



BID 2018 Annual Report

BID Board of Directors

2018 - 2019

President - Jaime Ortiz

Bank of Marin

Vice President - Joanne Vosmek

Copperfield's Books

Secretary - Bonnie Ayers Namkung

Marketing & Communications

Treasurer - Jed Greene

Five Corners Group

Directors -

Jeff Brusati, T & B Sports

Adam Dawson, Mike's Bikes

Erika Bowker, Pleasures of the Heart

Dezzy St. Andre, Rumor Has It

Your Name Here!



President's Message

Dear Fellow BID Members,

The BID board is happy to share this overview of our 2018 efforts and accomplishments. Our cohesive, enthusiastic group of board members look forward to continuing to promote our downtown as a destination for shopping, entertainment and business.

We have big plans for next year and invite you to be a part of it, either by applying for an open board position or volunteering for a committee. Your energy and ideas can make a big difference in our downtown community!

Jaime Ortiz, President

November 1, 2018



Mission

The Business Improvement District promotes the common interests of downtown business owners. We help maintain and develop a downtown that is a welcoming place to shop, dine, work and live.

Vision

Downtown is the cultural heart and soul of our city, where activity, dining entertainment, and commerce come together with a creative and entrepreneurial spirit. Downtown is where hometown pride and community thrive.



2019 BID Work Plan

Marketing, Promotion and Events

Continue to build visibility and enthusiasm for downtown and BID member businesses through social media/online marketing, including:

- Collaboration and cross promotion with downtown arts organizations, especially through the newly formed Downtown San Rafael Arts District.
- Producing signature events
- Supporting events produced by BID members and outside producers through sponsorships, promotion and marketing
- Updates to Facebook, boosting event promotions and sharing member news
- Downtown branding through use of new logo and BID website updates
- Populate website with current information

Planned Events for 2019

Our goal for next year is to produce or assist with signature events and support other organizations' downtown events through marketing and financial backing, within our budget, including:

May Madness, Summer Sidewalk Sale, Downtown Trick or Treat, West End Village Celebration, Small Business Saturday/Shop Local, & Litquake.

We are also exploring the creation of a **Brew Crawl/Wine Tasting event** to showcase our new and established businesses.

Economic Development, Beautification & Safety

Our efforts will support the economic vitality of downtown by advocating on issues, ordinances and policies that affect downtown businesses and promote a clean, welcoming environment. Among our areas of focus:

- **Safety/hospitality** - Continue to advocate on issues of crime, code enforcement and nuisance behavior that negatively impact business in downtown.
- **Beautification/Experience on the street** - Meet with the City to address issues affecting patrons, business owners and employees. Ensure BID member interests are represented in any policy recommendations generated by the beautification study (in progress.) Lights, landscaping, sidewalk cleaning, etc.
- **Business retention/recruitment** - Support City's retail recruitment strategy through promotion of downtown and act as a resource for prospective tenants.
- **Streetscape** - Support the Downtown Streets Team and explore opportunities to expand their role, through expanded services such as enhanced sidewalk cleaning, graffiti removal and ambassador roles.
- **Promote activity/vibrancy** - Support implementation of the City's pilot lighting and outside dining programs.

The BID Organization

Our 2019 agenda also focuses on ensuring the BID's organizational foundation is strong, fiscally responsible and able to promote downtown to members and the community.

- **Legal compliance** - review bylaws, hold annual election and member meeting.
- **Communication with members** – increase engagement through a welcome kit for new businesses, routine communications through email newsletters, distribution of timely info by door-to-door visits by block captains, and quarterly mixers.
- **Increase board members and volunteers** - continue to recruit active committee members and engage prospective board members.
- **Raise BID funding** - identify supplemental funding sources through business sponsorship of events and more.

2018 Accomplishments

- Website updated to streamline content for ease of access, events are highlighted, and information kept current and relevant for visitors.

- Collaborated with downtown stakeholders and community partners, with the San Rafael Chamber of Commerce, attended City meetings and events.
- Held Quarterly Member Mixers with safety and parking updates from SRPD and Parking Director and Director of Homeless Planning. Also Miriam Karell, Director of the Small Business Development Center (SBDC) gave presentation.
- Worked with the City to increase Beautification initiatives: West End pilot lighting project, sidewalk cleaning frequency, trash pickup (DTST), streetscape appeal, and safety.
- Attended the SR Downtown Arts District meetings to help establish identity and incorporate culture and art installations to elevate downtown. Ongoing efforts to incorporate district branding into downtown marketing, and to support and promote related events and businesses. Support art in empty windows initiative.
- Created BID Member Toolkit with contact info for Parking and Safety issues.
- Facebook updates and boosts have 3,000+ followers.
- Marketing for members through print and online media sources, including the website, Facebook page, the Marin IJ, Pacific Sun and Marinscope newspapers.
- A targeted digital ad campaign of media impressions, Facebook boosts, and local merchants adding the poster to their websites and blasting it on their newsletters and to their email lists brought awareness of events to shoppers/participants.

2018 EVENTS:

- The 30th annual **May Madness**, our legacy classic car parade event partnered with the Elks Club for an after party/dance featuring Pride and Joy. Thousands of visitors to our Downtown enjoyed the 200+ vintage and sports cars.
- The **Summer Sidewalk Sale** on 8-18-18 was greatly successful with 65+ participating businesses and hundreds of shoppers strolling our shops, discovering treasures and bargains and ringing the registers.
- October 27 marked the annual BID-produced **Trick of Treat on Fourth Street** event with the Latinx theme **Dia de los Muertos**. It included performances by the San Francisco Boys Chorus, Happy Feet Dancers “Thriller”, an information booth hosted by Foster Our Future, and a pet parade and costume contest by Woodland’s Pet Food & Treats.
- **West End Village Celebration** on Nov. 4, 11-7pm. Family fun and music all day. **Mayor Phillips will kick-off the new Tivoli pilot lighting at dusk!**
- **Small Business Saturday/Shop Local**, Nov. 24, event and ad campaign will highlight the many reasons to shop our Downtown.

