



## PBIA Advisory Board

### 2020 Twinklefest

**Agenda Date:** 8/5/2020  
**Agenda Item Number:**  
**File Number:**20-0595

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

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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):**

Danielle Ruse, PBIA Board Chair

**Background and Analysis:**

In order to successfully promote Downtown as a welcoming place during the winter holidays, the board will discuss promotional materials and other scope of work for the Twinklefest promotion.

**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