



PBIA Advisory Board

Fall Downtown Marketing Campaign

Agenda Date: 9/4/2019
Agenda Item Number: 6.D
File Number: 19-0785

Type: decision **Version:** 1 **Status:** Passed

Title

Fall Downtown Marketing Campaign

Recommended Action

Move to request to City Council use of PBIA unspent funds up to \$20,000 for a fall marketing campaign

Report

Issue:

Whether to request unspent funds to use for a Fall Downtown marketing campaign

Staff Contact:

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

Presenter(s):

Max DeJarnatt, Senior Program Specialist
Janis Dean, PBIA Board Member

Background and Analysis:

In 2018 the PBIA entered into a marketing contract with the Olympia Downtown Alliance with the intent to promote Downtown. Due to staffing changes at the Alliance, much of the money contract went unspent. At the PBIA's meeting last July, Janis Dean suggested that now is a good time to request the use of unspent funds to create a fall marketing campaign, welcoming back customers who may have turned their backs on Downtown in recent months.

There are two paths to the development of such a campaign, and both begin with a formal request to Council to use unspent funds for this purpose. For next steps, the board should indicate which they prefer:

- Assign an adhoc sub committee, develop a scope of work, and put the project out to bid
- Amend existing Downtown marketing contract with Olympia Downtown Alliance, currently managed by Economic Development Director Mike Reid, to incorporate updated scope of work.

The Board should also indicate what they expect out of the marketing initiative to inform either the bid request or the contract amendment.

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Neighborhood/Community Interests (if known):

n/a

Options:

1. Move to request to City Council use of PBIA unspent funds up to \$20,000 for a fall marketing campaign
2. Do not ask Council for unspent funds at this time

Financial Impact:

There was \$12,388 left unspent from the 2018 Marketing budget line item. Total unspent PBIA funds are over \$35,000. Staff recommends leaving \$15,000, or 15% of its annual budget as contingency, leaving \$20,000 as a possible upper limit for the marketing campaign.

Attachments:

None