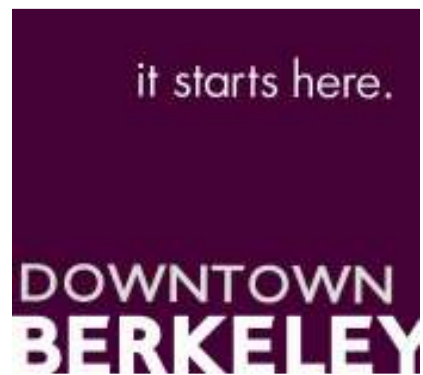


FOR IMMEDIATE RELEASE
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Press Contact: Jo Ann Driscoll
Cell: 510-459-8144;
Office: 510-665-5592
jamdricoll@gmail.com



The New Downtown Berkeley is launched on Tuesday, April 3, 2012

Three Month Cleaning Blitz Now Complete!
Nearly Four Miles of Sidewalks Power Washed, Over 25,000 Gum Stains Removed
Light Poles, Street Fixtures Painted, New Landscaping and More

Enhanced Ambassador Program to Assist Residents and Visitors Announced

New Berkeley Marketing Campaign: "Taste, Create, Experience" is Launched

(Berkeley, CA) -- An extraordinary \$1.2 million, five-year commitment of Downtown Berkeley property owners, merchants and business leaders to revitalize its downtown will be celebrated at 8:45 a.m. on Tuesday, April 3, 2012. The Berkeley Downtown Business Association (DBA) will kick-off its campaign "It Starts Here" at the Hotel Shattuck Plaza, 2086 Allston Way in Berkeley.

On display will be the newly-cleaned and beautified City Center area of Downtown Berkeley. DBA's 16-member Cleaning and Hospitality Ambassadors will greet attendees to the special kick-off event. The civic celebration will also highlight Downtown Berkeley as a unique City Center with global influence, showcasing its amazing achievements and its many firsts. The "It Starts Here" promotional campaign invites visitors, workers and residents to "Taste, Create and Experience" the New Downtown Berkeley.

"Today's more welcoming and vibrant downtown Berkeley is the first result of a \$1.2 million effort recently initiated by the property owners, businesses and nonprofits in Berkeley," said **John Caner, DBA's Chief Executive Officer**. "In June 2011, property owners overwhelmingly approved by 71% a new Property Based Business Improvement District (PBID), representing a four-fold increase over our prior budget. In addition to services already provided by the City, the mission of the PBID is to create

and sustain a vibrant, welcoming and prosperous City Center—and our members have already committed to enhancing the cleaning, services, landscaping and hospitality of Downtown Berkeley,” Caner said.

“Our City has inspired the world!” said **Susan Medak, President of DBA’s Board of Directors**. “This five-year investment by property owners will increase the cultural, civic, and economic vitality of Downtown Berkeley—the heart of our City. Downtown Berkeley’s arts, culture, restaurants and food, ideas and innovation—along with the achievements of our world-class university next door— make Downtown Berkeley a remarkable place to live, work, eat, shop, study, and play.”

“The City is delighted with the rollout of PBID services for a cleaner, vibrant, more welcoming Downtown” adds **Berkeley Mayor Tom Bates**. “We see their team everywhere in their bright yellow uniforms making a big difference already in the Downtown.” Bates adds, “Moreover the timing is perfect, coinciding with recent approval of a new Downtown Area Plan and a number of other planned initiatives, including the renovation of BART Plaza and plans for the Berkeley Art Museum to move to Downtown.”

According to **Acting City Manager Christine Daniel**, “The City has worked with the DBA to coordinate the services and projects being done by both organizations over the last few months,” she said. “Public Works, Parks and Forestry, Economic Development, and Neighborhood Services have all been involved to ensure that City projects such as irrigation repairs, tree trimming, and curb painting have been done in coordination with the DBA’s improvements. The partnership between the City and the DBA will have a very positive effect for the people who work, live, shop and dine in the Downtown.”

Caner adds, “This has been an unbelievable team effort, we could not have done this without generous City support and shared vision of vibrant welcoming Downtown Berkeley.

“The painting and landscaping has done wonders for the look of things,” said Games of Berkeley Manager Janet Winters. “We’ve been here for 30 years and have multi-generations of customers and the streets are more pleasant to walk around. I’m happy to see the Host Ambassadors. They have a good touch with the people they interact with. When I see all the flowers, I think, here’s a town that really cares!”

“Kudos, what an incredible job!” exclaimed Nicolai Riviuccio, Founding Partner and Manager of Berkeley’s PIQ Café (Pane Italiano Qualita). “We’re really excited to be part of this new energy, bringing back this good vibe to Downtown Berkeley,” he continued. “With indoor and outdoor seating and the best pizza outside of Naples, we welcome everyone to experience Berkeley’s hospitality.”

ABOUT DOWNTOWN BERKELEY ASSOCIATION

Downtown Berkeley Association is a nonprofit membership organization and the Owner's Association for the new Property-Based Business Improvement District (PBID), representing 187 property owners and approximately 850 of their merchant and business tenants. In June of 2001, Downtown Berkeley property owners approved the PBID self-imposed and self-governed property tax assessment to fund new environmental and economic enhancements that augment – not replace – base level City services. The purpose of the PBID is to create and sustain a vibrant and prosperous City Center by: 1) Producing a consistently clean, welcoming, and attractive Downtown experience; 2) Attracting and retaining new businesses; 3) Cultivating a fun and vibrant Downtown “living room;” 4) Enhancing property values, sales, and occupancies; 5) Helping Downtown businesses compete locally and regionally. The district encompasses 25 blocks, bounded by Delaware St. to the north, Oxford and Fulton Streets to the east, Martin Luther King Jr. Way to the west, and Dwight Way to the south.

For more information about Downtown Berkeley Association, 2230 Shattuck Avenue, Suite C, visit www.downtownberkeley.com, or call 510-549-2230.