



General Government Committee
Parking and Business Improvement Area
Advisory Board Update

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Title

Parking and Business Improvement Area Advisory Board Update

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive an update on the Parking and Business Improvement Area (PBIA) Advisory Board. Briefing only; no action requested.

Report

Issue:

Whether to receive an update on and discuss the PBIA Advisory Board.

Staff Contact:

Max DeJarnatt, Senior Program Assistant, PBIA Staff Liaison, Community Planning & Development,
360.570.3723

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

The PBIA is an improvement district in downtown and a valuable resource for implementing Olympia's Downtown Strategy.

The PBIA board's stated mission is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners*. Its areas of focus are guided by the PBIA ordinance (OMC 3.62): parking, clean and safe, beautification, marketing downtown, business retention/training, and communications with member businesses.

Approximately 480 businesses are located within the district and have an assessed annual fee that varies (between \$200-750 per business) based on the location (which zone), type and size of the

business. The total assessment is about \$100,000 per year.

The PBIA Advisory Board is made up of 15 members (12 currently seated) who own or represent businesses within the district. A primary responsibility of the PBIA Advisory Board is to develop a recommended annual work plan with specific projects and budget, including how PBIA assessed funds will be used. The recommended work plan was submitted to the General Government Committee in March.

At the meeting, staff will provide an update, including Downtown art investments.

Neighborhood/Community Interests (if known):

Community members have an interest in downtown parking, safety, cleanliness and businesses.

Options:

1. Receive an update.
2. Receive an update at a later date.
3. Do not receive an update.

Financial Impact:

The PBIA has an approved 2021 budget of \$99,450.

Attachments:

Map
2021 Budget
2021 Work Plan
[Link to PBIA webpage](#)