



BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT 2021

BID Board of Directors 2022

Interim President - Jed Greene
Five Corners Group

Vice President – Adam Dawson
Mike’s Bikes

Secretary – Tobi Lessem
Bodywise Massage

Treasurer – TBD

Event Chair – Jaime Ortiz
Bank of Marin

Social Media Chair – Erika Bowker
Pleasures of the Heart

Directors

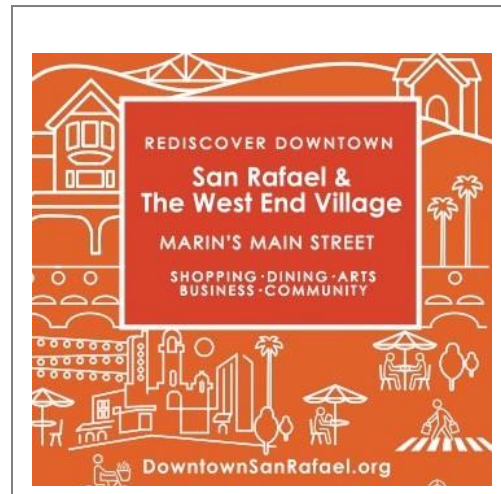
Jeff Brusati – T & B Sports

Morgan Schaufler – Youth in Arts

Elisabeth Setten – Art Works Downtown

Terrance Thornton --
San Rafael Martial Arts

Bishlam & Amy Bullock – new
Salon B Style Lab



President’s Message

Dear Fellow BID Members,

This year, the BID Board again supported San Rafael’s unique Downtown businesses. Just like 2020, it wasn’t a year of business as usual, but we all helped create many positive outcomes.

The Board focused on keeping our Downtown business owners informed. We continued the popular Dining Under The Lights program and we constantly worked on promoting our Downtown through social media, our website and marketing campaigns. Our goal was to keep our community and members safe while giving everyone a fun destination to enjoy while Supporting Local.

It’s been my pleasure to serve as Board President. I will continue to work as the Board’s event chair. A big thank you to Executive Director Eda Lochte who is also stepping down after years of service to our members and community.

Please visit DowntownSanRafael.org to see all the BID is doing, to update your directory listing and continue to be involved.

Jaime Ortiz, President 2016, 2017, 2018, 2019 & 2021

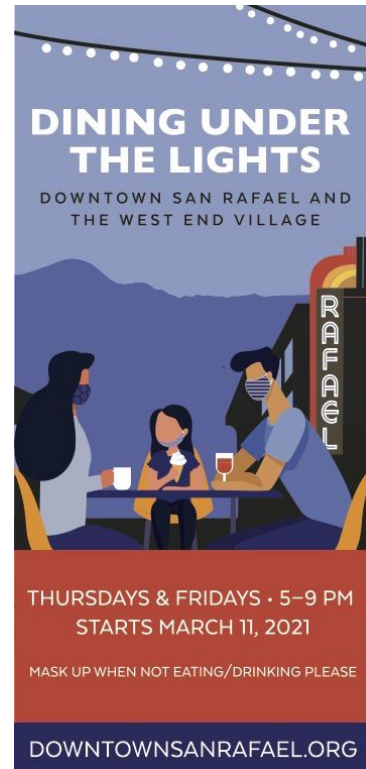
2021 ACCOMPLISHMENTS

- **Banners** – designed, created and installed colorful vertical pole banners welcoming all and highlighting Business, Arts, Dining, Shopping, and the West End Village.
- **Member emails, newsletters, and updates** – continuously updated members on Covid-19 and other information. Explained details and provided links to sources, including Marin Recovers, PPE and safety protocols, PPP loans, small business grants and classes, permits and more.
- **Hands-on help** - engaged with members by email, phone and in person amidst day-to-day changes of the pandemic and business requirements.
- **Bylaws** – amended, restated and approved outdated bylaws with pro bono legal advice from attorney Jeff Schoppert.
- **Building the Board** - recruited, nominated and voted in new Directors, creating a more inclusive and diverse group.
- **Parking** - worked with City Parking and Public Works depts. to continue 15-minute parking. Promoted free weekend parking and 3-hours free holiday parking in City garages, West End lot.
- **Website updates** – updated content for BID members and public visitors, highlighted Dining Under the Lights and other events. Built status box to notify partners and public of confirmed and canceled dates, music, and mobile vaccination clinics.
- **Created/maintained online searchable directory** - Downtown businesses can create and continuously update their listing (open, special hours, sales, etc.) Drove online audience traffic to directory through banners, ads and social media.
- **City partnerships** – worked with City government and departments including Economic Development, Public Works, Parking, Parks & Recreation and SRPD.
- **Collaborations** - Partnered with Downtown San Rafael Arts District (DSRAD), SR Chamber, CFI, Marin Multicultural Center, SBDC, County Dept. of Public Health and Human Services.
- **Outdoor dining areas** – coordinated between businesses and City to secure permits to create outdoor dining in parking spaces to support restaurants during Covid.
- **Beautification initiatives** – after spearheading West End pilot Tivoli overhead lighting project in 2019, acted with City Public Works to extend the lights east to the SMART station in time for kickoff of Dining Under the Lights.



- **Donations** – was a donor partner to nonprofit Marin Multicultural Center for Dia de los Muertos events and to CFI for Mill Valley Film Festival—both bring many Marin visitors to Downtown.
- **Dia de los Muertos window displays & car procession** – 14+ Downtown merchants presented window altars for Day of the Dead. Collaboration with Marin Multicultural Center, San Rafael Dia de los Muertos, City Rec Dept. and artists.

- **Downtown San Rafael Arts District collaboration** – appointment of creative place making specialist to explore funding opportunities for BID and DSRAD.
- **Online posts of art news** – DSRAD/BID cross promotional Instagram @artsanrafael, 698 followers +37%, Facebook 524 followers, +19% from 2020.
- **Social media director** – Board member Erika Bowker actively posts to 5,600 followers on Instagram and Facebook, multiplies effects by engaging with Downtown businesses’ social media and email campaigns. BID added 2,000+ followers this year.
- **Downtown and DUTL promotion** – marketed through posters, print ads and digital media: BID website, Facebook page, NextDoor, Instagram, *Marin IJ* and *Pac Sun*, as well as PR sites and articles. Strategic paid-ad boosts on Facebook. Coached merchants to feature Dining Under the Lights (DUTL) on their websites, newsletters and email lists to increase diners and shoppers Downtown.
- **Partnered with CFI (California Film Institute) and Mill Valley Film Festival** – sponsored VIP Lounge with help from the City's Economic Development Dept. The goal was promoting foot traffic to our BID District to support local small businesses.
- **Holiday window decorating contest** – award annual prizes to bring Downtown activity and festive fun.
- **Shop San Rafael Season** - print and digital ad campaigns for holiday season and free parking.



EVENTS

In 2021, we produced some new and some traditional events in reduced formats due to the pandemic:

- **Dining Under The Lights** (Th. & Fri., March through Oct.)
 - **33rd Annual May Madness** (pivoted to Sat. Cruise Night, held August 28)
 - **33rd Trick or Treat on Fourth Street** (Sat. Oct. 23)
 - **2nd Dine in Costume at DUTL** (Th. Oct. 28 & Fri. Oct. 29)
 - **Clean & Green Day** (Th. April 22, Earth Day – gave free litter grabbers to BID members)
 - **Shop San Rafael Season** (featuring print and digital ad campaigns)
 - **Windows & Holiday Cheer** - (Sat, Dec. 10, shopping/hospitality evening with window decorating contest and prizes)
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Dining Under the Lights and Outdoor Dining Areas

In 2021, the BID and ED Eda Lochte resumed the popular Dining Under the Lights (DUTL) on-street dining program which was created early in the pandemic with substantial help from the City of SR.

We also advocated for and donated to the sparkling overhead lights to beautify our Downtown. Public Works installed the lights just in time to illuminate 4th Street dining. We also helped with permits and information/advocacy for semi-permanent outdoor dining parklets allowed through Nov. 2022. This gives participating food and drink businesses an opportunity to recoup their construction expenses.



DUTL initially gave the public an outlet to feel safely distanced and protected, enjoy a bit of normalcy and support their local small business owners. It became a fun Thursday/Friday countywide destination providing live music and community.

DUTL promotes Downtown by providing foot traffic for other businesses, expanding exposure to patrons of different demographics and giving our merchants a boost.

In addition to creating a vibrant European feel, outdoor seating also attracted a variety of diners. Families with bikes and dogs appreciate the freedom of casual outdoor dining. These improvements can stimulate higher revenues and brighter financial forecasts for our City and all Downtown businesses.

We hope to continue our successful DUTL in 2022 and beyond. Survey responses indicate most respondents love the program and wish to continue it every summer. We also plan to help guide the path to permanent outdoor seating opportunities.

Applause for Leaders of BID Success as They Step Down

The BID extends much appreciation to Jaime Ortiz from Bank of Marin. He has tirelessly steered the BID through some of its most challenging years and has generously devoted his time to our Downtown. After serving four one-year terms as Board president, Jaime is stepping away. But he's still contributing to the community by staying on the Board as event chair, a role he has already been fulfilling.



We also say goodbye and thank you to Eda Lochte, the executive director. She held the ED position for 10 years in the '90s and after retiring for a time, Eda was persuaded to retake the helm. Now, after four years of leading member communication and advocacy, and Board cooperation and growth, she is re-retiring.

Eda leaves several new programs in her wake. In fact, together, Jaime and Eda created a legacy Downtown—among them the twinkling overhead lights, the banners, the 15-minute parking-spaces, the outdoor dining parklets and the DUTL program.

The BID Organization and 2022 Work Plan

Our 2022 agenda again emphasizes ensuring the BID's organizational foundation is strong, fiscally responsible and able to promote Downtown to members and the community.

- **Communicate with members/community outreach** – continue engagement via website, email, newsletters, social media, marketing, advertising, in person
- **Beautification & Art** – work with the City advocating for making Downtown a clean, aesthetically pleasing and welcoming place
- **Add board members and volunteers** – continue to actively recruit committee members and engage prospective board members to build an inclusive environment for greater equity and diversity
- **Raise BID funding** – explore supplemental funding sources through business sponsorship of events, matching funds and more
- **Explore partnerships** – investigate deeper collaborative relationships with DSRAD and Chamber to expand BID's reach to create added visibility and excitement for Downtown
- **Partnership** – continue to align the BID with the Downtown San Rafael Cultural Arts District and the San Rafael 2040 Downtown Precise Plan
- **Executive Director search** – work to recruit BID director to strengthen Downtown's long-term success, see the [ED job description](#) for details
- **Collaborate with the City** – continue partnerships with City depts., SRPD and local groups
- **Resume Dining Under the Lights** – refine the program in partnership with the City to create an ongoing Summer outdoor dining program
- **Continue May Madness and other events** – host our legacy event and strategize best ROI opportunities for existing and possibly new events

Contact us or find current info and business directory at:

info@SRBID.org

Director@DowntownSanRafael.org

DowntownSanRafael.org

Our Mission

The Business Improvement District promotes the economic vitality of Downtown and the common interests of Downtown business owners. We help promote a district that's a welcoming place to shop, dine, work, live in and enjoy.

Our Vision

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