



Meeting Agenda

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, January 8, 2020

5:30 PM

CR 207

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

[20-0022](#) Approval of December 4, 2019 Parking and Business Improvement Area
Advisory Board Meeting Minutes

Attachments: [Meeting Minutes 120419](#)

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

[20-0021](#) Downtown Marketing Campaign

[20-0023](#) Recommendation on the Downtown Improvement District (DID)

Attachments: [Draft Operational Plan](#)

[FAQ's](#)

[Process Timeline](#)

[PBIA Survey Results](#)

[PBIA Roundtable Notes](#)

[20-0018](#) Discussion about 2020 Work Plan Priorities

Attachments: [2020 Final PBI Budget](#)
[Public Values Map](#)
[Major City Plans Timeline](#)

7. REPORTS

8. OTHER TOPICS

[20-0029](#) Round Table Discussion

9. ADJOURNMENT

Accommodations

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the upper right corner of the agenda) at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.



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

PBIA Advisory Board

Approval of December 4, 2019 Parking and Business Improvement Area Advisory Board Meeting Minutes

Agenda Date: 1/8/2020
Agenda Item Number:
File Number:20-0022

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

Title

Approval of December 4, 2019 Parking and Business Improvement Area Advisory Board Meeting Minutes



Meeting Minutes

PBIA Advisory Board

City Hall
601 4th Avenue E
Olympia WA 98501

Contact: Max DeJarnatt
360.570.3723

Wednesday, December 4, 2019

6:00 PM

CR 207

1. CALL TO ORDER

Chair Ruse called the meeting to order at 5:59 p.m.

1.A ROLL CALL

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

Absent: 1 - Boardmember Jeffrey Trinin

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. APPROVAL OF MINUTES

3.A [19-1139](#) Approval of November 6, 2019 Parking and Business Advisory Committee Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Mr. DeJarnatt shared announcements.

6. BUSINESS ITEMS

6.A [19-1138](#) Recognition of Outgoing Board Member

Mr. DeJarnatt and Boardmembers discussed recognizing Boardmember Trinin for his

exemplary service to the PBIA over the years. Mr. DeJarnatt will circulate a card and deliver Boardmember Trinin's trophy at a later date to be determined by the Board.

The discussion was completed.

6.B [19-1135](#) Board Member Appointment

Boardmembers discussed the appointment of Johnny Atlas to one of the vacant seats on the Board.

Boardmember David moved, seconded by Boardmember Rauh, to appoint Johnny Atlas to the Board for a 3-year term. The motion passed unanimously.

6.C [19-1137](#) 2020 PBIA Meeting Dates

Boardmembers discussed the 2020 meeting dates/times and would like to move meeting times up 1/2 an hour to start at 5:30 p.m.

The discussion was completed.

7. REPORTS

7.A [19-1136](#) Fall Downtown Marketing Campaign

Boardmember Dean reported on the Downtown Marketing Campaign.

The information was received.

8. OTHER TOPICS

Boardmembers discussed The One transit line, the Twinklefest decor and the status of the pedestrian lighting projects happening Downtown.

9. ADJOURNMENT

The meeting was adjourned at 7:06 p.m.



PBIA Advisory Board

Downtown Marketing Campaign

Agenda Date: 1/8/2020
Agenda Item Number:
File Number:20-0021

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

Title

Downtown Marketing Campaign

Recommended Action

Receive progress update for Downtown Marketing Campaign

Report

Issue:

Whether to receive progress update for Downtown Marketing Campaign

Staff Contact:

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

Presenter(s):

Todd Cutts, Executive Director, Olympia Downtown Alliance
Natasha Ashenhurst, Owner, Mosaic Marketing Studio

Background and Analysis:

In its October meeting, the Board unanimously voted to amend an existing marketing contract between the City and the Olympia Downtown Alliance to include \$20,000 for a Downtown marketing campaign. Representatives of the Olympia Downtown Alliance and Mosaic Marketing Studio will provide the board with an update of the marketing campaign.

Neighborhood/Community Interests (if known):

n/a

Options:

Discussion only

Financial Impact:

\$20,000 has been approved for this campaign

Attachments:

None.



PBIA Advisory Board

Recommendation on the Downtown Improvement District (DID)

Agenda Date: 1/8/2020
Agenda Item Number:
File Number:20-0023

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

Title

Recommendation on the Downtown Improvement District (DID)

Report

Issue:

Whether to provide a recommendation of support for the DID proposal following a briefing from the Downtown Olympia Alliance

Staff Contact:

Amy Buckler, Strategic Projects Manager, Community Planning & Development,
360-570-5847

Presenter(s):

Todd Cutts, Executive Director, Olympia Downtown Alliance
Amy Buckler

Background and Analysis:

Downtown property owners are exploring the notion of a Downtown Improvement District (DID), which would be a property-owner based assessment in downtown Olympia. The Olympia Downtown Alliance (ODA) is helping to facilitate this process. A petition drive and City Council decision on whether to adopt the DID are anticipated in 2020.

The City Council would like the PBIA to provide a letter of recommendation about whether the City should pursue adopting the DID. The ODA has asked the PBIA to provide a letter of support.

ABOUT THE PROPOSAL

Mr. Cutts will provide an overview of the DID proposal, including some elements which have changed since the PBIA's last briefing.

A draft operational plan and FAQ's are **attached**.

PROCESS/TIMELINE

The DID was initially proposed in 2019. The ODA has been conducting outreach for many months,

and met with the PBIA Board to discuss an initial proposal on May 7 and June 26. The Olympia City Council held a study session on Aug 13. And the ODA and City held a joint public information meeting on Sept 16. Since then, a small work group with two City Councilmembers, City Staff and DID steering committee members met to gain clarity on the proposal and lay out a process for bringing it forward to the City.

Under State law, establishing a DID requires a petition process, with support required from property owners representing more than 60 percent of the total assessments to be paid in the district. The petition drive is anticipated to start in February. Once petitions are verified, the Olympia City Council would hold a public hearing to consider adopting the DID by ordinance. **See attached timeline.**

WHAT WOULD HAPPEN TO PBIA?

DID's are authorized under Washington State law by RCW 35.87A. The City's current business-based improvement district, the Parking and Business Improvement Area (PBIA), is authorized under the same law. It is legal to have both a property-owner based assessment (DID) and a business-based assessment (PBIA) in the same area; however, it is understood that the downtown community would be unlikely to welcome two assessments.

The intent is, if the City ultimately adopts an ordinance establishing the DID, then the City would follow up that action with an ordinance dis-establishing the PBIA.

LETTER OF RECOMMENDATION

The PBIA has been asked to provide a letter of recommendation to the City Council. This would be provided at a Council meeting (tbd) prior to the start of the ODA petition drive.

Following tonight's briefing and discussion, the PBIA should vote on whether to provide a recommendation in support or opposition to the DID. Both the majority and minority opinions may be captured in the letter of recommendation. Staff will help capture the opinions expressed in order to draft a letter for Council which can then be reviewed by the Board at their regular meeting in February. Once the final recommendation letter is approved by the Board it will be signed by the Chair and provided to the City Council.

Neighborhood/Community Interests (if known):

The PBIA released a survey about the DID to ratepayers in July; results are attached. Also attached are notes from a PBIA Board roundtable discussion.

Options:

1. Move to provide a recommendation in support of the DID
2. Move to provide recommendation in opposition to the DID

Financial Impact:

The DID is anticipated to have an initial budget of \$560,000, compared to the PBIA annual budget of \$100,000.

Attachments:

Draft Operational Plan

FAQ's
Process Timeline
PBIA Roundtable Notes
PBIA Survey Results



Downtown Olympia Downtown Improvement District Operational Plan

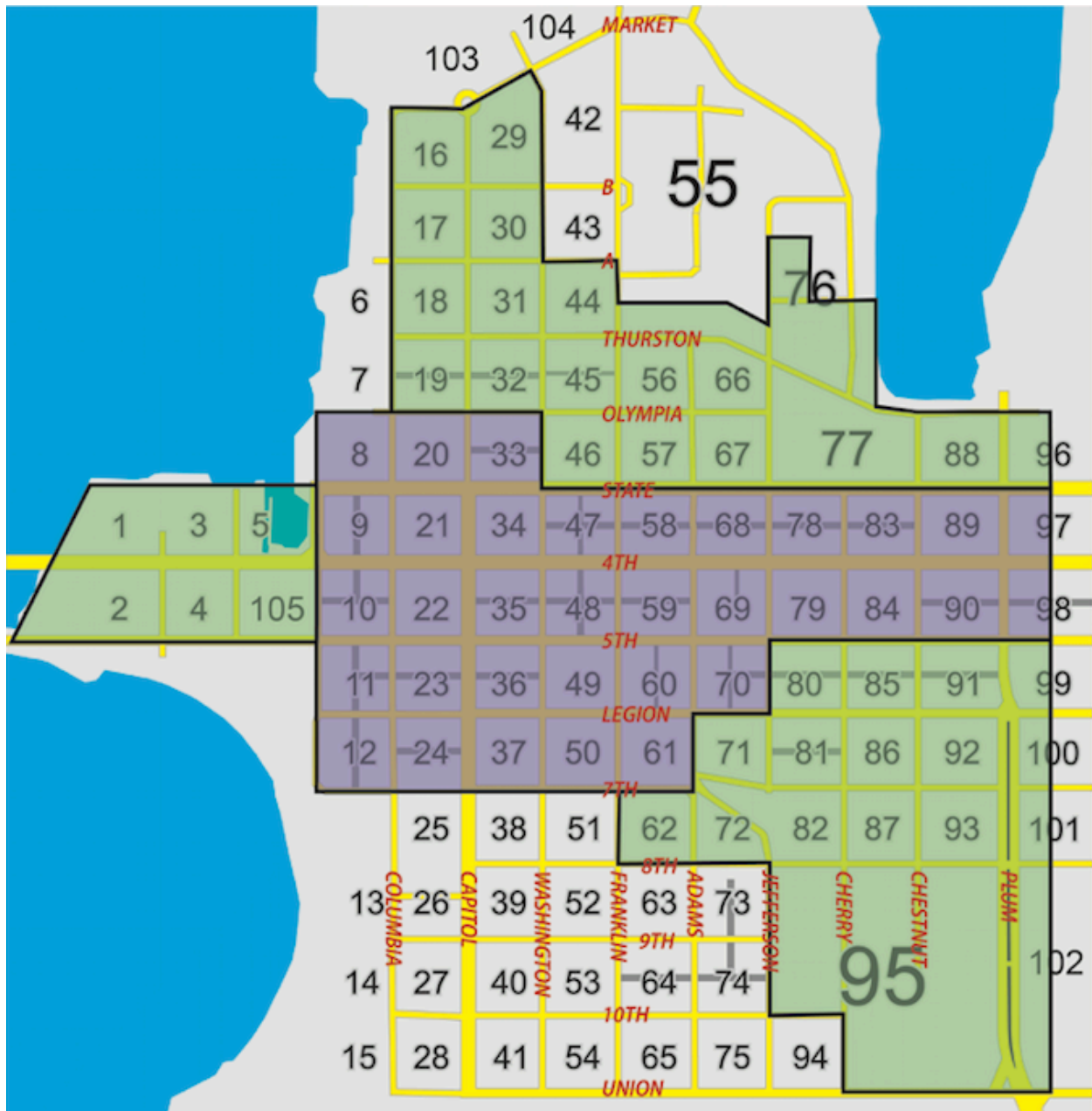
DID Objectives

The Downtown Olympia Downtown Improvement District (DID) is intended to be a private sector led and managed district improvement program pursuant to Washington Statute Chapter 35.87A with the following objectives:

- Provide advocacy, leadership, and services that improve the downtown experience and quality of life, such as enhancing cleanliness, supporting a safe and welcoming environment, activating and beautifying public spaces, and advancing economic development.
- Help support small businesses to grow and prosper in downtown.
- Attract new investment that creates jobs, businesses and housing.
- Enhance property values, increase sales and occupancies.
- Offer accountability to ratepayers through a ratepayer managed governance structure.
- Create a mechanism for championing and sustaining downtown improvement efforts for the long term.

DID Boundaries

The Downtown Olympia DID will encompass a large area of the downtown bounded roughly by Market Street NE to the north, West Bay and Capitol Lake to the west, Union Avenue SE to the south and Plum Street and East Bay to the east. A map of the proposed district is attached.



Estimated Operating Budget

For the initial year of DID operation, an annual operating budget of \$560,000 is projected. A summary Year 1 budget for Option A boundary is provided below:

Welcoming, Clean, and Safe (appx 400 hours of weekly deployment + ops manager + equipment)	\$425,000
Assisting Small Businesses	\$45,000
Management	\$90,000
TOTAL	\$560,000

DID Services

The DID will support enhanced services and improvements as determined by an annual work program developed by the DID board of directors. Initial service and improvement options will fit within the following general categories:

Beautification & Hospitality Services

- Contract and/or direct services for enhanced maintenance that may include cohesive and consistent sidewalk sweeping, scrubbing, and power washing, litter, snow, leaf, and graffiti removal, and landscaping maintenance (including tree pruning and weed removal) to make the downtown experience consistently clean and inviting for residents, workers, and visitors. This work will occur in a complimentary and coordinated fashion with the City's existing Clean Team and the efforts of both the Public Works and Parks Departments.
- Contract and/or direct services for a hospitality/safety ambassador program. Ambassador services include: offering information, directions, assistance, and escorts to downtown visitors, workers, and residents; outreach for downtown's street dependent population; and management of nuisance issues in close coordination with the City's Ambassadors, Crisis Response Unit, and local law enforcement.
- Other initiatives that enhance the cleanliness, safety, and overall appearance of downtown Olympia.

Assisting Small Business

This funding is intended to support small businesses with coordinated marketing efforts, special events, special projects and small business training. give the DID flexibility with a portion of its funds. This will allow the DID board of directors to adapt to changing market

dynamics in downtown, and to capitalize on market and/or project opportunities as they arise. Projects may include:

- Retail, dining, and living promotions to attract consumers to small businesses and encourage new residential and amenity development in downtown.
- Special events production and promotion to attract residents and visitors to experience downtown and drive sales in small businesses.
- Strategic programming and animation to activate and reimagine underutilized public spaces.
- Beautification and capital improvements, including street furniture, banners, wayfinding signage and gateways, lighting, landscaping, and cosmetic improvements to make downtown more welcoming, walkable, and attractive.
- Holiday décor and seasonal promotions to attract consumers and increase sales during Christmas, Thanksgiving, and other peak shopping and dining periods.
- Quick-hitting high-impact trainings to small business owners in designed to help business succeed.

Management & Administration

- Administrative support, including contract with the Olympia Downtown Alliance (i.e. office, services, audit, etc.), DID program insurance, bookkeeping, and administrative support to ensure that DID initiatives are managed effectively and maximize accountability to ratepayers.
- Strategic planning and professional development to make sure that DID “best practices” are employed in Olympia.
- Reserve for delinquencies, operations and repayment of start-up costs.

Estimated Annual Costs

The DID operating budget is distributed on a cost allocation basis to a database that contains assessed value and lot characteristics (i.e., linear frontage). According to Washington Statute Chapter 35.87A, assessments can be constructed based on “any reasonable factor relating to the benefit received.”

Based on national best practices and to distribute service benefits in the most fair and equitable manner, two assessment variables are proposed:

- Assessed Value, which is the most common assessment variable for DID's nationwide, provides a measure of benefit allocated to the value of the property as determined by the county assessor.

- Frontage, which is measured by all linear feet along a lot, acknowledges the benefit from clean and safe services that will be largely experienced at the street and/or sidewalk level.

50% of the assessment is allocated to assessed value, and 50% to lot frontage. Estimated annual assessments for properties are as follows:

Lot Frontage + Assessed Value Methodology

Annual Rates	Core	Non-Core
Commercial Rate	\$7.606/linear foot + \$0.00104 AV	\$3.803/linear foot + + \$0.00052 AV
Residential Rate	\$5.705/linear foot + \$0.00078 AV	\$2.85/linear foot + \$0.00039
Exempts/Non-Profit	\$3.80/linear foot + \$0.00052 AV	\$1.90/linear foot + \$0.00026

Assessment considerations:

- Residential properties are charged at 75% of full assessment rates since they will not experience the same benefits as commercial properties (i.e. commercial leases, retail sales, etc.)
- Non-profits, including properties with subsidized affordable housing, are charged at 50% of full assessment rates since they will not experience the same benefits as commercial or residential properties (i.e. value appreciation, commercial leases, retail sales, etc.)

The “core” of downtown pays twice the rate as the “non-core” of downtown due to a higher frequency of services and benefits expected in the core.

City Services

The City of Olympia has documented a base level of pre-DID City services and transmitted this to the DID Steering Committee. The DID will not replace any pre-existing general City services.

Impact on Existing PBIA

To come...

Collection & Enforcement

The City of Olympia (local authority as referenced in Washington Statute Chapter 35.87A) will provide billing services for the DID.

Term of the District

The DID will be established with an initial term of 10 years. In Year 5, the DID will undergo a formal evaluation to determine that the services and assessment methods are consistent with the needs of the district. Any adjustments may be considered at that time. To extend the DID beyond the initial 10-year term, a new operating plan will need to be developed and property owner petition process consistent with Washington Statute Chapter 35.87A undertaken to affirm support for the district.

Annual Assessment Adjustments

Annual assessments may increase no more than 5% per year consistent with the increase in consumer price index (CPI) and increases in program costs. The determination of annual adjustments in assessment rates will be subject to the review and approval of the DID board of directors. The board will develop annual budgets, and an independent audit will be performed each year.

Boundary Adjustments

Boundaries for the core service area of the district may be adjusted from year-to-year based upon service demands and/or requests from property owners outside of the core that would seek to be added to it. Boundary adjustments must be approved by the DID board of directors. The outer boundary of the district cannot be changed until the renewal of the district.

District Formation

DID formation requires petition support from property owners representing more than 60% of the total assessments to be paid in the district. Petitions are submitted to the City of Olympia,

a public hearing is held, and the DID is established by an ordinance of the Olympia City Council.

District Governance

The DID will be governed by a board of directors comprised of property and business owners representing a wide variety of geographic sub-districts and use-types within downtown. This will include 15 voting board members and 2 non-voting board members.

Profile	Area	Sector	Size	Property Owner	Voting/Non-Voting
Property	Core	Open	Open	Yes	Voting
Property	Core	Open	Open	Yes	Voting
Property	Core	Open	Open	Yes	Voting
Property	Core	Open	Less than 5,000 SF	Yes	Voting
Property	Core	Owner occupied	Open	Yes	Voting
Property	Non-Core	Open	Open	Yes	Voting
Property	Non-Core	Open	Open	Yes	Voting
Property	Non-Core	Open	Open	Yes	Voting
Property	Non-Core	Open	Less than 5,000 SF	Yes	Voting
Property	Non-Core	Owner occupied	Open	Yes	Voting
Business	Core	Open	Less than 5,000 SF	Open	Voting
Business	Core	Open	Open	Open	Voting
Business	Core	Open	Less than 5,000 SF	No	Voting
Business	Non-Core	Open	Open	No	Voting
Business	Non-Core	Open	Less than 5,000 SF	No	Voting
City	N/A	Government	N/A	N/A	Non-voting
Resident	N/A	Resident	N/A	No	Non-voting

Board members will serve staggered 3-year terms and can serve a maximum of two successive terms. The initial board of directors, including terms of service, will be submitted to the City Council as part of the petition requesting formation of the DID from property owners. When

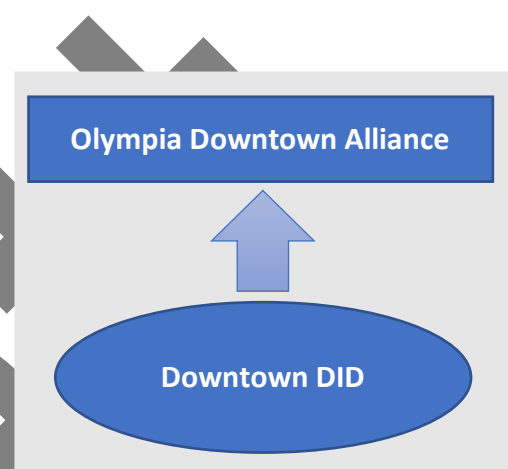
vacancies on the DID board occur, the Executive Committee of the DID will serve as a Nominating Committee, seeking interest from DID ratepayers for board service.

Management Structure

The DID will usher in a new downtown management model that is commonly found in peer cities to Olympia throughout the nation. The organizational elements include:

- The Downtown DID will be an assessment district that finances the services specified within this plan. It will be governed by a board of directors as specified above. The DID board will establish an annual work program, budget, assessment rates, and monitor delivery of services.
- The non-profit, Olympia Downtown Alliance (ODA) will serve as the district management corporation for the DID. All staff and overhead will be housed in the ODA. This structure will allow the DID to leverage ODA's existing staff and services, and will establish a unified and cohesive approach to the management, marketing, and maintenance of downtown Olympia.

To ensure coordination across both organizations the chair of the DID board of directors will also sit on the board of ODA.



Downtown Improvement District Summary

DOWNTOWN OLYMPIA

DID

DOWNTOWN IMPROVEMENT DISTRICT

Downtown Olympia is a true gem, offering community members and visitors alike the opportunity to have positive experiences that are unique and authentic to our downtown. As Downtown Olympia continues to grow and evolve, significant resources are necessary to support a vibrant urban environment that people are excited to live in, work in, and visit.

Purpose of the DID

The Downtown Improvement District (DID) is a PROPOSED private sector funding mechanism designed to help support the downtown environment with services financed by a self-imposed assessment paid by downtown property owners, requiring approval of the Olympia City Council. These services would be provided exclusively within the district, and are an enhancement to – rather than a replacement of – those already provided by the City.

DID's are common tool. There are over 1,000 DID's across North America, many concentrated in downtown areas. Virtually every other urban area in the West is served by a DID charged with managing and marketing downtown. In Washington, there are DID's in Seattle, Tacoma, Everett, Yakima, and Spokane. They are also common in state capitals such as Sacramento, Boise, and Madison, to name a few.

DID Administration

The DID would be administered by an existing non-profit, the Olympia Downtown Alliance. This partnership would allow the DID to leverage staffing, services, and programming already managed by the Alliance.

PROPOSED BUDGET

Clean & Safe	\$425,000
Assisting Small Businesses	\$45,000
Management	\$90,000
TOTAL	\$560,000

Additional Questions?

Contact Todd Cutts, Executive Director,
Olympia Downtown Alliance
info@downtownolympia.org | 360-357-8948

DID Services

The DID would provide services as determined by its board of directors (made up of property owners and business operators with the DID). The board could adjust services on an annual basis as needs and priorities change. Initial services would fall within the following two main categories:

- **Beautification & Hospitality Services**

- ☐ Concentrating on downtown's streetscape, the DID would complement existing City maintenance efforts, providing services that may include: comprehensive sidewalk sweeping, scrubbing, and power washing; litter and graffiti removal; and landscaping.

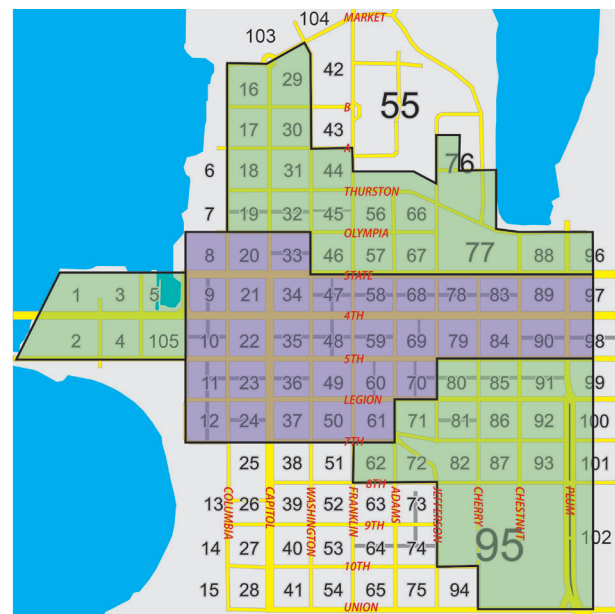
- ☐ Focusing on the downtown experience, an ambassador-style program would have the ability to offer visitor's information and insights, while also providing street dependent individuals outreach and connection to local service providers.

- **Assisting Small Business**

- ☐ The DID would provide resources to assist in the success of small businesses downtown. Programming could include enhanced marketing efforts, new and expanded special events, small business training, and other targeted special projects.

DID Boundaries

Note: Properties in the core (purple) would receive higher service levels and thereby pay a higher assessment than those in the non-core (green).



Small Business FAQ

DOWNTOWN OLYMPIA

DID

DOWNTOWN IMPROVEMENT DISTRICT

Cost

Will my property owner pass the assessment cost through in my lease? The first thing to do is check your lease agreement. There are two types of leases, triple net (NNN) and gross. This expense would likely be passed through if you have a triple net lease, but not a gross lease.

I have a triple net lease, how will the DID impact my cost of doing business? The projected DID assessment rates are comparable to the existing PBIA rates for small retail businesses in a storefront (see below). Many larger corporate buildings and tenants (i.e. banks, office buildings) will pay substantially more in the DID. If the DID assessment replaces the PBIA, then the financial impact should be minimal to small business. In some cases, the DID assessment

would be less than the existing PBIA rate. It is important to note that the PBIA rates have not changed for more than a decade, and if the PBIA remains in place, rate increases are being contemplated.

As a result of the DID, would property values, and hence lease rates, rise? It is possible that property values will rise if the effort helps support and clean, safe, and comfortable downtown. However, increased property values don't necessarily translate to higher lease rates. Vacant spaces don't generate revenue for property owners. Typically, property owners are more concerned about having occupied space than impacts of property values. If a higher volume of the community visits downtown, increased sales should conceivably outpace an increase in lease rates.

Relationship to the PBIA

How is this different than my PBIA (Parking & Business Improvement Area) assessment?

The PBIA assessment is placed directly on business owners. The proposed DID assessment is placed on property owners. Also, the budget for the PBIA is approximately \$100,000 per year. The DID proposed budget is \$560,000 per year.

If the DID is put in place, what will happen to the existing PBIA?

This has yet to be decided.

There are three likely scenarios:

- 1) PBIA stays in place and DID is not implemented;
- 2) DID is implemented and PBIA is disbanded; or
- 3) PBIA stays in place and DID is implemented (creating two assessment districts downtown). While the contemporary model for downtown assessments is property based, there are rare examples of downtowns with both assessments in place.

Impacts to Small Businesses*

Business Type	Building Square Footage	Tenant Square Footage	Building Assessment	DID Business Expense	Existing PBIA Expense
Art Gallery/Workspace	9,180	675	\$2,159.00	\$154.00	\$200.00
Café	900	900	\$217.00	\$217.00	\$750.00
Specialty Retail	20,594	1,500	\$3,112.00	\$226.00	\$200.00
Specialty Retail	4,800	800	\$1,550.00	\$258.00	\$200.00
Arts Gallery	2,328	1,128	\$774.00	\$374.00	\$250.00
Boutique	19,000	3,000	\$3,015.00	\$476.00	\$500.00
Restaurant	2,235	2,235	\$479.00	\$479.00	\$600.00
Diner	3,300	3,300	\$510.00	\$510.00	\$750.00
Boutique	6,296	3,148	\$1,115.00	\$557.00	\$500.00
Restaurant	7,125	2,325	\$1,982.00	\$646.00	\$400.00
Specialty Retail	26,965	4,000	\$4,566.00	\$676.00	\$750.00
Bank	10,122	10,122	\$3,130.00	\$3,130.00	\$600.00

**These examples are actual downtown businesses. The table assumes triple net lease structures and tenant square footages have not been confirmed.*

Gentrification Concerns

Will the DID lead to gentrification of Downtown Olympia? Many factors have led to gentrification in other downtowns. The primary goal of the DID is to help support a welcoming environment in Downtown Olympia that our community will feel comfortable in, and visit in greater numbers. Creating programs that help accomplish this goal is not gentrification.

Outcomes

I'm concerned the goal or natural outcome of the DID would be more corporate enterprise. Is that the kind of business community we want downtown? No, this is not the goal. The goal is to create a cleaner, safer and more welcoming environment for everyone downtown. This should help small businesses most if our local market returns in increasing numbers to downtown to shop, dine, and recreate.

Governance & Accountability

How can I be confident that the needs of our small businesses are being taken into account in the DID? In building the proposed DID budget, both businesses and property owners were surveyed about their needs. Consistent with feedback from downtown stakeholders historically, safety and cleanliness ranked at the top of the list. Accordingly, 75% of the DID budget is programmed for safety and cleanliness programs. The budget also considers funding for small business assistance, special projects, promotions & special events.

If property owners representing 60% of the assessment sign a petition in support of the district, a vote of the Council is required to implement. That puts more power with those who have wealth and holdings in downtown. The larger property owners will have more influence in the petition that creates the district, but once the district is created, the DID board will be one-member one-vote, regardless of holdings. The DID plan provides for a balanced DID board including both property owners and small businesses.

I'm concerned that we're privatizing the assessment. Having a public entity (City) manage the assessment rather than a non-profit (Downtown Alliance) is more democratic.

The assessment needs to be accountable to who pays. The DID would be funded by property owners, thus the need for a new governance structure. Importantly the new DID board would include a mix of both property and business owners, plus city representatives.

Additional Questions?

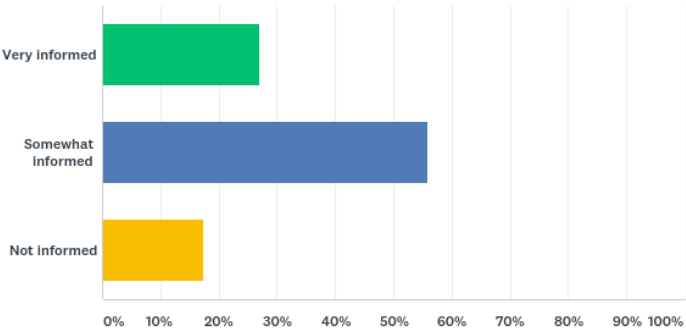
Contact Todd Cutts, Executive Director, Olympia Downtown Alliance
info@downtownolympia.org | 360-357-8948

DRAFT DID TIMELINE-1/2/20 (subject to change)

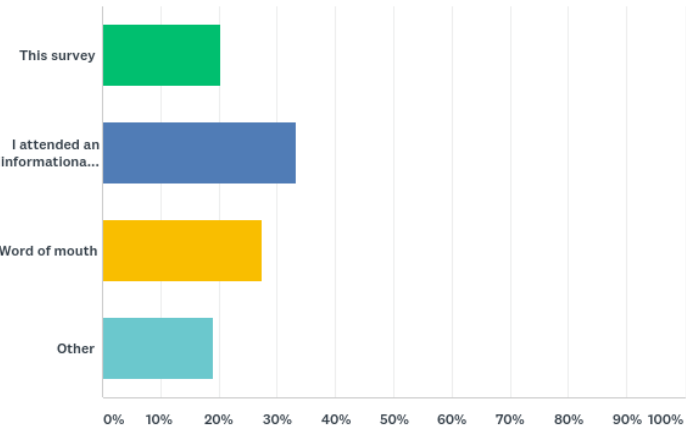
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This survey was sent to the 336 contacts on the PBIA ratepayer email list and ran from July 19-30, 2019. There were 104 responses.

Q1 At this point, how informed are you about the property-based Downtown Improvement District (DID)?



Q2 How did you hear about it?



“Other” includes:
ODA Newsletter, PBIA Email, Daily Olympian, KXXO, City Newsletter, and Facebook

Sample of Comments

"I think that business owners and property owners need to control how their immediate public areas to their businesses is maintained and safety is priority. The DID is a giant leap towards that need."

"We would join many other Downtowns through out the nation that have opted for this type of DID that have very successful in improving Downtowns. Olympia needs this!!!"

"My only concern is that the City will use this as an opportunity to shirk its responsibility to maintain a safe and clean downtown. They are doing a pretty lousy job of it now, but I am concerned that when the DID takes on some of that responsibility, the City will use more of our current tax dollars on tents."

"Who will have oversight of the funds? How will the funding be spent? How will the funding affect the pbia and the Oda? What will we do if the funding affects the cost of leases? will the funding cover broken windows?"

"The idea that a DID assessment charged to a property owner will not be passed on to a renter is absurd. The idea that a business owner will buy into the idea that a charge will not be passed on is offensive."

"Terrible idea that will drive up the costs of doing business in downtown with the benefits going to the property owners. Takes the decision making out of the hands of businesses and puts it in property owner hands, who do not share the same concerns as the people who are on the ground day to day operating in downtown."

Recurring Themes

Pro	<ul style="list-style-type: none">• More resources/money• ODA more nimble than City of Olympia• No cost to taxpayers• “less cats to herd”• Big potential
Concern	<ul style="list-style-type: none">• Will city curtail services?• Loss of representation/control• Shifting focus from marketing and promotions to clean and safe• Lack of trust of ODA to administer• Can’t have both Improvement Districts
Opposed	<ul style="list-style-type: none">• Businesses already pay too much• Inviting corporate investment/gentrification• More bureaucracy

Q3 What thoughts or questions do you have about the DID proposal?
What do you think the pros and cons might be?

Answered: 78 Skipped: 31

Downtown Improvement District Proposal

#	RESPONSES	DATE
1	None	7/30/2019 3:37 PM
2	I need to know everything about it.	7/30/2019 3:15 PM
3	Living outside of the core area I'm concerned there will be no benefit received for more money paid out. PBIA dues have been paid for years and my issues on Columbia St between Union and railroad tracks at Heritage Park go unanswered.	7/30/2019 8:42 AM
4	Pro: more money from the downtown community being spent within the downtown community. Pro: ODA can be much more nimble than PBIA / the city	7/29/2019 9:33 PM
5	I'm concerned the City will curtail services if there is a DID. I would also like to know more about how the \$127,500/year budgeted for "management" is going to be spent.	7/29/2019 7:47 PM
6	It could be good to have more resources to put toward whats needed. I dont want to pay twice.	7/29/2019 4:04 PM
7	(CON)I don't think the businesses downtown should have to pay more. We already pay enough. Most businesses downtown are small businesses and the city wants to keep taxing us more and more. And there are no changes. It's way cheaper to run a business in Lacey. Not cool.	7/29/2019 3:12 PM
8	Serious reservations about shifting a lot of control over downtown improvements/planning from small businesses and their owners to property owners. Also, there are little or no protections that would prevent those property owners from passing their DID assessments through to tenant businesses. Many businesses already have granted permission for such pass-through via "triple-net" leases or other conveyances. In that case the financial burden of the DID will still fall to small businesses, but they will have significantly less control than they do now.	7/29/2019 2:22 PM
9	Pro - revitalize downtown with concentration on the historic district. Con - taxes are already being collected, but being wasted on the homeless. Enough is enough! Get these druggy low-lives out of our town!	7/29/2019 2:19 PM
10	The bulk of the DID budget seems to be Clean & Safe which include ambassadors but isn't that already funded through the City & the PBIA?	7/29/2019 12:14 PM
11	How will this affect my business specifically? What are the benefits?	7/29/2019 11:03 AM
12	Pros more \$ for downtown improvement. Cons less \$ focussed on things like marketing and promotions, downtown events and thing that help small local businesses. No voice at all for small business owners if PBIA goes away and no vote for all business owners. Only big \$ interests may control which may lead to loss of locally owned operations which is why downtown is desirable.	7/29/2019 10:25 AM
13	I'm worried that owners will simply pass on the cost to the tenants, especially out of town owners.	7/29/2019 10:21 AM
14	Still not enough close parking	7/29/2019 9:56 AM
15	Need to learn the proposal coverage then to make the informed opinion	7/29/2019 9:31 AM
16	Don't do it. I have no confidence in the ODA to administer. Like other city resources, this will eventually be given to the OPD in a few years after everyone is done trying the ambassador program. I don't want any more funding for these officers.	7/29/2019 9:12 AM
17	Pros: Gives additional resources to help improve the safety and vibrancy of downtown. Cons: Not really a con but a concern. Developing an assessment that is and seems equitable.	7/29/2019 8:47 AM
18	I think that business owners and property owners need to control how their immediate public areas to their businesses is maintained and safety is priority. The DID is a giant leap towards that need.	7/29/2019 8:38 AM
19	Pros are improving DT. Cons are it may cost more than the potential benefit to my business.	7/29/2019 7:51 AM
20	My only concern is that the City will use this as an opportunity to shirk its responsibility to maintain a safe and clean downtown. They are doing a pretty lousy job of it now, but I am concerned that when the DID takes on some of that responsibility, the City will use more of our current tax dollars on tents.	7/28/2019 1:05 PM
21	Sounds like a bad idea. Although there are potential benefits the cost is too high and the threat	7/28/2019 10:46 AM

Downtown Improvement District Proposal

of corporations that can afford to take vacant spaces will push out others.

22	My first concern is the potential for more cost to me as a business owner who is already operating under an extremely high overhead. Also wondering if it will really change much. One challenge of downtown is the groups and individuals who are unpleasant to walk by or approach or who violently shout profanity, harass strangers, etc. These are very delicate situations, with no easy way to make more pleasant. I'm wondering what strategy the DID might implement with transient populations who are committing no crime but do occupy much space downtown, are potentially intimidating and simply unpleasant to many folks who currently avoid downtown...	7/28/2019 12:08 AM
23	None	7/27/2019 1:07 PM
24	way better than now - more monies - more advocacy - more action - we business owners need it	7/27/2019 11:39 AM
25	What is it	7/27/2019 9:40 AM
26	I think it's a great idea. I work and volunteer in this community and I really don't feel the PBI has the business community in mind and would like to see funds redirected to a program that will have a bigger impact on our community. I believe the pros will be a more clean and safe environment for both residents and tourists to the community. I believe one con would be that it may, in some cases, raise rates for smaller businesses and for some it may go down. If everyone pitches in we'll have greater strength by numbers.	7/27/2019 8:55 AM
27	I have not seen the proposal	7/27/2019 7:30 AM
28	I worry that it might be difficult for small businesses to make a go of it this area if it passes. That would cut down on diversity of shops what makes downtown Olympia special.	7/27/2019 6:43 AM
29	Wondering how this effort will interface with current City of Olympia activities in the downtown?	7/27/2019 5:56 AM
30	Na	7/27/2019 3:13 AM
31	Just hoping consistent improvement occurs over time.	7/26/2019 11:19 PM
32	I believe that building owners will pass the costs of the program on to tenants, through rent increases. And I don't trust property owners to have the best interests of my community in mind. This will just give property owners more power, which they already hold enough of downtown.	7/26/2019 10:50 PM
33	What exactly would the assessment Be used for	7/26/2019 9:40 PM
34	Unknown.	7/26/2019 6:58 PM
35	Not in favor. More expense and government.	7/26/2019 5:17 PM
36	I would like a accurate cost per property	7/26/2019 3:47 PM
37	Do not have the City involved in running it. Should be partners only. Don't run it exactly like Seattle. Which is now a disgusting place. Need to have security and cleanliness separated. Two crews.	7/26/2019 2:38 PM
38	I think it's another bullshit extortion racket dreamt up to justify useless positions and inflated salaries for white-collar assholes and will gradually result in the homogenization and gentrification of downtown Olympia.	7/26/2019 2:03 PM
39	?	7/24/2019 4:46 PM
40	Good for downtown. We need more resources.	7/24/2019 6:59 AM
41	No thanks. More money for more bureaucracy.	7/23/2019 9:24 PM
42	?	7/23/2019 8:21 AM
43	Pro- a steady reliable funding source to help make the downtown a healthy, vibrant center of the city to be enjoyed by all. I'm a strong supporter of the CCC and I don't see this as an us vs them.	7/23/2019 7:19 AM
44	Don't know what it is	7/22/2019 8:40 PM
45	None	7/22/2019 8:35 PM

Downtown Improvement District Proposal

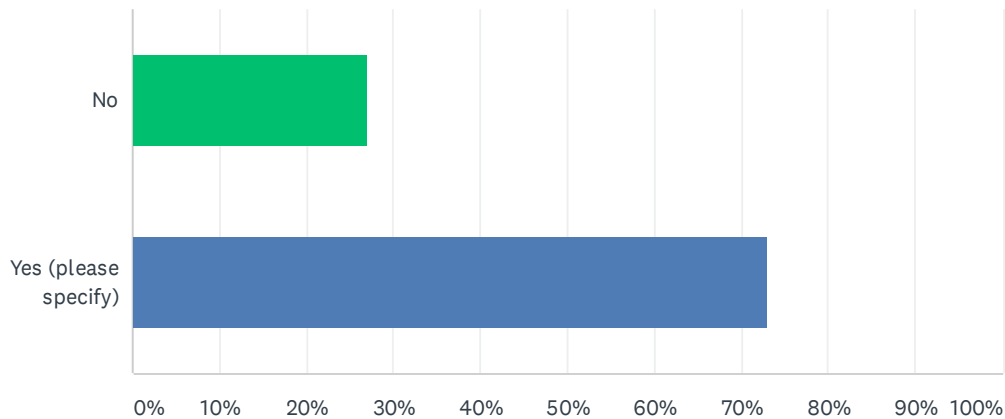
46	It seems to leave out the needs of small locally owner operator shops and restaurants. Nice idea to have more \$\$ for downtown, but shouldn't just go to ODA salaries!	7/22/2019 6:41 PM
47	How effective it will be and cost	7/22/2019 6:15 PM
48	Pros are more money. Cons are city stepping back from existing services. More expenses for business owners.	7/22/2019 5:05 PM
49	I think it is a good idea.	7/22/2019 2:39 PM
50	Would love to see a larger boundary.	7/22/2019 2:20 PM
51	I would be concerned if the costs for the proposal would be passed down to small businesses. We are a non-profit and have 5 more years of a lease and are now paying the market rate for our space. I can't imagine paying any more.	7/22/2019 1:58 PM
52	The idea that a DID assessment charged to a property owner will not be passed on to a renter is absurd. The idea that a business owner will buy into the idea that a charge will not be passed on is offensive.	7/22/2019 1:01 PM
53	I think it sounds good and makes sense to have the property owners cover the cost. Pros include not further eating into small businesses' earnings (for businesses that do not own their location's property, that is), and cultivating more investment in the community from the property owners. For me, the cons are limited to those covered in the FAQ.	7/22/2019 12:08 PM
54	As with any tax this will end up being passed onto the end consumer. This will ultimately put businesses in this area at a disadvantage due to higher operating costs.	7/22/2019 11:39 AM
55	The pros are more revenue to improve downtown. The two major obstacles that I see are: agreement of property owners and easing concern among existing businesses that their rent will not be raised substantially. I would hope if this proceeds, that existing businesses could have a conversation with their landlord and perhaps offer to pay their current PBIA yearly amount to offset any increases instead of raised rent/lease.	7/22/2019 11:26 AM
56	not enough info to respond	7/22/2019 10:46 AM
57	Budget seems high for purpose	7/22/2019 10:34 AM
58	It reads well, I do think that if we move forward with DID there should be an assessment annually vs. the 5 year mark or at that very least three years.	7/22/2019 10:21 AM
59	Sounds like more bang for our dollars going this route.	7/22/2019 10:14 AM
60	Questions - 1.Why wasn't this done a long time ago? 2. Can we get rid of the PBIA, we don't need 2 taxes on downtown businesses. Pros - 1. Private Investment in clean and safe downtown. 2. No cost to taxpayers, huge benefit to citizens 3. Program will not be run by the city. 4. Equality - all property owners must pay into downtown investment 5. This will spur additional investment in downtown. Cons - 1. Cost will be passed on to retail/restaurant tenants (Should be made up for by more business if a safe environment is a result)	7/22/2019 10:09 AM
61	Terrible idea that will drive up the costs of doing business in downtown with the benefits going to the property owners. Takes the decision making out of the hands of businesses and puts it in property owner hands, who do not share the same concerns as the people who are on the ground day to day operating in downtown.	7/22/2019 10:01 AM
62	I think think this will be a great thing for our downtown.	7/22/2019 9:51 AM
63	Property owners are less cats to herd than business owners (tenants)	7/21/2019 6:26 PM
64	We would join many other Downtowns through out the nation that have opted for this type of DID that have very successful in improving Downtowns. Olympia needs this!!!	7/21/2019 8:41 AM
65	Cons: cost will be passed on to small businesses, power and influence goes into the hands of fewer and wealthier, creating an environment where property owners are considered to have more stake, commitment and investment in the neighborhood, no public, transparent vehicle for small businesses to impact policy...	7/20/2019 9:28 PM
66	I think this proposal will impact businesses most. Property taxes will be pushed to biz owners. And most of us are barely getting by. I would love property owners to pay this but I am sure I will get stuck with the bill. I can't take anymore expenses.	7/20/2019 11:09 AM

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67	I am inclined to think that this proposal could bring about serious improvements that could enhance the business district. The cost of rent in the improvement area could be impacted. I would like to know that cost per sq foot.	7/20/2019 10:37 AM
68	Letting it sink in,...	7/20/2019 8:22 AM
69	Possible additional costs, i'm not against the additional cost if reasonable and shared by property owner. I'm always looking to do ads and I see this cost as part of that process	7/20/2019 6:59 AM
70	Need to drop the pbia	7/20/2019 6:49 AM
71	Con, landlords will not pay anything. It will be passed down to occupants and that is a deal killer.	7/19/2019 11:34 PM
72	Very concerned about the effect on small locally own buisness that make downtown Olympia a destination.	7/19/2019 10:11 PM
73	I am confident that building owners will not absorb the costs but instead pass on costs to renters & business tenants	7/19/2019 7:10 PM
74	I'm all pro on the proposal	7/19/2019 6:35 PM
75	Who will have oversight of the funds? How will the funding be spent? How will the funding affect the pbia and the Oda? What will we do if the funding affects the cost of leases? will the funding cover broken windows?	7/19/2019 5:54 PM
76	not sure yet	7/19/2019 5:31 PM
77	My thoughts are that both the potential DID and the PBIA should be disbanded. Businesses and property owners are already taxed and City sales tax is 9.3%. Additional funds spent for the targets of the potential DID should be fully voluntary.	7/19/2019 4:45 PM
78	Obviously concerned about the costs of this program. Would like more explanation as to why it's so drastically higher for corporate buildings/tenants are being penalized at such a high rate comparatively.	7/19/2019 3:41 PM

Q4 Legally, it is possible to have two improvement districts in downtown, one funded by businesses (such as the current PBIA) and another funded by property owners (such as the proposed DID.) However, it is understood that two assessments may not be desired by the downtown community. At this point there is no formal proposal about how a potential DID could impact the PBIA, however it has been suggested that if the BID were ultimately approved the PBIA should be dissolved. Do you have any thoughts or questions about this that you would like to share?

Answered: 78 Skipped: 31



ANSWER CHOICES	RESPONSES	
No	26.92%	21
Yes (please specify)	73.08%	57
TOTAL		78

Downtown Improvement District Proposal

#	YES (PLEASE SPECIFY)	DATE
1	I am certain that the bill will be paid by me, the business owner not to the property owner. They will try to pass on the expense to me. And that sucks. It's hard enough to run a business downtown. I cannot take on another expense.	7/30/2019 3:16 PM
2	PBIA has been effective with the placement of flower baskets, benches and garbage cans, including servicing them in the Downtown core area. The foot traffic on Columbia St between Union and Olympia Supply surpasses that of many core sidewalks because of the many parking lots & raised parking garages in this area. As a result the trash and simple lack of sidewalk overgrowth along this 3 block road is at times so bad on can only walk single file on a sidewalk usually wide enough for 3 people. Will the DID funding be able to help with upkeep for this are too?	7/30/2019 8:59 AM
3	If the DID is approved, PBIA should not tax us.	7/29/2019 9:33 PM
4	In situations in which the business owners are not also the property owners, it's unfortunate these costs cannot be shared by business owners and property owners. There's not great incentive for property owners to approve a DID unless they are able to pass on the cost to their tenants (through higher rents generated by improved downtown environment).	7/29/2019 7:51 PM
5	I would be interested to know if there's overlap in services and what the most efficient and cost effective way to keep our downtown area clean and inviting without making it inaccessible to independent businesses.	7/29/2019 5:10 PM
6	one entity, please	7/29/2019 4:05 PM
7	The PBIA has served as an excellent vehicle for Olympia's downtown small business community to share concerns and bring other matters to the attention of the city council. It's far from perfect (and generates only limited financial resources) but it has been of significant help and has spawned some excellent programs and benefitted a bunch of local events and projects/programs. It would be great if the property owners had a separate DID which (because of the larger revenue pool) could benefit a different level of programs and projects. I don't know if the city has any options via ordinances or other means to restrict the "pass-through" of assessments from building owners to tenants, but that would have to be addressed if such a two-tiered system was implemented.	7/29/2019 2:30 PM
8	There is already funding for these programs, through taxes and the TPA collected on hotel room-nights. When the homeless have more rights than the tax-paying citizens, these funds are viewed as wasted. Mitigation sites work for those who seek help, but has no effect other than free handouts to the "live free and do drugs" population that the city has invited in. GET THEM OUT! More and more heroin keeps pouring into our city, and instead of getting rid of it, the city provides clean needles! The problem isn't needles. The problem is the drugs, and the people using them. I can't even walk my dogs around Capitol Lake without some strung-out hobo's dogs running out from under the 4th Ave bridge to attack my dogs...and it's not the dogs' fault, it's the owner's, and the owner is there because the city allows it.	7/29/2019 2:25 PM
9	Some of us are both business owners and property owners so we would be taxed twice if the PBIA isn't dissolved. We would protest the DID if eliminating the PBIA wasn't part of the proposal.	7/29/2019 12:17 PM
10	I feel that the business owners are directly affected by these agencies and the support or advocacy that they receive. This should drive the decisions for keeping an agency such as the PBIA. The property owners are may not be affected in the same fashion as the business owners.	7/29/2019 11:06 AM
11	Again PBIA is imperfect, but at least downtown businesses have a vote in who is on it. We will have less grassroots events like Halloween with broad merchant participation.	7/29/2019 10:27 AM
12	What is BID? seems PBIA only covers the parking	7/29/2019 9:33 AM
13	Just have one, PBIA has already worked to build a reputation and purpose in town.	7/29/2019 9:18 AM
14	100,000.00 budget gets very little done and most of it is for administration and flower baskets not actually creating a safe secure walkable downtown.	7/29/2019 8:40 AM
15	Only one.	7/29/2019 7:51 AM
16	A division of decisions and power seems like a better system. I like the idea of two boards but it	7/28/2019 10:48 AM

Downtown Improvement District Proposal

depends who is on them.

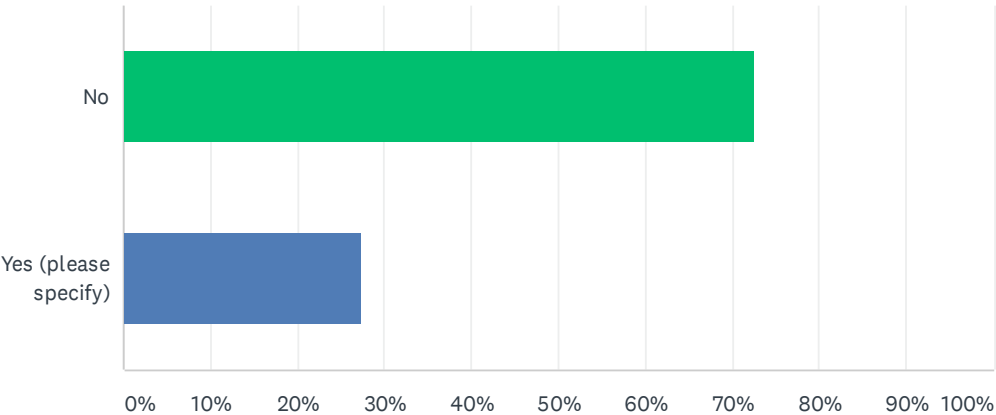
17	I do support the replacement of PBIA with the DID. I don't see the need for both to exist... Of course as a business owner it makes more sense to me that funding for these programs fall more on the property owners. The added security and cleaning reduces their maintenance costs for their buildings. Most business owners have immense operational costs already, as well as interior building maintenance and repairs.	7/28/2019 12:19 AM
18	definitely dissolve the PBIA - would not need both and business would not want to pay both	7/27/2019 11:41 AM
19	Downtown business activity needs to be incentivized and not penalized through taxes and fees. The downtown core is pretty abysmal in many ways, but has potential. Private investment and business should be leading a renaissance.	7/27/2019 9:41 AM
20	I'm not impressed with the improvements made by PBIA. The city should take the role for improvements.	7/27/2019 7:32 AM
21	I support dissolving the PBIA if a DID is formed so that the time and energy can be more focused.	7/27/2019 5:58 AM
22	Pbia assessment should end. Pbia could remain for advisory purposes	7/26/2019 11:20 PM
23	I am strongly against this. I don't like the PBIA that much, but I would rather have business owners who are involved directly with day to day life downtown make decisions about improvements, not landlords who typically care about their bottom line over community.	7/26/2019 10:51 PM
24	This is a goofy survey. Prov	7/26/2019 6:58 PM
25	Fine staying with PBIA.	7/26/2019 5:17 PM
26	so if your a property owner and the business owner you pay twice?	7/26/2019 3:49 PM
27	PBIA should be dissolved. They are pretty ineffective, not the members fault, just too connected with the City and local businesses do NOT get involved...	7/26/2019 2:41 PM
28	As a downtown business owner who has never been able to afford the PBIA crap and has been sent to collections over and over again I'm overjoyed that it might be going away entirely. However, the fact that you're now foisting it off on the property owners (probably because a bunch of businesses have been unable or refusing to pay) is pathetic and nefarious.	7/26/2019 2:05 PM
29	Stick with PBIA.	7/23/2019 9:25 PM
30	Replace the PBIA with the DID.	7/23/2019 7:20 AM
31	Keep the PBIA for the little guys!	7/22/2019 6:41 PM
32	Dissolve the PBIA	7/22/2019 6:16 PM
33	Blood from a stone in getting more money out of barely surviving businesses. Although the PBIA offers negligible services, presumably those will need to come from somewhere (i.e. who'll pay for flower baskets).	7/22/2019 5:07 PM
34	Just have the DID.	7/22/2019 2:40 PM
35	d	7/22/2019 2:20 PM
36	More absurdity.	7/22/2019 1:02 PM
37	I like the idea of having both, sot hat business owners and property owners both have a say in things and cover costs.	7/22/2019 12:09 PM
38	I think it makes sense to only have one improvement district. The BID has the potential to raise substantially more revenue for downtown improvement. I'm intrigued that the proposed BID would move decision making to a board that doesn't require city council approval for funding downtown improvements.	7/22/2019 11:31 AM
39	Get rid of the PBIA, it was never intended to be manage by the City of Olympia.	7/22/2019 10:36 AM
40	I believe the DID assessment would cover all that the PBIA funds were covering, except funding the City employed Ambassadors. If they are going to be city employees then the city needs to pay them themselves, not collecting partial salaries from the Business Improvement Districts.	7/22/2019 10:17 AM

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41	The PBIA needs to be dissolved if this passes. The founders of the PBIA do not support it in it's current state. The \$100,000 budget goes to the ambassadors and hanging baskets and the PBIA serves very little purpose. If the DID is passed, members of the PBIA should be sought out to participate in the DID. The DID will give downtown investors and businesses a much stronger voice and influence.	7/22/2019 10:11 AM
42	PBIA should stay and DID should be rejected. Keep this fund publicly managed and affordable. We Love our Ambassadors and Clean Team and see no reason to "fix" what isn't broken.	7/22/2019 10:03 AM
43	Yes, it does not make sense to keep both. If the PBIA is dissolved it may be nice to have some members of the PBIA become board members of the DID.	7/22/2019 9:53 AM
44	I am a tenant and (off hand) am not against the idea of two improvement districts (one property owners, one business owners). But again, maybe more cats to herd.	7/21/2019 6:28 PM
45	PBIA even though it's concept, at the time, seemed good the realty it costs the city more to oversee and operate the program then it produces. With what little funding has been available the PBIA has done good things, but it is time to move forward and dissolve PBIA and create BID.	7/21/2019 8:44 AM
46	See my previous comment. Also owner occupied properties would pay double when that should actually be a configuration that is incentivized.	7/20/2019 9:30 PM
47	Same as last answer. I will have to pay it even tho I don't own property. This terrifies me.	7/20/2019 11:10 AM
48	Business owners (those who are not building owners) should be represented on the DID board. A PBIA advisory board should remain to inform city government on how city legislation impacts business. The fees levied on business by the city should end.	7/20/2019 10:42 AM
49	This would make sense. There's already two agencies w/oversight of Downtown. The neighborhood association and PBIA	7/20/2019 8:25 AM
50	I think that the additional funds raised by a DID could eliminate the need for the PBIA. One group focused would be more effective. Just make sure a few people from businesses are on the new DID Board.	7/20/2019 7:01 AM
51	The PBIA needs to go!	7/20/2019 6:49 AM
52	Leave the PBIA in tact. Its the only opportunity for business owners to have any input. If PBIA is dissolved the DID will bleed the small businesses of any possibility of succeeding.	7/19/2019 11:36 PM
53	PBIA is elected by business owners. It is the only voice they have! Should not be dissolved.	7/19/2019 10:12 PM
54	I do not think that is a good idea for business owners	7/19/2019 7:10 PM
55	I think the current PBIA should be dissolved if we move forward with the DID.	7/19/2019 6:37 PM
56	I like the pbia and would hope the mission would continue, with control by business owners	7/19/2019 5:56 PM
57	Not only do I think two assessments is undesirable, but I firmly believe there should be zero assessments. Disband the PBIA and do not approve the DID.	7/19/2019 4:47 PM

Q5 Is there anything else you would like us to know?

Answered: 73 Skipped: 36



ANSWER CHOICES		RESPONSES
No		72.60%53
Yes (please specify)		27.40%20
TOTAL		73

Downtown Improvement District Proposal

#	YES (PLEASE SPECIFY)	DATE
1	The PBIA/DID/BID idea has real merit. We've seen real, positive benefit from the PBIA, along with a share of disappointments and failures, which is to be expected. I have reservations about the level of commitment of the ODA to a consultative and supportive role in dealing with some of more difficult downtown problems (homelessness and mental health, for example). The ODA seems more concerned with "security guards" rather than the more compassionate approach favored by the city's Ambassador program.	7/29/2019 2:38 PM
2	You will probably do it anyway, but please be thoughtful about what makes Olympia a place people want to visit, diverse group of small shops and galleries and eateries.	7/29/2019 10:28 AM
3	Details on assessment formula	7/29/2019 8:47 AM
4	Thanks for listening! I appreciate your efforts to involve as many of us as you can!	7/28/2019 12:20 AM
5	Thank you for putting out the service and for asking for feedback. It's my hope that if the DID goes through, and if the PBIA is dissolved, some of the members of the PBIA will consider being part of the new governing body along with new voices that may not have had a chance to participate in leadership in our community.	7/27/2019 8:57 AM
6	I think anything that brings Downtoqn together is a good thing. Go for it.	7/26/2019 9:41 PM
7	when do we vote on this	7/26/2019 3:49 PM
8	most of the things you're doing only benefit the upper class and downtown Olympia is slowly losing all of its character and charm (and business, thanks a lot). The tiny, quirky independents are the backbone of what makes Olympia alternative and awesome and you're fucking destroying it.	7/26/2019 2:06 PM
9	I hope the Council will wholeheartedly support the DID for the benefit of the Capitol City.	7/23/2019 7:21 AM
10	No more taxes and and vagrant drug addicts	7/22/2019 8:41 PM
11	ODA scheme to make more \$\$ for it's staff.	7/22/2019 6:42 PM
12	The City can, and has, so undermined the success of businesses that any new funds are throwing good money after bad. The City needs to make the improvements now and then, as a business owner, I'm happy to help fund an effort to continue them. Until the City can fix the current problems, I see no advantage in this effort.	7/22/2019 5:08 PM
13	I am not in favor of another plan costing downtown merchants more time and money. I can and do sweep my sidewalk and clean up after our downtown residents. Thank you.	7/22/2019 1:09 PM
14	The Tacoma DID made a huge difference in downtown Tacoma and we need any help we can get to move downtown forward.	7/22/2019 10:12 AM
15	Please put your support behind the creation of a Downtown Olympia BID.	7/21/2019 8:45 AM
16	It drives me nuts how often the city does not include demographics in surveys. Why is this a thing? To me it practically invalidates the surveys because your data is coming from an unknown group. This type of proposal is making me feel like in addition to many other city moves, there is a deep lack of understanding on what a healthy economic climate looks like for small businesses. We have to differentiate and recognize how hard it is to make small locally owned businesses succeed and how important and sustainable it is to keep money local. Please hire someone who has an Economics degree. ♥	7/20/2019 9:37 PM
17	Downtown business need more help. We are desperately struggling like never before. More marketing dollars to go to getting the message out about saving local small business. We will end with only Walmart and Target to shop at. Losing valuable outlets for small local companies to get their products out in the world. We are rapidly loosing diversity downtown.	7/20/2019 11:14 AM
18	As a PBIA stakeholder paying three PBIA locations, 1 core 2 outside a need for a change is due. This could supercharge our downtown in a real positive fashion. Long overdue. Property owners can benefit with this investment over time. This may get property owners to pay more attention to their buildings and there maintenance.	7/20/2019 7:04 AM
19	Have not rec'd any details, costs accountability, etc	7/20/2019 6:50 AM
20	This seems like a power grab by ODA to get more money for their non representative private	7/19/2019 10:14 PM

Downtown Improvement District Proposal

buisness group that has little respect for small indy shops.

PBIA Roundtable Comments from July 3, 2019 - Regarding the Downtown Alliance BID proposal

At their meeting on July 3, 2019, the PBIA Board had a roundtable discussion regarding their current thoughts about the Downtown Alliance BID proposal. Councilmember Parshley requested notes from the meeting be made available to City Council for their August 13 study session regarding the BID.

Comments of Support:

- This is about the betterment of downtown, our businesses and our community.
- BID would mean more income being generated to support clean and safe, promotion and beautification.
- BID would be more efficient and streamlined, and capture more downtown interests.
- It's the perfect time to revamp our downtown.
- Need to entice new visitors and people who have left.
- Could be good for downtown as a whole. City has a lot on its plate. Would direct money into downtown in a creative way, in a way that couldn't happen with City in the next 5 years.
- The proposed assessment rates are pretty reasonable.

Comments of Concern:

- Increased assessment will likely be passed onto small businesses through the lease. Concern that many small, independent businesses could not handle the increased assessment (above what they pay now for PBIA.)
- The petition passes with signatures from 60% of assessed value. That puts more power with those who have wealth and holdings in downtown.
- The goal or natural outcome of this BID would be more corporate enterprise. Is that the kind of businesses we want in downtown? Want it said outright.
- Gentrification. Concern that property values, hence lease costs will rise. Appreciate the ODA agreed this is a problem for business improvement districts. We need strategies to avoid it.
- Don't trust that property owners care, they are trying to maximize their profits. This could be an opportunity for further rent gouging.
- Don't trust ODA group to deal with homeless issues appropriately.
- Privatization of the assessment. Having a public entity (City) manage the assessment rather than a non-profit (ODA) is more democratic. PBIA Board is now fully elected by the ratepayers.

Other Considerations:

- Printed materials would be helpful to inform the downtown community about the BID proposal.
- Feel the Alliance has provided a good rundown, just listening at this point.
- It would be good to discuss administration of the proposed BID assessment; it's helpful to talk up front and identify sticky widgets.
- May want to request 2-3 PBIA board members be seated on the transitional board.
- Council might consider replacing PBIA with a citywide business policy advisory board.
- If space is vacant, property owners shouldn't get an out.
- There should be term limits for the BID Board.
- Will there be criteria requiring Olympia residency to sit on the BID Board?



PBIA Advisory Board

Discussion about 2020 Work Plan Priorities

Agenda Date: 1/8/2020
Agenda Item Number:
File Number:20-0018

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

Title

Discussion about 2020 Work Plan Priorities

Report

Issue:

Ongoing work regarding development of PBIA's 2020 work plan

Staff Contact:

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

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

Olympia's retail strategy vision is: *A vibrant, dynamic business environment that attracts people, activity and investment.*

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.*

The PBIA exercises its mission by carrying out initiatives in five program areas: parking, clean and safe, beautification, communications and marketing. To that end, a primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget. The City Council has a role to review and adopt the PBIA's annual work plan and budget, which is ideally completed before they adopt the City's annual budget in December of each year.

In preparation for developing its 2018 work plan and budget recommendation for the City Council, 2017 PBIA subcommittees met to review its page in the strategic plan and clarify what that program does and why. The attached draft public value maps reflect the discussions. PBIA members are asked to review the maps. We will continue to refine them.

Discussion topics include the role of the PBIA and its work plan, vetting what we do and why, discussing how we do it and priorities for 2020.

Neighborhood/Community Interests (if known):

The PBIA's mission helps carry out Olympia's Downtown retail vision.

Options:

Please review the maps - Did we get it right?

Financial Impact:

Supporting PBIA in development of a work plan is included in the base budget for Community Planning & Development. The 2020 cost for specific initiatives within the work plan will be determined as part of the process.

Attachments:

Public Value maps

2020 Budget

Major Planning Timeline

PBIA - 2020 Budget

Adopted Nov 12, 2019

Category	Bin	2020
Ambassadors & Clean Team	Clean & Safe	\$43,500
Mural protection	Clean & Safe	\$1,500
Extra alley flushings	Clean & Safe	\$1,200
Flower baskets	Streetscape Beautification	\$5,400
Flower basket watering	Streetscape Beautification	\$18,000
Art/photos in windows	Streetscape Beautification	\$2,500
Holiday lighting & Twinklefest	Marketing	\$14,000
Event sponsorships	Marketing	\$7,000
Administration	Administration	\$2,000
Contingency	Contingency	\$4,900
TOTAL BUDGET		\$100,000

Communications (Educate & Inform)

Public Value Results Map

How my work contributes to the PBIA mission:

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

What we do:

- Proactively educate and inform members and partner organizations about:
- Who PBIA is, what PBIA does (*and sometimes - when necessary - what we can't do*) & how this adds value Downtown
 - How to get involved in PBIA events and happenings
 - Related efforts that address issues of importance to members

2018 Initiatives:

- Carry out welcome wagon and ongoing outreach with member businesses
- Create welcome packets for new businesses
- Advise staff re: downtown communications
- Host annual member meeting

“so that”

Members understand the value of PBIA before they receive their first bill

AND

Everyone understands how PBIA’s efforts fit into a larger downtown strategy (*i.e., PBIA isn’t alone responsible for addressing issues – we’re all in this together*)

“so that”

We garner the support, cooperation and involvement of members and partner organizations in the betterment of DT

“so that”

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

Some Related Efforts of Importance to PBIA Members:

- How Downtown Ambassadors & Clean Team can help businesses
- Myriad resources to enhance, support and grow their business
- Programs & services available to help people experiencing homelessness and street dependency in Downtown
- Actions in Olympia’s Downtown/Retail Strategy:
 - Parking strategy
 - Street improvement projects
 - Public restrooms, walking patrol, shared trash compactors, artesian commons programming, etc.
 - Development projects (encouraging private investment)
 - Sea level rise response plan, nightlife safety plan for the Entertainment Area, mixed-income housing strategy
 - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service provides and government

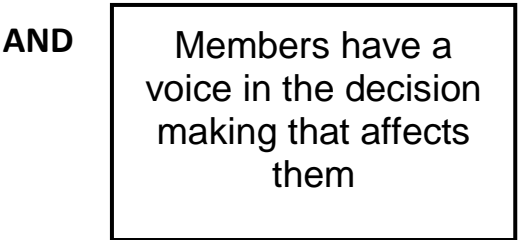
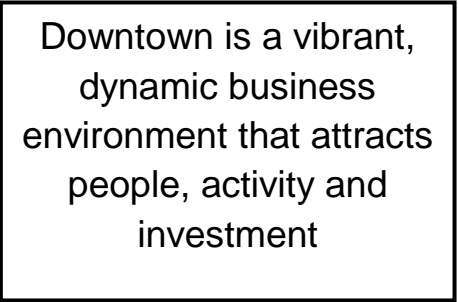
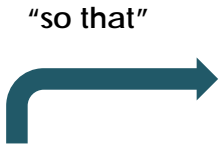
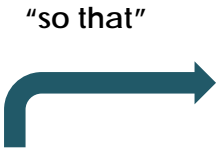
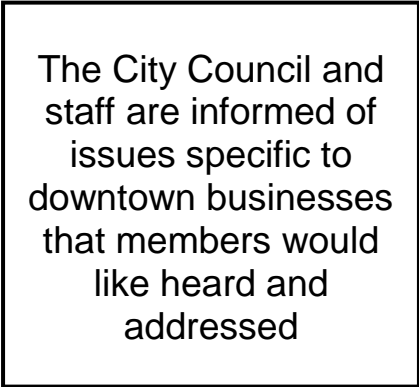
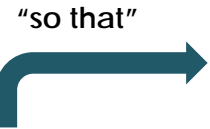
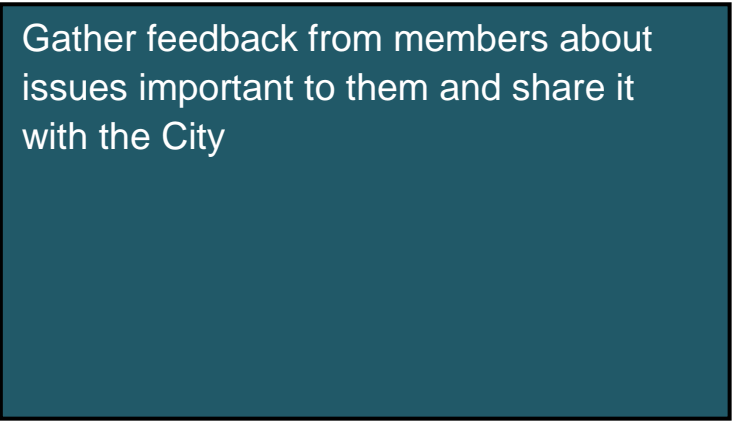
Communications (Query Members)

Public Value Results Map

How my work contributes to the PBIA mission:

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

What we do:



2018 Initiatives:

- Conduct ongoing one-on-one outreach through ‘welcome wagon’
- Put out short, quarterly surveys
- Establish a physical and online ‘comment box’ that is always open
- Set aside time for discussion at each board meeting to share what we’re hearing from businesses and relay this info to staff and City Council’s General Government Committee

Clean & Safe

Public Value Results Map

How my work contributes to the PBIA mission:

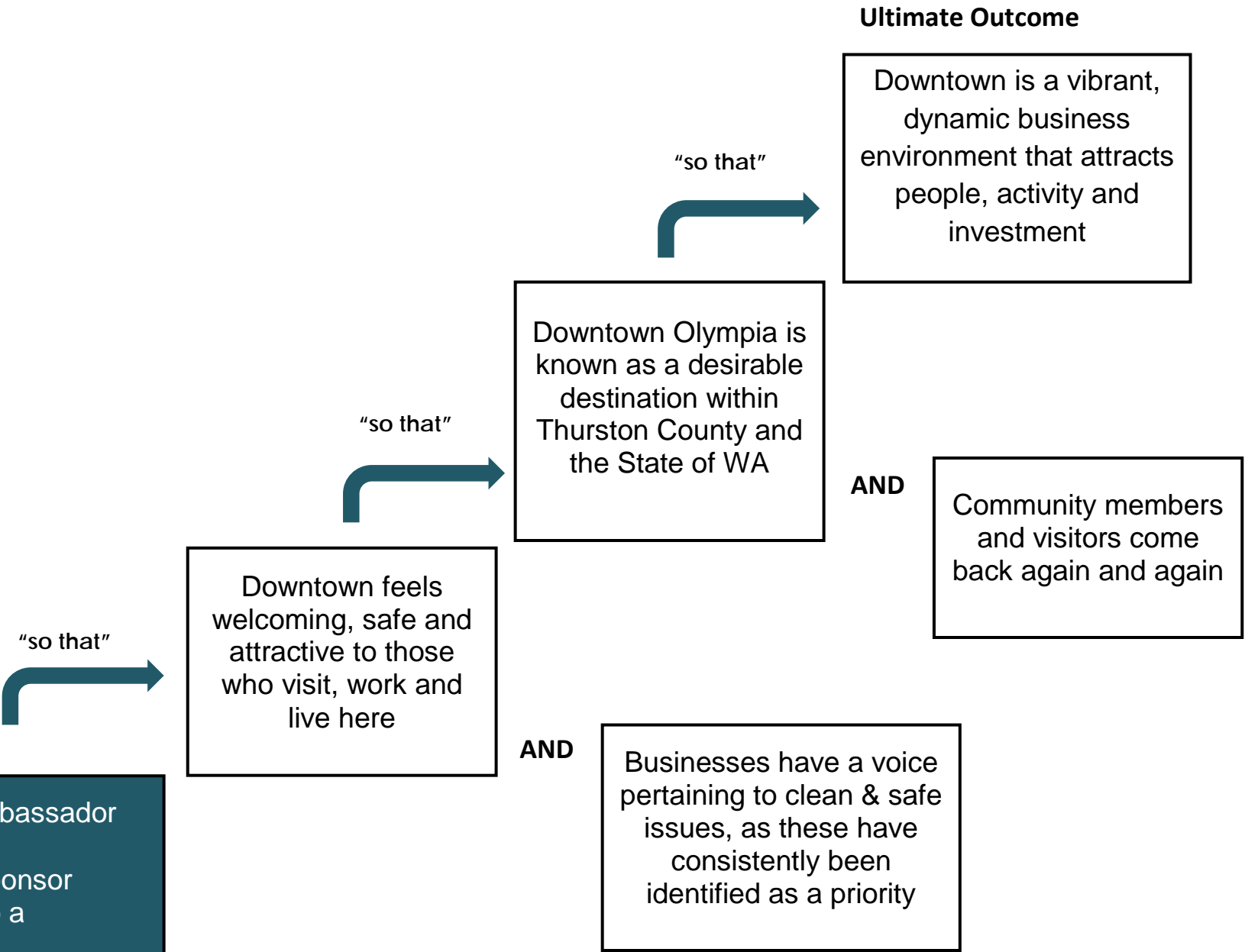
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Support the Downtown Ambassador and Clean Team program
- Fund small projects and sponsor programs that contribute to a welcoming Downtown
- Leverage our investments by collaborating with other entities
- Assess member needs and concerns & Advise the City about programs and projects to address real and perceived clean & safe issues

2018 Initiatives:

- Partially fund the Ambassador and Clean Team program
- Sponsor ODA’s Volunteer in Paint program, spring and fall Downtown Clean-Up
- Maintain cigarette butt collectors



Beautiful Streetscapes

Public Value Results Map

How my work contributes to the PBIA mission:

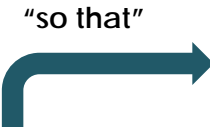
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- Fund small projects that contribute to an attractive, welcoming Downtown

2018 Initiatives:

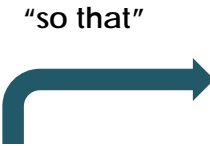
- Hang and maintain flower baskets
- Make a public art investment



Downtown feels welcoming, safe and attractive to those who visit, work and live here



The identity and perception of Downtown is improved within Thurston County and the State of WA



Ultimate Outcome

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

AND

Visitors come back again and again

Marketing

Public Value Results Map

How my work contributes to the PBI mission:

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

What we do:

- Market to the general public, members & businesses to educate and promote events and activities supported by PBI
- 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

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

2018 Initiatives:

- Guide a contracted agent (possibly in partnership with the ODA) to develop creative content and messages, and coordinate placement of ads and stories through various media outlets
- Host Twinklefest
- Create a welcome packet for new downtown residents
- Sponsor local events (i.e., Pride)

Parking

Public Value Results Map

How my work contributes to the PBIA mission:

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

What we do:

- Educate businesses about the parking strategy – how it aims to make parking more convenient for customers and where employees can and should park
- Gather member feedback and advise the City on parking strategy actions (e.g., priorities for parking lot lighting upgrades)
- Support efforts to design signage and improve parking wayfinding overall
- Encourage business participation in potential programs, such as a parking validation program or free bus passes for employees

Businesses understand and participate in the implementation of the Downtown parking strategy

AND

Businesses continue to have a voice in its implementation

All Downtown users have access to predictable short and long-term parking

- Shoppers
- Theater Patrons
- Employers/Employees
- Residents
- Loading/Unloading

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

Small Business Support/Resources

Public Value Results Map

How my work contributes to the PBIA mission:

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

What we do:

- Educate members about the myriad resources to enhance, support and grow their business
- Help to facilitate and fund business and professional training programs
- Encourage members to participate

Downtown businesses have the tools and trainings they need to be successful

Businesses can stay and thrive in Downtown as the local economy grows

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

2018 Initiatives:

- Promote the myriad small business support resources available in our region through communication functions



PBIA Advisory Board

Round Table Discussion

Agenda Date: 1/8/2020
Agenda Item Number:
File Number:20-0029

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

Title

Round Table Discussion

Report

Issue:

Board discussion of downtown issues

Staff Contact:

Max DeJarnatt, Senior Program Specialist, 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

