



David Brower Center
"Tule Wave" by Rueben Margolin
Photo: Charlie Nucci - Nucci Studio

DOWNTOWN BERKELEY

it starts here.



2011
ANNUAL REPORT

Downtown Berkeley - A Year of Transition



Three years ago, the Downtown Berkeley Association (DBA) Board of Directors and staff embarked on a strategic planning process to realize the vision of a more welcoming, vibrant, and prosperous Downtown Berkeley. After extensive outreach and research, the strategic plan (see copy on our website) initiated the process of forming a Property-Based Business Improvement District (PBID) whereby property owners would fund enhanced services (above what is currently provided by the City of Berkeley). These include cleaning, hospitality and landscaping services, as well as marketing and economic development, funded by an annual budget of approximately \$1.2 million. (See PBID Management Plan on our web site).

A two-step PBID approval process is required by state law. In **January 2011**, the DBA submitted petitions to the City of Berkeley showing support of over 50% of the property owners (weighted by assessment) to proceed with a ballot process for later that spring. At the **June 28, 2011** City Council Meeting, ballots were counted showing an overwhelming support by 71% of the property owners weighted by assessment, and the PBID was immediately formed to begin operations January 1, 2012 and managed by the DBA.

In **August 2011**, the DBA released an extensive request for proposal for program services. Seven local and national vendors presented proposals and were interviewed. In **October 2011**, Block by Block was selected by unanimous consent of the review committee and DBA Board of Directors to provide both cleaning and Ambassador services. In **December 2011**, Lance Gorée was hired as Operations Manager and the Block by Block contract was extended to include landscaping services.

Also in **October 2011**, the Downtown Berkeley Association hired Radiant Brands to do a strategic marketing plan and rebranding of Downtown in anticipation of the full launch of PBID services. (See article on page 3).

On **January 3, 2012**, PBID operations commenced with a three-month intensive cleaning and landscaping program, including: power washing and gum removal on all sidewalks, painting of all light poles and other fixtures in the Downtown district, landscaping of large planters on Shattuck Avenue, and the hanging of 180 flower baskets throughout the premium zone area of the Downtown. (See article on page 4).

Now on **April 3, 2012**, at 9 am, in the Hotel Shattuck Plaza ballroom, the DBA team is ready to present the new and improved Downtown Berkeley to the Downtown property owners, merchants and citizens of Berkeley, the Bay Area and beyond. In addition to presenting the clean and landscaped Downtown, we will introduce the new combined Cleaning and Hospitality Ambassador team, as well as the new brand and marketing plan for the Downtown district. The launch event will be preceded by a short DBA Annual Meeting at 8:30 am. We hope you can join us for this exciting and informative event. (See back page for details).

Finally, I want to express my deep gratitude to Deborah Badhia who is leaving the DBA after almost 12 years of service and dedication to the DBA and Downtown Berkeley. I want to thank Deborah for the generous support she provided me in my new role at the DBA. But more importantly, on behalf of the DBA, I want to thank her for her leadership and tireless hard work to improve Downtown Berkeley. We could not be where we are today without her.

Sincerely,

A handwritten signature in black ink that reads "John Caner".

John Caner, Executive Director

MISSION

The Downtown Berkeley Association provides leadership to create and sustain a welcoming, vibrant, and prosperous City Center.

ORGANIZATION

The Downtown Berkeley Association is a 501(c)(6) nonprofit membership organization and the Owner's Association for the new Property-Based Business Improvement District (PBID), representing Downtown property owners and their business owner and nonprofit tenants.

BOUNDARIES

The Downtown Berkeley Association Property-Based Business Improvement District (PBID) is approximately bounded by Delaware to the north, Oxford and Fulton Streets to the east, Martin Luther King Jr. Way to the west, and Dwight Way to the south. (See map on our web site).

The cover art is taken from a two-page advertisement in the Visit Berkeley Guide 2012 and reflects the new brand identity for Downtown Berkeley. "It starts here."

DBA Launches New Brand Marketing Campaign

Downtown Berkeley is an eclectic mix of culture, arts, food and ideas, where inspiration thrives—vibrant and engaging, a rich urban environment of innovation and creativity. The small city with global influence—

it starts here.

This past Fall, as part of the PBID launch, the DBA initiated a strategic marketing and branding process with Radiant Brands of Berkeley. While the bulk of the PBID work plan and budget is focused on cleaning, hospitality and beautification services, the new brand and marketing plan leverages this investment by attracting residents, visitors, businesses and investors to the new Downtown Berkeley.

As part of the research phase, Radiant interviewed over 45 key downtown stakeholders, and with the help of DBA part-

ners distributed an online Downtown Perceptions Survey that received an astounding 2,200 responses in a one-week period. Research of demographic and competitive market data also informed the plan.

The research affirmed the Downtown's unique combination of arts and culture, ideas and innovation, restaurants and food—next door to a world-class university. Berkeleyans and visitors see Downtown as a collection of one-of-a-kind destinations and gathering places in an urban

but small university town. They also validated the need for a clean and welcoming environment, with vibrant retail and public spaces, stitching together Downtown's unique assets into a cohesive community.

The "Downtown Berkeley—it starts here" brand, and sub-messaging "Taste, Create, Experience", capture the essence of Downtown Berkeley, the heart of our proud City, where new ideas, ventures and culinary and cultural adventures get started, grow and thrive. Future marketing and business attraction programs will leverage this positioning to ensure that Downtown is a vibrant, welcoming and prosperous environment to visit, work, learn and play. With this new direction, Downtown Berkeley turns to a bright future.

Hear more about our marketing plans at the New Downtown Berkeley launch event on April 3rd. (See back cover).



New street banners will present visitors, residents and workers with a colorful greeting and compelling message about Downtown.

Host Ambassadors Complete Their Third Year of Community Assistance



In 2011, the Host Ambassadors completed their third year of service towards helping to make Downtown Berkeley a more welcoming place. On a daily basis, they have helped business owners resolve problems, assisted visitors with directions, connected needy people to social services, and called Berkeley police and mental health staff when situations required more support. They also monitored the streets for blight issues in order to have the prob-

lems removed or repaired.

Ambassadors have helped in unique situations such as people with keys locked in cars or calling for someone in need of emergency medical services. In general, they take a broad and responsive approach to improving our public environment.

In 2011, Ambassadors assisted an average of 172 businesses per month with

problematic situations; 157 visitors per month with directions and other needs; and 428 people per month who needed connections to shelters, housing and other social services. They handed out No Smoking cards an average of 199 times per month. When they needed back up, they called Mental Health an average of 13 times per month and Police an average of 17 times per month. For support on blight removal, they called Public Works an average of 24 times per month for issues ranging from a fallen tree branch to abandoned belongings and trip hazards. They also gave attention to other streetscape details such as updating cross walk stickers and posting No Smoking signage.

This program will continue to provide business assistance, social service outreach and other support until March 31st. Starting on April 3rd, with the full launch of new PBID services, the Host Ambassadors will merge into the new Cleaning and Hospitality Ambassador Program.

Need Assistance?

**Ambassador Service Line
510-550-7550**

The New Clean Team Makes a Big Splash in Downtown Berkeley

Over the last three months, our Cleaning Team, under the leadership of our new Operations Manager Lance Gorée, has been deep cleaning and beautifying the entire 25 block area of Downtown Berkeley, including removal of all graffiti and gum stains, painting all furniture and fixtures, and installing new landscaping throughout the Downtown.

These enhanced services are being funded by the new Property-Based Business Improvement District (PBID) that was passed last June by 71% of property owners, weighted by assessment. All work is being done in close coordination with current services provided by the City of Berkeley and BOSS Clean City Program.

By April 3rd, the Cleaning Ambassadors, in their very recognizable neon yellow uniforms, will have power washed 18,900 linear feet of sidewalks, removed over 25,000 gum stains, weeded and graded 307 tree wells, and have painted all of the 426 light poles, 71 fire hydrants and 92 trash receptacles in the Downtown. In addition, Ambassadors will have

cleaned and painted 92 news racks in the Downtown. Also, 180 flower baskets will be hung on lamp posts and the large planters on Shattuck Avenue will be landscaped with a unique plantings designed by Berkeley specialists.

All of this cleaning, painting and landscaping will be done in time for the launch

of full PBID operations on April 3rd, which includes a revamped and expanded Ambassador program, as well as a new brand and marketing strategy for the Downtown. At this time, the Cleaning Team will be merged into the new Cleaning and Hospitality Ambassador Program.





Farewell from Deborah Badhia

On April 3, I'll be leaving the Downtown Berkeley Association and taking a position with The Marsh Theatre. As I reflect on my experiences over the past decade, I appreciate having worked with so many talented people in this dynamic community. The consistent pace of construction has brought new theatres, music venues, housing and other visionary projects. Fond memories include engaging in design review, bringing our retail perspective to community conversations, producing street festivals which attracted thousands of people, launching Buy Local Berkeley, and more. One highlight was the development of the Host Ambassador Program which offers daily assistance to merchants and the public. Another significant project was working with Strategic Economics on a retail market study which supported our long range planning and the major shift of work program currently underway.

I have enjoyed working with everyone in this community. I would like to thank the DBA Board and members, Berkeley city staff and elected officials, and the many others who are involved in creating Downtown Berkeley.

In appreciation,

Deborah Badhia

Deborah Badhia

DBA Member Services in 2011

Improving the public environment is at the core of our member services strategy. Throughout 2011, DBA put great attention towards preparations to launch the new cleaning and hospitality programs. At the same time, we were also committed to maintaining on-going support services for our DBA members. Here is an overview of our service and communications work in 2011.

Ambassador & Environmental Services

Last year, the DBA increased our Ambassador patrol schedule from 64 to 83 hours per week and created a new dispatch line to improve our response capacity. (See article on page 4). Other beautification efforts included **weeding all tree wells** (with the help of BOSS workers), **installation of storefront art** in vacant spaces, and **decorating for the winter holidays** with lights on the BART Rotunda and holiday banners hung on Shattuck and University Avenues.

Events

DBA sponsored events created excitement and publicity for the district. Our new **Center Street Summer Cinema** series attracted 300-500 attendees on Saturday evenings in August for food, music, cartoons, and feature movies. The **4th Annual Downtown Berkeley MusicFest**, produced by Freight and Salvage, featured 62 events in 13 venues over 10 days. Our **12th Annual Summer Noon Concerts**, produced by Jazzschool, showed off the talent of summer jazz workshop students and enlivened BART Plaza.

Marketing

Marketing focused on partnership strategies to promote targeted niche sectors. An **events venues consortium**

formed to work on attracting more conferences and special events to the district. New event facilities at Hotel Shattuck Plaza, the Marsh Arts Center and David Brower Center and a number of other locations have allowed Downtown Berkeley to grow as an events destination. The DBA worked with the **Berkeley Startup Cluster** to promote our technology sector through business forums, lecture series and meet-ups focused on technology businesses. And, the DBA supported Chancellor's Grant applications for the Berkeley Skydeck (funded) and Bay Area Green Tours (funded). Finally, we promoted all businesses in the district through our web site and distributed over eleven thousand brochures to hotels and high traffic locations to promote Arts & Entertainment, Dining, and Shopping & Services.

Communications

DBA primarily used social media to promote a full calendar of arts and entertainment events. A rich abundance of events provided material for hundreds of social media postings, growing a large new audience for Downtown Berkeley. Last year, our Facebook friends grew by 195% and our Twitter followers grew by 135%. The DBA web site had an average of 2,417 visitors per month. And, we doubled subscribers to Downtown Berkeley eNews.

In 2012, the DBA will launch new marketing and communications strategies to convey the rich offerings of arts, entertainment, and products and services that are available in Downtown Berkeley. We welcome you to get involved with the new campaigns.



Summer Noon Concerts featured talented youth from the Jazzschool's summer workshops.



Viv & Ingrid at Oxford Hall is a beautiful new retail destination for jewelry and gifts.



Todd Knies of Bistro Liaison with Jesse Arreguin, Councilmember for District 4.

New Downtown Developments in 2011



The Berkeley Skydeck fosters a thriving innovation and entrepreneurial ecosystem in Downtown Berkeley. Photo: Peg Skorpinsky



The Magnes Collection of Jewish Art & Life offers visitors an opportunity to engage with Jewish history and culture. Photo: Keegan Houser



Sportivo Ristorante, run by brothers Gilberto and Gaetano Lococo, serves Sicilian specialties on Center Street. Photo: DBA



Earth Island Institute's "60 Boxes" project installs sustainability-themed artwork on utility boxes throughout the Downtown. Photo: DBA



Green Citizen on Shattuck Avenue recycles electronic waste in an environmentally conscious manner. Photo: Green Citizen



DBA's Center Street Summer Cinema was a Saturday night movie series in August at the Bank of America parking lot. Photo: Daniel Parks



Fantastic Comics on Shattuck Avenue provides a rich selection of comic books to the Berkeley community and beyond. Photo: Fantastic Comics



Namaste Madras Cuisine on Shattuck Avenue celebrated the grand opening of their new South Indian restaurant. Photo: DBA

Downtown Berkeley Association 2011 Summary Financial Statements

Statement of Activities Jan. 1, 2011 - Dec. 31, 2011

Revenue	
Assessment Revenue.....	\$375,000
Program Revenue	\$58,828
Interest Revenue	\$658
Total Revenue	\$434,486
Expenses	
Program Expenses	\$162,447
Personnel Expenses	\$212,654
Operating Expenses.....	\$53,958
Total Expenses.....	\$429,059
.....	
Total Change in Net Assets	\$5,427

Balance Sheet December 31, 2011

Assets	
Checking/Savings.....	\$114,008
Receivables.....	\$20,482
Other Current Assets.....	\$0
Total Fixed Assets	\$0
Total Assets.....	\$134,490
Liabilities	
Payables.....	\$2,705
Other Current Liabilities	\$799
Total Liabilities	\$3,504
Net Assets	
Unrestricted Net Assets.....	\$130,986
Restricted Net Assets.....	\$0
Total Net Assets	\$130,986
Total Liabilities & Net Assets	
	\$134,490

DBA STAFF

John Caner
Executive Director

Deborah Badhia
Operations Director

Lance Gorée
Operations Manager

Shifra de Benedictis-Kessner
Program Assistant

DBA LEADERSHIP 2011

BOARD OF DIRECTORS OFFICERS

Susan Medak, DBA President
Berkeley Repertory Theatre

Fran Gallati, DBA Vice President
YMCA of the Central Bay Area

Perry Patel, DBA Treasurer
Hotel Shattuck Plaza

Dani Rabin, DBA Secretary
Townsend I Properties

DIRECTORS

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City of Berkeley

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University of California, Berkeley

John Hyjer
Equity Residential

Scott Newman
Beacon Group Ventures

Ito Ripsteen
Gordon Commercial Real Estate

Pasquale Scuderi
Berkeley High School

Kristine Seinsch
Jazzcafé

Amy Thomas
Pegasus Books

Amy Tobin
David Brower Center

BID ADVISORY BOARD (Expired 12/31/11)

Susan 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

DEPARTING BOARD DIRECTORS

Steve Baker
Freight & Salvage Coffeehouse

Austene Hall
Berkeley Architectural Heritage Assoc.

Tim L. Hansen
Goldstone Management, Inc.

Kevin Hufferd
University of California, Berkeley

Welcome New Business 2011

DINING

BEC's Bar & Bistro
2271 Shattuck Ave.

Casa Bernal Taqueria
2122 Shattuck Ave.

District Dogs
2109 Milvia St.

Green Earth Café & Bakery
2124 Center St.

Morgan's Café
64 Shattuck Sq.

Phil's Sliders
2024 Shattuck Ave.

Red Tomato Pizza House
2017 University Ave.

Sportivo Bar Ristorante
2132 Center St.

Tea Fever
2202 Shattuck Ave.

Zaika Restaurant, Bar, & Lounge
2050 University Ave.

EDUCATION
Wilderness Torah
2150 Allston Way

SHOPPING
Fantastic Comics
2026 Shattuck Ave.

Nepalese Smoke & Gift Shop
2049 University Ave.

Viv&Ingrid at Oxford Hall
2142 Oxford St.

SERVICES
Green Citizen
1971 Shattuck Ave.

Voyages Travel
2115 Allston Way

it starts here.

**DOWNTOWN
BERKELEY**

Downtown Berkeley Association

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Berkeley, CA 94704
510.549.2230

downtownberkeley.com



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**DOWNTOWN
BERKELEY**

You are invited to the...

**New Downtown Berkeley Launch Event
Tuesday, April 3, 2012**

8:30-9:00 am Annual Meeting
9:00-10:00 am Launch Event
Hotel Shattuck Plaza, Crystal Ballroom

Please RSVP to info@downtownberkeley.com or call 510-549-2230 x10