



PBIA Advisory Board

Review of 2022 Holiday & Partnership Initiatives with ODA

Agenda Date: 2/1/2023
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Title

Review of 2022 Holiday & Partnership Initiatives with ODA

Recommended Action

Discussion only. No action requested.

Report

Issue:

Discussion of the 2022 Holiday Season and Impact of Partnership Initiatives with ODA

Staff Contact:

Amy Buckler, PBIA Liaison, 360.280.8947

Presenter(s):

Desiree Freeland, Downtown Projects Manager, Olympia Downtown Alliance

Background and Analysis:

In 2022, the Olympia Downtown Alliance (ODA) presented Downtown for the Holidays, including: LoveOly Winterfest, a Shop & Dine Promotion, and holiday lighting and décor.

In conjunction with ODA and the City of Olympia, the PBIA helped to fund tree lights, and the ODA oversaw their installation. PBIA also funded street decals and the makers market associated with LoveOly Winterfest.

Ms. Freeland from the ODA will provide an after-action review of the 2022 holiday season, including the impact on downtown and any insights gleaned for next year.

Climate Analysis:

N/A - 2022 action

Equity Analysis:

N/A - 2022 action

Neighborhood/Community Interests (if known):

N/A

Options:

Discussion only. No action requested.

Financial Impact:

The PBIA provided \$13,000 for tree lighting and \$3,800 for street decals to support the holiday décor and festivities in downtown.

Attachments:

None