



July 18, 2023

Burlingame City Council  
City of Burlingame  
501 Primrose Road  
Burlingame, CA 94010-3997

Honorable Council Members:

The DBBID Advisory Committee is planning no changes to the assessment or boundaries of the district.

Current Checking Balance: (As of 7/18/23): \$ 45,576.17

### **Executive Summary**

In our 12+ years representing local business owners, we have a rich array of diverse businesses from which to cull creative and trend setting ideas as well as solid financial reserves.

We are a group of dedicated business owners and managers who volunteer as Board Members. The DBID has a strong voice representing business interests that have resulted in several benefits to the community.

- ✓ DBID has a proven track record of hosting live events that have brought people out to Burlingame thus connecting businesses with customers.
- ✓ DBID is the information hub for City departments regarding the current business climate and trends and we have been the conduit to voice concerns and be an advocate on behalf of local business owners to the City and Economic Development Council.

Operationally, the board has taken action and continues to refine policies and procedures as well as our branding and visibility in the community. Recent action items were to update the title and functions of the administrator to Executive Director; initiate a call to action among businesses regarding recent Parklet and business license fees; establishing performance-based vendors, and continuing to update our Board membership vetting process and expectations of Board Members.

While we continue to have a few open seats on our Board of Directors, we continue our outreach campaign to fill those spots. We continue to find that many business owners are electing to focus on their businesses as opposed to committing to a Board Position... however, will continue to attend meetings and volunteer as their

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schedules permit. Our current Board Members are committed to our mission and we will notify you of any changes to the DBBID Board and Advisory Committee as they occur.

**Our Current Advisory Committee is:**

Jenny Keleher – DBBID President– A Runner’s Mind  
Nick Kosturos – DBBID Treasurer – Patronik Designs

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Jenny Keleher – President– A Runner’s Mind  
Nick Kosturos – DBBID Treasurer – Patronik Designs  
Batya Berenfus – Jewels of Monaco  
Aim Orn Selig – Coconut Bay / Shama Thai Massage  
Rachel Ni – Coldwell Banker Homes

Following enclosures include our financial statement to date and our proposed budget for the 2023 – 2024 fiscal year.

Proposed expenditures for the remainder of the current year include:

- \$5,000 for Executive Director & Operations Costs
- \$1,000 for Accountant / Tax Preparation and Fees
- \$2,000 for Wine Walk Expenditures

Our activities and programs completed for this fiscal year or in development to date include:

- Fall Fest (October, 2022) – This was our 5<sup>th</sup> year hosting this event and it was a huge success (especially after the forced hiatus due to the pandemic).
- Holiday Event on Burlingame Ave (December, 2022) – yearly event put on in conjunction with the Burlingame Parks and Rec to bring the community downtown to enjoy the Tree Lighting, Santa on the Avenue, Free Train Rides, Music and Entertainment to kick off the Holiday Season.
- Merchant Mixers – an opportunity for our Merchants to meet, mix and mingle with one another and to learn about the DBID and happenings in Downtown Burlingame.
- Wine Walk (August, 2023) – We are hosting a wine walk to raise funds to help us ‘light up the downtown’.
- Member (business) Outreach and Safety – Information brought to us from the City Council, BPD, PW, City Manager has been distributed to our DBID members via social media and our newsletter. Surveys, which were requested by the City departments, were distributed, with results returned to the City Council, PW and City Manager to aid in their decision making process.

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- Acted as conduit between the City departments and restaurants with Parklets to handle surveys and information with regards to parklets, fees and information dissemination.
- DBBID Website, Interactive Map development and maintenance
- Continued to grow and maintain Social Media presence of the DBBID and Downtown Burlingame Merchants (Instagram, Facebook, Twitter, etc.)
- Maintain Kiosk Maps with bi-annual updates to showcase the downtown businesses
- Maintain communication network for important information dissemination
- Merchant communication efforts include: email / Newsletter contact regarding downtown updates, parking updates, street closures, upcoming events, etc. New Merchant Outreach (individually contacting new merchants to introduce the DBBID and welcome them to the community and to engage in future DBBID efforts.
- Newsletters to merchants and subscribed members regarding community events and notices regarding events / issues happening in Downtown area.
- Continued Marketing efforts to promote ALL businesses downtown (not just retail, restaurants and salons).
- Set up and remove American Flags to celebrate patriotic holidays.

Looking Forward: 2023 - 2024

- Fall Fest – October, 2023
- Holiday Event – December 2023
- 2<sup>nd</sup> Annual Holiday “Display Window Competition”
- Spring Merchant Mixer, 2024
- Fall Merchant Mixer, 2024
- Wine Walk, 2024
- Increase Social Media Awareness of Downtown Burlingame
- Continue Due Diligence/Fiduciary Responsibilities / Best Practices and assure that standard operating procedures continue to be followed

We continue to believe we all continue to work together to promote the success of Downtown Burlingame with the tools and expertise we have in place. We are committed to this and look forward to continuing this effort.

Respectfully submitted by,

The DBBID Advisory Committee  
 Jenny Keleher – DBBID President– A Runner’s Mind  
 Nick Kosturos – DBBID Treasurer – Patronik Designs

Laurie Hilt – Executive Director

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