



PBIA Advisory Board

Fall Downtown Marketing Campaign

Agenda Date: 10/2/2019
Agenda Item Number: 6.E
File Number: 19-0833

Type: decision **Version:** 1 **Status:** Passed

Title

Fall Downtown Marketing Campaign

Recommended Action

Develop scope of work for Fall Marketing Campaign

Report

Issue:

Define scope of work for Fall Marketing Campaign

Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

Presenter(s):

Janis Dean, PBIA Board Member

Todd Cutts, Executive Director, Olympia Downtown Alliance

Natasha Ashenhurst, Owner, Mosaic Marketing Studio

Background and Analysis:

In 2018 the PBIA entered into a marketing contract with the Olympia Downtown Alliance with the intent to promote Downtown. Due to unforeseen circumstances, much of the money contract went unspent. At the PBIA's meeting last July, board member Dean suggested that this money could be used effectively in a Fall Marketing push.

At its September 4th meeting the PBIA voted to ask Council to allocate \$15,000 of its unspent funds to be used, along with \$5,000 of its 2019 marketing budget, for this marketing campaign by amending a marketing contract with the Olympia Downtown Alliance and managed by the city's Director of Economic Development. At this special meeting, the group will confirm the scope of the project.

City Council approved the appropriation of \$15,000 of unspent funds for Marketing at its September 24th meeting.

Neighborhood/Community Interests (if known):

n/a

Options:

1. Move to amend existing marketing contract to include the Fall Marketing Campaign.
2. Move to put the scope of work out to bid.
3. Do not pursue a Fall Marketing Campaign at this time.

Financial Impact:

Council approved the appropriation of \$15,000 of unspent funds for Marketing

Attachments:

Marketing Addendum Scope of Work