



DOWNTOWN SAN RAFAEL
Business Improvement District

2017 Annual Report

Re-Energizing the Vision and Mission for a Thriving San Rafael Downtown in the 21 st Century.

What will downtown become as our economy evolves and brick and mortar retailing becomes more about the experience rather than access to product? Will we be a destination for art and entertainment? How will we retain our role as a central public gathering place for our community? How do we ensure that downtown is relevant to the next generation of residents? How do we effectively communicate our strengths, our history, and our values to our residents and visitors?

In essence, these are the questions the Downtown Business Improvement District wrestles with in our effort to promote a vibrant downtown. Our mission – to promote the common interest of our business owners – can be distilled to one singular goal: bring more visitors downtown. To achieve

this goal, we need to focus on what resonates authentically with our community. Distill this idea further and one lands on the heart of our efforts: make downtown attractive, easily accessible, and a desirable place to spend time, while doing our best to promote our assets.

As we move into 2018, it is clear that our success in addressing the most pertinent issues will be achieved by leveraging our limited resources to further our ongoing marketing, streetscape, and placemaking efforts, working with the City, and collaborating with partner organizations.

We encourage our members to be active participants of this effort, whether through just a little bit of involvement or all the way up to joining the board. What truly matters is our members' voices guiding us in how best to direct our efforts.

Jaime Ortiz,
President

BID Accomplishments 2017

Development, Organization, and Design

- The all-new BID convened fully in May and continues to collaborate with downtown stakeholders and community partners. Participating in mixers with the San Rafael Chamber of Commerce, attending City meetings and events, and assisting in City-wide outreach and marketing efforts.
- Bi-monthly happy hours are held the third Thursday of every other month, giving BID members direct access to the BID Board, and building relationships with members in an informal setting. They have provided a valuable opportunity for dialogue, and attendance is growing steadily. In 2018, these happy hours will be modified to include safety and parking updates from SRPD and City representatives, and will be re-examined for continuation or modification in July.

- Beautification initiatives include ongoing research on the installation of flower planters as gateways on test blocks at either end of 4th St., working with the City to increase sidewalk cleaning frequency, and the incorporation of culture and art installations to elevate downtown.

- The BID regularly advocates for member initiatives and requested changes, and is working with the City on multiple fronts to improve cleanliness downtown, streetscape appeal, and safety.

- BID is a core partner in the California Cultural District committee, and in 2017 helped lead San Rafael to the designation. Board and staff are participating in ongoing efforts to incorporate district branding into downtown marketing, and to support and promote related events and businesses.

- A BID Member Toolkit is in process, with the BID working with the City to provide up-to-date contact details for specific scenarios relating to homelessness and safety, information on parking for patrons and employees, useful forms, and an info sheet about the BID and available resources.

- BID worked with new businesses and pop-up stores to promote and assist them in establishing their presence downtown, through events and advocacy.



Marketing & Promotions

- Members now have the opportunity to send events, sales, and happenings to facebook@downtownsanrafael.org, to be added to the BID content calendar and posted on Facebook with paid boosts to share with the BID's 3000+ followers - a continuing free service for members.
- Produced targeted marketing for members through print and online media sources, including through the Downtown San Rafael website, Facebook page, and local news sources such as the Marin IJ.
- A website-revamp is in process, with the BID focused on streamlining content for ease of access, ensuring members and events are highlighted, and keeping information current and relevant for visitors.

Events

- On May 6th, the BID produced **May Madness**, a legacy event focused on vintage and sports cars which has been running in San Rafael for 29 years, with the help of event coordinator and host Rick Lewis of Gold Rush Jewelers. This year's event garnered huge crowds and 200 participating cars for a day to remember.
- In September, the BID produced **Sip, Savor, Stroll San Rafael**, a fundraising event for the Downtown Streets Team. In total, 25 merchants participated, and the BID received positive feedback from the 150 guests who attended, with many stating how excited they were to be introduced to the vibrancy of downtown's shops.
- October 28th marked the annual BID-produced **Trick of Treat on Fourth Street** event. This year's event saw a huge growth in attendance from 2016, from 400 to 600 participants, and included a lauded performance by the San Francisco Boys Chorus, an information booth hosted by Foster Our Future Marin County, a pet parade and costume contest by Woodland's Pet Food & Treats, and a puppy adoption event put on by Soft Paws Rescue Center, with the BID distributing activity books and candy bags to costumed children.

Downtown San Rafael BID 2018 Work Plan

Marketing, Development, and Operations

- Collaborate with City of San Rafael to implement Shop Local campaign, including online business directory, branding, and incorporation into promotional brochures and advertising.
- Promote downtown and BID member businesses through social media/online marketing and local media.
- Produce ad booklet for advertising racks at SMART train stations as well as regional visitor centers, hotels, and bed and breakfasts. Booklet will feature topical sections to create an easy resource for visitors to San Rafael.
- Update BID website to focus on streamlining information for visitors, highlighting member businesses and events, and promoting Downtown San Rafael as a welcoming place for the community to shop, dine, live, and work.
- Complete in-progress initiatives, including member toolkit, bi-monthly mixers, and branding and marketing associated with the California Cultural District designation.
- Events:** The BID has committed to producing and/or supporting the following events in 2018:
 - May Madness, to be held on May 12th.
 - A Wine Stroll event along the Fourth Street corridor, to be held in spring.
 - Bi-annual downtown sidewalk sales throughout downtown, one in spring and the other in fall.
 - Co-production with Adam Violante of the West End Village Festival.
 - Support of Downtown's 2nd Friday Art Walk.
 - Small Business Saturday, to promote holiday shopping.
 - A Plein Air Paint Out, inviting artists to spend a Saturday downtown painting in public spaces.
 - The annual Trick or Treat on Fourth Street Halloween event.
 - Restaurant Week, in collaboration with Il Davide.
- Legal compliance:** Review by-laws and proceed with needed revisions, hold annual election, and annual member meeting.

2017/18 Board of Directors

President: Jaime Ortiz Bank of Marin	Treasurer: Jed Greene Five Corners Group
Vice President: LeAnne White Incavo Wine Tasting & Collective	Directors: Jeff Brusati T&B Sports
Secretary: Bonnie Ayers-Namkung Marketing Communications	Melissa Prandi PRANDI Property Management Adam Dawson Mike's Bikes

2018 Budget

	2016 Year End Fund Balance	\$40,808	2017 Year End Fund Balance	\$54,939
	2017 Programs	Year 2017 Estimated Year End	2018 Programs	Year 2018 Proposed Budget
Revenues				
	BID Assessments	\$85,105	BID Assessments	\$87,000
	Event Income - May Madness	\$20,026	Event Income	\$25,000
	Event Income - Wine Stroll	\$12,000	Target Grant	\$10,000
Total Operating Income		\$117,131		\$122,000
Expenses				
Events	May Madness	(\$15,000)	May Madness	(\$15,000)
	Trick or Treat	(\$1,000)	Trick or Treat	(\$600)
	Food & Wine Event	(\$11,000)	Sip Savor and Stroll	(\$12,000)
	West End Celebration	(\$3,000)	Plein Air Painting	(\$500)
	Restaurant Week	(\$1,000)	Small Business Saturday	(\$1,000)
			Restaurant Week	(\$1,000)
			Second Fridays/Arts District	(\$2,500)
			West End Celebration	(\$2,000)
			Sidewalk Sales	(\$1,000)
			Mixers	(\$500)
Events subtotal		(\$31,000)		(\$36,100)
Initiatives			Beautification	(\$5,000)
			Business Workshops	(\$1,000)
			Target Grant Expenses	(\$10,000)
Initiatives subtotal		\$0		(\$16,000)
Marketing & Promotions	Advertising	(\$14,000)	Advertising/Marketing	(\$11,000)
	Website Maintenance	(\$3,000)	Website Maintenance	(\$3,000)
	BID Member Communication	(\$2,000)	BID Member Communication	(\$1,000)
	Directories/marketing	(\$2,000)	Member Assistance	(\$2,000)
	Social Media	(\$1,000)	Social Media	(\$1,500)
Marketing & Promotions Subtotal		(\$22,000)		(\$18,500)
Operating Expenses	Staffing	(\$30,000)	Staffing	(\$37,900)
	office rent	(\$3,000)	office rent	(\$6,000)
	Insurance	(\$4,000)	Insurance	(\$4,000)
	tele/supplies/office	(\$2,000)	tele/supplies/office	(\$2,200)
	profess/accounting/banking	(\$6,500)	profess/accounting/banking	(\$1,500)
	meeting/travel exp	(\$1,500)	meeting/travel exp	(\$1,000)
	other	(\$3,000)		
Operating Expenses Subtotal		(\$50,000)		(\$52,600)
Total Expenses		(\$103,000)		(\$123,200)
Net Profit/loss		\$14,131		(\$1,200)
Projected 2017 Ending Fund Balance/Carryover to 2018		\$54,939	2018 Ending Fund Balance	\$53,739

*Target grant revenues along with matching expenses are contingent upon being awarded a \$10,000 Target grant.