

Responses to Council Questions and Comments

1/6/2025

Item #8: Public Hearing to Levy an Annual Assessment for Fiscal Year 2025 for the Downtown Petaluma Business Improvement District and Resolution Establishing the Levy for the 2025 Annual Assessment for the Downtown Petaluma Business Improvement District

- **Question:** Is this a typical BID individual and total magnitude for a BID Petaluma's size?
 - **Response:** Based on staff research, assessments for the Downtown BID are tracking with business-based BIDs of similar sizes, including those in the City of Novato and the City of San Rafael. See table below.

It is important to recognize that many business improvement districts in California are property-based – with assessments coming from property owners – and/or tourism-based – with assessments on tourism/hospitality-related businesses that may be passed on as fees to guests. Property-based Business Improvement Districts and Tourism-based Business Improvement Districts typically collect higher assessments than Business-based Business Improvement Districts like those shown in the table above, including Petaluma’s Downtown Business Improvement District.

BID Name	# of Assessed Businesses	% Assess. Collected	Recent or Projected Collections Amt	Assessment Range
Sunset Strip BID (Los Angeles)	200	60%	\$192,000	\$200-\$17,500
Montclair Village Association (Oakland)	220		\$98,600	\$68 - \$2,838
West Hollywood Design District (Los Angeles)	250	60%	\$85,9000	\$180-620
Gaslamp district (San Diego)	400	N/A	\$67,000	N/A
Downtown Novato	400	N/A	\$74,000	\$100-\$550
Downtown San Rafael	N/A	N/A	\$63,525	\$25 - \$425
Petaluma	570	82%	\$64,000	\$41-\$300
Adams Street BID (San Diego)	600	N/A	\$47,554	\$40-\$70
El Cajon Blvd BID – Gateway + Central (San Diego)	1000+	N/A	\$66,000	\$60-\$90