



# Petaluma Downtown Business Improvement District (BID)

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# What is A BID?

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Assessment



Defined Area



Marketing



Events



Improvements  
& Security  
Programs



# Types of BIDs

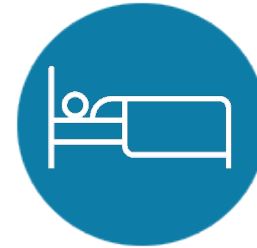
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Business



Property



Tourism



# Petaluma Downtown BID

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Established  
2000

Managed  
by PDA

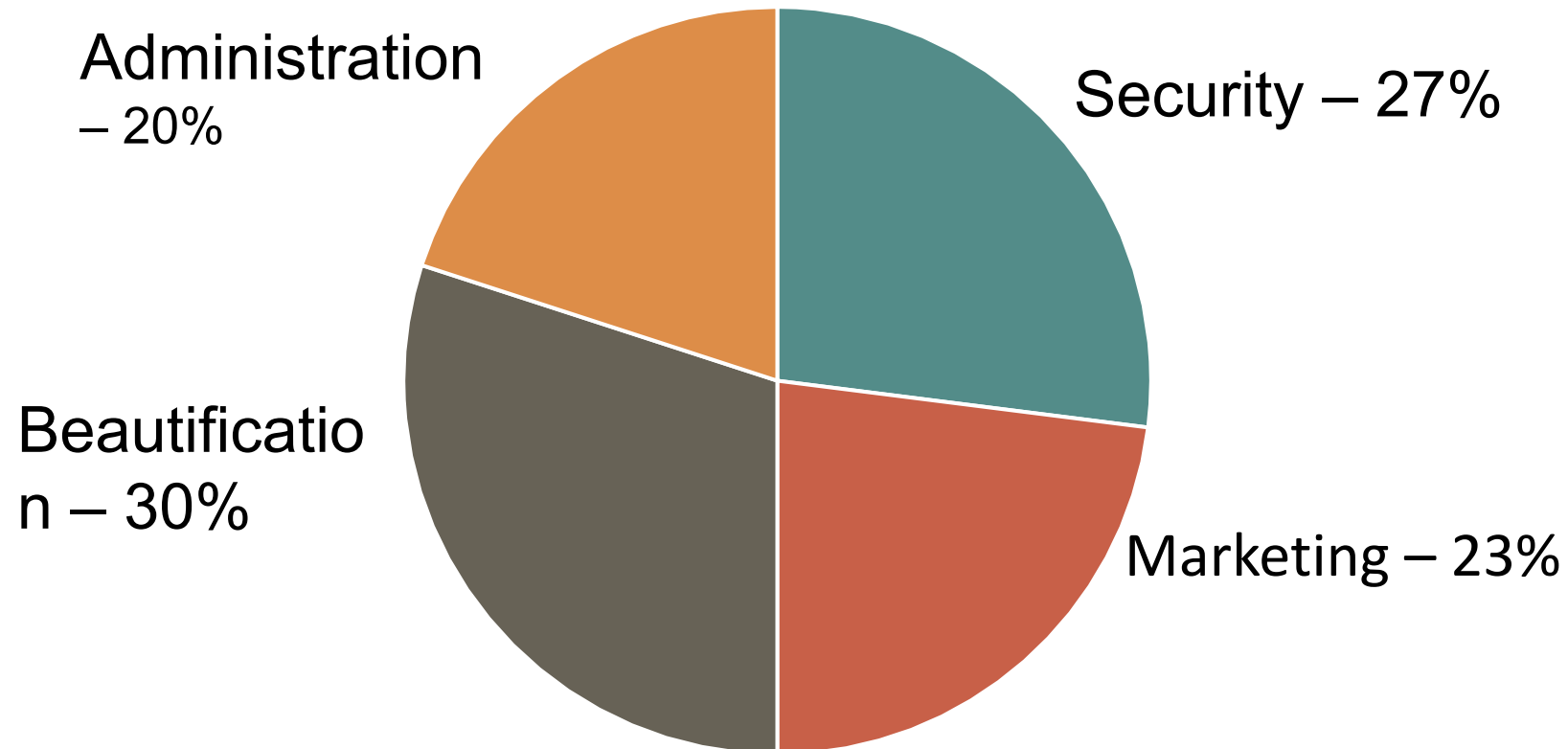
500+  
Businesses



# Where does the Assessment Go?

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Total Budget for 2025 = \$64,000





# Petaluma Downtown BID





# Annual Assessment Process

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## Step 1

Council votes to approve budget and set public hearing.

## Step 2

Council holds public hearing and votes to approve the assessment process.

## Step 3

PDA bills businesses and coordinates activities for the year!