



PBIA Advisory Board

Holiday Lighting

Agenda Date: 10/27/2021
Agenda Item Number: 6.A
File Number: 21-1039

Type: decision **Version:** 1 **Status:** Passed

Title

Holiday Lighting

Recommended Action

Move to sponsor holiday lighting efforts

Report

Issue:

Whether to sponsor holiday lighting efforts with Lighting and/or 4th Quarter marketing budget

Staff Contact:

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

Presenter(s):

Todd Cutts, Executive Director, Downtown Alliance

Background and Analysis:

Last year the PBIA supported the Alliance's initiative to install tree lighting by outfitting lamp poles with suitable power outlets. In addition to tree lighting, this year the Alliance is hoping to partner with the PBIA for additional lighting displays.

The Board will be presented with options for enhanced lighting displays, and asked to vote on supporting one or more of them.

Neighborhood/Community Interests (if known):

N/A

Options:

Sponsor one or more of the Alliance's holiday lighting proposals
Do not sponsor the lighting proposal(s) at this time

Financial Impact:

There is roughly \$5,000 remaining in the lighting budget, and \$6,000 in the 4th quarter marketing budget.

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Attachments:

None.