



General Government Committee
Parking & Business Improvement Area (PBIA)
Advisory Board Update

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Title

Parking & Business Improvement Area (PBIA) Advisory Board Update

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive the update on the PBIA. Briefing only; no action requested.

Report

Issue:

Whether to receive a briefing and discuss the PBIA Advisory Board.

Staff Contact:

Amy Buckler, Downtown Programs Manager, CP&D, 360.570.5847

Presenter(s):

Amy Buckler

Danielle Ruse, Chair of the PBIA Advisory Board

Background and Analysis:

The Chair and staff will provide an update, including:

- Introduce the PBIA's new staff liaison, Max DeJarnatt, Parking Program Analyst in CP&D.
- Beginning in October, the PBIA Advisory Board will meet on the first Wednesday of the month (no longer second Thursday of month).
- The Board recently filled a seat vacated by a resignation. The Board welcomes Jeremy Williamson, an employee at Olympia Coffee Roasters.
- The board is preparing its recommended 2019 budget. Funds are limited.

Background

The Parking & Business Improvement Area (PBIA) is an improvement district in downtown, and a

valuable resource for implementing Olympia's Downtown Strategy. Approximately 400 businesses are located within the district and assessed an annual fee that varies based on the location (which zone), type and size of the business (\$200-750 per business.) The total assessment is about \$115,000 per year.

The PBIA advisory board is made up of 15 members (12 currently seated) who own or represent businesses within the district. A primary responsibility of the PBIA Advisory Board is to develop a recommended annual work plan with specific projects and budgets, including how PBIA assessed funds will be used.

The PBIA board's stated mission is *to assist in creating a vibrant business environment in the Downtown and to enhance the reality and perception of Downtown by visitors, residents and business owners*. The PBIA's areas of focus are guided by the PBIA ordinance (OMC 3.62): parking, clean and safe, beautification, marketing downtown, business retention/training, and communications with member businesses.

Neighborhood/Community Interests (if known):

N/A

Options:

Briefing only.

Financial Impact:

The PBIA has an approved 2018 budget of \$110,000.

Attachments:

Link to PBIA webpage