



PBIA Advisory Board

Twinklefest 2017 Status Report/Update

Agenda Date: 8/10/2017
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Title

Twinklefest 2017 Status Report/Update

Recommended Action

Move to accept the report from the Marketing Committee and approve its recommendations for Twinklefest 2017

Report

Issue:

Whether to authorize staff and PBIA board to proceed with finalization of the 2017 Twinklefest work plan.

Staff Contact:

Mark Rentfrow, Downtown Liaison, Community Planning and Development, 360.570.3798

Presenter(s):

Janis Dean, Kim Murillo, Danielle Ruse, Justin McIntyre

Background and Analysis:

The PBIA Marketing committee has been developing a comprehensive approach to its 2017 Twinklefest activities. PBIA has historically devoted \$10,000 of its annual budget to "Holiday Support" activities including Twinklefest, however given the expansive nature of Twinklefest, the Marketing Committee has suggested that these allocations should be increased to help promote the event, the Downtown core and the PBIA.

Neighborhood/Community Interests (if known):

Twinklefest is a celebration of Downtown during the winter holiday season that helps bring folks together with shared goal of promoting shopping and a thriving community. (Attachment #1)

Options:

Proceeded with Twinklefest Marketing efforts as proposed utilizing additional funding
Continue current marketing efforts under current funding

Financial Impact:

Marketing committee is suggesting a shift of \$2,300 from PBIA's Communications line item to help

facilitate Twinklefest communications. An additional \$1,700 will be moved from the Marketing line item to assist efforts as well. This brings the Twinklefest line to \$14,000. (Attachment #2)

Attachments:

Preliminary Twinklefest Outline

Proposed PBIA Budget amount shift