



PBIA Advisory Board

LoveOly Summerfest Sponsorship

Agenda Date: 6/23/2021
Agenda Item Number: 6.B
File Number: 21-0640

Type: decision **Version:** 1 **Status:** Filed

Title

LoveOly Summerfest Sponsorship

Recommended Action

Move to sponsor LoveOly Summerfest with Event Sponsorship budget

Report

Issue:

Whether to sponsor LoveOly Summerfest with Event Sponsorship budget

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Staff Liaison

Background and Analysis:

The Olympia Downtown Alliance is soliciting sponsors for its second LoveOly Downtown event. The first, Shop & Dine Week, was sponsored by the PBIA with \$985 of its event sponsorship budget. Because the request's timeframe didn't align with the board's meeting schedule, printed deliverables are no longer available. Instead, Alliance Executive Director Todd Cutts has offered non-printed deliverables for \$2,000.

Neighborhood/Community Interests (if known):

N/A

Options:

Sponsor Summerfest at the \$2,000 level

Sponsor Summerfest at another level

Do not sponsor Summerfest at this time

Financial Impact:

There is \$5,015 remaining in the PBIA's event sponsorship budget

Attachments:

LoveOly Summerfest 2021 Sponsorship Opportunities