



PBIA Advisory Board

Fall Downtown Marketing Campaign

Agenda Date: 12/4/2019
Agenda Item Number: 7.A
File Number: 19-1136

Type: information **Version:** 1 **Status:** Filed

Title

Fall Downtown Marketing Campaign

Recommended Action

Develop scope of work for Fall Marketing Campaign

Report

Issue:

Define scope of work for Fall Marketing Campaign

Staff Contact:

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

Presenter(s):

Janis Dean, PBIA Board Member

Danielle Ruse, PBIA Board Chair

Background and Analysis:

In its October meeting, the Board unanimously voted to amend an existing marketing contract between the City and the Olympia Downtown Alliance to include \$20,000 for a fall marketing campaign. Since that time, board members have met with the marketing team, and will provide the Board with a project update.

Neighborhood/Community Interests (if known):

n/a

Options:

Discussion only

Financial Impact:

\$20,000 has been approved for this campaign

Attachments:

None.

