



BID PROGRAM OVERVIEW 2026

What is the BID working on this year?

THE BID MANAGES 30 DIFFERENT MARKETING PROGRAMS, PROJECTS, & EVENTS.

The Downtown San Rafael Business Improvement District has a part-time employee who helps coordinate and manage **30 programs and projects** designed to promote downtown businesses, foster community, and help beautify. These initiatives are organized into seven categories: **Promotion & Marketing, Beautification, Business Engagement, Arts, Fundraising Events, Community & Art Events, and Holiday Promotions.**

Let us know which ones you want to join!

1. Promotion & Marketing:

- Social Media Programming
- Weekly IJ Ads & Promotions
- Downtown Business Event Calendar
- 3rd Annual Fe-BREW-ary
- 1st Annual Pizza Month – Oct (*new!*)
- Juneteenth Promo - June
- Website Management



2. Beautification:

- Intersection Mulching Project
- Graffiti Removal Funding
- Clean & Green Day on Earth Day – April
- Plaza Beautification Project (*new!*)



3. Business Engagement:

- Mixers (Summer Pacifics Game - June, Fall Meeting – Sept, & Holiday Party - Dec)
- Monthly Newsletters & News page



4. Arts Programming (via DSRAD):

- Art Programming Support
- Public/Private Mural projects
- Rainbow Crosswalk (*new!*)
- Utility Box Art Program (*new!*)

New Mural: Make Art Not War



Marin MOCA C Street Mural Project 2025



5. Fundraising Events:

- 35th Annual May Madness Car Show - May
- 2nd Annual Dancing Under the Lights - August
- 5th Annual Hops & Vines Stroll - Sept



6. Community & Art Events:

- 2nd Annual Lunar New Year Art Walk - Feb
- 2nd Annual Pride Art Walk - June
- Trick or Treat on Fourth - Oct
- 4th Annual Elf Hunt - Nov
- 4th Annual Menorah Lighting - Dec



7. Holiday Promotions:

- Shop Small Saturday
- Downtown San Rafael Holiday Gift Guide
- West End Holiday Ads

*** What are we missing???** _____