



Community Livability and Public Safety Committee
April 24, 2024

Downtown Alliance Update

Downtown Diagnostic

Property Overview

Time Compare

Metrics

Metric Name

Downtown Olympia
Olympia, WA

Downtown Olympia
Olympia, WA

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%

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

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

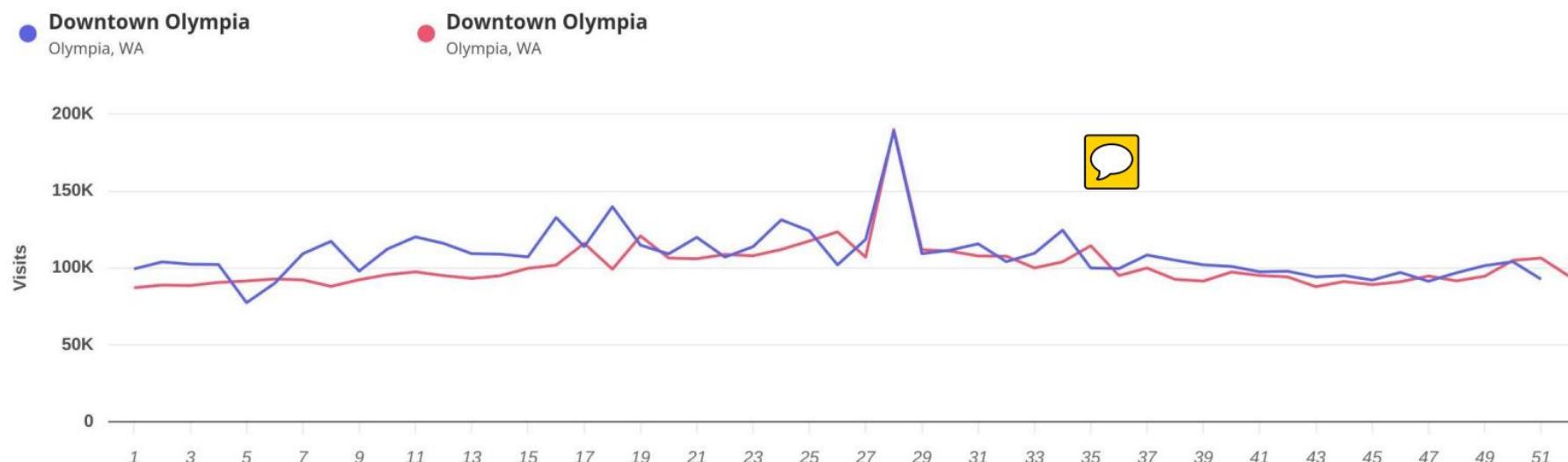
Data provided by Placer Labs Inc. (www.placer.ai)

Downtown Diagnostic

Property Overview

Time Compare

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)

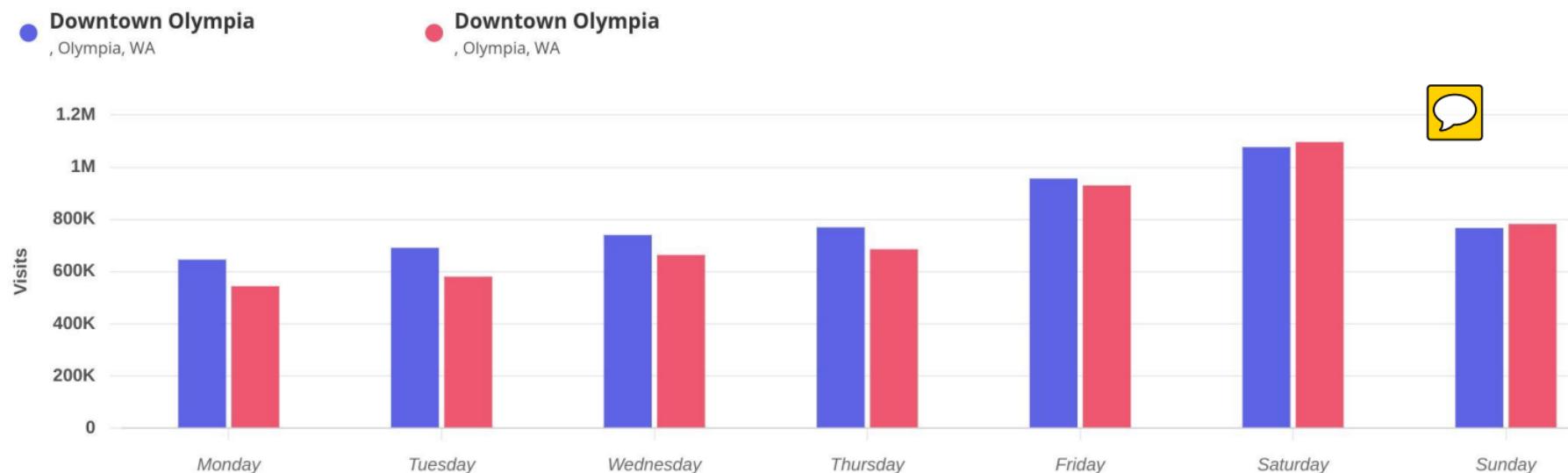


Downtown Diagnostic

Property Overview

Time Compare

Daily Visits



Visits

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

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

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Downtown Diagnostic

Property Overview

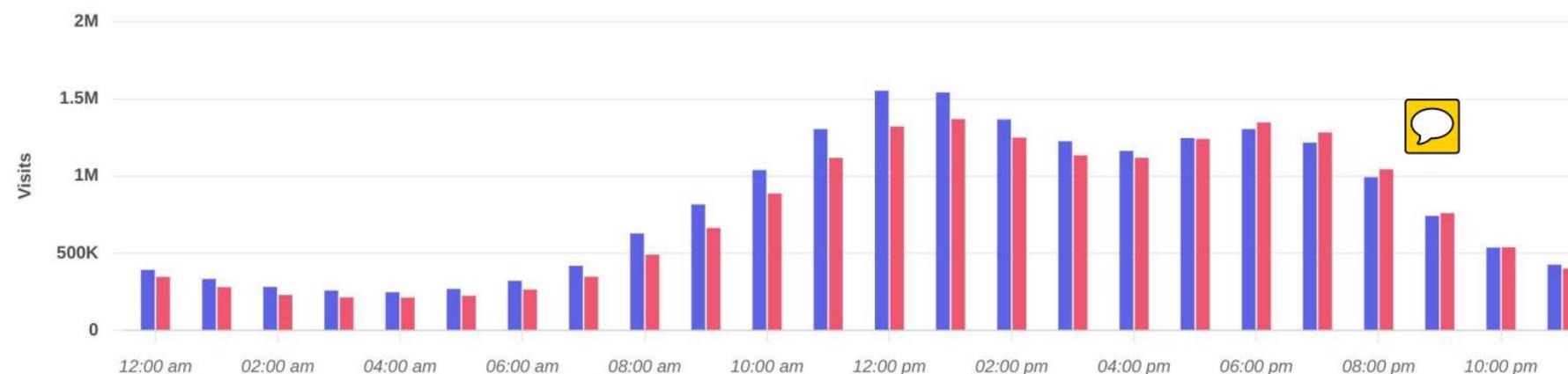
Time Compare



Hourly Visits

● **Downtown Olympia**
, Olympia, WA

● **Downtown Olympia**
, Olympia, WA



Visits

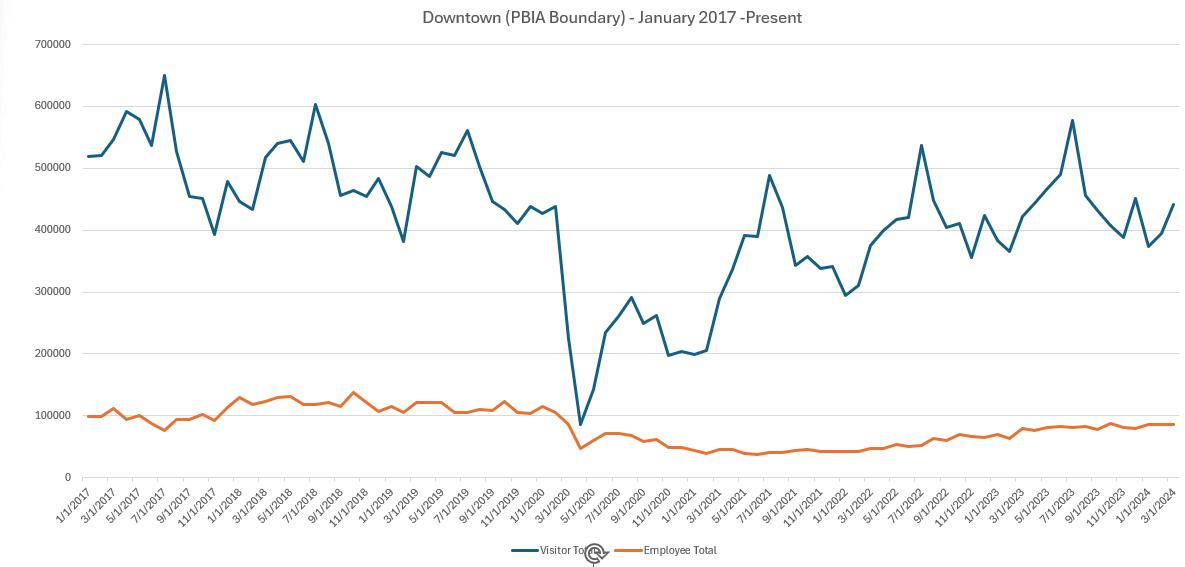
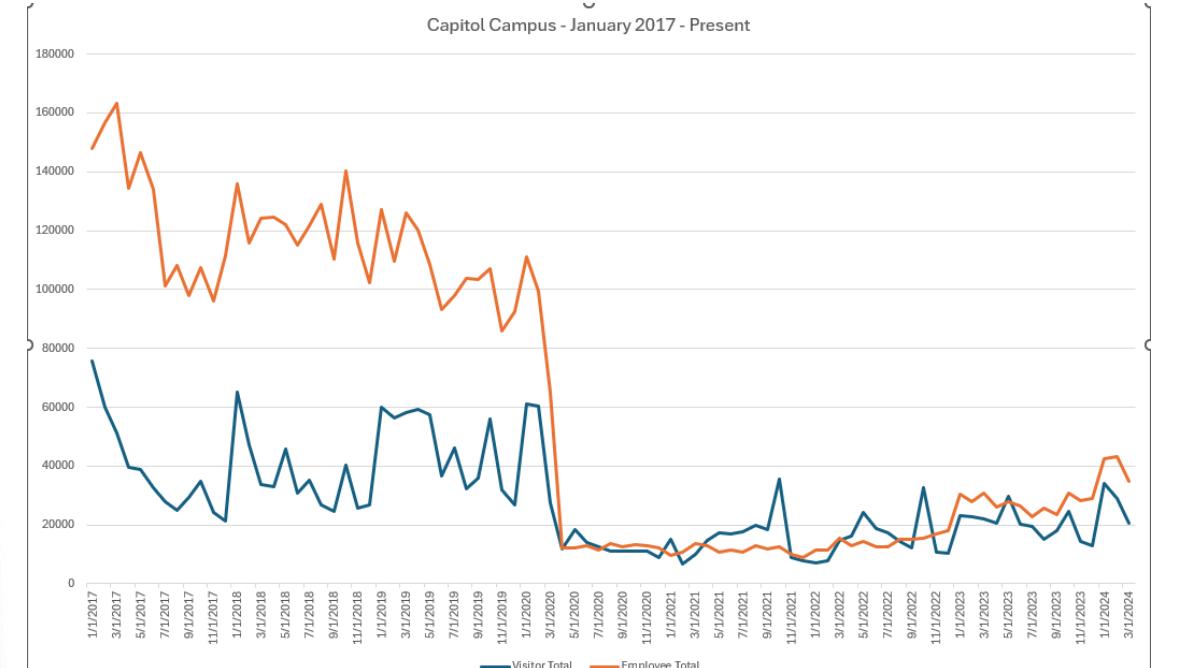
Downtown Olympia - Jan 1st, 2019 - Dec 31st, 2019

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

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Downtown Diagnostic

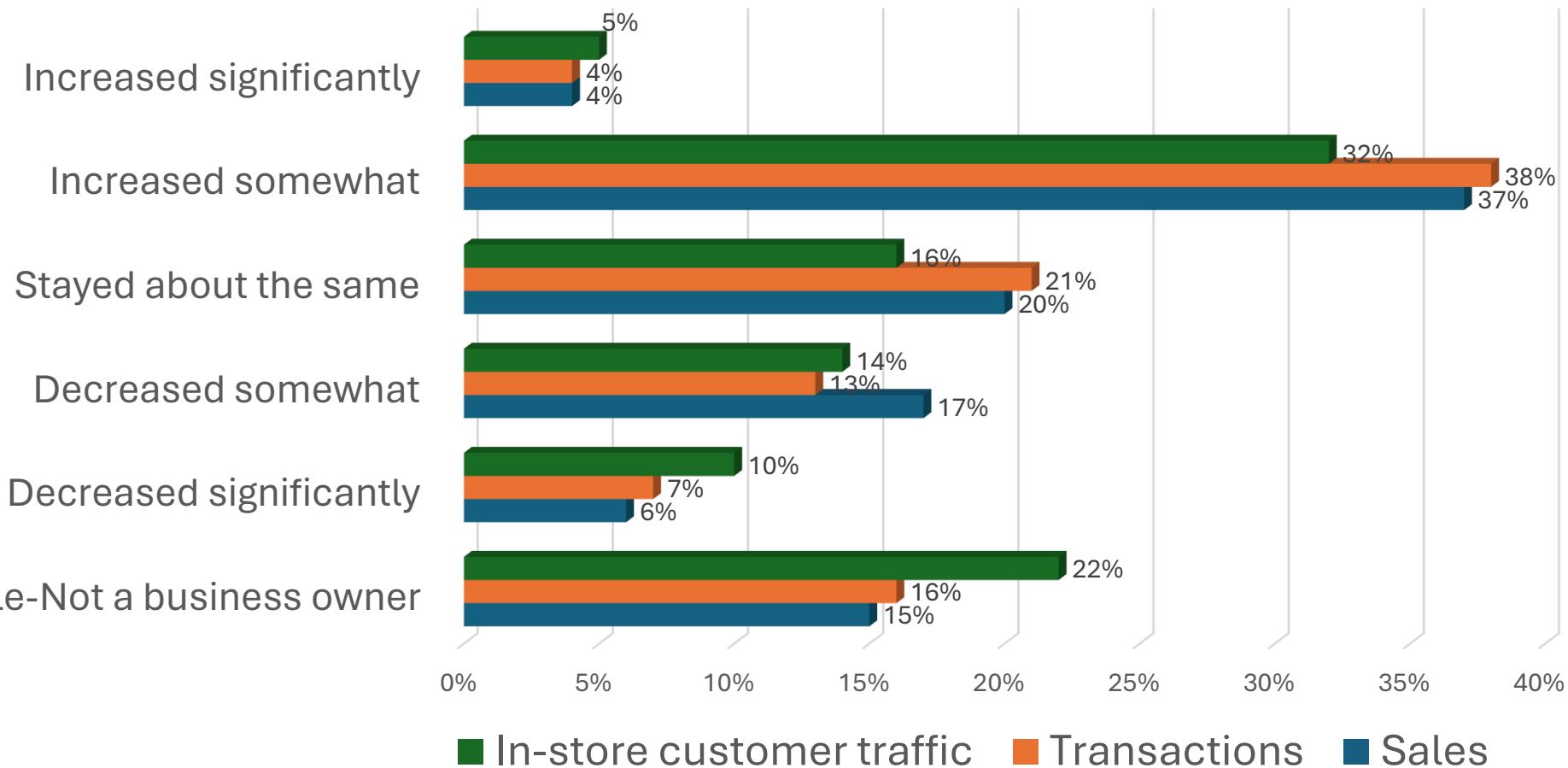


Downtown Diagnostic

Business Indicators-2023 YTD vs. 2022 same period

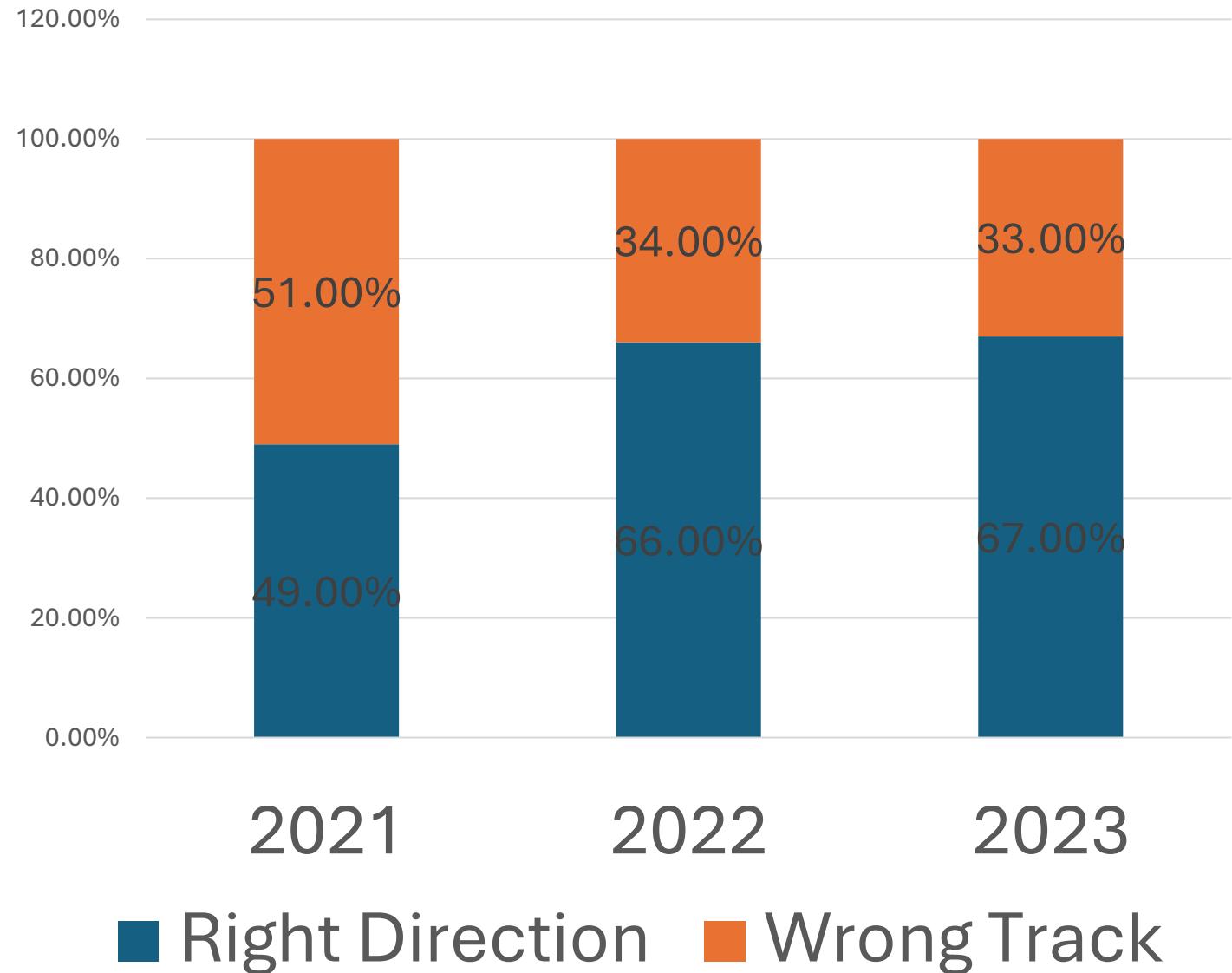
Sales

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



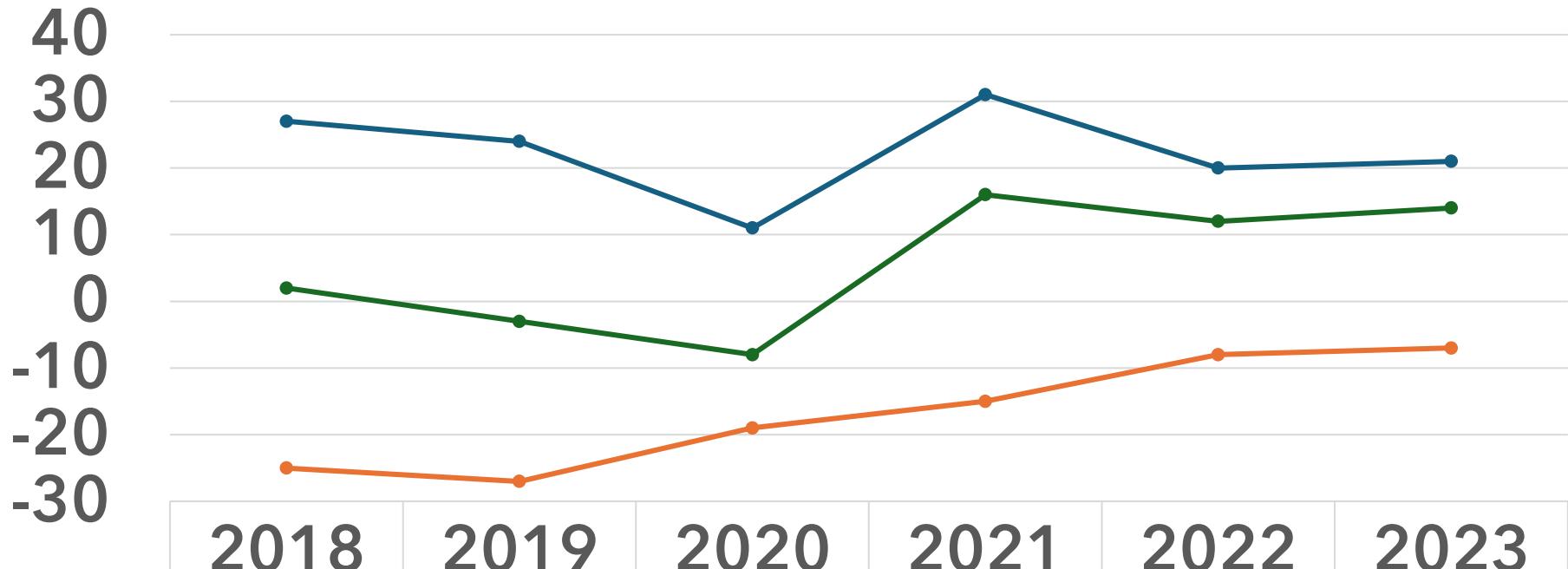
Downtown Diagnostic

2023 Downtown Vibrancy Survey
How would you say things are
going downtown?
*Downtown Stakeholders Response



Downtown Diagnostic

Downtown Business Comings & Goings

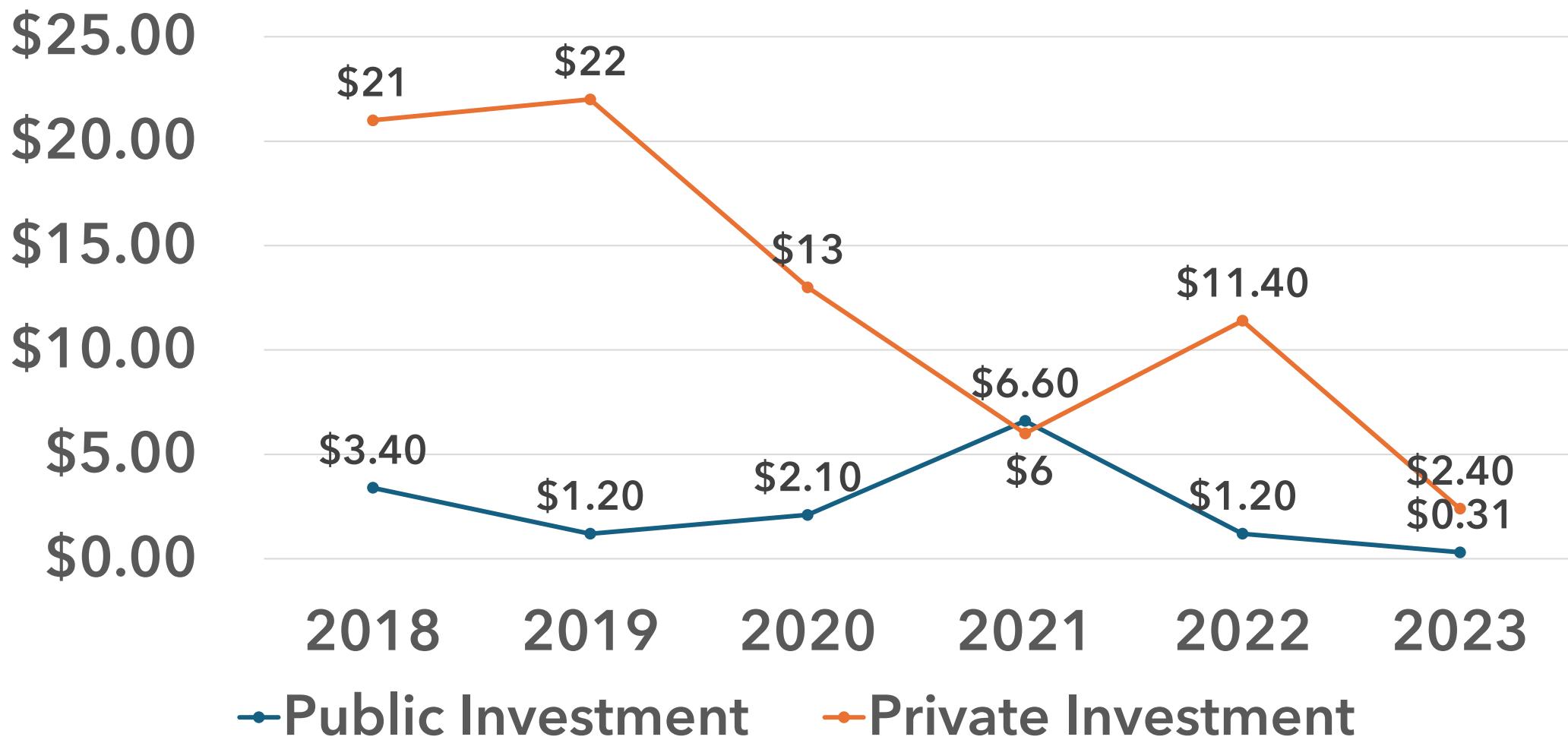


	2018	2019	2020	2021	2022	2023
Openings	27	24	11	31	20	21
Closings	-25	-27	-19	-15	-8	-7
Net	2	-3	-8	16	12	14

*33 net new businesses since 2018

Downtown Diagnostic

Downtown Investment

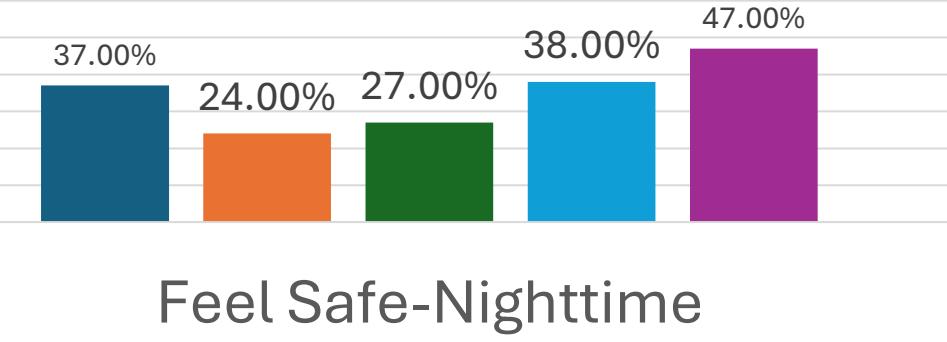


Downtown Diagnostic

How safe do you feel downtown?



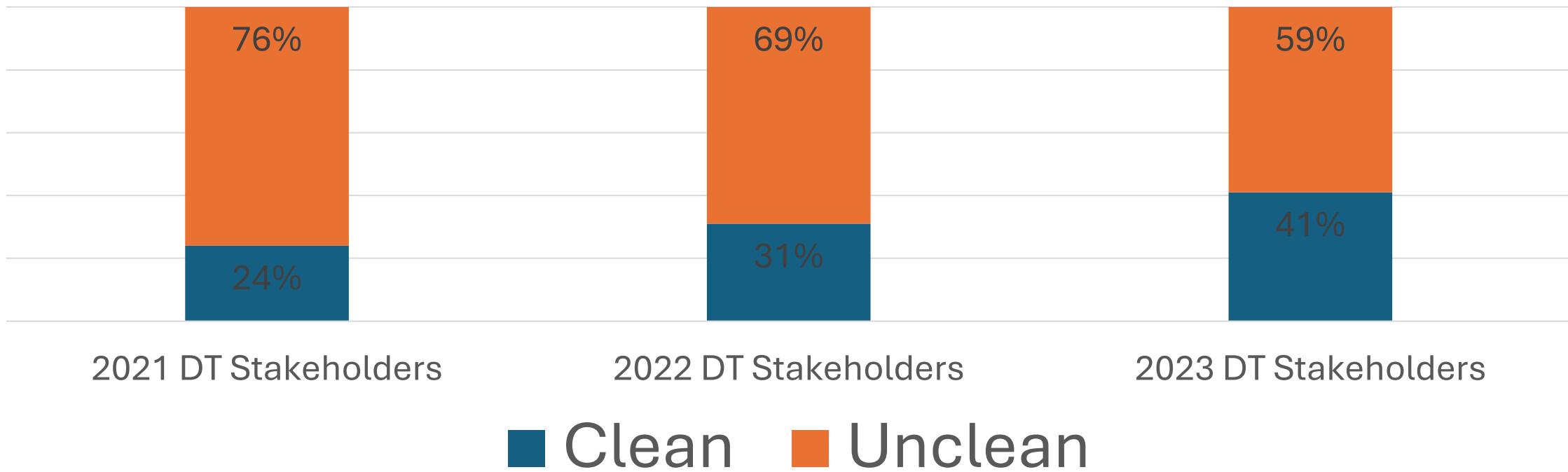
- 2017 Community Survey
- 2020/21 Community Survey
- 2023 DT Stakeholders



- 2017 Community Survey
- 2020/21 Community Survey
- 2022 DT Stakeholders
- 2023 DT Stakeholders

Downtown Diagnostic

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



Alliance Strategic Priorities

loveoly
Olympia Downtown Alliance

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

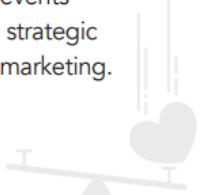
We engage with a diverse group of downtown stakeholders.

ECONOMIC DEVELOPMENT

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

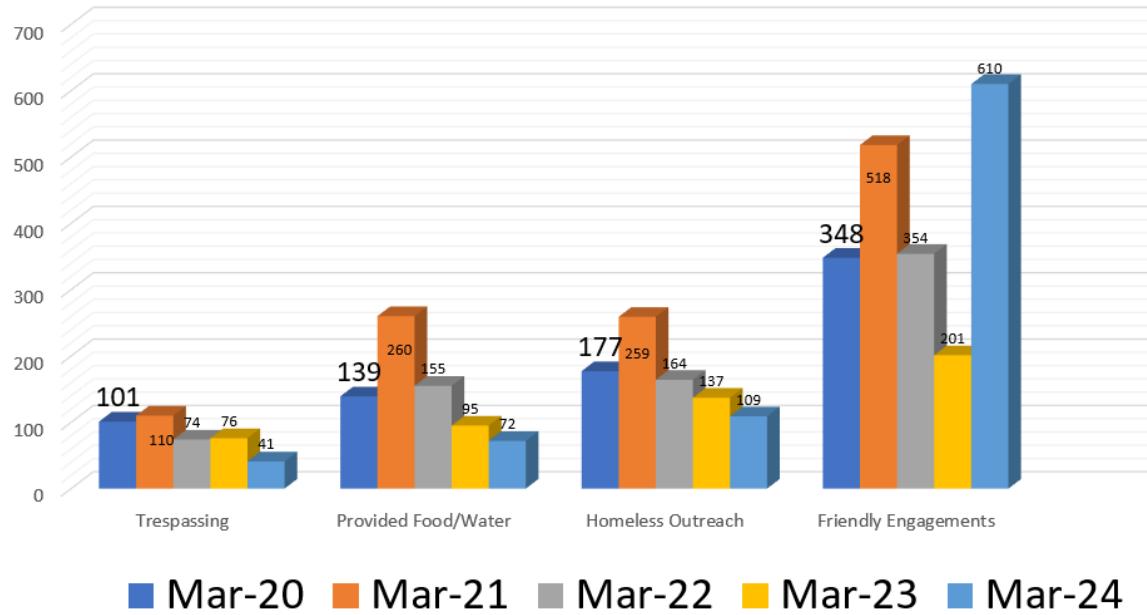
IMAGEMAKING

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



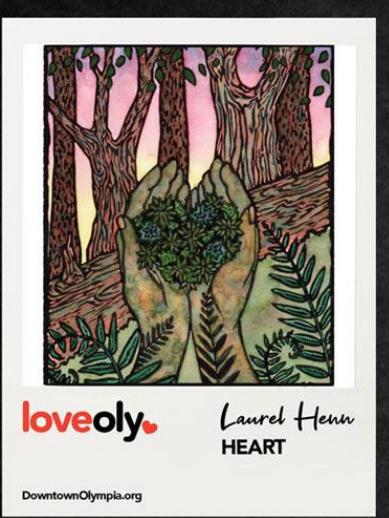
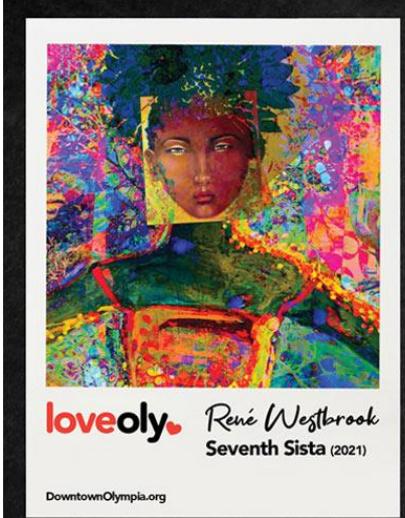
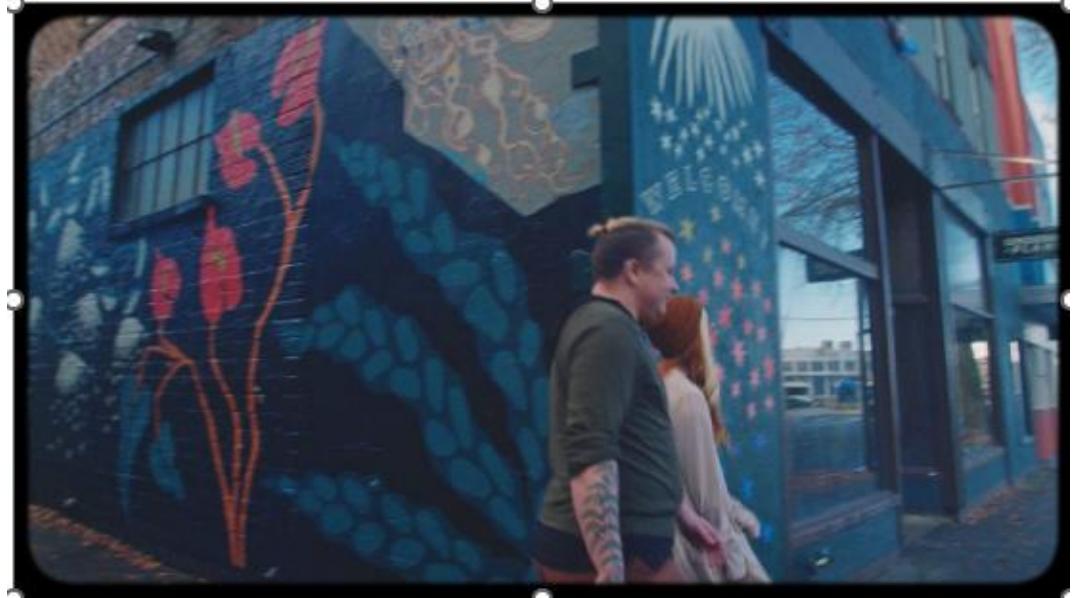
Downtown Guide Program

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.
Olympia Downtown Alliance



Imagemaking

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

A photograph of a band performing on stage. In the foreground, a woman in a black dress is singing into a microphone. Behind her, another woman is playing a guitar. A man is visible in the background, and stage equipment like a drum set and a mixer are in the foreground. A large, semi-transparent white logo for "Love Oly" is overlaid on the image. The word "Love" is on the top line, and "Oly" is on the bottom line, with a large, stylized exclamation mark at the end. The "O" in "Oly" is particularly large and prominent.

Love Oly

events

Imagemaking

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

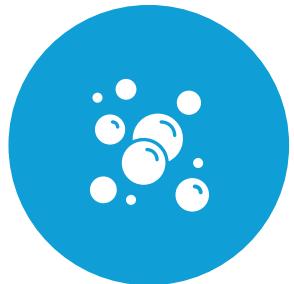
Economic Development



Welcome packet



Music Industry

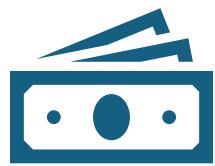


Pop-Up Project



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