



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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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