



PBIA Advisory Board

Downtown Marketing Investment

Agenda Date: 5/26/2021
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Title

Downtown Marketing Investment

Recommended Action

Discussion only, no action requested.

Report

Issue:

Discussion on the PBIA's marketing budget.

Staff Contact:

Max DeJarnatt, Senior Program Assistant, Community Planning & Development, 360.570.3723

Presenter(s):

Danielle Ruse, PBIA Chair

Max DeJarnatt, PBIA Staff Liaison

Background and Analysis:

In 2019 the PBIA allocated \$15,000 of its unspent funds and \$4,600 of its existing budget to develop a marketing campaign on the theme “#WhyIGoDowntown”. By amending an existing marketing contract with the Downtown Alliance, the PBIA was able to work with Mosaic Marketing to produce multiple short videos featuring different Downtown enthusiasts speaking to why Downtown is important to them.

Due to COVID-19, the work was paused. Just \$9,600 of the contract budget was spent, leaving \$10,000 remaining. This amount was carried over into the PBIA's 2021 budget, however this scope of work is no longer on the City's marketing contract with the Alliance. The board will discuss uses for these marketing funds, and a preferred pathway towards achieving these goals.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Amend the City's current marketing contract as before to resume work with the Alliance and Mosaic

2. Issue a request for proposal/qualifications relating to new marketing development
3. Do not proceed with marketing work and fold budget into contingency fund

Financial Impact:

There is \$10,000 budgeted for this project.

Attachments:

None.