



## **DOWNTOWN NOVATO BUSINESS ASSOCIATION**

### **WELCOME TO YOUR BUSINESS IMPROVEMENT DISTRICT!**

The Board of the Downtown Novato Business Association (DNBA) wishes to extend to you our collective welcome to your Business Improvement District (BID). Your new or relocated business is a welcome addition to the downtown business community. Our BID is a special corporation enabled by the State and City for the primary purpose of promoting activities, as well as business and physical development in the downtown area.

The organization is made up entirely of volunteers and is set up to help us organize and compete with the malls, large shopping centers, office complexes, and other cities. The BID has no office, phone or fax and depends entirely on the effort of its membership. This helps to stretch the assessment dollars the City of Novato collects with Business Licenses each year.

**About the DNBA-**for about ten years the organization was a private business association. In 1999, the organization filed for incorporation as a non-profit Business Improvement District (BID). Under California law there is a special corporation category for BID's of which there are approximately 200 in California.

The BID was established by a vote of its members and has assessment authority. The primary purpose of the organization is to promote business growth in downtown core areas with special emphasis on retail and restaurant businesses.

Large malls and shopping centers have the financial and ownership capacity to organize promotions and attract foot traffic. Downtown organizations with many individual property and business owners generally lack the organization or finances to do the same as large malls.

Though Novato has a population of fifty thousand people with another twenty thousand in the surrounding area. Our downtown never had the chance to grow a downtown core like San Rafael or Petaluma with similar population sizes.

The BID program was initiated thirty years ago in California and has been a successful model for downtown redevelopment and maintenance throughout the country.

The City of Novato approves and renews the BID annually and collects the BID assessments along with business license renewal fees each year. This is the money the BID has to operate each year and to promote its downtown.

The BID is run entirely by volunteers with contract legal and tax help. The BID has a limited geographical area. Assessments are based on location relative to Grant Avenue or portions of Redwood Boulevard and the size or type of organization. Fees range from about seventy-nine to five-hundred-twenty-five dollars per year depending on the type of business and its location in the BID.

The DNBA sponsors downtown events, business education seminars, the Farmers Market and local TV and newspaper advertising. We organize and coordinate ads among the local newspapers. Events include Easter-Spring Celebration, 4th of July Parade, Nostalgia Days, Safe Trick-or-Treat and Holiday season activities. The DNBA also publishes an informative newsletter quarterly and holds a Board meeting and General Meeting each month. Our website is located at [www.downtownnovato.com](http://www.downtownnovato.com).

Regular Membership in the BID permits the business owner to vote (on a vote per dollar paid basis) for the Board candidates, participation as a Board members, participation in the events, share together as a downtown business group, closer interaction with the City and greater influence on City policy decisions regarding the downtown. Many new business relationships and friendships are also a natural occurrence.

**DOWNTOWN NOVATO IS CHANGING.** The Downtown Specific Plan was written prior to the BID being formed. It was done with a lot of help from Association members. The DNBA was instrumental in the formulation of the new downtown zoning that required first floor retail along most of Grant Avenue and planning approval incentives to add housing and office space to the upper floors of underutilized properties. DNBA also has been the lead organization for the Grant Avenue street improvement project. The Grant Avenue project represents a one hundred year change in the downtown. These project and new businesses like Trader Joes and Whole Foods will all have a very positive effect on our businesses. Our goal is to have more people come downtown and enjoy more nightlife, parking, housing and activity in the downtown area.

As fellow business owners, the Board invites you to participate in our organization and become an active part of the downtown retail and business area. Attached for your use is:

1. List of Board Members
2. Cover page of Bylaws
3. Fee assessments page
4. Geographical Map of the BID.
5. Organization Chart.

You are welcome to call any of the Board members. Please provide the following information below to help us serve you better. Returning the data page to: DNBA, P. O. Box 312, Novato, CA 94948. Look for the newsletter in the mail or review our website at [www.downtownnovato.com](http://www.downtownnovato.com) for up-to-date information.

Sincerely,

The DNBA Board of Directors

## DNBA Database

This information is solely for the use of DNBA

Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Address: \_\_\_\_\_ City/Zip \_\_\_\_\_

Phone number: \_\_\_\_\_

For listing in our directory and communicating better with you please let us know the following. We will do our best to classify you should you not respond.  
Like in the yellow pages, what is your classified preference? \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website address: [www.](#) \_\_\_\_\_

Would you like your site linked to the DNBA site? \_\_\_\_\_

Do you maintain a mailing list of your clients? \_\_\_\_\_

Would you consider joint direct mailing with other members or DNBA to save cost and reach more downtown customers? \_\_\_\_\_

What is the floor area of you business (area in lease) \_\_\_\_\_ SQ. FT.

Business Representative/Contact: \_\_\_\_\_

Position in Firm: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

private:stream