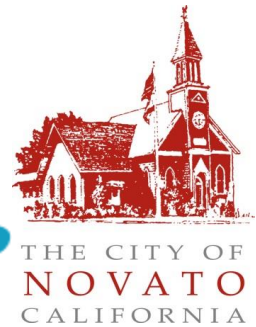


# ATTACHMENT A

to the AGREEMENT FOR THE ADMINISTRATION OF THE  
DOWNTOWN NOVATO BUSINESS IMPROVEMENT DISTRICT



## Administrative Guidelines for the Annual Assessment Process

Novato Downtown Business Improvement District (BID)

### Background

In 1999, a group of merchants (the BID Formation Committee) worked with the City to create the Business Improvement District (BID). The goal was to attract more business Downtown and enhance the customer and visitor experience. The BID was seen as an important part of the continued revitalization of Downtown Novato. In partnership with the merchants, the Novato City Council formed the Novato Downtown Business Improvement District (BID) in 1999 which was incorporated into the Novato Municipal Code as Section 2-25 'Downtown Novato Business Improvement District.' The Municipal Code allows the City and the BID Board of Directors to establish agreements for the administration of the district. This is a typical structure used by cities across the nation.

Since 1999, the City Council has contracted with the Downtown Novato Business Association (DNBA) to serve as the BID Advisory Board and to administer and manage BID activities and funding since the creation of the BID. The DNBA is a non-profit organization with a volunteer Board of Directors and historically has had no paid staff. It has adopted bylaws to govern the DNBA Board activities and functions. The DNBA, acting as the BID Advisory Board, may adopt supplemental rules governing BID Advisory Board activities and functions, which said rules must be consistent with these Administrative Guidelines. Said supplemental rules are subject to the approval of the City and, if approved by the City, shall be incorporated into the Agreement for the Administration of the BID between the City and the BID Board of Directors.

In order to fund the activities of the BID, the City Council levies an annual assessment on the businesses located within the BID's boundaries. The annual assessment covers the BID's activities for a full calendar year, beginning on January 1 of each year. Annually, the City mails the BID assessments in conjunction with the business license renewals in mid-December.

The purpose of these Administrative Guidelines is to outline the annual BID assessment process and clarify the protest process to ensure the accuracy, timeliness, security and transparency of the assessment hearing process.

### 1. BID Annual Report Components & Timing

As part of the BID annual assessment process, the BID Advisory Board is required to prepare an annual report to be submitted to the City Clerk each year on or before November 1. The DNBA serves as the BID Advisory Board ("BID Board") and prepares the Annual Report.