



General Government Committee

Parking and Business Improvement Area (PBIA) Budget Priorities and Guidance on the PBIA Strategic Plan Update

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Title

Parking and Business Improvement Area (PBIA) Budget Priorities and Guidance on the PBIA Strategic Plan Update

Recommended Action

Committee Recommendation:

The PBIA Board requests guidance on their budget priorities and their strategic plan update

City Manager Recommendation:

Provide feedback and guidance to the PBIA on their budget priorities and on the update of the PBIA's strategic plan

Report

Issue:

As the PBIA prepares for its upcoming retreat and to begin work on its five-year strategic plan they seek feedback and guidance from the City Council on their budget priorities and on the strategic plan update. What are the best and most effective ways that the PBIA can serve businesses in Downtown Olympia and coordinate efforts with the City?

Staff Contact:

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Presenter(s):

Mark Rentfrow, Downtown Liaison // Mary Corso, PBIA Board Chair // Janis Dean, PBIA Marketing Committee Chair // Connie Phegley, PBIA Clean and Safe Committee Chair

Background and Analysis:

At the City Council's February 9, 2016 meeting City Council agreed to provide the Interfaith Warming Center with \$10,000 in funding for the month of March of 2016. The City Council was responding to a unique request from our Parking Improvement Benefit Area Board to use PBIA funds for both the City's downtown walking patrol and the warming center. Both of these are new and unique possible

uses of very limited PBIAs that had not been discussed before. Traditionally these funds have gone to flower baskets, benches, marketing and to support the Downtown Clean Team. The Council referred the matter to the General Government Committee and asked that the PBIAs board and Council members discuss the role of the PBIAs and develop future priorities and uses of PBIAs funds beginning in the 2017 calendar year.

PBIAs funds are public funds and their expenditure requires a high level of transparency and due process. By stepping back and using the PBIAs Annual Budget process, retreat and strategic planning process to allocate funds those objectives should be achieved.

Unlike other Council Committees and Boards and Commissions the PBIAs has not had a Council approved work plan in the past. Work plans help to provide greater predictability for the body, staff and public and may be beneficial for the PBIAs as well.

Additional Background and Information:

The PBIAs was established in 2006 under OMC Chapter 3.62 (**See Attachment #1**)

The PBIAs has outlined its budget priorities for 2016 along with action items to be undertaken in the next 12 months. (**See Attachment #2**)

On December 8th, 2015 the PBIAs submitted its requested 2016 budget for Council approval. The Approved 2016 budget is in line with past approved budget priorities (2010 - 2015) and ensures that the PBIAs has the necessary funds available to meet its operational goals (**See Attachment #3**)

On January 14th, 2016 the PBIAs Board leadership voted to approve two additional fiscal items for consideration. Additional 2016 budget items included a request to fund \$20,000 toward the Olympia Police Downtown Evening and Weekend Walking Patrol and a request to allocate \$20,500 toward Interfaith Works' Winter Warming Shelter. (**See Attachment #4**, 1/14/16 minutes) Additional fiscal requests were to be paid for using PBIAs budget carry over funds from past years. As noted earlier, Council has approved \$10,000 in funding for the Interfaith Work's Winter Warming Shelter. There may be PBIAs resources available to cover these or other expenses depending on collections of assessments and continuation of prior years' projects.

In 2010 the PBIAs created its first five year work plan for 2010 - 2015 (**See Attachment #6**). The PBIAs Board will meet for its annual retreat on March 20th at City Hall at which time they will lay out strategies and a framework for the next five-year Plan and consider their budget priorities.

The PBIAs worked with the Thurston EDC and the City to survey business owners in downtown Olympia to learn more about the issues affecting them. The results of this survey and the PBIAs' own membership survey indicate that parking and public safety are significant issues for downtown business owners. (**See Attachment #9**)

Possible Goals for 2016:

1. Promote the amenities and the vitality of Downtown along with new opportunities for livability

in the inner core to increase “Wallet Density” in downtown by supporting development and implementation of the Downtown Strategy.

2. Work with the ODA to develop new downtown events and attractions.
3. Continue to work with Parks, Arts and Recreation toward establishing the Artesian Commons as a community space that can be enjoyed by all
4. Establish baseline data for current and future projects to track effective deployment of resources. (Mapping & data collection tools and analytics)
5. Support installation and operations of public restrooms
6. Support the Downtown Ambassador Program and Welcome Center
7. Develop an annual Work Plan for Council’s consideration

Neighborhood/Community Interests (if known):

Council will have many opportunities to partner with PBIA in 2016 for issues such as Public Restrooms, Expanding Clean Team and Ambassador Opportunities

Options:

1. Provide feedback to the PBIA Board as they prepare for their annual retreat and update of their Five Year Strategic Plan.

Financial Impact:

None at this time. Following the PBIA’s retreat and update of its five year Strategic Plan including opportunities for public and rate payer involvement a budget amendment may be submitted to City Council for its consideration.