



taste.



create.



experience.

Margo Hall in *Trouble in Mind* at Aurora Theatre Company. Photo by Aurora Theatre Company.

DOWNTOWN BERKELEY

it starts here.



2014
ANNUAL REPORT

A Year of Ups and Downs – But Headed in the Right Direction



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).

This has been a year of ups and downs. We have experienced a wave of new investment, but we have also witnessed an increase in homeless and transients, and problematic street behavior, in part due to closure of large encampments in nearby areas, and emboldened behavior after the protests this past year.

We are now up to **16 new projects with 1,804 new housing units** in the pipeline in or near Downtown. Many of these new projects target professional and empty nesters, bringing needed economic diversity to the Downtown. And the Pyramid Group has taken over the **hotel/condo project** at BofA site, planning to move quickly on approvals and construction.

The new **BAM/PFA** is under construction and will open in January 2016. An exciting \$11.5 million renovation of **BART Plaza** breaks ground early next year. And soon thereafter the **Berkeley and Shattuck Square reconfiguration** project gets underway, providing a safer two way street and angled parking. **The UC Theatre** music venue just broke ground on University Ave, and we also welcome the **Berkeley Underground** music venue. This summer, **Berkeley Rep** begins a six month renovation of their Thrust Theater. **Target Express** just opened, only the third store in the nation with this new smaller footprint. And **WeWork** recently opened, planning on six floors of coworking space bringing over 600 entrepreneurs to the Downtown daytime economy.

We are working with City to support a new **Homeless Crisis Resource Center**, which should be launched later this year, targeting those in greatest need. Council also just passed the **Community Commercial Sidewalks and Public Space** initiative, proposed by the DBA, with 11 new measures to address problematic street behavior. Council also just approved **Positive Change** donation box pilot program in the Downtown providing a constructive alternative to giving money to

panhandlers. And finally the DBA recently introduced our **Care to Share** program, to get timely and accurate reporting of problems to our Ambassadors, BPD, and other City staff as they happen. Reversing this trend is our highest priority.

We are also experiencing one of the worst droughts in California history. In May we ceased regular power washing of sidewalks with runoff due to a statewide mandate. However, in June we took delivery of new **Cyclone power washer** that recycles up to 80% of the water when scrubbing the sidewalks, and we started replanting Downtown planters and medians with **drought-resistant succulents** with support from Target Express and other partners. We continue to seek operational improvements to achieve high results with low water use, anticipating a continued drought environment.

Our board has initiated a **strategic planning process** working towards a renewal of our Property Based Business Improvement district (PBID) in 2017, engaging property owners, merchants, businesses, nonprofits and stakeholder in vision for the next 5 -10 years for the Downtown.

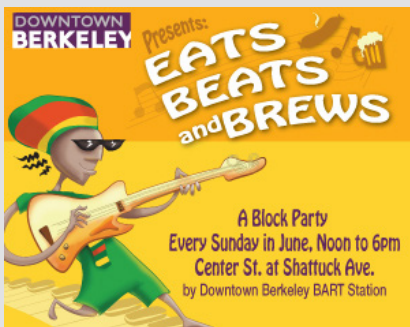
In next three to five years this will be a completely transformed Downtown Berkeley. We will have a thousand of new residents and visitors living, working, eating, and seeking entertainment Downtown. We will have a gleaming new gateway in BART Plaza, and stunning new cultural venues that are the envy of any commercial district. Despite some challenges, the future is bright indeed.

Sincerely,

John Caner, CEO

DBA & Partners Bring Thousands to Downtown Berkeley

In 2014, The DBA and its partners expanded the number and scale of events in Downtown Berkeley, drawing thousands of new people to the district. The DBA's marketing and Ambassador services have attracted many new and unique events to Berkeley, and supported the expansion of ongoing events.



In June, the DBA debuted **Eats Beats & Brews**, a weekly block party every Sunday in June featuring live music and an outdoor beer garden, delicious local food, and fun games. EBB showcased diverse musical talent, including high school bands, indie rock, salsa, reggae, and folk music. Triple Rock Brewery and Drake's Brewing Company served up refreshing cold beers, while Center Street restaurants featured over 15 different international cuisines.



Inspired by the original Cider Summit of Seattle, the **Berkeley Cider Summit** was held in Civic Center Park on April 26, featuring approximately 90 ciders from the U.S., England, Scotland, France and Spain. Owners and cider makers were able to interact with fans, explaining their unique cider-making process, and offering four-ounce samples.



On September 11, the **Downtown Berkeley MusicFest** drew its biggest crowds yet with a kick-off concert featuring East Bay Brass Band playing mashups of New Orleans big band tunes and Alta California with latin "rumba esquina." MusicFest included 13 venues with an array of music including Latin, jazz, rock, bluegrass, folk, reggae, soul, and more!



On July 19, **Berkeley Spark** returned for the second year, bringing Burning Man art, creativity and technology to Civic Center Park. The festival featured interactive art installations, music and ecstatic dance, playa clothing designers, handcrafted jewelers, experiential workshops, innovative technology demonstrations and mutant vehicles.



October 12 was a beautiful day in Berkeley for the third annual **Sunday Streets Berkeley** along Shattuck Ave from Rose to Haste. Over 30,000 people biked, walked, skated, played and danced in the open streets! From Rock the Bike at the North Hub to Sports Basement at Haste, there were tons of interactive activities, performances, and art for all ages.



The **Berkeley Half Marathon** returned to Berkeley for the second year on November 9, both starting and ending in Downtown Berkeley at Civic Center Park. This 13.1-mile loop course was a fantastic tour of Berkeley with a Finish line festival where cheering fans and finishers gathered to recover, refuel and celebrate!



The whole community came together for the **Downtown Berkeley Holiday Tree Lighting** on December 4, enjoying cookies from PIQ Bakery and Almare Gelato's famous hot chocolate while Berkeley Community Chamber Singers performed. Photos with Santa Claus were the highlight of the evening for all.

DBA Operations Report 2014: A Year in Review

Cleaning Statistics 2014

230	Requests submitted to City of Berkeley Service Center
8,959	Bills/Stickers Removed
7,660	Graffiti Removed
3,982	Hazardous Waste Clean-up
202	Block Faces Power Washed
458	Public Fixtures Painted
103,353	Pounds of Trash Picked up
8,695	Trashcans Leveled Off

Landscaping Statistics 2014

175	Succulents planted
3,165	Tree Wells Weeded
842	Block Faces Weeded

Hospitality Statistics 2014

13,104	Business Contacts
24,096	Hospitality Assistance
10,747	Maps/Information Distributed
951	Referral to Shelter/Resources
6,926	Street Population Contacts
2,242	Assistance Requested by Business
206	Request for Police/Fire/EMS
923	Safety Escorts
324	Safety Hazards Reported
2,894	Trespassers/Loiterers

Overcoming Challenges

2014 saw the start of our third year of ambassador services aimed at making Downtown Berkeley a vibrant, clean and welcoming city center. We encountered some challenges from the state-wide drought, as well as the increased street population, but worked creatively to continue to make Downtown Berkeley enjoyable for each and every person that visits, works or lives in the area.



The severe California drought has forced the Ambassador team to revisit how it cleans and how it landscapes throughout the district. Instead of consistently using hand held power washing wands, the team was trained on and incorporated the Advance Cyclone cleaning system. The Cyclone simultaneously blasts and scours away dirt and grime, reclaims cleaning water and filters out contaminants allowing for the use of the reclaimed water.



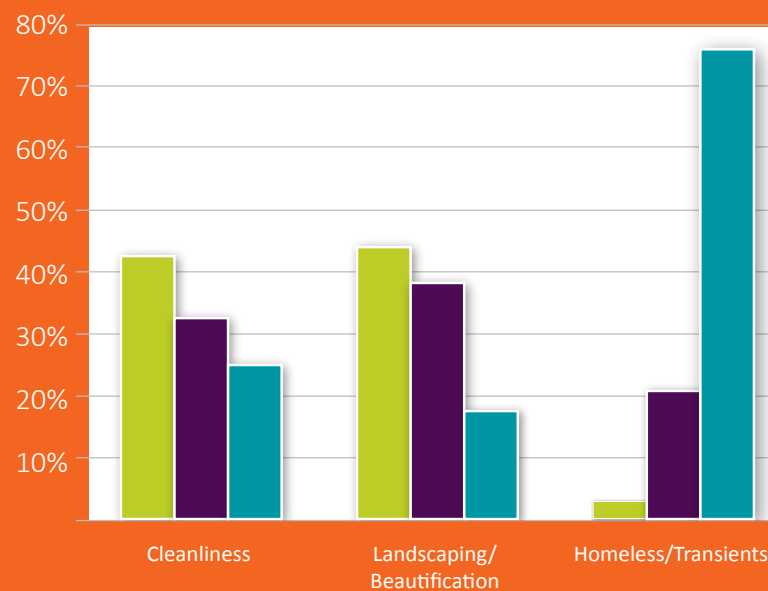
Cleaning up the Downtown

Over the past year we have seen an explosion of visitors to the Downtown, which brings both more energy – and trash – to our Downtown. Our Ambassadors have worked hard to keep Downtown sparkling by abating 7,660 graffiti tags, removing 15,157 postings/stickers, power washing 395 block faces and removing 103,353 pounds of trash from the Downtown Berkeley streets. Sometimes pleasing people is about what they don't see.

Water Conservative Landscaping

In partnership with Target Express, The Ruth Bancroft Garden and The Berkeley Project, we landscaped five downtown planters with drought-tolerant water-conservative succulents. This one project alone will save an estimated 6,800 gallons of water every year. Ambassadors also planted new succulents in the Shattuck Ave medians from Allston Way to Dwight Way, and in the planters in front of Peet's Coffee & Tea and Staples.

Business and Property Owner Feedback



Hospitality - More than Metrics

On top of cleaning, our Ambassadors offer hospitality services, which include everything from directions to visitors, to assisting with local events. Our Ambassadors undergo continuous comprehensive training to become hospitality experts. Courses and team discussions such as Giving Great Directions, and Identifying and Fulfilling Needs give our team the knowledge base that each ambassador then enhances with added experience in the field.



Outreach to Businesses & Street Population

Our Ambassadors act as stewards of the Downtown, offering help, guidance and services so that we can have a long term positive impact on the Downtown. To that end, Ambassadors also offer services to businesses and their workers directly through outreach, and responding requests for assistance via the "hotline" number answered 7am until 10pm every day. In 2014, our ambassadors responded to 2,081 requests from Downtown Berkeley businesses and provided 923 escorts, largely to the elderly for safety and to guide visitors to their chosen destinations. The other aspect of Ambassador outreach is addressing issues surrounding the growing and evolving street population and



the problematic behaviors. Over this past year, Ambassadors had 6,926 interactions with the street population, referring and connecting 951 of them to shelter or resources. Ambassador training enables them to ensure a clean and accessible sidewalk and public space for everyone in an equitable and compassionate way. Berkeley Police and local social service agencies provide specific, unique and critical training to Ambassadors on a regular basis.

Throughout 2014 and during the coming year, the Ambassador team will strengthen relationships with merchants, residents, property owners and the community as a whole. We will enhance our cleaning effectiveness and hospitality skills, we will do whatever we can to continue our journey in making Downtown Berkeley a clean, welcoming and vibrant city center.

Sincerely,

Lance Gorée, Operations Manager

Community Feedback

"I want to thank all the Ambassadors for keeping downtown clean and helping maintain balance on the streets through interacting with the public. Also, as one of Berkeley's locals without a residence and steady income, I really appreciate the courtesy of all Ambassadors." - Resident

"I just wanted to let you know that two ambassadors were very courteous and helpful in helping me find the keys which I had lost in the garage. I want to give them both a big thumbs up!" - Conference attendee

"I have had an office here for 20 plus years, and saw the Area before the Ambassadors were even a concept project. Now I've seen HOW HARD the people do their job, and dedicated they are to their job." - Business

"My family was in town to attend a nephew's basketball game at UC Berkeley. We had no idea how to get to the campus or a good place for dinner. We ran into one of your ambassadors and she was really nice and helpful. All of our questions were answered and we ate at a really nice restaurant. Thank you." - Visitor

"I saw that a frail woman had fallen down in the road while trying to cross. An Ambassador rushed and helped her up, then escorted her back to the sidewalk. He waited with her until she felt better, then walked her across to the opposite corner where she had been headed. I asked his name and about what he just did and he answered, 'Well, I have a mother'. Kudos to Ernest and the Ambassador Program." - Commuter



New Downtown Developments in 2014



BART presented the Downtown Berkeley BART Plaza redesign 65% plan to the community.

Photo: BART



Ursus Redivivus, a giant kinetic bear sculpture made from the escalator parts, was unveiled in BART Plaza in March 2015.

Photo: DBA



La Botella Republic wine bar opened on Center Street in May 2014.

Photo: Christopher Clarke



Perdition Smokehouse, serving Texas-style barbeque, opened on University Avenue in June 2014.

Photo: Perdition Smokehouse



WeWork opened on University Ave in January 2015, with six floors of coworking space, bringing over 600 entrepreneurs to Downtown

Photo: DBA



Target Express opened in March 2015, as the third store in the nation featuring a new smaller footprint.

Photo: DBA



For the 2014-2015 holiday season, the DBA wrapped 155 trees in white and purple lights.

Image: Allan Stross



The UC Theatre broke ground, bringing a wonderful community jewel back to life, which will open in late 2015.

Image: Yoni Mayeri

Summary Financial Statements

Statement of Activities

Jan. 1, 2014 - Dec. 31, 2014

Assessment Revenue.....	\$1,191,377
Program Revenue	\$280,306
Interest Revenue	\$24
Total Revenue.....	\$1,471,707

Program Expenses	\$1,164,977
Personnel Expenses	\$204,292
General and Admin. Expenses.....	\$72,964
Total Expenses.....	\$1,442,233

Total Change in Net Assets.....\$29,474

Balance Sheet

December 31, 2014

Checking/Savings.....	\$319,487
Receivables.....	\$0
Other Current Assets	\$0
Total Net Fixed Assets.....	\$10,774
Total Assets	\$330,261

Payables.....	\$20,240
Other Current Liabilities	\$149,680
Total Liabilities	\$169,920

Unrestricted Net Assets.....	\$160,341
Restricted Net Assets.....	\$0
Total Net Assets.....	\$160,341

Total Liabilities & Net Assets.....\$330,261



THANK YOU SUSIE!

Susie Medak, Managing Director of the Berkeley Rep, has served 25 years on the DBA board, many of those years as our leader. This year she is stepping down as Board President. We owe a deep gratitude to her for leadership and service helping revitalize the Downtown.

Board of Directors

OFFICERS

Susan Medak, DBA President
Berkeley Repertory Theatre

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

Robert Hatheway, DBA Treasurer
University of California, Berkeley

Daniel Rabin, DBA Secretary
Townsend Properties

DIRECTORS

Michael Caplan
City of Berkeley

John Hyjer
Equity Residential

Laksh Lakireddy
Everest Properties

Dorotheé Mitrani-bell
La Note Restaurant & Café Clem

John Paluska
Comal

Scott Newman
Beacon Group Ventures

Ito Ripsteen
Vine Street Investments

Lawrence Rinder
BAM/PFA

Bill Schrader
The Austin Group

Kristine Seinsch
Jazzcafé

Amy Thomas
Pegasus Books

Steve Tipping
Tipping Mar

Welcome New Businesses

DINING

A Dora Pie
1966 University Ave.

Amazing Crab
2370 Shattuck Ave.

Bobo Drinks
2037 Shattuck Ave.

Botella Republic
2055 Center St., Suite D

Imm Thai Street Food
2068 University Ave.

Kaze Ramen
1956 Shattuck Ave.

Perdition Smokehouse
2050 University Ave.

Sushi Secrets
2110 Shattuck Ave.

Tamon Tea
2055 Center St., Suite A

Tandoori Nite
2160 University Ave.

Tia's
2177 Kittredge St.

ENTERTAINMENT

Berkeley Underground
2284 Shattuck Ave.

SHOPPING & SERVICES

Baby Angel Children's Resale
1959 Shattuck Ave.

Berkeley Bubbles
2051 University Ave.

Love Hair & Nail
2435 Shattuck Ave.

One Medical Group
1801 Shattuck Ave., Suite A

The Jewish Federation
2121 Allston Way, Suite 200

The Optician
2115 Alston Way #1

Target Express
2187 Shattuck Ave.

WeWork Berkeley
2120 University Ave.

it starts here.

DOWNTOWN BERKELEY

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