

Welcome to the 2016 PBIA Retreat!





What is the PBIA?



- PBIA Established by City Council in 2005 (Ord. 6375)
- Businesses contribute annual assessment based on location, type of business and number of full-time equivalent employees (\$150 - \$750)
- Represented by a board of up to 15 business owners



Advisory Board to the City Council

The Board's purpose and duties are to develop recommendations to Council for the following:

- Consideration about how to invest PBIA funds, with specific projects and budgets
- Prepare a plan for regular communication of PBIA projects and information to ratepayers and other stakeholders
- Advise the Council on necessary code amendments

pbia
parking
business
improvement
area



Authorized Expenditures

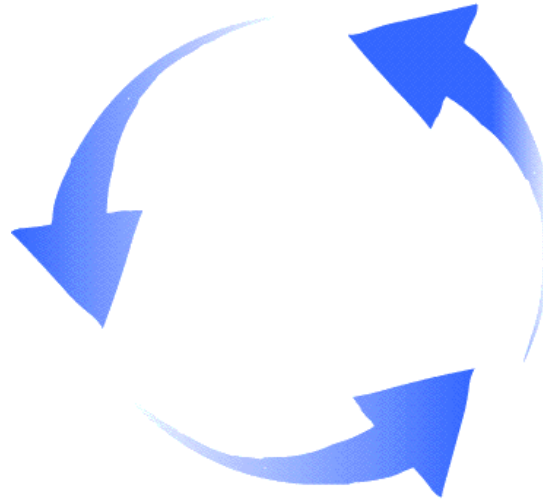
Revised Code of Washington (35.87A) defines authorized assessment expenditures

- The acquisition, construction or maintenance of parking facilities
- Decoration of any public place in the area
- Sponsorship or promotion of public events
- Furnish music for the area
- Provide professional management, planning, and promotion for the area
- Provide maintenance and security
- Provide transportation services for the benefit of the area



Who are the Players?

PBIA Board

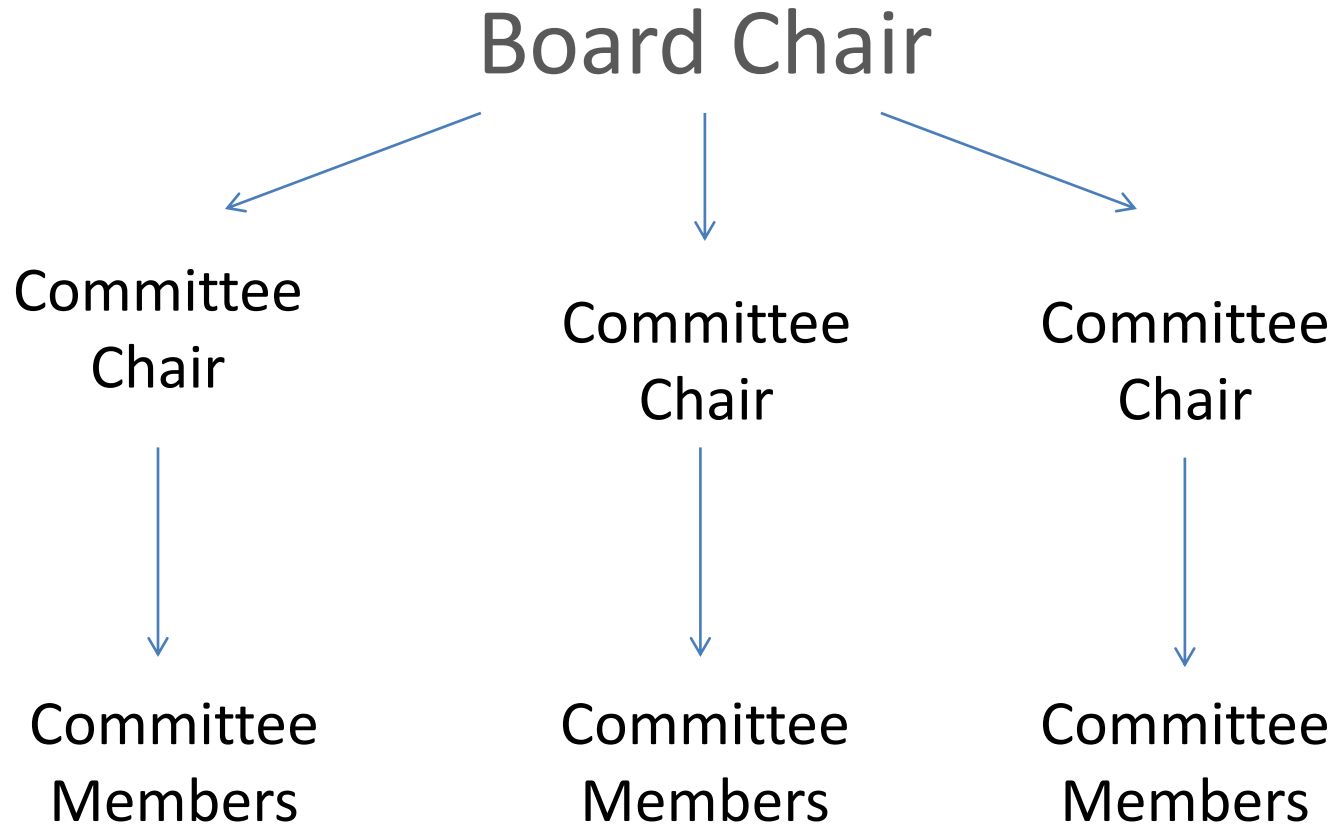


City
Council

City
Staff



Organizational Structure of Board





2015 Year in Review

Marketing Activities

- Girls Night Out
- Pride
- Halloween Trick or Treat Downtown
- Downtown for the Holidays - Twinklefest

Clean and Safe Projects

- Advocated for evening/weekend walking patrol, increased public bathroom hours & human waste clean up
- Purchased Brooms and dustpans for businesses & provided storm water info
- Facilitated butterfly cigarette bin maintenance
- Hosted 2 free de-escalation trainings for business owners
- Helped create Downtown Cleaning & Services information sheet
- Hosted and facilitated bar meetings
- Provided Service Animal door stickers to Downtown business



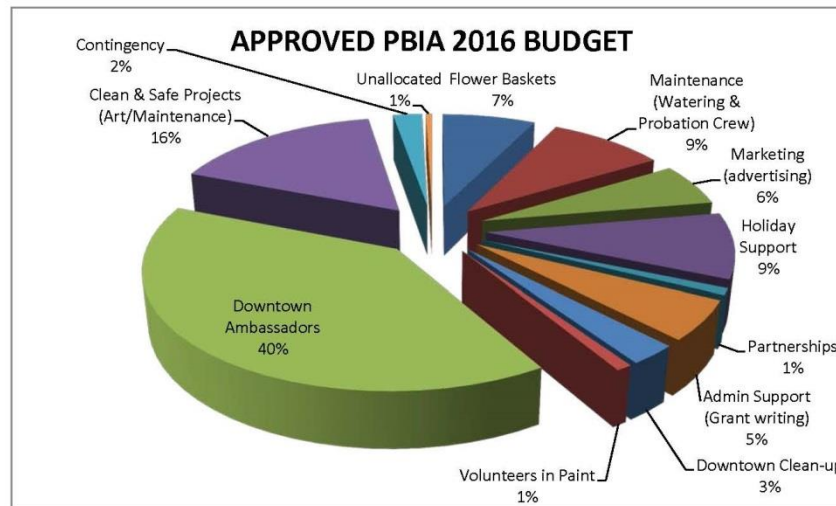
2016 PBIA Budget



2016 Approved PBIA Budget Allocations

- \$8,000 Flower Baskets
- \$10,000 Maintenance (Watering & Probation Crew)
- \$6,500 Marketing (advertising)
- \$10,000 Holiday Support
- \$1,000 Partnerships
- \$6,000 Admin Support (Grant writing)
- \$3,000 Downtown Clean-up (Spring/Fall)
- \$1,000 Volunteers in Paint
- \$43,500 Downtown Ambassador Program
- \$18,000 Clean & Safe Projects (Art/Maintenance)
- \$2,500 Contingency
- \$500 Unallocated

TOTAL: \$110,000





Bylaws

BYLAWS OF THE PARKING & BUSINESS IMPROVEMENT AREA

Revised
2/25/2008

ARTICLE I – NAME

Section 1.01. The name of the organization shall be PARKING & BUSINESS IMPROVEMENT AREA ADVISORY BOARD (hereinafter referred to as the "ADVISORY BOARD").

ARTICLE II – PURPOSE

The purpose and objectives of the Advisory Board shall be to:

Develop and propose an annual budget and work plan to benefit the businesses within the PBIA boundaries. The Advisory Board will present the budget to the Olympia City Council for adoption each year on such date and such time and place as the City Council shall designate each year. The programs and activities funded will fall into but shall not be limited to the five classifications listed below:

1. Downtown Parking Improvements
2. Clean & Safe Downtown Environment
3. Streetscape improvements, beautification, and improved way finding signs
4. Business Retention & Recruitment
5. Downtown Olympia Marketing

The Advisory Board will establish a conduit for information among all ratepayers of the PBIA, including those non-English speaking business owners, and encourage participation and diversity by the largest possible number of PBIA ratepayers. The Advisory Board will evaluate the programs and activities each year. They may produce and distribute an annual report to all of the PBIA ratepayers and the Olympia City Council.

ARTICLE III – OFFICE OF RECORD

Section 3.01. The office of the PBIA shall be located at such location as from time to time determined by the Advisory Board.

ARTICLE IV – TERM

Section 4.01. The Advisory Board will exist as long as the PBIA is effective in accordance with Washington State RCW 35.87A.

ARTICLE V – AREA INCLUDED

Section 5.01. For the purpose of the PBIA, the area covered is the area defined in the Olympia Ordinance 6375.

ARTICLE VI – RATEPAYERS

Section 6.01. Ratepayers shall be business owners in the area defined in Olympia Ordinance 6375.

Section 6.02. Ratepayers shall be assessed as described in City of Olympia ordinance #6375 by 3 zones: A-B-C. Assessments are by type, location, and number of FTE's.

Section 6.03. Annual assessments will be billed, collected and dispersed as defined in Olympia ordinance 6375.

ARTICLE VII – VOTING RIGHTS

Section 7.01. One business ratepayer in good standing shall entitle the holder to one vote.

ARTICLE VIII – MANAGEMENT

Section 8.01 Management of the business affairs of the PBIA shall be by the Advisory Board.

Section 8.02. The Advisory Board shall be fifteen (15) and representing each zone proportionately to the number of businesses in each zone including non-English speaking business owners, diversity of businesses type.

Section 8.03. The term of office shall be staggered three (3) year terms, except for the first year of formation.

Section 8.04. Each board member shall be entitled to one vote on all matters coming before the Advisory Board at the annual or any regular or special meeting thereof.

Section 8.05. Advisory board members shall not receive any stated salary for their services.

ARTICLE IX – DUTIES OF OFFICERS

Section 9.01. OFFICERS. Section 9.01. OFFICERS. The officers of this Advisory Board shall consist of the Chair and Vice Chair.

Section 9.02. CHAIR. The Chair shall supervise all activities of the PBIA; shall execute all instruments and documents on its behalf; preside at all meetings of the ratepayers and of the Advisory Board; shall call such meetings as shall be deemed necessary; shall appoint committee chairs and committee members; shall establish committees as needed; and shall perform such other duties as are usually inherent in such office.

Section 9.03. VICE CHAIR—The Vice Chair shall serve as Chair in case of absence. The Vice Chair will serve as the Chair as necessary



Major Projects Impacting Downtown



Downtown Strategy

OLYMPIA DOWNTOWN STRATEGY

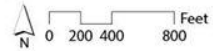
DRAFT Guiding Framework Map

CHARACTER AREAS

-  **WATERFRONT**
Enhance and connect to waterfront attractions.
-  **CAPITOL TO MARKET**
Encourage a high activity mix of uses from the Capitol to the Farmers Market.
-  **ARTISAN/TECH**
Encourage an eclectic mix of commercial activities and residences to support a creative neighborhood.
-  **ENTERTAINMENT**
Continue the core's energy eastward in a safe and lively entertainment district.
-  **SE NEIGHBORHOOD**
Build a holistic neighborhood with services and amenities.

EXISTING FEATURES

-  Downtown planning area
-  City and State parks
-  State Capitol Campus
-  Attractions or landmarks





New Mixed Use Developments

123 4th Apartments
Coming to Olympia
Washington Soon!





Social Services

Interfaith Works Warming Shelter

Providence Homeless Housing Hub

Partnerships with local organizations



EDC Survey Results

(August – September 2015) Summary of Survey Data:

104 Downtown Businesses Surveyed

- 81% of businesses serve a local or regional market
- 95% of respondents are either emerging, growing or maturing within their lifecycle
- 88% of businesses either increased their workforce or remained stable

Most consistent themes throughout:

- An increase in homelessness and transient population projects negative perceptions that makes downtown feel unsafe to visit and patronize business establishments
- Limited access to parking negatively impacts businesses by way of customers who choose not to shop in downtown because parking is difficult to locate and navigate



EDC Survey Results

Businesses were asked to identify the single most important thing that could be done to support business and economic development. Most common responses in order of significance:

- Address persistent vagrancy issues
- Parking
- Police presence and walking patrol
- Increased market rate housing and urban density
- Reflect a greater level of overall cleanliness
- Pedestrian friendliness
- Public restroom availability
- Increased festivals and events
- Improve communications to help coordinate improvements and development



Downtown Changes and Impacts



New Demands and Increased Activity Will Require Attention to Change