



General Government Committee

Downtown Ambassador Update

Agenda Date: 4/28/2021
Agenda Item Number: 6.D
File Number: 21-0412

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

Background and Analysis:

In January 2018, the Downtown Ambassadors became a program of the City of Olympia under Community Planning and Development. They are a vital part of the City's Economic Development team and provide street outreach, business support and hospitality services to residents, business owners, property owners and visitors to Downtown.

This report will highlight the actions of the program for the end of 2020 and into the beginnings of 2021. It will include a report on the temporary hiring of a new Downtown Ambassador, an update on the Evening Downtown Ambassador Program, relevant data points, and other topics of interest.

Neighborhood/Community Interests (if known):

The Downtown Ambassadors primarily work downtown.

Options:

1. Receive the briefing.

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

Financial Impact:

The Downtown Ambassador Program is funded through a combination of Community Development Block Grant funds, contribution from Parking Business Improvement Area funds, and General Fund.

Attachments:

None