



PBIA Advisory Board

Marketing Initiatives in 2017 and 2018

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Title

Marketing Initiatives in 2017 and 2018

Report

Issue:

Discussion of the specific activities and costs associated with 2017 holiday promotion, and general discussion about 2018 marketing and the potential budget for this.

Staff Contact:

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Presenter(s):

Janis Dean, Committee Chair

Background and Analysis:

2017 HOLIDAY PROMOTION

The Committee needs to finalize a recommendation regarding specific actions to promote downtown during the 2017 holiday season. On August 10, the PBIA board approved a holiday support budget of \$14,000. How will these funds be directed?

Sponsorships

At their August 22 meeting, the Marketing Committee discussed meeting with the Olympia Downtown Association regarding holiday promotions and how best to deploy PBIA resources for the upcoming holiday season. At the time, the Committee agreed that changes from past years appear likely, but that sponsorship of Downtown for the Holidays would likely remain in place. Did the discussion with ODA change anything?

Advertising

Should the PBIA purchase ad space in any media outlets, and who is responsible for creating the advertising content? It was previously discussed that the PBIA should contract with Thurston Talk to publish a story and host a photo gallery for Twinklefest. Where are we in this negotiation with Thurston Talk?

Other Twinklefest elements

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. At the May 30, June 27, July 11, and July 25 Committee meetings, the Committee discussed the many aspects of the downtown Twinklefest Celebration and what initiatives encompass a positive event with maximum downtown business involvement and participation. To that end, the Committee developed the following timeline:

- Ambassadors need all materials (lights, sign-up sheets, commitments, etc.) by mid-October
- Begin date/lights up/sign up deadline: Wed, Nov 22
- Photography deadline: Dec 1
- Online voting: Dec 1-31

Attachment #1 outlines additional details of Twinklefest, as discussed by the Committee.

2018 MARKETING OPTIONS

The Board needs to establish a 2018 marketing budget by November 9. There may be an opportunity for the PBIA to partner with the Olympia Downtown Association on marketing for 2018. The concept will be discussed at the meeting.

Neighborhood/Community Interests (if known):

N/A

Options:

Discussion only

Financial Impact:

There is \$14,000 set aside for holiday promotion in 2017. The 2018 marketing budget has not been set yet.

Attachments:

Twinklefest notes