

Petaluma Downtown Business Improvement District

2024 Annual Report, Budget, Assessment Schedule, and Map

- 1) **Changes in Boundaries:** None are proposed.
- 2) **Changes in the Basis or Method of Assessment:** None are proposed.
- 3) **Changes in Classification of Businesses:** None are proposed.
- 4) **Improvements/Activities to be Undertaken & Related Budget:**
As proposed in the budget below.
- 5) **Surplus/Deficit Carried Over from Prior Year:** None
- 6) **Contributions from Other Sources:** None

2024 Budget Allocations

Percentage	Activity Type	Amount
27%	Security	\$19,710
23%	Marketing	\$16,790
30%	Beautification	\$21,900
20%	Administration	\$14,600
100%	Total Services	\$73,000

Security - 27% - The Petaluma Downtown Association (PDA) contracts for security coverage of the general downtown area to be performed on a regular nightly schedule.

Marketing - 23% - These funds are used to supplement additional funds paid by individual merchants for the combined marketing efforts to create public awareness of events occurring in the downtown, e.g., Sidewalk Sale, Trick-or-Treat Trail, and other downtown events such as those listed under “administration.” PDA develops joint marketing agreements with the merchants using these funds and utilizes the combined buying power of the PDA and merchant community to obtain favorable prices for advertising that would not ordinarily be available to the individual merchant.

Beautification - 30% - A volunteer committee meets to consider requests for investing in beautification projects downtown. Directional signage, holiday decorations, seasonal banner placements, and graffiti cleanup are among the beautification projects funded by the BID.

Administration - 20% - Collected funds go to the day-to-day operations of the PDA office. Cost centers include rent, salary expense, and event coordination. This budget item also includes costs associated with assessment collections, including accounting services, printing, and mailing/postage.

BID 2024 Proposed Projects		
Projected Revenue		
100% Collection	\$ 73,000	
Proposed Projects	Expected	Notes
Security Patrols		Private security patrols DAILY 10pm-4am 52 weeks
Security 27%	\$ 19,710	
Destination marketing downtown	\$ 2,500	Destination marketing ads & editorial in Chamber & Visitors guide
Sidewalk Sale	\$ 1,200	Street banner \$400, additional banners \$150 advertising \$500
Billboard Signage	\$ 1,550	Billboard signage for peak events in downtown
Trick or Treat	\$ 700	Posters, maps, ads, balloons
Social Media Campaigns	\$ 1,000	Ads thru facebook & other social media promoting events & downtown shopping
Holiday Merchant Events Downtown	\$ 3,000	Carolers, horse & buggy rides, entertainment, flyers, posters, ads
Holiday Marketing season	\$ 4,340	Ads digital and print promoting events & downtown shopping
Holiday Radio ad campaign	\$ 2,500	Holiday radio campaign - 4 weeks shared with merchants
SubTotal	\$ 16,790	
Marketing 23%	\$ 16,790	
Signage	\$ 2,000	Directional signage to downtown
Misc. materials	\$ 2,000	Support for events downtown
Holiday Lighting	\$ 2,000	Holiday additional lighting
Holiday Decorations	\$ 10,900	70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage
4 seasonal banner placement	\$ 5,000	Spring, Summer, Fall Banners
SubTotal	\$ 21,900	
Beautification 30%	\$ 21,900	
Administration Costs		
BID local billing & collection	\$ 9,500	BID processing locally
Office staffing costs allocation	\$ 5,100	Administrative cost allocation
SubTotal	\$ 14,600	
Administration 20%	\$ 14,600	
GRAND TOTAL	\$ 73,000	

Types of Businesses Assessed

- **Retail, Restaurant and Antique Collectives:** Businesses that buy and resell goods or comestibles. Examples are clothing stores, shoe stores, office supplies and antiques 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.

Assessment by Type of Business Within Zones

<u>Business Type</u>	<u>Zone A</u>	<u>Zone B</u>	<u>Zone C</u>
Restaurants & Retailers			
1 - 3 Employees	150	100	50
4 - 6 Employees	250	166	83
7+ Employees	350	232	116
Antique Collectives			
1-3 Dealers	150	100	50
4 - 6 Dealers	250	166	83
7+ Dealers	350	232	116
Service Operators			
1-3 Emp/Operators	150	100	50
4-6 Emp/Operators	250	166	83
7+ Emp/Operators	350	232	116
Professional Businesses	125	82	41
Financial Institutions	500	500	500
Lodging			
1-10 Rooms	150	150	150
11-25 Room	250	250	250
26+ Rooms	350	350	350

Note: Retail, restaurant, and service businesses will be charged on size which will be determined by number of employees, either full-time or the equivalent made up of multiples of part-time employees while Antique Collectives will be charged by number of business licenses active within one location.

Petaluma Downtown Business Improvement District Boundary Map

