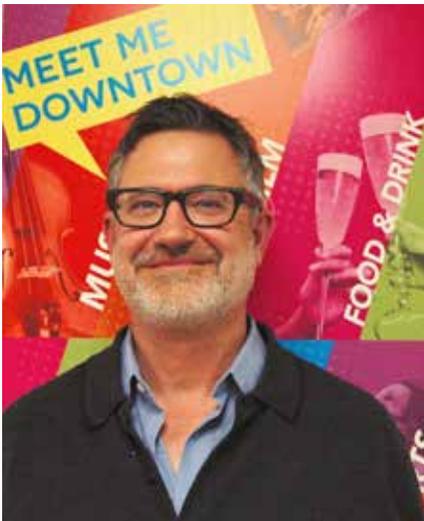


POSITIVE DOWNTOWN BERKELEY CHANGE

Downtown Berkeley Positive Change

March 2017



DBA Hires New Vitality Director

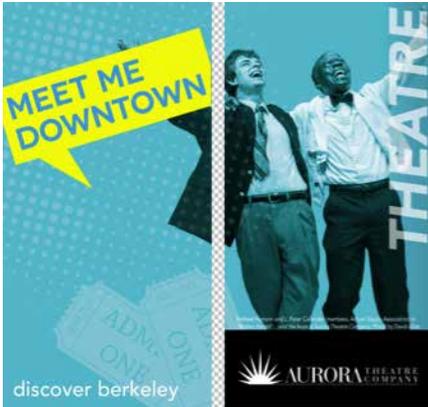
Matthew Jervis has been hired as the new Vitality Director for the Downtown Berkeley Association (DBA). This new position was created as part of the renewal and expansion of the Downtown Berkeley Business Improvement District, managed by the DBA, which was approved by district property owners in May 2016 and went into effect in January 1, 2017. As Vitality Director, Jervis is responsible for the marketing, communications, stakeholder engagement, business support, and public space activation for the Downtown. Matthew brings a unique combination of marketing, design, communications, arts and music performance experience to the Downtown, as well as deep roots in the Berkeley community. Please share your revitalization ideas with Matthew at mjervis@downtownberkeley.com or 510.549.2230 x10. Welcome Matthew!



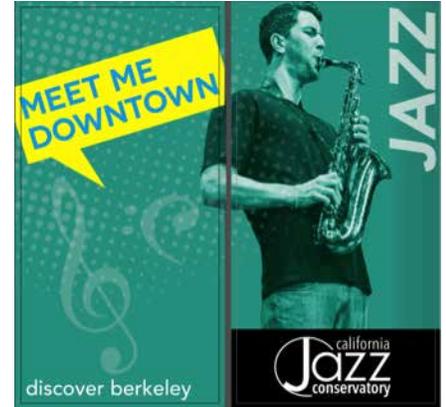
DBA Expands District to Carleton and Grant

Effective January 1, the Downtown Berkeley Business Improvement District managed by the DBA expanded three blocks down Shattuck Avenue to Carleton St (picking up the new Parker Place apartments) and one block down University Avenue (picking up the Trader Joe's/New Californian, Chamber, and new Overture apartments). This expansion was part of the 10 year district renewal voted on by the District property owners last spring. The expansion includes extension of Ambassador services, new succulent landscaping in Shattuck Ave planters, succulent baskets on University, as well as colorful new Meet Me Downtown banners in both new areas (see story on reverse). Please visit our website to read more about the expansion. Welcome new merchants, businesses and property owners!

New Banners for Aurora Theatre & Jazzschool



With the expansion of the Downtown Berkeley Business Improvement District there was an opportunity to include more arts organizations in the Meet Me Downtown banner program. After success of the Meet Me Downtown program last year, the California Jazz Conservatory (formerly known as the Jazzschool) and Aurora Theatre expressed interest in the program. Moreover both of these cultural gems are celebrating their birthdays this year. Happy Silver Anniversary to the Aurora Theatre! Happy 20th Anniversary to the California Jazz Conservatory!



New Highly Mobile Vacuum Tool

The DBA has purchased its first Trolley Vac litter collection vacuum tool, and part of its "Working Smart" cleaning program. The device is manufactured in the United Kingdom, and has been in operation for several years throughout Europe. The DBA decided to purchase the unit after successful pilot deployment in Union Square San Francisco district, another Block by Block market. The highly mobile unit will allow Ambassadors to quickly pick up litter (including cigarette butts) in hard to reach places, and fill a needed gap between hand sweeping and the City's larger sidewalk sweepers. The unit is easy to operate by one Ambassador, even on a busy sidewalks, with 50 liter capacity bin, and a low-noise low-emission engine. Feel free to ask for a demo!

TENDER GREENS



Welcome New Businesses!

Downtown Berkeley got healthier and even more delicious with several new openings. Tender Greens (2071 University Ave) offers creative salad entrees with plenty of options for customization. Lucia's Pizzeria (2016 Shattuck Ave) specializes hand tossed Neapolitan pizza cooked in a custom made woodfire grill. Maison Bleue (2020 Kittredge St.) is a traditional French style bistro offering croissants, coffee, and sandwiches. Saha (2451 Shattuck Ave) puts a creative touch on classic middle eastern dishes and features extensive wine pairings. Berkeley Social Club (2050 University Ave) cooks up Korean Fusion for lunch and dinner, then focuses on traditional American brunch on weekend mornings. CycleBar (1929 University Ave) is the first indoor cycling studio in Downtown Berkeley and is a great way to have fun while getting in shape.