



PBIA Advisory Board

Strategic Planning Exercise

Agenda Date: 9/6/2017
Agenda Item Number: 3.A
File Number: 17-0896

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

Title

Strategic Planning Exercise

Report

Issue:

The PBIA Advisory Board is refining its 5-Year Strategic Plan. At the meeting, staff will facilitate an exercise to gather members' feedback to clarify what the PBIA's marketing program does and why.

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Presenter(s):

Amy Buckler

Background:

ORDINANCE

The City's PBIA ordinance generally defines how special assessment revenues shall be used for the purpose of providing special projects and services under the PBIA's various programs. Within the areas of Marketing, OMC 3.62.020 states:

5) Commercial Marketing Program: Development of a well-conceived "Buy Local" marketing program that will benefit the whole downtown and to continue the support of long-standing community events through:

- a) Advertising and promotion
- b) Theme development
- c) Special events and activities
- d) Tourism attraction

... Other existing programs may be reviewed for supplementation with PBIA special assessments, including but not limited to: ...

a) Community events held downtown including Music in the Park, ArtsWalk, Downtown for the Holidays, and the Pet Parade;

b) Marketing programs including the shopping and restaurant guide, and event management or support;

...The list of possible services and projects within the general program categories above is illustrative and not exclusive.

STRATEGIC PLAN

In 2016, the Board developed a 5-Year Strategic Plan with the objective of providing policy direction for considering how to direct future investment of PBIA funds in Downtown. The Plan was intended to be dynamic and updated once Olympia's Downtown Strategy was complete. Another reason for refining the Plan is to establish clarity about what PBIA does and why to establish a stronger foundation for ratepayer communication.

Attachments:

1. Marketing section of the PBIA's Current Strategic Plan