



## City Council

### Special Recognition - Why I Go Downtown Marketing Campaign

**Agenda Date:** 2/4/2020  
**Agenda Item Number:** 2.C  
**File Number:**20-0075

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**Type:** recognition **Version:** 1 **Status:** Filed

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#### **Title**

Special Recognition - Why I Go Downtown Marketing Campaign

#### **Recommended Action**

##### **Committee Recommendation:**

Not referred to a committee

##### **City Manager Recommendation:**

Recognize Parking and Business Improvement Area (PBIA) Board and the Olympia Downtown Alliance for their work developing the Why I Go Downtown marketing campaign

#### **Report**

##### **Issue:**

Whether to recognize PBIA and the Olympia Downtown Alliance for their work developing the Why I Go Downtown marketing campaign.

##### **Staff Contact:**

Max DeJarnatt, PBIA Staff Liaison, Community Planning & Development, 360.570.3723

##### **Presenter(s):**

Max DeJarnatt, PBIA Staff Liaison  
Danielle Ruse, PBIA Chair and Owner of August Creative  
Janis Dean, Owner, Popinjay

##### **Background and Analysis:**

Last September the Parking and Business Improvement Area (PBIA) Board requested that Council allocate \$20,000 of its account balance, including \$15,000 in unspent funds, towards a Downtown Marketing Campaign. An existing marketing contract between the City and the Olympia Downtown Alliance was amended to include this additional scope of work, and the Alliance subcontracted with Mosaic Marketing and Flowstate Creatives to produce multiple video interviews with Downtown residents, visitors, and business owners. Using a phrase originally coined by Meg Martin of Interfaith Works, the "Why I Go Downtown" videos run about a minute each and show a diverse array of perspectives about how Downtown provides a unique and enriching experience. These videos and corresponding photography will be featured on social media, print, and radio through May of 2020.

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**Attachments:**

None