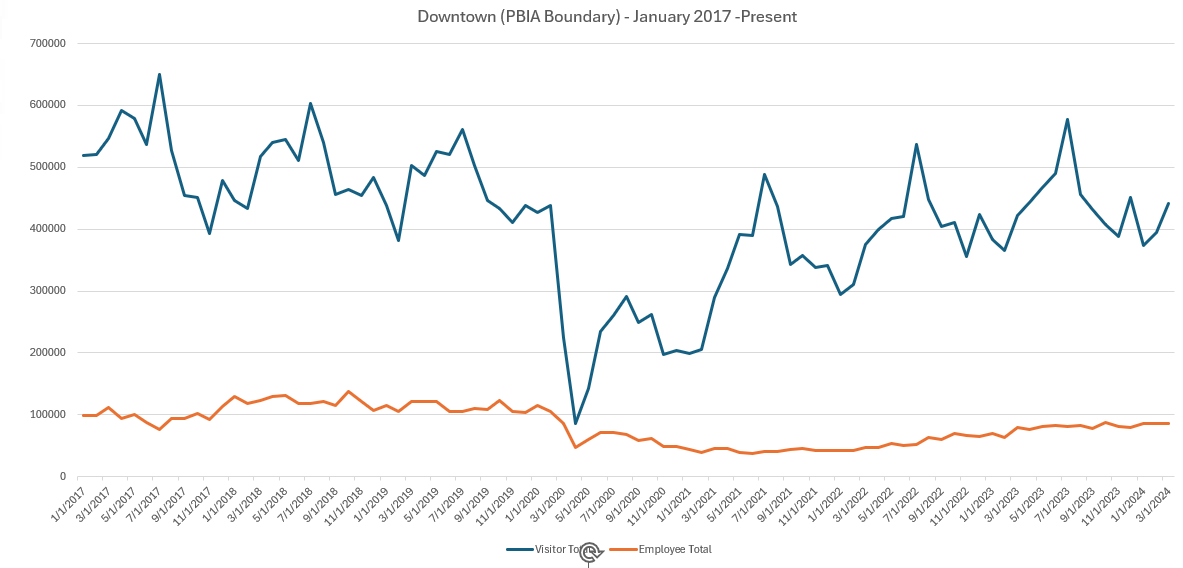
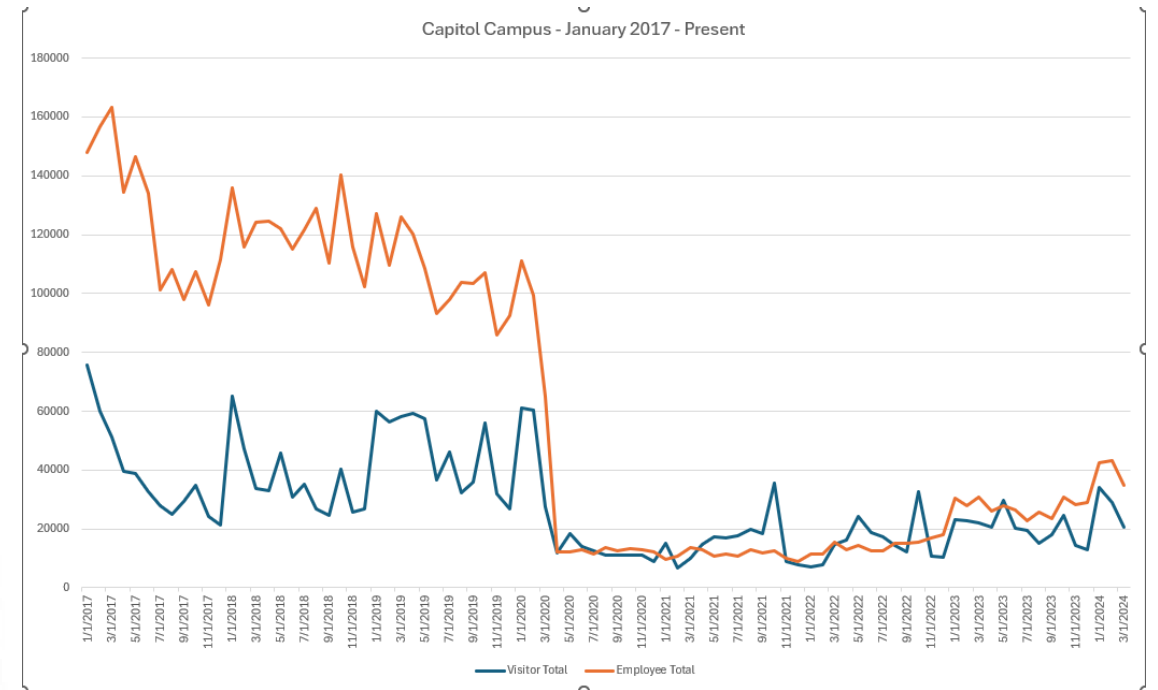
Downtown Olympia - Jan 1st, 2019 - Dec 31st, 2019

Downtown Olympia - Jan 1st, 2023 - Dec 31st, 2023

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Downtown Diagnostic

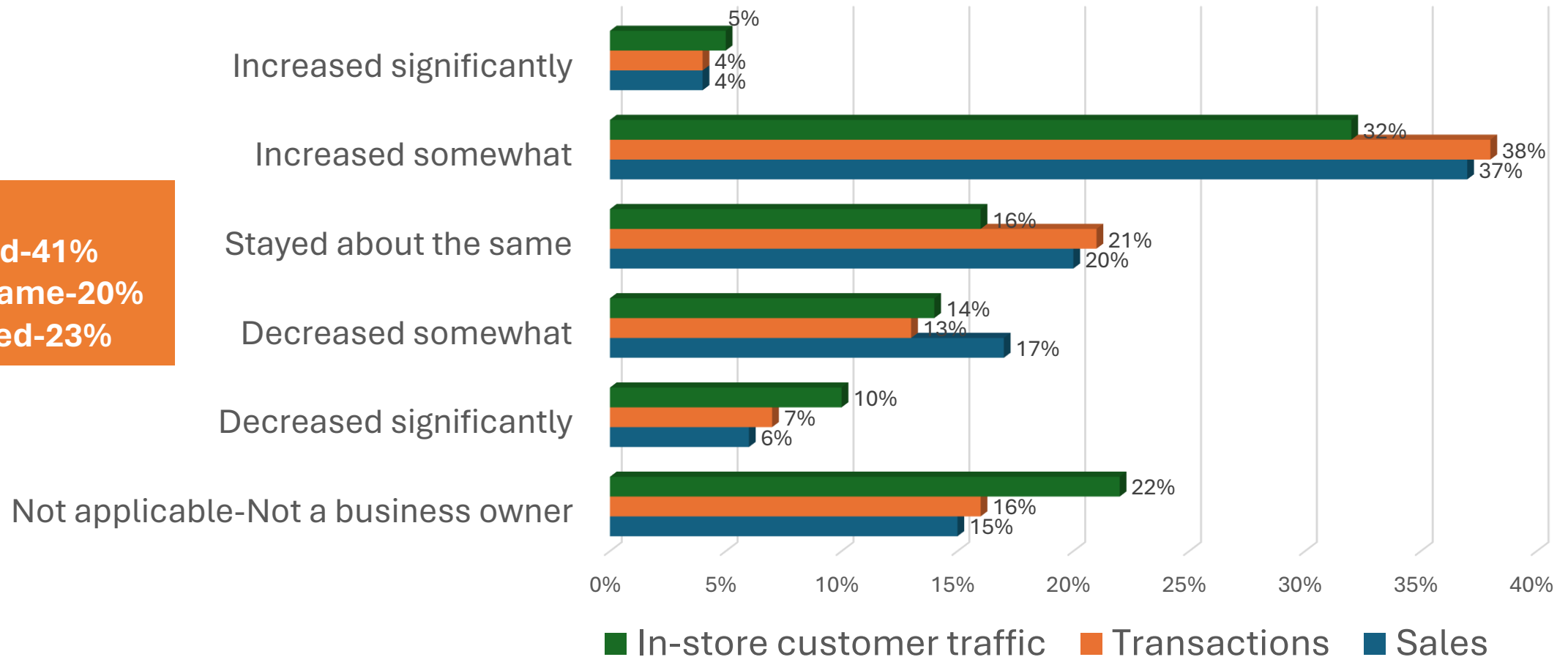


Downtown Diagnostic

Business Indicators-2023 YTD vs. 2022 same period

Sales

- Increased-41%
- Stayed same-20%
- Decreased-23%

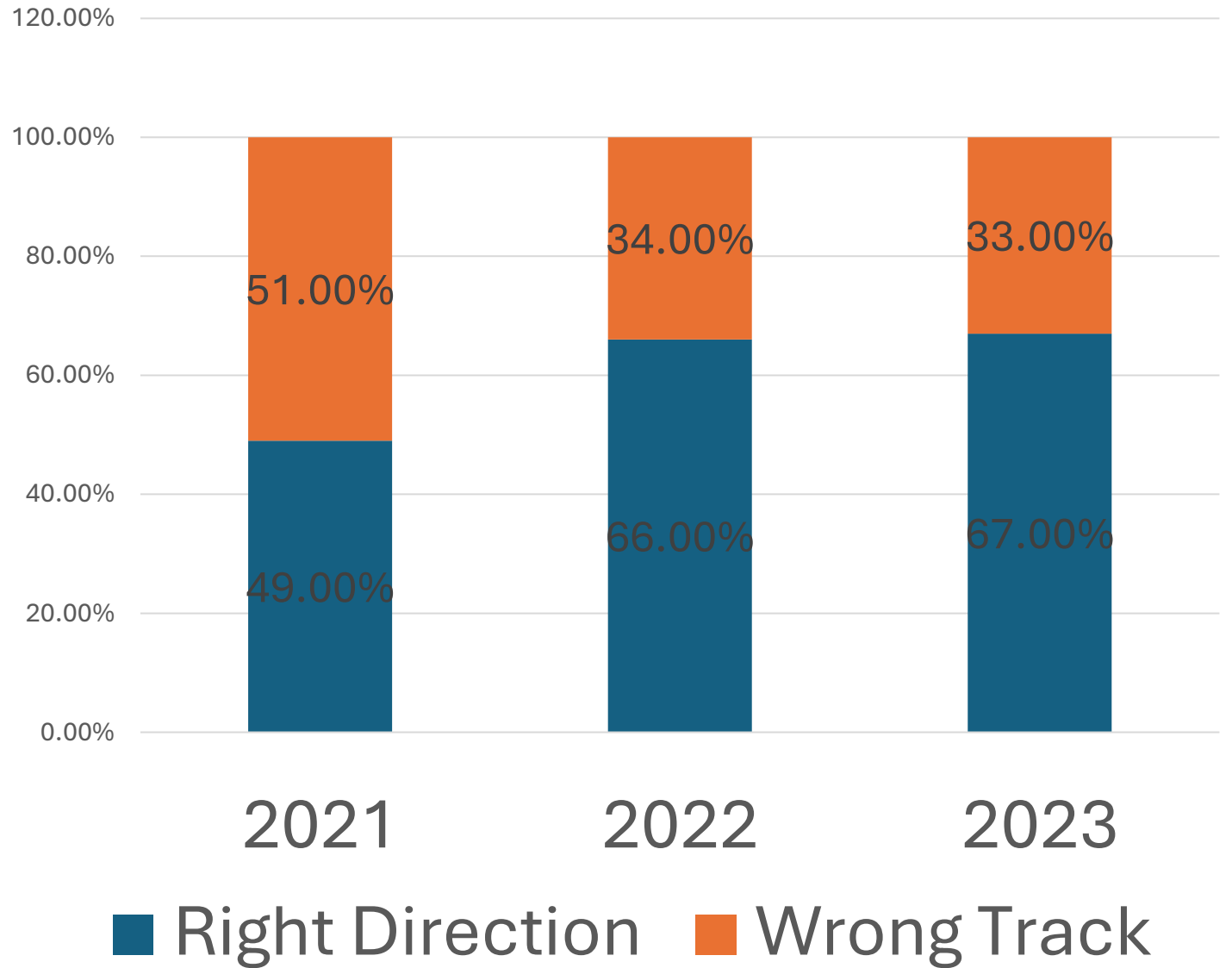


Downtown Diagnostic

2023 Downtown Vibrancy Survey

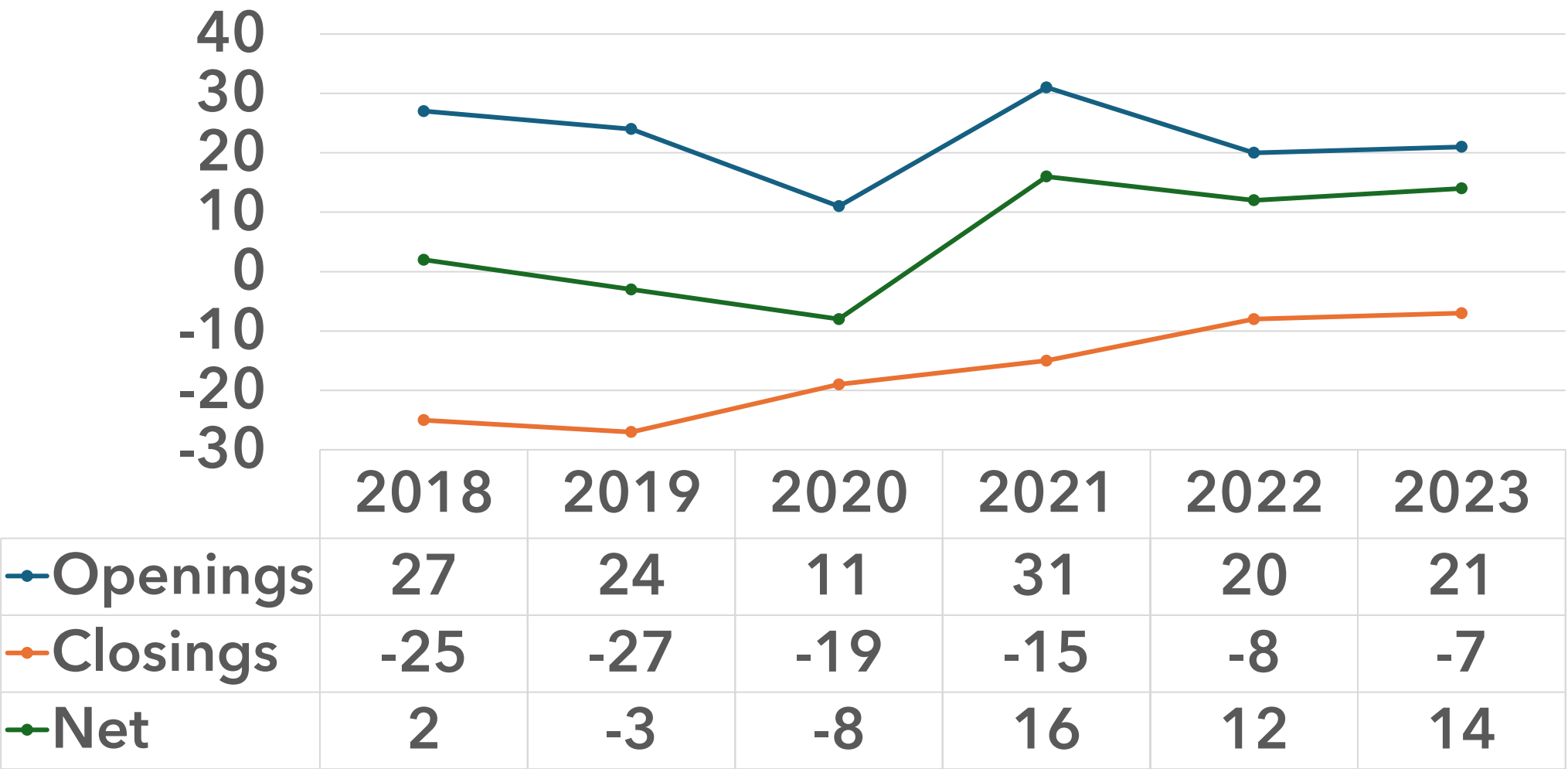
How would you say things are going downtown?

*Downtown Stakeholders Response



Downtown Diagnostic

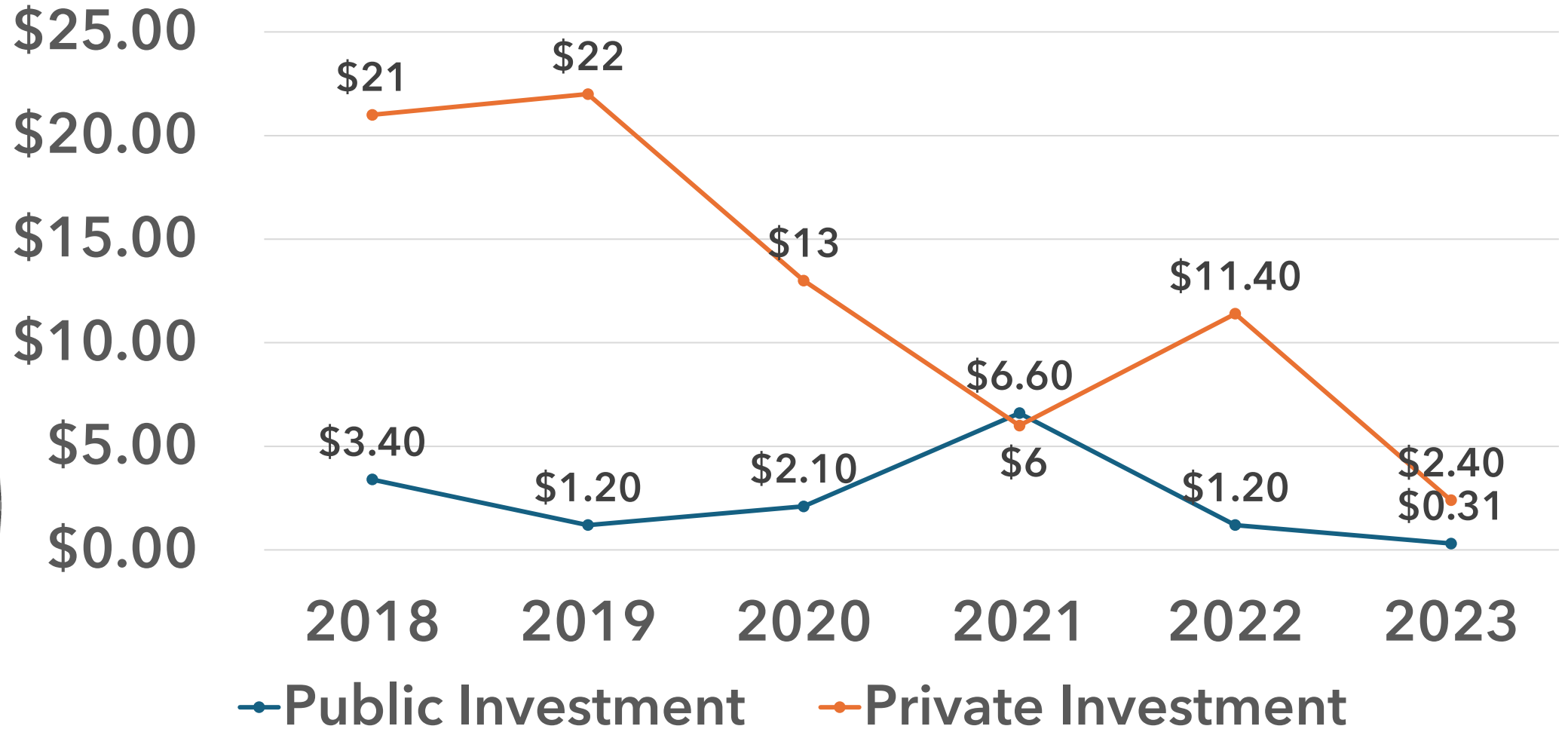
Downtown Business Comings & Goings



*33 net new businesses since 2018

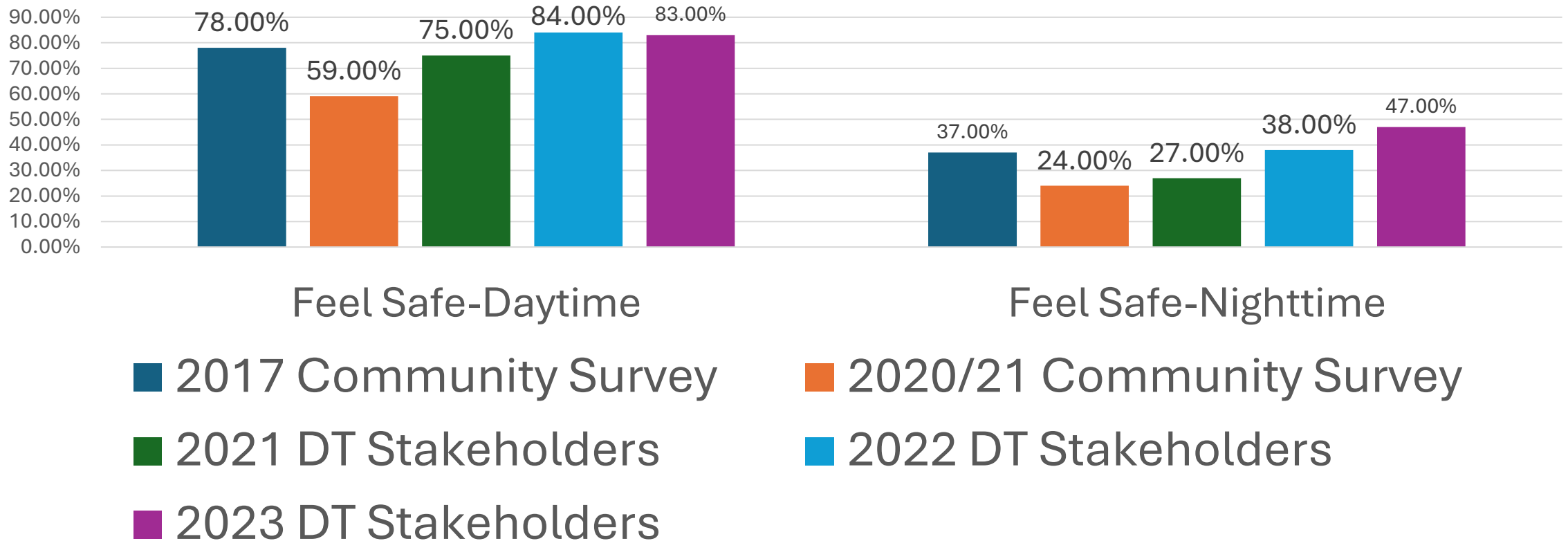
Downtown Diagnostic

Downtown Investment



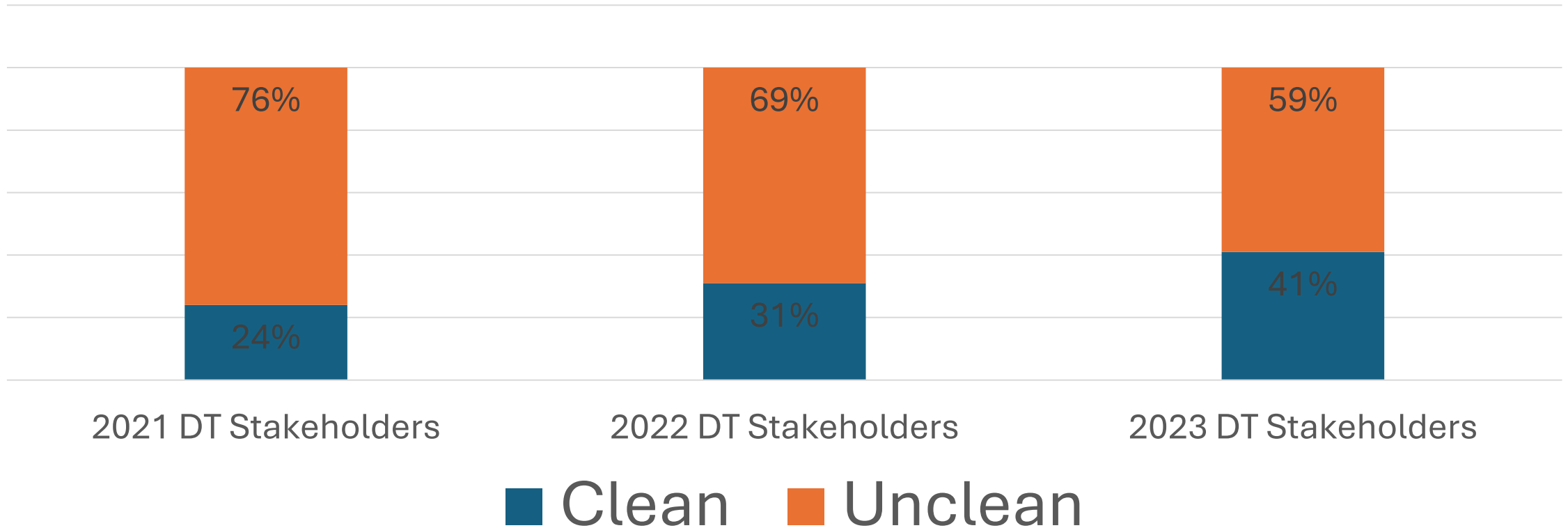
Downtown Diagnostic

How safe do you feel downtown?



Downtown Diagnostic

In general, how clean do you believe downtown Olympia is?



Alliance Strategic Priorities



vision mission values

goals

Olympia's historic downtown is the heart of our region, buoyed by a colorful and welcoming environment, a rich diversity of people and positive experiences, and an activated, engaged community.

Act as a catalyst for a vibrant and thriving downtown through service to businesses and property owners.

SAFETY

We strive to provide a safe environment both to communicate honestly within the organization and to welcome customers coming downtown.

GROWTH

We are committed towards affecting positive change both within the organization and in downtown as a whole by employing innovation and strategic thinking.

ADVOCACY

Channel the voice of the downtown businesses and other stakeholders to compel action in both local and state government.

FINANCIAL HEALTH

Ensure varied funding sources and efficient business practices that lead to long-term fiscal solvency for the organization.

CLEAN, SAFE & HEALTHY

Support a welcoming environment to ensure business success and a thriving downtown.

COMMUNICATION

We actively listen and clearly articulate to seek understanding and agreement.

SERVICE

We prioritize customer response, tell the truth, and instill trust.

INCLUSION

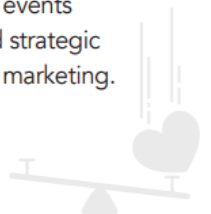
We engage with a diverse group of downtown stakeholders.

ECONOMIC DEVELOPMENT

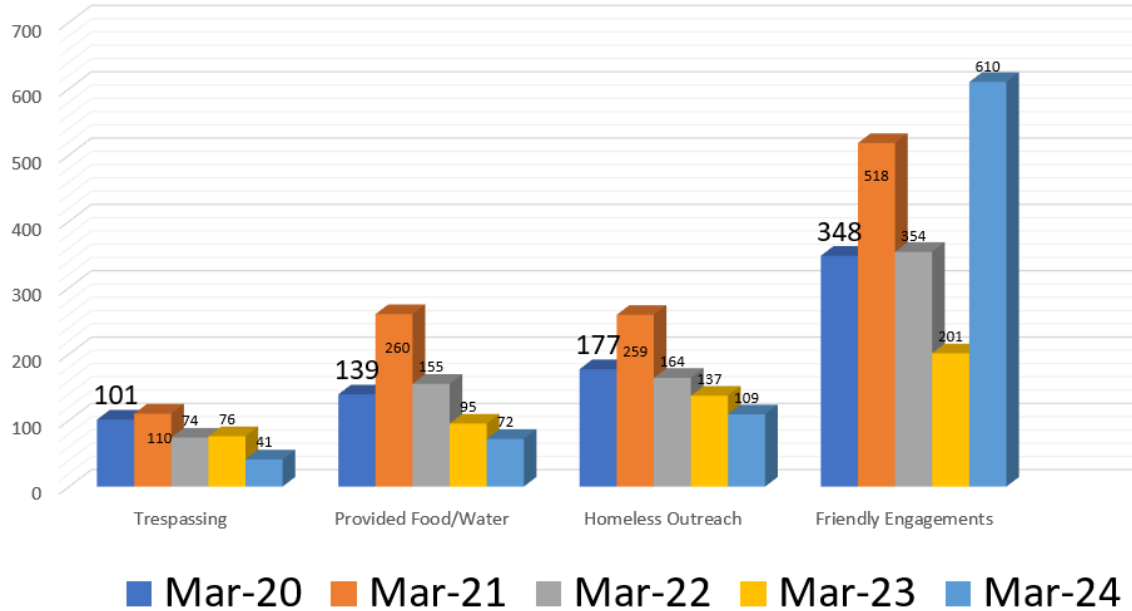
Develop programming and leverage community partnerships to support a vibrant downtown economy, including current and future businesses.

IMAGEMAKING

Improve the community's perception of downtown through enhancements to the physical environment, production of quality events and experiences, and strategic communications and marketing.



Downtown Guide Program March Engagements Year Over Year



Clean, Safe, & Healthy

- Operations
 - Downtown Guides
 - Street Maintenance
- Graffiti Abatement
- Love Oly Painters
- Flower Basket Maintenance
- Downtown Cleanups





Imagemaking

- Marketing
 - Love Oly Brand Expansion
 - Website, custom videos, artist posters
 - Visitor Guides
 - Social media & weekly newsletter



loveoly. René Westbrook
Seventh Sista (2021)

DowntownOlympia.org



loveoly. Lily Walovich
Walk the Past (2022)

DowntownOlympia.org



loveoly. Laurel Henn
HEART

DowntownOlympia.org

loveoly. 
Olympia Downtown Alliance



Imagemaking

- Placemaking
 - Love Oly Microgrants
 - Lighting interventions
 - Small projects



A photograph of a band performing on an outdoor stage. The band consists of a guitarist on the left, a lead singer in the center, and a drummer on the right. They are surrounded by professional stage equipment, including large floor monitors, microphones on stands, and a drum kit. The background shows a building with a textured facade and some trees. The word 'love' is written in large, white, lowercase letters across the middle of the image, and 'events' is written in smaller, white, lowercase letters at the bottom center.

love

events

Imagemaking

- Events
 - Love Oly Shop & Dine
 - Love Oly SummerFest
 - Music in the Park
 - Halloween
 - Downtown for the Holidays

Economic Development



Welcome packet



Music Industry

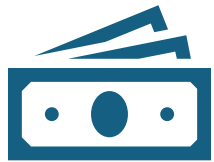


Pop-Up Project



Vacant space database

Advocacy



Public safety levy
funding



Comprehensive
plan updates



Wayfinding
signage



Deschutes
Estuary



Looking Forward

- Downtown Improvement District-Funding Alternatives
 - Continued City partnership
 - Stakeholder support
- Focus Areas for funding
 - Continued Guide Program Expansion
 - Maintenance worker(s)
 - Downtown lighting
 - Love Oly SummerFest
 - Love Oly microgrant program