



PBIA Advisory Board

Olympia Downtown Alliance Marketing Update

Agenda Date: 12/5/2018
Agenda Item Number: 6.C
File Number: 18-1148

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

Title

Olympia Downtown Alliance Marketing Update

Recommended Action

Committee Recommendation:

Report/Briefing only; no action requested.

City Manager Recommendation:

Briefing only; no action requested.

Report

Issue:

Olympia Downtown Alliance's update on PBIA marketing partnership

Staff Contact:

Max DeJarnatt, Senior Program Assistant, Community Planning and Development, 360.570.3723

Presenter(s):

Todd Cutts, Executive Director, Olympia Downtown Alliance

Background and Analysis:

PBIA has contracted with ODA to provide marketing for Downtown, including social media outreach. The PBIA has requested an update on social media metrics and engagement. As the PBIA and ODA's board meetings conflict, Executive Director Cutts will provide the report as a handout, for the PBIA to review.

Attachments:

None.