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PBIA Advisory Board

Decision about 2019 Work Plan Priorities

Agenda Date: 3/6/2019
Agenda Item Number: 6.B
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Title

Decision about 2019 Work Plan Priorities

Report

Issue:

Decision regarding development of PBIA's 2019 work plan

Staff Contact:

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Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

Olympia's retail strategy vision is: *A vibrant, dynamic business environment that attracts people, activity and investment.*

The mission of the Parking & Business Improvement Area (PBIA) is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners.*

The PBIA exercises its mission by carrying out initiatives in five program areas: parking, clean and safe, beautification, communications and marketing. To that end, a primary responsibility of the PBIA Advisory Board is to form a recommended annual work plan with specific projects and budget. The City Council has a role to review and adopt the PBIA's annual work plan and budget, which is ideally completed before they adopt the City's annual budget in December of each year.

In preparation for developing its 2018 work plan and budget recommendation for the City Council, 2017 PBIA subcommittees met to review its page in the strategic plan and clarify what that program does and why. The attached draft public value maps reflect the discussions. PBIA members are asked to review the maps. We will continue to refine them.

Discussion topics include the role of the PBIA and its work plan, vetting what we do and why, discussing how we do it and priorities for 2019.

Neighborhood/Community Interests (if known):

The PBIA's mission helps carry out Olympia's Downtown retail vision.

Options:

1. Approve the Work Plan as drafted
2. Amend and approved the drafted work plan

Financial Impact:

Supporting PBIA in development of a work plan is included in the base budget for Community Planning & Development. The 2019 cost for specific initiatives within the work plan will be determined as part of the process.

Attachments:

PBIA 2019 Draft Work Plan

2019 Budget

Public Value maps

2019 Planning Timeline