



PBIA Advisory Board

2020 Twinklefest

Agenda Date: 3/4/2020
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Title

2020 Twinklefest

Recommended Action

Discussion of the specific activities and costs associated with 2020 holiday promotion

Report

Issue:

Discussion on the 2020 holiday promotion scope of work.

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

Presenter(s):

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

In 2019 the PBIA budgeted \$14,000 for Twinklefest and holiday promotion. Midyear, the board amended its budget and moved \$5,000 from its holiday promotion budget to the #WhyIGoDowntown marketing campaign. The board proceeded with the holiday promotion with the remaining \$9,000 budget. As seen on the attached Cost Sheet, expenditures exceeded the budget by \$56.07.

Neighborhood/Community Interests (if known):

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

Options:

Discussion only.

Financial Impact:

The PBIA budgeted \$14,000 on Twinklefest and Downtown Holiday promotion.

Attachments:

2019 Holiday Promotion cost sheet