



General Government Committee

Downtown Ambassador Update

Agenda Date: 10/28/2020
Agenda Item Number: 6.A
File Number:20-0849

Type: report **Version:** 1 **Status:** Filed

Title

Downtown Ambassador Update

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive a report of the City's Downtown Ambassador Program. Briefing only; no action requested.

Report

Issue:

Whether to receive a briefing on the progress of the City's Downtown Ambassador Program.

Staff Contact:

Mike Reid, Economic Development Director, 360.753.8591

Presenter(s):

Mike Reid, Economic Development Director
Mark Rentfrow, Economic Development Liaison
Katherine Trahan, Downtown Ambassador
Kevin Gerlich, Downtown Ambassador

Background and Analysis:

In January 2018, the Downtown Ambassador program became part of the City of Olympia Community Planning & Development division.

This update will include data and highlight the work of the program throughout 2020, including hiring a new Downtown Ambassador, a proposal for an evening Downtown Ambassador Pilot Program and other activities. The presentation will include information about business grants, Downtown shopping, dining and upcoming Twinklefest holiday promotions.

Neighborhood/Community Interests:

The Downtown Ambassadors primarily work in downtown.

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Options:

1. Receive the briefing.
2. Receive the briefing at another time.
3. Do not receive the briefing.

Attachments:

None