



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Max DeJarnatt  
360.570.3723

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**Tuesday, September 15, 2020**

**5:30 PM**

**Online and via phone**

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**Special meeting**

**Register to attend:**

[https://us02web.zoom.us/webinar/register/WN\\_7TAqhOxaRrCe-Njej\\_r4Mw](https://us02web.zoom.us/webinar/register/WN_7TAqhOxaRrCe-Njej_r4Mw)

**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. PUBLIC COMMENT**

*Please submit public comment to [mdejarna@ci.olympia.wa.us](mailto:mdejarna@ci.olympia.wa.us)*

**4. BUSINESS ITEMS**

**4.A [20-0701](#) Love Oly- Shop & Dine Week Sponsorship Request**

**Attachments:** [LoveOly Event Sponsorship Request](#)

[Love Oly Event Description](#)

**5. 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.*



## PBIA Advisory Board

### Love Oly- Shop & Dine Week Sponsorship Request

**Agenda Date:** 9/15/2020  
**Agenda Item Number:** 4.A  
**File Number:**20-0701

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

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#### **Title**

Love Oly- Shop & Dine Week Sponsorship Request

#### **Recommended Action**

Move to sponsor Love Oly - Shop & Dine Week with \$1000 of Event Sponsorship budget

#### **Report**

##### **Issue:**

Whether to use event sponsorship funds to sponsor Love Oly - Shop & Dine Week.

#### **Staff Contact:**

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

#### **Presenter(s):**

Max DeJarnatt, Senior Program Specialist

#### **Background and Analysis:**

At their September 2<sup>nd</sup> meeting, the board considered a request by the Downtown Alliance for \$1000-2000 to sponsor Love Oly - Shop & Dine Week. There were remaining questions pertaining to the marketing return

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

N/A

#### **Options:**

1. Sponsor the request at \$1000
2. Sponsor the request at another amount
3. Do not sponsor the request at this time

#### **Financial Impact:**

There is \$5,250 remaining in the event sponsorship budget.

#### **Attachments:**

Love Oly Sponsorship request  
Example of Love Oly branding

#2

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, September 02, 2020 10:11:00 AM  
**Last Modified:** Wednesday, September 02, 2020 10:24:56 AM  
**Time Spent:** 00:13:56

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## Page 1: Sponsorship Form

### Q1

Please enter project information

Project Name	Love Oly - Shop and Dine Week
Sponsoring Organization	Olympia Downtown Alliance

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### Q2

Please enter contact information

Contact Name	Todd Cutts
Contact Phone Number	360-357-8948
Contact Email Address	tcutts@DowntownOlympia.org

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### Q3

Please enter project information

Project Location	Downtown Olympia
Project Date/Time	September 28-October 4

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### Q4

Please provide a brief description of your project

Love Oly - Shop and Dine week will seek to drive customer traffic to downtown businesses. The Alliance will coordinate registration of businesses and market the event. The event will include a "Passport" with a listing of participating businesses. Customers will receive a Love Oly sticker affixed to the passport upon purchase from a downtown business. If the customer receives six stickers, they will be eligible to redeem passport for a Love Oly branded facemask, t-shirt, or bumper sticker. Redeemed passports will also be entered into a drawing to win downtown gift cards.

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**Q5**

How will your project be marketed?

The Alliance will coordinate a comprehensive marketing campaign, including ad buys, social media attention, newsletter articles, and press releases to local media outlets.

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**Q6**

Who is participating (as artists, or performers, etc.)

Downtown businesses

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**Q7**

Who is the intended audience?

Thurston County community at-large

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**Q8**

What is your approximate full budget for the project?

\$11,000

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**Q9**

Who else is sponsoring this project?

The presenting sponsor is Timberland Bank.

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**Q10**

**Sponsorship Level A (\$1,000)**

The PBIA provides a limited number of sponsorships at each of three levels. Which level of sponsorship are you seeking? (check one)

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**Q11**

**No**

Would you accept a sponsorship at a lower level? (Check one)

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**Q12**

How did you hear about this PBIA Sponsorship opportunity?

City staff

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**Q13**

Further Information: Is there anything else you would like us to see or know? You can attach additional information including links to web sites (pictures of past events, further event description, etc.) by sending it via email to [pbia@ci.olympia.wa.us](mailto:pbia@ci.olympia.wa.us)

We would like to request a \$2,000 sponsorship. Typically, we would require a nominal participant fee (\$10?) for businesses participating in events. Conceptually, this PBIA sponsorship would cover the participant fee for downtown businesses, making it free for all businesses to participate during this challenging period. We would be happy to discuss sponsor exposure for the PBIA.

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**Max DeJarnatt**

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**From:** Olympia Downtown Alliance <info@downtownolympia.ccsend.com> on behalf of Olympia Downtown Alliance <tcutts@downtownolympia.org>  
**Sent:** Thursday, September 3, 2020 4:31 PM  
**To:** Max DeJarnatt  
**Subject:** Restaurant Week Becomes...Love Oly - Shop & Dine Week 2020

**External Email Alert!**

This email originated from a source outside of the City's network. Use caution before clicking on links or opening attachments.

## RESTAURANT WEEK BECOMES... LOVE OLY! SHOP & DINE WEEK

September 28-October 4



Dear Downtown Business,

Our restaurant week concept has grown and evolved into our new concept...Love Oly - Shop & Dine Week! This concept allows us to include more downtown businesses in the opportunity. **Our goal? Drive customer traffic to your business (whether in-store or curbside)!** The timeframe remains September 28-October 4. Special thanks to presenting sponsor **Timberland Bank** for making this event possible!

### Customer experience...

Customers may pick up a "Passport" from participating businesses or access and print one from the Alliance website. During the week of the promotion, when a customer purchases an item valued at \$10 or more from a participating business, a "Love Oly" sticker will be affixed to their "Passport." Once the customer has 5 stickers affixed to the "Passport", they can redeem it for their choice of a "Love Oly" facemask, t-shirt, or bumper sticker. They will also be entered to win gift certificates to participating businesses.

### Business participation...

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The logo for "loveoly." in a red, lowercase, sans-serif font, followed by a red heart icon.

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The logo for "shop&dine" in orange and blue, with "downtown olympia week 28" in smaller text below it.

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A stack of three logos: "shopoly." in orange, "eatoly." in blue, and "loveoly." in red with a heart icon.

We know you're busy...we've kept this simple. Participating businesses need to register for the event through the button below. There is no fee for businesses to register. Other than that, all we ask is that you:

- Hand out "Passports" at your business (required)
- Affix a "Love Oly" sticker to the "Passport" with any purchase of \$10 or more during event week (required)
- Share the event through your marketing channels (required)
- Donate a gift card (not required)
- Be open for all days of the weeklong promotion (not required)

**Firm deadline for registration for your business to be placed on the "Passport" is September 18th. The sooner you register, the sooner we can include your business in other marketing materials!**

The Alliance will do the rest! We will coordinate the event and marketing materials, leveraging every resource to drive customers to your business.

Interested in participating? Click on the below "Register Now" button. Interesting in sponsoring? Email **[tcutts@DowntownOlympia.org](mailto:tcutts@DowntownOlympia.org)**.

**Register Now!**

Olympia Downtown Alliance | 116 5th Ave SE, Suite F, Olympia, WA 98501

[Unsubscribe\\_mdejarna@ci.olympia.wa.us](mailto:Unsubscribe_mdejarna@ci.olympia.wa.us)

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