



City Hall  
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## PBIA Advisory Board

### After-Action Review of Holiday Makers Market Events and Promotion

**Agenda Date:** 1/4/2023  
**Agenda Item Number:**  
**File Number:** 23-0019

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

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**Title**

After-Action Review of Holiday Makers Market Events and Promotion

**Recommended Action**

Discussion only.

**Report**

**Issue:**

Whether to discuss the results of the Holiday Makers Market Event and Promotion project, a partnership with Olympia Lamplighters

**Staff Contact:**

Amy Buckler, Strategic Projects Manager, PBIA Liaison, 360.280.8947

**Presenter(s):**

Avalon Kragness, Olympia Lamplighters

**Background and Analysis:**

For the 2022 Holiday season, the PBIA partnered with Olympia Lamplighters to organize, oversee and promote 2022 holiday makers events for the Parking and Business Improvement Area (PBIA) and City of Olympia. The scope of work is attached. Also attached is a flyer listing events promoted by Lamplighters.

Avalon Kragness from Lamplighters will be present to discuss the outcome and events and promotion with the Board.

**Climate Analysis:**

N/A

**Equity Analysis:**

N/A

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

N/A

**Options:**

Discussion only.

**Financial Impact:**

\$6,000 of PBIA funds was directed to this project.

**Attachments:**

Scope of Work

Makers Events