



## PBIA Advisory Board

### Draft 2021 Work Plan

**Agenda Date:** 2/17/2021  
**Agenda Item Number:** 5.C  
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**Type:** decision **Version:** 1 **Status:** Passed

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#### Title

Draft 2021 Work Plan

#### Report

##### Issue:

Ongoing work regarding development of PBIA's 2021 work plan

#### Staff Contact:

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#### Presenter(s):

Max DeJarnatt, Senior Program Specialist

#### Background and Analysis:

Olympia's retail strategy vision is: *A vibrant, dynamic business environment that attracts people, activity and investment.*

The mission of the Parking & Business Improvement Area (PBIA) is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners.*

The PBIA exercises its mission by carrying out initiatives in five program areas: parking, clean and safe, beautification, communications and marketing. To that end, a primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget. The City Council has a role to review and adopt the PBIA's annual work plan and budget, which is ideally completed before they adopt the City's annual budget in December of each year.

In preparation for developing its 2018 work plan and budget recommendation for the City Council, 2017 PBIA subcommittees met to review its page in the strategic plan and clarify what that program does and why. The attached draft public value maps reflect the discussions. PBIA members are asked to review the maps. We will continue to refine them.

Discussion topics include the role of the PBIA and its work plan, vetting what we do and why, discussing how we do it and priorities for 2021.

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

The PBIA's mission helps carry out Olympia's Downtown retail vision.

**Options:**

1. Finalize 2021 work plan and present to General Government
2. Carry forward 2020 work plan and present to General Government

**Financial Impact:**

Supporting PBIA in development of a work plan is included in the base budget for Community Planning & Development. The 2021 cost for specific initiatives within the work plan will be determined as part of the process.

**Attachments:**

2021 Draft Workplan

2021 Budget

Public Value maps