



PBIA Advisory Board

Twinklefest Marketing Initiative

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Title

Twinklefest Marketing Initiative

Report

Issue:

Discussion of the specific activities and costs associated with 2019 holiday promotion

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Danielle Ruse, Board Chair

Background and Analysis:

On 10/23/19 PBIA Board Chair Ruse along with the Downtown Ambassadors and the Economic Development Liaison met to determine the Board's 2019 Twinklefest strategy. The meeting consisted of ironing out details for promotions and event implementation

This year's Twinklefest promotion will take a streamlined approach relying on social media, in store promotions, and a limited print marketing strategy, including a banner across State Avenue as the primary means of advertisement to the public. The City's Downtown Ambassadors will promote the program through radio promotions and public events such as Oly on Ice. Downtown businesses will also be notified via the PBIA list serve about the opportunity to sign up and participate.

Voting will open to the public at www.olytwinklefest.net from November 30th 2019, through January 3rd, 2020. In 2018, 90 businesses participated and generated a total of total of 228 unique votes. As part of this years' promotion, a member of the voting public will randomly be selected to receive a gift certificate prize package worth over \$100.

Neighborhood/Community Interests (if known):

Twinklefest continues to be a popular event for downtown businesses to participate in.

Options:

1. Approve recommended marketing budget
2. Amend recommended marketing budget

3. Do not approve holiday marketing dollars be spent on this campaign

Financial Impact:

\$5,000 has been allocated from the PBIA's 2019 budget for holiday promotion in 2019. These funds are slated to pay for a professional photographer, print and on air advertising, in store lighting for participants and other miscellaneous expenses.

Attachments:

Twinklefest Marketing Cost Sheet