



City Hall  
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Olympia, WA 98501  
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## PBIA Advisory Board

### LoveOly Summerfest Sponsorship

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

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

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**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