



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Max DeJarnatt  
360.570.3723

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**Wednesday, October 2, 2019**

**6:00 PM**

**Council Chambers**

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**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

- 3.A** [19-0895](#) Approval of September 4, 2019, PBIA Advisory Board Meeting Minutes

**Attachments:** [PBIA Meeting Minutes 090419](#)

- 3.B** [19-0896](#) Approval of September 18, 2019 PBIA Advisory Board Meeting Minutes

**Attachments:** [PBIA Meeting Minutes 091819](#)

**4. PUBLIC COMMENT**

*During this portion of the meeting, citizens may address the Advisory Committee or Commission regarding items related to City business, including items on the Agenda. In order for the Committee or Commission to maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission in these two areas: (1) on agenda items for which the Committee or Commission either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the speaker promotes or opposes a candidate for public office or a ballot measure.*

**5. ANNOUNCEMENTS**

**6. BUSINESS ITEMS**

- 6.A** [19-0893](#) Twinklefest Lighting Proposal

- 6.B** [19-0610](#) Formalizing Event Sponsorship Process

- 6.C** [19-0894](#) Downtown Parking Strategy in 2020 Update

**Attachments:** [Parking Price Updates](#)

- 6.D** [19-0891](#) Draft 2020 Budget

**Attachments:** [2019 Budget with YTD Expenses](#)

**6.E**     [19-0833](#)     Fall Downtown Marketing Campaign

Attachments:   [Marketing Addendum Scope of Work](#)

**7.        REPORTS****8.        OTHER TOPICS****8.A**     [19-0021](#)     Round Table Discussion**9.        ADJOURNMENT****Accommodations**

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City Hall  
601 4th Avenue E.  
Olympia, WA 98501  
360-753-8244

## **PBIA Advisory Board**

### **Approval of September 4, 2019, PBIA Advisory Board Meeting Minutes**

**Agenda Date:** 10/2/2019  
**Agenda Item Number:** 3.A  
**File Number:** 19-0895

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**Type:** discussion   **Version:** 1   **Status:** In Committee

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**Title**

Approval of September 4, 2019, PBIA Advisory Board Meeting Minutes



# Meeting Minutes

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Max DeJarnatt  
360.570.3723

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**Wednesday, September 4, 2019**

**6:00 PM**

**Council Chambers**

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**Amended**

**1. CALL TO ORDER**

Vice Chair Barrett called the meeting to order at 6:01 p.m.

**1.A ROLL CALL**

**Present:** 8 - Vice Chair Jeffrey Barrett, Boardmember Jacob David,  
Boardmember Janis Dean, Boardmember Lyndsay Galariada,  
Boardmember David Rauh, Boardmember Nathan Rocker,  
Boardmember Jeffrey Trinin and Boardmember Jeremy Williamson

**Excused:** 1 - Chair Danielle Ruse

**1.B OTHERS PRESENT**

City of Olympia Community Planning and Development staff:  
Senior Program Specialist/Staff Liaison Max DeJarnatt  
Economic Development Liaison Mark Rentfrow

**2. APPROVAL OF AGENDA**

Boardmembers asked to move business items 6.D - 6.F to 6.A - 6.C.

**Boardmember David moved, seconded by Boardmember Rocker, to amend the agenda. The motion passed unanimously.**

**3. APPROVAL OF MINUTES**

**3.A** [19-0784](#) Approval of August 7, 2019 PBIA Advisory Board Meeting Minutes

**The minutes were approved.**

**4. PUBLIC COMMENT - None**

**5. ANNOUNCEMENTS - None**

**6. BUSINESS ITEMS**

**6.A**     [19-0782](#)            PBIA Pedestrian/Holiday Lighting Pilot Proposal

Mr. Rentfrow shared a PowerPoint presentation on the Pedestrian and Holiday Lighting Pilot Proposal.

**Boardmember Trinin moved, seconded by Boardmember Galariada, that Mr. Rentfrow investigate the costs of holiday lighting. The motion passed unanimously.**

**6.B**     [19-0781](#)            PBIA Public Art Investment Update - Mural Protection

Mr. Rentfrow shared a PowerPoint presentation on the progress of the mural protection.

**The information was received.**

**6.C**     [19-0780](#)            PBIA Public Art Investment Update - Art in Windows

Mr. Rentfrow shared a PowerPoint presentation on the public art in windows.

**The information was received.**

**6.D**     [19-0785](#)            Fall Downtown Marketing Campaign

The Boardmembers discussed the fall Downtown marketing campaign budget and will ask City Council to appropriate \$10,000 of unspent funds towards the fall marketing campaign. A special meeting will be held on September 18, 2019 to review the scope of work for a Fall Marketing Campaign and Downtown Halloween Event Sponsorship and what kind of marketing they can get with the increased budget.

**Boardmember Rocker moved, seconded by Boardmember Dean, to ask City Council to appropriate \$10,000 of unspent funds for the fall marketing campaign efforts. The motion passed unanimously.**

**6.E**     [19-0610](#)            Formalizing Event Sponsorship Process

Vice Chair Barrett asked to continue this discussion at the next regular board meeting.

**The decision was discussed and continued to the PBIA Advisory Board due back on 10/2/2019.**

**6.F**     [19-0775](#)            Formation of a Nomination Committee for Upcoming Elections

Boardmembers Trinin, David, and Galariada volunteered to be the Nominating Committee for the vacant Boardmember positions.

**The discussion was completed.**

**7. REPORTS**

Boardmember Rauh discussed and provided a handout regarding the MIXX 96 Halloween Promotion.

**8. OTHER TOPICS****8.A [19-0021](#) Round Table Discussion**

Boardmember Trinin discussed the Harlequin Show.

Boardmember David discussed and provided a handout on the Downtown Improvement District.

Vice Chair Barrett discussed Downtown businesses closing.

**The discussion was continued to the PBI Advisory Board due back on 10/2/2019.**

**9. ADJOURNMENT**

The meeting adjourned at 7:44 p.m.



City Hall  
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360-753-8244

## **PBIA Advisory Board**

### **Approval of September 18, 2019 PBIA Advisory Board Meeting Minutes**

**Agenda Date:** 10/2/2019  
**Agenda Item Number:** 3.B  
**File Number:** 19-0896

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**Type:** discussion   **Version:** 1   **Status:** In Committee

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**Title**

Approval of September 18, 2019 PBIA Advisory Board Meeting Minutes



# Meeting Minutes

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Max DeJarnatt  
360.570.3723

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Wednesday, September 18, 2019

6:00 PM

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### Special Meeting

#### 1. CALL TO ORDER

Chair Ruse called the meeting to order at 6:03 p.m.

#### 1.A ROLL CALL

**Present:** 6 - Chair Danielle Ruse, Vice Chair Jeffrey Barrett, Boardmember Jacob David, Boardmember Janis Dean, Boardmember David Rauh and Boardmember Nathan Rocker

**Excused:** 1 - Boardmember Lyndsay Galariada

**Absent:** 2 - Boardmember Jeffrey Trinin and Boardmember Jeremy Williamson

#### 1.B OTHERS PRESENT

City of Olympia Community Planning and Development staff:  
Senior Program Specialist/Staff Liaison Max DeJarnatt

#### 2. APPROVAL OF AGENDA

The agenda was approved.

#### 3. BUSINESS ITEMS

##### 3.A [19-0833](#) Fall Downtown Marketing Campaign

Boardmembers discussed ideas for the Olympia Downtown Alliance Fall Marketing Campaign. Boardmember Dean provided a handout. Boardmembers would like to continue this discussion at the next regular meeting.

**The discussion was continued to the PBIA Advisory Board due back on 10/2/2019.**

##### 3.B [19-0836](#) Downtown Halloween Promotion Sponsorship Request

Boardmembers discussed sponsoring the KXXO Mixx 96.1 Downtown Halloween Promotion.

**Boardmember Barrett moved, seconded by Boardmember David, to support**

**the Downtown Halloween Promotion with a \$500 sponsorship to KXXO Mixx 96.1. The motion passed unanimously.**

**4. ADJOURNMENT**

The meeting adjourned at 7:07 p.m.



## PBIA Advisory Board

### Twinklefest Lighting Proposal

**Agenda Date:** 10/2/2019  
**Agenda Item Number:** 6.A  
**File Number:** 19-0893

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**Type:** discussion **Version:** 1 **Status:** In Committee

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#### Title

Twinklefest Lighting Proposal

#### Recommended Action

Move to authorize up to \$4,000 of marketing budget be used for the purchase and installation of additional snowflake and strand lighting

#### Report

##### Issue:

Whether to authorize up to \$4,000 of marketing budget be used for the purchase and installation of additional snowflake and strand lighting

#### Staff Contact:

Mark Rentfrow, Business Liaison, Community Planning and Development, 360.753.3798

#### Presenter(s):

Max DeJarnatt, PBIA City Liaison

#### Background and Analysis:

In years past the PBIA has purchased LED snowflakes from vendor Temple Display. These snowflakes have been located throughout the City's downtown core primarily on capitol way and 4th Ave and most recently at the City of Olympia's Isthmus Park area featuring a holiday ice rink.

As part of its 2019 budget, the PBIA board has identified approximately \$4,000 to be used toward holiday lighting. City staff has made contact with vendor Temple Display for pricing on conforming holiday LED snowflakes. The vendor is currently offering a 15% discount for orders placed before October 15th, 2019.

The following price breakdown details board options conforming to previous purchases

- Retail lighting strands = \$200
- Presidential Snowflake (P-698 LED) = \$652
- Spiral Snowflake (PWW-536) = \$670

A potential purchase could be viewed as follows:

(P-698 LED) \$652 + (%15 discount = \$97.80) = \$554.20 ea.

(PWW-536)  $\$670 + (15\% \text{ discount} = \$100.50) = \$569.50 \text{ ea.}$

Staff recommends purchasing 3 snowflakes of each variety for a total cost of \$3,371. An additional \$200 will be spent on retail lighting strands with the remaining funds being allocated for tax and shipping.

**Neighborhood/Community Interests (if known):**

N/A

**Options:**

1. Authorize the use of \$4,000 for the purchase of Snowflakes and strand lighting.
2. Authorize a different amount of marketing budget for the purchase of Snowflakes and strand lighting.
3. Do not authorize the use of marketing budget for the purchase of lighting at this time.

**Financial Impact:**

Twinklefest was initially budgeted with \$14,000. Since that time the board appropriated \$5,000 for a Fall Marketing Campaign, leaving \$9,000 for Twinklefest promotions and lighting.

**Attachments:**

n/a



## PBIA Advisory Board

### Formalizing Event Sponsorship Process

**Agenda Date:** 10/2/2019  
**Agenda Item Number:** 6.B  
**File Number:** 19-0610

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**Type:** decision **Version:** 2 **Status:** In Committee

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#### Title

Formalizing Event Sponsorship Process

#### Recommended Action

Move to adopt formalized event sponsorship application and review process

#### Report

##### Issue:

Whether to create structure for event sponsorship applications

#### Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

#### Presenter(s):

Max DeJarnatt, Senior Program Specialist  
Jeffrey Barrett, PBIA Vice-Chair

#### Background and Analysis:

Part of the PBIA's mission to assist in creating a vibrant, dynamic business environment is promoting downtown throughout the year. The PBIA has had a history sponsoring events like PRIDE and The Bridge Music Project. The board is looking for a process through which event organizers can apply for sponsorship funds, be evaluated and compared to other applications, and receive notice of sponsorship according to a fixed schedule, in hopes that a clearer structure will connect to a wider pool of applicants.

#### Neighborhood/Community Interests (if known):

n/a

#### Options:

1. Adopt proposed event structure and begin implementation
2. Amend proposed event structure and begin implementation
3. Continue event sponsorships without proposed structure

#### Financial Impact:

The board budgeted \$7,000 for event sponsorship and has committed \$2,500 so far for 2019, leaving

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**Type:** decision **Version:** 2 **Status:** In Committee

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a remaining \$4,500

**Attachments:**

none



## PBIA Advisory Board

### Downtown Parking Strategy in 2020 Update

**Agenda Date:** 10/2/2019  
**Agenda Item Number:** 6.C  
**File Number:** 19-0894

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**Type:** discussion **Version:** 1 **Status:** In Committee

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#### Title

Downtown Parking Strategy in 2020 Update

#### Recommended Action

Discussion only.

#### Report

##### Issue:

Whether to receive a briefing on updates to Olympia Parking in 2020.

#### Staff Contact:

Max DeJarnatt, Parking Program Analyst, Community Planning & Development, 360.570.3723

#### Presenter(s):

Max DeJarnatt, Parking Program Analyst

#### Background and Analysis:

The Olympia City Council adopted the updated Parking Strategy in April 2019, with the intent to support the Downtown Strategy by ensuring users have safe, predictable parking. In 2020, Olympia will see improvements in parking technology, walkability, and efforts to increase availability of on- and off-street parking. Among these updates include price increases at parking meters, in off-street parking lots, and for parking permits.

These pricing updates were reviewed by the Finance Committee in October 2018, but were ultimately put on hold because of the constrained parking supply due to Downtown encampments and further outreach needed with the South Capitol Neighborhood (SCN). Since that time the parking displacement has been reduced by half and staff are actively engaged with the SCN as part of a neighborhood parking plan.

Olympia's parking meter rates have not increased since 2011, when the free timed zone was replaced with metered parking. Since that time Olympia's parking landscape has continued to evolve with several large surface parking lots being replaced by new buildings bringing more people to downtown while simultaneously reducing parking supply. These changes put more pressure on downtown street parking. Matching prices to demand will help the City meet its goals of investing in parking improvements, as well as support downtown businesses by ensuring a target occupancy of

70-85 percent.

Fall outreach about price increases will include bringing these updates to the Parking and Business Improvement Area ratepayers, the Olympia Downtown Alliance membership, the Downtown Neighborhood Association, as well as the City's growing database of individual residential and employee parking permit holders.

Staff recommends that these new rates go into effect on January 1, 2020. Staff recommends that parking rates be reviewed and updated regularly to ensure that they are more closely tied to our changing operating costs. Any revenues in excess of expenses are retained in the Parking Fund and may be used for future capital investments like a parking structure and smart meters.

**Neighborhood/Community Interests (if known):**

Parking is identified as a key concern among various downtown stakeholders.

**Options:**

Information only briefing

**Financial Impact:**

Updates budgeted to net an additional \$350,000 annually.

**Attachments:**

Parking Price Updates

<b>Parking Price Updates</b>	<b>2011 - 2019</b>	<b>January 1, 2020</b>
15 Minute Meters	1¢ - 15 minutes	25¢ - 15 minutes
2 hour meters	\$1/hour	\$1.25/hour
3 hour meters	60¢/hour	85¢/hour
9 hour meters	50¢/hour	75¢/hour
9 hour meter permit	\$60/month	\$70/month
Monthly parking lots	Various	Each increase \$10/month
Residential Zones 4, 5, 7, 8 (Downtown Boundary)*	\$10/year	\$60/year
Overtime Citations	\$15 each	\$20 each
Chain Citations	\$30 each	\$40 each

\*pending council approval of ordinance update later this fall



## PBIA Advisory Board

### Draft 2020 Budget

**Agenda Date:** 10/2/2019  
**Agenda Item Number:** 6.D  
**File Number:** 19-0891

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**Type:** discussion **Version:** 1 **Status:** In Committee

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**Title**

Draft 2020 Budget

**Report**

**Issue:**

Review Draft 2020 Budget

**Staff Contact:**

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

**Presenter(s):**

Max DeJarnatt

Danielle Ruse, Chair

Jeff Barrett, Vice Chair

**Background and Analysis:**

A primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan and budget. The City Council has a role to review and adopt both. The Board develops a recommended budget first, followed by a work plan that may include additional items not associated with the budget such as informational briefings.

PBIA funds are based on the total assessment of ratepayers and are limited. The total assessment averages about \$115,000/year. The City's Finance Director reports that uncollected assessments have been close to \$15,000 in recent years. Therefore, staff is recommending setting the budget at \$100,000 for 2020.

The recommended work plan is due in February. The work plan is informed by the budget, but is broader in scope. It comprises how PBIA meeting time will be used, the role and commitment of PBIA board members, the deliverable, timing and budget implications. Having a work plan helps to ensure focus, transparency and proactive consideration of the needed resources to carry out each initiative.

**Neighborhood/Community Interests (if known):**

PBIA Ratepayers

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**Type:** discussion   **Version:** 1   **Status:** In Committee

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**Options:**

Discussion only

**Financial Impact:**

PBIA's anticipated 2020 budget is \$100,000

**Attachments:**

2019 Budget with YTD Expenses

PBIA - 2019 Budget			7-Nov-18			
Category	Bin	Notes	Budget Amount	Appropriation	2019 Expenses	+/-
Ambassadors & Clean Team	Clean & Safe		\$ 43,500		\$ -	\$ 43,500
		<i>estimated cost of labor and materials to cover 3</i>				
Mural protection	Clean & Safe	<i>murals</i>	\$ 2,500		\$ 731.35	\$ 1,769
Extra alley flushings	Clean & Safe	<i>3 extra flushings for July, August, September</i>	\$ 1,200		\$ 1,259.77	\$ (60)
Cigarette Butt Containers	Clean & Safe	<i>budget amendment - carry over funds from 2018</i>	\$ -	\$ 840	\$ 820.00	\$ (1,660)
Flower baskets	Streetscape Beautification	<i>(74) 18" from Fessler's + (5) 24" moss from DeGottis</i>	\$ 5,000		\$ 5,688.49	\$ (688)
Flower basket watering	Streetscape Beautification	<i>assumes 75% of 2018 cost, Probation Services</i>	\$ 18,000		\$ 14,884.34	\$ 3,116
Art/photos in windows	Streetscape Beautification		\$ 5,000		\$ 3,119.03	\$ 1,881
Holiday lighting & Twinklefest	Marketing		\$ 14,000		\$ -	\$ 14,000
Event sponsorships	Marketing		\$ 7,000		\$ 2,500.00	\$ 4,500
Fall Marketing Campaign	Marketing			\$ 10,000	\$ -	\$ (10,000)
Administration	Administration	<i>e.g., annual member dinner, survey monkey, misc.</i>	\$ 2,300		\$ -	\$ 2,300
Contingency	Contingency		\$ 1,500		\$ 749.12	\$ 751
<b>TOTAL BUDGET</b>			<b>\$ 100,000</b>	<b>\$ 10,840</b>	<b>\$ 29,752.10</b>	<b>\$ 59,407.90</b>

Row Labels	PROJECTNUM	DESC1	2019 Monthly Expendit
Streetscape Beautification	Flower basket watering	PAYROLL SUMMARY	\$14,884.34
	Flower basket watering Total		<b>\$14,884.34</b>
	Flower baskets	FLOWER BASKETS STREETSCAP	\$607.66
		PBIA HANGING BASKETS	\$4,657.85
		GREENHOUSE MEGASTO	\$422.98
	Flower baskets Total		<b>\$5,688.49</b>
	Art/photos in windows	PLEDGE DONATION OLY DRAGON MURAL	\$1,000.00
		SUCTION CUP	\$25.91
		TJ POTER MURAL REPAINT	\$1,639.50
		PBIA STREETSCAPE BEAUTIFI	\$453.62
	Art/photos in windows Total		<b>\$3,119.03</b>
Marketing	Event sponsorships	PRIDE 2019 SPONSORSHIP	\$500.00
		SUMMER CONCERT SPONSOR	\$2,000.00
	Event sponsorships Total		<b>\$2,500.00</b>
Clean & Safe	Cigarette Butt Containers	CIGARETTE CANISTERS	\$820.00
	Cigarette Butt Containers Total		<b>\$820.00</b>
	Mural protection	AMAZON.COM*MN6J822B1 AMZN	\$221.35
		MURAL CLEANING VANDIGUARD	\$180.00
		MURAL PROTECTION	\$330.00
	Mural protection Total		<b>\$731.35</b>
	Extra alley flushings	MAY PBIA ALLEY FLUSHING	\$373.35
		JULY PBIA ALLEY FLUSHING	\$436.50
		JUNE PBIA ALLEY FLUSHING	\$449.92
	Extra alley flushings Total		<b>\$1,259.77</b>
Contingency	Contingency	FACEBOOK BOOST	\$449.12
		ONLINE BRANDING	\$800.00
		REFUND OVERPAYMENT FOR	-\$500.00
	Contingency Total		<b>\$749.12</b>
Grand Total			<b>\$29,752.10</b>



## PBIA Advisory Board

### Fall Downtown Marketing Campaign

**Agenda Date:** 10/2/2019  
**Agenda Item Number:** 6.E  
**File Number:** 19-0833

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**Type:** decision **Version:** 1 **Status:** In Committee

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**Title**

Fall Downtown Marketing Campaign

**Recommended Action**

Develop scope of work for Fall Marketing Campaign

**Report**

**Issue:**

Define scope of work for Fall Marketing Campaign

**Staff Contact:**

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

**Presenter(s):**

Janis Dean, PBIA Board Member

Todd Cutts, Executive Director, Olympia Downtown Alliance

Natasha Ashenhurst, Owner, Mosaic Marketing Studio

**Background and Analysis:**

In 2018 the PBIA entered into a marketing contract with the Olympia Downtown Alliance with the intent to promote Downtown. Due to unforeseen circumstances, much of the money contract went unspent. At the PBIA's meeting last July, board member Dean suggested that this money could be used effectively in a Fall Marketing push.

At its September 4<sup>th</sup> meeting the PBIA voted to ask Council to allocate \$15,000 of its unspent funds to be used, along with \$5,000 of its 2019 marketing budget, for this marketing campaign by amending a marketing contract with the Olympia Downtown Alliance and managed by the city's Director of Economic Development. At this special meeting, the group will confirm the scope of the project.

City Council approved the appropriation of \$15,000 of unspent funds for Marketing at its September 24<sup>th</sup> meeting.

**Neighborhood/Community Interests (if known):**

n/a

**Options:**

1. Move to amend existing marketing contract to include the Fall Marketing Campaign.
2. Move to put the scope of work out to bid.
3. Do not pursue a Fall Marketing Campaign at this time.

**Financial Impact:**

Council approved the appropriation of \$15,000 of unspent funds for Marketing

**Attachments:**

Marketing Addendum Scope of Work



## DOWNTOWN MARKETING CAMPAIGN PROPOSAL

### BOARD OF DIRECTORS

Mike Auderer  
Olympia Construction

**VICE PRESIDENT**  
Chad Carpenter  
Washington Center

Erica Cooper  
Orca Construction

Jennie Foglia-Jones  
Port of Olympia

**PRESIDENT**  
Josh Gobel  
Thomas Architecture Studios

LuWana Hawley  
Hawley's Gelato & Coffee

Dean Jones  
Encore Chocolates and Teas

**TREASURER**  
Bobbi Kerr  
Olympia Federal Savings

Jeanette Laffoon  
Maddox & Laffoon, P.S.

Todd Monohon  
Olympia Press Building

Dave Platt  
Mailbox of Olympia

**PAST PRESIDENT**  
Dave Wasson  
Batdorf & Bronson

**SECRETARY**  
Becci Welsh  
Batdorf & Bronson

Kyle Wiese  
Thurston EDC

**STAFF**  
Todd Cutts  
Executive Director

### PURPOSE:

Develop and implement an advertising campaign to drive customers to downtown businesses.

### BACKGROUND:

PBIA is interested in an addendum to existing city marketing contract with the Alliance for marketing to help drive customers to downtown shops and restaurants.

### SCOPE:

1. Develop an advertising strategy to help encourage customers to shop downtown, Olympia. Once the strategy is developed, Alliance will manage the creation and implementation of the strategy.
2. Develop a marketing toolkit to help downtown businesses use advertising to promote their own businesses.

### COST:

Photography: \$1,200.

Videography: \$5,000

Graphic Design: 16 hours at \$75 per hour: \$1,200

Project Management: 16 hours at \$75 per hour: \$1,200

Proposed Advertising/Media Buys. Actual buys will depend on research not done until project approval.

- Facebook Boosts: \$2,000 (boost video spots). We will select for geographic and demographics.
- KNKX Four Week Spot: \$4,000. KNKX fits the demographic we are aiming for and will reach a large geographic region, especially from the Seattle/Tacoma metro.
- The Olympian Sunday Paper Ad Buy: \$2,000. We believe there is a good customer segment that is not on Facebook that we will need to reach through traditional advertising.
- Radio Ad Buys to be determined by stakeholder feedback: \$1000.
- Print Ad Buys \$2,000 to be determined.

**TIMELINE:**

- September 18: Project review by PBIA Board. Stakeholders/projected approvers named.
- September 19 through October 3: Mosaic Marketing Studio, Olympia Downtown Alliance, and PBIA Stakeholders develop the campaign strategy and retain videographer and photographer.
- October 4 through October 18: Video and photography shoots.
- October 21 through October 31: Graphic Design/Ad Development. Three rounds of proof approval.
- November 4: Ad buys/roll-out campaign November and December with a push toward holiday shopping.



## PBIA Advisory Board

### Round Table Discussion

**Agenda Date:** 10/2/2019  
**Agenda Item Number:** 8.A  
**File Number:** 19-0021

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**Type:** discussion **Version:** 1 **Status:** In Committee

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**Title**

Round Table Discussion

**Report**

**Issue:**

Board discussion of downtown issues

**Staff Contact:**

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.570.3723

**Presenter(s):**

N/A

**Background and Analysis:**

Discussion about downtown issues and what we are hearing from ratepayers; leading to identification of:

- Quarterly short survey questions
- Issues that might be addressed by existing programs
- Key messages to be reported to City Council
- Advice to staff about key messages to convey to downtown businesses
- Ideas for potential future PBIA budget items

**Neighborhood/Community Interests (if known):**

Discussion is to identify neighborhood issues

**Options:**

N/A

**Financial Impact:**

N/A

**Attachments:**

N/A

