



Petaluma Downtown Business Improvement

c/o Mungle & Associates  
628 E Washington St., Ste A  
Petaluma, CA 94952

# Invoice

Date	Invoice #
1/1/2025	5738
Account #	10001

Bill To
628 E Washington St STE A Petaluma, CA 94952

Customer E-mail
carol@cmungle.com

Due Upon Receipt
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Location

Description	Amount
Professional Business. Zone A Level 1	125.00
<p><b>THIS IS A MANDATORY ASSESSMENT IN ACCORDANCE WITH THE PETALUMA BUSINESS IMPROVEMENT DISTRICT ORDINANCE</b></p> <div><p>We accept credit card payments. You should be receiving a digital copy of this invoice in your email. If you don't receive an email &amp; prefer to pay with your credit card, please contact us at PetalumaBid@cmungle.com, or call 707-241-0195.</p></div> <div><p>This invoice reflects the amount our records indicate you owe for the current year. Please see the back of this form for more information regarding the BID billing rates. Please fill in the form if you think the rate charged is not correct.</p><p>Please also fill in the update form and return to us with current contact information for your business.</p></div> <p><b>Thank you! Your payment contributes to keeping the Business Improvement District vibrant!</b></p>	
DUE UPON RECEIPT    DELINQUENT: APRIL 1, 2025	<b>Total</b> \$125.00

BID Phone # 707-241-0195
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City of Petaluma, CA  
Downtown Business Improvement District (BID)  
Mungle & Associates – as administrating agent  
628 E. Washington Street Suite A  
Petaluma, CA 94952



February 2025

Dear Business Owner/ Tax Manager:

**\*\*2025 CITY OF PETALUMA DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)\*\***

The City of Petaluma City Council partners with Mungle & Associates for assistance in the collection of its mandatory Downtown Business Improvement District (BID) fees. This mailing is to transmit the 2025 Downtown Business District fees invoice that is due upon receipt and becomes delinquent on April 1, 2025. If late, late fees will apply.

This invoice is based and is calculated per your zone location, type of business and number of employees. To verify your calculation, the City of Petaluma uses data from the State Employment Development (EDD) regarding the number of employees submitted to them. Please be aware that it is important that the number of employees is accurately calculated and reported. Employees are calculated on full time hours (part time employees should be added together to get a full time equivalent) If you have any questions regarding zoning or number of employees, please contact Mungle & Assoc, at (707)-241-0195 or email Mungle & Assoc, at [PetalumaBID\(5\)cmungle.com](mailto:PetalumaBID(5)cmungle.com).

Mungle & Associates Remittance Address:

Mungle & Associates Attn: Petaluma BID  
628 E. Washington Street. Suite A  
Petaluma CA 94952

(Make Checks Payable to: Petaluma Downtown BID)

The assessment was established in November 2000, when the Petaluma City Council adopted Ordinance 214 N.C.S. establishing the Downtown Business Improvement District (BID). This occurred at the request of the Petaluma Downtown Association (PDA), after an extensive public hearing process, required by State Law. During the process, local business owners who were to be included in the BID had the opportunity to protest the formation of the district and terminate the process. However, recognizing the utility of the BID, very few chose to oppose the BID and the District was formed. The PDA Board serves as the BID Board of Directors and administers the funds collected from you by the City of Petaluma. The PDA does not have the authority to change this ordinance or grant exemptions.

According to the 2025 annual report of the BID, approved by the Petaluma City Council in January 2025, assessment of funds will be used as follows:

27% Downtown Security	\$17,280
23% Downtown Marketing	\$14,720
30% Downtown Beautification	\$19,200
20% Administration	\$12,800
Total:	\$64,000

Your support of the Downtown Business Improvement District by making your timely mandatory payment continues the efforts made to maintain an economically vibrant and attractive downtown.

Sincerely yours,

Mungle & Associates  
As administering agent for the City of Petaluma



**City of Petaluma, CA**  
**Downtown Business Improvement District (BID)**  
**2025 Mandatory Assessment**  
**Payable to: Petaluma Downtown BID**

Mail To: Downtown BID c/o Mungle & Associates 628 E Washington St, Ste A, Petaluma, CA 94952

Phone: (707) 241-0195 • Email: [PetalumaBid@cmungle.com](mailto:PetalumaBid@cmungle.com)

Due upon receipt

Delinquent: April 1, 2025

10% Penalty Phase: May 1, 2025

**Downtown Petaluma Business Improvement District (BID) Assessment Fee Table**

**Retail, Restaurant and Antique Collectives:** Businesses that buy and resell goods or comestibles. Examples are clothing stores, shoe stores, office supplies and antique shops as well as businesses that sell prepared foods and drinks.

**Service Businesses:** Businesses that sell services. Examples are beauty and barbershops, repair shops, most automotive orientated businesses, entertainment businesses such as theaters, etc.

**Lodging:** Includes renting rooms by the day or week to community visitors.

**Professional Businesses:** Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

**Financial Institutions:** Includes Banking, Savings, Loan and Credit Unions.

*(Employees are calculated on full-time hours. Part-time employees should be added together to get a full-time equivalent.)*

Description of Business	Zone A	Zone B	Zone C
<b>Retailers and Restaurants:</b>			
0-3 employees	\$ 150.00	\$ 100.00	\$ 50.00
4-6 employees	\$ 250.00	\$ 166.00	\$ 83.00
7+ employees	\$ 350.00	\$ 232.00	\$ 116.00
<b>Antique Collectives:</b>			
0-3 employees	\$ 150.00	\$ 100.00	\$ 50.00
4-6 employees	\$ 250.00	\$ 166.00	\$ 83.00
7+ employees	\$ 350.00	\$ 232.00	\$ 116.00
<b>Service Businesses:</b>			
0-3 employees	\$ 100.00	\$ 75.00	\$ 50.00
4-6 employees	\$ 200.00	\$ 150.00	\$ 100.00
7+ employees	\$ 300.00	\$ 225.00	\$ 150.00
<b>Professional Businesses:</b>	\$ 125.00	\$ 82.00	\$ 41.00
<b>Financial Institutions:</b>	\$ 500.00	\$ 500.00	\$ 500.00
<b>Lodging:</b>			
1 – 10 rooms	\$ 150.00	\$ 150.00	\$ 150.00
11 – 25 rooms	\$ 250.00	\$ 250.00	\$ 250.00
26+ rooms	\$ 350.00	\$ 350.00	\$ 350.00

Enter # of employees, operators, dealers or rooms: \_\_\_\_\_

*(Employees are calculated on full-time hours. Part-time employees should be added together to get a full-time equivalent.)*

In the table above, please circle fee assessment and enter amount due: \$ \_\_\_\_\_

If Paid after May 1st, 10% Penalty: \$ \_\_\_\_\_

Total Due: \$ \_\_\_\_\_

*(Make Checks Payable To: Downtown BID)*

**Returned Check Disclaimer:** Each returned item received due to insufficient funds will be electronically represented to the presenters' bank no more than two times in an effort to obtain payment. Downtown BID is not responsible for any additional bank fees that will accrue due to their submission of the returned item.





## Petaluma Downtown BID Business Update Form

### Remittance Address:

Petaluma Downtown BID c/o Mungle & Associates • 628 E Washington St, Ste A, Petaluma, CA 94952

Phone: (707) 241-0195

Email: [PetalumaBID@cmungle.com](mailto:PetalumaBID@cmungle.com)

Instructions: Please complete this form if you have any changes to your account. To ensure that we have the correct information regarding your business and the number of employees you have, please update applicable sections on this form and return with your BID payment and remittance form to the address listed above. Thank you for taking the time to provide updated information on this form.

Business Name: \_\_\_\_\_ Account #: \_\_\_\_\_

DBA: \_\_\_\_\_

Business Mailing Address: \_\_\_\_\_  
(Address/City State/Zip)

Business Physical Address: \_\_\_\_\_  
(Street Address/City State/Zip)

Owner's Name: \_\_\_\_\_ Owner's Phone: ( ) \_\_\_\_\_

Business Phone: ( ) \_\_\_\_\_ Business Fax: ( ) \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Phone: ( ) \_\_\_\_\_

Email Address: \_\_\_\_\_

Description of Business: \_\_\_\_\_

Function of Company: \_\_\_\_\_

Landlord's Name: \_\_\_\_\_ Landlord Phone: ( ) \_\_\_\_\_

### Business Classification (select all that apply):

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Retail Business or Restaurant | <input type="checkbox"/> Professional Business | <input type="checkbox"/> Financial Institution |
| <input type="checkbox"/> Antique Collectives           | <input type="checkbox"/> Service Business      | <input type="checkbox"/> Lodging               |

### Type of Business (select one):

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> LLC - Single Member | <input type="checkbox"/> Professional Association |
| <input type="checkbox"/> General Partnership | <input type="checkbox"/> LLC - Multi Member  | <input type="checkbox"/> DLLP                     |
| <input type="checkbox"/> Corporation         | <input type="checkbox"/> Governmental Agency | <input type="checkbox"/> Other (please explain)   |

Business closed or no longer doing business in the municipality? Please complete the below information and return either by Fax to 707-765-1583 or by email to Downtown BID at [PetalumaBID@cmungle.com](mailto:PetalumaBID@cmungle.com).

I hereby affirm that my business indicated above closed or is no longer operating in the above mentioned municipality as of \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ (Date business closed).

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Form Completed By: \_\_\_\_\_ Print Name: \_\_\_\_\_

BOUNDARY MAP

EXHIBIT 1

