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Dear Fellow Downtown Business Owner,

Do you have questions about the Downtown Red Bluff Business Association? We're here to clarify the organization, explain the purpose of assessments, and highlight how we help contribute to downtown's overall vitality.

Why did I receive an assessment from the City of Red Bluff?

In 1995, the Red Bluff City Council passed Ordinance No. 869, establishing the Downtown Red Bluff Parking and Business Improvement Area (BID). This district includes over 160 businesses, all of which are assessed annually. Each year, the City Council votes to renew the BID to continue its operations.

Where does the money go?

Assessment funds are deposited into a dedicated account and are exclusively used to promote the downtown area. This includes organizing promotional sales events, hosting special events, and conducting institutional advertising. Additionally, the funds are utilized to support various long-term improvement and beautification projects within the district.

Who administers the funds?

The Red Bluff City Council appointed the Downtown Red Bluff Business Association (DRBBA) as the advisory board for the Business Improvement District. All businesses within the district that pay their fees automatically become members of DRBBA and are encouraged to participate by joining the board, volunteering, chairing committees, and sharing their input at membership meetings.

What is the Downtown Red Bluff Business Association?

The Downtown Red Bluff Business Association (DRBBA) is a 501(c)(6) nonprofit organization. While various business groups have operated over the years, the Historic Red Bluff Association was established in 1993 by a group of dedicated business owners. It gained tax-exempt status in 1996 and was renamed the Downtown Red Bluff Business Association in 2004. DRBBA is committed to advertising, promoting, and enhancing Red Bluff for local businesses. The organization believes a vibrant, thriving, and visually appealing downtown is essential to the local economy, residents' quality of life, and the overall character of Red Bluff.

How do I get in touch or involved with the Downtown Red Bluff Association?

You can reach DRBBA by email at drbbaboard@gmail.com or through Facebook. You can also contact any of the board members, who are local business owners and employees just like you. Your participation is always welcome!



A WARM WELCOME TO DOWNTOWN RED BLUFF

Congratulations on opening your new business in downtown Red Bluff! As the newest member of our “downtown family,” we’re excited to welcome you and provide some helpful information about the Downtown Red Bluff Business Association (DRBBA), the Business Improvement District (BID), and the services we offer. Inside this packet, you’ll find the following details:

1. What are the DRBBA and the BID?
2. Assessment District Fee Schedule
3. Map of the Current District
4. Downtown Promotions
5. Additional Information on DRBBA
6. Assessment Fee Billing/Collection Policy

We wish you great success with your new business and hope you’ll consider becoming involved with DRBBA. If you have any questions about the district or need assistance, feel free to reach out to us at drbbaboard@gmail.com. Don’t forget to like us on Facebook and keep an eye on your email for announcements, upcoming events, and more!



A BRIEF HISTORY OF DRBBA AND THE BUSINESS IMPROVEMENT DISTRICT

The Downtown Red Bluff Business Association (DRBBA) originally began as the Historic Red Bluff Association (HRBA). Its bylaws were established and approved in 1993, and the organization obtained tax-exempt status as a 501(c)(6) nonprofit corporation in 1996. The association was created to enhance the business climate in downtown Red Bluff and support its growth and development.

In 1995, the Red Bluff City Council passed Ordinance No. 869, establishing the Downtown Red Bluff Parking and Business Improvement Area, also known as the Business Improvement District (BID). Businesses located within the BID (see map) are assessed annually as follows:

- Zone A: Retail - \$250 per year // Non-Retail - \$175 per year
- Zone B: Retail - \$125 per year // Non-Retail - \$100 per year

The BID (Business Improvement District) was established to fund enhancements in designated business areas and support activities that promote business growth and tourism.

The Red Bluff City Council appointed the Historic Red Bluff Association as the BID's advisory board. In 2004, the organization officially changed its name to the Downtown Red Bluff Business Association (DRBBA) through an amendment to its Articles of Incorporation.

It's important to distinguish between DRBBA and the BID. While the BID is a city-approved ordinance that assesses businesses within the district, DRBBA is a nonprofit corporation responsible for managing BID funds. Businesses within the BID that pay the assessment automatically become DRBBA members with voting rights. Each year, DRBBA works to advertise, promote, and enhance downtown Red Bluff for both local businesses and the community. The organization believes that a vibrant, thriving, and visually appealing downtown is essential to the local economy, residents' quality of life, and the overall character of Red Bluff.



BUSINESS IMPROVEMENT DISTRICT QUICK SUMMARY

California is home to nearly 200 Business Improvement Districts (BIDs), designed to help downtown business areas compete more effectively with malls and discount stores for a fair share of retail trade.

In Red Bluff, approximately 150 businesses contribute around \$20,000 annually through BID assessments. These funds, collected by the City of Red Bluff, are strictly allocated for:

- Promoting retail trade and service-based businesses in the downtown area through recurring sales events, special events, and institutional advertising.
- Supporting area improvements, including seasonal decorations, beautification projects, parking facilities, benches, fountains, outdoor music, and other streetscape enhancements.

The City of Red Bluff has an agreement with the Downtown Red Bluff Business Association (DRBBA), designating it as the organization responsible for administering and overseeing the use of BID funds. All businesses within the BID are required to pay an annual assessment (billed by the City of Red Bluff). As contributing members, they are eligible to attend DRBBA meetings, serve on committees, and participate in discussions about how assessment funds are used to benefit the district.





SPECIAL EVENT PROMOTIONS AND BEAUTIFICATION TASKS

The following is the DRBBA's current special event list. Although subject to change and expansion in the future, this list provides invaluable exposure and increased consumer traffic to the downtown area.

LARGE DRBBA-SPONSORED OR CO-SPONSORED EVENTS

- Round-Up Week April (in partnership with multiple organizations)
- Beef' N Brew September (in partnership with the Tehama Co Cattlewomen)
- Treat Street October (DRBBA-sponsored event)
- Christmas November/December (multiple DRBBA-sponsored events)
- Seasonal Sidewalk Sales Fall/Spring/Summer (DRBBA-sponsored events)

OTHER DOWNTOWN EVENTS RECEIVING DRBBA SUPPORT

- Art Walk November (Tehama County Arts Council)
- Annual Christmas Parade..... Saturday after Thanksgiving (Chamber of Commerce)
- Round-Up Chili Cook-Off April (Red Bluff Rotary)
- Annual Round-Up Parade..... April (Chamber of Commerce)

DRBBA RESPONSIBILITIES

- Street planter maintenance
- Replacement of trees in downtown
- Decorative light pole banners
- Replacement of downtown signage
- Sponsor of Farmer's Market Concert Series
- Downtown Christmas promotion
- Christmas decorations on Cone & Kimball Plaza lights
- Assisting with the coordination of the downtown Christmas tree lighting
- Future downtown beautification plans



DRBBA MEETING TIMES AND DIRECTORS

We encourage you to get involved with the Downtown Red Bluff Business Association by volunteering, joining the board, and staying active in our events. You're also invited to attend our open board meetings. Continue reading to find out when we meet and to learn more about the fellow business owners who currently serve on the board.

- **WHAT:** A nonprofit organization comprised of businesses in Red Bluff's central district, committed to promoting, enhancing, and revitalizing the downtown area.
- **WHEN:** Board meetings are held at 5:15 pm on the Fourth Tuesday once a Quarter (January, April, July, and October - unless otherwise notified)
- **WHERE:** Enjoy Local (615 Main Street, Red Bluff)
- **CONTACT:** drbbaboard@gmail.com

DRBBA EXECUTIVE COMMITTEE

President: Kelley Dolling (Dolling Insurance)

Vice President: Jody Bartley (PrimeLending)

Secretary: Vici Miranda (Re-Max)

Treasurer: Travis Dolling (Dolling Insurance)

OTHER ELECTED DIRECTORS

Kate Grissom (Enjoy Local)



BID ASSESSMENT FEE BILLING & COLLECTION POLICY

You likely have questions, and we're here to provide answers. Below, you'll find details about our long-established collection timeline, entry and exit policies, zone locations, and associated fees. If you have any questions or concerns, please don't hesitate to reach out to us.

Fee Collection Timeline (adopted by DRBBA January 1998)

- Initial billings are mailed to businesses by the City of Red Bluff roughly two weeks following the City Council's approval of the assessment (estimated to be finalized in late February)
- Second notices are mailed by the City of Red Bluff 30 days after initial billings (April)
- The City of Red Bluff will send final notices in May
- Unpaid assessment fees are turned over to the collection agency on June 1.

Businesses Entering/Leaving the District (adopted by DRBBA September 1998)

- Any businesses entering the district after January 1st will be billed on a prorated basis
 - 1/12 of the annual fee for each month or a partial month of business operation
- Any business leaving the district will not be entitled to a credit or refund of the annual fee
- A year is defined as the period starting January 1st and ending December 31st.

Zone A includes all businesses with Main and Walnut Street or Peter Lassen Square addresses. These locations pay the following: Retail - \$250 per year, Non-Retail - \$175 per year, and Non-Profits - \$0.

Zone B includes all businesses at any other address within the district. These locations pay the following: Retail - \$125 per year, Non-Retail - \$100 per year, and Non-Profits - \$0.

As a point of comparison, please consider the following fees paid by your competition:

1. The average store at the Shasta Factory Outlets in Anderson pays \$100 *monthly* for promotion and advertising.
2. BID fees in downtown Redding range from \$50 to \$500 per year and up to \$480 in downtown Chico.
3. The average retail outlet in the Mt. Shasta Mall must pay 3 cents per square foot monthly towards collective promotional efforts.