

taste.

create.

experience.



Margo Hall in, *Trouble in Mind* at Aurora Theatre Company. Member, Actors Equity Association.

DOWNTOWN BERKELEY

it starts here.



2012
ANNUAL REPORT

Downtown Berkeley - Onward and Upward



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 Owners Association for the new Property-Based Business Improvement District (PBID), representing Downtown property owners and their business 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 year 2012 was a good one for Downtown Berkeley. With the support of our property owners we launched the new Property-based Business Improvement District (PBID), and working together, we made a significant change in the quality of life and perception of Downtown Berkeley. We hear repeatedly, "Wow, I see a real difference in the Downtown!" And we are seeing more visitors, businesses, and investment here.

In January, under the leadership of Lance Gorée, our new Operations Manager, we launched our "Big Splash" with deep cleaning and beautification of the entire 25 block Downtown area. Working with our new clean team and committed City staff, we squeezed nine months of work into a three month program, so we could quickly see results, and change perceptions of the Downtown (see Operations Report on page 4).

Then on April 3rd, we launched the "New Downtown Berkeley." In addition to introducing the new Ambassador team in their bright yellow and green uniforms, we launched the new brand and marketing campaign, "Downtown Berkeley – it starts here," "Taste, Create, Experience" that included new banners, as well as advertising in local media.

Since April, Ambassadors have cleaned and patrolled the Downtown, maintaining high standards established in the Big Splash, and have greeted thousands of residents, workers, and visitors to the Downtown, often with the new mobile Welcome Kiosk in BART Plaza.

And with a limited marketing budget and staff, we leveraged partnerships to present new and returning events in the Downtown, and launched our own DBA National Night Out and Holiday Tree Lighting gatherings, bringing thousands of visitors and residents to the Downtown (see events on page 3).

The DBA also endorsed Measure S, the Civil Sidewalks ordinance, which was on the ballot in November. While the measure failed to gain sufficient electoral support, it changed the dialogue around the need to help our merchants and help people living on the streets receive needed services. The DBA is continuing to work with the City and community partners to make our sidewalks and public spaces welcoming to all Berkeleyans.

The general trend with new business and investment in the Downtown is positive. Comal, a new restaurant serving authentic regional Mexican cuisine, opened to rave reviews, adding to the hip culture and epicurean delight of Downtown. The Berkeley Central has opened with 143 new apartments on Center Street, and there are 1,000 new units slated for future development in the Downtown area. In 2013, construction begins on the new Berkeley Art Museum, and the City is applying for grants to redo BART Plaza and surrounding areas.

So where do we go from here? We work to continually improve our standards and performance for cleaning, beautification and hospitality. And now that we have a solid foundation, we are looking to bring quality retail, housing, parking, transportation, office space to the Downtown, to fulfill our mission of a welcoming vibrant and prosperous Downtown Berkeley. There may be occasional bumps in the road, but the trajectory looks promising for the new Downtown.

Sincerely,

John Caner, CEO

DBA & Partners Bring Thousands to Downtown Berkeley

In 2012, the DBA partnered with several key organizations on special events to bring new visitors to the Downtown and introduce them to our vibrant food, business, shopping, entertainment, and cultural scene.

Our expectation is that a positive one-time event will translate into many happy returns. And by partnering with other organizations, we leverage our dollars and staff, and attract new communities through our partners.



The **Downtown Berkeley Musician's Corner**, was inaugurated over the summer, and has provided numerous up and coming artists with enhanced exposure, and valuable performance experience. The performances regularly attract a crowd to BART Plaza to listen the music, dance, and enjoy the diverse artistic talent within the Berkeley community.



The fifth annual **Downtown Berkeley MusicFest** began with the first ever Kick-off Concert for the public in BART Plaza that enlivened the public space and increased awareness of the festival's four days of concerts performed by national artists and top local talent throughout Berkeley's vibrant arts district.



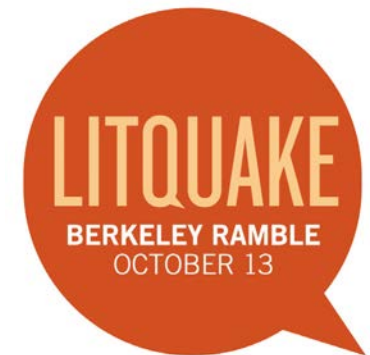
Berkeley Sunday Streets in October 2012 was a break away success. Partnering with Livable Berkeley and a number of others, we expected 5-10,000 people the first year of the program. We were stunned to have over 40,000 stroll, skate, cycle, dance, play in the open streets of Shattuck Ave. from Downtown to North Berkeley. People came from all over the Bay Area to experience Berkeley anew. Businesses along the route reported a 30-50% increase in sales on the day of the event.



The **Center Street Cinema Series** evolved under the direction of Berkeley Art Museum and Pacific Film Archive into "Cerebral Cinema" with live music, lectures and the B-list horror film programming that appealed especially to the unconventional Berkeley audience.



The first "Old Fashioned Ice Cream Social" event for **National Night Out** brought the Downtown community together with gelato provided by Almare Gelato, live music and the opportunity to connect with fellow residents and workers.



In 2012, *Litquake*, the nation's largest literary festival in San Francisco, jumped across the Bay for the **Berkeley Ramble**, a progressive literary feast of author events with Q&A sessions and book sales/signings throughout Downtown Berkeley in one afternoon.



For the Holiday season, the Downtown Berkeley Association hosted the first **Downtown Berkeley Tree Lighting Celebration** in BART Plaza with a cappella holiday music, free hot chocolate, cookies, and of course, a visit from Mr. Claus himself.

DBA Operations Report 2012: A Year in Review

Cleaning Statistics 2012

131	Requests submitted to City of Berkeley Service Center
11,990	Bills/Stickers Removed
3,050	Graffiti Removed
2,239	Hazardous Waste Clean-up
223	Block Faces Power Washed
820	Public Fixtures Painted
47,356	Pounds of Trash Picked up
728	Trashcans Leveled Off

Landscaping Statistics 2012

193	Flower Baskets Hung
58	Median Fingers Landscaped
270	Large Planters Landscaped
649	Tree Wells Weeded
250	Block Faces Weeded

Hospitality Statistics 2012

2,977	Business Contacts
25,383	Hospitality Assistance
5,753	Maps/Information Distributed
796	Referral to Shelter/Resources
5,645	Street Population Contacts
1,414	Assistance Requested by Business
124	Request for Police/Fire/EMS
392	Safety Escorts
44	Safety Hazards Reported
1,566	Trespassers/Loiterers

April Launch

We started 2012 with our “Big Splash” of deep cleaning and landscaping the entire Downtown, to make it beautiful and sparkling clean in time for the big launch event in April. Ambassadors and City staff worked day and night for three months power washing, painting, removing graffiti, planting, weeding, sweeping, and picking up garbage. To complete the transformation, we installed the 193 flower baskets throughout the district that have become icons of the “New Downtown Berkeley.”



Having Impact

After the April launch, the DBA commenced full operations, with the new Ambassador program providing integrated cleaning, landscaping and hospitality services. This combined approach leverages our budget and staff, and gives Ambassadors a sense of ownership and pride in all aspects of the Downtown. Ambassadors provided hospitality assistance to over 25,000 visitors and residents, and checked-in nearly 3,000 times with our Downtown businesses. Ambassadors also removed over 3,000 pieces of graffiti, power washed 223 blocks and picked up more than 47,000 pounds from the Downtown (see statistics sidebar for more metrics).

Our efforts have made a difference. The stakeholder survey results show property owner and merchants have seen significant improvement over the past year in cleaning, beautification, visibility and overall condition (see below graphs).



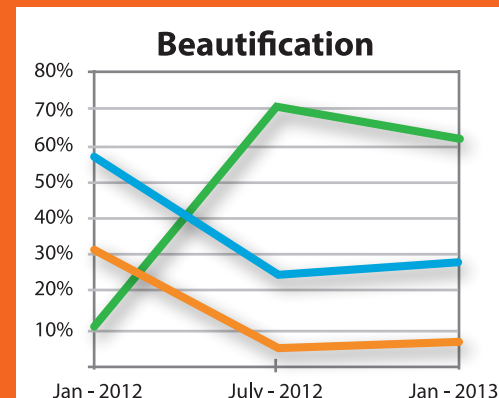
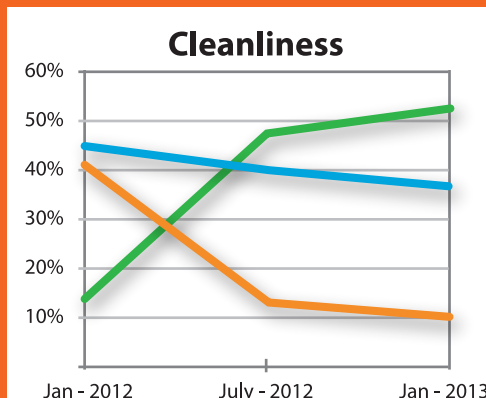
Strong Partnerships

Our success in the first year was in large part due to strong partnerships with numerous City departments and local organizations to learn best practices and to better coordinate services.

We closely coordinate our enhanced cleaning services with Public Works and refer larger projects to them. We partnered with the City of Berkeley’s Health and Human Services to train Ambassadors on mental health issues and local resources, giving Ambassadors the tools to effectively refer almost 800 people to local social services and shelters in the last year.

Ambassadors collaborate on a daily basis with the Downtown’s beat officers, especially our friendly bike cops. In addition, they have undergone training with Berkeley Police on conflict diffusion and education about local ordinances. We also partnered with the City of Berkeley Parks & Recreation Department and local plant experts for our landscaping design and plant selection.

Business and Property Owner Feedback



Our new collaborations and strengthened partnerships have amplified our efforts, creating a noticeable positive impact in the Downtown.

Comprehensive Training

To complement the Ambassador education offered by our partners, we hold bi-weekly training sessions for Ambassadors to learn best practices and procedures in hospitality and cleaning services. Through this comprehensive training, the Ambassador team has learned how to cultivate meaningful relationships with business owners and staff, give great directions, and use a welcoming demeanor to enhance hospitality services.



The Ambassadors have also learned how to utilize our mobile Welcome Kiosk to provide information and directions to visitors and residents. We evaluate our performance on a monthly basis and continually look for new ways to improve the Downtown.

More than Statistics

The reception and appreciation shown to the Ambassadors by business owners, visitors and residents has also been heart-warming and motivating (see Community Feedback sidebar). The entire Ambassador team takes great pride in their work and in the



Downtown's transformation. We welcome continual feedback – both good and bad – on how we can improve the Downtown.

Our collective efforts in the past year have led to a significant change in perceptions about the Downtown and we look forward to having more opportunities to have a positive impact on the Downtown community. Increased training, highly experienced Ambassadors, streamlined operations are all new components that will make us an even better team.

Throughout the coming year, we will continue to strengthen our relationships with merchants, residents and property owners, and to enhance the effectiveness of our cleaning and hospitality services towards creating a clean, welcoming and vibrant Downtown.

Sincerely,

Lance Gorée, Operations Manager

Community Feedback

"I've only had awesome experiences with the Ambassadors. They've made the area feel a lot friendlier, and have helped us out in a few tough situations. Five stars, two thumbs up, A+ all around." - **Merchant**

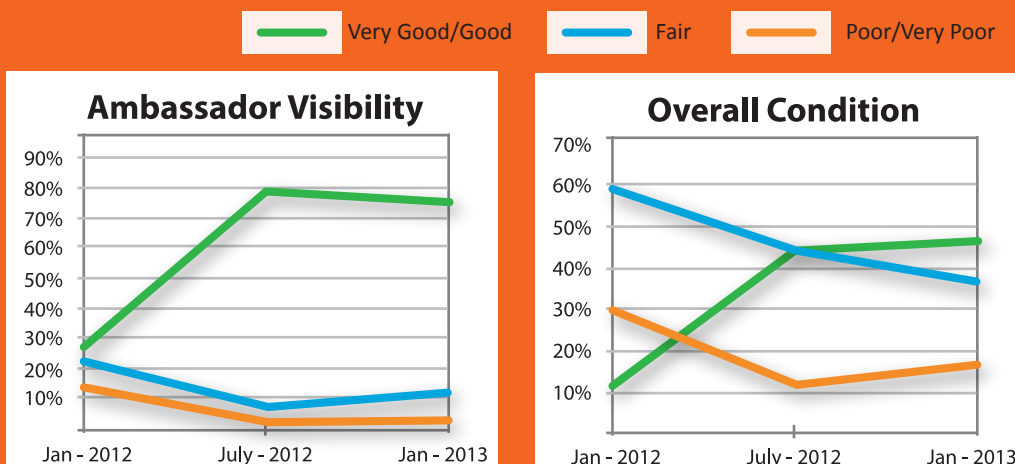
"Between the development in the Downtown area and the cleaner, more friendly atmosphere that the Ambassadors create, Downtown feels like more like a destination...Berkeley residents have something to take pride in with the Ambassador program!" - **Arts organization**

"I just wanted to say what a wonderful job the Ambassadors are doing downtown! Everything looks beautiful and sparkling!" - **Resident**

"In responding to our call for service, your Ambassador was very professional, knowledgeable, and courteous. SO GLAD to have been on the receiving end of an Ambassador as a resource and advocate." - **Business**

"I don't know how your Ambassador became to be so compassionate and so alert and strong at the same time but I'm very grateful that she was there. Your program is wonderful. Every city should have something like it." - **Visitor**

"The PBID is really working. Keep it up. You have hired some great people who really do greet on the street and work with a smile. Awesome! Congratulations!" - **Environmental organization**



New Downtown Developments in 2012



The DBA launched the “New Downtown” at Hotel Shattuck Plaza on April 4th, 2012.

Photo: Nancy Rubin



UC Berkeley Botanical Gardens collaborated with DBA and BART to bring the “Rose Pavilion” artwork to the BART Station.

Photo: DBA



Comal opened on Shattuck Avenue in May 2012.

Photo: Charlie Villyard



Belli Osteria opened on Shattuck Avenue in October 2012.

Photo: DBA



Asha Tea House opened on University Avenue in August 2012.

Photo: Asha Tea House



Berkeley Central opened on Center Street in late 2012, featuring 134 loft-style apartments and nine penthouse units.

Photo: Berkeley Central



The new design was announced for Berkeley Art Museum/Pacific Film Archive in early 2012.

Image: BAM/PFA



Acheson Commons project at the corner of Shattuck Avenue and University Avenue is expected to break ground in 2013.

Image: Kirk Peterson, architect

Summary Financial Statements

Statement of Activities

Jan. 1, 2012 - Dec. 31, 2012

Assessment Revenue.....	\$1,192,226
Program Revenue	\$13,619
Interest Revenue	\$436
Total Revenue.....	\$1,206,281

Program Expenses	\$1,004,663
Personnel Expenses.....	\$206,541
General and Admin. Expenses.....	\$62,131
Total Expenses.....	\$1,273,336

Total Change in Net Assets.....-\$67,055

Balance Sheet

December 31, 2012

Checking/Savings.....	\$267,292
Receivables.....	\$3,625
Other Current Assets.....	\$0
Total Net Fixed Assets.....	\$3,164
Total Assets	\$274,081

Payables.....	\$71,626
Other Current Liabilities	\$137,226
Total Liabilities	\$208,852

Unrestricted Net Assets.....	\$65,229
Restricted Net Assets.....	\$0
Total Net Assets.....	\$65,229

Total Liabilities & Net Assets.....\$274,081

Lance Gorée, DBA Operations

Manager, attended Berkeley public schools through ninth grades until his family moved to Kansas. Lance went to Kansas State to pursue his baseball dreams and then returned to the Bay Area in 1988 for the “culture and excitement” that he remembered fondly from his youth. Lance has over twenty years of experience in the retail industry, working in customer service both at the back and the front of the house. Lance came to the Downtown Berkeley Association because he wanted a chance to give back to the community that he grew up in.



Lance says that what most surprised him in the last year was the diverse nature of attitudes, backgrounds, and interactions that he encountered in the Downtown.

For Lance, the most gratifying aspect of his role as Operations Manager has been the outward appreciation that the Berkeley community has shown the Ambassadors.

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

Daniel Rabin, DBA Secretary
Townsend Properties

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Robert Hatheway
University of California, Berkeley

John Hyjer
Equity Residential

Scott Newman
Beacon Group Ventures

Ito Ripsteen
Gordon Commercial Real Estate

Kristine Seinsch
Jazzcafé

Amy Thomas
Pegasus Books

Steve Tipping
Tipping Mar

Amy Tobin
David Brower Center

Welcome New Businesses

DINING

Asha Tea House
2086 University Ave.

Belli Osteria
2016 Shattuck Ave.

Brasa: Peruvian Chicken Joint
1960 University Ave.

Café Clem
2020 Kittredge St.

Cakes and Purls Bakery
2115 Allston Way

Comal
2020 Shattuck Ave.

Crab Yard
2037 Shattuck Ave.

Crunch
2144 Center St.

Green Earth Cafe & Bakery
2124 Center St.

Fresco Mexican Grill
2177 Shattuck Ave.

Red Buffalo
2370 Shattuck Ave.

Sol y Luna Taqueria
1926 Shattuck Ave.

Suya African-Caribbean Grill
2130 Oxford St.

Yak 'n' Yeti
2160 University Ave.

SERVICES

Addison St. Ki-Aikido
1911 Addison St. Suite 103

Arakelian Wealth Management
1911 Addison St. Suite 102

Bellevue Eye Medical Center
1911 Addison St. Suite 103

Berkeley CPR Classes
2076 University Ave. Suite B

Campus Dental Care
2136 University Ave.

Chase
2390 Shattuck Ave.

Chase Private Client
2150 Shattuck Ave. #175

FRiN Graphics
1936 University Ave. #100

GSports Physical Therapy
2030 Addison St. Suite 101

Jeff Kohn Accounting Services
2375 Shattuck Ave. Suite E

Mend Human Repair Shop
64 Shattuck Sq. Suite 212

Mobile Kangaroo
133 Berkeley Sq.

Yoga to the People - Hot
2036 Bancroft Way 3rd Floor



Contact **Shifra de Benedictis-Kesser**, **DBA Marketing Manager**, regarding the enews, online events calendar, social media, the Downtown Berkeley Musician's Corner, and other DBA events and marketing programs.

it starts here.

DOWNTOWN BERKELEY

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Photo: Nancy Rubin