



## PBIA Advisory Board

### Fall Downtown Marketing Campaign

**Agenda Date:** 11/6/2019  
**Agenda Item Number:** 7.A  
**File Number:** 19-1027

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**Type:** information **Version:** 1 **Status:** Filed

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**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  
Danielle Ruse, PBIA Board Chair

**Background and Analysis:**

In its October meeting, the Board unanimously voted to amend an existing marketing contract between the City and the Olympia Downtown Alliance to include \$20,000 for a fall marketing campaign. Since that time, board members have met with the marketing team, and will provide the Board with a project update.

**Neighborhood/Community Interests (if known):**

n/a

**Options:**

Discussion only

**Financial Impact:**

\$20,000 has been approved for this campaign

**Attachments:**

None.

