



PBIA Advisory Board

Discuss 2019 Event Sponsorships

Agenda Date: 3/6/2019
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Type: decision **Version:** 1 **Status:** Passed

Title

Discuss 2019 Event Sponsorships

Recommended Action

Discuss whether to sponsor the Bridge Summer Concert Series in 2019

Report

Issue:

Discussion of 2019 event sponsorships. Whether to sponsor the Bridge Summer Concert Series in 2019

Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

Presenter(s):

Board Chair Danielle Ruse
Max DeJarnatt

Background and Analysis:

In prior years PBIA funds have been used to sponsor downtown events. For each year in 2016 and 2017, the PBIA spent about \$4,500 on event sponsorships (\$500 for Pride Festival, \$500 for Girls Night Out parking tokens, \$500 for Mixx96 Halloween and \$3,000 for Downtown Clean Ups.) Additional marketing (i.e., advertising) expenses may have also been considered “event sponsorships (e.g., ad buys for Twinkefest.)” In 2018, the PBIA spent about \$3120 on event sponsorships (\$2000 for Bridge, \$500 for Pride, \$500 for Halloween, and \$120 for Third Thursday parking tokens).

The 2019 PBIA Budget includes \$7,000 for event sponsorships. The Board has not yet determined what events it wants to sponsor this year.

In September of last year, Bobby Williams from the Bridge Summer Concert Series contacted staff liaison Max DeJarnatt to ask if the PBIA would be willing to sponsor the program for \$2,000 this year. **Attachment 1** is a link to the Bridge program website. At the PBIA Board meeting in December, Mr. Williams provided an overview of the program for the Board at the meeting, followed by Q&A. He formerly requested a renewed \$2000 sponsorship for their 2019 efforts.

Questions for Board Discussion:

- What events, including Bridge, might the PBIA want to sponsor in 2019?
- How might each of these sponsorships contribute to the PBIA mission and public value results map developed by the PBIA Board at the 2017 retreat (see **attachment 2**)?
- What is the desired amount of each sponsorship?
- If the total amount of sponsorships exceeds \$7,000, where will the additional funds come from?

In this event, staff recommends using funds set aside for contingency (of which there is \$1,500).

Neighborhood/Community Interests (if known):

N/A

Options:

The Board may want to decide on whether to fund the Bridge program this evening; if so, optional motions are listed below. Decisions regarding other 2019 event sponsorships may also be made this evening or at a subsequent meeting.

1. Move to fund the Bridge Summer Concert Series for the requested amount of \$2,000. To do this, use \$2,000 of event sponsorship funds.
2. Move to fund the Bridge Summer Concert Series for an amount less than \$2,000 using event sponsorship funds.
3. Move to not fund the Bridge Summer Concert Series at this time.

Financial Impact:

N/A

Attachments:

Bridge Music Project Website
PBIA Values Map