



PBIA Advisory Board

2018 Downtown Marketing/Promotion

Agenda Date: 12/14/2017
Agenda Item Number:
File Number: 17-1283

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

Title

2018 Downtown Marketing/Promotion

Report

Issue:

Whether to use \$23,000 from the PBIA marketing fund to enter into a partnership, in the form of a contract, with ODA for downtown marketing/promotion services in 2018.

Staff Contact:

Amy Buckler, Senior Planner, Community Planning & Development, 360.570.5847

Presenter(s):

Janis Dean, PBIA Marketing Chair
Danielle Ruse, PBIA Marketing Subcommittee
Sandi Wilson, ODA Promotion Committee Co-Chair
Nathan Reilly, ODA Promotion Committee
Todd Cutts, ODA Executive Director
Amy Buckler

Background and Analysis:

Both the Parking Business and Improvement Area (PBIA) Advisory Board and the Olympia Downtown Association (ODA) have recently gone through respective strategic planning exercises which identified goals to market and promote downtown.

- **Attachment 3** describes the role and purpose of PBIA's marketing role (part of the PBIA strategic plan).
- **Attachment 4** describes ODA's strategic plan and Imagemaking Strategy.

There is an opportunity for the PBIA and ODA to join forces on downtown marketing/promotion in 2018. The PBIA marketing subcommittee recently met with representatives from ODA to discuss what this might look like, and to prepare a proposal for the PBIA Board to discuss. The proposal is outlined in **attachment 1**.

The idea is for the City/PBIA to enter into a contract with ODA. The contract would direct use of PBIA funds (est. \$23,000) to hire ODA to perform marketing/promotion services during 2018. The general

scope of services to be provided by ODA would be outlined in the contract. One of these services would be for ODA to facilitate the development of a marketing strategy involving input from both boards (or a selection of boardmembers), which would further guide the work. A draft scope of services is **attachment 2**.

The purpose of tonight's discussion is for the full PBIA Board to explore this opportunity further and provide input into the potential scope of services.

Neighborhood/Community Interests (if known):

The Downtown Strategy, which was developed through an extensive public process, includes action R.4.C., for the City to support branding/marketing efforts in partnership with the VCB, ODA, PBIA and others.

Options:

1. Direct the marketing subcommittee to: A) work with ODA to finalize a scope of work based on tonight's discussion, B) approve the final scope of work, and 3) direct staff to complete the contract.
2. Direct the marketing subcommittee to: A) work with ODA to finalize a scope of work based on tonight's discussion, and B) bring the final scope of work back to PBIA in January for approval before directing staff to complete any contract.
3. Do not move forward contracting with ODA for marketing/promotion services at this time.

Financial Impact:

The contract amount would be \$23,000, paid for out of the PBIA 2018 marketing budget.

Attachments:

1. Proposal Outline
2. Draft Scope of Services
3. PBIA Marketing Role
4. ODA Strategic Plan and Image Making Strategy