

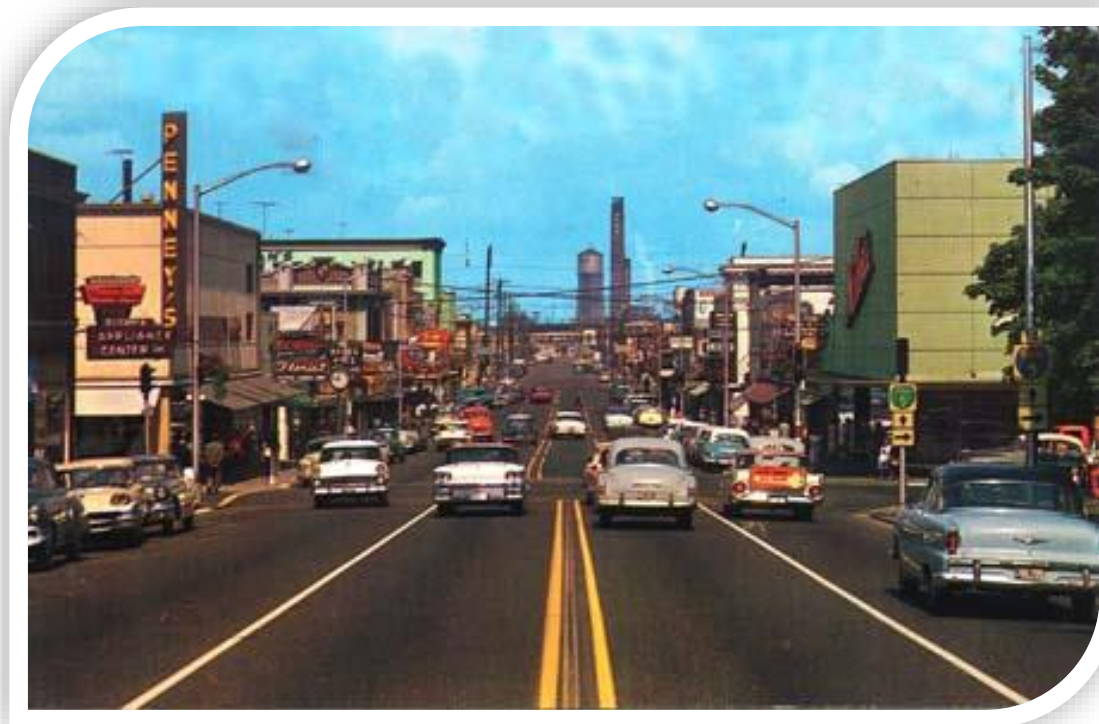
PBIA Advisory Board Retreat



2018 Work Plan & Budget Development

September 14, 2017
Amy Buckler, Staff Liaison

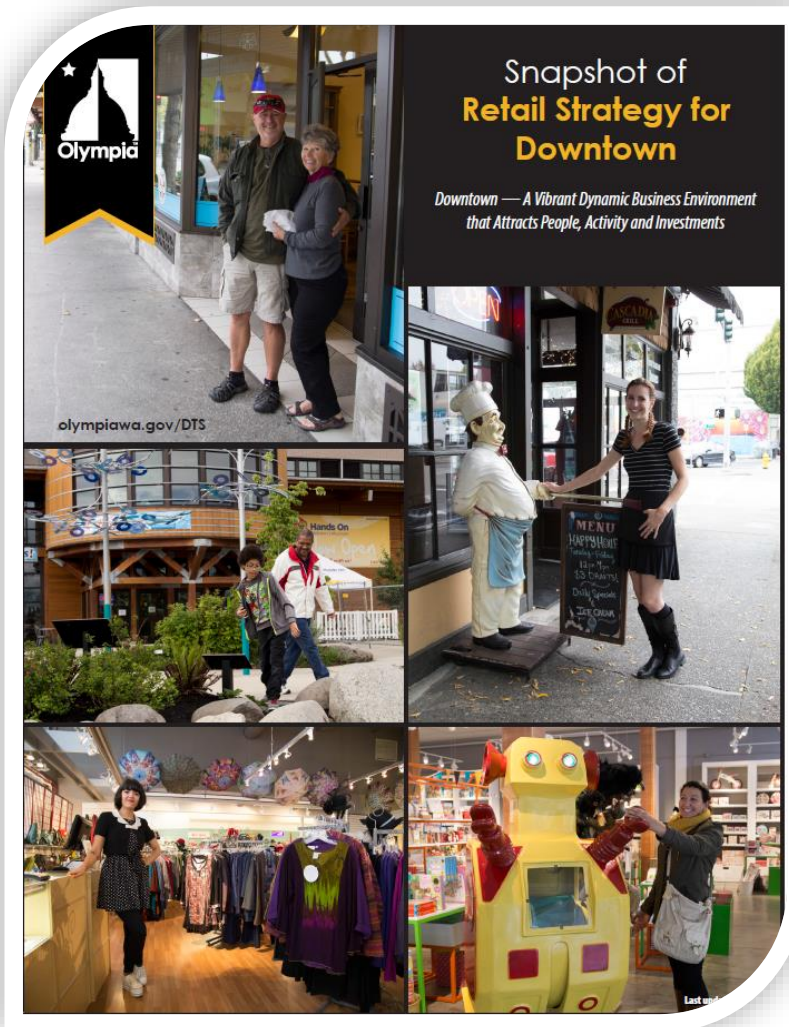
Businesses always have been
and will continue to be
central to Downtown



PBIA Makes a Positive Impact



Downtown Retail Strategy Vision



*A vibrant, dynamic
business environment
that attracts people,
activity and
investment*



PBIA Mission Important to Regional Sustainability

Thurston Region
Sustainability Plan

Regional social, economic,
environmental, sustainability

Comprehensive Plan &
Downtown Strategy

Downtown is a vibrant, urban
center with a mix of uses

Downtown Retail
Strategy Vision

A vibrant, dynamic business
environment that attracts
people, activity and investment

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

PBIA Mission

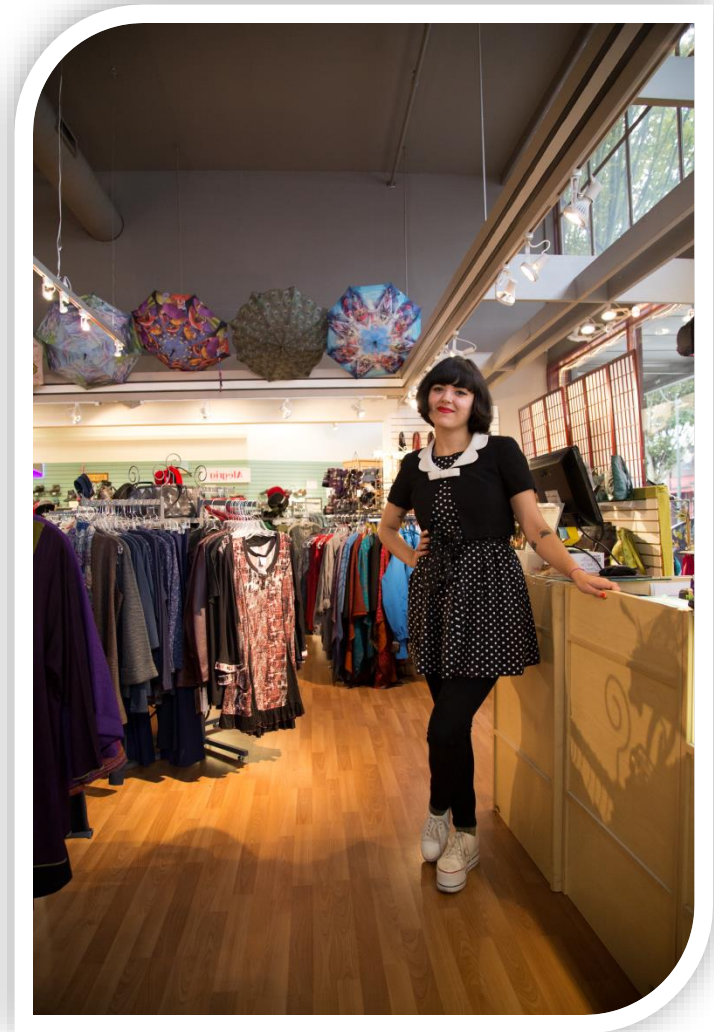
Some Overall Objectives

- Scale investments to have real IMPACT
- Do a few things really well
- Communicate more transparently with members
- Be more informed of Downtown happenings
- Forge partnerships with ODA where possible
- Have less meetings

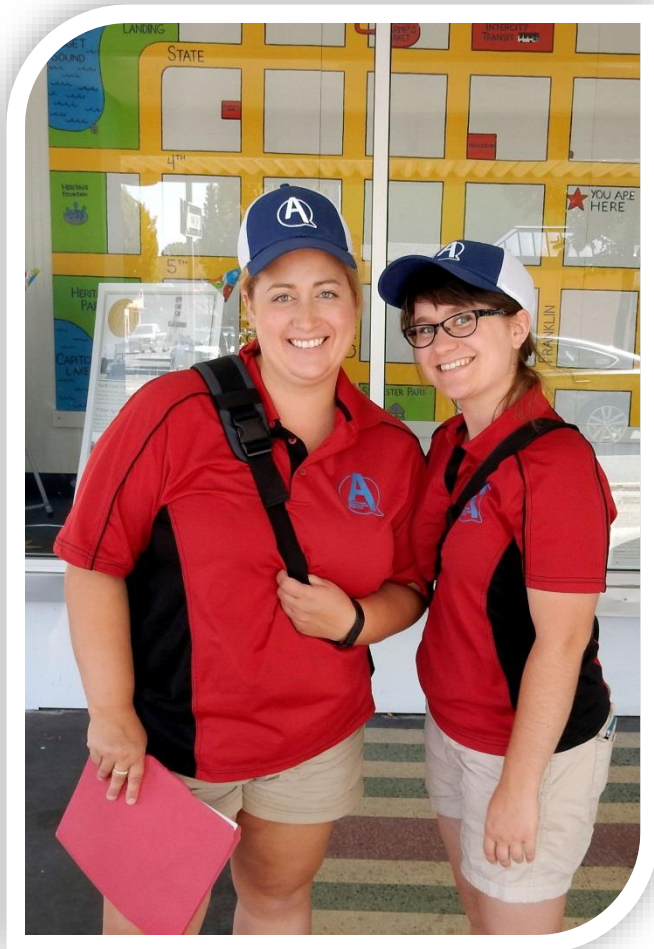


PBIA's Role

- Make recommendations to City Council regarding use of PBIA funds
- Communicate with Members
- Advise City on matters of importance to Downtown businesses



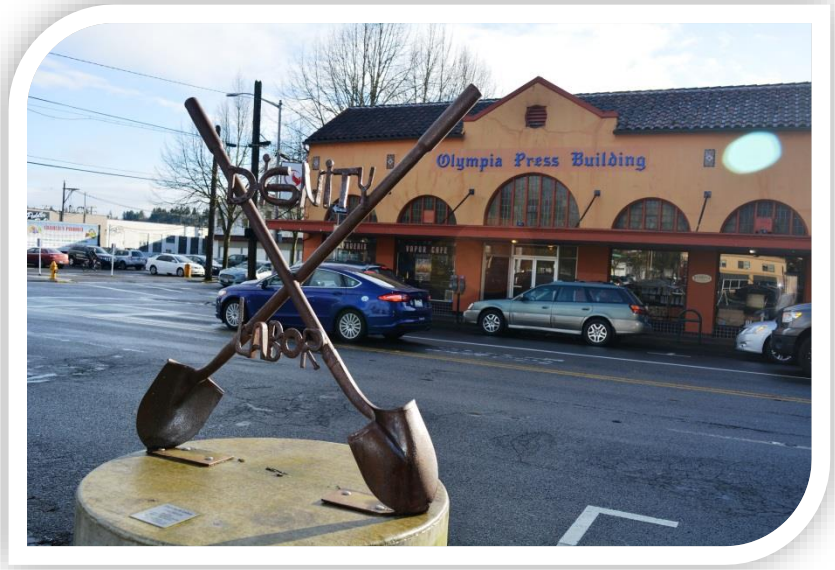
Responding to Member Concerns



- Day to Day Needs
 - Downtown Liaison
 - Ambassadors
 - Clean Team
- Emerging Issues
 - Give quarterly updates to General Government
- Policy & budget issues that could potentially involve PBIA
 - Is the issue on the work plan?
 - If not, report to GG – could lead to:
 - A future PBIA work plan item
 - A change to the current work plan
 - Council becomes aware of the issue

Work Plan Elements

- Proposed action & deliverable
 - Initiatives funded by PBIA
 - Formal Recommendations to City Council, or Input to Staff
 - Administrative Activities
 - Informational Briefings
- Board's role & estimated meeting time
- Staff commitment
- Budget implications
- Timing (generally)





Deadlines

November: 2018 Budget Due

- PBIA funded Initiatives
- Formal Recommendations or Input
- Administrative Activities
- Informational Briefings

February: Recommended Work Plan Due

- Reviewed by General Government
- Approved by City Council

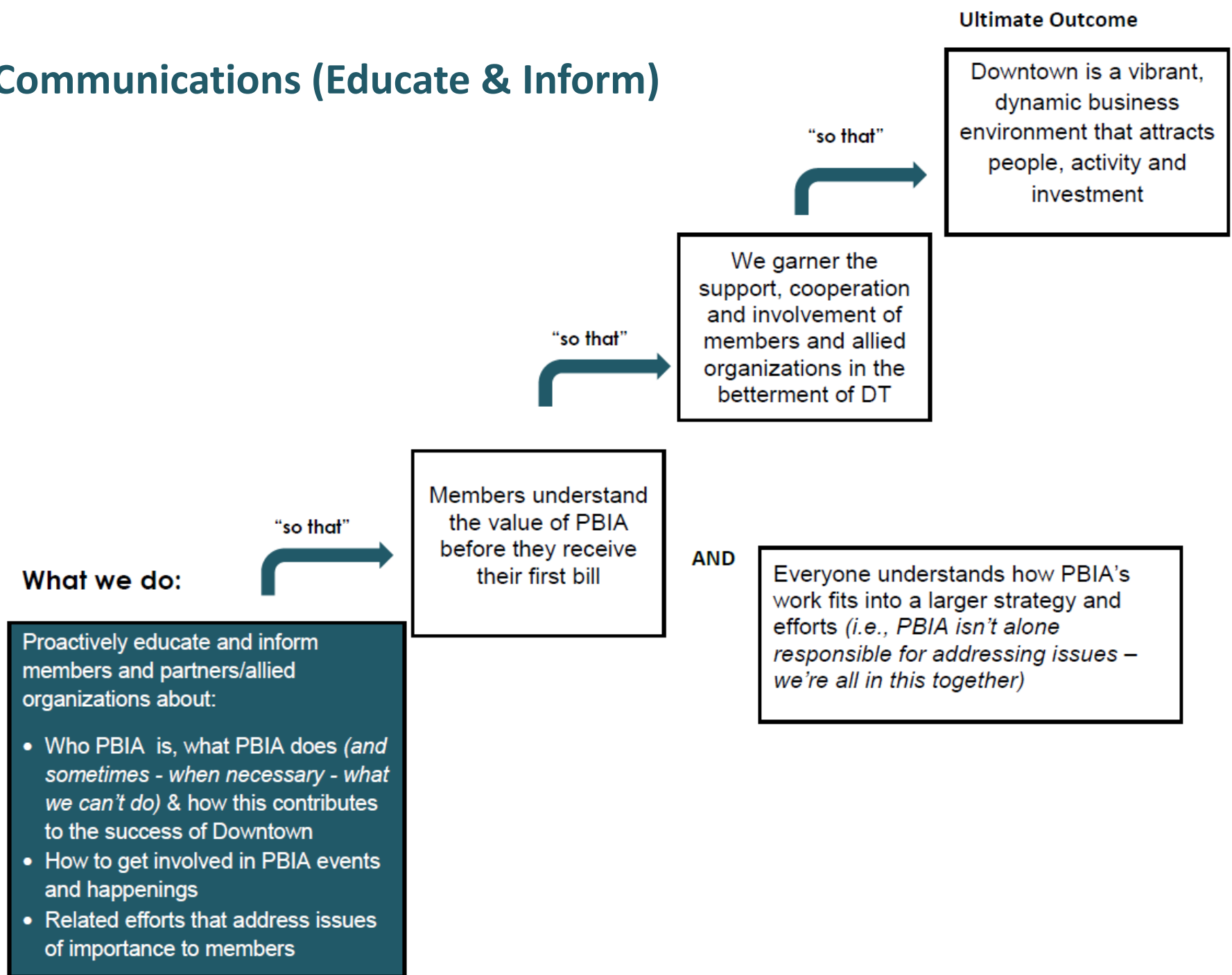


Full Group Discussion

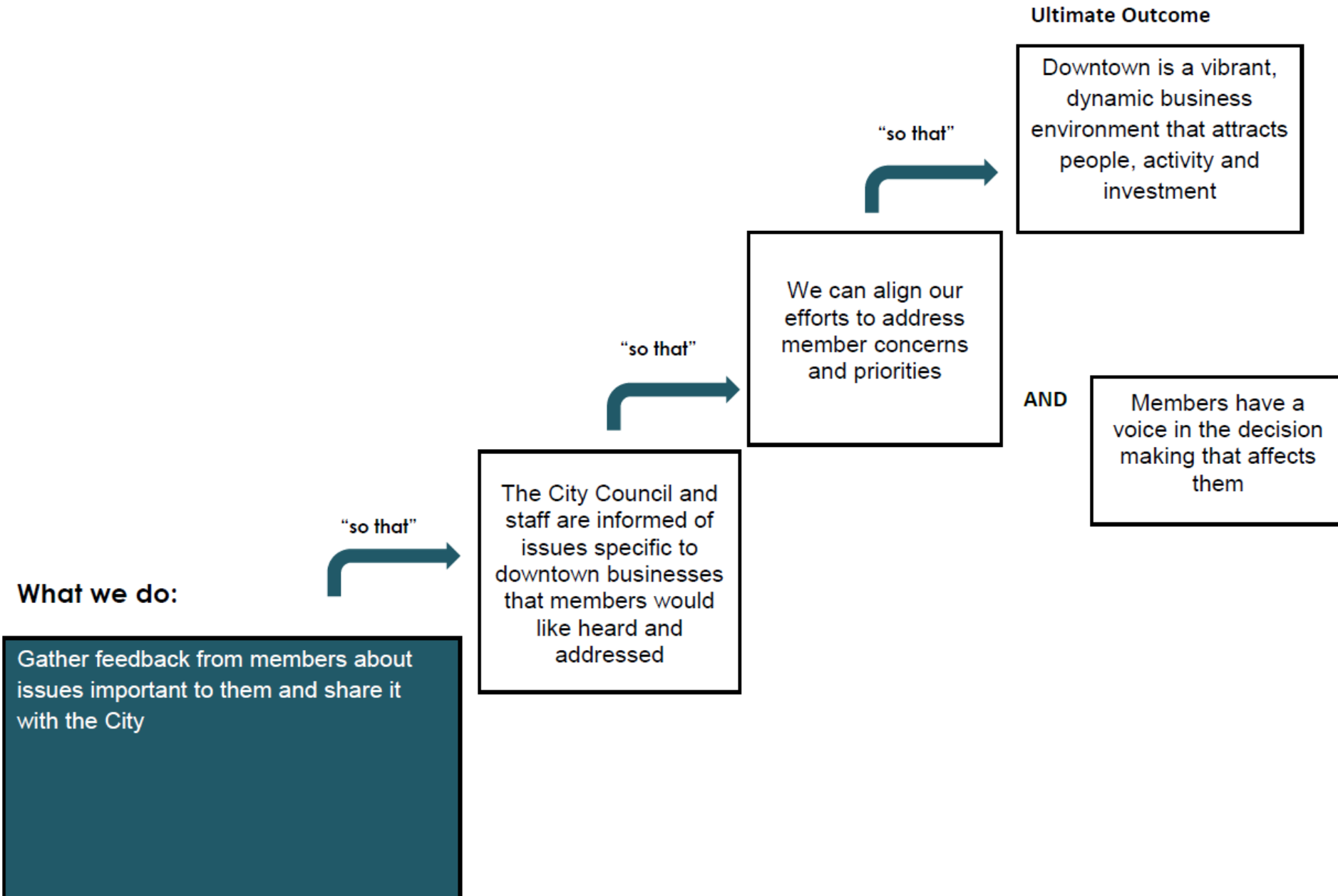
Review Public Value Maps

From “What we Do”, up the chain
Did we get it right?

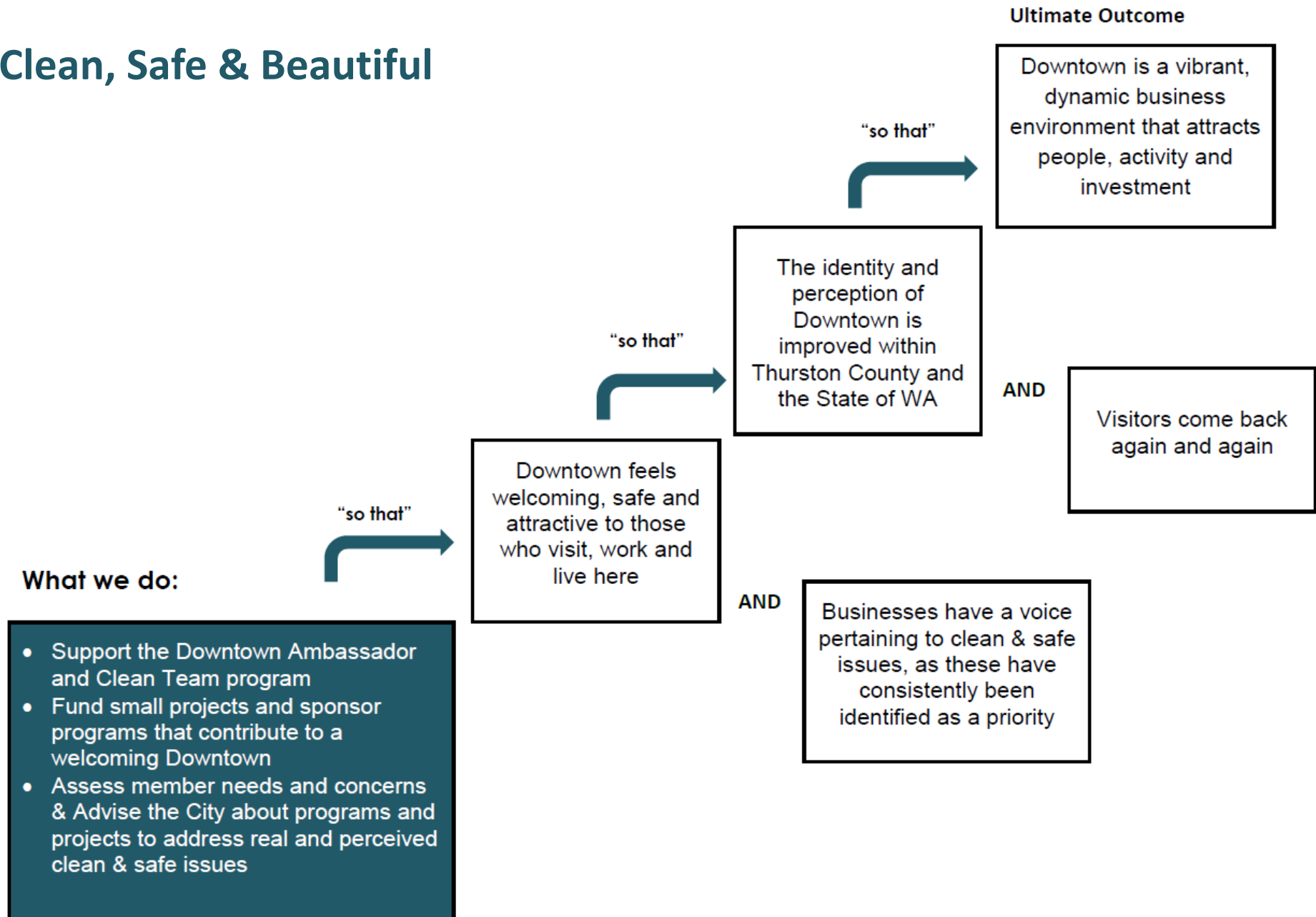
Communications (Educate & Inform)



Communications (Query members)



Clean, Safe & Beautiful



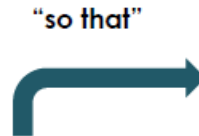
Marketing

What we do:

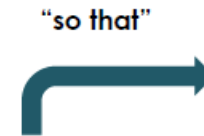
- Market to the general public, members & businesses to educate and promote events and activities supported by PBIA
- Partner with allied organizations on events, sponsorships, image making and marketing



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



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



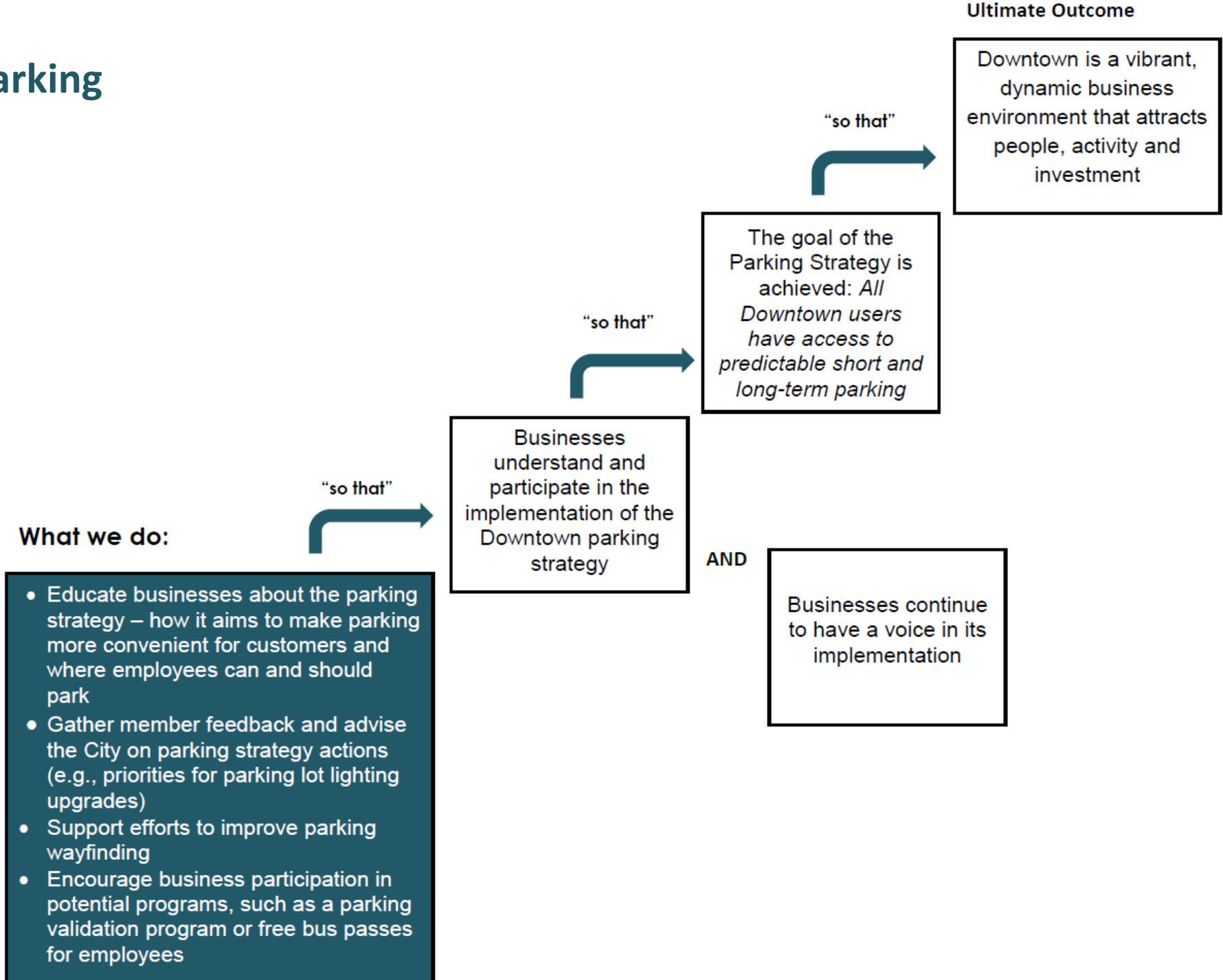
Ultimate Outcome

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

Guidance:

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

Parking





Small Group Work

Improve “How we do it” Boxes on Public Value Maps

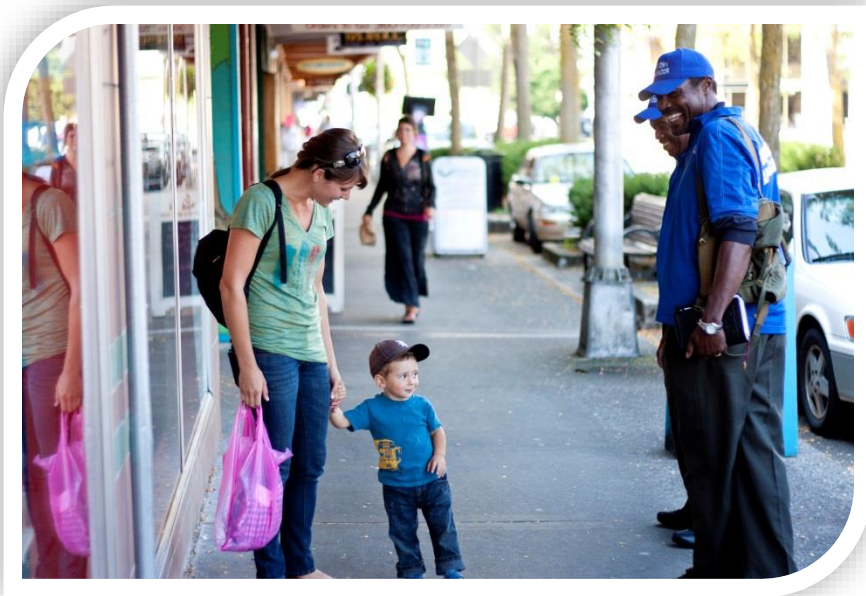
- 1) Are these the right actions for 2018? If not, what do you suggest?
- 2) Once you have a revised list:
 - Thinking about each action: Does PBIA have the resources to effectively carry this action while at the same time make a positive impact?
 - Place a star by actions that everyone agrees are a likely priority for 2018
 - What specific questions might you have for members in order to help you decide if an action is a 2018 priority?

Closing

- Announcements
- See you in two weeks for the member meeting:
Wednesday, 9/27 at 6:00pm at Ramblin Jack's



Vision for Downtown



- A vibrant, attractive urban destination
- A safe and welcoming Downtown for all
- A mix of urban housing options
- A variety of businesses
- Connections to our cultural & historic fabric
- Engaging arts & entertainment experiences

Partnerships

Ultimate Outcome

“so that”



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

“so that”



We:

We partner with allied organizations to carry out initiatives that benefit Downtown

We leverage PBIA funds to more significantly address issues important to members

AND

Joint efforts are strengthened, not duplicated



Nominating Committee

- Need 2-3 Board members to serve on committee
- Commitment
 - Identify ratepayers to stand for election in November (need at least 7)
 - October 12 – Report names to PBIA Board
 - *Optional* meeting to ensure clarity and coordination
- Must be ratepayers in good standing
- Members with terms expiring can run again
- Need a diversity of business types, interests and viewpoints
- Each zone should be represented
- Ballots will be mailed to ratepayers in November
- Nominees with majority number of votes are elected
- Terms start January 1, and are 3-years

Strategic Plan Restructuring

Restructure so that provides more clear direction for:

- Funding, work plan decisions
- Ratepayer communication

What restructuring means:

- Clarify main program goals
- Connect to the bigger vision
- Clarify roles
- Less focus on committees – more focus on program areas



PBIA Mission

Five Program Areas:

1. Parking
2. Clean & Safe Initiatives
3. Beautification
4. Communications
5. Marketing

The mission of the Parking & Business Improvement Area (PBIA) is to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners through its five program areas listed in the left column.

Through these five programs the PBIA envisions a Downtown that is:

- Clean & Safe
- A vibrant and welcoming community where visitors, residents and businesses can thrive together
- Working with its partners to ensure excellent services and outcomes as not only Olympia's Downtown but the Downtown for the entire region

The PBIA and its independently elected board are uniquely positioned to bridge the gap between the private business interests in Downtown and the City of Olympia. Through this plan, the PBIA seeks to enhance its relationship with the City and to provide a clearer framework for long-term investment in Downtown.

Over the past five years the PBIA rate payers have funded well over \$500,000 in revenue that has been invested directly in Downtown. The PBIA and its elected board are responsible for developing an annual budget recommendation for the Olympia City Council. It is the objective of this plan to provide policy direction for considering how to direct future investment of these funds in Downtown.

The Strategic Plan highlights the four committees that address the five program areas, consistent with the original ordinance authorizing the creation of the PBIA.