



DOWNTOWN BERKELEY ASSOCIATION

Promoting Arts & Commerce in the Heart of the City

2009 Annual Report



From the Executive Director

MAKING PROGRESS TOWARDS A BRIGHTER FUTURE



Berkeley...what a city, what a university, what a citizenry, what a downtown!

As a resident of Berkeley for almost 20 years, I have had the pleasure of working with a number of civic organizations--from parks to schools to disaster preparedness--building a stronger Berkeley community. I'm excited by this new opportunity to lead the further economic and cultural renaissance of our downtown, a place that holds great promise as the vibrant, welcoming and prosperous heart of our city. We know that this vision is realistic and achievable for the following reasons:

First, Downtown Berkeley has amazing fundamentals: next door to a world-class university, excellent transportation, an arts district that is the envy of any city, central location, and a rich variety of restaurants, recreation and education resources.

Second, we continue to make progress despite a major recession, including: the successful openings of the new Hotel Shattuck Plaza, the Freight & Salvage Coffee House, The Marsh at Gaia Arts, and Gather and Eve restaurants; the full occupancy of the new David Brower Center; and a new nightclub under development in the old UC Theater. Visit Berkeley's "Come for the Culture, Stay for the Food" campaign is working.

Third, under the guidance of Deborah Badhia, Director of Operations, the DBA continues to make progress with limited resources. The Host Ambassadors are dealing with homeless outreach and problem street behavior; the Storefront Art Program is beautifying current vacancies; and advocacy is gaining attention from the City in multiple program areas from planting new trees to implementing a new Downtown Area Plan.

Fourth, we have plans for new programs in the coming year including the Center Street Art Walk, a clean and welcoming pilot program for the area around Addison Street and Shattuck Avenue, and the launching of a new on line inventory of available commercial properties.

Fifth, our Strategic Plan provides a clear path for a clean, attractive, wel-

coming, and prosperous downtown. Achieving this vision is not rocket science, but requires clear goals and adequate resources. We need to focus on the basics such as sweeping and pressure washing sidewalks, planting and maintaining attractive landscape, homeless outreach and services, outreach and assistance to new businesses, and sponsoring events to bring people downtown.

Sixth, we believe that a Property Based Improvement District (PBID) best provides the resources and partnerships needed to achieve these goals. PBID programs for enhanced maintenance, safety, and economic development have been successfully implemented in hundreds of cities and towns across the United States, in places such as Boulder CO, Santa Monica CA, Evanston IL, and Times Square New York. With adequate resources, we can borrow from their best practices, and innovate and adapt them to our community.

There are naysayers who say that Downtown Berkeley will always be grimy and gritty, and struggle with retail. I disagree. We can preserve our values of diversity, tolerance and compassion and also be a clean and vibrant downtown. To compete, we can and must stay uniquely Berkeley. We can maintain our cultural heritage, historic resources and inclusive character; grow our arts, educational, commercial and retail sectors; and become an attractive, fun, welcoming and prosperous Downtown.

I look forward to working with all you of you on this exciting venture.

We can do it. Yes we can.

A handwritten signature in black ink that reads "John Cane". The signature is fluid and cursive, with a long horizontal line extending from the end.

MISSION

The DBA works to strengthen the Downtown as a vibrant and welcoming urban destination for arts, culture and commerce through effective advocacy, marketing, and direct services.

VISION

The DBA envisions a Downtown that is fun, prosperous, and easy to get to. Downtown Berkeley will provide a wonderful environment to visit, work, learn, shop, live, and play.

ORGANIZATION

The DBA is a 501(c)(6) membership organization representing business owners, property owners, and non-profit organizations in Berkeley's central commercial district.

BOUNDARIES

The Downtown Berkeley Business Improvement District boundaries are from Channing to Delaware, and from Oxford/Fulton to Martin Luther King Jr. Way.



DBA Treasurer Perry Patel with Board President Susie Medak.

Downtown Berkeley Association's STRATEGIC ACTION PLAN 2010-2012

In early 2009, the Downtown Berkeley Association (DBA) embarked on the creation of a strategic plan that will guide our organizational priorities for the next three years. With the help of an extraordinary Strategic Planning Committee made up of twenty-plus community leaders, we completed a nine-month process. The result is a 2010-2012 Strategic Plan that is ambitious and forward-looking in scope. As the only organization representing Downtown stakeholders, the DBA Board recognizes that we are operating in a competitive regional market and that we must work harder to make Downtown more attractive and welcoming to new and existing businesses, customers and visitors.

Out of this strategic planning process grew the decision by the DBA Board of Directors to expand the responsibilities of the Executive Director, and to hire John Caner, whose role is to:

- Develop new revenue streams for the organization.
- Serve as an advocate for the district to governmental agencies.
- Implement the Strategic Action Plan.

The DBA's future as envisioned in the Strategic Plan represents a stronger "take charge" direction for the DBA. In addition to a much more robust advocacy and marketing strategy, it proposes that the DBA address retail vitality, cleanliness, and safety by providing new services that will augment, not replace, the City's baseline services. This plan details the services that the DBA intends to provide, and proposes a strategy to raise sufficient funds from public and private sources to pay for them.

View the DBA's Strategic Action Plan at www.downtownberkeley.org

Deborah Badhia - Operations Director



As a result of the Strategic Planning process, the DBA Board chose Deborah Badhia to fill the new role of Operations Director. After ten years as DBA's Executive Director, Deborah will retain

leadership and assure continuity for member services and programs, many of which she created. These include:

- Host Ambassador Program
- Storefront Art Program
- Buy Local Berkeley
- Berkeley Business District Network
- Communications and Marketing
- Liaison to City Services
- Special Events

Deborah says, "I'm excited about my new role and the changes for the organization. Our members are energized about these developments and about the role that the new DBA will play in creating a downtown that is a great place to do business and a great place to visit."

BOARD OF DIRECTORS

Susie Medak, President
Berkeley Repertory Theatre

Fran Gallati, Vice President
Berkeley-Albany YMCA

Perry Patel, Treasurer
Hotel Shattuck Plaza

Ito Ripsteen, Secretary
Gordon Commercial Real Estate Services

Steve Baker
Freight & Salvage Coffee House

Robert Long
Building Opportunities for Self-Sufficiency

Tim L. Hansen
Goldstone Management

Daniel Rabin
Townsend I, LLC

Amy Tobin
The David Brower Center

Amanda West
Amanda's Feel Good Fresh Food

EX-OFFICIO DIRECTORS

Austene Hall
Berkeley Architectural Heritage Association

Kevin Hufferd
University of California, Berkeley

BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD

Susie Medak, Chair
Berkeley Repertory Theatre

Fran Gallati
Berkeley-Albany YMCA

Betty Inclan, Ph.D.
Berkeley City College

David Mayeri
DDM & Associates

Mark McLeod
Sustainable Business Alliance

Kristine Seinsch
Jazzcafé

Mohammed Talai
KT Properties

DOWNTOWN BERKELEY ASSOCIATION STAFF

John Caner, Executive Director

Deborah Badhia, Operations Director

Storefront Art Program Beautifies Vacant Properties

In 2009, the DBA launched the Storefront Art Program to beautify vacant properties by displaying the work of talented local artists. As a result of this “no-cost” approach, we have filled 75% of the vacant windows in the district core with paintings, ceramics, photographs, and other fine art.

Many artists and arts organizations have helped us turn vacant storefronts into art galleries. For example, the West Berkeley Potters Guild displayed an amazing collection of ceramic art at the Shoe Pavilion site until the new BikeStation began construction. At the ROSS site, Phoebe Ackley’s “13@13” was an engaging series of portraits of BHS students. More recently, the Berkeley Camera Club has filled the space with photographs of nature and international architecture. At the Eddie Bauer site, we have displayed oil paintings by artists from the 4th Street Studio in West Berkeley, and paintings by Sue Mathews, an art teacher at Maybeck High School in



Phoebe Ackley presents “13@13” - portraits of Berkeley High Students at the former ROSS site.

Berkeley. Dennis Johnson exhibited his photo etchings which were hand printed at the Kala Art Institute, where he is an artist-in-residence.

This program was created to make art accessible to our community and express

a positive vision of Downtown Berkeley. We are strengthening our arts district identity, engaging local artists to promote the arts and culture of Berkeley, and enabling property owners to present their property in a more attractive manner.

Berkeley Host Ambassadors Celebrate A Successful First Year

The Ambassador program was conceived as part of the City of Berkeley’s Public Commons for Everyone Initiative (PCEI)—a creative strategy to improve the physical, social, and economic conditions of public areas. The Ambassadors patrol the Downtown to:

- assist visitors
- report on blight
- provide homeless outreach
- decrease inappropriate behavior

In this truly unique program, Ambassador staff are graduates of Options Recovery Services. Their primary focus is on peer-to-peer outreach to mediate inappropriate street behavior in coordination with public service providers and the local business associations. They strive to connect the needy with mental health services, housing, food, and other resources.

This Berkeleyan approach, for and by the people, has produced amazing results. In 2009, Ambassadors assisted over 93 people in need of social services. With their steady encouragement, at least 45% of these people have made some improvements to their lives --agreed to accept services, obtained housing, decreased drug use, and/or decreased inappropriate behavior.

Trust is everything, and Ambassadors have a unique ability to gain that elusive trust. Here are a few examples of the impact the Ambassadors have had on the lives of people in our community:

“Marco” late 20’s, in and out of jail, severely



Host Ambassadors (L to R) Wayne Jones, Kean Ahern, Robert Walker, Deryl DeWitt, Capt. Bobby Miller - Options Recovery Services, Carmen Osuna-Gibson, and Diane Tabellija.

depressed. Ambassadors helped him to get on SSI, and a prescription for medications. Now he’s a student at Berkeley City College.

“Linda” senior citizen, very isolated, refused services for many years. Hosts learned she was being taken advantage of, overpaying for sub-standard housing. Ambassadors helped her secure housing assistance through the City’s senior housing program.

A newly homeless father and his two young daughters sitting at the BART station with suitcases, looking lost. Ambassadors arranged same day housing—a rare outcome on a Saturday and for a mixed gender family.

The Ambassadors also assist visitors,

such as Cal Football fans or the mother who accidentally locked her two young children in her car. They help to resolve blight and dangerous conditions, such as sinkholes and other pedestrian hazards. They support business owners in addressing issues such as broken news racks. And, they educate the public about “no smoking” and other laws.

The program also promotes community building by empowering Ambassadors to give back by offering their special skills and unique life experiences to benefit others.



2009 MAJOR GOALS

- Strive for public space that is clean, attractive, and welcoming.
- Successfully launch the new Berkeley Host Ambassador Program to decrease inappropriate behavior, making Downtown more welcoming.
- Support DBA member businesses through advocacy, promotions, and communications.



2009 Operations Report on Accomplishments Towards an Attractive, Welcoming, and Prosperous District

In 2009, the DBA maintained our focus on cleanliness, safety, and beautification to improve the customer experience in Downtown Berkeley. Following are highlights of our work over the past year.

To improve the visitor experience, the DBA was pleased to launch the new **Berkeley Host Ambassador Program** under a 2-year \$200,000/annual contract from the City of Berkeley. Staff patrol the downtown six days per week to decrease inappropriate behavior, provide homeless outreach services, assist visitors and merchants, and report on blighted conditions.

To beautify the district, DBA launched the new **Storefront Art Program** and successfully filled 75% of vacant storefronts in the Downtown core. Last year, 12 artists and arts organizations installed over 100 pieces including paintings, ceramics, photography, art furniture—bringing color and excitement to vacant buildings.

To promote our retail sector, the DBA provided leadership for **Buy Local Berkeley (BLB)**--a city-wide campaign that is tapping into a growing national consciousness about the economic power of local ownership. DBA helped our members gain promotional benefits made possible by funding and support from Berkeley's Office of Economic Development. BLB achievements include 400 business members in its first two years, close to 3,000 recipients for email news, a web site and other marketing materials, and an endorsement from City of Berkeley Local One.

To create a more attractive environment, staff and Ambassadors made regular requests for City services--primarily

to Public Works for removal of blight such as vandalized bicycles, abandoned belongings and shopping carts, and for repair of dangerous conditions such as missing utility covers and other trip hazards. During the heavy aphid season, we requested extra power washing for sticky sidewalks. When blighted news racks received numerous complaints, our survey data assisted City staff and news agencies to identify and remove the most blighted racks including those at the corners where EZ Stop and Pollo are located. When trees and landscaping needed attention, the DBA requested help from Berkeley's Forestry and Parks Divisions for needy sites. And, to encourage our members to take action on these issues, DBA produced the new "*Cleaning and Recycling Resources Guide*".

To represent the business community, the DBA **advocated on numerous policy issues**--especially on the Downtown Area Plan as it progressed from the Advisory Commission (DAPAC) to the Planning Commission, and then to the City Council. We advocated in favor of increased population density to support retail, the retention of Berkeley Way Lot, and for merchant input on plans for a pedestrian plaza on Center Street.

To create a sense of community among our members, DBA shared news and information through **Downtown Directions**, our print newsletter; and **Downtown Berkeley E-News**, our monthly email to over 3,000 people. And, we reached over 373 others through Twitter and Facebook.

To develop leadership and partnerships among our membership, the DBA sponsored several festive events. The

10th Annual **Summer Noon Concert** series featured young talent from the Jazzschool's Rising Stars Summer Series. The 3rd Annual **Downtown Berkeley MusicFest** promoted events taking place in 14 venues throughout the district. Thanks to the Jazzschool and Freight & Salvage for producing these events. And, for Cal Football season, the DBA partnered with Visit Berkeley at our **Game Day Welcome Booth** to greet fans with visitor information.

To celebrate **winter holidays**, DBA installed lights on Shattuck Avenue, held a Holiday Window Contest, and did media work with our "**Holidays in Downtown Berkeley**" event listings which gained wide visibility in news and blogs including a half page spread in the Berkeley Daily Planet. We also participated in the 2nd **Annual Tree Lighting** at Civic Center Park. Thanks to Public Works for lighting the live redwood tree.

To achieve our results, the DBA relied on our numerous community partners. A partial list includes: the Mayor and Berkeley City Council, City Manager, department heads and associated staff, City Team, Berkeley Business District Network, Berkeley Cultural Trust, Visit Berkeley, Buy Local Berkeley, UC Berkeley Office of Community Relations, BOSS Clean City, the MASC, Options Recovery Programs, Berkeley Food & Housing Project, Office of Jesse Arreguin - City Council District 4, Berkeley High School Safety Committee, and many more.

Best wishes for a great year ahead.

Deborah Badhina

Downtown in the News 2009



The Renovated Shattuck Hotel Provides First Class Accommodations in Downtown Berkeley.



FIVE is a Modern American Bistro & Bar in a Comfortable Yet Stylish Setting at the Newly Renovated Shattuck Hotel.

Photo: Rien Van Rijthoven



The David Brower Center is a Hub for Area's Leading Environmental Organizations. Photo: Tim Griffith



Gather Restaurant Serves Body, Mind, and Soul.

Photo: Carmen Troesser



Acoustic Music Fans Flock to the New Home of the Freight & Salvage Coffee House.



Aurora Theatre Expands its Addison Street Home for More Rehearsals and Performance. Photo: Scot Goodman



Sustainable Design and Construction Methods Used In Earthquake Safety & Expansion project at the Downtown Berkeley YMCA. Photo: Jennifer Reiley



The Berkeley City Council Along with Buy Local Berkeley and The American Independent Business Alliance (AMIBA) Declare the Week of July 1-7 Independents Week.

**Downtown Berkeley Association
2009 Summary Financial Statements**

Statement of Activities

Jan. 1, 2009 - Dec. 31, 2009

Revenue

Assessment Revenue.....\$250,000
 Program Revenue\$58,672
 Other Income.....\$60
Total Revenue\$308,732

Expenses

Program Expenses.....\$124,926
 Personnel Expenses.....\$131,210
 Operating Expenses.....\$54,731
Total Expenses\$310,867

Total Change in Net Assets (\$2,135)

Balance Sheet

December 31, 2009

Assets

Checking/Savings.....\$38,621
 Receivables\$18,270
 Other Current Assets.....\$5,371
 Total Fixed Assets.....\$3,598
Total Assets.....\$65,859

Liabilities

Payables.....\$14,145
 Other Current Liabilities.....\$2,300
Total Liabilities.....\$16,445

Net Assets

Unrestricted Net Assets.....\$49,414
 Restricted Net Assets\$0
Total Net Assets.....\$49,414

Total Liabilities & Net Assets...\$65,859

SHOUT OUTS

Kimberly Staysa, Seagate, for maintaining the planters at BART Plaza.

Ali Eriekat and partners, EZ Stop Deli, for maintaining the planter at Shattuck & Kittredge.

Raud Alamin, Staples/Blockbuster property owner, for regular power washing and quality of maintenance.

Soheyl Modaressi, Oxcent Group, for creating a beautiful atmosphere and customer experience on Center Street.

Bob Jeon, for facade improvements at the new BurgerMeister.

Steve Baker, Freight & Salvage Coffee House, for hosting the DBA Holiday Party.

Jan Dove, Berkeley City College, for art curation in the Jerry Adams Gallery visible on Center Street.

Barbara Hillman, Visit Berkeley, for the excellent new web site and marketing campaign that helps our visitor industry.

Michael Switzer, Bay Area News Group, for maintaining news racks.

Winston Burton and Jeff McElroy, BOSS, for the Clean City Program.

DBA Board of Directors and BID Advisory Board for time and support for the Downtown district.

Numerous City of Berkeley staff including:

Kerk Ross and Public Works Streets Division for sidewalk cleaning and removal of abandoned belongings.

Michael Caplan and Economic Development for leading the Berkeley Start-Up Cluster project.

Jim Hynes, City Manager's Office, for leading the City Team.

Gregory Daniel and Code Enforcement for removal of blighted newsracks.

Dan Gallagher and Forestry for tree planting and trimming.

Bob Maron and Parks for landscape maintenance.

Mike Loyola and Public Works Electrical Division for holiday tree lights.

Matt Taecker and Planning Department for managing the quantity of data and content for the Downtown Area Plan.

**A Special Thanks to
Mark McLeod, DBA Past President**

The DBA offers special appreciation to Mark McLeod of the Sustainable Business Alliance. Mark joined our Board of Directors in 2004, and served as President from 2005-2009. The DBA benefited greatly from his leadership and generous spirit of volunteerism on behalf of a thriving business community.



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2230 Shattuck Avenue, Suite C
Berkeley, CA 94704
510.549.2230

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- UC Shuttle Stop
- Public Parking
- UC Parking (public use after 5pm & weekends)
- Bike Route
- Public Restroom
- Car-share Service

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