


Agenda Item #5.C

DATE: January 6, 2020

TO: Honorable Mayor and Members of the City Council through City Manager 

FROM: Corey Garberolio, Finance Director

SUBJECT: Resolution to Approve the 2020 Downtown Petaluma Business Improvement District Annual Report and Related Budget; Declaring the Intention to Levy the 2020 Annual Assessment; and Setting a Public Hearing on the Proposed 2020 Annual Assessment

RECOMMENDATION

It is recommended that the City Council adopt the attached Resolution Approving the 2020 Downtown Petaluma Business Improvement District Annual Report and Related Budget, Declaring the Intention to Levy the 2020 Annual Assessment for the District, and Setting the Public Hearing on the Proposed 2020 Annual Assessment.

BACKGROUND

In November 2000, the Petaluma City Council adopted Ordinance 2104 N.C.S., establishing the Downtown Petaluma Business Improvement District (DPBID). In the Ordinance, codified in Chapter 6.04 of the Petaluma Municipal Code (PMC), a Board of Directors (Board) is established to administer the affairs of the DPBID.

Under PMC section 6.04.100, the Board must present the City Council with an Annual Report and related budget information for review and approval prior to the City Council adopting a Resolution of Intention to levy an annual assessment. The City Council cannot adopt, modify or otherwise amend the proposed budget of the DPBID in a manner that is inconsistent in any way with the budget as agreed to and presented by the Board except in the case of a written majority protest from business owners which will pay fifty percent or more of the assessments proposed to be levied.

Section 6.04.050 of the Petaluma Municipal Code lists the types of improvements and activities that may be funded by the levy of assessments on businesses within the DPBID. Fundable improvements include, but are not limited to, the acquisition, construction, installation or maintenance of any tangible property with an estimated useful life of five years or more; including benches, trash receptacles, decorations, façade improvements; and permanent landscaping. The activities that may be funded include, but are not limited to: the promotion of public events which benefit businesses in the area and which take place on or in public places within the area; the furnishing of music in any public place in the area; and activities which

benefit businesses located and operating in the area; including but not limited to, commercial shopping and promotional programs. The Petaluma Downtown Association (PDA) Board serves as the DPBID Board.

The fiscal year for the DPBID begins on January 1st. The types of improvements and activities included in the 2020 proposed budget for funding by the levy of assessments on businesses in the DPBID are as follows:

27%	Security	\$20,250
23%	Marketing	\$17,250
30%	Beautification	\$22,500
20%	Administration	<u>\$15,000</u>
	Total:	\$75,000

A detailed listing of the activities included in these categories is provided in Attachment 7. The BID Analysis included in Attachment 7 on page 35 shows historical collections, percentage allocations and billing totals.

DISCUSSION

Pursuant to PMC Section 6.04.100, the DPBID Board must annually present a budget for City Council review and approval prior to the beginning of each fiscal year. The purpose of this process is to comply with the California Streets and Highways Code Section 36500 et seq. (the Act) provisions regarding public notice and hearing prior to establishing the benefit assessments for the following fiscal year. It is recommended that the public hearing be held on January 27, 2020. At that time the City Council will be asked to consider public comment and input on the proposed budget and the DPBID annual assessment. A draft version of the notice for transmission to approximately 600 businesses in the district boundary is provided in Attachment 4.

Mungle & Associates performed the DPBID billing and collection services for 2019 and will carry out these same services in 2020. The services include printing and mailing the DPBID notices and attachments, processing and depositing all payments, and preparing and submitting reports to PDA staff for periodic review. Mungle & Associates will mail up to 3 notices and make a reminder call approximately 15 days after the deadline to pay. Mail for the DPBID will be sent to Mungle & Associates' office and processed for deposit into a DPBID bank account. Mungle & Associates also will provide year-round delinquent account collection services for the 2017, 2018 and 2019 DPBID calendar years.

PUBLIC OUTREACH

This item was noticed with the Monday, January 6, 2020 Regular City Council/PCDSA Meeting agenda, in accordance with Government Code §54954.2(a).

FINANCIAL IMPACTS

Over the past ten years, the DPBID has received the following from assessments:

- 2010 \$50,636
- 2011 \$52,850
- 2012 \$5,000
- 2013 \$83,319
- 2014 \$35,241
- 2015 \$61,940 (includes collections from 2012, 2013, and 2014)
- 2016 \$71,544 (includes collections from 2014 and 2015)
- 2017 \$64,795 (includes collections from 2015 and 2016)
- 2018 \$67,458 (includes collections from 2017)
- 2019 \$74,000 (includes collections from 2018)

Mungle & Associates' fee for calendar year 2020 billing and collection services is \$10.15 per business billed which is estimated to be \$7,100. Calendar year 2019 and 2020 collection services are included in the rate per business billed. Collections on overdue accounts will be billed on an hourly basis not to exceed 25% of the collected amount. Fees will be invoiced to the PDA and paid for by the PDA.

ATTACHMENTS

1. Resolution Approving 2020 Annual Report and 2020 Budget and Declaring Intention to Levy Annual Assessment
2. DPBID Annual Report, Budget and Map for 2020 Fiscal Year
3. Ordinance 2104 N.C.S. (Exhibit 1 to Resolution) with Exhibit A to Ordinance
4. Draft Public Notice
5. Letter of Correspondence
6. Draft DPBID Invoice and Letter to Business Owners with Attachments
7. 2019 Fiscal Year DPBID Funds Received and Expenditures and Financial Information from the Petaluma Downtown Association

ATTACHMENT 1

RESOLUTION APPROVING THE 2020 DOWNTOWN PETALUMA BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT AND RELATED BUDGET; DECLARING THE INTENTION TO LEVY THE 2020 ANNUAL ASSESSMENT FOR THE DISTRICT; AND SETTING A PUBLIC HEARING ON THE PROPOSED 2020 ANNUAL ASSESSMENT

WHEREAS, on November 20, 2000, in accordance with California Streets and Highways Code Section 36500 et seq. ("the Act"), the Petaluma City Council adopted Ordinance 2104 N.C.S., later codified as Chapter 6.04 of the Petaluma Municipal Code, establishing the Downtown Petaluma Business Improvement District ("DPBID"), within the area described in Exhibit 1, which is attached to and made a part of this Resolution; and

WHEREAS, Section 6.04.050 of the Petaluma Municipal Code lists the types of improvements and activities that may be funded by the levy of assessments on businesses within the DPBID as follows:

- A. The acquisition, construction, installation or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following improvements:
 - 1. Benches
 - 2. Trash Receptacles
 - 3. Decorations
 - 4. Façade Improvements
 - 5. Permanent Landscaping
- B. Activities including, but not limited to, the following:
 - 1. Promotion of public events which benefit businesses in the area and which take place on or in public places within the area.
 - 2. Furnishing of music in any public place in the area.
 - 3. Activities which benefit businesses located and operating in the area, including but not limited to, commercial shopping and promotional programs; and

WHEREAS, under Section 6.04.100 of the Petaluma Municipal Code, the Board of Directors established to govern the affairs of the DPBID must present the City Council with an annual report and budget for review and approval prior to the City Council consideration of levying a benefit assessment for the following fiscal year; and

WHEREAS, the requirements of Petaluma Municipal Code Section 6.04.100 are in accordance with the Act, which establishes annual procedures governing the levy of assessments pursuant to the Act, including preparation of an annual report, adoption of a resolution of intent giving notice of a public hearing at which written and oral protests may be made concerning levy of an annual assessment, and adoption of a resolution approving the annual report and levying the assessment; and

WHEREAS, Section 36535 of the Act provides that public hearings on levy of annual assessments pursuant to the Act must be conducted in accordance with Sections 36524 and 36525 of the Act, which provide as follows:

- A. The City Council shall hear and consider all protests against the establishment of the area, the extent of the area, or the furnishing of specified types of improvements or activities within the area. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.
- B. Every written protest shall be filed with the City Clerk at or before the time fixed for the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.
- C. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest which does not comply with this section shall not be counted in determining a majority protest.
- D. If written protests are received from the owners of businesses in the proposed area which will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than that 50 percent, no further proceedings to create the specified parking and business improvement area or to levy the proposed assessment, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.
- E. If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the area, those types of improvements or activities shall be eliminated; and

WHEREAS, the 2020 DPBID Annual Report proposes no changes in the boundaries, method of assessment, or rate of assessment related to the DPBID; and the proposed DPBID 2020 Budget establishes the following budgetary priorities with estimated revenues and expenditures:

27%	Security	\$20,250
23%	Marketing	\$17,250
30%	Beautification	\$22,500
20%	Administration	<u>\$15,000</u>
	Total:	\$75,000

WHEREAS, the 2020 Annual Report of the DPBID is on file at the City Clerk's office for public review and contains a full and detailed description of the DPBID improvements and

activities to be provided for the 2020 fiscal year, the boundaries of the DPBID and any benefit zones within the DPBID, and the proposed assessments to be levied on businesses in the DPBID for the 2020 fiscal year.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Petaluma as follows:

1. The DPBID 2020 Annual Report and Budget is hereby approved.
2. Subject to California Streets and Highways Code Section 36500 et seq. (the “Act”) and a public hearing to be held pursuant to the Act, the Petaluma City Council intends to levy the assessment described in the DPBID Annual Report and Budget for Fiscal Year 2020 to pay for improvements and activities within the DPBID, which Annual Report and Budget is attached to and made a part of this Resolution as Exhibit 1 in accordance with Chapter 6.04 of the Petaluma Municipal Code and the Act.
3. A public hearing will occur on January 27, 2020 at 7:00 PM, or as soon thereafter as the matter may be heard, at the Petaluma City Council Chambers, 11 English Street, Petaluma, CA, concerning levy of the assessment proposed for the DPBID for calendar year 2020. At the hearing, written and oral protests may be made in accordance with California Streets and Highways Code Sections 36524 and 36525.

**DOWNTOWN PETALUMA BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT, BUDGET AND MAP FOR 2020**

- 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 Attachment 7.
- 5. Surplus/Deficit Carried Over from Prior Year:** None
- 6. Contributions from Other Sources:** None

Downtown Petaluma Business Improvement District 2020 Budget Allocations

27%	Security	\$20,250
23%	Marketing	\$17,250
30%	Beautification	\$22,500
20%	Administration	<u>\$15,000</u>
	Total:	\$75,000

Security - 27% - The 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 DPBID 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; i.e., 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.

Administration - 20% - Collected funds go to the day-to-day operations of the PDA office. Cost centers include rent, salary expense, and event coordination (implementation of downtown events like Butter and Egg Days, Antique Faires (2), Art and Garden Festival, etc.).

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>ZONE A</u>	<u>ZONE B</u>	<u>ZONE C</u>
Restaurants and			
Retailers (1-3 Employees)	\$150	\$100	\$50
(4-6 Employees)	\$250	\$166	\$83
(7+ Employees)	\$350	\$232	\$116
Antique (1-3 Dealers)	\$150	\$100	\$50
Collectives (4-6 Dealers)	\$250	\$166	\$83
(7+ Dealers)	\$350	\$232	\$116
Service (1-3 Emp/Operators)	\$100	\$75	\$50
Businesses (4-6 Emp/Operators)	\$200	\$150	\$100
(7+ Emp/Operators)	\$300	\$225	\$150
Professional Businesses	\$125	\$82	\$41
Financial Institutions	\$500	\$500	\$500
Lodging (1-10 Rooms)	\$150	\$150	\$150
(11-25 Rooms)	\$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.

**BUSINESS IMPROVEMENT
DISTRICT
PETALUMA DOWNTOWN
ASSOCIATION**

**CITY OF PETALUMA
CALIFORNIA**



Legend



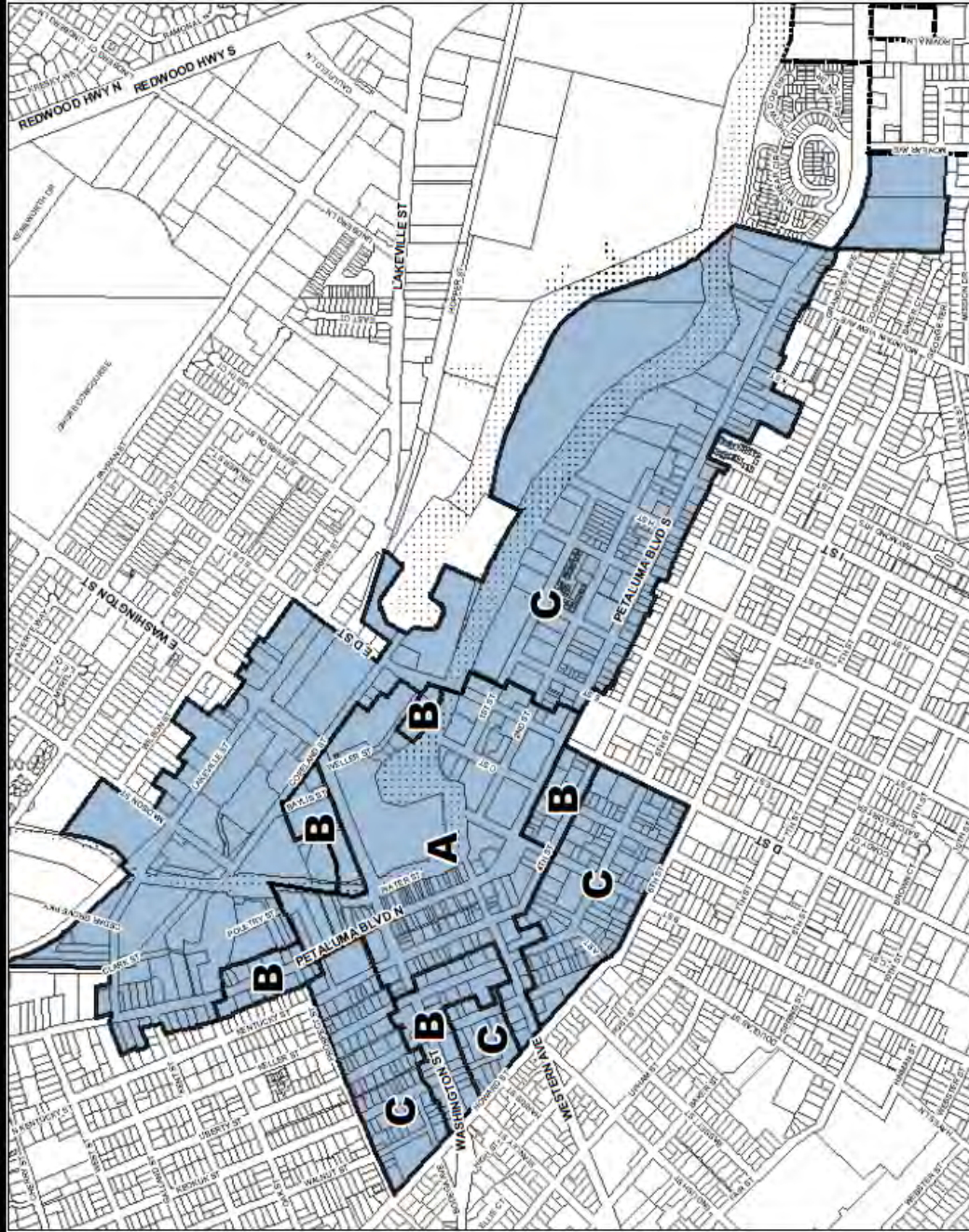
Note: Labels represent zones
within the Business Improvement
District

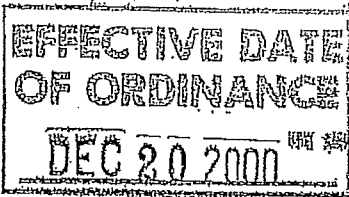


0 350 520 1,040 1,560 Feet

DISCLAIMER
These maps or plans were compiled and/or digitized from archival
maps and other sources. The City of Petaluma is not responsible for
any errors or omissions. The City of Petaluma is not responsible for
any use of the information presented herein for any purpose other
than that for which it was originally intended. The City of Petaluma
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GIS Division, January 22, 2008





ATTACHMENT 3
EXHIBIT 1 TO RESOLUTION

ORDINANCE NO. 2104 N.C.S.

Introduced by Councilmember

Seconded by Councilmember

Matt Maguire

Pamela Torliatt

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PETALUMA,
CALIFORNIA, ADDING CHAPTER 6.04 TO THE PETALUMA MUNICIPAL CODE
ESTABLISHING THE DOWNTOWN PETALUMA
BUSINESS IMPROVEMENT DISTRICT**

RECITALS:

WHEREAS, on September 18, 2000, the City Council of Petaluma, on behalf of the City of Petaluma, (the "City"), adopted Resolution #00-177 N.C.S. (the "Resolution"), declaring its intention to establish a Parking and Business Improvement District (hereinafter referred to as the "District"), to levy a benefit assessment on all businesses, trades, professions, and vendors within said District, the proceeds of which shall be used for the public purposes herein described to benefit the businesses in the District, pursuant to the Parking and Business Improvement Area Law of 1989, Part 6 (commencing with Section 36500) of Division 18 of the California Streets and Highways Code (the "Act"); and,

WHEREAS, pursuant to the Act and the Resolution, City conducted a public hearing, after having given due notice thereof as required by law, on October 16, 2000, at 7:00 PM, at City Hall, 11 English Street, Petaluma, California; and,

WHEREAS, said public hearing has been held and the City Council has heard and considered all oral and written protests and other comments regarding such proposed actions; and,

1 WHEREAS, protests in writing from businesses in the proposed District paying 50% or more of
2 the proposed assessment have not been received; and,

3
4 WHEREAS, this City Council has now determined to establish the proposed District as a
5 Parking and Business Improvement Area, to provide for the imposition of a benefit assessment
6 and to adopt an ordinance to such effect; and,

7
8 WHEREAS, in the opinion of this City Council, the businesses within the District will be
9 benefited by the expenditure of the funds raised by the assessments levied hereby in the manner
10 prescribed herein; and,

11
12 WHEREAS, this City Council may, for each of the purposes set forth in Section 36510 & 36513
13 of the Act, establish one or more separate benefit zones based upon the degree of benefit derived
14 from the formation of the District, and may impose a tiered assessment or charge within each of
15 the benefit zones; and,

16
17 WHEREAS, all provisions of the Act applicable to the establishment, modification, or
18 disestablishment of a District shall apply to the establishment, modification, or disestablishment
19 of benefit zones pursuant to the Act, and the establishment or the modification of any benefit
20 zone shall follow the same procedure as provided for under the establishment of a parking and
21 business improvement district; and the disestablishment of a benefit zone shall follow the same
22 procedure as provide for disestablishment of a District; and,

23
24 WHEREAS, upon the request of the District Board of Directors, this City Council shall
25 commence the proceedings required by law to amend the boundaries, assessments or charges
26 established pursuant to this Ordinance subject to approval of the Board of Directors of the
27 District as expressly provided for herein; said modifications being made pursuant to the
28 procedural requirements of the Act, but no assessment or charge shall be modified which would
29 impair the ability of the District to meet the obligations of a contract to construct or operate
30 physical improvements in the District; and,

1 WHEREAS, adjustments may be made in the assessments or charges to businesses in the
2 District, or in the uses to which the revenue shall be put, as specified in this Ordinance and
3 subject to Board approval, provided such changes are made by a supplemental Ordinance
4 adopted after a hearing before the City Council; and,
5

6 WHEREAS, for purposes of the assessments or charges to be imposed pursuant to this
7 Ordinance, this City Council may make a reasonable classification of businesses, giving
8 consideration to various factors, including general benefit to businesses and the degree of benefit
9 received from District programs; and,
10

11 WHEREAS, the assessments or charges levied on businesses pursuant to this Ordinance shall, to
12 the maximum extent feasible, be levied on the basis of the estimated benefit to the businesses
13 within the District.
14

15 NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF PETALUMA DOES
16 ORDAIN AS FOLLOWS:
17

18 Section 1. Resolution of Intention, Public Hearing and Findings. The Recitals hereof, which set
19 forth facts regarding the adoption of Council Resolutions, the conduct of public hearings and
20 certain findings of the City Council, are true and correct and incorporated herein by reference.
21

22 Section 2. CHAPTER 6.04 is hereby added to the Petaluma Municipal Code; providing as
23 follows:
24

25 CHAPTER 6.04 DOWNTOWN PETALUMA BUSINESS IMPROVEMENT DISTRICT.
26

27 6.04.010 Definitions.
28

29 In order to distinguish between District businesses and for the purpose of calculating and
30 applying the amount of assessments owed, the following definitions shall apply:
31

1 A. Retail Businesses: "Retail Businesses" include all businesses not covered by other
2 definitions set out in this section, at least fifty percent (50%) of whose gross income is
3 derived from "retail sales" as that term is defined under the California Sales and Use Tax
4 Law. The fact that a substantial part of its business consists of sales other than retail sales
5 does not exclude said business from this classification so long as such other business
6 component does not account for more than fifty percent (50%) of said business' gross
7 income;

8
9 B. Restaurants: "Restaurant" businesses include cafes, eating establishments, sandwich
10 shops, dinner houses, restaurants and fast food services and other similar businesses;

11
12 C. Antique Collectives: "Antique Collectives" includes such businesses and business
13 locations that represent multiple dealers of antique merchandise within one location.

14
15 D. Service: "Service" businesses include businesses that combine retail and product services.
16 Examples are appliance stores, most automotive-oriented businesses, repair shops,
17 repairing and servicing businesses and service stations. Other businesses of a general
18 service-type nature such as general office, news and advertising media, printers, renting
19 and leasing businesses, utilities, vending machine businesses, household finance
20 companies, entertainment businesses and other similar businesses not otherwise included
21 in categories a, b, c, e, f, or g are included in this section;

22
23 E. Lodging: "Lodging" businesses include inns, hotels, motels, RV Parks and other similar
24 businesses;

25
26 F. Professional: "Professional" includes attorneys, architects, accountants, engineers,
27 surveyors, physicians, dentists, optometrists, chiropractors and others in a medical /
28 health service field, consultants, real estate brokers, financial advisors, laboratories
29 (including dental and optical), hearing aid services, artists, photographers and designers.
30
31

1 G. Financial: Banks, savings & loans, credit unions, etc.

2
3 H. Calendar Year: "Calendar Year" means January 1st to and including December 31st of
4 the same year.

5
6 I. Billing Period: "Billing Period" shall refer to the period of any portion of a calendar year
7 in which a business operation as defined above.

8
9 **6.04.020 Establishment of Boundaries.**

10 A Parking and Business Improvement District is hereby established pursuant to the Parking and
11 Business Improvement Area Law of 1989, Streets and Highways Code Section 36500 et seq. The
12 boundaries of the District and the benefit zones within the District shall be as set forth on the
13 Exhibit "A", as attached to the Ordinance adopted to create said District and incorporated herein
14 by reference. This District shall be known as the "Downtown Petaluma Business Improvement
15 District" (the "District").

16
17 **6.04.030 Establishment of District Board of Directors.**

18 There shall be a Board of Directors ("Board") of the District to administer the affairs of the
19 District. Said Board shall be constituted of businesses within the District. Within the Board there
20 shall be a President, Vice-President, Secretary and Treasurer elected by the membership, and
21 such other officers as deemed necessary by the Board. Such other officers shall be appointed by
22 the Board of Directors at their discretion. All voting within the District regarding election of
23 Board Members and any actions regarding the normal and routine conducting of District
24 Business shall be based on one (1) vote per assessed dollar, and said business must be current in
25 payment of their District assessment(s) to participate in such votes.

26
27 **6.04.040 Establishment of Benefit Assessment.**

28 All businesses, trades, and professions located within the District boundaries shown on the
29 Exhibit "A" referenced in Section 6.04.030, shall, commencing January 1, 2001, pay an annual
30 benefit assessment to the District in an amount adopted by Resolution of the City Council of the
31 City of Petaluma.

1 **6.04.050 Purpose and Use of Benefit Assessments.**

2 The types of improvements and activities proposed to be funded by the levy of assessments on
3 businesses in the District are as follows:

4
5 A. The acquisition, construction, installation, or maintenance of any tangible property with
6 an estimated useful life of five years or more including, but not limited to, the following
7 improvements:

- 8 1 Benches;
- 9 2 Trash receptacles;
- 10 3 Decorations;
- 11 4 Facade improvements;
- 12 5 Permanent landscaping

13
14 B. Activities including but not limited to the following:

- 15 1 promotion of public events which benefit businesses in the area and which take
16 place on or in public places within the area;
- 17 2 Furnishing of music in any public place in the area;
- 18 3 Activities which benefit businesses located and operating in the area, including
19 but not limited to commercial shopping and promotional programs.

20
21 **6.04.060 Exclusions From Benefit Assessment.**

22 No person or business shall be required to pay an assessment based on: (a) a residential use of
23 the property within the District, or (b) a non-profit organization as defined by Section 501 (C) (3)
24 or (C) (6) of the Internal Revenue Service Code located within the District.

25
26 **6.04.070 New Business Assessment Waiver.**

27 Any new business established within the District shall not be required to pay an assessment for
28 the Billing Period during which said business is initiated. The business will have been
29 considered initiated on the date of issuance of the business license. This waiver shall not apply to
30 an existing business that has changed ownership or location within the District. City agrees to
31 supply the District with timely information regarding new businesses initiated within the District.

1 **6.04.080 Collection of Downtown Benefit Assessment.**

2 The benefit assessment authorized by this Ordinance for Downtown Petaluma businesses
3 (Section 5.0 hereof), shall be billed and collected each Calendar Year. The BID Advisory Board
4 may, from time to time, assess late charges on unpaid BID assessment charges.

6 **6.04.090 Voluntary Contributions to District.**

7 Contributions to the District shall be permitted on a voluntary basis. The boundary of the
8 District shall not be modified as a result of the contribution, nor shall said contributing business
9 be considered a member of the District for voting or other purposes. However, said business
10 making a voluntary contribution may be entitled to participate in the programs of the District
11 upon a finding by the Board of Directors that the District derives a benefit from said business'
12 participation in the program.

14 **6.40.100 Annual Budget Process.**

15 Pursuant to the Act, it shall be necessary for the District Board of Directors to present an annual
16 budget for City Council review and approval prior to the beginning of each Fiscal Year. The
17 purpose of this process is to comply with the Act provisions regarding public notice and hearing
18 prior to establishing the benefit assessments for the following Fiscal Year. City shall not adopt,
19 modify or otherwise amend any Fiscal Year budget of the District that is inconsistent in any way
20 with said Fiscal Year's budget as agreed to and presented by the District Board of Directors
21 except in the case of a written majority protest (regarding elimination or modification of any
22 specific budget item) from business owners which will pay 50% or more of the assessments
23 proposed to be levied as to any specific budget item pursuant to GC Section 36525 (b). In such
24 case the written protest regarding any specific budget item shall be grounds to eliminate or
25 modify said expenditure from the District's proposed budget pursuant to the written protest.

27 **6.40.110. Decisions Regarding Expenditure of Funds.**

28 As provided for within the guidelines of SB 1424, decisions of the District Board of Directors
29 regarding expenditure of all funds generated under this program shall be final.

1 6.40.120 **District Proceeds Do Not Offset City Services.**

2 City specifically finds and declares that the funds derived from the District shall not be used to
3 offset or diminish current maintenance, capital improvement programs, including but not limited
4 to, public property and sidewalk cleaning, street cleaning and maintenance, tree maintenance,
5 restroom cleaning and maintenance. The City is not bound or obligated to any specific amount
6 of funding to the District.
7

8 6.40.130 **Disestablishment of the District.**

9 Proceeding to disestablish the District shall be initiated by the City Council following the
10 presentation of a petition to the City Council signed by business owners paying 50% or more of
11 the assessments levied in the District. Proceedings to disestablish the District shall follow the
12 procedures set forth in GC Section 36550. The City Council shall disestablish the District if,
13 following the public hearing prescribed in Section 36550 (b), written protests are not withdrawn
14 as to reduce the protests below the 50% level. In the event of disestablishment of the District,
15 remaining revenues of the District shall be refunded to paying business owners in a pro-rata
16 manner calculated in the same manner as was used to establish the most recent assessments
17 applied in the District.
18

19 Section 3. If any section, subsection, sentence, clause or phrase of this ordinance is, for any
20 reason, held to be invalid or unconstitutional, such invalidity or unconstitutionality shall not
21 affect the validity or constitutionality of the remaining portions of this ordinance, it being
22 expressly declared that this ordinance and each section, subsection, clause and phrase hereof
23 would have been prepared, proposed, adopted, approved and ratified irrespective of the fact that
24 any one or more other sections, subsections, sentences, clauses, or phrases be declared invalid or
25 unconstitutional.
26

27 Section 4. The ordinance shall take effect upon the thirty-first (31st) day after its final passage.
28
29

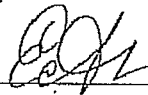
1 INTRODUCED and ordered Posted/Published this 16th day of October 2000. ADOPTED this
2 20th day of November, 2000, by the following vote:

3
4 AYES: Healy, Keller, Cader-Thompson, Hamilton, Maguire, Vice Mayor Torliatt, Mayor
5 Thompson

6
7 NOES: None

8
9 ABSENT: None

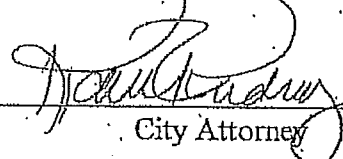
10
11 ABSTAIN: None

12
13
14 
15 Mayor

16 ATTEST:

17 APPROVED AS TO FORM:

18 
19 City Clerk


City Attorney

NOTICE OF PUBLIC HEARING

RESOLUTION APPROVING THE 2020 DOWNTOWN PETALUMA
BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT AND RELATED
BUDGET; DECLARING THE INTENTION TO LEVY THE 2020 ANNUAL
ASSESSMENT FOR THE DISTRICT; AND SETTING A PUBLIC HEARING
ON THE PROPOSED 2020 ANNUAL ASSESSMENT

WHEREAS, on November 20, 2000, in accordance with California Streets and Highways Code Section 36500 et seq. (“the Act”), the Petaluma City Council adopted Ordinance 2104 N.C.S., later codified as Chapter 6.04 of the Petaluma Municipal Code, establishing the Downtown Petaluma Business Improvement District (“DPBID”), within the area described in Exhibit 1, which is attached to and made a part of this Resolution; and

WHEREAS, Section 6.04.050 of the Petaluma Municipal Code lists the types of improvements and activities that may be funded by the levy of assessments on businesses within the DPBID as follows:

A. The acquisition, construction, installation or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following improvements:

1. Benches
2. Trash Receptacles
3. Decorations
4. Façade Improvements
5. Permanent Landscaping

B. Activities including, but not limited to, the following:

1. Promotion of public events which benefit businesses in the area and which take place on or in public places within the area.
2. Furnishing of music in any public place in the area.
3. Activities which benefit businesses located and operating in the area, including but not limited to, commercial shopping and promotional programs; and

WHEREAS, under Section 6.04.100 of the Petaluma Municipal Code, the Board of Directors established to govern the affairs of the DPBID must present the City Council with an annual report and budget for review and approval prior to the City Council consideration of levying a benefit assessment for the following fiscal year; and

WHEREAS, the requirements of Petaluma Municipal Code Section 6.04.100 are in accordance with the Act, which establishes annual procedures governing the levy of assessments pursuant to the Act, including preparation of an annual report, adoption of a resolution of intent giving notice of a public hearing at which written and oral protests may be made concerning levy of an annual assessment, and adoption of a resolution approving the annual report and levying the assessment; and

WHEREAS, Section 36535 of the Act provides that public hearings on levy of annual assessments pursuant to the Act must be conducted in accordance with Sections 36524 and 36525 of the Act, which provide as follows:

- A. The City Council shall hear and consider all protests against the establishment of the area, the extent of the area, or the furnishing of specified types of improvements or activities within the area. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.
- B. Every written protest shall be filed with the City Clerk at or before the time fixed for the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.
- C. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest which does not comply with this section shall not be counted in determining a majority protest.
- D. If written protests are received from the owners of businesses in the proposed area which will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than that 50 percent, no further proceedings to create the specified parking and business improvement area or to levy the proposed assessment, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.
- E. If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the area, those types of improvements or activities shall be eliminated; and

WHEREAS, the 2020 DPBID Annual Report proposes no changes in the boundaries, method of assessment, or rate of assessment related to the DPBID; and the proposed DPBID 2020 Budget establishes the following budgetary priorities with estimated revenues and expenditures:


27%	Security	\$20,250
23%	Marketing	\$17,250
30%	Beautification	\$22,500
20%	Administration	<u>\$15,000</u>
	Total:	\$75,000

WHEREAS, the 2020 Annual Report of the DPBID is on file at the City Clerk's office for public review and contains a full and detailed description of the DPBID improvements and activities to be provided for the 2020 fiscal year, the boundaries of the DPBID and any benefit zones within the DPBID, and the proposed assessments to be levied on businesses in the DPBID for the 2020 fiscal year.

NOW, THEREFORE, BE IT RESOLVED THAT subject to California Streets and Highways Code Section 36500 et seq. (the "Act") and a public hearing to be held pursuant to the Act, the Petaluma City Council intends to levy the assessment described in the DPBID Annual Report and Budget for Fiscal Year 2020 to pay for improvements and activities within the DPBID which is attached and made a part of this Resolution as Exhibit 2 in accordance with Chapter 6.04 of the Petaluma Municipal Code and the Act. The City Council reviewed and approved the DPBID 2020 Annual Report and Budget at their January 6, 2020 Council meeting, at the Petaluma City Council Chambers, 11 English Street, Petaluma, CA; and

BE IT FURTHER RESOLVED that a public hearing will occur on January 27, 2020, at 7:00 PM, at the Petaluma City Council Chambers, 11 English Street, Petaluma, CA, concerning levy of the assessment proposed for the DPBID for fiscal year 2020. At the hearing, written and oral protests may be made in accordance with California Streets and Highways Code Sections 36524 and 36525.

City Clerk's Office
City of Petaluma
11 English Street
Petaluma, CA 94952

 *In accordance with the Americans with Disabilities Act, if you require special assistance to participate in this meeting, please contact the City Clerk's Office at (707) 778-4360 (voice) or (707) 778-4480 (TDD). Translators, American Sign Language interpreters, and/or assistive listening devices for individuals with hearing disabilities will be available upon request. A minimum of 48 hours is needed to ensure the availability of translation services. In consideration of those with multiple chemical sensitivities or other environmental illness, it is requested that you refrain from wearing scented products. The City Clerk hereby certifies that this agenda has been posted in accordance with the requirements of the Government Code.*
1754406.1

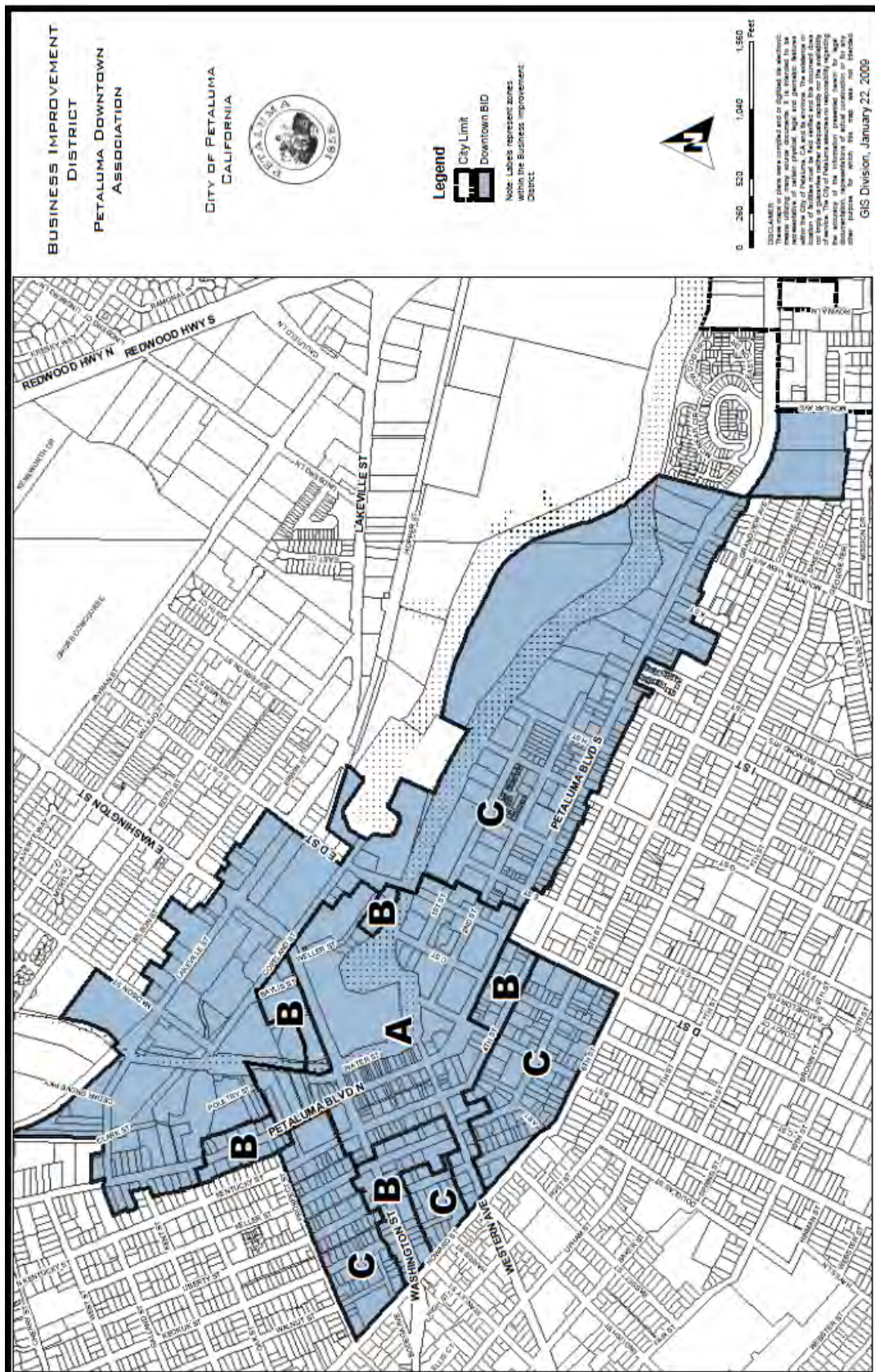


EXHIBIT 2

Downtown Petaluma Business Improvement District

FY 2020 Annual Report and Budget

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

Downtown Petaluma Business Improvement District 2020 Budget Allocations

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

BID 2020 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	\$ 3,000		Destination marketing ads & editorial in Chamber & Visitors guide
Sidewalk Sale	\$ 700		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	\$ 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	
Street Team Cleaning	\$ 5,000		Downtown partnership program
Paint supplies for graffiti clean- up	\$ 500		Paint, supplies for graffiti 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	\$ 6,500		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	

Security - 27% - The 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; i.e., 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.

Administration - 20% - Collected funds go to the day-to-day operations of the PDA office. Cost centers include rent, salary expense, and event coordination (implementation of downtown events like Butter and Egg Days, Antique Faires (2), Art and Garden Festival, etc.).

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>ZONE A</u>	<u>ZONE B</u>	<u>ZONE C</u>
Restaurants and			
Retailers (1-3 Employees)	\$150	\$100	\$50
(4-6 Employees)	\$250	\$166	\$83
(7+ Employees)	\$350	\$232	\$116
Antique (1-3 Dealers)	\$150	\$100	\$50
Collectives (4-6 Dealers)	\$250	\$166	\$83
(7+ Dealers)	\$350	\$232	\$116
Service (1-3 Emp/Operators)	\$100	\$75	\$50
Businesses (4-6 Emp/Operators)	\$200	\$150	\$100
(7+ Emp/Operators)	\$300	\$225	\$150
Professional Businesses	\$125	\$82	\$41
Financial Institutions	\$500	\$500	\$500
Lodging (1-10 Rooms)	\$150	\$150	\$150
(11-25 Rooms)	\$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 ASSOCIATION

ATTACHMENT 5

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.

January 6, 2020

The Honorable Mayor Teresa Barrett &
Petaluma City Council Members

Petaluma Downtown Business Improvement District - Financial Impacts:

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

2010	\$50,636	2015	\$61,940 included collections from 2012/13
2011	\$52,850	2016	\$71,544. includes collections from 2014/15
2012	\$ 5,000	2017	\$64,795 Includes collections from 2015/16
2013	\$83,319	2018	\$67,458 includes collections from 2017
2014	\$35,241	2019	\$74,000 includes collections from 2018

This is the fourth year of local collections with Mungle & Associates providing the billing of the BID. The overall collection of the BID continues to be up due to closer monitoring and it being easier to pursue collections on a local basis. We have had particular success in recouping delinquent accounts since we moved to local billing in 2016.

The BID advisory committee meets monthly to discuss priorities and this past year's priorities have been to keep an up to date database for billing, and to pursue outstanding delinquencies. The BID was able to cover some of the key areas in keeping the downtown vibrant and safer during 2019. Priorities continue to be to beautify downtown with tree lighting, seasonal banners, painting of utility boxes and the recent addition of three historic pedestals, all which add to create a sense of place and festive atmosphere. In 2019 the security contract was continued with the expanded frequency of the Downtown driving and foot patrol security to 7 nights a week. Marketing and events are crucial to raising the profile of the downtown retail center throughout the year, and assisting small businesses with marketing campaigns.

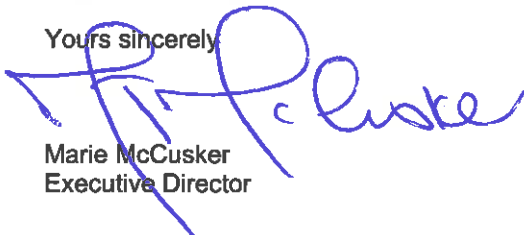
Mungle & Associates will be retained as the billing agent in 2020 and will continue with the collection process for those who are delinquent for 2018-2019, and bill out the newly identified unbilled businesses for 2020. The BID billing will include four items: a cover letter, a BID invoice, a map of the BID area and an information update form to help us keep up with changes of address, etc.

The BID budget is allocated as follows and approved by the PDA Board of Directors.

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

Attached you will find an accounting of all BID expenditures from 2009/10 thru 2018/19, a BID analysis and proposed BID expenditure for 2020.

Yours sincerely



Marie McCusker
Executive Director

City of Petaluma, CA
 Downtown Business Improvement District (BID)
 Mungle & Associates – as administrating agent
 628 E. Washington Street Suite A
 Petaluma, CA 94952



January 6, 2020

Dear Business Owner/ Tax Manager:

****2020 CITY OF PETALUMA DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID)****

The City of Petaluma City Council partners with Mungle & Associates for assistance in the collection of its mandatory Downtown Business Improvement District (BID) fees. This mailing is to transmit the 2020 Downtown Business District fees invoice that is **due on or before March 31, 2020 and becomes delinquent on April 1, 2020**. If late, late fees will apply.

This invoice is based and is calculated per your zone location, type of business and number of employees. To verify your calculation, the City of Petaluma uses data from the State Employment Development (EDD) regarding the number of employees submitted to them. Please be aware that it is important that the number of employees is accurately calculated and reported. Employees are calculated **on full time hours (part time employees should be added together to get a full time equivalent)** If you have any questions regarding zoning or number of employees, please contact Mungle & Assoc. at **(707)-241-0195** or email Mungle & Assoc. at petalumaBID@cmungle.com.

Mungle & Associates Remittance Address:

**Mungle & Associates Attn: Petaluma BID
 628 E. Washington Street. Suite A
 Petaluma CA 94952**

(Make Checks Payable to: Downtown BID)

The assessment was established in November 2000, when the Petaluma City Council adopted Ordinance 214 N.C.S. establishing the Downtown Business Improvement District (BID). This occurred at the request of the Petaluma Downtown Association (PDA), after an extensive public hearing process, required by State Law. During the process, local business owners who were to be included in the BID had the opportunity to protest the formation of the district and terminate the process. However, recognizing the utility of the BID, very few chose to oppose the BID and the District was formed. The PDA Board serves as the BID Board of Directors and administers the funds collected from you by the City of Petaluma. The PDA does not have the authority to change this ordinance or grant exemptions.

According to the 2020 annual report of the BID, approved by the Petaluma City Council in January 2020, assessment of funds will be used as follows:

27% Downtown Security	\$20,250
23% Downtown Marketing	\$17,250
30% Downtown Beautification	\$22,500
20% Administration	<u>\$15,000</u>
Total:	\$75,000

Please support the Downtown Business Improvement District by making your timely mandatory payment as indicated on the enclosed invoice. Thank you for your continued efforts to maintain an economically vibrant and attractive downtown.

Sincerely yours,

Mungle & Associates
 As administering agent for the City of Petaluma



City of Petaluma, CA
Downtown Business Improvement District (BID)
2020 Mandatory Assessment
Payable to: Downtown BID

Mail To: Downtown BID c/o Mungle & Associated 628 E Washington St, Ste A Petaluma, CA 94952

Phone: (707) 241-0195 • Email: petalumaBid@cmungle.com

Due on or before: March 31, 2020

Delinquent: April 1, 2020

10% Penalty Phase: May 1, 2020

Downtown Petaluma Business Improvement District (BID) Assessment Fee Table

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

(Employees are calculated on full-time hours. Part-time employees should be added together to get a full-time equivalent.)

Description of Business	Zone A	Zone B	Zone C
Retailers and Restaurants:			
0-3 employees	\$ 150.00	\$ 100.00	\$ 50.00
4-6 employees	\$ 250.00	\$ 166.00	\$ 83.00
7+ employees	\$ 350.00	\$ 232.00	\$ 116.00
Antique Collectives:			
0-3 employees	\$ 150.00	\$ 100.00	\$ 50.00
4-6 employees	\$ 250.00	\$ 166.00	\$ 83.00
7+ employees	\$ 350.00	\$ 232.00	\$ 116.00
Service Businesses:			
0-3 employees	\$ 100.00	\$ 75.00	\$ 50.00
4-6 employees	\$ 200.00	\$ 150.00	\$ 100.00
7+ employees	\$ 300.00	\$ 225.00	\$ 150.00
Professional Businesses:	\$ 125.00	\$ 82.00	\$ 41.00
Financial Institutions:	\$ 500.00	\$ 500.00	\$ 500.00
Lodging:			
1 – 10 rooms	\$ 150.00	\$ 150.00	\$ 150.00
11 – 25 rooms	\$ 250.00	\$ 250.00	\$ 250.00
26+ rooms	\$ 350.00	\$ 350.00	\$ 350.00

Enter # of employees, operators, dealers or rooms: _____

(Employees are calculated on full-time hours. Part-time employees should be added together to get a full-time equivalent.)

In the table above, please circle fee assessment and enter amount due: \$ _____

If Paid after May 1st, 10% Penalty: \$ _____

Total Due: \$ _____

(Make Checks Payable To: Downtown BID)

Returned Check Disclaimer: Each returned item received due to insufficient funds will be electronically represented to the presenters' bank no more than two times in an effort to obtain payment. Downtown BID is not responsible for any additional bank fees that will accrue due to there submission of the returned item.

Petaluma Downtown BID Business Update Form

Remittance Address:

Petaluma Downtown BID c/o Mungle & Associates • 628 E Washington St, Ste A, Petaluma, CA 94952
Phone: (707) 241-0195 Email: petalumaBID@cmungle.com

Instructions: Please complete this form if you have any changes to your account. To ensure that we have the correct information regarding your business and the number of employees you have, please update applicable sections on this form and return with your BID payment and remittance form to the address listed above. Thank you for taking the time to provide updated information on this form.

Business Name: _____ Account #: _____

DBA: _____

Business Mailing Address: _____
(Address/City State/Zip)

Business Physical Address: _____
(Street Address/City State/Zip)

Owner's Name: _____ Owner's Phone: () _____

Business Phone: () _____ Business Fax: () _____

Contact Person: _____ Contact Phone: () _____

Email Address: _____

Description of Business: _____

Function of Company: _____

Landlord's Name: _____ Landlord Phone: () _____

Business Classification (select all that apply):

- | | | |
|--|--|--|
| <input type="checkbox"/> Retail Business or Restaurant | <input type="checkbox"/> Professional Business | <input type="checkbox"/> Financial Institution |
| <input type="checkbox"/> Antique Collectives | <input type="checkbox"/> Service Business | <input type="checkbox"/> Lodging |

Type of Business (select one):

- | | | |
|--|--|---|
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> LLC - Single Member | <input type="checkbox"/> Professional Association |
| <input type="checkbox"/> General Partnership | <input type="checkbox"/> LLC - Multi Member | <input type="checkbox"/> DLLP |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Governmental Agency | <input type="checkbox"/> Other (please explain) |

Business closed or no longer doing business in the municipality? Please complete the below information and return either by Fax to 707-765-1583 or by email to Downtown BID at PetalumaBID@cmungle.com.

I hereby affirm that my business indicated above closed or is no longer operating in the above mentioned municipality as of _____ / _____ / _____ (Date business closed).

Signature: _____ Print Name: _____

Form Completed By: _____ Print Name: _____

**BUSINESS IMPROVEMENT
DISTRICT**

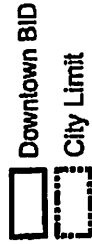
**PETALUMA DOWNTOWN
ASSOCIATION**

NOVEMBER 2000

**CITY OF PETALUMA
CALIFORNIA**



Legend



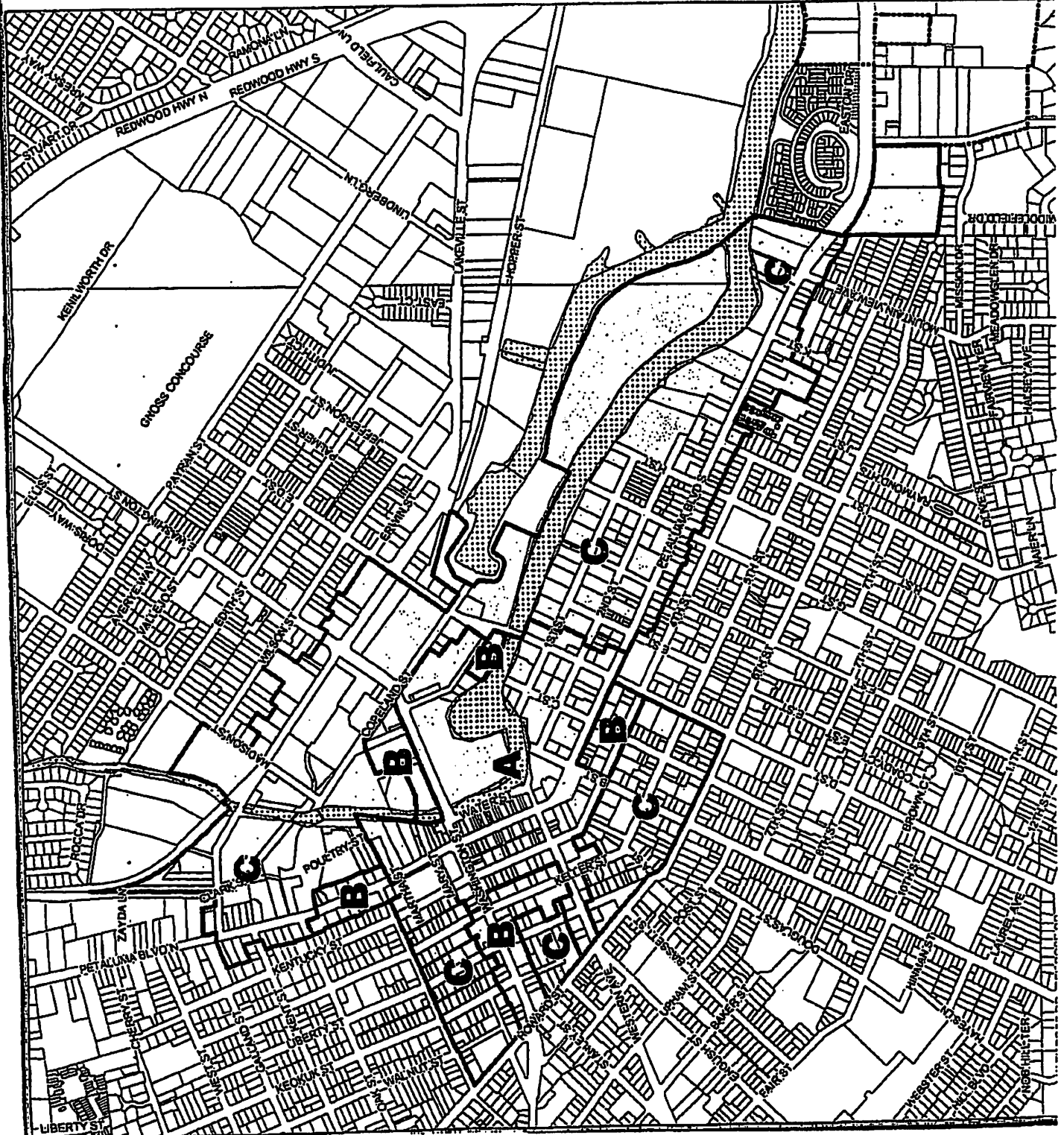
**Note: Labels refer to
zones within the
Downtown BID**



0 212.5 425 850 1275 1710 Feet

DISCLAIMER
The information contained herein was prepared and is subject to change without notice. The information is provided for informational purposes only and is not intended to be used for any other purpose. The information is not a guarantee, representation, or warranty of any kind. The information is provided as is, without any warranty, express or implied. The information is not to be used for any purpose other than that for which it was prepared. The information is not to be used for any purpose other than that for which it was prepared. The information is not to be used for any purpose other than that for which it was prepared.

GIS Division, April 7, 2004



Petaluma Downtown Association
Bid Funds Received and expenditures
For Fiscal Year Ending June 30, 2019

BID Percentages						23%	27%	30%	20%	TOTAL
Date	Transaction	To/From	Description	Amount		Marketing	Security	Beautification	Admin	
7/1/2018	Beginning Balance					38,008.05	38,175.67	21,139.99	7,057.16	104,380.87
10/19/2018	Deposits		Bid Income	10,000.00		2,300.00	2,700.00	3,000.00	2,000.00	10,000.00
1/31/2019	Deposits		Bid Income	29,000.00		6,670.00	7,830.00	8,700.00	5,800.00	29,000.00
4/17/2019	Deposits		Bid Income	25,000.00		5,750.00	6,750.00	7,500.00	5,000.00	25,000.00
6/27/2019	Deposits		Bid Income	10,000.00		2,300.00	2,700.00	3,000.00	2,000.00	10,000.00
Total Assessments paid						17,020.00	19,980.00	22,200.00	14,800.00	74,000.00
8/17/18	Credit Card	Constant Contact	Social Media			(62.50)				
8/17/2018	Credit Card	Constant Contact	Social Media			(399.00)				
8/29/2018	5704	Northbay Biz				(260.00)				
8/23/2018	5595	Rudi Szilvasy	Void Check			500.00				
10/24/2018	5762	Patrick Prather	Holiday Event			(700.00)				
10/31/2018	Credit Card	Trader Joes	Holiday Event			(58.20)				
10/31/2018	Credit Card	Custom Costumes	Holiday Event			(180.00)				
10/31/2018	Credit Card	Craigs Warehouse	Holiday Event			(218.95)				
11/7/2018	5777	Lisa Krieshok	Holiday Event			(200.00)				
11/7/2018	5778	Northbay Bohemian	Holiday Event			(256.40)				
11/7/2018	CR 0091	Reimbursed Ads	Holiday Event			250.00				
11/8/2018	CR 0091	Reimbursed Ads	Holiday Event			500.00				
11/9/2018	CR 0091	Reimbursed Ads	Holiday Event			750.00				
11/19/2018	5786	Sonoma Media Investment	Holiday Event			(804.00)				
11/29/2018	5789	Benedettville	Holiday Event			(500.00)				
11/29/2018	5790	Budderball the Clown	Holiday Event			(400.00)				
11/29/2018	5791	City of Petaluma	Holiday Event			(165.00)				
11/29/2018	5795	Sonoma County Gazette	Holiday Event			(267.75)				
11/30/2018	Credit Card	Amazon	Holiday Event			(58.84)				
11/30/2018	Credit Card	Petaluma Market	Holiday Event			(12.79)				
11/30/2018	Credit Card	Michaels	Holiday Event			(63.87)				
11/30/2018	Credit Card	Starbucks	Holiday Event			(23.90)				
11/30/2018	Credit Card	Facebook	Holiday Event			(207.77)				
11/30/2018	CR 0091	Reimbursed Ads	Holiday Event			250.00				
12/13/2018	5805	Encore Event Rentals	Holiday Event			(362.08)				
12/13/2018	5806	Lisa Ferreira	Holiday Event			(43.25)				
12/13/2018	5808	Northbay Bohemian	Holiday Event			(445.20)				
12/13/2018	5810	Sonoma County Gazette	Holiday Event			(954.00)				
12/20/2018	5813	Richard McDaniel	Holiday Event			(300.00)				
12/20/2018	5817	Sonoma Media	Holiday Event			(3,976.53)				
12/20/2018	5818	Staples	Holiday Event			(37.29)				
12/27/2018	5829	Wine Country Radio	Holiday Event			(1,510.00)				
1/4/2019	CR 0093	Reimbursed Ads	Holiday Event			250.00				
1/25/2019	CR 0093	Reimbursed Ads	Holiday Event			500.00				
1/31/2019	5853	Wine Country Radio	Holiday Event			(3,150.00)				
2/15/2019	CR 0094	Reimbursed Ads	Holiday Event			250.00				
03/14/2019	5878	City of Petaluma	Holiday Event			(540.00)				
04/18/2019	5908	Lisa Ferreira	Holiday Event			(8.55)				
05/21/2019	5951	Lisa Krieshok	Holiday Event			(300.00)				
06/30/2019	Dep	Reimbursed Ads	Marketing			764.78				
08/02/2018	5875	Fast Signs	Sidewalk Sale			(376.16)				
08/16/2018	5691	City of Petaluma	Sidewalk Sale			(39.00)				
09/06/2018	5716	Sonoma Media	Sidewalk Sale			(137.00)				

8/9/18	5683	First Alarm Security		(1,308.00)				
9/6/18	5710	First Alarm Security		(1,308.00)				
10/2/18	5733	First Alarm Security		(1,308.00)				
11/1/18	5768	First Alarm Security		(1,308.00)				
12/6/18	5802	First Alarm Security		(1,308.00)				
1/2/19	5833	First Alarm Security		(1,776.00)				
2/7/19	5855	First Alarm Security		(1,776.00)				
3/7/19	5875	First Alarm Security		(1,776.00)				
4/18/19	5909	First Alarm Security		(1,776.00)				
5/14/2019	5933	First Alarm Security		(1,776.00)				
6/18/2019	5979	First Alarm Security		(1,776.00)				
7/10/2018	5635	Maria Peterson	Box Painting	(1,000.00)				
7/10/2018	5636	Johnny Hirschmugl	Box Painting	(1,000.00)				
8/16/2018	5692	Diana Majumdar	Box Painting	(500.00)				
8/29/2018	5707	Sierra Display	Summer/Fall Banners	(1,750.00)				
9/6/2018	5714	Sierra Display		(1,128.97)				
9/13/2018	5718	Sierra Display		(2,778.00)				
9/20/2018	5719	Maxfield Bala	Box Painting	(500.00)				
10/2/2018	5736	Sierra Display		(225.00)				
10/11/2018	5742	Ryan Peterson	Box Painting	(500.00)				
10/11/2018	5744	Richard Watts Art & Design	Box Painting	(500.00)				
10/11/2018	5745	Dave Sullivan	Box Painting	(500.00)				
11/7/2018	5776	Fishman Supply	US Flags	(137.28)				
11/9/2018	CR 0091	Reimbursement	String Lights	30.00				
11/13/2018	CR 0091	Reimbursement	String Lights	10.00				
11/13/2018	CR 0091	Reimbursement	String Lights	20.00				
11/15/2018	5785	Justin Ringlein	Box Painting	(1,000.00)				
11/29/2018	5798	Sierra Display		(1,852.00)				
11/30/2018	Credit Card	Home Depot		(128.79)				
11/30/2018	CR 0091	Reimbursement	String Lights	20.00				
12/13/2018	5812	Alex Whitehurst	Box Painting	(500.00)				
12/27/2018	5827	Sierra Display	Tree Lighting	(1,724.78)				
1/10/2019	5838	Maus Electric	Electrical to Center Park	(3,443.15)				
1/24/2019	5845	Diana Majumdar	Box Painting	(1,000.00)				
3/7/2019	5877	Sierra Display	Holiday Banner	(1,400.00)				
3/31/2019	Credit Card	Rex Ace Hardware		(11.87)				
5/1/2019	5925	Sierra Display	Spring Banners	(621.03)				
7/1/18-6/30/19		Bid Share of admin costs	Dues & Subscriptions				(14.81)	
7/1/18-6/30/19		Bid Share of admin costs	Employee Benefits				(1,306.88)	
7/1/18-6/30/19		Bid Share of admin costs	Equipment Maintenance				(9.00)	
7/1/18-6/30/19		Bid Share of admin costs	Insurance				(177.61)	
7/1/18-6/30/19		Bid Share of admin costs	License and Tax				(16.02)	
7/1/18-6/30/19		Bid Share of admin costs	Office Supplies & Postage				(582.98)	
7/1/18-6/30/19		Bid Share of admin costs	Payroll tax Expense				(545.70)	
7/1/18-6/30/19		Bid Share of admin costs	Professional Fees	(1,981.33)	(2,325.90)	(2,584.33)	(2,538.26)	
7/1/18-6/30/19		Bid Share of admin costs	Promotion				(156.98)	
7/1/18-6/30/19		Bid Share of admin costs	Public Relations.				-	
7/1/18-6/30/19		Bid Share of admin costs	Rent				(68.25)	
7/1/18-6/30/19		Bid Share of admin costs	Software				(19.07)	
7/1/18-6/30/19		Bid Share of admin costs	Telephones				(241.83)	
7/1/18-6/30/19		Bid Share of admin costs	Travel				(89.25)	
7/1/18-6/30/19		Bid Share of admin costs	Utilities				(141.49)	
7/1/18-6/30/19		Bid Share of admin costs	Wages				(5,245.03)	
7/1/18-6/30/19		Bid Share of admin costs	Website	(18.55)				
Total BID expenses				(15,003.13)	(19,521.90)	(24,705.20)	(11,153.16)	(70,383.39)
6/30/2019	Ending balance BID			40,024.82	38,633.77	18,634.79	10,704.00	107,997.48

BID 2020 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	\$ 3,000		Destination marketing ads & editorial in Chamber & Visitors guide
Sidewalk Sale	\$ 700		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	
Street Team Cleaning	\$ 5,000		Downtown partnership program
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	\$ 6,500		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	

BID ANALYSIS 2010-2019

Previous years BID Actual Collections											
YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Collected	\$ 50,636	\$ 52,850	\$ 5,000	\$ 83,319	\$ 35,241	\$ 61,940	\$ 71,544	\$ 64,795	\$ 67,458	\$ 74,000	\$ 75,000

BUDGET

BID	2009/10		2010/11		2011/12		2012/13		2013/14		2014/15		2015/16		2016/17		2017/2018		2018/2019		2019/2020	
	%	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%	Actual	%	Budget
Security	40%	\$ 20,254	50%	\$26,425	50%	\$2,500	50%	\$41,660	50%	\$17,621	32%	\$19,821	32%	\$ 22,894	27%	\$ 17,495	27%	\$ 18,214	27%	\$ 19,980	27%	\$ 20,250
Marketing	30%	\$ 15,191	28%	\$14,798	28%	\$1,400	28%	\$23,329	28%	\$9,867	28%	\$17,343	28%	\$ 20,032	23%	\$ 14,903	23%	\$ 15,515	23%	\$ 17,020	23%	\$ 17,250
Beautification	20%	\$ 10,127	20%	\$10,570	20%	\$1,000	20%	\$16,664	20%	\$7,048	20%	\$12,388	20%	\$ 14,309	30%	\$ 19,439	30%	\$ 20,237	30%	\$ 22,200	30%	\$ 22,500
Administration	10%	\$ 5,064	2%	\$1,057	2%	\$100	2%	\$1,666	2%	\$705	20%	\$12,388	20%	\$ 14,309	20%	\$ 12,959	20%	\$ 13,492	20%	\$ 14,800	20%	\$ 15,000
	100%	\$ 50,636	100%	\$ 52,850	100%	\$ 5,000	100%	\$ 83,319	100%	\$ 35,241	100%	\$61,940	100%	\$71,544	100%	\$ 64,795	100%	\$ 67,458	100%	\$ 74,000	100%	\$ 75,000

10/11 Budget	Percentages are changed to accommodate increase in camera maintenance costs																				
Cameras	Original Contract = \$16,000 PLUS Increase \$6,000/year = \$22,000																				
Spartan	\$6,000/year																				
Administration	Admin costs reduced due to free rent due to move to PVP																				
Marketing	Reduced by \$500 to cover increased security costs																				
Beautification	Reduced by \$1,000 to cover increased security costs																				
11/12 Budget	No % changes																				
12/13 Budget	No % changes																				
13/14 Budget	Change in % approved by BID committee, effective Jane 2014 - result of reduction in camera lease contract back to 08/09 levels																				
14/15 Budget	BID increase in income due to past payments coming in for 2012 thru 2015																				
15/16 Budget	BID increase objective to receive payments from businesses not previously billed																				
16/17	change % distribution to increase downtown beautification due to security camer elimination																				
2017/18-2019	No Changes																				
2018/19	Increase in collectuon of assessment fees, due improvement of BID communications and local collection.																				

PETALUMA DOWNTOWN ASSOC
 BID ANALYSIS - 07/01/09 TO 06/30/19

	MARKETING 32%	SECURITY 32%	BEAUTIFICATION 16%	ADMINISTRATIVE 20%	TOTAL 100%
BALANCE 07/08-08/09	17,195.12	18,648.22	12,968.89	-2,183.96	44,628.27
CHANGE IN PERCENTAGES	30%	40%	20%	10%	100%
RECEIVED 07/09-08/10	15,191.05	20,254.73	10,127.37	5,083.68	50,636.83
EXPENSED 07/09-08/10	-18,912.30	-27,194.59	-17,445.00	-2,834.85	-84,186.74
BALANCE 07/09-08/10	15,473.87	9,708.36	5,851.28	244.87	31,078.38
CHANGE IN PERCENTAGES	28%	50%	20%	2%	100%
RECEIVED 07/10-08/11	14,798.00	28,425.00	10,570.00	1,057.00	52,850.00
EXPENSED 07/10-08/11	-15,700.74	-28,764.45	-529.42	-2,937.36	-47,931.97
BALANCE 07/10-08/11	14,571.13	7,368.91	15,891.84	-1,635.49	35,996.39
RECEIVED 07/11-08/12	1,400.00	2,500.00	1,000.00	100.00	5,000.00
EXPENSED 07/11-08/12	-11,583.87	-27,390.45	-3,400.00	-2,418.14	-44,792.46
BALANCE 07/11-08/12	4,387.26	-17,521.64	13,291.84	-3,953.63	-3,796.07
RECEIVED 07/12-08/13	23,329.46	41,660.00	16,863.90	1,666.39	83,319.75
EXPENSED 07/12-08/13	-11,986.39	-28,062.66	-9,060.00	-2,804.77	-51,913.82
BALANCE 07/12-08/13	15,730.33	-3,924.20	20,895.74	-5,092.01	27,609.86
RECEIVED 07/13-08/14	9,867.70	17,621.01	7,048.40	704.83	35,241.94
EXPENSED 07/13-08/14	-14,519.70	-10,943.38	-7,704.39	-8,362.11	-39,529.58
BALANCE 07/13-08/14	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	58,117.55
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	88,528.83
RECEIVED 07/17-06/18	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	-19,521.90	-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