

DOWNTOWN PETALUMA 2020

It takes a village to have a great downtown. In Petaluma, that village includes our merchants, our Downtown Petaluma Business Improvement District (BID), and our Tourism Business Improvement District (TBID). Each of your contributions are leveraged and amplified through investments made by the City, and the Tourism Improvement District.

This has been a tough year in many ways, yet we've accomplished some amazing things. This report will share 2020's successes as we look forward to a better 2021!



DOWNTOWN STREETS TEAM COMES TO PETALUMA

Downtown Streets Team (DST) is a program through which volunteers who are homeless, or at risk of becoming homeless, work to beautify our community in exchange for gift cards to help with basic needs and access to employment and case management services to support them in achieving their goals. Petaluma's DST began work in July of this year thanks to funds from the City, the BID, and the Lodging Association (PLA).

So far, DST has connected with 142 individuals who have worked to remove 46,000 gallons of debris from Petaluma streets and encampment areas! DST has helped many of these individuals secure housing, employment, and more.



RIVER DREDGING REVITALIZES DOWNTOWN

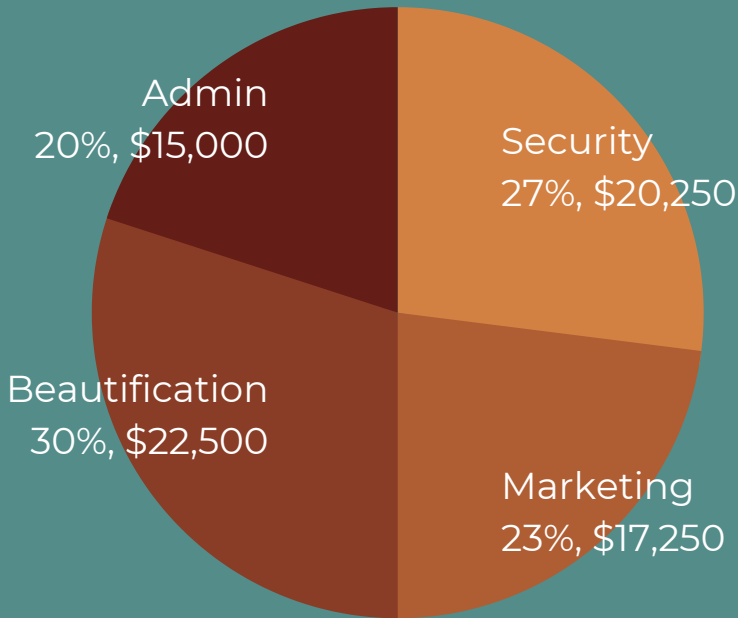
We can now smile as we face our river and enjoy seeing the turning basin full with water, allowing boats to visit our downtown once again. In the months to come we will welcome the soon-to-be-constructed Adobe Road Winery, a new Float House for recreational rentals, and potentially the proposed river-adjacent apartments. This \$11 Million investment empowers us to protect our downtown from flooding, revitalize our river and turning basin, and revitalize the spirit of our unique river town for our community and visitors to enjoy.



FREE RANGE PROGRAM OPENS OUTDOOR SPACES

Spending more time outdoors has been one silver lining during the COVID pandemic and related business closures. The City has worked to support any business wanting to expand outdoors services. Whether the business expanded on private property, in public spaces, or parking spaces, dozens of businesses have moved outdoors. These temporary permits were issued free of charge. As we approach winter, we hope to help businesses weatherize these outdoor spaces so that we can continue to enjoy comfortable, safe services with the ventilation needed to protect folks from spreading the virus.

WHERE YOUR INVESTMENT GOES



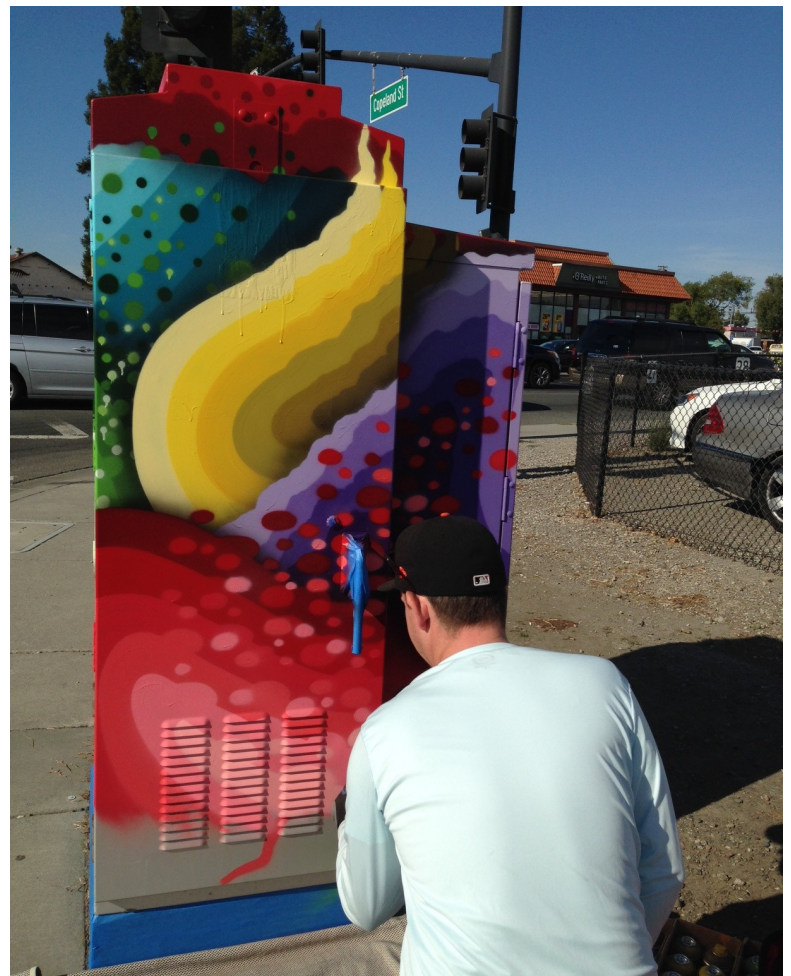
Petaluma's BID collected \$75,000 from downtown businesses to help fund the extra cleaning, public art installations, events, marketing and more. This chart shows a breakdown of spending by category. These funds are only the beginning of downtown investments as we work to leverage additional City and tourism programs to make a difference downtown.

GET INVOLVED

The BID is managed by the Petaluma Downtown Association and the programs funded are approved by a board of directors.

If you would like to get involved and make an investment in your downtown, join the monthly BID meetings or volunteer for a committee. To learn more, please contact:

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Executive Director
707-762-9348
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The Downtown Association partners with Petaluma artists to paint utility boxes around town.



TOURISM IMPROVEMENT DISTRICT

In 2019, Petaluma established the Tourism Improvement District, a program, much like the Business Improvement District, that collects funds from hotel taxes and invest them in making improvements intended to attract more visitors. The goal is to increase shopping, dining, and other entertainment activities by bringing more visitors to Petaluma. We look forward to investing these funds to bring back tourism as soon as health restrictions are lifted.

SHOPPETALUMA.COM

COVID restrictions have changed the way we do almost everything. One major change is that much of our shopping as either moved online or to a curbside pick up model. To help recreate a shopping experience online, we worked with the Downtown Association to launch a new website dedicated to shopping in Petaluma. The site offers up shops, dining, and other options street and area, creating an authentic downtown shopping experience online.

The ShopPetaluma website was complimented by a gift card. The card can be purchased and redeemed at any participating businesses - keeping Petaluma shopping dollars local.

