

## 2020 DBA FINANCIALS

### Statement of Activities

January 1, 2020 - December 31, 2020

Assessment Revenue	\$1,625,811
Program Revenue	\$73,364
Interest Revenue	\$3,809
<b>Total Revenue</b>	<b>\$1,702,984</b>
Program Expenses	\$1,232,089
Personnel Expenses	\$287,038
General and Admin. Expenses	\$100,581
<b>Total Expenses</b>	<b>\$1,619,708</b>
<b>Total Change in Net Assets</b>	<b>\$83,276</b>

### Balance Sheet

December 31, 2020

Checking/Savings	\$1,129,035
Receivables	\$89,550
Other Current Assets	\$0
Total Net Fixed Assets	\$8,850
<b>Total Assets</b>	<b>\$1,227,435</b>
Payables	\$108,170
Other Current Liabilities	\$16,293
Deferred Income	\$277,383
<b>Total Liabilities</b>	<b>\$401,846</b>
Unrestricted Net Assets	\$825,589
Restricted Net Assets	\$0
<b>Total Liabilities + Net Assets</b>	<b>\$1,227,435</b>

## 2020-2021 DBA BOARD OF DIRECTORS

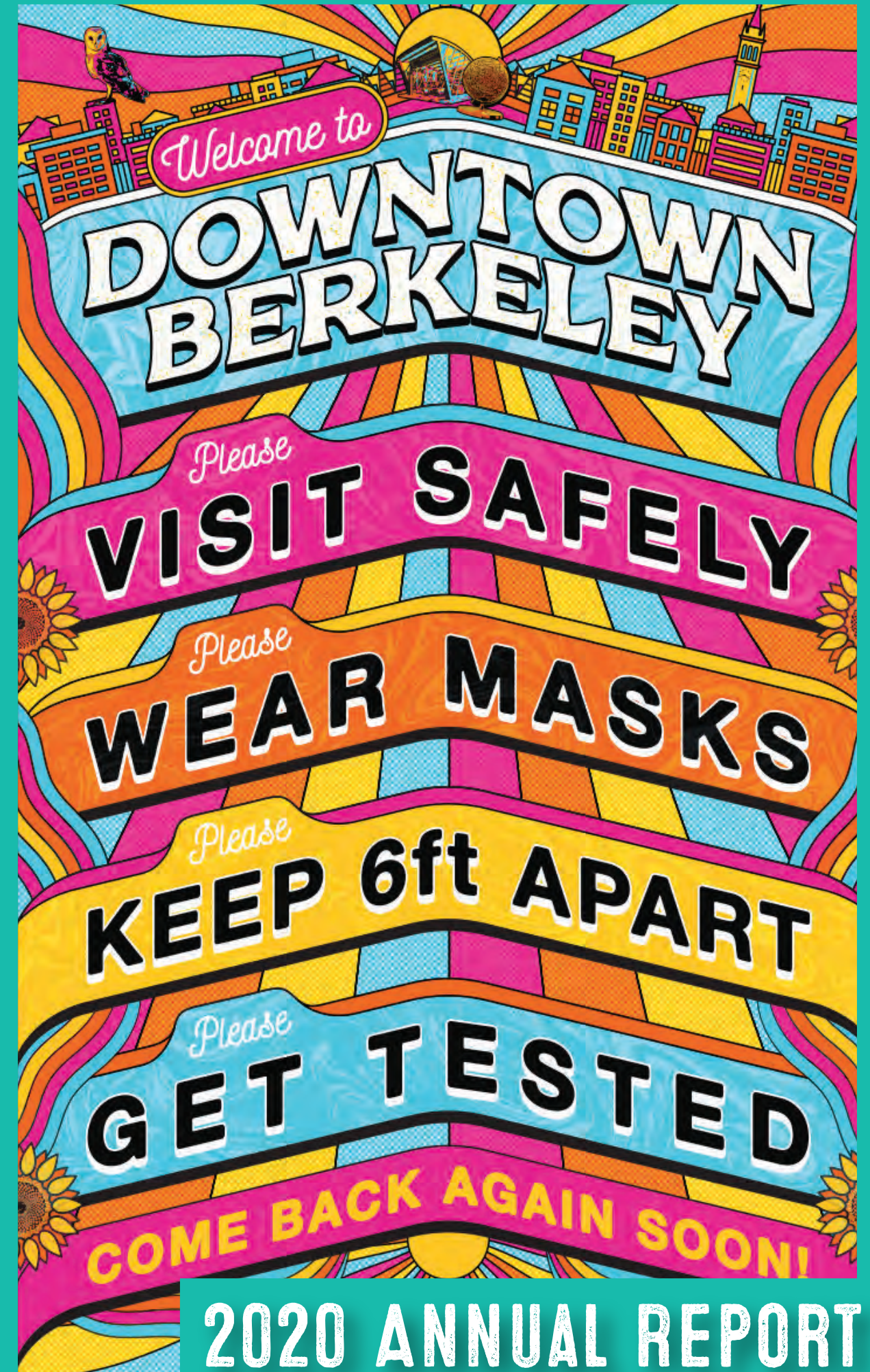


From Top Left :

Laurie Rich (President), David Brower Center  
 Hae Won Rhow, YMCA of the East Bay  
 Grant Shoaf, Mechanics Bank  
 Chris Hudson, Hudson McDonald  
 John Lineweaver (Treasurer), 2000 Center Street LLC  
 Ingrid Chen, viv&ingrid  
 David Shamszad, SG Real Estate  
 Kathryn Collins, Harvest Properties  
 Lu Tipping (Secretary) Tipping Structural Engineers  
 Susan Muscarella, California Jazz Conservatory  
 Sharon Dolan, Freight & Salvage  
 Dell Dellinger, Hotel Shattuck Plaza  
 Eric Knecht, Resources for Community Development  
 Mark Rhoades, Rhoades Planning Group  
 Amir Massih, East Beach Capital  
 David White, City of Berkeley  
 Ryan Call, ELS Architecture  
 Wendy Hillis, UC Berkeley  
 Adam Stemmler, Farm League  
 Emily Marthinsen, At-Large  
 Wangmo Dixie, Dharma College  
 Amy Murray, Revival Bar + Kitchen

## DBA AMBASSADORS & STAFF

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 HOTLINE 510.550.7550  
 DOWNTOWNBERKELEY.COM







# HOLDING ON FOR A BRIGHTER DAY

With the COVID Shelter-in-Place order starting on March 16, we put aside our plans for 2020 and focused our efforts on the Downtown community collectively surviving the pandemic from a health, economic, and safety perspective. As a result of UC Berkeley, Berkeley City College, Berkeley High School, and many offices and hotels physically shutting down and going online, we experienced an almost immediate 85% reduction in our Downtown pedestrian counts.

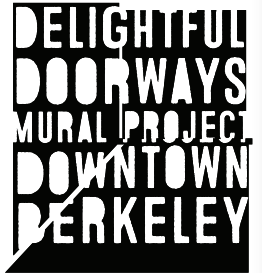
Under Perty Grissett’s leadership, our Ambassador team started disinfecting and wiping down all surfaces (when we still did not know how the virus was transmitted), masked up and doubled down on maintaining a clean and safe Downtown. This, of course, became additionally challenging with the burgeoning tents and encampments in the Downtown, which the City could not move because of CDC guidelines. With our merchants feeling less safe, we began our Community Engagement Ambassadors program in June, and advocated for a 7-days a week BPD Bike Detail in the Downtown.

Immediately, we refocused our Vitality program in supporting the Berkeley Relief Fund, initiating Double Helping Hands, and promoting take-out restaurants and other essential businesses that were still open in the Downtown. Under Matthew Jervis’s leadership and throughout the year, we introduced a number of new programs to help promote the district and further support our businesses during this pandemic.

Let’s be honest, this has been a really tough year for our merchants and property owners, many who have closed, or are still hanging on by a thread. But I am optimistic that brighter days are ahead. There is hope for this summer when most of us will have been vaccinated; and then August when the new hotel will open, and the students, faculty and staff will return to all of our campuses. We also expect the City to help move most of the folks currently living on our streets to the new sanctioned encampments (and on a path towards more stable housing), and restart the enforcement of all of the City ordinances.

Thank you for your continued trust and support during this most difficult year. We are hoping and planning to support you in the brighter days ahead, in 2021 and beyond.

Sincerely,  
John Caner, CEO



## VITALITY

**PIVOTING TOWARDS HELPING OUR BUSINESSES SURVIVE THE PANDEMIC**  
In March, the DBA in partnership with the Mayor’s office launched the *Berkeley Relief Fund*, raising \$1.6 million, in addition to the \$3 million approved by the Berkeley City Council, providing relief funding to our merchants, arts organizations, and residential tenants throughout Berkeley.

In April, the DBA launched *Double Helping Hands*, in partnership with the Dorothy Day House and the City of Berkeley, to feed the homeless with to-go meals prepared by Downtown restaurants. Since its launch, the program has provided nearly 25,000 to-go meals from 20 Downtown restaurants, generating \$250,000 in much-needed revenue.

In addition, the DBA provided an *Outdoor Dining Equipment Grant* program, administered the City’s *Berkeley Business Damage Relief Fund*, and has kept our members continuously informed about local, state, and federal relief programs.

**PROGRAMS TO DRIVE BUSINESS TO DOWNTOWN**  
We also worked hard to bring more customers to Downtown venues, both in-person and online. These endeavors included: *Dine Three Times*, *Music On Wheels*, *Summer Online Arts Festival*, *Cooking in Place*, and the *We Miss You!* video.

**POSITIVE MARKETING AND PLACEMAKING**  
We created the stunning *Welcome to Downtown Berkeley-Visit Safely* campaign (see cover) and the *Delightful Doorways* program that turned a dozen neglected doorways into beautiful muralled works of art, and also supported the Kala Bagia Way opening and banner program.

# OPERATIONS

CLEANING		HOSPITALITY & OUTREACH		LANDSCAPING	
Blockfaces Powerwashed	2,132	Service Calls	1,372	Tree Wells Weeded	3,238
Trash Pounds Collected	241,453	Merchant Checks	9,820	Blockfaces Weeded	1,026
Graffiti Removals	4,113	Visitor Information	4,649	Hanging Baskets Watered	16,231
Hazardous Waste Clean-ups	2,202	Safety Escorts	504	Water & Weed Planters	1,435
Curb Lines Cleaned	11,712	Homeless Engagements	9,784		
To better protect the public, we began sanitizing public touch points during each work shift. We also continued sidewalk sweeping, litter collection, curblane cleaning, and graffiti removal. With an increasing number of encampments, we quickly removed, cleaned, and sanitized more instances of hazardous waste in the Downtown, and advocated for the City to deploy additional portable toilets. We also assisted with the installation and maintenance of 24 BigBelly smart waste receptacles, and repainted 80 green City trash bins.		During the pandemic, we ramped up our frequency of merchant checks and street population engagements. We partnered with the Dorothy Day House to do semi-monthly outreach walks and delivered thousands of Double Helping Hands meals benefiting our merchants and street population. Our Social Service Outreach Specialist worked hard connecting our street population with social service agencies, providing clients with sorely-needed assistance, and helping dozens of folks into shelters and longer-term housing.		It was another year of explosively beautiful color with 180 new hanging flower baskets. We also redeployed succulents (from the prior years’ baskets) to populate ground-level planters in keys spots throughout the district. We helped merchants plant and revitalize unused planter boxes and continued our partnerships with our contract landscaper and the Parks Department in the caring for planters, medians, tree wells, and the newly-planted saplings.	

## NEW COMMUNITY ENGAGEMENT AMBASSADORS

In June, and with our merchants expressing increasing concerns regarding the safety of their employees and customers, we added two Community Engagement Ambassadors—with extensive safety, security and de-escalation training—to our staff of 16 Cleaning and Hospitality Ambassadors. While we are appreciative of the return of the BPD Bike Detail, they are often not able to respond as quickly as needed, nor is it the best use of their time to deal with low-level offenses. Since June, the CE Ambassadors have addressed and/or called BPD to report 1,674 crimes or offenses, and assisted in 3,337 quality of life concerns. Please be sure to say hi to CE Ambassador Arthur on the new T-3 Patroller! (We are currently working on restaffing the second vacant position.)



Crimes / Offenses	
Aggravated Assaults	48
Harassment	295
Hate Crimes	25
Thefts & Attempts	238
Verbal Threats	1,034
Automobile Accidents	13
Car Jackings	1
Drug Paraphernalia Sightings	20

Quality of Life	
Blocking Sidewalks	607
Wellness Checks	287
Disturbances/Service Calls	934
Noise Complaints	196
Open Containers	451
Panhandling – Aggressive	21
Panhandling – Passive	743
Public Indecency	85
Property Found	13

