

Downtown Sausalito Business Improvement District Association Annual Report July 9, 2025

Introduction

The Downtown Sausalito Property Improvement District (Figure 1) was established in June of 2024 by the Sausalito City Council following a vote of the District property owners in support of creation of district creation (87% of the assessed value voted in favor). The Downtown Sausalito Business Improvement District Association (DSBIDA) was established in November of 2024 to manage the tax funds raised by the Downtown Sausalito Property Improvement District under a disbursement agreement with the City of Sausalito (final in March of 2025). The DSBIDA is managed by its Board of Directors and officers which include Kass Green (President), Amy Svendberg (Vice President), Farid Nadjibi (CFO), Brandon Phipps (Secretary), Melissa Blaustein, Issac Lappert, Linda Fotsch, Carolyn Revelle, Adrian Brinton, Keith Wesslemann, Sandra Martinez, Aness Pogni, and Daniel Chandor. The DSBIDA is registered as a public benefit corporation with the State of California and the IRS, and operates under the California Brown Act.

Fiscal Year 2024-25 Accomplishments

One of the first tasks of the DSBIDA was to query interim board members to establish DSBIDA investment priorities. All interim board members were asked to list their top 3 priorities for downtown investment. Those priorities were combined where appropriate, and each member ranked each of the investment opportunities. The result of the ranking is listed in Table 1. The timeline for DSBIDA income and expenditures for FY 2024-25 and FY 2025-26 are included in Appendix A.

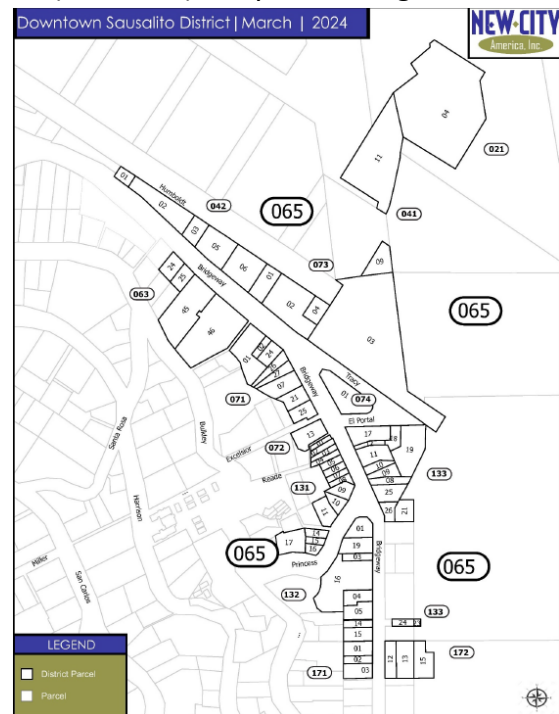


Figure 1. Parcel map of the Downtown Sausalito Property Improvement District.

Table 1. Results of Ranked Voting on Potential Investments in the District.

Public Spaces	
Add welcome/visitor information signs to Ferry Landing and bus drop-off	24
Repair and create a place for water access and docking	24
Holiday décor	18
Improve downtown internet for public use	17
Create a cultural focal point for music, art, and activities	10
Petition Cal Trans to add Sausalito to the Alexander Ave Exit	9
Make motorized dock improvements at the Trident	7
Fireworks	7
Mosaic steps	4
Beautification	
Increase night time lights	37
Add flower baskets to light poles	27
Remove and replace currently dead trees	20
Fill vacancies with pop ups, historical photos, or art	16
Replace missing trees	12
Improve landscaping by filling empty planters and maintaining them	11
Power wash sidewalks	9
Maintain current trees	8
Get improved and consistent garbage cans	5
Root wedging of trees in right of way	2
Wrapping and/or painting of utility boxes and garbage cans	2
Public Art	
Develop a public art program including Signage, Murals, Sculpture, Art Parks, Mosaics, Temporary or Interactive Art, Sculpture Park	10
Intentionally Cultivate and Create "photo moments" or signs at key places	1
Safety	
Improve Parking Safety and Minimize Break-Ins	0

The DSBIDA fiscal year runs from July 1 to June 30 of each year. During FY 2024-25, the DSBIDA (Figure 1)

- Established a board and elected officers
- Held 7 board meetings
- Adopted by-laws and articles of incorporation
- Filed all necessary paperwork with the State of California and IRS
- Developed a strategic plan for investments
- Established working groups to implement investments
- Issued an RFP and retained a consultant for administrative support
- Installed and maintained 15 hanging flower baskets throughout the District
- Purchased 20 sets of café tables and chairs as temporary furniture for the Ferry Plaza and Tracy Way
- Installed lighting on Tracy Way

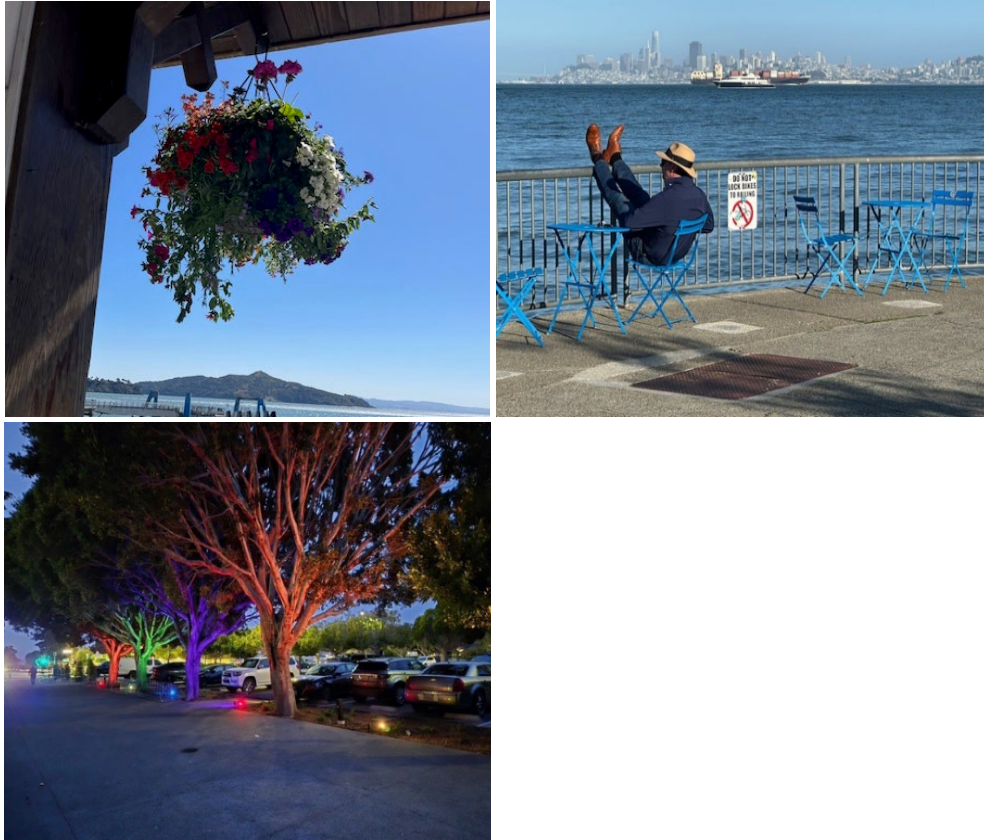


Figure 1. Hanging flower baskets, café tables and chairs, and lighting.

Income and expenditures for fiscal year 2024-25 are listed in Table 2:

Table 2. FY 2024-2025 DSBIDA Income and Expenses

Income	\$195,321
Expenses	
Insurance	\$3845.00
Bank Fees	137.75
Tracy Way Lights	528.37
Hanging Baskets	10,048.51
Café Tables & Chairs	1595.04
IRS Filing Fees	600.00
Total Expenses	\$ 16,754.67
Net	\$178,566.33

Work Plan for Fiscal Year 2025-2026

Investments made by the DSBIDA are governed by the [Management Plan](#) approved by the City Council in the June of 2024 which directs that the budget be allocated as follows:

- 56% on Demand Creation
- 28% on Infrastructure Improvements
- 13% on Administration/Management
- 3% on Contingency/Reserve

Accordingly, on May 19, 2025, the DSBIDA board approved the FY 2025-26 budget as displayed in Table 3.

Table 3. FY2025-2026 DSBIDA Budget

Project Expenses			
Infrastructure Improvements	Priority Expenses	Estimated July 1, 2025 - June 30, 2026	Percent of Expected Income
	Hanging Plants	\$ 15,000	6%
	Waterfront Access	\$ 15,000	6%
	Dead tree removal and replacement	\$ 10,000	4%
	Increase nighttime lights	\$ 25,000	10%
	Insurance	\$ 4,614	2%
	Subtotal	\$ 69,614	28%
Demand Creation	Branding	\$ 10,000	4%
	Events	\$ 15,000	6%
	Wayfinding signs	\$ 53,000	21%
	Marketing - Public relations - social media	\$ 60,000	24%
	Subtotal	\$ 138,000	56%
Administrative & Contingency Expenses			
	Administration Contract	\$ 31,500	13%
	Contingency	\$ 7,902	3%
	Subtotal	\$ 39,402	16%
Total		\$ 247,016	100%

Infrastructure Improvements

Infrastructure improvements anticipated in FY 2025-26 include continuation of the hanging baskets, investigating the potential for downtown waterfront access, support of the City and Sausalito Beautiful's efforts to remove dead and dying trees, increasing nighttime lighting, and insurance.

Hanging Baskets

In June of 2025, the DSBIDA installed 15 hanging flower baskets throughout the District. This fiscal year's plan includes continuing maintenance of those baskets until the end of October, 2025, and then reinstallation of the baskets in the Spring of 2026. We have recently switched maintenance providers at a

greatly reduced price and are hoping to increase the number of baskets, if the budget allows.

Waterfront Access

Investigating waterfront access was a highly ranked initiative. In FY 2024-25, DSBIDA board members met with local architects and officials as well as with the State Coastal Conservancy to investigate the potential for receiving grants for developing water access downtown. In this fiscal year, we will continue those investigations and are hopeful of submitting grant proposals to different organizations for planning support.

Dead Tree Removal and Replacement

The \$10,000 for this item is in anticipation of a partnership with the City of Sausalito and Sausalito Beautiful to support the removal and replacement of diseased trees along Bridgeway.

Increase Downtown Lighting

DSBIDA installed lights along Tracy Way that illuminate the tree trunks and the promenade. The \$25,000 in FY 25-26 funding item is to enhance the Tracy Way lights and to possibly increase the lighting along Bridgeway, and work with the Chamber to improve the lighting of the kiosk in the plaza.

Insurance

The DSBIDA carries both liability insurance (which is required by our by-laws and our disbursement agreement with the City) and Directors and Officers insurance (which is required by our by-laws).

Demand Creation

Demand creation activities anticipated for FY 2025-26 include developing a brand for the DSBIDA, supporting events downtown, working with the Chamber and other organizations to design and develop wayfinding signs, and investing in marketing, public relations and social media.

Branding

Developing a brand is essential for effective marketing and social media. DSBIDA has been fortunate to obtain the volunteer services of Andy Cunningham of Cunningham Collective (a Sausalito resident) to aid us in developing a brand for downtown

Sausalito. As the author of *Get to Aha!: Discover Your Positioning DNR an Dominate Your Competition*, Andy has played a key role in the launch of a number of new industries, including video games, personal computers, desktop publishing, digital imaging, and software as a service. The \$10,000 budget for this effort is for expenses.

Events

DSBIDA will work with the Chamber, the City's Park and Recreation Department, and other organizations to develop and support events that bring visitors to Sausalito and business to Downtown Sausalito.

Developing Wayfinding Signs

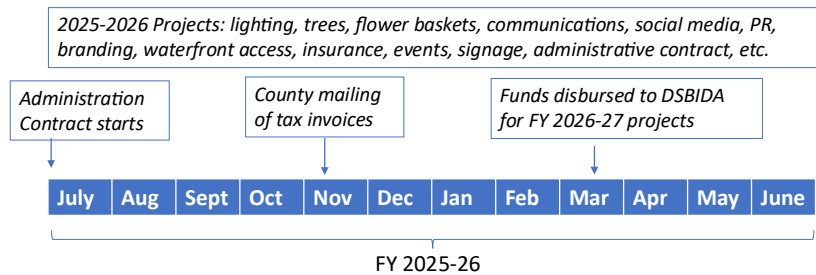
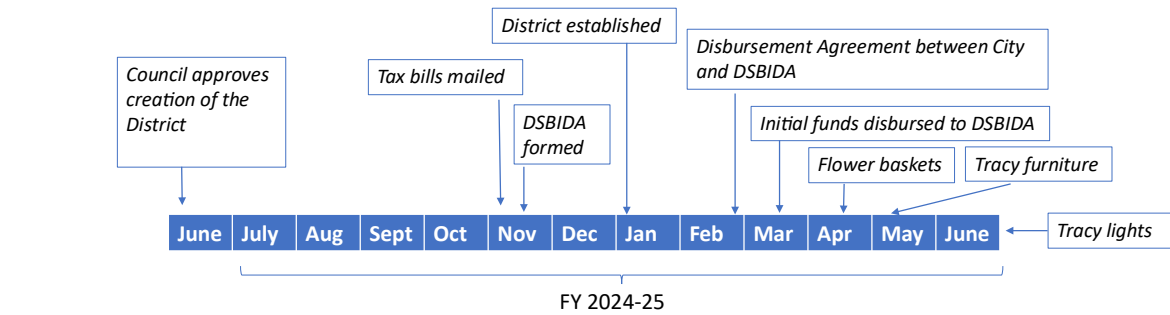
Current downtown wayfinding signs are confusing, inconsistent, and often incorrect. The DSBIDA will work with the City, Chamber and other organizations to develop a plan and design for wayfinding signs at the bus terminal and ferry landing.

Marketing, Public Relations, and Social Media

Since the discontinuation of Sausalito's contract with CDA, Sausalito has not had an active social media presence or any public relations or marketing. The DSBIDA will work with the Chamber, City and other organizations to combine the existing web sites, and develop marketing materials and programs to drive visitors to Sausalito. Our first step in this effort is to develop a communications plan and then retain experts who can increase Sausalito's visibility.

Administrative Contract

DSBIDA has entered into an administrative contract with Civic Method Co. for \$2500/month to provide administrative management, corporate organizational support, financial management, program and service implementation, stakeholder engagement, reporting and compliance, and website management and communications.



Appendix A. Timeline of DSBIDA income and expenditures for fiscal years 2024-25 and 2025-26.