



PBIA Advisory Board

Downtown Ambassadors Update

Agenda Date: 6/23/2021
Agenda Item Number: 6.A
File Number:21-0638

Type: discussion **Version:** 1 **Status:** Filed

Title

Downtown Ambassadors Update

Recommended Action

Move to receive the report. Briefing only; No action requested.

Report

Issue:

Whether to receive an update on the Downtown Ambassador program.

Staff Contact:

Max DeJarnatt, PBIA Staff Liaison, CP&D, 360.570.3723

Presenter(s):

Katherine Trahan, Downtown Ambassador

Background and Analysis:

The Ambassadors provide street outreach, business support and hospitality services to residents, business owners, property owners and visitors to Downtown. They work Tuesday - Saturday, 8:30 a.m. - 4:30 p.m.

Additional assistance from our Communications Services staff has also produced a dedicated web page on the City's website to highlight both the Ambassadors and Clean Team programs. That web address is **attached**.

Neighborhood/Community Interests (if known):

The Ambassadors program has become an important and well recognized part of the City's efforts to create a safe downtown. Over the past five years the City has received many compliments about their work and the critical nature of the effort. Continuing challenges downtown illustrate the need for the Ambassadors.

Options:

N/A

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Financial Impact:

This year, council offset the PBIA's budget with \$43,500 - the amount typically spent supporting the Ambassador program.

Attachments:

Downtown Ambassador Webpage