



## PBIA Advisory Board

### 2018 Marketing Partnership with ODA

**Agenda Date:** 1/3/2018  
**Agenda Item Number:** 4.A  
**File Number:** 18-0016

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

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#### **Title**

2018 Marketing Partnership with ODA

#### **Recommended Action**

On December 14, 2017 the PBIA Advisory Board directed the marketing subcommittee to: A) work with ODA to finalize a scope of work based on that evening's discussion, B) approve the final scope of work, and 3) direct staff to complete the contract.

#### **Report**

##### **Issue:**

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

#### **Staff Contact:**

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

#### **Presenter(s):**

Committee discussion led by Janis Dean, PBIA Marketing Chair

#### **Background and Analysis:**

The purpose of today's discussion is to review the draft scope of services and prepare suggestions and questions for a meeting with ODA representatives in which the scope of services will be finalized.

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. The PBIA and ODA are working toward a partnership to market/promote downtown during 2018.

On December 14, 2017 the PBIA Advisory Board directed the marketing subcommittee to: A) work with ODA to finalize a scope of work based on that evening's discussion, B) approve the final scope of work, and 3) direct staff to complete the contract.

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. The draft scope of services provided to the PBIA advisory board on December 14 is **attachment 1**. A proposal outline is **attachment 2**.

**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:**

Review the draft scope of services and prepare suggestions and questions for a meeting with ODA representatives.

**Financial Impact:**

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

**Attachments:**

- Draft Scope of Services
- Proposal Outline