



Downtown Berkeley

WALK TO
WHAT'S NEXT

2019 ANNUAL REPORT



WELCOMING YOU BACK...SOON

In March of this year, due to COVID-19, we put aside many of our plans for 2020 and focused on supporting local businesses and nonprofits that are subject to extreme hardship.

What became immediately clear is that our Ambassador Services (cleaning, sanitizing, patrolling, and doing outreach in the Downtown) are needed more than ever, and hence designated an “essential service” during the shelter-in-place order.

Moreover, we refocused our Vitality Services in assisting restaurants and essential services that stayed open, with on-going communications, our Open for Business and Double Helping Hands initiatives, and also supporting the Berkeley Relief Fund.

And now we are preparing to welcome everyone back to our Downtown. It will be a gradual process—due to continued public health concerns—but we will be ready to greet you with a clean, attractive Downtown, as outlined in our *Spiff and Polish* initiative for 2020.

John Cane

HALLOWEEN
HOOTENANNY

THE JAZZ SCHOOL AT THE C.J.C.
Jazz
Lunch ON THE PLAZA

**Kick Up
Your Heels**
ON THE PLAZA
DOWNTOWN BERKELEY

OUTDOOR SUMMER | JUN 13 - AUG 31, 2019
CINEMA | BAMPFA.ORG
IT'S Only ROCK n ROLL

**Pizza
Lovers
Crawl**

**Downtown
Berkeley**
WALK TO
WHAT'S NEXT

VITALITY

Marketing & Communications

In April 2019 we launched our *Walk To What's Next* marketing campaign with a party in BART Plaza, and continued to build the campaign throughout the year with advertising, social media, and partner events. We continue to connect our target markets to authentic experiences in the Downtown, sharing stories through social media where we have increased our communities!

Place Making

In addition to the Berkeley LIVE! programming in BART Plaza, we supported a number of partner events bringing visitors and a sense of place to the Downtown: Cornerfest, Freight & Salvage Addison Festival, Earth Day at the Brower Center, Bay Area Book Festival, Summer Movies at BAMPFA and more. Moreover, we have expanded our murals and construction fencing artwork to beautify and creatively enhance the growing Downtown.

Engagement

Through merchant and resident engagement we are able to tailor our Vitality programs to the needs of community. We focused our efforts on events and promotions that drive more business to our merchants (e.g, Pizza Lover's Month, Shop Local Holidays, Downtown Berkeley Brunch Tour). And our annual resident Welcome Guide and Merchant Marketing Meetings continue to be big hit also!



photo: Kelly Sullivan, 2020

downtownberkeley.com

OPERATIONS

2019 was focused on ramping up the Streetplus Ambassador services team, and insuring success of new BART Plaza and the surrounding Downtown.

CLEANING	HOSPITALITY & OUTREACH	LANDSCAPING
Blockfaces Powerwashed 2,217	Service calls 1,497	Tree Well Weeded 1,968
Trash Pounds Collected 183,450	Merchant checks 2,198	Blockfaces Weeded 983
Graffiti Removal 1,901	Visitor information 3,055	Succulent Baskets Watered 18,648
Hazardous Waste Clean-ups 1,047	Safety escorts 638	Water & Weed Planters 1,797
Curb Lines Vacuumed 12,868	Homeless Engagements 2,927	

In addition to our dedicated team of nighttime powerwashers, the DBA supplemented cleaning with a contract pressure washer to insure a clean plaza and Downtown. Our team also tackled sweeping of sidewalks and curbs as well trash, waste, and graffiti removal.

With the new BART Plaza and our new Welcome Kiosk we redoubled our hospitality in the Plaza and throughout the Downtown providing directions, visitor information, and merchant check-in and assistance. And in February 2019, Joby Jackson started as our first Social Service Outreach Specialist guiding folks living on our sidewalks into housing and services.

In 2019 we brought back the colorful flower baskets after a run of several years of succulents. We continued our partnership with our contract landscaper and the Parks Department in maintaining planters, medians, and tree wells.

SPIFF & POLISH FOR 2020

Building on beautification projects like the Shattuck Reconfiguration and BART Plaza Renovation, our Spiff & Polish initiative is expanding our cleaning, landscaping and placemaking efforts to a new level throughout the Downtown, including:

- 19 new Big Belly smart waste receptacles (brings total to 24)
- Cleaning and repainting of all remaining green trash bins
- 180 “self-watering” flower baskets for full bloom with smart labor and water management
- Working with merchants & property owners on landscaping of their public-facing planters
- Delightful Doorways and construction fencing placemaking artwork/murals
- 50+ new planters in the Shattuck Reconfiguration project

Please contact Perty at ext. 2 if you have any additional ideas for the 2020 Spiff & Polish initiative.



photo: Kelly Sullivan, 2020

DBA Staff with Downtown Ambassadors Anthony Chiu, Marketing Assistant; Matthew Jervis, Vitality Director; Joby Jackson, Social Outreach Specialist; John Caner, CEO; Perty Grissett, Operations Manager



2019 DBA FINANCIALS

Statement of Activities

Jan. 1 2019 - Dec. 31 2019

Assessment Revenue	\$1,675,255
Program Revenue	\$21,430
Interest Revenue	\$6,996
Total Revenue	\$1,703,681

Program Expenses	\$1,300,618
Personnel Expenses	\$332,701
General and Admin. Exp	\$95,653
Total Expenses	\$1,728,972

Total Change in Net Assets (\$25,291)

Balance Sheet

December 31, 2019

Checking/Savings	\$963,120
Receivables	\$0
Other Current Assets	\$17,437
Total Net Fixed Assets	\$9,457
Total Assets	\$990,014

Payables	\$126,365
Other Current Liabilities	\$2,140
Deferred Income	\$119,196
Total Liabilities	\$247,701

Unrestricted Net Assets	\$742,313
Restricted Net Assets	\$0

Total Liabilities + Net Assets \$990,014

2019-2020 DBA BOARD OF DIRECTORS



From left to right:

Ryan Call, ELS Architecture
Wangmo Dixie, Dharma College
Rowena Tomaneng, Berkeley City College
Bill Schrader, The Austin Group
John Lineweaver (Treasurer), 2000 Center Street LLC
Laurie Rich (President), David Brower Center
Lu Tipping (Secretary), Tipping Engineering
John Caner (CEO), Downtown Berkeley Association
Sharon Dolan, Freight & Salvage
Chris Hudson, Hudson McDonald
Ingrid Chen, viv&ingrid
David Shamszad (VP), SG Real Estate
Grant Shoaf, Mechanics Bank
Adam Stemmler, Farm League
Susan Muscarella, California Jazz Conservatory
Eric Knecht, Resources for Community Dev
Amy Murray, Revival Bar + Kitchen
 Missing: **Kathryn Collins**, Harvest Properties

WELCOME PARTY!

Perty Grissett took charge as Operations Manager in January 2020, bringing strong management, analytic and people skills to the Downtown, when Matt Allen moved on to an exciting new BID opportunity in San Francisco. Growing up in an extended farming family of over 100 in North Carolina, Perty is no stranger to hard work! After studying Computer Engineering at Iowa State University, he moved to the Bay Area to work as a programmer in Silicon Valley. Realizing he is a people person, he secured a degree in Organizational Behavior and transitioned to retail where he found it rewarding to manage customer service teams of various sizes. After downsizing at Nordstrom, he decided to try his hand as a small retailer, where he developed a deep understanding of the challenges of being a merchant in a changing economy. Thank you Perty for finding your way to Downtown Berkeley!

