



## PBIA Advisory Board

### Formalizing Event Sponsorship Process

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

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

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#### **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