



October 26, 2022

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). Since 2017, the City's \$1 for \$1 match along with your BID fees have helped foster our shared goal to revitalize, promote and grow our Downtown businesses.

The Annual Process for preparing to levy the BID fees is underway. 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. Attached is a copy of the 2022 Annual Report and 2022 BID Report, the 2023 Budget, and an outline of the annual assessment process.

On Tuesday, October 25, 2022, the City Council will initiate the annual BID assessment process. At the Council meeting on Tuesday November 15, 2022, there will be a public hearing which will begin at 6pm during which the City Council will hear comments and take action regarding the annual BID assessments for 2023 pursuant to the prepared budget. The agenda with the meeting details will be posted at [novato.org/councilagendas](https://novato.org/councilagendas).

Your 2023 BID assessment, which is included with your business license renewal, will be mailed in December. If your business information has changed during 2022, please work with our business license administrator, HdL, to update your information. You can reach HdL by visiting [novato.org/BL](https://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](https://downtownnovato.com). For questions regarding the annual BID assessment, please call Jessica Deakyne (415) 899-8903, email [econdev@novato.org](mailto:econdev@novato.org) or visit [novato.org/dbid](https://novato.org/dbid).

Sincerely,

Jessica Deakyne  
Assistant City Manager

# 2022 ANNUAL REPORT

## THE DOWNTOWN NOVATO BUSINESS ASSOCIATION A YEAR OF BOUNCING BACK & FINDING NEW WAYS TO THRIVE



#NovatoProud ❤️

STEPHANIE KOEHLER  
EXECUTIVE DIRECTOR

This year continued to see signs of growth and resilience. Many businesses began to thrive again and our citizens came out in full force – supporting our continued efforts to create a beautiful and vibrant Downtown. We have our eyes focused squarely on the future. We saw some new doors open and exciting projects emerge. Wicked Slush has created a perfect spot for teens and families; HenHouse finalized their taproom plans and are just about to start construction; Wild Fennel & TOPO Chiropractic will open their doors in October; and the Historic Train Depot plan has begun to take shape... just to name a few. The strength and resilience of our 417 business owners should leave us all feeling #NovatoProud.



HenHouse will open a taproom at 1301 Grant Ave. and the community enjoys Rock the Block in June.



New traditions like Princess Story Time at Village Child during First Fridays on Grant were created and beloved events like Rock the Block were back in full force bringing the community to Downtown.

## New Traditions. A Bright Look Ahead.

### The Heart of the City. The Heart of the Community.

The DNBA Board is comprised of volunteers who choose to give their time in support of Downtown Novato as a whole – carefully factoring the varying needs and desires of the 417 businesses in the Business Improvement District (BID). This is never an easy task, but we strive to balance everyone's interests and ideas of what Downtown should be.

The DNBA's mission is dedicated to creating a beautiful, vibrant, safe, and economically sound city center. We have all stepped up 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.

In 2022 we focused funds on making downtown a vibrant place to be by growing signature events that can be enjoyed by the entire community, revitalizing 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 foot traffic in stores, improved 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 long-term vitality of Downtown.

With our eyes on the future and a mind for economic development, we are always looking for ways to improve and expand our efforts by strengthening relationships and creating new partnerships. We are active participants in the Novato Chamber's Tourism Committee so we can help ensure visitors to the Bay Area visit our amazing shops, restaurants, tasting and tap rooms.

This year we launched an extensive survey to our membership with the hope of gathering information about the broad array of businesses in the BID and learn more about what is important to them. We look forward to releasing the results of the survey in the coming months.

As a DNBA member, please check out our website, social media, monthly email newsletter 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!

*The DNBA Board of Directors*

## HOW WE TOOK ON 2022

**ONE ON ONE  
BUSINESS SUPPORT**

**INVITING PEOPLE TO  
OUR DOWNTOWN**

**FOCUS ON THE  
THE FUTURE**

## DOWNTOWN NOVATO

# Living Streets & First Fridays

## Grant Avenue

### RESPONDING & RETHINKING

In June of 2021 the Novato City Council unanimously voted to advance a “Living Streets” ordinance allowing pedestrian only access to Grant Avenue from Machin to Reichert on Friday, Saturday and Sunday nights from 5pm-midnight. The program was set to run from April to early November annually. For some time, the community had expressed interest in such a program so this 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.

In April 2022 the City of Novato launched the program intended to support our covid-weary Downtown businesses by allowing them to expand beyond sidewalks and into the street. Appreciating the City’s efforts, several merchants and restaurants came together to form “First Fridays On Grant” -- offering an example of how successful this program could be. They brought in live music, sponsored artisan vendors, created princess story time led by Disney princesses, hosted family-friendly activities such as balloon artists, invited area dance groups to perform and encouraged their fellow merchants to extend their hours of operation. After evaluating the program and seeing the success of First Fridays, a decision was made to amend the program to just the first Friday of each month from May through September. This allowed for a more focused marketing effort and a building of excitement in the community. We look forward to this new tradition!



Families gather as their children play.



Love2Dance performs for a crowd at 1st Fridays



Diners enjoy the many wonderful restaurants along Grant Avenue.

## 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-September 4-8pm | October 4-7pm



## THE HOLIDAYS

# Annual Tree Lighting

### MAKING HOLIDAY MEMORIES

We are excited to see the Annual Community Tree Lighting Festival in full swing in 2022. A new partnership with the Marin School of the Arts music department has brought Dickens Carolers to the streets of Downtown during the holidays!

Keeping with tradition, the Tree Lighting will be held the first Saturday of December – which falls on the 3rd this year. We will have live music, dance performances, artisan vendors and festive activities on Sherman and Grant Avenues from 4-7:30pm.

Community groups will sponsor craft and treat projects as well as holiday treats! And don’t worry....Santa and his Elves will be live and in person to talk with all the excited children!



## SUPPORTING LOCAL

# Small Business Saturday

### NOVEMBER 26

Holiday shopping is almost upon us and our stores are already gearing 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. Supporting locally owned businesses is a critical part of the economic vitality of our city. So, step away from your computers this year and give a gift that brings joy and vitality to our entire community.



## DOWNTOWN NOVATO

### Safe Trick or Treat is Back!

#### FAMILY FAVORITE. COMMUNITY FUN.

After a 2-year hiatus, we are excited to welcome back Safe Trick or Treat to Downtown Novato. This community favorite brings hundreds of families with their ghosts and goblins to trick or treat at Downtown businesses. The DNBA purchases and distributes large bags of candy to participating businesses with the goal of offsetting the cost. Business owners and staff love dressing up and decorating their stores for this long standing Novato tradition!

Safe Trick or Treat | Saturday, October 29 | 11am-2pm



#### 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

Emily Rich, President, *Village Child*  
Steve Jordan, Vice-President & BID Advisory Board Chair, *Creekside Bakery*  
Mike Kuimelis, Treasurer, *Mantra Wines*  
Katie Chase, Secretary *State Farm Insurance*  
Katherine Anderson, *Copperfield's Books*

Jon Ballack, *Orange Theory Fitness*  
Vincent Cheung, *Angie's Steam Foot Spa*  
Tief Gibbs, *Vintage Vehicles*  
Andy Podshadley, *Trek Winery*  
Peter Serchia, *All Season Soccer*  
Rob Sundberg, *Avenue Salon*

**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 Streetscapes

In 2019, the DNBA asked their members 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 happy to report the projects are nearing completion!

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 the projects, we came to a partnership where we shared the costs with the City. A win-win!

While the pandemic slowed the project a bit, Public Works and The Downtown Streets Team worked with us to finish installing energy efficient LED "twinkle lights" in the trees that line Grant Avenue. In addition, we worked to improve the curb appeal of our businesses by partnering with a Streetscapes Committee initiative to reduce trash on the streets.

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

#### Revitalization of the Concrete Planters:

The DNBA has recently contracted with a new landscape designer to revitalize our 40 concrete planters and bring them to life with colorful flowers and plants. We have worked with the City to ensure each pot is properly placed and irrigated to be most efficient with water use and a partnership with the garden department of Pini Hardware will make sure the plants are always putting on their best show!



## COMING TOGETHER

# A Destination for Music, Food, Drinks & Fun

### LIVE MUSIC. FESTIVALS.

One thing is for sure...2022 saw a resurgence of live music in Downtown Novato. Nearly every restaurant, taproom and tasting room had toes tapping and people dancing to some of the region's best musicians and vocal talents. Our quarterly event calendar placed in the wayfinding kiosks quickly began busting at the seams....and we now have so much to add, we update it monthly!

Our signature events saw record crowds this year as well. Rock the Block returned to the original schedule - bookending the summer. The 26<sup>th</sup> Annual Nostalgia Days Car Show hosted over 250 entries from as far away as San Diego, and Bouncy Ball New Year will thrill thousands of children eager to scoop up their bouncing treasure and ring in 2023. The joy on the faces of our neighbors and visitors reminded us of what makes Novato such a wonderful place to live!

As we look to next year, we have an eye on sustainability. We are working with the City to find ways to reduce or eliminate single use plastic cups at our events.

## WE ARE HAPPY TO SEE YOU DOWNTOWN



# FALL 2022 DOWNTOWN NOVATO UPCOMING EVENTS

## SEPTEMBER

Live Music at Finnegan's. Every Thursday, Friday, Saturday & Sunday  
Live Music at Mantra Wines. 6-8pm Every Saturday  
Open Mic Night at Mantra Wines. 5:30-7:30pm Every Thursday

- 2 Living Streets. Grant Ave Pedestrian Only from Machin to Reichert. 5-10pm Friday
- 2 First Fridays On Grant: Extended Merchant Hours. Artisan Market. Live Music in the Street. 5-8pm Friday
- 2 Live Music in the Patio at Blue Barn: Special Guest. 5:30-7:30pm Friday
- 2 Princess Story Time and Meet & Greet at Village Child. 5:30-7:30pm Friday
- 3 Live Music in the Patio at Blue Barn: Bay Station. 5:30-7:30pm Saturday
- 3 Live Music at Trek Winery: Sonoma Shakers. 7-10pm Saturday
- 3-5 Labor Day Weekend Sale at Copperfield's Books.
- 4 Live Music in the Patio at Blue Barn: Joe Endoso. 1-3:30pm Sunday
- 5 Happy Labor Day!
- 6 Farmer's Market. Live Music. Grant Ave & 7th Behind CVS. 4-8pm Tuesday
- 6 Live Music on the Patio at El Rey Mexican Bar & Grill. Crush 29! 6-8pm Tuesday
- 9 Live Music in the Patio at Blue Barn: Joe Olin & Tim Baker. 5:30-7:30pm Friday
- 9 Live Music at Trek Winery: Factor 11 Band. 7-10pm Friday
- 10 Live Music in the Patio at Blue Barn: Thornrose. 5:30-7:30pm Saturday
- 10 Live Music at Trek Winery: Amy Wigton & Friends. 7:30-9:30pm Saturday
- 10 Parks & Rec Movie on the Green: Encanto. FREE. Civic Green, Sherman Ave. 7:45pm Saturday
- 11 Live Music in the Patio at Blue Barn: Joe Endoso. 1-3:30pm Sunday
- 13 Farmer's Market. Live Music. Grant Ave & 7th Behind CVS. 4-8pm Tuesday
- 13 Live Music on the Patio at El Rey Mexican Bar & Grill. Crush 29! 6-8pm Tuesday
- 15 **Rock the Block.** Street Party & Concert featuring Mustache Harbor. FREE. Grant Ave. 6-9pm Thursday
- 16 Live Music in the Patio at Blue Barn: Special Guest. 5:30-7:30pm Friday
- 16 Live Music at Trek Winery: Blind Date. 7-10pm Friday
- 16 Live Music at Las Guitarras. Guitarist David Correa. 5:30-8:30pm Friday
- 17 Live Music in the Patio at Blue Barn: Jeff Derby Jazz Trio. 5:30-7:30pm Saturday
- 17 Oktoberfest! Finnegan's Marin. 11:30am-4pm Saturday
- 18 Live Music in the Patio at Blue Barn: Special Guest. 1-3:30pm Sunday
- 20 Farmer's Market. Live Music. Grant Ave & 7th Behind CVS. 4-8pm Tuesday
- 20 Live Music on the Patio at El Rey Mexican Bar & Grill. Crush 29! 6-8pm Tuesday
- 23 Live Music in the Patio at Blue Barn: Joe Endoso. 5:30-7:30pm Friday
- 23 Wheel Throwing Beginner Mini Class. Tickets at MarinPottery.org 6:30-8:30pm Friday
- 24 Live Music in the Patio at Blue Barn: Jeff Derby Jazz Trio. 5:30-7:30pm Saturday
- 24 Live Music at Trek Winery: The 7th Sons. 7-10pm Saturday
- 25 Live Music in the Patio at Blue Barn: Joe Endoso. 1-3:30pm Sunday
- 27 Farmer's Market. Live Music. Grant Ave & 7th Behind CVS. 4-8pm Tuesday
- 27 Live Music on the Patio at El Rey Mexican Bar & Grill. Crush 29! 6-8pm Tuesday
- 30 Live Music in the Patio at Blue Barn: Winterlark. 5:30-7:30pm Friday

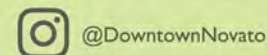
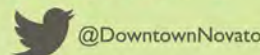


## COMING SOON!

DOWNTOWN NOVATO BUSINESS ASSOCIATION

AND

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





## 2022 Annual Report + 2023 Approved Budget

Budget Information			
Line Item Description	2022 Budget	2022 Est. Actual	2023 Budget
<b>Income</b>			
BID Assessment	50,000	57,092	58,000
City Match	50,000	57,092	58,000
<b>Event + Other Income</b>			
Nostalgia Days	25,000	23,313	23,000
Holiday & Tree Lighting Events	20,000	16,000	20,000
Bouncy Ball New Year	1,000	1,000	1,500
Associate Memberships	730	730	730
Rock the Block	55,500	54,702	55,500
Interest Income	15	10	15
<b>Total Income</b>	<b>202,245</b>	<b>209,939</b>	<b>216,745</b>
<b>Administrative Expense</b>			
Cell Phone	800	720	800
Accountant	3,600	4,400	4,500
Board & Association Development	1,000	350	1,000
Bulk Permit-Postage	500	534	600
Filing Fees	150	150	150
Insurance	6,400	6,348	6,400
Memberships (NCOG)	370	345	370
Office Supplies	500	320	500
Bank Charge	415	573	600
<b>Total Administration Expense</b>	<b>13,735</b>	<b>13,740</b>	<b>14,920</b>

Budget Information Continued			
Line Item Description	2022 Budget	2022 Est. Actual	2023 Budget
<b>Member Outreach &amp; Services Expense</b>			
Payroll Expense-ED	70,200	70,190	70,200
Employee Tax & Insurance	6,900	7,675	7,800
Mailings & Communications	7,500	7,661	8,500
Website	500	198	500
<b>Total Member Outreach &amp; Services Expense</b>	<b>85,100</b>	<b>85,724</b>	<b>87,000</b>
<b>Beautification &amp; Capital Improvement</b>			
Capital Projects	25,000	25,000	8,000
Planter Maintenance	10,000	10,050	20,000
<b>Beautification &amp; Capital Improvement Total</b>	<b>35,000</b>	<b>35,050</b>	<b>28,000</b>
<b>Event Expense</b>			
Nostalgia Days	12,500	14,000	15,000
Safe Trick or Treat	2,500	2,500	2,500
Bouncy Ball New Year	1,000	1,000	1,500
Rock the Block	34,500	45,585	47,000
Holiday & Tree Lighting	14,500	8,458	12,000
Event Expense Other	0	100	0
<b>Total Event Expense</b>	<b>65,000</b>	<b>71,643</b>	<b>78,000</b>
<b>Marketing Expense</b>			
Sponsorship Expense	1,000	0	1,000
Internet Campaigns	12,000	8,548	11,000
Branding	5,000	0	5,000
Print Campaigns	11,000	9,513	14,000
Marketing Expense - Other	2,500	4,095	3,500
<b>Total Marketing Expense</b>	<b>31,500</b>	<b>22,156</b>	<b>34,500</b>
<b>Total Expense</b>	<b>230,335</b>	<b>228,313</b>	<b>242,420</b>
<b>Cash On Hand From Previous Year</b>			
Excess of Receipts Over Disbursements	-28,090	-18,374	-25,675
Cash On Hand as of Last Day of Previous Year	69,324	48,504	30,130
<b>Budget Balance Factoring Cash on Hand</b>	<b>41,234</b>	<b>30,130</b>	<b>4,455</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 \$57,000 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 25, 2022)

- o Presentation by the DNBA/BID Advisory Board of its Annual Report and proposed 2023 BID budget
- o Council takes action on the 2023 Proposed BID Budget and 2022 Annual Report
- o Council takes action on a Resolution of Intention to Levy assessments for 2023

### Public Notice

- o 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 15, 2022)

- o Public Hearing on the Annual Assessment and to receive protests against levy of assessments
- o 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 15, 2022, 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 15, 2022. To be counted formally, protests must be received by the City Clerk no later than the public hearing on November 15, 2022.

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 BID 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 "2023 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 [novato.org/BID](http://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 2023 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 2023.



## 7 Further Information

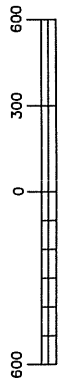
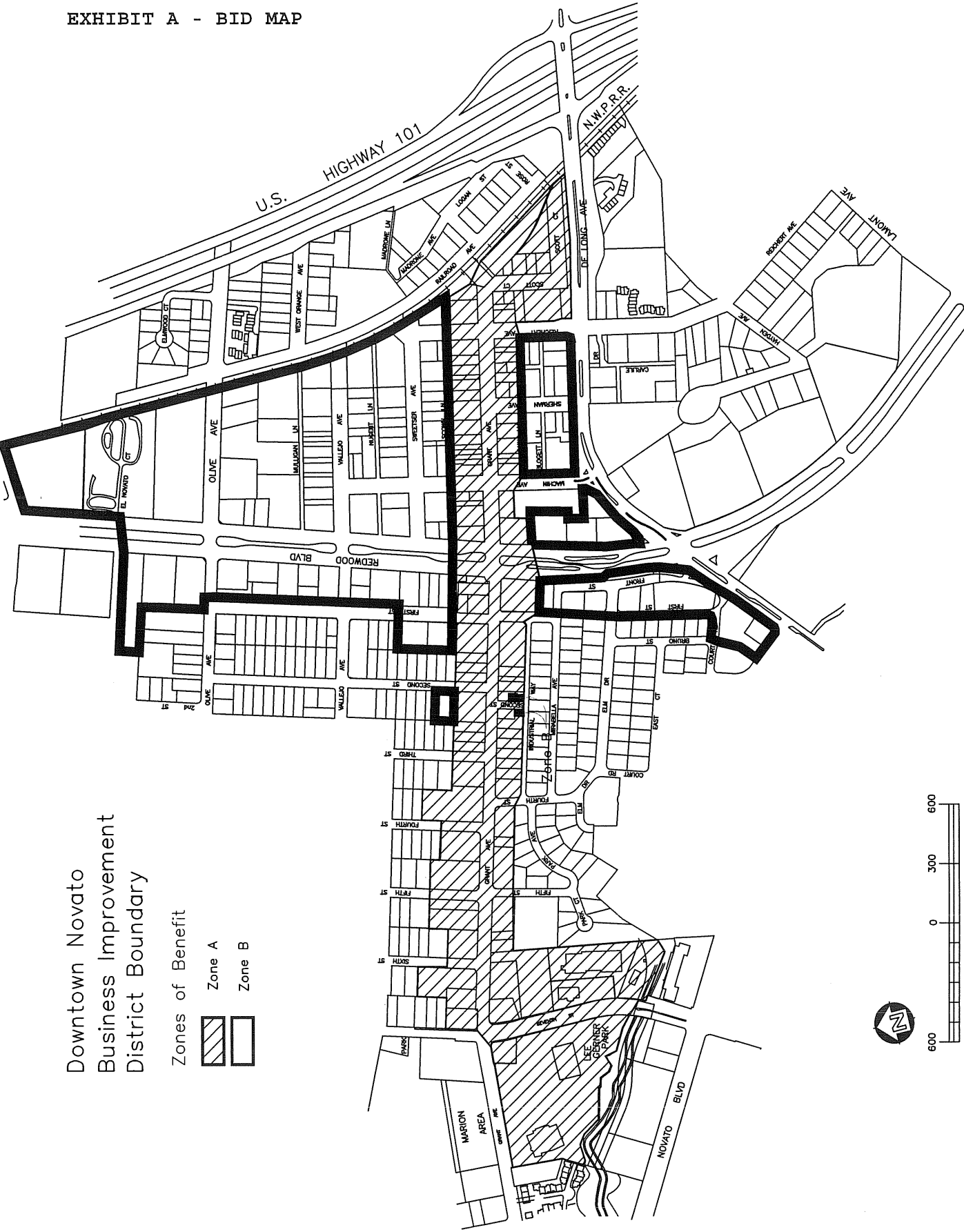
Interested persons may view the BID documents on file with the City Clerk's office which are also posted on the City's web site with the agenda packet for the November 15, 2022, Council meeting. Further information regarding the Downtown Novato Business Improvement District may be obtained from the City 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 2022

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### The BID Advisory Board Members

Steven Jordan, Creekside Bakery - Chair

Katherine Anderson, Copperfield's Books

Jon Ballack, Orange Theory Fitness

Katie Chase, State Farm Insurance

Vincent Cheung, Angie's Steam Foot Spa

Tief Gibbs, Vintage Vehicles

Mike Kumeilis, Mantra Wines

Andy Podshadley, Trek Winery

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 "S. Jordan", written in a cursive style.

Steve Jordan  
BID Advisory Board Chair

### 2022 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 2022 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 2023 Proposed Budget.*

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

Our cost estimates are listed in the DNBA 2023 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 2023 Proposed Budget and listed as the Cash On Hand From Previous Year.*



## BID Advisory Board Report 2022

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

*These are included in the DNBA 2023 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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