



## PBIA Advisory Board

### Downtown Marketing Campaign

**Agenda Date:** 1/8/2020  
**Agenda Item Number:**  
**File Number:**20-0021

---

**Type:** discussion **Version:** 1 **Status:** Filed

---

**Title**

Downtown Marketing Campaign

**Recommended Action**

Receive progress update for Downtown Marketing Campaign

**Report**

**Issue:**

Whether to receive progress update for Downtown Marketing Campaign

**Staff Contact:**

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

**Presenter(s):**

Todd Cutts, Executive Director, Olympia Downtown Alliance  
Natasha Ashenhurst, Owner, Mosaic Marketing Studio

**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 Downtown marketing campaign. Representatives of the Olympia Downtown Alliance and Mosaic Marketing Studio will provide the board with an update of the marketing campaign.

**Neighborhood/Community Interests (if known):**

n/a

**Options:**

Discussion only

**Financial Impact:**

\$20,000 has been approved for this campaign

**Attachments:**

None.

