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" a

We garner the support, cooperation and involvement of members and partner organizations in the betterment of DT

"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 partner organizations about:

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

How we do it:

See draft budget and work plan

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"

We can align our efforts to address member concerns and priorities

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

Ultimate Outcome

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

AND

Members have a voice in the decision making that affects them

"so that"

What we do:

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

How we do it:

Clean & Safe

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:

See draft budget and work plan

- 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
- Leverage our investments by collaborating with other entities

Ultimate Outcome

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

Downtown Olympia is known as a desirable destination within Thurston County and the State of WA

"so that"

AND

Community members 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

Beautiful Streetscapes

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:

See draft budget and work plan

- 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

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"

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

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

How we do it:

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:

- 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 design signage and improve parking wayfinding overall
- 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

All Downtown users have access to predictable short and long-term parking

"so that"

long-term park

- 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

How we do it:

Business & Professional Development

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"

Businesses can stay and thrive in Downtown as the local economy grows

Downtown
businesses have the
tools and trainings
they need to be
successful

"so that"

"so that"

What we do:

- Educate members about the myriad resources to enhance, support and grow their business
- Help to facilitate and fund business training programs
- Encourage members to participate

How we do it:

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. "so that"

Ultimate Outcome

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

"so that"

We:

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

AND

Joint efforts are strengthened, not duplicated

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

Ways we partner: