

**DOWNTOWN
BERKELEY**
ANNUAL REPORT
2017



CEO REPORT

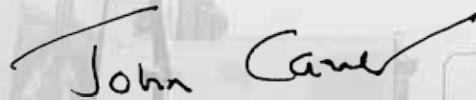
New It's Our Downtown

First and foremost our gleaming new transit portals open soon. Both the new \$50 million 720 space **Center Street Garage** and the \$13 million renovated **BART Plaza** open in August, transforming the transit experience—as well as first and last impressions—of the Downtown. Moreover the BART Plaza is our new town square, with an activation plan that will make a welcoming and lively crossroads.

In June, Pyramid Hotel Group is expected to break ground on its **16 story 334 room hotel** at the Bank of America site. And there are 13 apartment buildings in the pipeline adding 1,750 housing units and approximately 3,000 residents to the Downtown.

Later this Fall, the City will begin construction of the **Shattuck Avenue Reconfiguration** project, creating a two-way street west of Berkeley and Shattuck Squares, and a slow street for parking and transit on the east side. And finally the City will soon start the planning process for a pedestrianized upper Center Street, with slow car access to hotel, museum, shops, and restaurants.

The City and DBA are also stepping up with **It's Our Downtown** program: increased power washing, new landscaped planters, smart waste receptacles, and new sidewalk regulations. And we are inviting our property owners to join us in this renewed commitment to **Pride, Community, Ownership** in our Downtown!



OUR TEAM

DOWNTOWN BERKELEY ASSOCIATION

John Caner

jcaner@downtownberkeley.com



CEO

Matthew Jervis

mjervis@downtownberkeley.com



Vitality Director

Lance Goree

lgoree@downtownberkeley.com



Operations Manager

Meredith Metz

mmetz@downtownberkeley.com



Marketing Manager

OPERATIONS REPORT

Cleaning Statistics 2017

Requests submitted to City.....	667
Hazardous Waste Clean Ups.....	3,246
Bills /Stickers Removed.....	8,697
Graffiti Removed.....	1,525
Block Faces Power Washed.....	416
Pounds of Trash Picked Up.....	78,858
Public Fixtures Painted.....	957
Trash Cans Leveled Off.....	3,460

Landscaping Statistics 2017

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

Hospitality Statistics 2017

Assistance Requested by Business....	1,358
Business Contacts.....	6,740
Hospitality Assistance.....	17,530
Referral to Shelter/Resources.....	1,200
Request for Police/Fire/EMS.....	28
Street Population Contacts.....	6,947
Safety Escorts.....	669
Safety Hazards Reported.....	27
Trespassers Loiterers.....	6,947

CLEANING

At 4am each day the first members of the Ambassador team begin their day by power washing sidewalks throughout the district. In fact, the DBA has also added two mobile power washing units to its equipment so we can be more responsive to the needs of Downtown businesses throughout the day and district.

At 7am two to four Ambassadors hit the Downtown streets to start their 'Big, White, and Bright' to address large item trash and any other major negative aesthetics. Cleaning continues throughout the day and as late as 11:00pm with sweeping, picking up trash, leveling off trash cans, weeding, removing graffiti, as well as cleaning and maintaining city fixtures.

HOSPITALITY

Ambassadors greet people on the streets creating a culture of hospitality and a sense of community in the district that is increasingly a neighborhood of residents, merchants, nonprofits, and businesses. Ambassadors are here to assist merchants, residents, and visitors alike, whether directing you to City services, helping merchants deal with challenging street situations, providing directions or a safety escort.

BEAUTIFICATION

To keep the Downtown beautiful in 2017 the DBA hired a local Berkeley-based landscaping company to give the attention and focus to new plantings of succulents. In addition, the DBA and the Ambassadors are continuing the holiday program, lighting up over 150 trees throughout the Downtown.



VITALITY REPORT

MARKETING & EVENTS

In 2017 our marketing and events program focused on strengthening partnerships, retooling messaging and communications, and extending reach to the Berkeley community and beyond. We packaged Downtown programming under a **Summer of Love** seasonal branding; and based on the success of that program, did the same for a **Winter Magic** holiday season. We held our first **Berkeley Bliss** silent disco attracting a new audience to the Downtown, as well as **Pizza Lovers Month** drawing new visitors to over a dozen Downtown venues. We also supported partnerships with Bay Area Book Festival, Salsa Sundays, and Sunday Streets programming. We made digital marketing a top priority with a repackaged **It Starts Here News** that resulted in an increase to over 4,000 subscribers and providing a boost to our social media followers overall. We also began leveraging our website to include features such as our new Community Spotlight page.

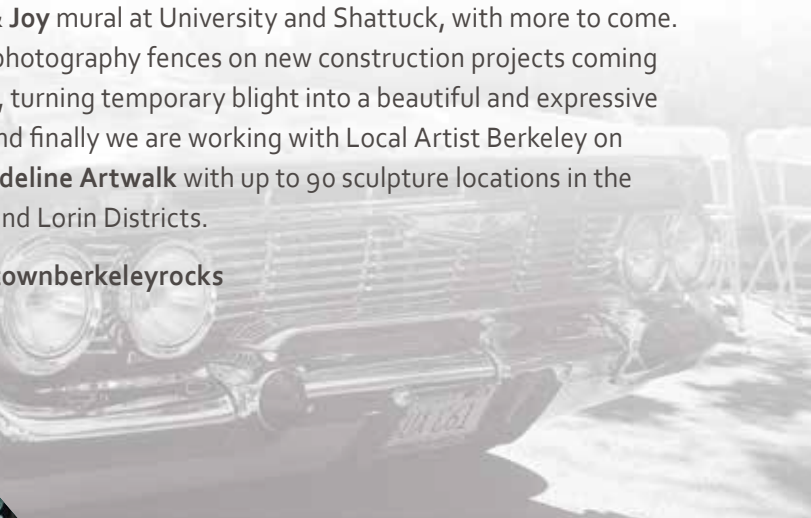
ENGAGEMENT

In 2017 we initiated our Resident and Merchant Engagement programs. In August, we debuted our 36 page **Welcome Guide**, distributing over 3,000 copies to new residents in the Downtown. In the Fall, we tabled at several apartment buildings, capturing email addresses, engaging residents with offers and information about local merchants. During the holiday season we engaged several hundred residents, workers, and visitors with our **Shop Local Day**, handing out branded shopping bags and engaging folks with special promotions. This year we also launched our monthly **Merchant Marketing Meetings**, where we engage merchants regarding current vitality programs and new initiatives, as well as brainstorm on future strategy and direction. These meetings are a great way for local merchants to plug into the Downtown community regarding promotional opportunities.

PLACEMAKING

In addition to our transformative placemaking plans for the new **BART Plaza** we are focused on additional guerrilla placemaking projects that can transform how we feel about our public spaces. We sponsored two murals on construction fences by artist Nigel Sussman including a magical **Peace & Joy** mural at University and Shattuck, with more to come. We are also working on photography fences on new construction projects coming up in the coming year, turning temporary blight into a beautiful and expressive outdoor gallery. And finally we are working with Local Artist Berkeley on the **Shattuck Adeline Artwalk** with up to 90 sculpture locations in the Downtown and Lorin Districts.

#downtownberkeleyrocks



COMING SOON 2018

BART PLAZA

In August 2018 the new BART Plaza will open with gleaming new glass and steel entrances and high quality granite-like pavers throughout the plaza. There will be a stunning glass floor around the main entrance that will illuminate from below at night, with a glass staircase into the station. The Plaza will feature nine new trees and three landscaped areas, two new steel and glass bus shelters, and eight sound and light poles supporting a canopy of overhead lighting at night, and artist soundscapes creating special sense of place. Additionally, an **Activation Plan** developed by the DBA and the City for the plaza will include: Michael Christian's stunning 14 ft globe sculpture; a **Welcome Kiosk** funded by DBA, Visit Berkeley, and UC Berkeley; two nonprofit vendors in the plaza; sidewalk seating for storefront merchants (now including Sliver Pizzeria); bistro tables and chairs mid plaza; and **Berkeley LIVE** stage with ongoing programming—all contributing to a welcoming and engaging plaza for everyone.

CENTER STREET GARAGE

The new Center Street Garage will provide a transformative parking experience as well as a host of other services. The reconstructed **720 space facility** almost doubles the capacity of the prior garage; two sweeping double helix ramps will provide easy access and egress for the entire garage. Reversible lanes on both Center and Addison streets can flex for speedy entrance or exit during peak periods. A brand new **Bike Station** (294 valet) will be part of the ground floor on Center Street as well as 55 self-park spaces accessible 24/7, and a small art gallery space and café or retail space will face Addison Street. **Public restrooms** will be provided on both Addison Street and Center Street sides that will be clean and welcoming for everyone. The garage operation will also feature on-line parking reservations, enhancing pre-paid parking options serving visitors, patrons of the arts districts, merchants, and other downtown venues. Additionally, the garage contains state-of-the-art EV charging stations, LED lighting, rooftop solar panels, a rain water collection system, and is designed micro-grid ready.



HAPPENING DOWNTOWN 2017



DBA/Chamber Holiday Party with Mayor, Police Chief, and honorees. photo: Kelly Sullivan



Gio's Pizza and Bocce, formerly Giovanni, opens its doors in October 2017. photo: DBA



Live Simulcast of Berkeley Rep's "Ain't Too Proud", hosted by BAMPFA. photo: Unknown



Tender Greens opens for business in February 2017. photo: DBA



Berkeley Chamber Visionary Awards at Berkeley Repertory Theatre in September 2017. photo: DBA



Ribbon Cutting Ceremony of Regus Work Share Space in February 2017. photo: DBA



CycleBar on University Ave opens its doors in January 2017. photo: DBA



Shop Local Event celebrating Downtown merchants in November 2017. photo: DBA



DRAW Billiards Club debuts in September 2017. photo: DBA

Summary Financial Statements

Jan. 1 2017 - Dec. 31 2017

Assessment Revenue..... \$1,502,442
Program Revenue..... \$278,439
Interest Revenue \$ 266
Total Revenue \$1,781,147

Program Expenses\$1,253,702
Personnel Expenses..... \$275,261
General and Admin. Expenses\$82,425
Total Expenses \$1,611,388

Total Change in Net Assets \$169,759

Balance Sheet

December 31, 2017

Checking/Savings..... \$692,284
Receivables \$1,750
Other Current Assets \$10,921
Total Net Fixed Assets \$7,002
Total Assets\$711,957

Payables..... \$109,153
Other Current Liabilities \$289,821
Total Liabilities..... \$398,974

Unrestricted Net Assets..... \$312,983
Restricted Net Assets \$0

Total Liabilities & Net Assets\$711,957

Board of Directors

Bill Schrader
(President) The Austin Group

Robert Hatheway
(Vice President) Retired

Jordan Klein
City of Berkeley

Ingrid Chen
Viv&Ingrid

Sharon Dolan
Freight & Salvage Coffeehouse

Chris Hudson
Hudson McDonald

John Lineweaver
2000 Center Street LLC

Emily Marthinsen
Univ. of California, Berkeley

Greg Maudlin
Hotel Shattuck Plaza

Susie Medak
Berkeley Repertory Theatre

Dorotheé Mitrani
La Note Restaurant

Scott Newman
Beacon Group Ventures

John Paluska
Comal

Laurie Rich
David Brower Center

Larry Rinder
Berkeley Art Museum/ Pacific
Film Archive

David Shamszad
SG Real Estate

Lu Tipping
Tipping Structural
Engineers

Geno Yun
ELS Architecture
& Urban Design

Welcome New Businesses

FOOD & BEVERAGE

Barbarians Pizza Bar
2012 Shattuck Ave

Bonchon
2050 Berkeley Way

Chick'n Rice
2136 Center St

Chipotle
1901 University Ave

Famous Bao
2431 Durant Ave

Flying Falafel
2114 Shattuck Ave

Gadani
139 Berkeley Square

Gio's Pizza & Bocce
2420 Shattuck Ave

Guacamole 61
2142 Center St

The Halal Guys
2156 University Ave

Happy Lemon
2106 Shattuck Ave

Ici Ice Cream
2079 University Ave

Idyllwhile
1849 Shattuck Ave

Ippudo
2173 Allston Way

Poki Poke
1941 University Avenue

Tender Greens
2071 University Ave

ARTS & ENTERTAINMENT

Cornerstone
2036 University Ave.

DRAW Billards Club
1974 Shattuck Ave

SHOPPING & SERVICES

CycleBar
1929 University Ave

Levels Barber & Shop
2110 Addison Street

Trek Bicycles
2480 Shattuck Avenue

Equinox
2600 Shattuck Ave

Orange Theory
2475 Shattuck Ave

HOUSING

StoneFire Berkeley
2010 Milvia St

The Dwight
2121 Dwight Way

Parker Place
2038 Parker St



it starts here.

DOWNTOWN BERKELEY

Downtown Berkeley Association

2230 Shattuck Avenue, Suite C

Berkeley, CA 94704

510.549.2230

downtownberkeley.com

IT'S OUR DOWNTOWN
Pride • Community • Ownership