



Petaluma Downtown Business Improvement District (BID)

What is A BID?



Assessment



Defined Area



Marketing



Events



Improvements
& Security
Programs



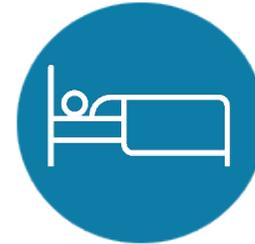
Types of BIDs



Business



Property



Tourism



Petaluma Downtown BID

Established
2000

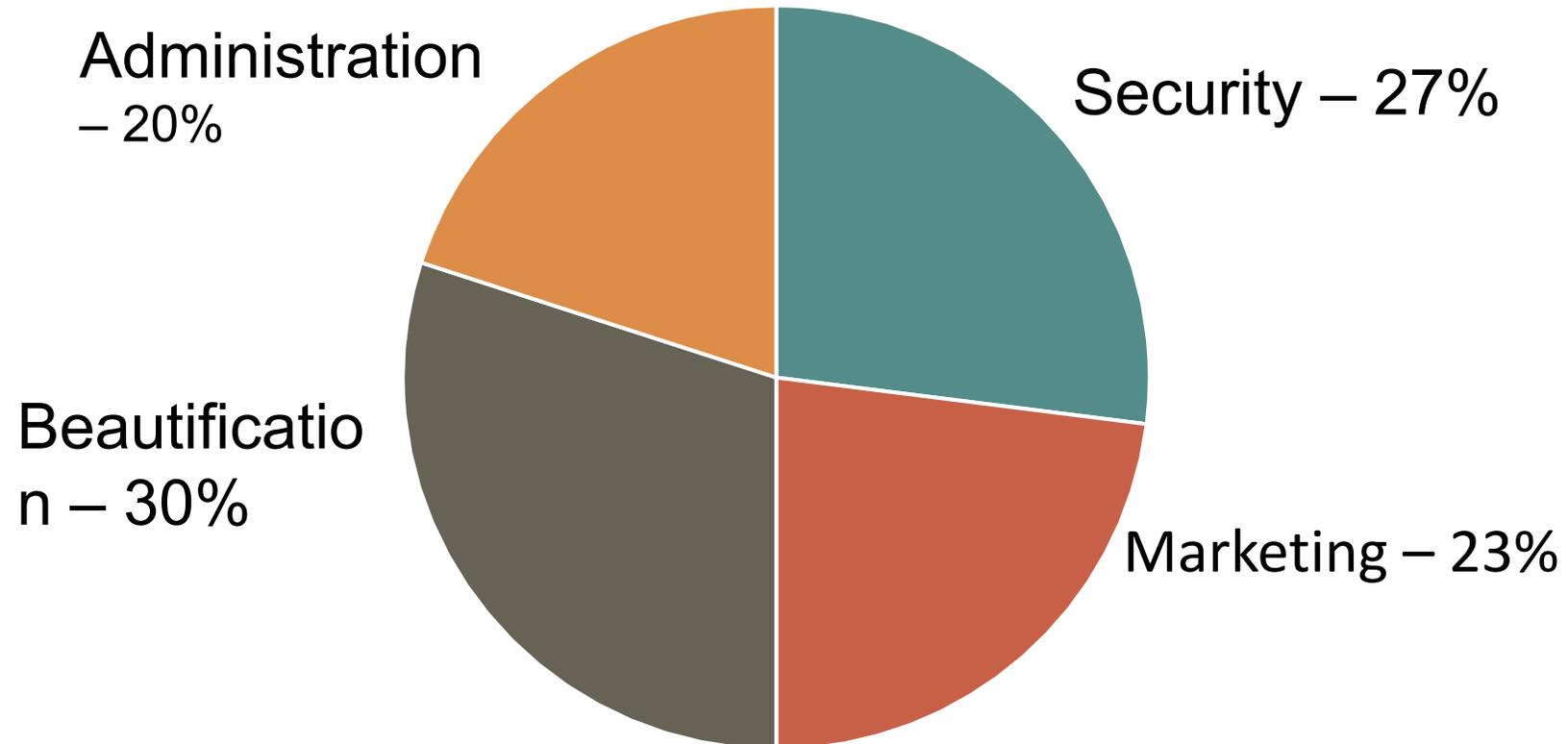
Managed
by PDA

500+
Businesses



Where does the Assessment Go?

Total Budget for 2025 = \$64,000





Petaluma Downtown BID





Annual Assessment Process

