2015 STATE OF THE CITY

Michael S. Frank, City Manager
February 24, 2015
LEASE-UP OR PURCHASE

More than 200,000 square feet of vacant commercial space

- Mike’s Bikes – 28,800
- Ultragenyx – 25,000
- Pacific Pulmonary – 17,361
- Raptor – 19,106
- Touchfactor – 11,000
- Computershare – 13,000
- Prima Medical – 9,000
- Weldonn Exhibits – 10,000
- Basin Street Properties bought vacant building – 32,000
- BioMarin bought vacant building – 38,300

More than 200,000 square feet!
Why not have it all? A highly qualified workforce. Research and manufacturing infrastructure. Nearby academic institutions. Financial incentives. And, most of all, an astounding way of life.

The North Bay is the affordable alternative to other Bay Area locations. Isn’t it time to move up?
Annual Growth in Sales Tax Cash Receipts
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Statewide
Novato
Annual Growth in Sales Tax Cash Receipts

- San Rafael
- Petaluma
- Statewide
- Novato
A NEW CHAPTER FOR NOVATO
ALL TAX REVENUE PER RESIDENT IN MARIN

Note: Less Fire & EMS Expenses; Excludes Measure F
• Lowest Property Tax Share in Marin
• No Utility Users’ Tax
  ✓ 50% of California residents pay this tax
• Novato is only California city not receiving significant Refuse Franchise Fees
  ✓ Surrounding jurisdictions generate $1 to $3 million/yr
• Real Property Transfer Tax ¼ rate of neighbors

REVENUE STRUCTURE NOT LIKE OTHER CALIFORNIA CITIES

• Only 5% industrial/commercial zoned land
• State eliminated all Redevelopment revenue
TOTAL CRIME CONTINUES TO FALL

20 Year Historic Lows

[Graph showing a downward trend in crime from 1994 to 2014]
CRIME FREE MULTI-FAMILY HOUSING
IMPROVING SAFETY
NOVATO CARES
NOVATO CARES
NOVATO CARES
SPIRIT OF NOVATO
HAMILTON POOL
GET INTO YOUR DOWNTOWN
NEW TRAIN DEPOT PARKING LOT
OPENING OUR DOORS
SNOW ON THE GREEN
TOUR OF NOVATO
WORKING TO WRITE OUR OWN FUTURE
FRIDAY NIGHT LIVE MUSIC
AT CITY HALL
Free Admission

Traditional Irish Band
THE MCNULTY TRIO
FRIDAY MARCH 13TH | DOORS OPEN 5:30PM | SHOW BEGINS 6PM

Americana
TOM RHODES
FRIDAY APRIL 10TH | DOORS OPEN 5:30PM | SHOW BEGINS 6PM

Indie Pop Rock
JEFF CAMPBELL
FRIDAY MAY 8TH | DOORS OPEN 5:30PM | SHOW BEGINS 6PM

FOOD AND DRINK AVAILABLE TO BUY COURTESY OF
Bike Valet Provided COURTESY OF
901 Sherman Ave in Downtown Novato
Facebook.com/NovatoFun | 415.899.8290
Music coordinated by Appleberry Jam.