



PBIA Advisory Board

2020 Twinklefest

Agenda Date: 9/2/2020
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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:

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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.

Board Chair Ruse met with city staff and Downtown Alliance Executive Director Todd Cutts to create a scope for Twinklefest and will report back to the board.

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

