



**CITY OF NOVATO**  
CALIFORNIA

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Novato, CA 94945  
415/899-8900  
FAX 415/899-8213  
[novato.org](http://novato.org)

Mayor  
Eric Lucan  
Mayor Pro Tem  
Denise Athas  
Councilmembers  
Pam Drew  
Pat Eklund

Acting City Manager  
Adam McGill

October 22, 2019

Dear Downtown Business Owners:

The City of Novato is proud to continue its investment in the Downtown Business Improvement District (DBID) in partnership with the Downtown Novato Business Association (DNBA).

At the conclusion of City Council's three-year seed investment in 2017, we returned to the Council recommending that the City match the BID \$1 for \$1 as a way of solidifying our shared goal of creating a vibrant Downtown. This was another wonderful year for our partnership, and we are delighted to continue to work with you to promote and support our Downtown.

Each fall, the DNBA, acting as the DBID Advisory Board, prepares an annual report for the past year and a budget for the upcoming calendar year. As a member of the DBID, the City is providing the attached packet that provides you with a copy of the 2019 Annual Report, the 2020 Budget and an outline of the annual assessment process.

On Tuesday, October 22, 2019, the City Council will initiate the annual BID assessment process. On Tuesday, November 12, 2019, there will be public hearing at 901 Sherman, City Council chambers, which will begin promptly at 6pm. The City Council will hear comments during the public hearing and then take action regarding the annual BID assessments for 2020 per the prepared budget.

Your 2020 BID assessment, which is included with your business license renewal, will be mailed in December. If your business information has changed during 2019, please work with our business license administrator, HdL, to update your information: visit [www.novato.org/BL](http://www.novato.org/BL), call 415-899-8917 or email [bl@novato.org](mailto:bl@novato.org).

For more information regarding the DNBA, visit them online at [downtownnovato.com](http://downtownnovato.com). For questions regarding the annual BID assessment, please contact me at 415-899-8903, via email at [jdeakyne@novato.org](mailto:jdeakyne@novato.org) or visit [www.novato.org/dbid](http://www.novato.org/dbid).

Sincerely,

Jessica Deakyne, Assistant City Manager

# 2019 Annual Report

Live.  
Work.  
Play.

Downtown Novato



## Downtown Happenings:

- October 13** Novato Harvest Festival  
2pm -7pm  
Trek Wine | Sweetser + Machin  
Drink. Dance. Eat. Enjoy.
- October 26** Safe Trick or Treat  
11am -2pm. Grant Ave.
- November 30** Small Business Saturday  
Shop Local.  
Eat Local.  
Drink Local.
- December 7** Annual Tree Lighting  
4 -8pm. Sherman Ave.  
A family-friendly tradition.
- December 31** Bouncy Ball New Year  
12 noon  
In partnership w/ Novato Fire

## Progress & Community Pride

Greetings Downtown Novato Business Association Members,

While I have served on the DNBA Board for 5 years, I was new to the position of President in 2019. It has been an interesting and important time in Downtown! The DNBA has worked hard to help create a city center where people are excited to work, play and visit while bringing value to each business in the Business Improvement District (BID). We focused funds on making downtown a vibrant place to be by growing signature events that can be enjoyed by the entire community, improving streetscapes, and designing ad campaigns that let neighboring areas know how much Novato has to offer. We have received great feedback on our efforts this year from increased sales during events, broader interest in sponsorship and record attendance at our events. In addition, the BID Advisory Board has tackled some issues critical to the health and vitality of Downtown.

As a DNBA member, please watch our website, social media, email blasts and mailers so you can take advantage of the opportunities that will support your business efforts. We encourage you to attend our DNBA membership meeting which is held the first Wednesday of each month so you can get to know your fellow business owners and have a voice in what is happening in your Downtown. Please get involved as much as your business will allow. We'd love to see you at the next meeting!

Peter Serchia  
DNBA President



## Who we are...

The Downtown Novato Business Association is a volunteer based, non-profit organization dedicated to creating a more beautiful, vibrant, and economically thriving Downtown aimed at delivering direct value to every one of our members.

The DNBA Board also serves as the BID Advisory Board to the City of Novato. The BID (Business Improvement District) is a revitalization tool for commercial neighborhoods such as shopping areas and downtown business districts. BIDs are public/private sector partnerships that perform a variety of services to improve the image of their cities and promote individual business districts. They also carry out economic development services by working to attract, retain and expand businesses.



# We've been busy!

## Dollar for Dollar Match – Partnership with the City of Novato

We are so grateful to the City of Novato for continuing their investment in our Downtown by providing a dollar for dollar match for all the BID fees paid by our members. This has allowed us to leverage your investment and provide expanded benefits to all our businesses. Our Executive Director, Stephanie Koehler, has been active in the community encouraging our members to get involved in their Downtown community – from beautification initiatives and marketing campaigns, to signature events and economic development projects. In addition, she has been working closely with the City of Novato to create partnerships that best utilize resources to ensure maximum impact.

## Holiday + Annual Advertising

We have developed holiday and annual advertising campaigns in the Marin IJ and all social media platforms to continue branding Downtown Novato and place us on a level playing field with other shopping and entertainment districts in towns throughout Marin and surrounding counties. New this year, we are working with Kiosk Creative on a series of digital video ads to support visiting Downtown.



## Bouncy Ball New Year

Who doesn't want to see what happens when 19,000 bouncy balls are dropped off a ladder truck? This 3<sup>rd</sup> Annual event partnered with the Novato Fire Department and brought more than 2,500 people of all ages to the streets of Downtown Novato for a playful and unique experience. Restaurants and businesses reported a high volume of visitors and increased sales surrounding the event – which is exactly the goal of the DNBA! Community excitement and extensive media coverage shed light on the vibrance of our town and teed us up for this event to happen annually on New Years Eve at noon.



## Social Media Presence

A heavy focus was placed on growing the reach and leveraging the DNBA social media platforms to highlight Downtown Businesses. Posts were strategically timed and occurred at a much greater frequency to build “top of mind” awareness for residents of Novato and surrounding areas – with the goal of drawing in people from other communities. Additionally, the Executive Director has been working with individual member businesses to teach them how to use these platforms and leverage their connection to the DNBA.



## Community Holiday Trees

This was our second year placing 50 holiday trees with lights along Grant Avenue so the community could decorate them. And decorate them they did! We had schools, military groups, churches, families and businesses pour all the love of the season into their little tree. We got hundreds of posts, comments and shares on social media letting us know how much everyone loved the feel of driving through Downtown Novato all winter. Needless to say...we will have them up again this year!







# We've been busy!

## Farmer's Market

As a DNBA sponsored event, we are always looking for ways to expand on the success of the Farmer's Market to increase the traffic to Downtown Novato during the summer season. This year was the market's second year in their new location on 7<sup>th</sup> Street behind CVS – a move that has proven to be very well received. We also continued to help them get proper ABC approval so market goers can enjoy local beer while they shop and listen to music. We continue to promote the Tuesday market and find ways to increase regional appeal – drawing people from outlying communities.

## Kiosk Maps of Downtown

While a larger audit of the new and existing businesses is in the works, we took the time this summer to review the way-finding maps of downtown businesses and printed an updated version!

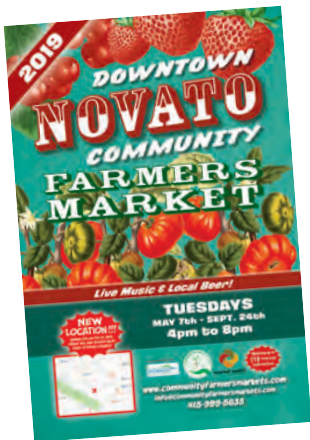
## Priorities and Planning

We collected input from our members to create a priority list for major projects and began implementing them! A few items in the works: replace the twinkle lights on the Grant Ave trees, hanging baskets on the light poles, better postcard communications and maybe even bistro lights over Old Town!

## Kiosk Calendars

The Downtown kiosks are a great way to brand our city center and offer important information to visitors and residents. This year we continued the Quarterly Kiosk Calendar program that offers a consistent "look & feel" and features activities happening at and around the businesses in Downtown as well as key City events. We encourage all businesses to let us know what's coming up for them!

Event listings are free to all DNBA member businesses and simply need to be submitted to [DNBA@Novato.org](mailto:DNBA@Novato.org) by:  
 Nov 15 for the Winter Quarter  
 Feb 15 for the Spring Quarter  
 May 15 for the Summer Quarter  
 Aug 15 for the Fall Quarter



# Nostalgia Days Novato

Nostalgia Days has always been a cornerstone event for the DNBA and 2019 proved to be the biggest turnout yet! The 23<sup>rd</sup> Annual Nostalgia Days Novato saw over 200 cars participate in the Friday Night Cruise and nearly 270 classic cars registered for the Saturday Show on Grant Ave. This year we partnered with Trek Wines, Indian Valley Brewery, Mantra Wines and Finnegan's to offer the attendees beverages while they enjoyed the show and had over 25 food and retail vendors. Live music by *Third Rail* was a hit with both attendees and participants. We look forward to another great year!

Save the Date: Nostalgia Days 2020  
 Cruise Friday, July 31<sup>st</sup> | Car Show Saturday, August 1<sup>st</sup>



# Rock the Block Novato

Bringing the streets to life.

This summer saw a second year of the wildly successful block party featuring great dance bands, family fun, food and drinks. Restaurants were packed and stores stayed open late to get in on the fun. It was a chance for neighbors to converge in the city center and feel the energy of their hometown. We also saw lots of folks come in from neighboring towns and counties – many expressing it as their first visit to Downtown Novato! Local sponsors and Downtown Businesses eagerly stepped up to make it a win for everyone involved. On June 20<sup>th</sup> over 2,500 people came out to celebrate the first day of summer. On September 12<sup>th</sup> an even larger crowd came out to ring in the beginning of fall!

We are excited to announce we plan to continue this tradition next summer!



## Small Business Support

The DNBA is committed to offering support to ALL the businesses in the Downtown District – from broad scale events to smaller one-to-one relationships. Here are a few things we did this year...

## Safe Trick or Treat

The DNBA offers a safe (and fun!) alternative to area families by sponsoring the opportunity to trick-or-treat at participating Downtown Businesses. To help offset any cost, the DNBA purchases candy for business owners to hand out to all the little ghosts and goblins. The event happens annually in conjunction with the Chamber's Scream on the Green.



**Candy Pick Up for Business Owners!**  
 Wed, Oct 23<sup>rd</sup>  
 Thurs, Oct 24<sup>th</sup>  
 Noon to 9pm at  
 Trek Winery



## Small Business Saturday

The DNBA will design graphics for digital and social media promotion, and offer marketing support to promote Small Business Saturday on November 30<sup>th</sup>.

## Community Sponsorships and Scholarships

The DNBA feels it is important to support many events and programs that promote Downtown Novato. We support the events such as the Annual Tree Lighting, the July 4<sup>th</sup> Parade, Sunday's on Sherman and the Harvest Festival. Additionally, through an application process, we offer a partial scholarship to one Downtown business owner who is interested in participating in the Chamber's Leadership Novato program. If you are interested in joining the 2020 class – please email Executive Director, Stephanie Koehler at DNBA@Novato.org for details.

## Social Media Sharing

Leveraging our broad social media influence, the DNBA promotes different Downtown businesses, events and services on their digital platforms daily. This also helps to boost the traffic to the individual stores' platforms.



Need help understanding Social Media?  
 Email Stephanie at DNBA@Novato.org

## DNBA Board of Directors

### Officers

Peter Serchia, President, *All Season Soccer*  
 Steve Jordan, VP, Secretary & BID Advisory Chair, *Creekside Bakery*  
 John Tornes, Treasurer, *Edward Jones Investments*

### Members

Andy Podshadley, *Trek Winery*  
 Jon Ballack, *Orange Theory Fitness*  
 Kevin Mahoney, *Teeny Cakes*  
 Paul Price, *Novato Kitchen & Bath*  
 Rob Sundberg, *Avenue Salon*  
 Mike Kuimelis, *Mantra Wines*

Interested in joining the Board?  
 Attend a DNBA membership meeting and let us know!

Membership & Board Meetings are held the first Wednesday of every month. 7pm at Trek Winery. Join us!



## Annual Report 2019

Budget Information			
Line Item Description	2019 Budget	2019 Est. Actual	2020 Proposed
<b>Income</b>			
BID Assessment	55,500	49,050	53,000
City Match	55,500	49,050	53,000
<b>Event + Other Income</b>			
Nostalgia Days	25,000	22,642	25,000
Holiday & Tree Lighting Events	3,500	4,000	16,000
Bouncy Ball New Year	3,000	200	1,000
Associate Memberships	1,400	1,460	1,825
Rock the Block	60,000	43,576	55,000
Interest Income	40	53	55
<b>Total Income</b>	<b>203,940</b>	<b>170,031</b>	<b>204,880</b>
<b>Administrative Expense</b>			
Cell Phone	800	720	800
Accountant	4,000	3,578	4,000
Board & Association Development	3,000	0	3,000
Bulk Permit-Postage	500	250	500
Filing Fees	300	10	300
Insurance	5,500	6,028	6,200
General Membership & BID Meetings	3,500	4,684	5,500
Memberships (NCOC)	350	360	360
Office Supplies	500	450	500
Bank Charge	250	215	250
<b>Total Administration Expense</b>	<b>18,700</b>	<b>16,295</b>	<b>21,410</b>

Budget Information Continued			
Line Item Description	2019 Budget	2019 Est. Actual	2020 Proposed
Member Outreach & Services Expense			
Payroll Expense-ED	65,000	63,275	65,000
Employee Tax & Insurance	6,500	6,249	6,500
Mailings & Communications	4,000	607	4,000
Newsletters	4,000	0	3,000
Website	1,000	197	2,000
Total Member Outreach & Services Expense	80,500	70,328	80,500
Beautification & Capital Improvement	20,000	6,400	45,000
Event Expense			
Nostalgia Days	18,000	16,481	19,000
Safe Trick or Treat	3,700	2,800	3,700
Bouncy Ball New Year	1,500	672	1,500
Rock the Block	60,000	30,960	36,000
Holiday & Tree Lighting	4,500	4,500	14,500
Total Event Expense	87,700	55,413	74,700
Marketing Expense			
Sponsorship Expense	4,000	4,000	4,000
Internet Campaigns	2,500	4,244	5,000
Rebranding	30,000	3,800	20,000
Advertising & Promotion	22,000	15,408	22,000
Marketing Expense - Other	3,000	1,500	3,000
Total Marketing Expense	61,500	28,952	54,000
Total Expense	268,400	177,388	275,610
Cash On Hand From Previous Year			
Excess of Receipts Over Disbursements	-64,460	-7,357	-70,730
Cash On Hand as of Last Day of Previous Year	83,681	87,778	94,631
Budget Balance Factoring Cash on Hand	19,221	80,421	23,901



# What is the Novato Downtown Business Improvement District?

## 1 Background

A Business Improvement District, or “BID” or “DBID,” is a revitalization tool for commercial neighborhoods such as shopping areas and downtown business districts. Established by law in the late 1980’s and early 1990’s, BIDs are public/private sector partnerships that perform a variety of services to improve the image of their cities and promote individual business districts. They also carry out economic development services by working to attract, retain and expand businesses. Today, there are over 1,200 BIDs in the United States alone, with additional BIDs throughout other countries.

## 2 Novato’s Downtown Business Improvement District

In 1999, a group of merchants (the BID Formation Committee) worked with the City to create the Business Improvement District. 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. In 2015, the agreement between the City and the DNBA was updated and Administrative Guidelines were adopted to provide operating clarity for the BID’s operations. The DNBA is a non-profit organization with a volunteer Board of Directors and historically has not had paid staff. In 2014, the DNBA created an Executive Director position to provide management and administrative assistance – to support the organization’s ability to provide better communication, marketing, and coordination of the DNBA’s work. The DNBA has adopted bylaws to govern its activities and functions.

## 3 Novato BID Boundaries and Assessments

There are approximately 380 businesses in the BID which self-assess an annual fee that generates about \$54,000 per year. In 2005, the BID fee was increased by five percent and the BID boundary was expanded to include the two retail centers at Seventh and Grant Avenues (Lucky’s and DMV centers), northward along Redwood Avenue from Vallejo Avenue to Golden Gate Place (Trader Joe’s and Atherton Ranch commercial areas), and eastward the area around Whole Foods was changed from a Zone B to a Zone A. The map attached (Exhibit A) shows the boundaries of the BID with Zone A and B.

Business Improvement District assessments are levied on the basis of the estimated benefit to the businesses and property within the BID area. A BID may assess property according to zones of benefit, in relation to the benefit being received by businesses within each zone. The BID assessment is billed annually with the City of Novato’s business license distribution. As shown below, the assessment schedule is as follows:

Type of Business	Benefit Assessment		Type of Business	Benefit Assessment	
	Zone A	Zone B		Zone A	Zone B
Retailers/Restaurants			Professional Businesses	\$131	\$65
1-3 Employees	\$158	\$79	Financial Institutions	\$525	\$525
4-6 Employees	\$263	\$131	Lodging (Bed and Breakfast)	\$158	\$158
7 + Employees	\$368	\$184	Lodging (Hotels and Motels)	\$263	\$263
Service Businesses	\$158	\$79			

## 4 Isn’t This Just Another Tax?

No. Business improvement district assessments are not taxes. BID assessments are vehicles which convey a special benefit upon those who pay. While it is true that all affected parties in a given district must pay the assessment, it is important to remember that the BID was established originally through the consent of those businesses which paid a majority of the assessment.





## 5 What is the Annual Assessment Process?

As part of the annual renewal process for the BID, the BID Advisory Board is required to prepare an annual report each year. Among other things, the annual report includes a proposed work plan and detailed budget for the upcoming year, summary of accomplishments and information outlining the method and basis for levying the BID assessment.

As a reminder, for this BID, the DNBA serves as the BID Advisory Board and prepares the annual report and budget. Below is the annual assessment process for the BID which requires City actions -- including two City Council meetings, legislative actions by the Council, and public and member notification.

- **1st City Council Meeting (October 22, 2019)**
  - Presentation by the DNBA/BID Advisory Board of its Annual Report and proposed 2020 BID budget
  - Council takes action on the 2020 Proposed BID Budget and 2019 Annual Report
  - Council takes action on a Resolution of Intention to Levy assessments for 2020
- **Public Notice**
  - Publish Resolution of Intention to Levy an Annual Assessment in newspaper (at least 7 days prior to the public hearing)
- **2nd City Council Meeting (November 12, 2019)**
  - Public hearing on the Annual Assessment and to receive protests against levy of assessments
  - Council action on Resolution Confirming the Annual Report (approves the levy of assessments)

After the assessments are approved, City finance staff incorporates the BID levies into the business licenses bills which are distributed in mid-December to all members.

## 6 Public Hearing & Comments For or Against

At the public hearing on November 13, 2018 all members of the BID and public are welcome to speak to the City Council regarding the annual BID assessment. Written comments for or against the benefit assessments to be levied can be mailed to the City Clerk of the City of Novato at 922 Machin Avenue, Novato, California 94945, or submitted to the City Clerk at or before the public hearing on November 12, 2019. To be counted formally, protests must be received by the City Clerk no later than the public hearing on November 12, 2019.

A protest against the levy of assessments may be made orally or in writing. An oral protest shall be made at the public hearing however, in order to count in calculating whether businesses paying 50% or more of the proposed assessments are against the assessment, a protest must be in writing. Each written protest must (i) be filed by an owner of a business located within the business improvement district and (ii) be signed by the person shown on the official records of the City as being the owner or designated agent of that business. In addition, in order to be counted as a valid written protest, each written protest shall be completed on the City's "2020 Protest Form" which is available at [www.novato.org/BID](http://www.novato.org/BID). For purposes of BID protests, the "official records" of the City are the City business license database. If the person signing the protest is not shown on the official records of the City of Novato as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the "designated agent" for the corporation or entity. A written protest may be withdrawn from record at any time before the conclusion of the public hearing. The Administrative Guidelines provide additional information regarding the protest process and can be found at [www.novato.org/BID](http://www.novato.org/BID).

If there are a large number of written protests submitted on a timely basis, the City Council has the option to close the public hearing and then continue the matter to its next regularly scheduled meeting to allow for a thorough counting of the submitted written protests. If written protests have been timely submitted by the owners of the businesses within the BID that will pay fifty percent (50%) or more of the total assessments of the entire BID, then no further proceedings to levy the assessments shall occur for the 2020 year and any new proceedings to levy assessments shall not be undertaken again for a period of at least one (1) year from the date of the finding of the 50% or more written protest by the City Council. If the 50% or more written protest is only as to an improvement or activity proposed in the DBID's annual report, then that type of improvement or activity shall not be included in the BID for 2020.

## 7 Further Information

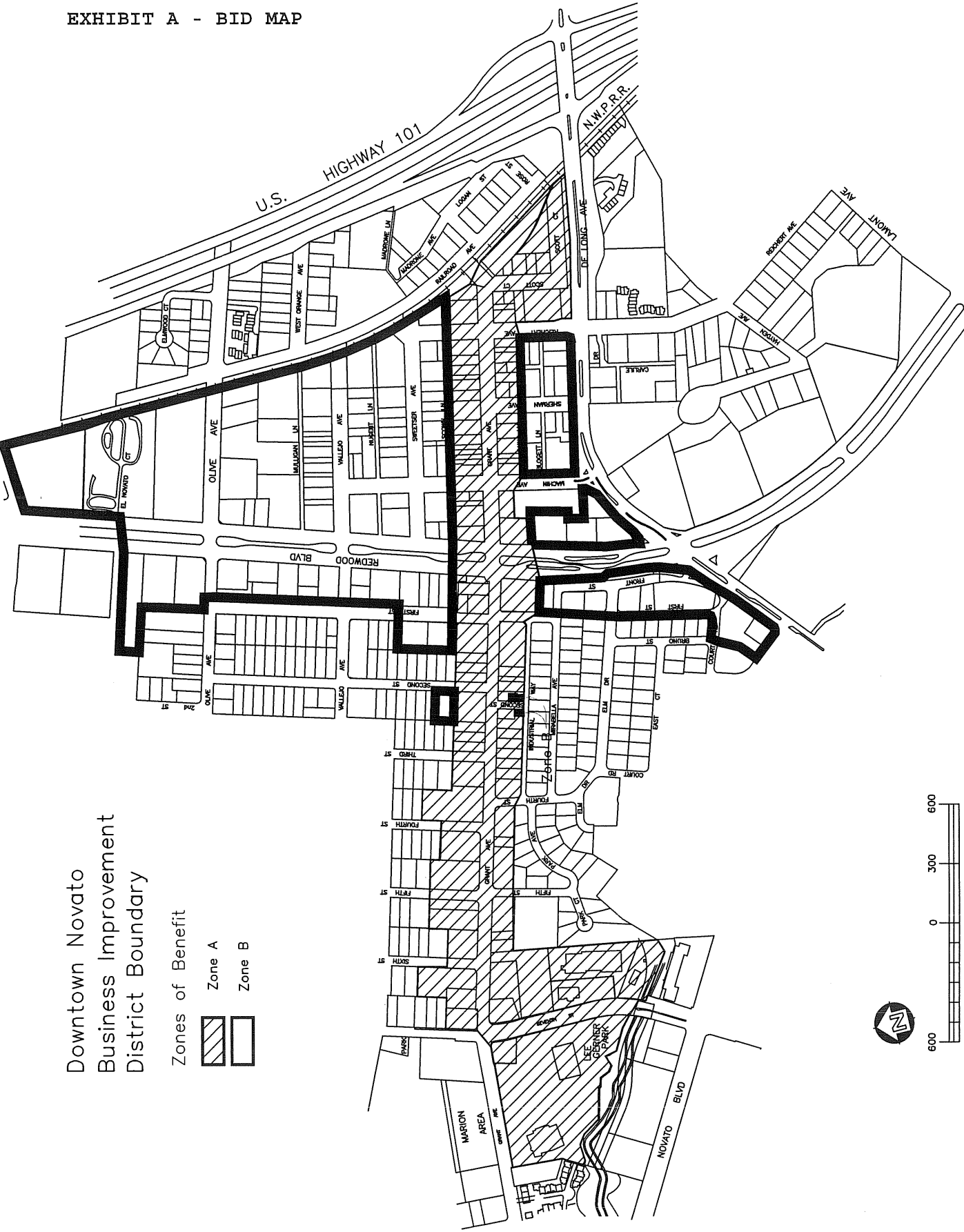
Interested persons may view the BID documents on file with the City Clerk's office which are also posted on the City's web site with the agenda packet for the November 12, 2019 Council meeting. Further information regarding the Downtown Novato Business Improvement District may be obtained from the City Clerk of the City of Novato, at 922 Machin Avenue, Novato, California, 94945, from 9:00 a.m. - 5:00 p.m., Monday through Thursday, or telephone 415-899-8900. All written comments shall be mailed and/or delivered to said address.

EXHIBIT A - BID MAP

Downtown Novato  
Business Improvement  
District Boundary

Zones of Benefit

- Zone A
- Zone B





## BID Advisory Board Report 2019

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### The BID Advisory Board Members

Steven Jordan; Creekside Bakery; Chair  
Andy Podshadley; Trek Winery  
Peter Serchia; All Seasons Soccer  
John Tornes; Edward Jones  
Mike Kumeilis; Mantra Wines  
Paul Price; Novato Kitchen and Bath  
Kevin Mahoney; Teeny Cakes  
Rob Sundburg; Avenue Salon  
Jon Ballack; Orange Theory Fitness

Dear Business Owner,

As a business in Downtown Novato, you are part of the Downtown Business Improvement District, of which the DNBA serves as the Advisory Board by the appointment of the Novato City Council. Each year we are required to submit a report the Council regarding the operation of the District. You will see the Annual Report of the DNBA and a report from the BID Advisory Board. In regards to the BID, there are no changes proposed in the District boundaries or assessments, however the Board will be scheduling meetings in 2020 to discuss these topics. If you have any questions, please contact Steve Jordan at 415.892.7655 or email [creeksidebakery1@yahoo.com](mailto:creeksidebakery1@yahoo.com).

Sincerely,

A handwritten signature in black ink, appearing to read "S. Jordan", is written over a light blue horizontal line.

Steve Jordan  
BID Advisory Board Chair

### 2019 Downtown Business Improvement District Advisory Board Report

The BID Advisory Board, pursuant to State Code Section 36533, makes the following proposals and recommendations concerning the Downtown Novato Business Improvement District for the 2020 fiscal year;

#### **36533 (b)1 District Boundaries/Benefit Zones**

Section 36528; "The city council may establish one or more separate benefit zones within the area based on the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone."

We are recommending no changes to the boundaries of the BID and the benefit zones at this time.

#### **(b)2 Improvements and Activities to be Provided**

Section 36510; "Improvement" means 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:

- a.) Parking facilities
- b.) Benches
- c.) Trash receptacles
- d.) Street lighting
- e.) Decorations
- f.) Parks
- g.) Fountains

Section 36513; "Activities" means, but is not limited to, all of the following:

- a.) Promotion of public events which benefit businesses in the area and which take place on or in public places within the area
- b.) Furnishing of music in any public place in the area
- c.) Promotion of tourism in the area
- d.) Activities which benefit businesses located and operating in the area



Our proposals for improvements and activities are listed in the DNBA 2020 Proposed Budget.

(b)3 Estimate of the Cost of Providing Improvements & Activities

Our cost estimates are listed in the DNBA 2020 Proposed Budget

(b)4 Method and Basis of Levying the Assessment

Section 36501 (c) The Legislature also finds that it is of particular local benefit to allow cities to fund property related improvements and activities through the levy of assessments upon the businesses which benefit from those improvements and activities

Section 36501 (e) The Legislature also finds..... that those assessments are not taxes for the general benefit of the city, but are assessments for improvements and activities which confer special benefits upon the businesses for which the improvements and activities are provided

Section 36536; The assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses and property within the parking and business improvement area. The city council may classify businesses for purposes of determining the benefit to a business of the improvements and activities provided pursuant to this part

We are recommending no changes to the method and basis of levying the assessment at this time.

(b)5 Amount of Surplus or Deficit Revenues Carried Over From a Previous Year

The surplus for this year is included in the DNBA 2020 Proposed Budget and listed as the Cash On Hand From Previous Year.

(b)6 Amount of Contributions From Other Sources Than Assessments

These are included in the DNBA 2020 Proposed Budget as Line Item 4400-Other Income. They include income from, but not limited to, associate membership fees for the DNBA, various sponsorship programs of the DNBA and the Public/Private Partnership between the City of Novato and the Downtown Novato Business Improvement District, wherein the City matched all assessments from district businesses. This leveraging of private monies from district businesses with public funds has been instrumental in the success of the District, enabling us to continue making Downtown Novato the cultural, economic and social center of the City.

###