

MEET ME
DOWNTOWN



DOWNTOWN
BERKELEY

2016
ANNUAL REPORT

Renewal & Beyond



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 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, Grant Street to the west, and Carleton Street to the south.

Front Cover Photo Credits: UC Theatre, DBA

In May 2016, our property owners **renewed and expanded the Downtown Berkeley PBID** (Property-based Business Improvement District) by an overwhelming vote of 86.6%. The renewal, effective January 1, 2017, extended the district three blocks down Shattuck Ave to Carleton St., and one block down University to Grant St. Moreover the renewal expanded the scope to include a new Vitality Director (see page 7) and placemaking activities for the Downtown.

2017 will be a year of transition, building toward an amazing 2018 and beyond (see page 3):

First and foremost, the **new BART Plaza will open in late 2017**, with stunning entrances and a complete new look worthy of being the gateway to our Downtown and City. The DBA will be installing a new Welcome Kiosk in partnership with Visit Berkeley and the UC Berkeley Chancellor's Community Partnership Fund. We are also working with property owners and businesses to activate new sidewalk seating, and with the Civic Arts Commission to install a new sound system and lighting for ongoing performances, as well as ongoing art installations.

Second, the **new Center-Addison Garage** is expected to come online by the end of the year also, with: 720 parking spaces (a 71% increase); dynamic lanes for peak period entrance and exits; wide double ramps; vehicle charging stations; a new bike station on Center Street; and a gallery/retail space, and attended restrooms on Addison Street. The new garage will greatly enhance the visitor experience in the Downtown, and create new parking for visitors, workers, and residents who are not able to walk, bike or take public transit.

Third, **the new hotel at Center and Shattuck** (at the Bank of America site) will finally break ground later this year. When completed in 2020, the hotel will offer 229 rooms, 10,800 sq. ft. of conference space, rooftop event space, top floor lounge and a first floor restaurant. Coupled with the

new museum, Center Street is poised to become one of the great streets of the Bay Area.

Fourth, the **housing expansion** continues. This past year, we witnessed the opening of The Overture, Fidelity, and Addison Arts Apartments in addition to the prior opening of the Varsity and Berkeley Central. Under construction and to be completed this year are the new StoneFire and The Dwight projects which target professionals and empty nesters, as well as students. Further down the road are a number of other projects that are either fully entitled or under development.

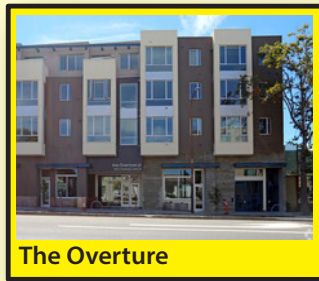
Fifth, exciting **new culture, food and entertainment venues** are poised for further expansion in our Downtown. Cornerstone Craft Beer, Food & Live Music just opened at Durant and Shattuck, and DRAW Billiards Club will soon open on Shattuck Square. Also, renowned restaurateur Charlie Hallowell (of Pizziola fame) will open his second Boot & Shoe Service restaurant in the old BUILD space at Shattuck and Kittredge; Gio's Pizza and Bocce will open in the old Giovanni's space; the founders of Mission Cheese will open Maker's Commons on University, and the beloved Barclay's Pub is moving from Rockridge to the Downtown.

Sixth, our Ambassador staff, with its **Working Smarter Initiative** (see page 4 & 5), will continue to create and maintain a clean, welcoming, and vibrant Downtown for everyone.

An exciting future is ahead, indeed!

John Caner, CEO

Downtown Berkeley On The Move



The Overture



Center-Addison Garage



Acheson Commons



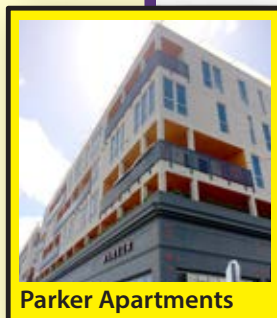
Addison Arts Apts



StoneFire



The Varsity



Parker Apartments



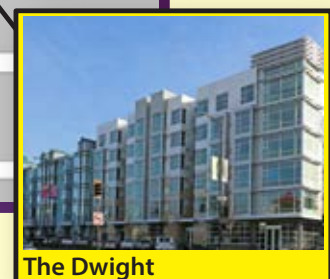
2129 Shattuck Hotel



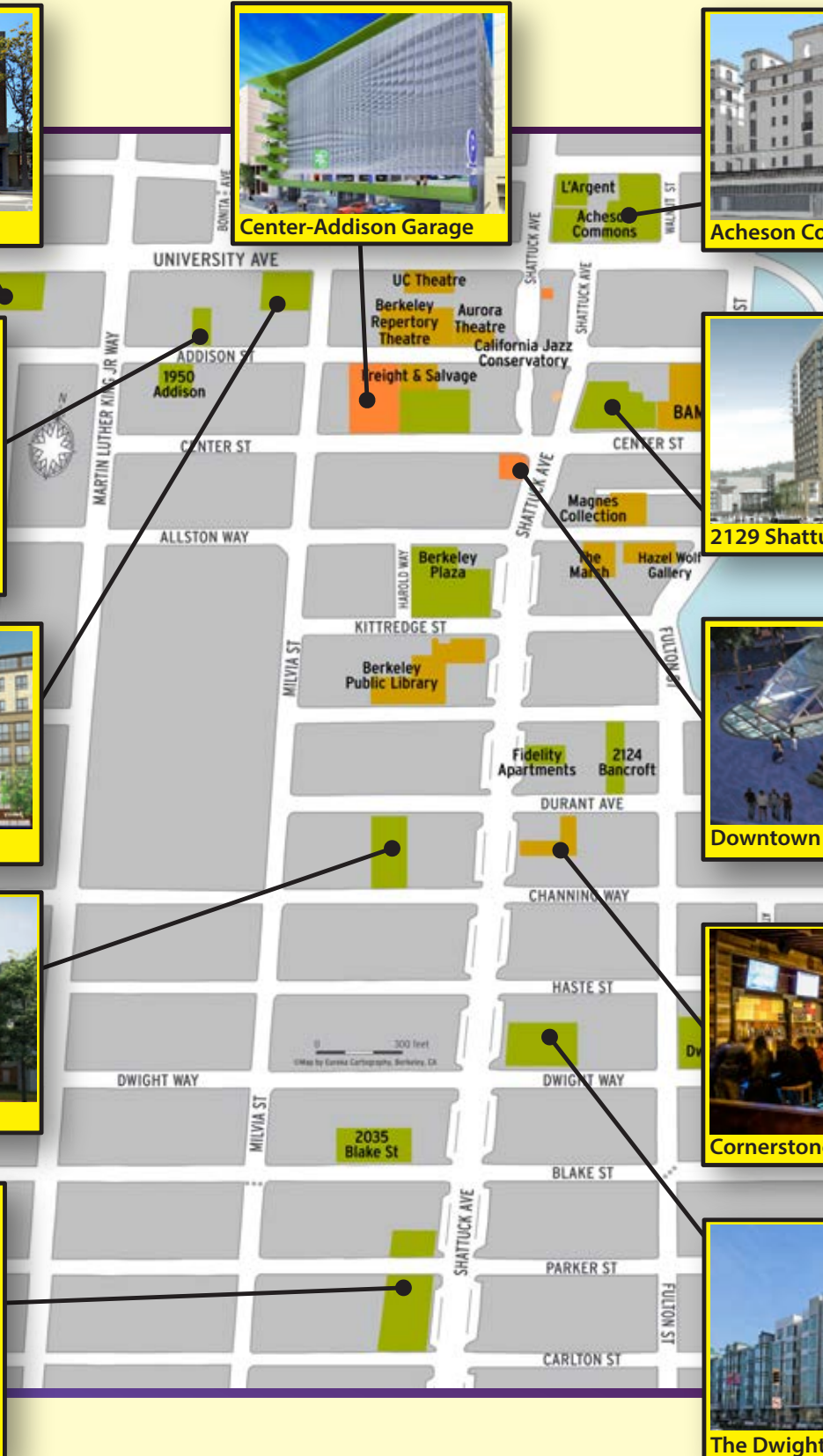
Downtown BART Plaza



Cornerstone



The Dwight



DBA Operations Report 2016: Working Smarter Initiative

Cleaning Statistics 2016

185	Requests submitted to City of Berkeley Service Center
2,888	Bills/Stickers Removed
2,633	Graffiti Removed
3,733	Hazardous Waste Clean-up
338	Block Faces Power Washed
986	Public Fixtures Painted
89,997	Pounds of Trash Picked up
3,538	Trashcans Leveled Off

Landscaping Statistics 2016

2,651	Tree Wells Weeded
1,378	Block Faces Weeded
192	Succulent Baskets Hung
9	Circular Planters with Succulents

Hospitality Statistics 2016

8,808	Business Contacts
21,685	Hospitality Assistance
1,688	Maps/Information Distributed
2,166	Referral to Shelter/Resources
7,373	Street Population Contacts
2,187	Assistance Requested by Business
161	Request for Police/Fire/EMS
808	Safety Escorts
45	Safety Hazards Reported
3,308	Trespassers/Loiterers

In 2016, we introduced the **Working Smart Initiative** to improve productivity and customer service in the Downtown to provide a cleaner, more vibrant and welcoming Downtown. We also initiated a number of process improvements to leverage our dedicated Ambassador team who are the heart, soul, and brawn of our Environmental Services program. Now more than ever, as our Downtown is experiencing a dramatic transformation, the Ambassador team is key to the success and effectiveness of the DBA.

Mobile Power Washer

Compared to the larger more cumbersome washers, this mobile unit allows Ambassadors to effectively power wash areas that are normally not accessible due to the time of day or high foot traffic restraints. Keeping our sidewalks clean has always been a challenging task, but now with this small power washer, it is that much easier.



TrolleyVac

The TrolleyVac is another exciting new addition to the Ambassadors's collection of tools they will use to get the job done smarter and more quickly. The versatility of this vacuum cleaner allows the Ambassadors to go anywhere and vacuum small articles of trash, such as cigarette butts, that were previously hard to see or difficult to reach.



SMART System

The new handheld SMART system enables our Ambassadors to be more timely and productive in sustaining a clean and welcoming Downtown. The system allows Ambassadors to quickly report photos and locations of work items that need attention, and readily report when work is completed. And with real time updates by Ambassadors on their mobile devices, data is automatically updated so management can easily evaluate trends, hotspots, and usage patterns to further maximize efficiency.



Succulent Planters and Baskets

Our succulents are unique and diverse, just like Downtown Berkeley! The DBA has been on the cutting edge of using succulents in the public realm. Besides being a responsible option, drought tolerant, and low maintenance, the succulents add new texture and visual beauty to the hardscape of our streets.



Operations Assistant

Ariana Woods is our secret weapon and glue that makes everything run faster and better for our Ambassadors. She assists Lance with day-to-day tasks which opens more time for him to focus on problem-solving and strategic issues.

She has thrived in her position becoming an Ambassador-trusted and relied upon member of the management team. Being detail oriented and hard working, Ms. Woods makes everyone else's job easier so the Ambassadors can focus and do their job even better! Thank You, Ariana!



These are a few of initiatives we have in place to show our commitment to working smarter and better for the Downtown Community.

Lance Gorée, Operations Manager

Community Feedback

"This is just a quick thank you for the help that Robert gave me last night as I struggled to get my wheelchair into the courtyard at Berkeley Rep. For some reason the sidewalk was fighting my wheelchair every inch of the way and Robert saw my problem. He offered to give me a push which I thankfully accepted. I am still learning to get around to events because of just such problems. This help made my evening much better. Thank you Downtown Berkeley Ambassador service. Please thank Robert who was kind, helpful and very polite."

-Berkeley Resident

"We are very happy to have just met Jerome! Thanks for the support and welcome to DBA. Our block is already looking so pretty! As you know, we are a destination fabric store with customers all around Northern Cal and even the world. It's so much better for Berkeley and our visitors to find our block beautiful."

-Suzan Steinberg, Merchant

"A quick note to commend the services of Rickey who gave us a great orientation from our parking lot to Berkeley Rep last Wednesday night, when the countdown to Curtain Time had begun. We got ourselves completely turned around and unfortunately parked in the wrong garage but Rickey saved the day by escorting us swiftly to our destination. The Berkeley Ambassador program is a helpful service, even those of us who are Berkeley natives appreciate the courtesy a great deal. Thank you, and special thanks to Rickey."

-Berkeley Residents



New Downtown Developments in 2016



Max Muscle opened on Bancroft Way in November 2016.

Photo: DBA



The first parklet in Downtown Berkeley opened on Oxford Street in June 2016.

Photo: DBA



The Bay Area Book Festival returned for its third year in June 2016.

Photo: Dianne P Brenner



McDonald's reopened after a full renovation in April 2016.

Photo: DBA



John Caner accepted the IDA Excellence award for the DBA's Meet Me Downtown marketing campaign in September 2016.

Photo: IDA



BAMPFA hosted all three of the presidential debates on their giant screen which drew huge crowds in September and October 2016.

Photo: BAMPFA



Tender Greens opened in February 2017.

Photo: DBA



B&B Kitchen and Bar opened on Shattuck Avenue in May 2016.

Photo: DBA

Summary Financial Statements

Statement of Activities

Jan. 1, 2016 - Dec. 31, 2016

Assessment Revenue.....	\$1,240,078
Program Revenue	\$292,282
Interest Revenue	\$33
Total Revenue.....	\$1,532,393
Program Expenses	\$1,201,214
Personnel Expenses	\$202,503
General and Admin. Expenses.....	\$75,096
Total Expenses.....	\$1,478,813
Total Change in Net Assets.....	\$53,580

Balance Sheet

December 31, 2016

Checking/Savings.....	\$483,971
Receivables.....	\$7,950
Other Current Assets.....	\$0
Total Net Fixed Assets.....	\$7,742
Total Assets	\$499,663
Payables.....	\$103,456
Other Current Liabilities	\$252,983
Total Liabilities	\$356,439
Unrestricted Net Assets.....	\$143,224
Restricted Net Assets.....	\$0
Total Net Assets.....	\$143,224
Total Liabilities & Net Assets.....	\$499,663

Board of Directors

Bill Schrader, DBA President
The Austin Group

Robert Hatheway, DBA Vice
President, Retired

Jordan Klein
City of Berkeley

Ingrid Chen
Viv & Ingrid

Laksh Lakireddy
Everest Properties

Emily Marthinsen
University of California, Berkeley

John Paluska
Comal

Sharon Dolan
Freight & Salvage Coffeehouse

Ito Ripsteen
Vine Street Investments

Laurie Rich
David Brower Center

Dorothee Mitrani
La Note Restaurant

Lawrence Rinder
BAM/PFA

Steve Tipping
Tipping Structural Engineers

Fran Gallati
YMCA of the Central Bay Area

David Shamszad
SG Real Estate

Susie Medak
Berkeley Repertory Theatre

John Lineweaver
2000 Center Street LLC

Chris Hudson
Hudson McDonald

Welcome New Businesses

Endless Summer Sweets
2370 Shattuck Ave.

Sweetgreen
1890 Shattuck Ave.

Butcher's Son
1941 University Ave.

B&B Kitchen and Bar
2116 Shattuck Ave.

Ike's Sandwiches
2172 Shattuck Ave.

Pacific Standard
2055 Center St. Suite D

Blue Bottle Coffee
2118 University Ave.

Berkeley Social Club
2050 university Ave.

Buona Vita Yogurt
2114 Shattuck Ave.

Lucia's Pizzeria
2016 Shattuck Ave.

Saha
2451 Shattuck Ave.

The Back Room
1984 Bonita Ave.

Hella Yoga
2240 Oxford St.

Tender Greens
2071 University Ave.

Matthew Jervis, Director of Vitality



From punk rocker to art director, teacher and author, Matthew brings a unique skill set and professional experience to the DBA including 10 years of creative marketing experience. As Director of Vitality he is responsible for marketing, communications, public space activation, and stakeholder engagement.

For close to 20 years, Matthew has led creative teams in the music industry, education, and in the arts, including brand direction to education non-profits and for-profit organizations. Matthew has also taken his experience into the classroom where he has designed and led creative courses for public after-school enrichment programs, including the Boys and Girls Club, which have been implemented in Berkeley and cities across the Bay Area and beyond. Matthew spent the past 5 years teaching graduate and undergraduate courses in branding and creative strategy and is the author of *How to Entertain, Distract, and Unplug Your Kids*. Matthew graduated from The California College of the Arts with a BA in graphic design, and has called Berkeley home for 17 years, where he is also raising 2 kids.



The DBA welcomes these new business:



Downtown Berkeley Association
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downtownberkeley.com

Downtown Berkeley Business Improvement District Boundaries

