



BID 2019 Annual Report

BID Board of Directors 2020

President – Erika Bowker
Pleasures of the Heart

Vice President – Adam Dawson
Mike's Bikes

Secretary - Bonnie Ayers Namkung
Marketing & Communications

Treasurer - Jed Greene
Five Corners Group

Directors

Past President - Jaime Ortiz,
Bank of Marin

Jeff Brusati, T & B Sports

Tobi Lessem, Bodywise Massage

Morgan Schaffler, Youth in Arts

Elisabeth Setten, Art Works Downtown



2017-2019 Jaime Ortiz

2020 Erika Bowker

President's Message

Dear Fellow BID Members,

The BID Board is happy to present a summary of our 2019 accomplishments. We focused on promoting our Downtown as a great shopping, entertainment, arts and business destination, through new and established events, beautification, our website and marketing campaigns.

Please welcome Erika Bowker, BID board member and co-owner of Pleasures of the Heart, as she takes the reins as board president for 2020. She is also our social media director, as well as a big community booster who will lead the BID with care and enthusiasm.

As I finish my term, I thank you for your support, energy and ideas for moving our Downtown forward. I encourage you to contact Erika or Eda and get involved in improving your community!

Jaime Ortiz, President



2019 ACCOMPLISHMENTS

- **Monthly newsletters & website updates** – highlighted events/presented current content for BID members and public visitors
- **Collaborations** – worked with Downtown San Rafael Arts District (DSRAD), SR Chamber, AIM Farmers Markets, the City Economic Development Dept. and SR City government
- **Member mixers** –presented socials with relevant topics/speakers on beautification, 2040 General Plan and small business development. Thanks to our host businesses!
- **Beautification initiatives** – spearheaded the West End pilot lighting project, Clean & Green Day, and worked with the City on initiatives
- **Pilot art program** – initiated art installation in empty storefront windows
- **Social media director** – board member Erika Bowker actively posts to 3,000+ followers on Instagram and Facebook, multiplying the effects by engaging with Downtown businesses that have social media and email campaigns
- **Meet Your Neighbor** – Sharon Christovich and Bonnie Ayers Namkung created a business profile feature on the BID website to promote community and interaction
- **Downtown/Event promotion** – marketed through print and digital media: BID website, Facebook page, Nextdoor, Marin newspapers, as well as 35+ PR sites and articles. Strategic paid ad boosts on Facebook, coached merchants to feature events on their websites, newsletters and email lists to increase participants and shoppers
- **Parking improvements** - worked with City Parking Department to achieve free weekend parking program in City garages

2019 EVENTS

- **Clean & Green Day** - celebrated Earth Day by giving merchants brooms/dustpans and spearheading 5 groups to spiff up sidewalks, parking meters, trash cans and storefronts
- **31st May Madness** - thousands of visitors enjoyed the 200+ vintage and sports cars
- **Spring & Summer Sidewalk Sales** - April and August events, 65+ participating businesses and hundreds of shoppers discovering treasures, bargains and ringing registers
- **Hops & Vines Stroll** - created new event, exposed hundreds of new shoppers and diners to our unique breweries, taprooms and businesses Downtown. Sold out both participating business locations and public tickets, with 400+ event goers. Mission accomplished!
- **Trick or Treat on Fourth Street** - Sat. Oct. 26, 1-3 p.m., annual Downtown-wide children's event with dancers, pet parade and costume contest by Woodland's Pet Food & Treats
- **West End Village Celebration** - Sun. Nov. 3, 11-7 p.m., for family fun and music, produced for the community to highlight the West End Village and benefit several local nonprofits
- **Shop Local Saturday** - Nov. 24, features ad campaigns highlighting the many reasons to shop and play Downtown. Please plan your Shop Local/Shop Small promotions *now!*

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, live and enjoy.

Vision

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

Block Captains

Adam Dawson, Mike's Bikes
Joanne Vosmek, Copperfield's Books

Bonnie Ayers Namkung,
Marketing

Erika Bowker, Pleasures of the Heart

Sharon Christovich, Folk Art Gallery

Jeff Brusati, T & B Sports

Joel Eis, Rebound Bookstore

BID Executive Director

Eda Lochte
info@srbid.org



2020 BID Work Plan

Beautification, Marketing & Promotion

Our efforts will support the economic vitality of downtown by promoting an environment that's clean, safe, welcoming and uniquely engaging. Among our areas of focus:

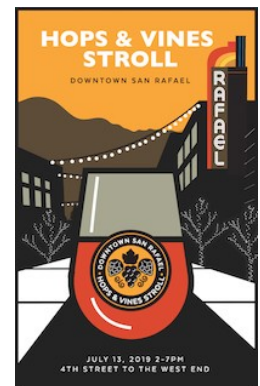
- **Beautification/streetscape** – participate in establishing arts and culture identity to elevate Downtown, advise and advocate for wayfinding signage, lights, murals, landscaping, sidewalk cleaning, etc.
- **Marketing and promotion** – partner to develop downtown map highlighting DSRAD organizations as destinations, carry on with social media outreach and build list to reach more BID and community members. Assist in filling vacant store spaces.
- **Social media and branding** – update Instagram/Facebook, boost event promotions and share member news. Brand the downtown via use of logo and BID website updates, including profiles of downtown businesses, via new Meet Your Neighbor column.

Beautification, Marketing & Promotion – continued...

- **Collaboration** - Cross-promote with the San Rafael Chamber of Commerce and newly formed Downtown San Rafael Arts District (DSRAD)
- **Promote activity/vibrancy** – Continue signature and new events, Shop Local campaign, support expansion of the City’s pilot criss-cross street lighting and outdoor dining programs
- **Support local organizations** – Continue donations as possible, such as 2019 giving to Camp Chance, Terra Linda High School auto repair department, DSRAD, and the San Rafael Downtown Streets Team

2020 Planned Events

We plan to continue our 2019 events, producing our own or assisting with other groups’ signature events through organization, communication, marketing and financial backing. We hope to continue the highly successful new **Hops & Vines Stroll**, which showcased our local breweries, taprooms and unique businesses.



The BID Organization

Our 2020 agenda emphasizes ensuring the BID’s organizational foundation is strong, fiscally responsible and able to promote Downtown to members and the community. Our intention is to:

- **Communicate with members** – continue engagement through routine communications via website, email, newsletters, block captains, mixers, and the annual meeting
- **Add board members and volunteers** – actively recruit committee members and engage prospective board members
- **Raise BID funding** - explore supplemental funding sources through business sponsorship of events and more
- **Collaborate with local groups** – take advantage of partnership with Chamber and DSRAD to expand the BID’s reach and create more visibility and excitement for Downtown.

Learn more about people and events in your neighborhood: DowntownSanRafael.org