



PBIA Advisory Board

Olympia Downtown Alliance Marketing Update

Agenda Date: 6/5/2019
Agenda Item Number: 6.C
File Number: 19-0500

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

Title

Olympia Downtown Alliance Marketing Update

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion on the Olympia Downtown Alliance's marketing strategy

Staff Contact:

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Presenter(s):

Attached reports only

Background and Analysis:

In 2018 PBIA and Olympia Downtown Alliance (ODA) shared costs for a Downtown marketing campaign. In 2019, the City used economic development funds to support this campaign instead of the PBIA budget. The PBIA remains interested in the marketing strategy the ODA is pursuing, and requests periodic updates.

Neighborhood/Community Interests (if known):

N/A

Options:

None

Financial Impact:

N/A

Attachments:

Olympia Downtown Alliance Imagemaking Strategy
Olympia Downtown Alliance Imagemaking Editorial Calendar