

Communications Committee



Program Areas Focus:

- Communications

- Support independent businesses
- Educate ratepayers about who PBIA is and what PBIA does. Keep businesses informed of activities that are created, funded and implemented by PBIA

Goals:

- Continually update list of PBIA ratepayers
- Conduct two PBIA surveys per year
- Send a periodic newsletters to rate payers
- Develop and distribute Welcome Packet for new businesses
- Establish social media outreach, provide timely and consistent information to ratepayers through our partners at the Downtown Ambassador Program
- Proactively encourage ratepayers to be involved in Downtown projects or activities.
- Maintain PBIA Website
- Reach out to communication partners for successful outreach to the Downtown core
- Educate rate payers about the myriad of resources to enhance, support and grow their businesses
- Joint communication and marketing efforts with ODA, EDC, Thurston Chamber, VCB: "Downtown is a mix of independent businesses! We invite you to the Downtown experience."

