



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.

November 28, 2022

Dear Business/Property Owner:

The Petaluma Downtown Business Improvement District (BID) is a special assessment district established by the Petaluma City Council in 2000. The BID funds services, activities, and programs above and beyond services provided by the City, for the purpose of improving common areas and strengthening businesses within the district.

BID efforts are managed by the Petaluma Downtown Association (PDA), under the guidance of a Board of Directors who also serve as the PDA's Board. Board members and other BID participants volunteer on a wide variety of marketing and beautification activities that promote economic growth and resilience while maintaining the unique character of the Petaluma Downtown.

The annual BID assessment and yearly budget must be approved by City Council each year. This process involves two Council meetings, one of which is a public hearing with public noticing requirements.

The 2023 BID assessment items on the Council agendas for December 5 (on consent) and December 19 (public hearing), 2022. To review the meeting agenda and supporting materials for these items, please visit <https://cityofpetaluma.org/meetings>.

In 2022, approximately \$63,000 in BID assessments were collected. This covered only 75 percent of the expenditures needed to fund events, holiday decorations, public art support, marketing and more. The shortfall was covered by reserve funds.

As I hope you will learn in the attached newsletter, the BID makes its very small budget go extremely far in promoting the downtown and, by extension, your business. We thank you in advance for your support of our efforts and invite you to participate in one or more of our activities in 2023.

For more information about BID boundaries, assessment rates, and budget, please visit <https://petalumadowntown.com/membership-bid>, or contact me directly.

Sincerely,

Marie McCusker
Executive Director

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BUSINESS IMPROVEMENT DISTRICT
PETALUMA DOWNTOWN ASSOCIATION

CITY OF PETALUMA CALIFORNIA

Legend
 City Limit
 Downtown BID

Note: Labels represent zones within the Business Improvement District.

Scale: 0 250 500 1,000 Feet

GIS Division, January 22, 2009

DOWNTOWN PETALUMA 2022

Downtown Petaluma continued its path to recovery in 2022. Though some existing businesses moved or closed altogether, others held steady or even expanded. Several new businesses opened, with more in the pipeline. These stats, along with record-breaking event attendance, confirm that people want what our businesses offer—unique products, amazing experiences, and unparalleled services, all in a charming, beautiful, one-of-a-kind downtown!

Read on to learn how the Business Improvement District (BID) supported your success in 2022 and what we plan for 2023.

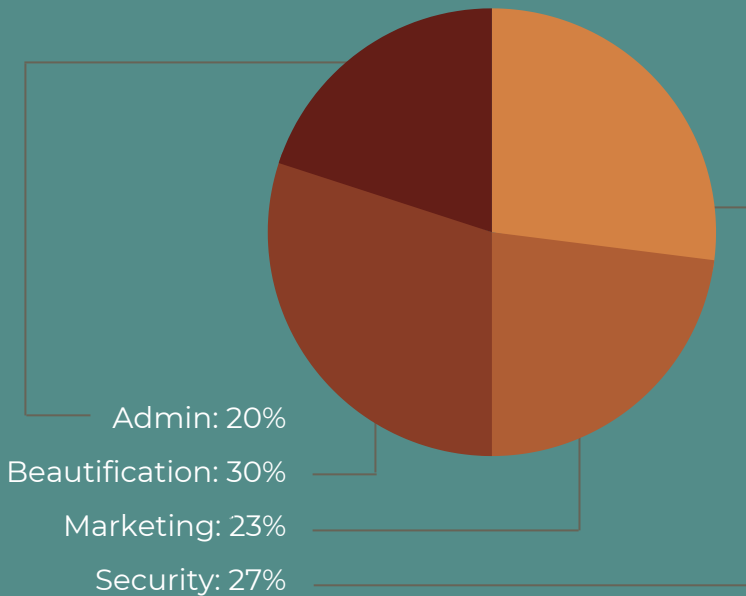
YOUR MARKETING & PROMOTION ENGINE

The BID partners with the Downtown Association (PDA), Visitor Program, and lodging association to promote our downtown to locals and tourists. In 2022, BID funds contributed to hosting events and advertising in print and on radio, via email and social media, and in person. We also participated in public relations, including a one-hour, KTVU special all about Petaluma. No matter the channel, our message is the same: Downtown Petaluma is THE place to shop, dine, and have fun!



View the ZipTrips episode at:
youtube.com/watch?v=QuIIOT2oqWot





INVESTMENTS

The mandatory BID assessment pays for programs and services not funded by the City. This chart shows a breakdown of BID spending by category. We amplify our impact through partnerships with the Petaluma Downtown Association, visitor program, lodging association, and the City.

ANNUAL APPROVAL

City Council must approve the BID budget and assessment each year. For 2023, this process will take place at the **December 5 and December 19, 2022, Council meetings**. Please go to cityofpetaluma.org/meetings to review the BID materials for these meetings and learn how to provide input before or during the meetings.



GET INVOLVED

The BID is managed by the Petaluma Downtown Association and governed by a Board of Directors. All BID activities are implemented by a volunteer committee made up of business owners just like you. We meet monthly and need new ideas and people power. Join us in achieving our 2023 priorities:

- INSTALL historical pedestals
- IMPROVE planters
- INTEGRATE more art
- ADVISE on City projects
- BE climate-friendly
- DEVELOP business toolkit

To learn more, contact:

Marie McCusker, Executive Director

707-762-9348; marie@petalumadowntown.org





SIGNS & DECORATIONS

Each year, the BID spends about 30% of its budget on beautification projects that help people navigate into and around the downtown and feel welcome here. In 2022, we purchased and installed holiday decorations for 50 lamp posts and holiday and directional banners for 10 locations. Board members wrote guidelines for BID-funded art projects, began a plan to update planters and worked on new historic pedestals. In 2023, we will continue these projects and work with the City on better options for decorative lighting across the downtown area.

CLEANUP EFFORTS

As in past years, in 2022 the BID worked with volunteers from the Downtown Streets Team (DST) and the Graffiti Eradication Network to help with litter and graffiti removal. In doing so, we supported community efforts to end homelessness and provide support to juvenile offenders. This year we also joined City efforts to upgrade our waste receptacles and place recycling and composting bins at events. We are excited to continue these efforts in 2023.

Learn more about these programs at cityofpetaluma.org/downtown.



Sadly, “Graffiti Ed” Cerar, our longtime friend and graffiti buster, passed away in November. We will miss him dearly!



SECURITY IS A PRIORITY

Each year the BID funds drive-through security services seven nights a week in the district. Daily reports are sent to the PDA each morning, documenting graffiti, disturbances, and property damage. We also work with the Police Department on safety initiatives. In 2022, this included outreach about responsible beverage service, safety lighting, and safety cameras.



BID - CITY PARTNERSHIP

The City relies on the BID Board to communicate with businesses about upcoming projects and initiatives, and we rely on the City for administrative support and marketing. We also advocate for additional City investments downtown. In 2022, we helped with these City projects:

- Turning Basin dredging and repairs
- ADA curb improvements
- Kentucky Street creative crosswalk
- Pedestrian and bike-friendly streets
- Ways to address homelessness

In 2023, our partnership will focus on parklets, parking, street improvements, and climate projects.



CELEBRATING THE ARTS

In 2022, the BID & PDA partnered with Alchemia and Artaluma to introduce Arts Alive, a monthly arts experience at multiple locations. Other BID arts projects for 2023 include painting utility boxes, installing historic plaques, and developing an "art and history trail" incorporating QR codes.



SHOP LOCAL

The PDA runs a robust Shop Local program to support Petaluma merchants and service providers. Special events are the program's foundation, creating a wonderful "excuse" to market the downtown. The Shop Small Saturday promotion and Santa's Arrival by Riverboat event are the perfect example. The PDA leverages funds for a marketing blitz; merchants can add to a "swag bag" and promote specials; and guests have a good time in our shopping mecca. Other efforts include a Shop Petaluma community gift card and website at shoppetaluma.com. To learn more, email info@petalumadowntown.com.



EVENT PHOTO GALLERY

In-person events returned in 2022—and what a spectacular come back it was. Attendance at these events hit all-time highs, suggesting Petaluma remains a favorite place to shop, dine, & have fun!

