



## PBIA Advisory Board

### 2020 Twinklefest

**Agenda Date:** 3/4/2020  
**Agenda Item Number:** 6.B  
**File Number:**20-0209

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**Type:** discussion **Version:** 1 **Status:** Filed

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**Title**

2020 Twinklefest

**Recommended Action**

Discussion of the specific activities and costs associated with 2020 holiday promotion

**Report**

**Issue:**

Discussion on the 2020 holiday promotion scope of work.

**Staff Contact:**

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

**Presenter(s):**

Max DeJarnatt, PBIA Staff Liaison

**Background and Analysis:**

In 2019 the PBIA budgeted \$14,000 for Twinklefest and holiday promotion. Midyear, the board amended its budget and moved \$5,000 from its holiday promotion budget to the #WhyIGoDowntown marketing campaign. The board proceeded with the holiday promotion with the remaining \$9,000 budget. As seen on the attached Cost Sheet, expenditures exceeded the budget by \$56.07.

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

Twinklefest continues to be a popular event for downtown businesses to participate in.

**Options:**

Discussion only.

**Financial Impact:**

The PBIA budgeted \$14,000 on Twinklefest and Downtown Holiday promotion.

**Attachments:**

2019 Holiday Promotion cost sheet