



PBIA Advisory Board

After-Action Review of Holiday Makers Market Events and Promotion

Agenda Date: 1/4/2023
Agenda Item Number:
File Number:23-0019

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

Title

After-Action Review of Holiday Makers Market Events and Promotion

Recommended Action

Discussion only.

Report

Issue:

Whether to discuss the results of the Holiday Makers Market Event and Promotion project, a partnership with Olympia Lamplighters

Staff Contact:

Amy Buckler, Strategic Projects Manager, PBIA Liaison, 360.280.8947

Presenter(s):

Avalon Kragness, Olympia Lamplighters

Background and Analysis:

For the 2022 Holiday season, the PBIA partnered with Olympia Lamplighters to organize, oversee and promote 2022 holiday makers events for the Parking and Business Improvement Area (PBIA) and City of Olympia. The scope of work is attached. Also attached is a flyer listing events promoted by Lamplighters.

Avalon Kragness from Lamplighters will be present to discuss the outcome and events and promotion with the Board.

Climate Analysis:

N/A

Equity Analysis:

N/A

Neighborhood/Community Interests (if known):

N/A

Options:

Discussion only.

Financial Impact:

\$6,000 of PBIA funds was directed to this project.

Attachments:

Scope of Work

Makers Events