

December 31, 2017



Dear PBIA Members (Rate Payers),

On behalf of the 15-member Parking Business Improvement Area (PBIA) Board, thank you for your continued support of Downtown and contribution to the PBIA.

The PBIA advisory board is a City of Olympia advisory committee with board members elected annually by you, the PBIA rate payers. The Board's purpose is to develop an annual recommendation for the City Council about how to invest the PBIA Fund in ways that help to create a vibrant downtown business environment and enhance the reality and perception of downtown by visitors, residents and business owners. The Board also prepares a plan to communicate with businesses about those efforts, and gather feedback for the City about issues of importance to the downtown business community.

Each year we conduct 2-3 surveys to solicit information to ensure we are representing your interests in the best possible way. We used the information from the September 2017 Survey to guide our budget for 2018, which is attached. We presented the budget to the City Council on Tuesday, November 21, and it was unanimously approved.

In 2018, PBIA funds will primarily be used to:

- Continue to support the Ambassador and Clean Team program. PBIA funds augment City and federal grant dollars to allow for a higher level of service delivery.
- Hang and maintain summer flower baskets that contribute to creating an attractive, welcoming environment.
- A public art installation (e.g., new light pole banners or a mural)
- Step up downtown marketing and promotion, to spread a unified, positive about downtown and ways to experience it.

We will also be creating welcome packets for new businesses and residents, and proactively reaching out to gather your feedback and garner support, cooperation and involvement of businesses and partner organizations in the betterment of downtown.

We look forward to 2018 and the future of downtown. We meet on the second Thursday of every month, at 6:00 pm in the City Hall Council Chambers. You are always invited to attend and share your thoughts and ideas. Your feedback drives our actions to provide the best possible and most needed use of PBIA ratepayer funds.

Wishing you a very happy Holiday, a bountiful end to 2017 and a Happy New Year.

Sincerely,

The PBIA Advisory Board

Learn more about us at www.olympiawa.gov/PBIA