

**DOWNTOWN PETALUMA BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT, BUDGET AND MAP FOR 2023**

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 and detailed in Staff Report Attachment 2.
5. **Surplus/Deficit Carried Over from Prior Year:** None
6. **Contributions from Other Sources:** None

Downtown Petaluma Business Improvement District 2023 Budget Allocations

Percentage	Activity Type	Amount
27%	Security	\$20,250
23%	Marketing	\$17,250
30%	Beautification	\$22,500
20%	Administration	\$15,000

Security - 27% - The Petaluma Downtown Association (PDA) contracts for coverage of the general downtown area to be performed on a regular nightly schedule. (The administration of this contract is not to be confused with a separate contract not paid for with BID funds for the Keller Street Garage.)

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.

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

