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PBIA Advisory Board

Report from the Marketing Subcommittee on 2018 Marketing with ODA

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Title

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Report

Issue:

The PBIA has decided to appropriate \$23,000 from the 2018 PBIA marketing fund to enter into a contractual partnership with the ODA for downtown marketing/promotion services during 2018.

Staff Contact:

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Presenter(s):

Janis Dean, PBIA Marketing Subcommittee Chair

Background and Analysis:

On December 14, 2017 the PBIA Advisory Board directed its marketing subcommittee to: A) work with the Olympia Downtown Association (ODA) to finalize a scope of work based on that evening's discussion, B) approve the final scope of work, and 3) direct staff to complete the contract.

The subcommittee met on January 3 to review the draft scope of services and prepare suggestions and questions for a yet to be scheduled meeting with ODA representatives in which the scope of services will be finalized. Draft minutes are **attachment 1**.

Both the Parking Business and Improvement Area (PBIA) Advisory Board and the Olympia Downtown Association (ODA) have recently gone through respective strategic planning exercises which identified goals to market and promote downtown. The PBIA and ODA are working toward a partnership to market/promote downtown during 2018.

The idea is for the City/PBIA to enter into a contract with ODA. The contract would direct use of PBIA funds (est. \$23,000) to hire ODA to perform marketing/promotion services during 2018. The general scope of services to be provided by ODA would be outlined in the contract. One of these services would be for ODA to facilitate the development of a marketing strategy involving input from both boards (or a selection of boardmembers), which would further guide the work. A proposal outline is **attachment 2**. The draft scope of services is **attachment 3**.

Neighborhood/Community Interests (if known):

The Downtown Strategy, which was developed through an extensive public process, includes action R.4.C., for the City to support branding/marketing efforts in partnership with the VCB, ODA, PBIA and others.

Options:

N/A - report only

Financial Impact:

The contract amount would be \$23,000, paid for out of the PBIA 2018 marketing budget.

Attachments:

1. Draft Minutes from Marketing Subcommittee
2. Proposal Outline
3. Draft Scope of Services