

PBIA (Parking & Business Improvement Area) Advisory Board 2023 Work Plan

January - December 2023.

The committee meets once per month. Staff liaison for PBIA is Amy Buckler

Title Description	Committee Commitment	Staff Commitment <i>Hours reflect working with the committee, not total project staff time.</i>	Schedule <i>(Estimated)</i>	Budget Implications
Annual Ratepayer Meeting				
<p>1. Annual member meeting</p> <p>PBIA Role: Host an annual meeting – networking event - for PBIA members (ratepayers).</p> <p>Deliverable/Outcome: Meeting to promote member relations.</p>	<p>3 hours (1 hour to discuss planning for the event, 2 hours for event)</p>	<p>5 hours (3 hours to plan event, 2 hours for event)</p>	<p>March 1st</p>	<p>Included in \$2,000 Administration budget</p>
PBIA Projects (Actions funded and/or implemented by the PBIA)				
<p>2. Sponsoring Events that benefit and draw visitors into downtown (e.g., Pride, Trick or Treat, etc.)</p> <p>PBIA Role: Advertise the program and based on applications choose which events to sponsor and amount.</p> <p>Deliverable: Support for events hosted by other organizations</p>	<p>2 hours over the course of the year for discussion of applications</p>	<p>3 hours (meeting, coordination with applicants and invoicing)</p>	<p>Q1-4</p>	<p>\$7,000</p>
<p>3. Public Art Project</p> <p>PBIA Role: Identify an art project and potential partner, provide direction to staff regarding implementation.</p> <p>Exploring expanded Art in Windows Program with OAA</p> <p>Deliverable: TBD</p>	<p>1 hour</p>	<p>5 hours for project coordination, contracting, invoicing</p>	<p>Q2</p>	<p>\$7,500</p>

<p>4. Special Downtown Project</p> <p><i>The PBIA will partner with the Economic Development Dept. to release an RFP for use of the artesian commons (e.g., for a night market). The request is for PBIA to contribute funding and for board members to serve on the RFP review and selection committee.</i></p> <p>PBIA Role: PBIA will contribute \$45,000 and board members will serve on the RFP review and selection committee. The Board will also provide input on the RFP.</p> <p>Deliverable: Impactful, attractive project that creates a draw to downtown.</p>	2-4 hours	Up to 20 hours for planning and coordination	Q2-Q3	\$45,000
<p>5. Lighting illuminating dark streets to create a festive and inviting streetscape.</p> <p>PBIA Role: Identify a lighting project and potential partner, provide direction to staff regarding implementation.</p> <p>Deliverable: The Board is interested in more catenary street lighting, as well as support for the holidays, and various options will be explored.</p>	1 hour	5 hours for project coordination, contracting, invoicing	Q2	\$8,000
<p>6. 2023 4th Quarter Marketing/Holiday contribute to a festive winter holiday retail season.</p> <p>PBIA Role: Identify a project and potential partner, provide direction to staff regarding implementation.</p>	2 hours	5 hours for project coordination, contracting, invoicing	Plan - Q1-Q2 Implement in Q4	\$6,000

<p>Deliverable: The Board will release an RFP for an operator to coordinate and promote makers market events during Q4.</p>				
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Projects Underway and Carried Over from 2022 – (Actions funded and/or implemented by the PBIA)

<p>7. New Murals and Mural Protection (Partnership with Olympia Artspace Alliance)</p> <p>PBIA Role: Provided direction to the project in 2022. Receive updates, select members serve on OAA's selection committee.</p> <p>Deliverable: 2 new murals and several murals coated with protection</p>	<p>Up to 1 hour for updates throughout the year</p>	<p>1 hour</p>	<p>Q1 update</p> <p>Project should be complete by Q3</p>	<p>Contract amount = \$18,150</p> <p>Carried over for 2022 funds</p> <p>Does the Board want to add an additional \$1,500 from 2023 funds for mural protection to the OAA contract?</p>
<p>8. Alley Lighting Project (Partnership with Olympia Downtown Alliance)</p> <p>PBIA Role: Provided direction to the project in 2022. Receive updates.</p> <p>Deliverable: Target alleys lit with catenary lighting.</p>	<p>Up to 1 hour for updates throughout the year</p>	<p>1 hour</p>	<p>Q2 or Q3 Update</p>	<p>Contract amount = \$30,000</p> <p>\$15,000 from PBIA \$15,000 from City</p> <p>Carried over for 2022 funds</p>
<p>9. Mural Tours (Partnership with the Arts Commission)</p> <p>PBIA Role: Select members worked with Art Commissioners in 2021-22 to provide direction. Receive updates.</p> <p>Deliverable: A set of 7 self-guided mural tours are established, included on the Why I Go Downtown website and promoted.</p>	<p>Up to 1 hour for updates throughout the year</p>	<p>1 hour</p>	<p>Q2 update</p>	<p>\$3,500</p> <p>The 7 artists who contributed to the mural tour were paid \$500 each</p> <p>Paid in 2022</p>

Ongoing Board Activities – As time allows

<p>10. Monthly Meeting Roundtable</p> <p>PBIA Role: Time devoted at end of each PBIA meeting to discuss downtown business interests, leading to:</p> <ul style="list-style-type: none"> • Identification of issues that can be addressed by existing programs • Identification of key messages or issues that need to be reported to the City Council • Advice for staff about messages important to convey to Downtown businesses through ongoing communication materials (e.g., e-blasts, quarterly or bi-annual newsletters, PBIA annual letter) <p>Deliverable/Outcome: As outlined above. Connect the downtown businesses and City. Help staff communicate effectively with downtown business stakeholders.</p>	<p>10-20 minute discussions</p>	<p>10-20 minute discussion + Prepare and distribute communications</p>	<p>Monthly</p>	<p>None</p>
<p>11. Survey Downtown Businesses: Gauge the interests, concerns and priorities of downtown businesses (members) and get their feedback about PBIA and City efforts.</p> <p>PBIA Role: Develop short 3-question surveys that will be sent 2-4 times/year to members online.</p> <p>Deliverable: Survey results and other comments received will be provided to City Council through reports shared with City Council quarterly.</p>	<p>Identify questions and discuss survey results as part of roundtable discussions</p>	<p>Identify questions and discuss survey results as part of roundtable</p> <p>+ Put survey online, notice it, prepare summary report</p> <p>+ Put up and monitor suggestion box, prepare summary</p>	<p>2-4 times/year</p>	<p>None</p>

Informational Briefings

12. Discussion on the Downtown Improvement District (DID)	Up to 2 hours over the course of the year	2 hours	Q2 or Q3	None
13. OPD Update on Safety Implementation (Ambassadors and Walking Patrol)	.5 hours	1 hour	May or June	None
14. Update and discussion about Garbage pick-up in downtown	.5 hours	1 hour	May or June	None
14. The Board may request other informational briefings from time to time	.5 hours each	.5 hours each	Q1-Q4	None

Administrative Duties

<p>15. Recommendation on PBIA's 2023 budget</p> <p>PBIA Role: Develop a recommended 2023 budget to implement PBIA's roles and goals</p> <p>Deliverable: Recommended budget</p>	2 hours	2 hours	Q4	Recommendation process included in CP&D base budget. Shapes the 2022 PBIA budget
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