



**CITY OF NOVATO**  
CALIFORNIA

October 12, 2021

922 Machin Avenue  
Novato, CA 94945  
415/899-8900  
FAX 415/899-8213  
*novato.org*

Mayor  
Pat Eklund  
Mayor Pro Tem  
Eric Lucan  
Councilmembers  
Denise Athas  
Susan Wernick

City Manager  
Adam McGill

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).

As you'll recall, the Novato City Council voted in 2017 for the City to match the BID \$1 for \$1 as a way of solidifying our shared goal of creating a vibrant Downtown. In 2021, as our community continues to recover from COVID, the City is thrilled to have a local partner like the DNBA helping to revitalize, promote, and grow our Downtown businesses.

Now is the time of year when 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, you are entitled to this annual budget and report of activities. The attached is a copy of the 2021 Annual Report and 2021 BID Report, the 2022 Budget, and an outline of the annual assessment process.

On Tuesday, October 26, 2021 the City Council will initiate the annual BID assessment process. At the Council meeting on Tuesday, November 9, 2021, there will be a public hearing which will begin at 6pm. The agenda with the meeting details will be posted at [novato.org/councilagendas](http://novato.org/councilagendas). The City Council will hear comments during the public hearing and take action regarding the annual BID assessments for 2022 pursuant to the prepared budget.

Your 2022 BID assessment, which is included with your business license renewal, will be mailed in December. If your business information has changed during 2021, please work with our business license administrator, HdL, to update your information. You can reach HdL by visiting [novato.org/BL](http://novato.org/BL), by calling 415-899-8917, or by email at [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 call Will Morat at 415-899-8900, email [econdev@novato.org](mailto:econdev@novato.org) or visit [novato.org/dbid](http://novato.org/dbid).

Sincerely,

Vicki Parker  
Community & Economic Development Director

# 2021 ANNUAL REPORT

## THE DOWNTOWN NOVATO BUSINESS ASSOCIATION A YEAR OF OVERCOMING ADVERSITY + REVIVING SPIRITS



### #NovatoStrong ❤️

STEPHANIE KOEHLER  
EXECUTIVE DIRECTOR

While the past 2 years have brought emotional, physical and financial challenges to our business owners, we also saw signs of growth and resilience. Out of our 420 businesses in the BID we saw 13 closures during the pandemic...but we also saw some new doors open and new projects emerge. Our beloved Tagliaferri's Deli found a new home; Studio4Art expanded their concept to include a pottery studio; and Trek Winery expanded to include Pod's Brew tasting room... just to name a few. The community continued to embrace the idea of supporting local – which allowed us to emerge #NovatoStrong.



Classes at newly reimagined Studio4Art space which became Marin Pottery & Pod's Brew emerged on the beer scene.



A youth art project lifted our spirits and has become a destination for Instagrammers .

## Faced with Strife We Find Resilience.

## Out of Adversity Emerges Hope & Joy.

We understand it has been a frustrating 2 years and as small business owners ourselves, we have personally felt the devastating impacts the pandemic has had on local business. The DNBA Board is comprised of volunteers who choose to give their time in support of Downtown Novato as a whole – carefully factoring in the varying needs and desires of the 407 businesses in the Business Improvement District (BID). This has not been an easy task – especially when livelihoods and public health are at stake.

The DNBA's mission is dedicated to creating a beautiful, vibrant, safe, and economically sound Downtown center. We have all volunteered to serve because we believe a city's Downtown should be its central gathering place; a place where people come together and feel a part of their community. A place that makes them feel alive, engaged, and connected.

Prior to 2020 we were on a roll, establishing signature events that revitalized the image and brought thousands of people to Downtown Novato, but the pandemic changed all of that almost overnight. Our focus in 2020 and most of 2021 shifted to supporting businesses and guiding them through the crisis. Our executive director who also serves on the Marin Recovers Committee spent countless hours educating DNBA businesses with the most up to date information about COVID-19

Restrictions and helped them learn about and access financial resources available to them. The latter was particularly critical because many of our businesses are challenged with language barriers and have limited access to computers where they can get information. Our number one goal was making sure businesses survived so we would have a vibrant Downtown to come back to.

Like many communities, we responded to the challenges by offering programs like Living Streets, a virtual Tree Lighting Festival, Community Santa Visits and more. And like in many communities, some things worked better than others and there were varied opinions about what should continue. We simply want you all to know how hard we tried and how much thought and care was put into these decisions. At the end of the day – we are all a community of small business owners who want to see our neighbors succeed.

As 2021 comes to a close, we are happy to see a more healthy horizon where our beloved activities can begin to resume and our Downtown can once again enjoy a vibrant culture and successful businesses. We are so grateful to all of you who have shown us grace, appreciated our efforts and shared your thoughts. We look forward to serving you in 2022.

*The DNBA Board of Directors*

### HOW WE TOOK ON 2021

ONE ON ONE  
BUSINESS SUPPORT

INVITING PEOPLE TO  
OUR DOWNTOWN

REIMAGINING  
THE FUTURE



## DOWNTOWN NOVATO

# Living Streets Program Grant Avenue

### RESPONDING & RETHINKING

In 2020 the DNBA partnered with the City to temporarily close Grant Avenue to create pedestrian-only access from Reichert to Machin Avenues every weekend starting in June. This move was intended to support our Downtown businesses by allowing them to expand beyond sidewalks and into the street while adhering to Marin County Health Orders – creating an environment for better social distancing to make outdoor dining and retail safer and easier for our businesses and Novato citizens.

For some time, the community has been interested in “Living Streets” programs for Grant Avenue so this also served as an opportunity to respond to community requests, create a new reason for visitors to come to Novato and in turn, support our businesses. It was exciting to see shoppers and diners back in Downtown and to offer them a comfortable place to safely interact. The program was re-introduced in the spring of 2021 at which time, some merchants expressed a desire to re-visit the parameters and adjust the program to accommodate parking concerns and access to retail shops on the weekends.

A decision was made to suspend the program while a long-term compromised solution was worked out. In June of 2021 the Novato City Council unanimously voted to advance an ordinance that would close Grant Ave from Machin to Reichert on Friday, Saturday and Sunday nights from 5-midnight. The program will run from April to early November annually. The City also embarked on a project to install permanent iron gates at the Sherman, Machin and Reichert intersections to make the closures easier to manage and to fit with the design of the downtown core.

The gates are expected to be installed in October of 2021 at which point the program will commence.

*Living Streets | Grant Ave ~ Machin to Reichert  
Every Friday, Saturday & Sunday Night  
April-October | 5pm - Midnight*

## DOWNTOWN NOVATO

# Farmer's Market

### FRESH. LOCAL. FUN.

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 fourth year in their new location on 7th Street behind CVS. We are especially grateful to Kelly Smith, the Market Manager, for all the important changes she made to meet the COVID-19 regulations so we could continue to offer this important service to the community including extending it into October. By continuing curbside pick-up, she allowed even those in vulnerable populations to enjoy the bounty of our region. We continue to promote the Tuesday market and find ways to increase regional appeal – drawing people from outlying communities.

*Every Tuesday | May-October | 4-8pm  
Special Extension through October in 2021*



Children enjoy the magic of bubbles on the open air street. Photo by Sylvia Barry



Restaurants offer diners get out & enjoy a meal.



**DOWNTOWN NOVATO**

**IT'S FARMER'S MARKET DAY!**

Buy fresh and organic local produce straight from more than 45 vendors

**EVERY TUESDAY | 4 TO 8 PM  
CORNER OF GRANT & 7TH | BEHIND CVS**

**FARMERS**  
J&J Ramos  
The Peck  
Rodriguez Farms  
Kolas Family Farm  
Tulay Valley Farm  
Min Hill Gardens  
Haujfeld Farm  
A/Joachim Cheese Co  
Berta Springs Ranch  
Sperdick Salads  
Galeli Farm  
Rodriguez Ranch

**ARTISANS & LOCAL BUSINESSES**  
Angela's Jewelry  
Hilary's Massage  
Dragon's Emergency  
Aquamarine Jewelry  
Beyond CBD  
Yuth of Aroma  
Dazed & Pamfused  
Made by Sarah  
Juno & Wanda Retail  
Life Works  
School of Pines  
Barefoot Books  
Camp Compassion

**PACKAGED & HOT FOOD**  
Firewarming Provisions  
Focul bread masonry  
Karm Chocolate  
Agnie O's  
Aria's Seafood  
Yoi Fresh  
Bun Bao  
The Hummus Guy  
Doris Adzhen  
Quiche & Curry  
Headstrong Bred Co  
The Chaga Co  
Duke Truck  
Gumka Spicy Pies  
Indian Valley Brewing  
Johnny Donuts  
Tajamar El Cupado  
El Solucionero Food  
Ludgy Pop Kitchen  
Tuck Box  
Kona Ice  
Genari's Paella  
Casablanca Food Truck

**COMMUNITY FARMER'S MARKETS**

## THE HOLIDAYS

# Annual Tree Lighting

### RESUMING OUR TRADITIONS

We are excited to announce the Annual Community Tree Lighting Festival will be back live in 2021. The committee has been meeting since late summer, working out the details of how to keep the tradition alive while keeping the community safe. And we have a plan!

The Tree Lighting will be held the first Saturday of December as always – which falls on the 4th this year. We will have live music, children's dancing, and festive shenanigans on the Sherman Ave stage from 4-7:30pm.

We know how important the craft and treat projects are for everyone – so we are working with community groups to make these activities comfortable and healthy for everyone. And don't worry....Santa and his Elves will be live and in person to talk with all the excited children!

**ANNUAL NOVATO HOLIDAY TREE LIGHTING**

**SATURDAY, DECEMBER 4, 2021  
4 TO 7:30PM**

## SUPPORTING LOCAL

# Small Business Saturday

### NOVEMBER 27

Holiday shopping is upon us and our stores are already geared up to help you with something for everyone on your list...from power tools to pedicures and clothes to collectibles, Downtown Novato has it all. There is nothing more magical than a new bike with a big red bow or a shiny new guitar to fill the house with music. The impact of supporting locally owned businesses is greater than ever. So, step away from your computers this year and give a gift that brings joy and vitality to our beloved community.

**MAKE A BIG IMPACT SHOP SMALL**

**SHOP SMALL**

**SMALL BUSINESS SATURDAY**



## DOWNTOWN NOVATO

# 15 Minute Parking Spaces

### RESPONDING TO EVOLVING NEEDS

During the pandemic, the DNBA partnered with the City to create a series of 33 Carry Out Spaces throughout Downtown. The 15-minute parking spot program remains popular but we are currently working to evolve to meet the new business and community landscape. We will be reducing the number of 15-minute spaces to make sure the varied parking needs of the community are continuing to be met and will be working with Public Works to make the signs more permanent and aesthetically in line with our other parking signage.



### WHO WE ARE

## Downtown Novato Business Association Business Improvement District

### EAT. DRINK. SHOP. ENJOY.

The Downtown Novato Business Association (DNBA) 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.

### DNBA BOARD OF DIRECTORS

Peter Serchia, President, *All Season Soccer*  
Steve Jordan, VP, Secretary & BID Advisory Board Chair, *Creekside Bakery*  
Rob Sundberg, Treasurer, *Avenue Salon*  
Jon Ballack, *Orange Theory Fitness*  
Katie Chase, *State Farm Insurance*

Vincent Cheung, *Angie's Steam Foot Spa*  
Mike Kuimelis, *Mantra Wines*  
Kevin Mahoney, *TeenyCafe*  
Andy Podshadley, *Trek Winery*  
Paul Price, *Novato Kitchen & Bath*  
Emily Rich, *Village Child*

### MEMBERSHIP MEETINGS

Board and Membership Meetings are held the first Wednesday of every month at 7pm. Watch your mailboxes and email for notices and updates.  
Info@DowntownNovato.com

## WORKING TOGETHER

# Beautification Partnership With The City of Novato

## Revitalizing Our Streets & Buildings

In 2019, the DNBA put out a question to their members asking to submit a list of projects they would like to see happen to improve or beautify Downtown. Once the list was compiled, we asked them to vote on their priorities. While the pandemic created some delays, we're excited to announce the projects are in the works or completed!

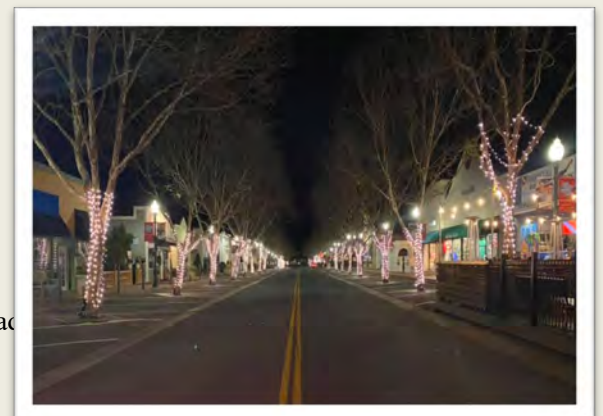
Since many of our items are supported by the City's Public Works Department, we worked with them to align their Capital Improvement Projects with some of the items on our wish list. Once we budgeted out the projects, we came to a partnership where we will share the costs with the City. A win-win!

While the pandemic slowed the installations a bit, The Downtown Streets Team is working with us to install new white "twinkle lights" in the trees that line Grant Avenue. In addition to the energy efficient LED lights, we worked with Public Works to remove bus stop enclosures to improve the curb appeal of our businesses; installed new or refurbished trash cans on the streets; and some of the topsy turvy grates around the trees will be fixed. We had hoped to install hanging baskets on the lamp posts this spring – but delayed the project due to the drought.

We love our Downtown and work hard to make it a beautiful and fun destination for locals and tourists alike!

### Capital Support For Our Businesses:

On September 22, 2020 City Council approved the Downtown Business/Property Improvement Program (IP) which was designed to support private investment in our retail and restaurant properties. The IP was an incentive program that offered property and business owners matching grant reimbursements for improvements to the façades, access, interiors and infrastructure of commercial buildings in Downtown Novato. We are happy to report, in 2021, the City granted \$91,563 to Downtown businesses! The projects included solar panels at Trek Winery, exterior paint at Firehouse Subs, parking lot repair at The Village, construction at Copperfield's Books, façade repair at Ranch Systems, solar panels & electrical upgrades at Ito's White Tiger Karate and patio awnings at Mantra Wines.





## COMING TOGETHER

# Bringing Joy Back To Our Downtown

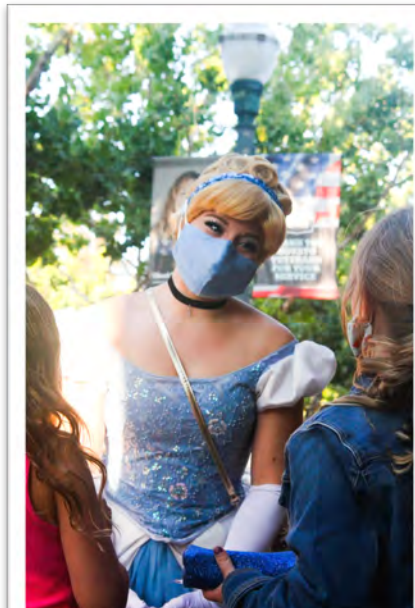
### ROCK THE BLOCK. NOSTALGIA DAYS.

The thing we are most excited about is seeing Downtown Novato come alive again after such a challenging time. In late summer we brought back Rock the Block which was met with excitement and joy. Neighbors who had not seen each other in more than a year were able to reconnect and be reminded what makes Novato such a wonderful place to live.

The 25<sup>th</sup> Annual Nostalgia Days Car Show and Cruise were also brought back this year, although we moved the date to make sure it was feasible and to allow some other events to enjoy the summer months. In early October, the weather was perfect and we were thrilled with the turnout. We had just under 250 cars register for the show!

Be sure to watch the kiosks for our quarterly event calendar!

## WE ARE HAPPY TO SEE YOUR FACES



## FALL DOWNTOWN NOVATO UPCOMING EVENTS

### SEPTEMBER

Novato Farmer's Market, 7th St. & Grant Ave. 4-8pm Every Tuesday  
 Singer Songwriter Night at Trek Winery with Jay Lewallen & Guests. Every Wednesday  
 Live Music at Finnegan's. Every Thursday, Friday, Saturday & Sunday  
 Live Music on The Blue Barn Patio. 5:30-7:30pm Every Friday & Saturday  
 Live Music at Mantra Wines. Every Saturday  
 Live Music on The Blue Barn Patio. 1:30-3:30pm Every Sunday

4 Live Music at Trek Winery: Blind Date. 7:30-10pm Saturday  
 4-6 Labor Day Sidewalk Sale! Copperfield's Books.  
 6 Labor Day  
 11 Movie On the Civic Green: Toy Story 4. FREE. 6:45pm Saturday  
 11 Live Music at Trek Winery: Factor 11. 7:30-10pm Saturday  
 17 Live Music at Trek Winery: The 7th Sons Band. 7:30-10pm Friday  
 18 Live Music at Trek Winery: Doc Kraft Band 7:30-10pm Saturday  
 24 Live Music at Trek Winery: Humdinger Band. 7:30-10pm Friday  
 24 Artist Meet & Greet at Mantra Wines: David Silvah. Friday  
 25 Artist Meet & Greet at Mantra Wines: David Silvah. Saturday  
 26 Artist Meet & Greet at Mantra Wines: David Silvah. Sunday

### OCTOBER

Novato Farmer's Market, 7th St. & Grant Ave. 4-8pm Every Tuesday  
 Singer Songwriter Night at Trek Winery with Jay Lewallen & Guests. Every Wednesday  
 Live Music at Finnegan's. Every Thursday, Friday, Saturday & Sunday  
 Live Music on The Blue Barn Patio. 5:30-7:30pm Every Friday & Saturday  
 Live Music at Mantra Wines. Every Saturday  
 Live Music on The Blue Barn Patio. 1:30-3:30pm Every Sunday

8 Nostalgia Days Classic Car Cruise thru Downtown. FREE. 6-8pm Friday  
 8 Live Music at Trek Winery: Ain't Misbehavin'. 7-10pm Friday  
 9 Nostalgia Days Car Show. Redwood Blvd to 7th St. FREE. 10am-4pm Saturday  
 9 Movie On the Civic Green: Cars 4. FREE. 6:30pm Saturday  
 9 Live Music at Trek Winery: Sonoma Shakers. 7:30-10pm Saturday  
 11 Indigenous Peoples' Day  
 16 Live Music at Trek Winery: Todos Santos Band 7:30-10pm Saturday  
 22 Live Music at Trek Winery: The 7th Sons. 7:30-10pm Friday  
 23 Trek Wine Annual Harvest Festival & Grape Stomp. 5 Live Bands. 12:30pm Saturday  
 30 Live Music at Trek Winery: Humdinger Band & Halloween Party. 7pm Saturday  
 31 Halloween

### NOVEMBER

Singer Songwriter Night at Trek Winery with Jay Lewallen & Guests. Every Wednesday  
 Live Music at Finnegan's. Every Thursday, Friday, Saturday & Sunday  
 Live Music on The Blue Barn Patio. 5:30-7:30pm Every Friday & Saturday  
 Live Music at Mantra Wines. Every Saturday  
 Live Music on The Blue Barn Patio. 1:30-3:30pm Every Sunday

6 Live Music at Trek Winery: Doc Kraft Band. 7:30-10pm Saturday  
 13 Live Music at Trek Winery: The Humdinger Band. 7:30-10pm Saturday  
 20 Live Music at Trek Winery: Ain't Misbehavin'. 7:30-10pm Saturday  
 25 Thanksgiving  
 27 Small Business Saturday. Shop Local!  
 29 Hanukkah

**Dec 4th**  
 Holiday Tree Lighting  
 4:00pm - 7:30pm

**SMALL BUSINESS SATURDAY**  
 ...and don't forget!

**AND**

Are you a Downtown Novato Business with an upcoming event?  
 Email: [info@DowntownNovato.com](mailto:info@DowntownNovato.com)  
[DowntownNovato.com](http://DowntownNovato.com)  
 #DowntownNovato

[@DowntownNovato](https://twitter.com/DowntownNovato) [@DowntownNovato](https://www.instagram.com/DowntownNovato) [Downtown Novato Business Association](https://www.facebook.com/DowntownNovatoBusinessAssociation)

Calendars Are Printed Quarterly. Submission Deadlines: Summer (June-Aug) - May 15. Fall (Sept-Nov) - Aug 15. Winter (Dec-Feb) - Nov 15. Spring (March-May) - Feb 15.





## 2021 Annual Report + 2022 Approved Budget

Budget Information			
Line Item Description	2021 Budget	2021 Est. Actual	2022 Budget
<b>Income</b>			
BID Assessment	50,000	53,232	50,000
City Match	50,000	53,232	50,000
<b>Event + Other Income</b>			
Nostalgia Days	25,000	12,375	25,000
Holiday & Tree Lighting Events	20,000	16,000	20,000
Bouncy Ball New Year	1,000	1,000	1,000
Associate Memberships	1,825	365	730
Rock the Block	55,000	24,718	55,500
Interest Income	55	12	15
<b>Total Income</b>	<b>202,880</b>	<b>160,934</b>	<b>202,245</b>
<b>Administrative Expense</b>			
Cell Phone	800	720	800
Accountant	3,500	3,505	3,600
Board & Association Development	1,000	683	1,000
Bulk Permit-Postage	500	250	500
Filing Fees	150	150	150
Insurance	6,200	6,333	6,400
Memberships (NCOC)	370	345	370
Office Supplies	500	300	500
Bank Charge	250	326	425
<b>Total Administration Expense</b>	<b>13,270</b>	<b>12,612</b>	<b>13,745</b>

<b>Budget Information Continued</b>			
<b>Line Item Description</b>	<b>2021 Budget</b>	<b>2021 Est. Actual</b>	<b>2022 Budget</b>
<b>Member Outreach &amp; Services Expense</b>			
Payroll Expense-ED	70,200	70,194	70,200
Employee Tax & Insurance	6,900	6,783	6,900
Mailings & Communications	7,500	6,327	7,500
Website	500	300	500
<b>Total Member Outreach &amp; Services Expense</b>	<b>85,100</b>	<b>83,604</b>	<b>85,100</b>
<b>Beautification &amp; Capital Improvement</b>			
Capital Projects	25,000	25,000	25,000
Planter Maintenance	10,000	6,000	10,000
<b>Beautification &amp; Capital Improvement Total</b>	<b>35,000</b>	<b>31,000</b>	<b>35,000</b>
<b>Event Expense</b>			
Nostalgia Days	19,000	13,807	12,500
Safe Trick or Treat	3,700	2,000	2,500
Bouncy Ball New Year	1,000	1,000	1,000
Rock the Block	36,000	16,594	34,500
Holiday & Tree Lighting	14,500	14,500	14,500
Event Expense Other	0	2,300	0
<b>Total Event Expense</b>	<b>74,200</b>	<b>50,201</b>	<b>65,000</b>
<b>Marketing Expense</b>			
Sponsorship Expense	1,000	75	1,000
Internet Campaigns	3,000	6,480	12,000
Branding	5,000	700	5,000
Print Campaigns	22,000	9,817	11,000
Marketing Expense - Other	2,500	1,203	2,500
<b>Total Marketing Expense</b>	<b>33,500</b>	<b>18,275</b>	<b>31,500</b>
<b>Total Expense</b>	<b>241,070</b>	<b>195,692</b>	<b>230,345</b>
<b>Cash On Hand From Previous Year</b>			
Excess of Receipts Over Disbursements	-38,190	-34,758	-28,100
Cash On Hand as of Last Day of Previous Year	43,309	69,324	34,566
<b>Budget Balance Factoring Cash on Hand</b>	<b>5,119</b>	<b>34,566</b>	<b>6,466</b>



# 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 over 400 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 26, 2021)**
  - Presentation by the DNBA/BID Advisory Board of its Annual Report and proposed 2022 BID budget
  - Council takes action on the 2022 Proposed BID Budget and 2021 Annual Report
  - Council takes action on a Resolution of Intention to Levy assessments for 2022
- **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 9, 2021)**
  - 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 9, 2021 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 9, 2021. To be counted formally, protests must be received by the City Clerk no later than the public hearing on October 26, 2021.

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 "2022 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 2022 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 2022.

## **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 9, 2021 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.

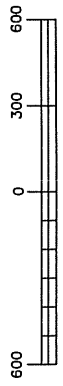
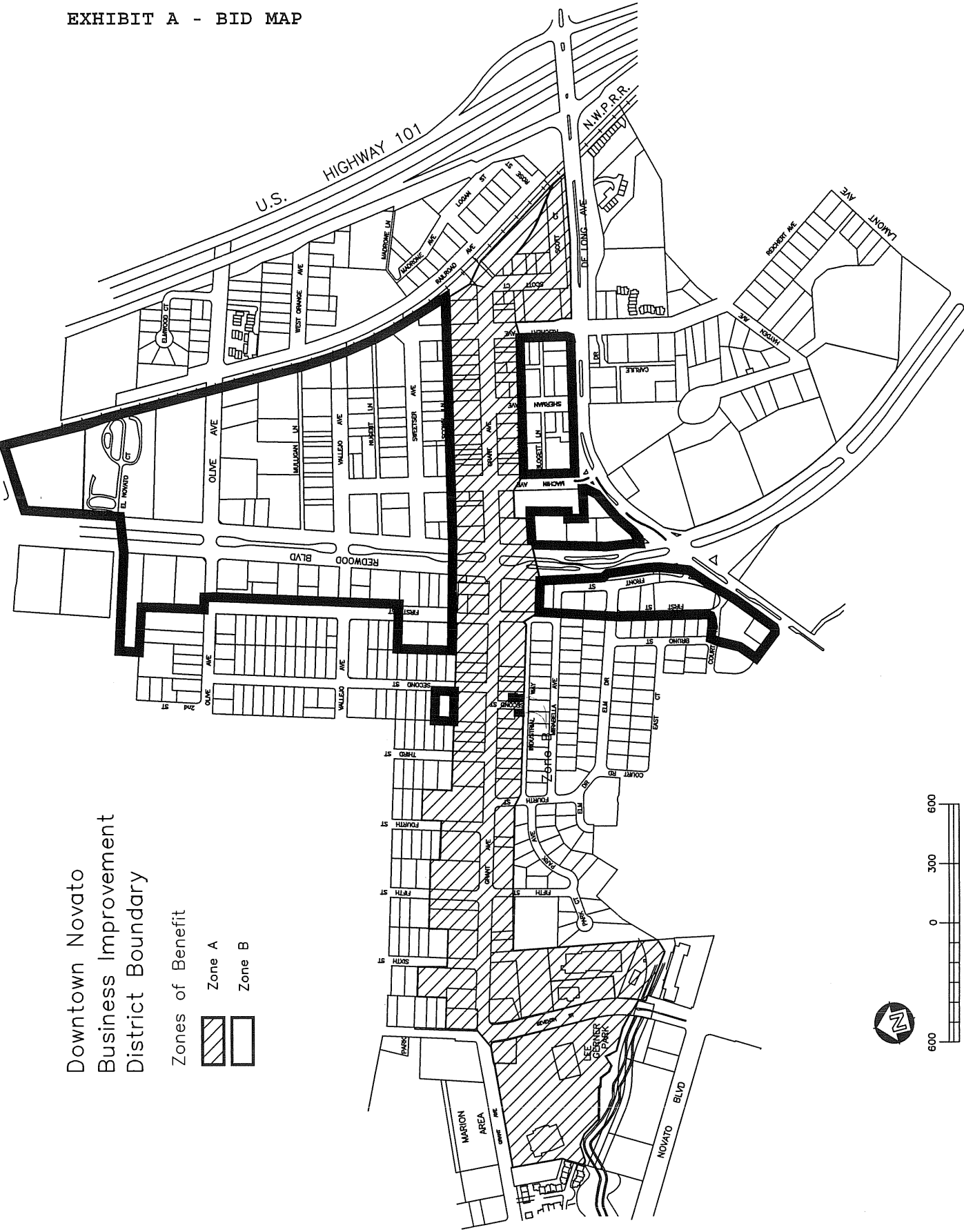


EXHIBIT A - BID MAP

Downtown Novato  
Business Improvement  
District Boundary

Zones of Benefit

-  Zone A
-  Zone B



Graphic Scale





## BID Advisory Board Report 2021

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### The BID Advisory Board Members

Steven Jordan; Creekside Bakery; Chair

Jon Ballack, Orange Theory Fitness

Katie Chase, State Farm Insurance

Vincent Cheung, Angie's Steam Foot Spa

Mike Kumeilis, Mantra Wines

Kevin Mahoney, Teeny Cakes

Andy Podshadley, Trek Winery

Paul Price, Novato Kitchen and Bath

Emily Rich, Village Child

Peter Serchia, All Seasons Soccer

Rob Sundberg, Avenue Salon

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 to 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, benefit zones or assessments. 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 "Steve Jordan", written in a cursive style.

Steve Jordan  
BID Advisory Board Chair



### **2021 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 2021 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 2022 Proposed Budget.*

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

Our cost estimates are listed in the DNBA 2022 Proposed Budget

#### **(b)4 Method and Basis of Levying the Assessment**

Section 36501 € 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 € 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 2022 Proposed Budget and listed as the Cash On Hand From Previous Year.*



## BID Advisory Board Report 2021

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

*These are included in the DNBA 2022 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 matches all BID assessments collected 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.*

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