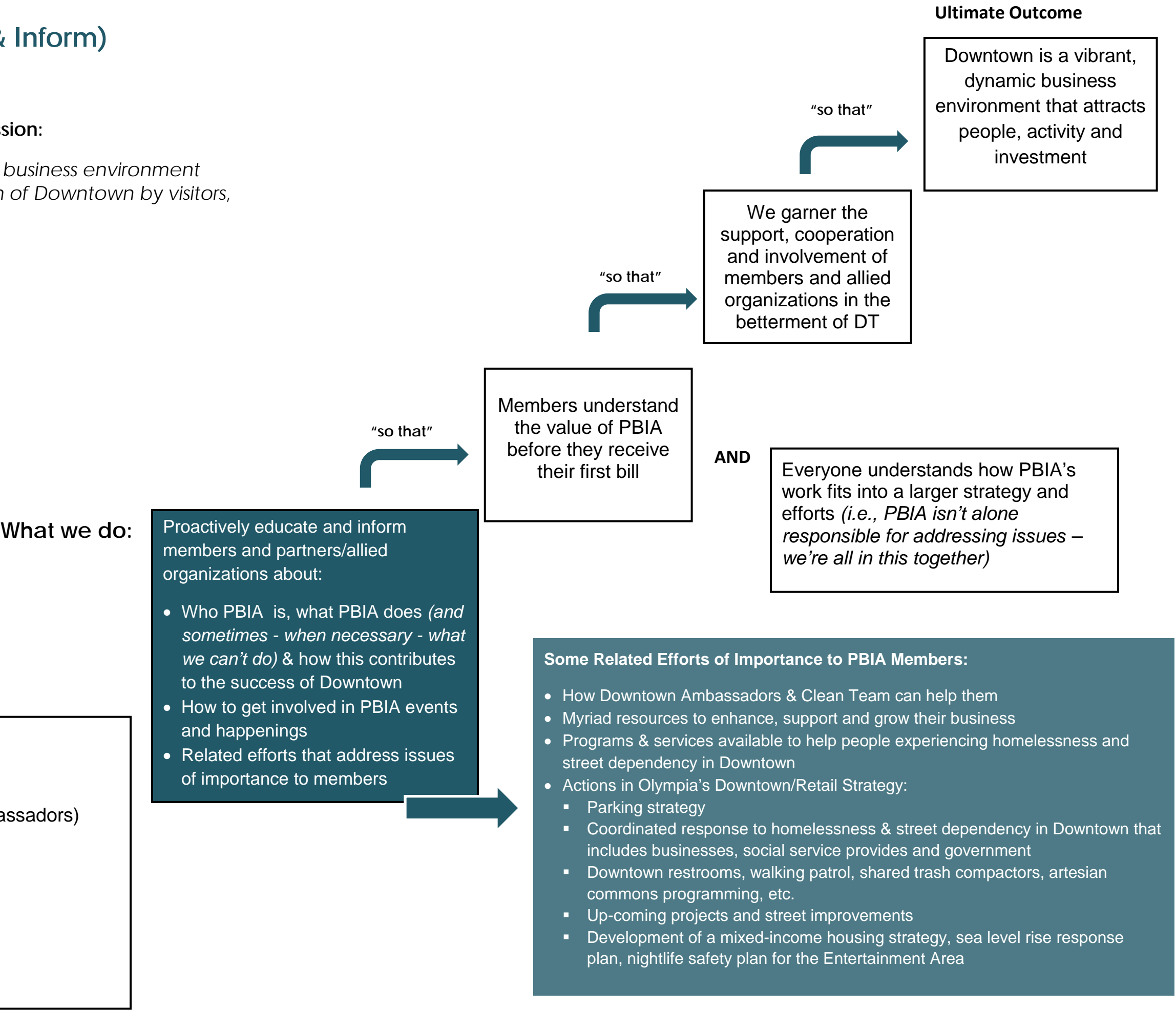


# Communications (Educate & Inform)

## 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



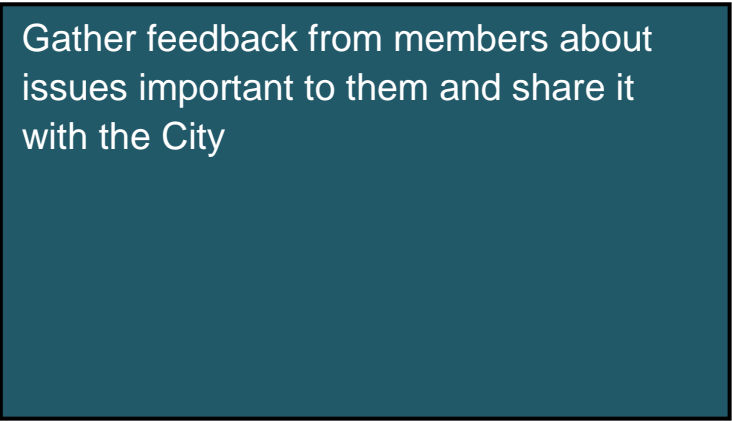
# Communications (Query Members)

## Public Value Results Map

How my work contributes to the PBIA mission:

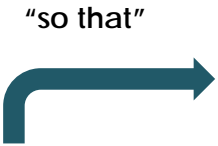
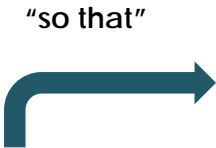
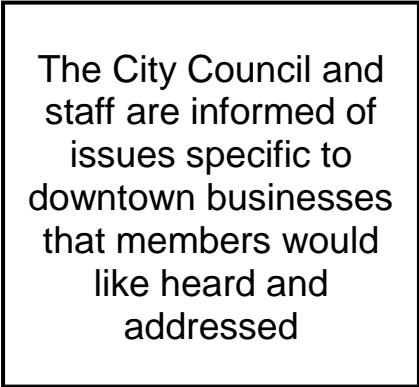
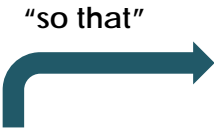
*To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners*

What we do:

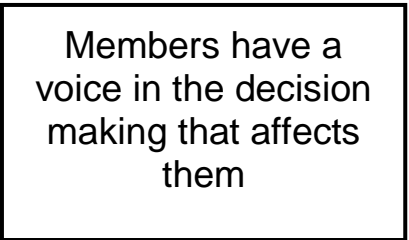


How we do it:

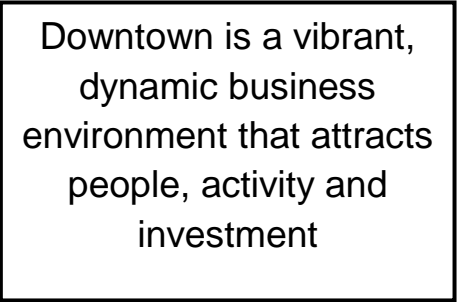
- Conduct online surveys (aim for 2 per year)
- Annually, host a member meeting in the fall
- Host meetings with bar owners to address downtown nightlife issues



AND



Ultimate Outcome



# Clean, Safe & Beautiful

## Public Value Results Map

How my work contributes to the PBIA mission:

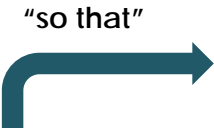
*To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners*

What we do:

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

How we do it:

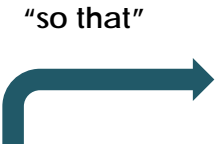
- Partially fund the Ambassadors and Clean Team
- Sponsor Volunteers in Paint and Downtown Spring and Fall Clean Up
- Hang flower baskets
- Install and maintain cigarette butt containers
- Add, maintain and repair benches
- Add art (e.g., murals, banners, art on plinths) and interactive areas to Downtown
- Provide window signs that promote inclusivity



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

Businesses have a voice pertaining to clean & safe issues, as these have consistently been identified as a priority

AND

Visitors come back again and again

Parking

Public Value Results Map

How my work contributes to the PBIA mission:

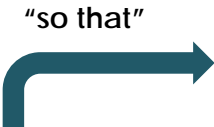
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

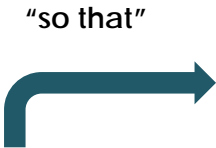
- Educate businesses about the parking strategy – how it aims to make parking more convenient for customers and where employees can and should park
- Gather member feedback and advise the City on parking strategy actions (e.g., priorities for parking lot lighting upgrades)
- Support efforts to improve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

How we do it:

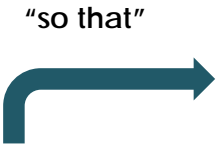
Specifics TBD



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



The goal of the Parking Strategy is achieved: *All Downtown users have access to predictable short and long-term parking*



Ultimate Outcome

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

AND

Businesses continue to have a voice in its implementation

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

# Marketing

## 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:

- Market to the general public, members & businesses to educate and promote events and activities supported by PBIA
- Partner with allied organizations on events, sponsorships, image making and marketing

How we do it:

- Place ads in Thurston Talk, Oly Arts, The Stranger, The Volcano, The Ranger, etc.
- Run ads at the movie theater or the radio
- Sponsor Twinklefest
- Sponsor events such as ODA's Girls Night Out, Lakefair, Trick or Treat, Pride, etc.
- Provide a welcome packet to new Downtown residents

“so that”

We spread a unified, positive message about Downtown and ways to experience it

“so that”

People are motivated to visit, shop and participate in events Downtown more often

“so that”

Ultimate Outcome  
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

# Partnerships

## 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.*

### Ultimate Outcome

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

"so that"



"so that"



**We:**

We partner with allied organizations to carry out initiatives that benefit Downtown

We leverage PBIA funds to more significantly address issues important to members

AND

Joint efforts are strengthened, not duplicated

### Ways we partner:

- Work with ODA and VCB on Downtown image making efforts
- Sponsor events such as ODA's Girls Night Out, Volunteer In Paint events; Spring and Fall Clean Up; Lakefair, etc