



PBIA Advisory Board

Briefing on Welcoming New Businesses

Agenda Date: 6/14/2018
Agenda Item Number: 6.B
File Number: 18-0552

Type: report **Version:** 1 **Status:** Passed

Title

Briefing on Welcoming New Businesses

Recommended Action

Move to direct \$200 from PBIA Communications funds to purchase supplies to make “I Love Downtown Olympia” buttons.

Report

Issue:

Discussion about how the City and PBIA welcomes new downtown businesses

Staff Contact:

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

Presenter(s):

Mark Rentfrow, Downtown Business Liaison, Community Planning and Development, 360.570.3798
Downtown Ambassador Katherine, Community Planning and Development, 360.338.2853
Downtown Ambassador Teal, Community Planning and Development, 360.338.2853

Background and Analysis:

The PBIA's recommended work plan includes this item:

“**Welcome Wagon** and ongoing outreach with downtown businesses/PBIA members, including non-English speaking ratepayers

PBIA Role: Advisory board members will attempt to make a face-to-connection with business owners and forge ongoing relationships

Goals:

- Create a welcoming business environment; develop relationships
- Inform businesses of the available support services
- Inform businesses of what the PBIA is and does, and encourage participation by a large diversity of ratepayers

The PBIA Board discussed this effort at their March meeting. It was determined that the Downtown

Business Liaison and Ambassadors are the appropriate leads for this effort. Mr. Rentfrow will brief the board on the approach and information provided at these welcome sessions. The information provided includes an overview of what the PBIA is and does.

BOARD MEMBER ROLE

The Board members also expressed interest in writing a letter for new businesses. If this is something you want to do, staff recommends appointing one person to draft the letter.

The Board members also expressed interest greeting new businesses on their own. To help facilitate this, the Ambassadors will notify the Board monthly with the names and locations of new businesses that have opened in downtown. Board members may elect to greet these new business on their own. Board members may also request to go on a walk-about with the Ambassadors anytime.

In March the Ambassadors reported that the “I Love Downtown Olympia” buttons are popular with employees, residents and visitors to downtown. They are requesting \$200 from the PBIA’s Communications budget to purchase supplies to make 500 new buttons that would be distributed to new businesses as well as others throughout the year.

Neighborhood/Community Interests (if known):

N/A

Options:

Move to direct \$200 from PBIA Communications funds to purchase supplies to make 500 “I Love Downtown Olympia” buttons.

Financial Impact:

Welcoming new businesses is part of the core services provided by CP&D’s Downtown Programs division.

Attachments:

None