



PETALUMA DOWNTOWN ASSOCIATION

Our mission is to contribute to the betterment of the Petaluma Historic Central Area and to promote and enhance its position as the city's retail and commercial center.

December 5, 2022

Honorable Mayor Teresa Barrett & Petaluma City Council Members:

On behalf of the Petaluma Downtown Business Improvement District (BID) Board of Directors and members, thank you for your continued support of this special district. Below please find the BID report for calendar year 2022.

Financial Report & Budget

Over the past ten fiscal years, the BID has received the following income from assessments:

2013	\$51,914
2014	\$45,505
2015	\$61,940
2016	\$71,544.
2017	\$65,206
2018	\$67,458 (Includes collections from 2017)
2019	\$74,000 (Includes collections from 2018)
2020	\$67,101 (Approximately 10% down from previous year due to Covid-19)
2021	\$69,293 (Reflects permanent and temporary closures due to Covid)
2022	\$63,512 (8% lower than prior year due to Covid-related temporary and permanent business closures)

Please note that new businesses are exempt for the first year. Businesses that opened in 2022 will receive their annual BID assessment starting in January 2023.

Attached you will find an accounting of all BID expenditures from 2013 through June 2022, a BID analysis, and proposed BID expenditure for 2023. The BID budget is allocated as follows and approved by the BID advisory committee.

27%	Security	\$20,250
23%	Marketing	\$17,250
30%	Beautification	\$22,500
20%	Administration	\$15,000
	TOTAL:	\$75,000

Billing and Collections

As in past years, Mungle & Associates will be retained to coordinate billing and collections for 2023. Services performed will include billing of existing and new businesses for 2023 and collections for those who are delinquent for 2021-2022. The 2023 BID billing packet will include a cover letter, a BID invoice, a map of the BID area and an information update form to help us keep up with changes of address.

The BID committee keeps an up-to-date database for billing and discusses ways to pursue outstanding delinquencies.

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Advisory Committee and BID Activities

The BID Board of Directors was thrilled to resume in-person monthly meetings to discuss priorities.

The BID funded key activities to maintain vibrancy and safety throughout 2022:

Events: Marketing and events are crucial to raising the profile of the downtown retail center throughout the year and giving BID members opportunities to sell to new and existing customers. The BID resumed downtown events in 2022 with the Annual Sidewalk sale in July and the Trick or Treat Trail in October. On December 3, we will host our downtown-wide Holiday Open House in conjunction with a Holiday Marketplace on Kentucky Street that involves a street closure, music, and booths where BID members and outside vendors can sell their wares (vendors will be charged a booth fee). We amplify BID funds by partnering with the Visitor Program and Downtown Association to market BID events.

Security: As in past years, we contracted with a security team for nightly patrol in the downtown area, both on foot and by vehicle. Separately, we collaborated with the Police Department to improve safety across the downtown and on Kentucky Street in particular.

Beautification: Priorities continue to be to beautify downtown with tree lighting, seasonal banners, all which add to the BID creating a sense of place and festive atmosphere.

We look forward to continued partnership with the City and hope to see you at one of our events or BID meetings during the remainder of 2022 and throughout 2023.

Yours sincerely



Marie McCusker
Executive Director

BID 2023 Proposed Projects			
Projected Revenue			
Total Possible	\$ 75,000	Projected from total district data	
Expected	\$ 75,000	Assuming 87% collections of current & collection of past due	
Proposed Projects	Expected	Possible	Notes
Security Patrols	\$ 20,250		Private security patrols DAILY 10pm-4am 52 weeks
Security 27%	\$ 20,250	\$ 20,250	
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	\$ 1,560		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 Event Downtown	\$ 3,000		Carolers, horse & buggy rides, entertainment, flyers, posters, ads
Holiday Marketing season	\$ 2,590		Ads: SF Chronicle, Sonoma Gazette, Bohemian
Holiday shopping gift guide Sonoma c	\$ 1,200		Press Democrat, Argus and other local ads
Holiday Online ads Press Democrat	\$ 500		Online ad click through to website
Holiday shopping gift guide Marin	\$ 600		Marin county ads
Holiday Radio ad campaign	\$ 2,400		Holiday radio campaign - 4 weeks shared with merchants
SubTotal	\$ 17,250		
Marketing 23%	\$ 17,250	\$ 17,250	
Paint supplies for graffiti clean- up	\$ 500		Paint, supplies for grafitti clean up in downtown core and garage
Signage	\$ 2,000		Directional signage to downtown
Plants/misc decorations	\$ 1,500		Plants throughout downtown & specific event decorations for downtown
Holiday Lighting	\$ 2,000		Holiday committee recommendation for holiday lighting
Holiday Decorations	\$ 11,500		70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage
4 seasonal banner placement	\$ 5,000		Spring, Summer, Fall Banners
SubTotal	\$ 22,500		
Beautification 30%	\$ 22,500	\$ 22,500	
Administration Costs			
BID local billing & collection	\$ 7,500		BID processing locally
Office staffing costs allocation	\$ 7,500		PDA administrative cost allocation
SubTotal	\$ 15,000		
Administration 20%	\$ 15,000	\$ 15,000	
GRAND TOTAL	\$ 75,000	\$ 75,000	

PETALUMA DOWNTOWN ASSOC
 BID ANALYSIS - 07/01/11 TO 06/30/22

	MARKETING 28%	SECURITY 50%	BEAUTIFICATION 20%	ADMINISTRATIVE 2%	TOTAL 100%
RECEIVED 07/11-06/12	1,400.00	2,500.00	1,000.00	100.00	5,000.00
EXPENSED 07/11-06/12	-11,583.87	-27,390.45	-3,400.00	-2,418.14	-44,792.46
BALANCE 07/11-06/12	4,387.26	-17,521.54	13,291.84	-3,953.63	-3,796.07
RECEIVED 07/12-06/13	23,329.46	41,660.00	16,663.90	1,666.39	83,319.75
EXPENSED 07/12-06/13	-11,986.39	-28,062.66	-9,060.00	-2,804.77	-51,913.82
BALANCE 07/12-06/13	15,730.33	-3,924.20	20,895.74	-5,092.01	27,609.86
RECEIVED 07/13-06/14	9,867.70	17,621.01	7,048.40	704.83	35,241.94
EXPENSED 07/13-06/14	-14,519.70	-10,943.36	-7,704.39	-6,362.11	-39,529.56
BALANCE 07/13-06/14	11,078.33	2,753.45	20,239.75	-10,749.29	23,322.24
Change In Percentages	28%	32%	20%	20%	
RECEIVED 07/14-06/15	17,343.20	19,820.80	12,388.00	12,388.00	61,940.00
EXPENSED 07/14-06/15	-12,850.60	-7,545.26	-4,712.19	-4,036.64	-29,144.69
BALANCE 07/14-06/15	15,570.93	15,028.99	27,915.56	-2,397.93	56,117.55
RECEIVED 07/15-06/16	20032.54	22894.34	14308.96	14308.96	71,544.80
EXPENSED 07/15-06/16	-9,236.90	-7,431.55	-21,969.40	-10,405.23	-49,043.08
BALANCE 07/15-06/16	26,366.57	30,491.78	20,255.12	1,505.80	78,619.27
Change In Percentages	23%	27%	30%	20%	
RECEIVED 07/16-06/17	14902.91	17494.72	19438.58	12959.05	64,795.26
EXPENSED 07/16-06/17	-5,982.10	-12,432.83	-25,360.34	-11,112.43	-54,887.70
BALANCE 07/16-06/17	35,287.38	35,553.67	14,333.36	3,352.42	88,526.83
RECEIVED 07/1-06/18	15515.41	18214.55	20237.5	13490.89	67,458.35
EXPENSED 07/17-06/18	-12,794.74	-15,592.55	-13,430.87	-9,786.15	-51,604.31
BALANCE 07/17-06/18	38,008.05	38,175.67	21,139.99	7,057.16	104,380.87
RECEIVED 07/18-06/19	17,020.00	19,980.00	22,200.00	14,800.00	74,000.00
EXPENSED 07/18-06/19	-15,003.13	-19,521.80	-24,705.20	-11,153.16	-70,383.39
BALANCE 07/18-06/19	40,024.92	38,633.77	18,634.79	10,704.00	107,997.48
RECEIVED 07/19-06/20	15,433.40	18,117.47	20,130.52	13,420.35	67,101.74
EXPENSED 07/19-06/20	-15,234.41	-25,528.34	-23,610.12	-22,800.69	-87,173.56
BALANCE 07/19-06/20	40,223.91	31,222.90	15,155.19	1,323.66	87,925.66
RECEIVED 07/20-06/21	15,937.42	18,709.15	20,787.95	13,858.63	69,293.15
EXPENSED 07/20-06/21	-2,496.91	-21,436.62	-36,111.80	-12,403.00	-72,448.33
BALANCE 07/20-06/21	53,664.42	28,495.43	-168.66	2,779.29	84,770.48
RECEIVED 07/21-06/22	14,607.76	17,148.24	19,053.60	12,702.40	63,512.00
EXPENSED 07/21-06/22	-33,540.51	-26,614.24	-8,172.06	-12,091.85	-80,418.66
BALANCE 07/21-06/22	34,731.67	19,029.43	10,712.88	3,389.84	67,863.82

Petaluma Downtown Association
 Bid Funds Received and Expenditures
 For Fiscal Year Ending June 30, 2022

BID Percentages Date	Transaction	To/From	Description	Amount	23% Marketing	27% Security	30% Beautification	20% Admin	TOTAL
7/1/2021	Beginning Balance				53,664.42	28,495.43	-168.66	2,779.29	84,770.48
7/31/2021	Deposits		Bid Income	1,358.50	312.46	366.80	407.55	271.70	1,358.50
8/31/2021	Deposits		Bid Income	1,218.00	280.14	328.86	365.40	243.60	1,218.00
9/30/2021	Deposits		Bid Income	3,751.10	862.75	1,012.80	1,125.33	750.22	3,751.10
10/31/2021	Deposits		Bid Income	412.50	94.88	111.38	123.75	82.50	412.50
11/30/2021	Deposits		Bid Income	377.00	86.71	101.79	113.10	75.40	377.00
12/31/2021	Deposits		Bid Income	767.20	176.46	207.14	230.16	153.44	767.20
1/31/2022	Deposits		Bid Income	432.00	99.36	116.64	129.60	86.40	432.00
2/28/2022	Deposits		Bid Income	17,182.00	3,951.86	4,639.14	5,154.60	3,436.40	17,182.00
3/31/2022	Deposits		Bid Income	28,736.00	6,609.28	7,758.72	8,620.80	5,747.20	28,736.00
4/30/2022	Deposits		Bid Income	4,260.00	979.80	1,150.20	1,278.00	852.00	4,260.00
5/31/2022	Deposits		Bid Income	1,820.50	418.72	491.54	546.15	364.10	1,820.50
06/30/2022	Deposits		Bid Income	3,197.20	735.36	863.24	959.16	639.44	3,197.20
	Total Assessments paid				14,607.76	17,148.24	19,053.60	12,702.40	63,512.00
07/31/2021	Credit Card	Facebook	Sidewalk Sale		(50.00)				
07/31/2021	Credit Card	Facebook	Sidewalk Sale		(50.00)				
07/31/2021	Credit Card	Facebook	Sidewalk Sale		(75.00)				
07/31/2021	Credit Card	Facebook	Sidewalk Sale		(125.00)				
07/31/2021	Deposits	Refunds on Ads	Kentucky Marketplace		1,050.00				
08/02/2021	1650	Sierra Display	Holiday Marketing		(15,254.71)				
08/09/2021	1653	Pacific Sanitation	Kentucky Marketplace		(393.31)				
09/13/2021	Credit Card	Sonoma Media Investments LL	Sidewalk Sale		(2,486.72)				
10/31/2021	deposits	Refunds on Ads	Holiday Event		2,250.00				
11/10/2021	1731	Sierra Display	Holiday Marketing		(10,029.80)				
12/01/2021	1741	Sierra Display	Holiday Marketing		(1,477.40)				
12/02/2021	1742	Budderball the Clown	Holiday Event		(200.00)				
12/02/2021	1743	John Maher	Holiday Event		(150.00)				
12/02/2021	Credit Card	Briox	Holiday Event		(23.00)				
12/14/2021	1753	Shinalde Villa Diaz	Holiday Event mileage		(26.16)				
12/22/2021	Credit Card	Facebook	Kentucky Marketplace		(75.00)				
12/22/2021	1754	Pacific Sanitation	Holiday Event		(390.45)				
12/31/2021	Credit Card	Yiftee Gift Cards	Social Media		(106.00)				
01/11/2022	1772	Wine Country Radio	Holiday Marketing		(1,500.00)				
02/09/2022	1791	Sonoma Media Investments LL	Holiday Marketing		(782.37)				
02/22/2022	1797	Wine Country Radio	Holiday Marketing		(750.00)				
03/23/2022	1817	Sierra Display	Holiday Marketing		(1,491.23)				
04/06/2022	1828	Sonoma Media Investments LL	Holiday Marketing		(462.11)				
06/30/2022	Deposit	Reimbursed Advertising			700.00				
07/06/2021	1628	First Alarm Security & Patrol				(1,776.00)			
08/09/2021	1651	First Alarm Security & Patrol				(1,776.00)			
08/31/2021	1673	First Alarm Security & Patrol				(1,776.00)			
10/05/2021	1698	First Alarm Security & Patrol				(1,776.00)			
11/02/2021	1714	First Alarm Security & Patrol				(1,776.00)			
12/07/2021	1744	First Alarm Security & Patrol				(1,776.00)			
01/25/2022	1778	First Alarm Security & Patrol				(1,776.00)			
02/01/2022	1785	First Alarm Security & Patrol				(2,042.40)			
03/02/2022	1800	First Alarm Security & Patrol				(2,042.40)			
04/06/2022	1824	First Alarm Security & Patrol				(2,042.40)			
04/27/2022	1839	First Alarm Security & Patrol				(2,042.40)			
06/01/2022	1878	First Alarm Security & Patrol				(2,042.40)			
06/29/2022	1891	First Alarm Security & Patrol				(2,042.40)			
11/10/2021	1730	Sierra Display					(6,030.00)		
7/1/21-6/30/2022		Direct BID Admin costs	Credit Card Discounts					(205.67)	
7/1/21-6/30/2022		Bid Share of admin costs	Dues & Subscriptions					(11.74)	
7/1/21-6/30/2022		Bid Share of admin costs	Employee Benefits					(977.31)	
7/1/21-6/30/2022		Bid Share of admin costs	Equipment Upgrade					(5.25)	
7/1/21-6/30/2022		Bid Share of admin costs	Insurance					(142.29)	
7/1/21-6/30/2022		Bid Share of admin costs	License and Tax					(1.10)	
7/1/21-6/30/2022		Bid Share of admin costs	Office Supplies & Postage					(506.09)	
7/1/21-6/30/2022		Bid Share of admin costs	Payroll tax Expense					(529.30)	
7/1/21-6/30/2022		Bid Share of admin costs	Professional Fees		(1,642.25)	(1,927.84)	(2,142.06)	(2,248.33)	
7/1/21-6/30/2022		Bid Share of admin costs	Promotion					(74.20)	
7/1/21-6/30/2022		Bid Share of admin costs	Rent					(195.82)	
7/1/21-6/30/2022		Bid Share of admin costs	Software					(61.28)	
7/1/21-6/30/2022		Bid Share of admin costs	Telephones					(293.20)	
7/1/21-6/30/2022		Bid Share of admin costs	Travel					(126.21)	
7/1/21-6/30/2022		Bid Share of admin costs	Utilities					(97.25)	
7/1/21-6/30/2022		Bid Share of admin costs	Wages					(6,530.64)	
7/1/21-6/30/2022		Bid Share of admin costs	Website					(86.17)	
	Total BID expenses				(33,540.51)	(26,614.24)	(8,172.06)	(12,091.85)	(80,418.66)
6/30/2022	Ending balance BID				34,731.67	19,029.43	10,712.88	3,389.84	67,863.82