

## **Downtown Hub Concept and Pilot Year Timeline**

### **PARTNERS**

- City of Olympia
- Downtown Ambassador Program
- Downtown Neighborhood Association
- Jean Nagai, local artist
- Olympia Downtown Association
- Olympia, Lacey, Tumwater Visitor and Convention Bureau
- Parking & Business Improvement Area

### **CONCEPT**

The Downtown Hub is a partnership between the aforementioned groups to create a focal point for marketing and promotion of our Downtown, serve as a welcome/information center to visitors, residents, businesses, and shoppers, and to serve as the Ambassador Program's base of operations.

- Ambassador Program headquarters.
- Visitor/tourist information center
- Downtown Cultural/Interpretive display space
- Gallery space for local artists
- "Command Center" for local events such as Girls Night Out, Artswalk, Etc...

### **TIMELINE**

#### **Q1**

- Ambassador Program move in and prepare space. (Ambassadors)
- Coordinate and craft MOUs between partnering entities, including events, branding, delegation of responsibilities, and performance measurements. (Rob)
- Research and Development (All)

#### **Q2**

- VCB and Ambassador Program begin crafting volunteer training and recruitment plan for visitor and information services. (Rob/VCB)
- Grand Opening event in conjunction with ArtsWalk. (All)
- Development of marketing and communications plan (All)

#### **Q3**

- Ongoing review and refinement of service. (All)
- Ongoing marketing of Hub locally and regionally. (All)

#### **Q4**

- Performance measurements review. (All)
- Development of work-plan and funding strategy for 2016. (All)
- Development of three year operating plan (All)