



**FOR IMMEDIATE RELEASE
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DBA HIRES NEW VITALITY DIRECTOR

Matthew Jervis responsible for Marketing and Other Engagement

(Berkeley, CA) — Matthew Jervis has been hired as new Vitality Director for the Downtown Berkeley Association (DBA). This new position was created as part of the renewal and expansion of the Downtown Berkeley Business Improvement District, managed by the DBA, which was approved by district property owners in May 2016 and went into effect in January 1, 2017. As Vitality Director, Jervis will be responsible for the marketing, communications, stakeholder engagement, business support, and public space activation for the Downtown.

According to DBA CEO John Caner, “We are delighted to have Matthew join the Downtown Berkeley team. He brings a unique combination of marketing, design, communications, arts and music performance experience to the Downtown, as well as deep roots in the Berkeley community. Matthew will bring creativity and initiative to projects such as the activation of the new BART Plaza, and resident engagement with Downtown businesses and nonprofits.”

For 20 years Matthew has led creative strategy teams in advertising, the music industry, education, and the arts, providing design and brand direction to nonprofits and

commercial businesses. Matthew leveraged this experience to design a creativity curriculum for students and adults, including The MacGyver Class, an after-school enrichment program that was implemented here in Berkeley and eventually in cities across Northern California. For the past five years, Matthew has taught creative strategy at the Academy of Art University in addition to maintaining a consulting practice in creative thinking and brand strategy. He is thrilled to bring his experience in communication and brand building to Downtown Berkeley, where he has lived for the past 16 years. Matthew is also the author of *How to Entertain, Distract, and Unplug Your Kids*, from Skyhorse Publishing, and the proud parent of two Berkeley-raised teens.

Matthew may be reached at mjervis@downtownberkeley.com or 510.549.2230 x10.

About the Downtown Berkeley Association

Downtown Berkeley Association is a nonprofit membership organization and the Owner's Association for Downtown Berkeley's Property-Based Business Improvement District (PBID), representing 221 property owners and approximately 703 of their merchant and business tenants in a 30-block area of Downtown Berkeley, bounded by Delaware to north, Carleton to the south, Grant to the west and Oxford to the east. Visit downtownberkeley.com for more information, or follow us on [Twitter](#) and [Facebook](#) and Instagram.

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