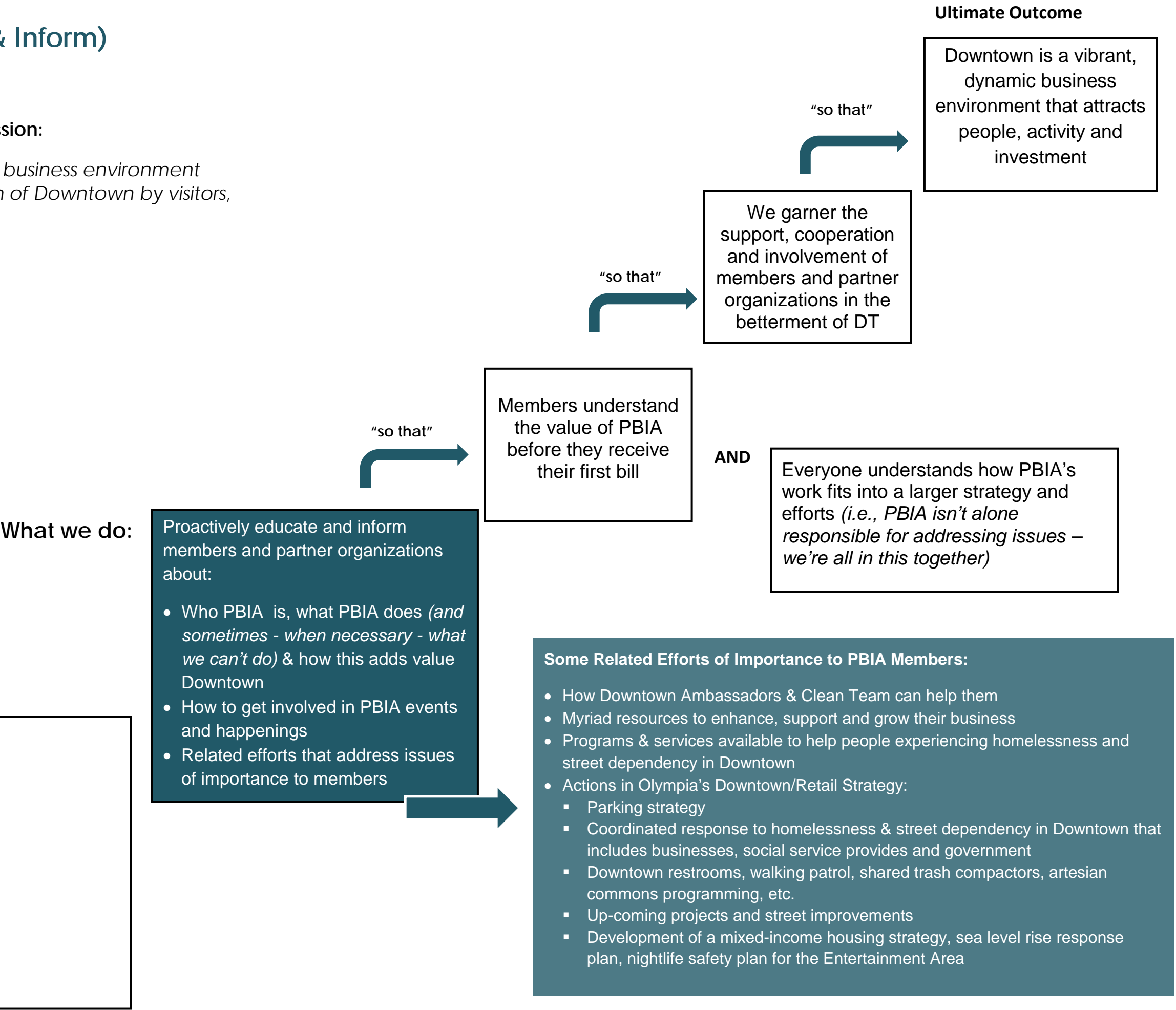


Communications (Educate & Inform)

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



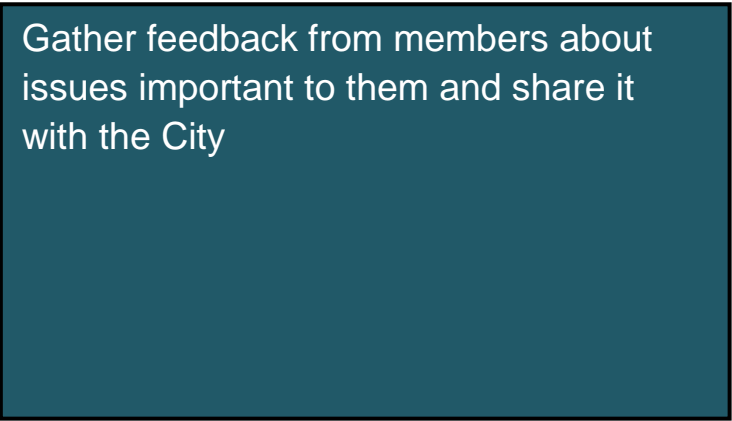
Communications (Query Members)

Public Value Results Map

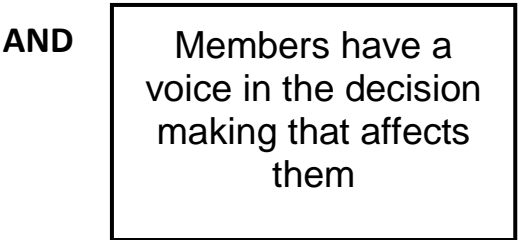
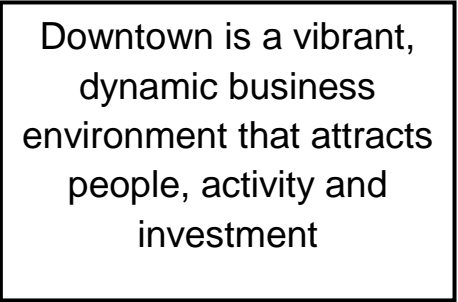
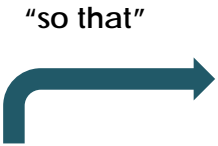
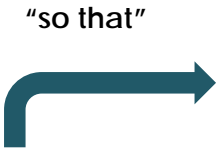
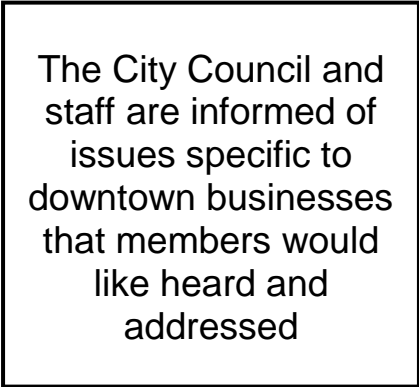
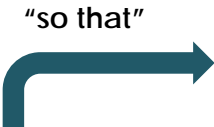
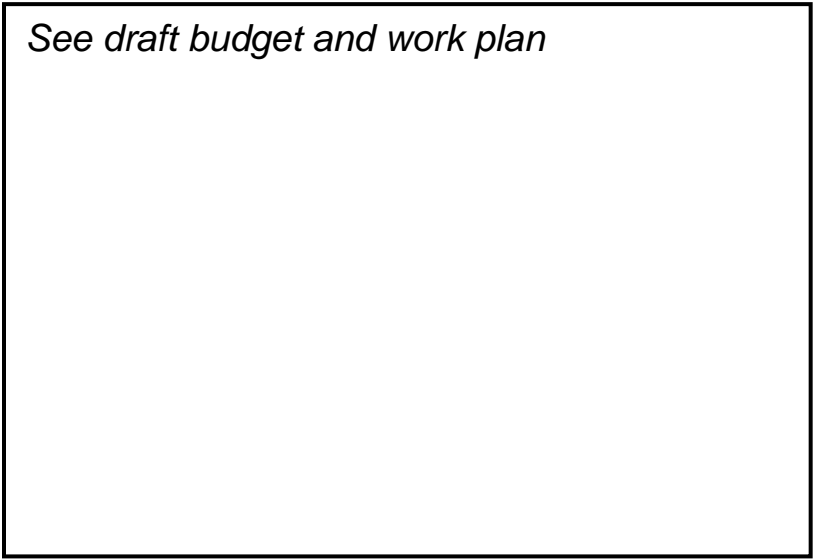
How my work contributes to the PBIA mission:

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:



Clean & Safe

Public Value Results Map

How my work contributes to the PBIA mission:

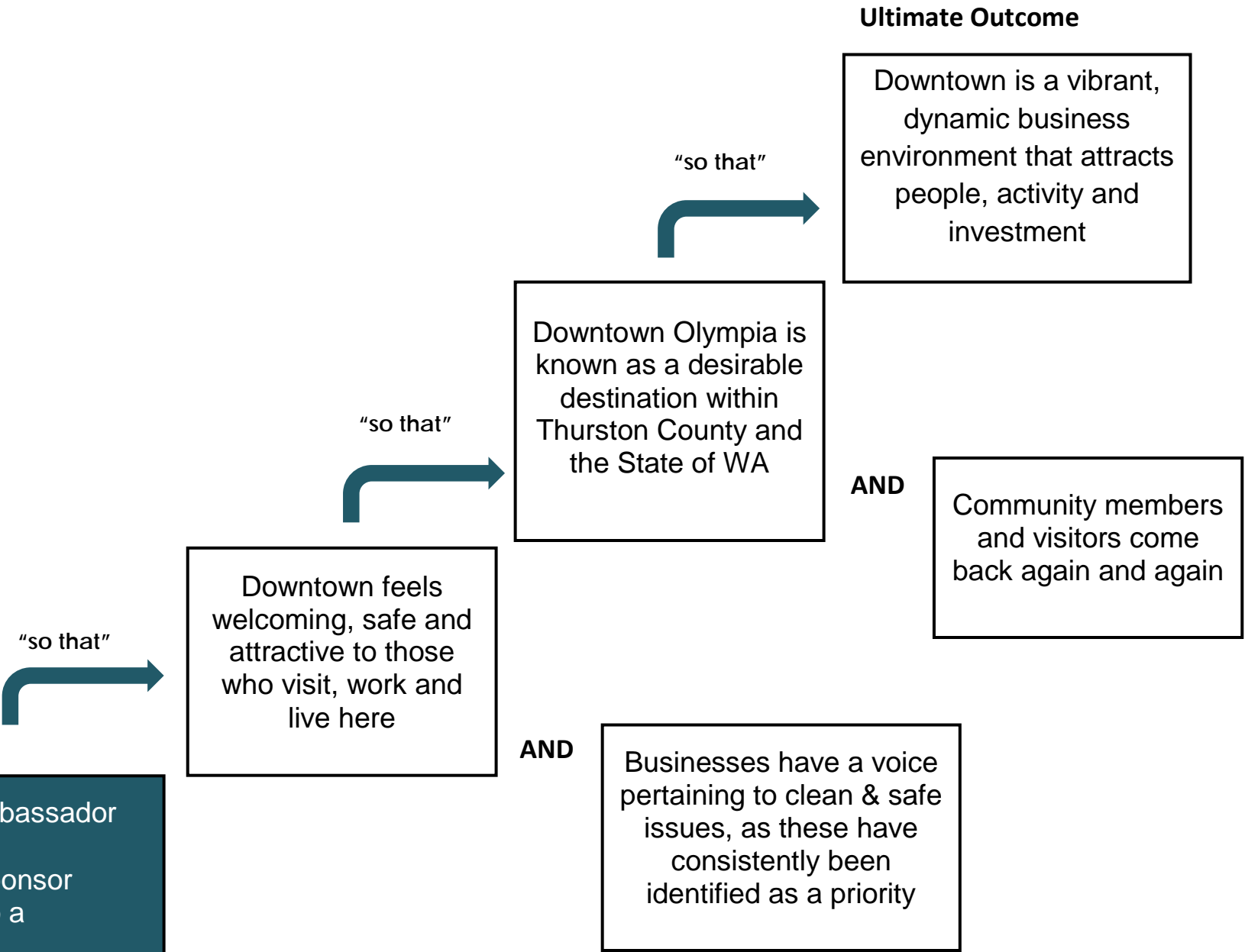
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

- 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

How we do it:

See draft budget and work plan



Beautiful Streetscapes

Public Value Results Map

How my work contributes to the PBIA mission:

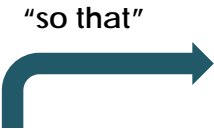
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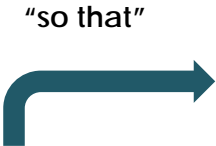
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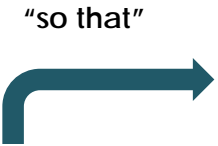
See draft budget and work plan



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

Marketing

Public Value Results Map

How my work contributes to the PBIA mission:

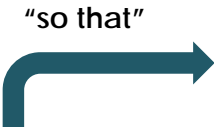
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

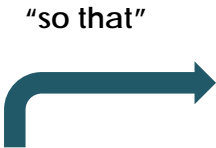
- Market to the general public, members & businesses to educate and promote events and activities supported by PBIA
- Partner with allied organizations on events, sponsorships, image making and marketing

How we do it:

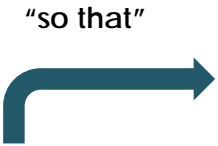
See draft budget and work plan



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



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



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

Parking

Public Value Results Map

How my work contributes to the PBIA mission:

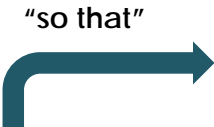
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

What we do:

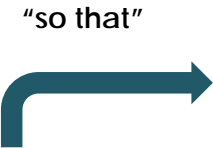
- Educate businesses about the parking strategy – how it aims to make parking more convenient for customers and where employees can and should park
- Gather member feedback and advise the City on parking strategy actions (e.g., priorities for parking lot lighting upgrades)
- Support efforts to design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

How we do it:

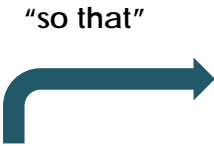
See draft budget and work plan



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



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

Business & Professional Development

Public Value Results Map

How my work contributes to the PBIA mission:

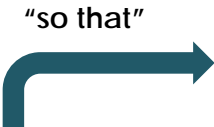
To assist in creating a vibrant Downtown business environment and enhance the reality and perception of Downtown by visitors, residents and business owners

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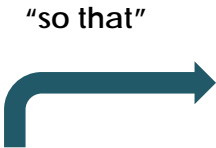
- Educate members about the myriad resources to enhance, support and grow their business
- Help to facilitate and fund business training programs
- Encourage members to participate

How we do it:

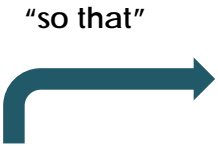
See draft budget and work plan



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



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



Ultimate Outcome

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

Partnerships

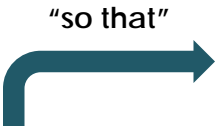
Public Value Results Map

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



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



We:

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

AND

Joint efforts are strengthened, not duplicated

Ways we partner:

See draft budget and work plan