



DOWNTOWN BERKELEY ASSOCIATION

Promoting Arts & Commerce in the Heart of the City



2010

Annual Report

From the Executive Director

A Clean, Safe, Vibrant Downtown...



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.

What a year! The DBA and Berkeley have made significant strides towards executing our Strategic Action Plan 2010-2013, to create a Downtown Berkeley that is a wonderful environment to visit, work, learn, shop, live, eat, and play. And, the past year has been a great team effort working with merchants, property owners, City staff, the Mayor and Council, and DBA's board of directors and staff — building a better community.

First and foremost, with the support of Downtown Berkeley property owners, the DBA is in the process of forming a new **Property-Based Business Improvement District (PBID)** focused on creating a clean, safe, vibrant, prosperous Downtown. If successful with the ballot process this May and June, the PBID will go into operations in January 2012. *(For details, see story on page 3 and visit www.downtown-berkeley.org).*

Second, Measure R for a new **Downtown Area Plan (DAP)** won an overwhelming 64% of voter support this past November, sending a message that it is time to move forward in Downtown. The DAP allows for the construction of three 180 foot residential buildings or hotels, and two 120 foot office buildings, and provides for an expedited Green Pathway to project approval. The PBID and DAP should be a powerful combination in attracting new investment to Downtown Berkeley.

Third, the City of Berkeley received at \$2,200,000 grant from the Metropolitan Transportation Commission to **renovate BART Plaza** starting in 2012. The project will involve new paving, landscaping, seating, lighting, signage, and bus shelters. The DBA also looks to incorporate a kiosk to welcome visitors. BART Plaza is the nexus point of Downtown Berkeley and its renovation signals the revitalization of the district.

Fourth, Downtown Berkeley has a number of exciting new **development projects** underway or on the drawing board. The Magnes Collection of Jewish Art and Life is under construction on Allston Way and slated to open in early 2012. The UC Theater nightclub on University Avenue

will have a 1,400 person audience capacity. The Berkeley Art Museum / Pacific Film Archive will be located at the top of Center Street in the old printing plant. And, Equity Residential's Acheson Commons will bring 203 new dwelling units on the block bounded by University, Shattuck, Berkeley Way and Walnut.

Fifth, we have been working with the City and other partners on **economic development** initiatives to bring more businesses and visitors to Downtown Berkeley. Last fall, working in partnership with the City Department of Economic Development, we launched the Locate In Berkeley online commercial listing service, and the Berkeley Startup Cluster initiative. *(See story on page 4).*

Sixth, we continue to make progress on **policy initiatives** with the City of Berkeley. We secured early bird parking for the Center Street Garage, and gained a commitment from the City for no net loss of on-street parking spaces with any new Street and Open Space project. Moreover, we have been working with the City and Chamber to streamline the business permitting process; and have had conversations with the Mayor and Council to consider the adoption of a sit and lie ordinance to make Downtown Berkeley and other commercial areas more welcoming.

We had a great 2010, and look forward to accomplishing even more for the Downtown in the coming year.

Front cover images locations and photo credits (clockwise):
Hotel Shattuck Plaza: Mr. Rien van Rijthoven
Berkeley City College: Shana Hullaby
PIQ Pane Italiano Qualita': Bob Archibald
Freight & Salvage Coffeehouse: Patrick Power
Center Street at Shattuck Avenue: DBA

Downtown Berkeley PBID

(Property-based Business Improvement District)

Downtown Berkeley property owners are considering the formation of a Property-Based Business Improvement District (PBID) to help transform our downtown into a clean, safe, vibrant, prosperous commercial area that is welcoming, fun, and attractive for visitors and all residents. In 2009, the DBA adopted a strategic plan incorporating this vision of a revitalized downtown and recommended a PBID as the best mechanism to provide the services and leadership necessary to achieve this transformation. John Caner, the new Executive Director, was hired in November 2009 to execute this strategic plan.

With the support of consultants and extensive stakeholder outreach and review, a final Downtown Berkeley District Management Plan was adopted in November 2010, to fund enhanced services that would commence in January 2012 and that would augment, not replace, base level City services.

The Plan's budget of approximately \$1.2 million would specifically fund:

- 1) A maintenance team to clean and beautify downtown;
- 2) An expanded Ambassador team to provide hospitality and social service outreach;
- 3) New marketing, promotion, and business attraction programs.

Two benefit zones are proposed, Premium and Standard, reflecting the different

level of need and activity in the core and non-core areas of Downtown.

By March 2011, the DBA had garnered support from 65% of Downtown property owners (weighted by proposed assessment) as part of the preliminary petition process in forming a PBID. The next step is the ballot process, whereby all property owners may vote "yes" or "no" to approve the PBID. Ballots will be mailed out in early May, and will be due in time for a Public Hearing and the counting of ballots at the June 28th City Council meeting. If a weighted majority of property owners vote affirmatively, and the City Council approves the PBID, then the PBID will be immediately established and start operations in January 2012.

The goals of the PBID are as follows:

- 1) Create a consistently clean, inviting and attractive Downtown.
- 2) Cultivate a fun and vibrant Downtown "living room".
- 3) Enhance property values, sales, and occupancies.
- 4) Help Downtown Berkeley compete.
- 5) Broaden ratepayer control and accountability.

Visit www.downtownberkeley.org to review the entire Downtown Berkeley PBID Management Plan.



Proposed Property-Based Business Improvement District boundaries.

DBA LEADERSHIP 2010

Board of Directors

Susie Medak, President
Berkeley Repertory Theatre

Fran Gallati, Vice President
YMCA of the Central Bay Area

Perry Patel, Treasurer
Hotel Shattuck Plaza

Ito Ripsteen, Secretary
Gordon Commercial Real Estate Services

Steve Baker
Freight and Salvage Coffeehouse

Austene Hall
Berkeley Architectural Heritage Association

Tim Hansen
Goldstone Management, Inc.

Kevin Hufferd
University of California, Berkeley

John Hyjer
Equity Residential

Daniel Rabin
Townsend 1 & 11, LLC

Amy Tobin
The David Brower Center

Amanda West
Amanda's Feel Good Fresh Food

BID Advisory Board

Susie Medak, Chair
Berkeley Repertory Theatre

Fran Gallati
YMCA of the Central Bay Area

Dr. Betty Inclan
Berkeley City College

Ariana Katovich
Earth Island Institute

David Mayeri
DDM & Associates

Mark McLeod
Sustainable Business Alliance

Kristine Seinsch
Jazzcafé

Mohammed Talai
KT Properties

Staff

John Caner, Executive Director

Deborah Badhia, Operations Director

DBA Leverages New Partnerships

The Downtown Berkeley Association joins forces with local partners to launch two new innovative economic development programs.



Berkeley Startup Cluster (BSC) is a collaboration between UC Berkeley, City of Berkeley, Downtown Berkeley Association, Berkeley Chamber of Commerce, the East Bay Green Corridor, and private sector companies. Launched in October 2010, the BSC's goal is to establish the area of Downtown Berkeley – that is walking distance to the Cal campus – as a thriving destination for technology-oriented startups, established companies, investors, entrepreneurs and supporting businesses.

The BSC strives to grow the number of BSC tenants by promoting office space near the campus; building community and opportunities through networking events; and bolstering UC Berkeley's research and

education mission by connecting the BSC community to the UC Berkeley and LBNL innovation system.

In pursuing these three initiatives, the BSC intends to become the natural home for startup companies spinning out of the Campus and LBNL and other entrepreneurs and begin to decrease the innovation-drain that Berkeley has historically experienced, and thereby bring more jobs to Berkeley, augment the City's tax base, and improve the commercial climate for other businesses – including retail, restaurants and entertainment venues.

To learn more about the BSC, please visit www.berkeleystartupcluster.org

Locate in Berkeley is the new online commercial listing service for available retail, office, or industrial properties in Berkeley. In 2009, the City of Berkeley's Economic Development office completed an inventory of Berkeley's commercial space. In 2010, the DBA, Telegraph BID, and Chamber came in as co-sponsors to enable it as an online service.

This service is a powerful tool, especially for a new generation of entrepreneurs who want to do their initial research on the web and for owners of smaller properties who tend not to use brokers.

To search for or post a property, visit www.locateinberkeley.com.

Ambassadors Support the Safe and Welcoming Program

The Safe and Welcoming (SAW) Pilot Program was launched in March 2010 with DBA staff and Downtown Ambassadors working closely with multiple City departments and service providers to improve the quality of the public environment with a collaborative team approach. While the primary focus was on the area around Addison Street and Shattuck Avenue, the positive impact was felt throughout the entire Downtown district.

Accomplishments realized by the SAW program over a six month period are as follows:

- DBA supported the City's effort to house some of the most chronically needy people in our community, primarily through Rapid Re-Housing – a streamlined program to house people within 3 weeks of application, and resulted in 48 referrals to the program.
- DBA increased the numbers of people utilizing overnight shelters. Shelter staff-saved designated bed spaces to guarantee availability for Ambassador's late night outreach.
- DBA made 61 special requests to the



Police Chief Michael Meehan (right) and Assistant City Manager Jim Hynes (center left) take walking tour of Downtown with DBA's John Caner (center) to meet with merchants and property owners.

City that resulted in the removal of blighted news racks, pay phones, vandalized bikes, and abandoned belongings.

- DBA engaged over 40 property owners to place No Trespassing signs in their windows resulting in greater ability for Berkeley police to enforce behavior laws

throughout the district.

In addition to these measured outcomes, the SAW Program inspired stronger partnerships and new strategies that will support DBA's ongoing work towards creating a more positive business environment in Downtown Berkeley.

2010 Operations Report on Accomplishments



Dear DBA Members,

The goal of DBA's Operations work is to support a more consistently positive customer experience in the Downtown through programs and advocacy for cleanliness, safety, and beautification. Following are highlights of our Operations work in 2010.

WELCOMING ENVIRONMENT

The Berkeley Host Ambassador Program staff patrol the Downtown and Telegraph districts focused on maintaining a more pleasant environment by assisting visitors and merchants, addressing inappropriate behavior, providing social service referrals, and reporting on blighted conditions.

Since the Ambassador Program was launched in Fall 2008, we estimate that the staff have assisted an average of 45 businesses per month, and at least 250 individuals in need of social services.

In January 2011, the **Ambassador Program Expansion** increased patrol to 64 hours per week, an increase of 30% over the prior year. At this time, the DBA activated a new one-number **Ambassador Dispatch line** that facilitates our member's calls for assistance.

The Ambassador Program has gained a reputation for compassionate and diligent outreach. The DBA values having this highly responsive staff on patrol six days per week to respond to requests for assistance from business and property owners



Carmen Francois and Deryl DeWitt are the lead Ambassador staff for Downtown Berkeley.

in Downtown as well as the general public.

The Ambassador Program is a component of Mayor Bate's Public Commons For Everyone Initiative.

MARKETING

To promote Downtown Berkeley, the DBA utilized a variety of marketing strategies and partnerships to keep our district visible to the greater community. In 2010, **Downtown Berkeley e-News** was sent an average of four times per month and prompted 2,305 click-throughs to our member's websites and news coverage. Downtown events and news were also sent regularly through **Twitter** (to 669 followers) and **Facebook** page (to 122 friends). And, the DBA's website, **downtownberkeley.org**, includes a complete business directory along with policy and services information.

This Spring of 2011, we updated the DBA's **Arts, Dining, Shopping and Map brochures** and distributed them to hotels and high volume businesses.

The DBA also gains visibility by working with our marketing partners such as Visit Berkeley for destination marketing and Buy Local Berkeley for marketing our strong niche sector of locally-owned retail.

EVENTS

The DBA sponsored three events in 2010 to promote the district and gain media coverage. The 11th Annual **Summer Noon Concert** series, produced by the Jazzschool, featured talent from their Rising Stars Summer Series. The 4th Annual **Downtown Berkeley MusicFest**, produced by Freight & Salvage, featured numerous Downtown entertainment venues. And, the DBA's **Cal Game Day Welcome Booth** promoted the Downtown to crowds of football fans.

BEAUTIFICATION

DBA utilized programs and advocacy efforts to help beautify and maintain the district. In 2010, DBA's **Storefront Art Program** installed the work of seven local artists in three prominent vacant sites near BART. In winter, the DBA lit up the BART station entrance with **Holiday Lights** to make Downtown more festive for the holiday season. Two of DBA's significant maintenance efforts included **Allston Way Improvements** to achieve new traffic striping, improved landscaping, and new garbage can installation; and **Garbage Management 101**, a campaign to improve coordination between business owners and the City on solid waste management and pick up schedules. Additionally, the



DBA partnered with BART to decorate the BART Station Entrance for the winter holidays.

Ambassadors have been highly engaged with City staff to remove or repair problematic or hazardous items in our public space on a daily basis throughout the year.

PARTNERSHIPS

To carry out our work, the DBA relied on our numerous business members and community partners. (For a partial list of partners, see the back cover of this Annual Report).

Thank you all for making this such a vibrant urban district. We look forward to building on our work in the year ahead!

Deborah Badhia

**Need Assistance? Call the
Ambassador Dispatch line!
510-550-7550**

DBA's new Ambassador Dispatch line will automatically route your call to the Ambassador staff on-duty at that time.

Ambassador Staff

Lindsey Bolar
Deryl DeWitt
Carmen Francois
Wayne Jones
Robbi Montoya
Diane Tabellija
Robert Walker

Downtown Patrol Schedule 2011

Mondays	9:00am - 1:00pm
Tuesdays	8:30am - 8:30pm
Wednesdays	8:30am - 8:30pm
Thursdays	8:30am - 8:30pm
Fridays	10:30am - 10:30pm
Saturdays	10:30am - 10:30pm

Downtown in the News 2010



PIQ Pane Italiano Qualita' brings an authentic Italian bakery to Shattuck Square at Addison Street. Photo: Bob Archibald



Revival Bar & Kitchen features a turn of the century inspiration with a contemporary menu on the corner of Shattuck at Addison. Photo: Revival



The Marsh Arts Center on Allston Way features two performance spaces and a rooftop garden also available for event rental. Photo: DBA



The YMCA - PG&E Teen Center is located near Berkeley High School on Center Street at MLK Jr. Way. Photo: YMCA



Mayor Tom Bates, Assemblymember Nancy Skinner, and BART welcome the new Bike Station to Downtown Berkeley. Photo: Tim Maloney



The New Californian features 148 residential units and Trader Joe's grocery store on University Avenue at MLK Jr. Way. Image: Keith Baker



Burger Meister opened their 5th Bay Area location on the corner of Shattuck at Kittredge. Photo: DBA



Ben & Jerry's new location on Center Street is the first in the nation to feature the company's new look and expanded menu. Photo: DBA

Downtown Berkeley Association 2010 Summary Financial Statements

Statement of Activities Jan. 1, 2010 - Dec. 31, 2010

Revenue

Assessment Revenue*	\$425,000
Program Revenue	\$39,310
Interest Revenue	\$811
Total Revenue	\$465,121

Expenses

Program Expenses	\$125,728
Personnel Expenses	\$214,882
Operating Expenses	\$48,420
Total Expenses	\$389,030

Total Change in Net Assets* \$76,091

Balance Sheet December 31, 2010

Assets

Checking/Savings	\$118,488
Receivables	\$14,162
Other Current Assets	\$880
Total Fixed Assets	\$1,166
Total Assets	\$134,696

Liabilities

Payables	\$7,700
Other Current Liabilities	\$1,475
Total Liabilities	\$9,175

Net Assets

Unrestricted Net Assets	\$125,521
Restricted Net Assets	\$0
Total Net Assets	\$125,521

Total Liabilities & Net Assets \$134,696

* \$175,000 of \$425,000 in Assessment Revenue is from a one-time payment for back assessments, and was allocated to fund the 2010-2011 two-year Strategic Planning / PBID development process. A \$76,091 larger than usual positive Change in Net Assets is due to carryover of some of these funds into 2011 for completion of this process.

Welcome New Businesses (2010-2011)

ARTS

The Marsh Theatre & Arts Center
2120 Allston Way

DINING

Bangkok Noodles & Thai BBQ
1958 Shattuck Avenue

Bec's Bar & Bistro
2271 Shattuck Avenue

Burger Meister
2237 Shattuck Avenue

Campus Pizza
2127 University Avenue

Chris Thai
2352 Shattuck Avenue

Cinnaholic
2132 Oxford Street

Giovanni Restaurant
2420 Shattuck Avenue

Ippuku
2130 Center Street

Ironwood BBQ
2130 Oxford Street

Lot 68
2230 Shattuck Avenue

New Amsterdam Coffeeshop
1952 University Avenue

Papa John's Pizza
2222 Shattuck Avenue

Pin Toh Thai Food & Pho
2272 Shattuck Avenue

PIQ Pane Italiano Qualite
91 Shattuck Square

Revival Bar & Kitchen
2102 Shattuck Avenue

Saturn Cafe
2175 Allston Way

SLOW
1966 University Avenue

Sportivo
2132 Center Street

Sumo Grub
2235 Milvia Street

EDUCATION

Dharma College
2222 Harold Way

Quantum Camp
2176 Shattuck Avenue

Wilderness Torah
2150 Allston Way, #210

YMCA PG&E Teen Center
2100 Martin Luther King Jr. Way

SHOPPING & SERVICES

American Tech Services
2280 Fulton Street

The Bikestation
2208 Shattuck Avenue

Computer Land
80 Shattuck Square

Dharma Publishing Bookstore
2210 Harold Way

Evania's Hair Salon
1906 University Avenue

FedEx Office Print & Ship Center
2201 Shattuck Avenue

Forage
2115 Allston Way

Green Citizen
1971 Shattuck Avenue

Groove Yoga Studio
2240 Oxford Street

Pin-Up Parlor
1944 Bonita Avenue

Strictly Savvy
2001 Milvia St.

Sunshine
100 Berkeley Square

Unlimited Electronics - Metro PCS
2163 Shattuck Avenue

Verizon Wireless
2209 Shattuck Avenue

PROFESSIONAL SERVICES

Resources for Community
Development
2220 Oxford Street

East Bay Bicycle Coalition
2208 Shattuck Avenue

Sandbox Suites
1900 Addison Street, #200

The Shamzad Group
1625 Shattuck Avenue, #102

Eisen & Letunic Environmental,
Transportation, & Urban Planning
46 Shattuck Square

Goldstone Management, Inc.
82 Shattuck Square

Grubb & Ellis Management
1995 University Ave. Suite 105



Promoting Arts & Commerce in the Heart of the City

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Thank you to our community partners!



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