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PBIA Advisory Board

Formalizing Event Sponsorship Process

Agenda Date: 10/2/2019
Agenda Item Number: 6.B
File Number: 19-0610

Type: decision **Version:** 2 **Status:** Passed

Title

Formalizing Event Sponsorship Process

Recommended Action

Move to adopt formalized event sponsorship application and review process

Report

Issue:

Whether to create structure for event sponsorship applications

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Jeffrey Barrett, PBIA Vice-Chair

Background and Analysis:

Part of the PBIA's mission to assist in creating a vibrant, dynamic business environment is promoting downtown throughout the year. The PBIA has had a history sponsoring events like PRIDE and The Bridge Music Project. The board is looking for a process through which event organizers can apply for sponsorship funds, be evaluated and compared to other applications, and receive notice of sponsorship according to a fixed schedule, in hopes that a clearer structure will connect to a wider pool of applicants.

Neighborhood/Community Interests (if known):

n/a

Options:

1. Adopt proposed event structure and begin implementation
2. Amend proposed event structure and begin implementation
3. Continue event sponsorships without proposed structure

Financial Impact:

The board budgeted \$7,000 for event sponsorship and has committed \$2,500 so far for 2019, leaving

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a remaining \$4,500

Attachments:

none