

2010 ANNUAL REPORT

### **CEO REPORT**

# IT'S (FINALLY) HAPPENING!

When I started this job 9½ years ago, I had no idea how long projects take in the public sector. But planning, tenacity and a lot of hard work by many people is finally paying off in our Downtown.

First and foremost, the **new BART Plaza** finally opened on October 23, 2019. Not only does the plaza have great bones (new entrances, pavers, sound & light poles); but our activation plan (vendors, art, soundscape, performance space, sidewalk seating, restaurants, etc.) is having a real impact in creating a welcoming vibrant town square for our City.

Second, our stunning new 720-space **Center Street Garage** finally opened on October 26 also. Not only do we have ample parking for the core of the Downtown and new Bike Station; but we have transformed the visitor entry and exit experience by car and transit to our Downtown.

Third, the **new hotel** and a number of other housing projects got underway, or will soon, creating 334 additional hotel rooms and 2,185 housing units to Downtown Berkeley—all future customers for our merchants, arts and business venues, living a sustainable lifestyle near major transit.

Fourth, the **Shattuck Reconfiguration** project is finally underway bringing pedestrian safety to the Downtown.

Fifth, the City, Mayor, Council and Staff have finally stepped up to deal with the encampment issues in the Downtown, in implementing **new sidewalk regulations**, and providing more resources for those in need. And through Streetplus, our new services vendor, we have hired a new Homeless Outreach Specialist, focused exclusively on guiding folks into services from the Downtown.

While major challenges remain (e.g., the affordable housing and homeless crisis, merchant survival in the age of rising costs and internet shopping) the future looks bright for Downtown Berkeley—for those who live, work, study, or visit in our near our City Center. Hence, our new invitation "Walk To What's Next" in Downtown Berkeley, " your place to explore" a myriad of arts, entertainment, food and culture venues within a few blocks our stunning new urban gateways.



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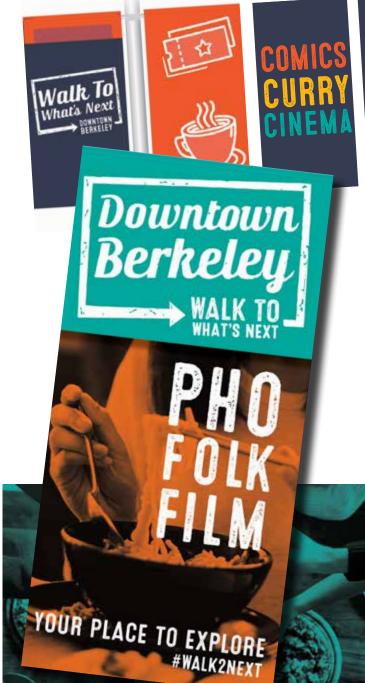
The new BART plaza is wonderful. We stopped and got ice cream and sat out front on the plaza. An Ambassador even got us some of those little French chairs to sit on. I don't think I've sat on Shattuck Ave. except at a bus stop for over fifteen years.

Berkeleyside Reader



photos by Kelly Sullivan

### **NEW MARKETING CAMPAIGN**











## "WALK TO WHAT'S NEXT"

On April 12 the DBA will launch the new **Walk To What's Next** marketing campaign inviting the nine-county Bay Area to come experience the wonderful and walkable magic of Downtown Berkeley. We're so excited to be able to share authentic Downtown Berkeley experiences with everyone and encourage all our visitors to explore the incredible diversity.

W2WN celebrates two unique and defining characteristics of Downtown Berkeley: density and diversity. So much to see and do and all so close!

This fun and multi-channel campaign is designed to be an invitation for the Bay Area to come to Downtown Berkeley to play and to explore. Stay tuned for fun curated experiences as well as events and campaigns all year long!



# OPERATIONS REPORT INTRODUCING STREETPLUS

Effective June 1, 2018, the Downtown Berkeley Association engaged Streetplus as its new Ambassador services vendor for following five strategic reasons: Strong
Management Team
Strong
Wiking & Training

Hiring & Training

Strong
Mgmt Tech Platform

4 Strong
Equipment Program

5 Lower Cost



photo by Rion Manning DBA

In June 2018, Downtown Berkeley experienced a smooth transition of our cleaning and hospitality services to Streetplus, under the strong leadership of their senior management team and Matt Allen our new Operations Manager (replacing Lance Gorée who is now head of operations at the Berkeley YMCA).

Matt has built a strong cleaning and hospitality Ambassador team, working hard and smart with highly efficient electric equipment and a new dispatch/reporting system.

Also, StreetPlus and the DBA have engaged additional powerwashing and landscaping services to achieve high cleaning and beautification standards for the Downtown.

And metrics and feedback are showing results!

# BY THE NUMBERS (JUNE - DECEMBER 2018)

### **CLEANING**

### **HOSPITALITY & OUTREACH**

Service Calls	948
Merchant Checks	611
Visitor Information	551
Safety Escorts	588
Homeless Engagements	2,464

### **LANDSCAPING**



# GREGORY JOHNSON

Gregory Johnson has been a part of Streetplus Ambassador program since the beginning. He was the first Ambassador of the Month and was promoted to a supervisor role within three months. He is currently the day shift supervisor and he says he loves being an ambassador because "I get to help other people and clean up for the city. I have gotten a chance to meet so many people in different walks of life, that I probably wouldn't have ever gotten the chance to meet."

Thanks to Matt Allen and the Ambassador Team for keeping Downtown clean and welcoming for everyone!



# NEW SOCIAL SERVICES OUTREACH ROLE

In February 2019, the DBA Board of Directors approved the creation of a new Social Service Outreach Specialist position, focused on assisting persons into services who are living on our streets in Downtown Berkeley. Joby Jackson was immediately promoted from Ambassador into this position, where she had already shown an extraordinary ability to connect with the homeless population in the Downtown. Now she is able to focus fully on this effort, with support and training from Streetplus, City of Berkeley, UC Berkeley, and social service agencies. Already Joby has had a number of successes in assisting persons into shelters, housing and social service programs, and improved lives for them and our community. Joby can be reached via outreach@downtownberkeley.com, **510.549.2236**, or through our service hotline 510.550.7550.



## STRATEGIC LAUNCHES

Our BART Plaza launch event on October 23 was a wild success, and followed by our robust activation plan which included the Berkeley LIVE! stage, Welcome Displays, and two mission-driven vendors (Berkeley Farm Stand and 1951 Coffee Kiosk). Stay tuned for additional programming ahead for our new town plaza. We also supported the City with the November 2nd opening our new stunning 722-space Center Street Garage.

# MARKETING & COMMUNICATIONS

In addition to our new marketing campaign (see page 3) we have promoted the Downtown with "Loving your Downtown All Summer Long" and "Winter Magic" campaigns.

We have also built our web, enews, and social media programs—sharing everything wonderful about our revitalized Downtown.

## **ENGAGEMENT**

We have increased distribution, size, and advertising for our second annual new resident **Welcome Guide**: and have numerous promotions to capture resident and visitor email addresses, and social media engagement. And are in the third year of Merchant Engagement Happy Hours where we network and share ideas re driving more business to the Downtown.

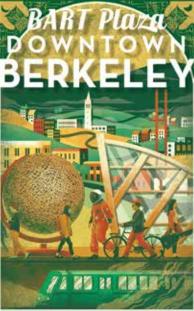
## **EVENTS**

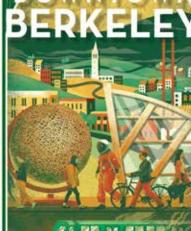
In addition to the **Berkeley LIVE!** programming in BART Plaza, we supported a number of partner events bringing visitors to the Downtown: Cornerfest, Freight & Salvage Addison Festival, Earth Day at the Brower Center, Bay Area Book Festival, Summer Movies at BAMPFA and more. We are now focusing additional efforts on events and promotions that drive business to our merchants (e.g., Pizza Lover's Month, Shop Local Holidays, Downtown Berkeley Brunch Tourand upcoming pub crawls).

































### **FINANCIAL STATEMENT**

### Statement of Activities Jan. 1, 2018 - Dec. 31, 2018

A	¢ 1 00F 110
Assessment Revenue	\$ 1,905,449
Program Revenue	\$ 25,003
Interest Revenue	\$ 1,411
Total Revenue	\$ 1,931,863
Program Expenses	\$ 1,064,719
Personnel Expenses	
General and Admin. Expenses	\$ 95,054
Total Expenses	\$ 1,477,242
<b>Total Change in Net Assets</b>	\$ 454,621

### Balance Sheet December 31, 2018

Checking/Savings Receivables		
Other Current Assets		
Total Net Fixed Assets		
Total Assets	\$ 1,027,291	
Payables Other Current Liabilities Deferred Income Total Liabilities	\$ 7,467 \$ 143,449	
Unrestricted Net Assets	\$ 767,604	
Restricted Net Assets		
Total Net Assets	\$ 767,604	
Total Liabilities & Net Assets\$ 1,027,291		

#### **NEW BUSINESSES**

**Veggie Grill**48 Shattuck Square

Zino

2086 Allston Way

Bag O' Crab 2124 Center St.

**Rush Bowls** 1935 Addison St.

**Sancha Bar** 2041 University Ave. Stone Room

2018 University Ave

**Sliver Pizza** 2174 Shattuck Ave

**Red Door Eats** 2282 Fulton St

**Comal Next Door** 2024 Shattuck Ave.

**Happy Lemon** 2106 Shattuck Ave.

**Barbarian Pizza Bar** 2012 Shattuck Ave.

**El Burro Picante** 2021 University Ave.

Western Pacific 2284-2286 Shattuck Ave.

**Chipotle** 2225 Shattuck Ave.

**Modern Coffee** 

2023 Center St.

ICICLES

1812 University Ave.

Dopp

2115 Allston Way

### **BOARD OF DIRECTORS**

**Bill Schrader** (President) The Austin Group

**Laurie Rich** (Vice-President)

David Brower Center

**John Lineweaver** (Treasurer) 2000 Center Street LLC

**Dorotheé Mitrani** (Secretary) La Note Restaurant

**Jordan Klein**City of Berkeley

Ingrid Chen Viv&Ingrid

Joel DiGiorgio

Farm League Restaurant Group

**Sharon Dolan** 

Freight & Salvage Coffeehouse

**Chris Hudson**Hudson McDonald

**John Hyjer** Equity Residential

Eric Knecht.

Resources for Community Development (RCD)

**Emily Marthinsen** 

Univ. of California, Berkeley

**Greg Mauldin**Hotel Shattuck Plaza

Scott Newman

Beacon Group Ventures

**John Paluska** Comal **Hae Won Rhow** 

Downtown Berkeley YMCA

**Larry Rinder** 

Berkeley Art Museum / Pacific Film Archive

David Shamszad

SG Real Estate

Lu Tipping

Tipping Structural Engineers

**Geno Yun** 

ELS Architecture & Urban Design





"It's great to see kids & families in Downtown Berkeley."

**Gina Moreland** 



"Downtown feels really alive!" Randeep Rekhi



"There's always someting happening on the plaza. It's such a nice place to hangout!"

**Beat Stamm** 



"I've been in Berkeley for a few years and it just seems to keep getting better!"

**Louis Norris** 

66





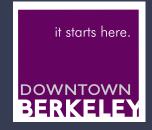
"Downtown Berkeley has evolved into a place where I can live, work and play exactly the kind of work-life balance I have always craved."

**Eben Perry** 



"Downtown Berkeley is a vibrant and welcoming hub for the arts!

Katy Wafle



Downtown Berkeley Association 2230 Shattuck Avenue, Suite C Berkeley, CA 94704 510.549.2230 downtownberkeley.com