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

Ultimate Outcome

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

"so that"

support, cooperation and involvement of members and allied organizations in the

organizations in the betterment of DT

We garner the

"so that"

Members understand
the value of PBIA
before they receive

their first bill

AND

Everyone understands how PBIA's work fits into a larger strategy and efforts (i.e., PBIA isn't alone responsible for addressing issues – we're all in this together)

"so that"

What we do:

Proactively educate and inform members and partners/allied organizations about:

- Who PBIA is, what PBIA does (and sometimes - when necessary - what we can't do) & how this contributes to the success of Downtown
- How to get involved in PBIA events and happenings
- Related efforts that address issues of importance to members

How we do it:

- Welcome Packets
- Periodic Newsletters
- Website: PBIAolympia.com
- Social media (administered by Ambassadors)
- Email Blasts
- Annual member meeting
- Annual Report

Some Related Efforts of Importance to PBIA Members:

- How Downtown Ambassadors & Clean Team can help them
- 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
 - Coordinated response to homelessness & street dependency in Downtown that includes businesses, social service provides and government
 - Downtown restrooms, walking patrol, shared trash compactors, artesian commons programming, etc.
 - Up-coming projects and street improvements
 - Development of a mixed-income housing strategy, sea level rise response plan, nightlife safety plan for the Entertainment Area

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

"so that"

What we do:

Gather feedback from members about issues important to them and share it

with the City

Ultimate Outcome

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

efforts to address member concerns and priorities

We can align our

"so that"

AND

Members have a voice in the decision making that affects them

The City Council and staff are informed of issues specific to downtown businesses that members would like heard and addressed

"so that"

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

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:

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

- 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

Ultimate Outcome

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

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

"so that"

AND

Visitors come back again and again

AND

"so that"

Downtown feels welcoming, safe and

attractive to those who visit, work and live here

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

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

"so that"

What we do:

How we do it:

Specifics TBD

- 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

Ultimate Outcome

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

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

"so that"

Shoppers

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

AND

"so that"

Businesses

understand and participate in the

implementation of the Downtown parking

strategy

Businesses continue to have a voice in its implementation

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

"so that"

• Market to the general public, members

events and activities supported by

• Partner with allied organizations on

events, sponsorships, image making

PBIA

and marketing

& businesses to educate and promote

What we do:

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

Ultimate Outcome

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

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

"so that"

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

"so that"

Guidance:

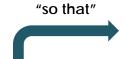
- Be timely
- Promote shop local
- Coordinate with ODA on overarching image and message

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"

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

AND

Joint efforts are strengthened, not duplicated

We:

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

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