

2022 Annual Report



BID BOARD OF DIRECTORS 2022/23

Interim President
Jed Greene,
Five Corners Group

Secretary
Tobi Lessem,
Bodywise Massage

Vice President
Adam Dawson,
Mike's Bikes

Social Media Chair
Erika Bowker,
Pleasures of the Heart

Jeff Brusati,
T & B Sports

Treasurer
TBD

Bishlam & Amy Bullock,
Salon B Style Lab

Terrance Thornton,
San Rafael Martial Arts

Elisabeth Setten –
Art Works Downtown

Committee Members:
Jaime Ortiz,
Bank of Marin
Ryan Spencer,
Libation Taproom
Meg Reilly,
Marin Society of the Arts

Morgan Schaufli,
Youth in Arts

Your name here!

Dear Fellow BID Members,

First, I want to thank Eda Lochte and Jaime Ortiz for their years of service to the Business Improvement District. The BID was truly transformed into an organization that the community could count on and be proud of.

This year, we found a new Executive Director in Sarah Tipple. She has been a wonderful addition and has made an immediate, positive impact for the BID.

As things slowly get back to normal this year, we have brought back traditional events, like the May Madness Car Show, while also assisting with the implementation of new ideas, like the permanent Streetaries program, the Friday Night Block Party, and the Hops and Vines Stroll.

In 2023, we plan to build on our prior success while also developing new ideas to improve our downtown and our community.

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

Jed Greene, President

Development, Organization, and Design

- **ARPA Fund Proposal** – The BID created a proposal requesting \$70,000 of the ARPA Funds to go toward the following BID Projects: Marketing & Promotion, Event Planning & Production, Beautification, Walking Tour App, Expansion of Second Friday Art Walks, Community Public Art Projects. The request is pending.
- **Downtown San Rafael Arts District Collaboration** – The BID's DSRAD committee advocated for ARPA funding and California Arts Council support to subsidize multiple creative placemaking projects aimed at revitalizing and enhancing downtown San Rafael. DSRAD, in concert with their fellow Cultural Arts Districts, was successful in reactivating a direct funding structure from the California Arts Council and expects disbursement in 2023.
- **Fundraising & Event Management** – Through successful events and the BID being able to do most event tasks in-house, expenses were decreased, and our bottom line was increased with two signature events, May Madness, and the Hops & Vines Stroll.
- **Beautification** – Worked with the City's new Volunteer coordinator to discuss future landscaping projects for volunteers to help beautify our Downtown.
- **New Trashcans in Downtown** – Last year, the BID was on the selection and advocacy team to get new trashcans in Downtown San Rafael. They arrived this year and their sleek appearance really lifts Downtown San Rafael's aesthetics.
- **Welcome Packets** – The BID created an info sheet of what the BID is, does, and why it exists to give new Downtown Businesses insight into who we are and what we do.
- **SR Chamber Partnership** – The BID now has an office located at the San Rafael Chamber, which is a great path toward stronger collaborations and networking opportunities.
- **Member emails, newsletters, and updates** – Monthly Newsletters included news on City updates, fellow business events/openings, and events. Also, continuously updated members on DPW activity on their blocks.
- **Hands-on help** – Executive Director is actively available by phone and in person to meet with and discuss member activities and concerns.
- **Streetary Program** – The BID was included in the development of this program and advocated for more business involvement, affordability, and frequent communication during the rollout.
- **City partnerships** – worked with City government and departments including Economic Development, Public Works, Parking, Parks & Recreation, and SRPD.

Marketing & Promotions

- **Website updates** – Gave DowntownSanRafael.org site a facelift by updating the events page to include all ongoing events, the News page with all news from members and city updates, added useful San Rafael Business resources to the About Downtown Page, and more.

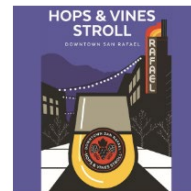
Upcoming Downtown San Rafael Events



San Rafael PorchFest
September 18, 2022
[Learn more.](#)



San Rafael BID Annual Meeting & Mixer
Liberation Taproom
September 22, 2022
[Learn more.](#)



Hops & Vines Stroll
September 24, 2022
[Learn more.](#)



Mill Valley Film Festival
October 6-16, 2022
[Learn more.](#)



West End Culture Crawl
October 8, 2022
[Learn more.](#)



Dia De los Muertos Car Procession
October 22, 2022
[Learn more.](#)

- **Walking Tour Mobile App** - Developed a user-friendly Walking Tour of Downtown San Rafael on the Distrx Mobile App, to highlight historical and cultural points of interest throughout the downtown. Funding for long-term implementation pending approval.
- **Designed a smART Train Tour Program** – Created an interactive map to emphasize multiple artistic institutions easily accessed along the smART train route, with San Rafael as the center point. Meetings to further develop the project are expected in fall 2022.
- **Partnered with CFI (California Film Institute) and Mill Valley Film Festival** – Created a “Ticket Stub Incentive” Program to get the ticket holders and filmmakers inside our Downtown Businesses. The goal is to promote foot traffic to our BID District to support local small businesses.
- **Embassy Suites Partnership** – The BID partnered with the Embassy Suites in San Rafael to generate more foot traffic Downtown by adding a QR code linking to our events page to their guest's “What to Do” guide, giving them \$5 off to Hops event, and discussing a possible punch card list of deals and discounts that downtown businesses can offer to their guests.
- **Social media director** – Board member Erika Bowker actively posts to 5,600 followers on Instagram and Facebook and multiplies effects by engaging with Downtown businesses' social media and email campaigns.
- **Shop Local during the Holiday Season** - print and digital ad campaigns for the holiday season and free parking-

Event Success

In 2022, we brought back many popular events after the 2-year hiatus due to the pandemic and were also able to raise money for the BID in the process.

- **Promoted ALL Downtown Events/Activities** – To keep members and the community informed on all things Downtown, the BID promoted all events in or near Downtown on our events page & Newsletters, not just BID-produced events, including 2nd Friday Art Walks, San Rafael PorchFest, Mill Valley Film Festival, Dia De Los Muertos Car Procession, San Rafael Lighted Boat Parade, Heads Up Carnival at Davidson, Doc Lands Film Festival, State of the City Dinner, Youth in Arts C Street Celebration, and the Sunset Criterium. These events brought many visitors to our Downtown.
- **Dining Under the Lights** – The BID continued to support the successful Dining Under the Lights Program. The block party feel of having several different blocks closed throughout downtown gave businesses the choice to be involved by booking live bands or bringing their tables into the street for alfresco dining.
- **West End Block Party** – West End businesses built a successful Thursday and Friday night block party, which began under Dining Under the Lights, by booking great bands, creating a welcoming beverage garden and dining area, and having large neighborhood support. In partnership with the City, the BID supported the vibrancy that this event brought to Downtown and advocated to help the organizers continue it as a two-day event, rather than shortening it to a one day.
- **Clean & Green** – Every year on Earth Day, the BID and Cory Bytof with the City of San Rafael coordinate a day of trash clean-up, graffiti removal, polishing street poles, and landscape weeding and mulching. This year, the event had more volunteers than ever, almost 40 people, including staff from Bio Marin, SRPD, and many of our very own BID Board Members.
- **May Madness** – After a 2-year hiatus, May Madness was back and ready to Roll in 2022. The BID's volunteer event committee and Rick with Gold Rush Jewelers worked tirelessly to bring thousands of people downtown to enjoy over 200 hot rods, food, beverages, and the Classic Car Parade. It was a day to remember. The BID made a net profit of \$6,229.84.
- **Dia de los Muertos window displays & Car procession** – Downtown merchants will again present window altars for Day of the Dead in collaboration with Marin Multicultural Center, San Rafael Dia de los Muertos, City Rec Dept. and artists.

Complete List of BID Events in 2022

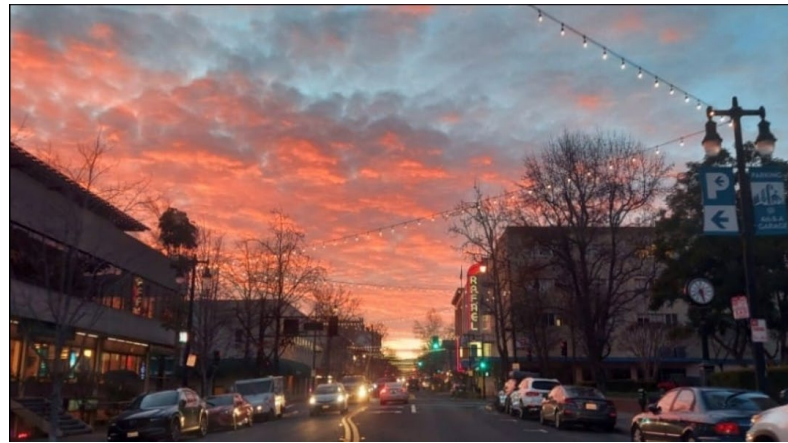
- **Clean & Green Day** (Fri. April 22, Earth Day)
- **Dining Under The Lights featuring Live Music, Outdoor Dining, and Kids Activities** (Thurs. end of May through Sept)
- **Friday Night Block Party in the West End** (Fri. end of May through Oct)
- **32nd Annual May Madness** (Sat. May 7)
- **Downtown BID Night at the Pacifics** (June 21)
- **Annual San Rafael BID Mixer** (Thur. Sept. 22)
- **2nd Annual Hops & Vines Stroll** (Sat. Sept 24)
- **4th Annual West End Culture Crawl** (Sat. Oct. 8)
- **34th Annual Trick or Treat on 4th Street & Pet Costume Contest** (Sat. Oct. 29)
- **Dia De Los Muertos Alter Displays** (thru Nov 5)
- **Elf Hunt** (Nov-Dec)
- **San Rafael Parade of Lights & Winterwonderland on Shop Small Saturday** (Nov 26)



Downtown San Rafael BID 2023 Preliminary Work Plan

Future Marketing, Development, Events, and Operations

- **If the ARPA request is approved, funding will go toward:** Marketing & Promotion, Event Planning & Production, Beautification, Walking Tour App, Expansion of Second Friday Art Walks, & Community Public Art Projects.
- **Walking Tour App-** Launch the Walking Tour App of Downtown San Rafael with ARPA funds.
- **Encourage more family-friendly events and fundraisers** – Work closely with local family groups to provide the much-needed niche of more family activities in Downtown.
- **Engage with the local College Students** – Create a Back to School Night or program, where students can visit our website and see all the places in Downtown where their student ID can get them discounts or deals.
- **Farmer's Market** – Rebuild the relationship with AIM to bring back the Thursday Night Farmer's Market to Fourth Street.
- **Makers Markets** – Meet with other maker market producers to bring their event to our downtown on a Thursday Night.
- **smART Train Tour Program** – Further develop and launch the interactive map of art stops along the SMART train route with our Downtown at the Heart.
- **Outdoor Movie Night** – Work with Park & Recs to bring their successful outdoor movie night in the park program to our Downtown.
- **Social Media Manager Contractor** - The BID is interested in hiring a part-time social media contractor to promote and showcase a different Downtown Business each day on IG & FB. Our current Social Media Director will still promote our events.
- **Add board members, committee members, and volunteers** – Actively recruit committee members and engage prospective board members to build an inclusive environment for greater equity and diversity. If you are interested, please contact us!
- **Communicate with members/community outreach** – Continue engagement via website, email, newsletters, social media, marketing, advertising, & in person
- **Beautification & Art** – Work with the new City Library & Rec Director to look at public art opportunities.
- **Landscaping upgrades** - Hardscape landscaping updates to intersections via volunteer coordination.
- **Raise BID funding** – Explore supplemental funding sources through more financially lucrative events, matching funds from the City, and more.



- **Scavenger Hunts** – If funding allows, the Walking Tour App can be used to create “Apptivities” and we can create scavenger hunts within the businesses. If successful, we’d like to create one for each season.
- **Explore partnerships with all local Schools** – Create more collaborative relationships between Dominican and other SR Schools to expand BID’s reach to create added visibility and excitement for Downtown.
- **Partnership & Collaboration** – Continue to align the BID with the DSRAD, the SR Chamber, Pacifics, Embassy Suites, CFI, the City, SMART, SRPD, & more.
- **Resume Dining Under the Lights & The Friday Block Party in the West End** – Refine the program in partnership with the City to create an ongoing Summer outdoor program.
- **Events:** The BID has committed to continue May Madness, Hops & Vines, and all other events produced in 2022.

I want to thank this AMAZING BID Board for their passion, commitment, experience, and support as we all work to continue making Downtown San Rafael a fantastic place to work and live.

I would also like to thank all the Business owners and staff that have welcomed me as their Director and that have taken the time to speak with me about their constructive ideas and experience on 4th Street. I am passionate about Downtown San Rafael and the people and businesses that thrive here! Please don’t hesitate to reach out to me. I look forward to hearing from you!

-Sarah Tipple, Executive Director

SHOP LOCAL★EAT LOCAL
SUPPORT SAN RAFAEL DowntownSanRafael.org