

# 2021 Financials

## Statement of Activities

January 1, 2021 - December 31, 2021

Assessment Revenue	1,551,194
Program Revenue	109,333
Interest Revenue	1,261
<b>Total Revenue</b>	<b>1,661,788</b>

Program Expenses	1,408,338
Personnel Expenses	283,814
General & Administrative Expenses	75,625
<b>Total Expenses</b>	<b>1,767,777</b>

**Total Change in Net Assets (105,989)**

## Balance Sheet

December 31, 2021

Checking/Savings	796,633
Receivables	6,902
Other Current Assets	10,016
Total Net Fixed Assets	8,073
<b>Total Assets</b>	<b>821,624</b>

Payables	98,107
Other Current Liabilities	3,917
<b>Total Liabilities</b>	<b>102,024</b>

Unrestricted Net Assets	677,213
Restricted Net Assets	42,387

**Total Liabilities & Net Assets 821,624**

## 2021-2022 Board of Directors



LaTanya Bellow City of Berkeley  
 Ryan Call Urban Field Studio  
 Ingrid Chen viv&ingrid  
 Josh Costello Aurora Theatre  
 Wangmo Dixie Dharma College  
 Dell Dellinger Hotel Shattuck Plaza  
 Wendy Hillis UC Berkeley  
 Eric Knecht Resources for Community Dev.  
 Emily Marthinsen at-large  
 Laksh Lakireddy Vindium Real Estate  
 Amir Massih Terra Investments  
 Amy Murray Revival Bar + Kitchen  
 Susan Muscarella CA Jazz Conservatory  
 Laurie Rich David Brower Center  
 Hae Won Rhoo Downtown Berkeley YMCA  
 Mark Rhoades Rhoades Planning Group  
 David Shamszad SG Real Estate  
 Grant Shoaf Mechanics Bank  
 Adam Stemmler Farm League  
 Lu Tipping Tipping Engineering  
 Tai Yu Great China



## Byron Zecena - Ambassador of the Year

No matter the task, Byron is happy to step up and take it on—even the toughest messes or worst graffiti. As Lead Pressure Washer he handles it all! Byron's obvious sense of fulfillment with a job well-done makes him grin, and his happiness is infectious. It's always a great day when he's around. With a great attitude, admirable work ethic, and keen wit, Byron keeps the rest of the team inspired and motivated. The entire team is delighted and to proclaim him 2021 Ambassador of the Year.

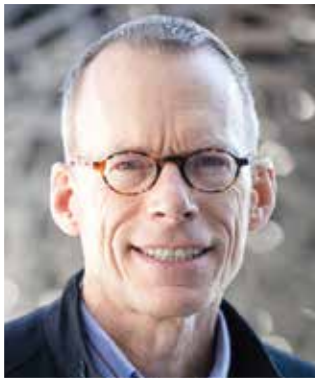
# Downtown Berkeley

## 2021 Annual Report

Bouncing  
back  
better







# Bouncing Back Better

What a tough of couple years. We supported merchants and property owners with programs like the Berkeley Relief Fund and Double Helping Hands. Our Ambassador team worked hard to keep the Downtown clean, safe and welcoming. We invested with the City in new programs to welcome folks back to the Downtown: BigBelly Smart Waste stations, IKE Smart City Kiosks, Delightful Doorways, new murals, sidewalk planters, and even 3,000 new daffodil bulbs.

Our bi-monthly homeless count, around 70 persons at the start of the pandemic, climbed to 115 persons a year ago, but has dropped to as low as 42 persons, due to strong outreach from the City and DBA helping folks into the Horizon Transitional Village and other facilities.

There is still a lot of work to do. Many of our merchants were unable to hold on during the pandemic. Our Downtown retail vacancy rate has jumped from 3.1% to 15.7% in three years. Our pedestrian counts plummeted 80% at the start of the pandemic, but have rebounded to 75% of pre-pandemic levels, but we still have a ways to go.

But help is on the way. The new Residence Inn Berkeley opened in January with 329 new rooms, attracting new customers to the Downtown. The arts district is resuming full programming, Cal and Berkeley City College are returning to full in-person classes, and workers are also coming back to their offices. Additionally 2,200 housing units are coming online in next few years. Our retail should rebound with more students, workers, residents, and visitors. Our Downtown is bouncing back better and stronger!

John Caner, CEO

# Vitality

## PLACEMAKING

Parklets—miracles for businesses struggling to survive—have been a means of street activation and placemaking Downtown, and the DBA is working with the City to ensure they are here to stay! In the Plaza, we supported the return of the Coffee Hut and City-sponsored sound art. Our Delightful Doorways project brought colorful murals by local artists that brighten up darkened doorways and offer fun and unique Instagrammable moments. Also, in partnership with the City's art grant programs, we brought new multi-media into several vacant storefronts.

## ENGAGEMENT

Our E-news, social media, and Welcome Back campaigns have continued to promote our merchants and other partners, helping to bring people back Downtown. Through creative online programs, merchants created content that offered unique online experiences including the Cooking in Place series, The Summer Online Arts Festival, and now The Front Row Festival. All have offered opportunities for communities to stay in touch with merchants and provided new ways to partner with the DBA. And we continue to provide Downtown Welcome Guides each fall to returning students and other tenants.

## EVENTS

Adhering to new safety requirements helped drive creativity Downtown. Events such as Music on Wheels brought music tableside, delivered directly to Downtown parklets from the back of a pickup truck. The Harold Way Pumpkin Patch the Halloween Hootenanny, and of course our Holiday on the Plaza happened in-person last year, albeit to small but appreciative crowds in our spacious Plaza. Now that we can come together, in real-life experiences are where it's at. And we're just getting started!

# Operations

## CLEANING

Blockfaces Powerwashed ..... 1,810  
Trash Pounds Collected..... 179,904  
Graffiti Removals .....5,386  
Hazardous Waste Clean-ups .....3,735  
Curb Lines Cleaned .....9,088

## HOSPITALITY & OUTREACH

Service Calls ..... 1,690  
Merchant Checks ..... 9,695  
Visitor Information ..... 4,547  
Safety Escorts .....892  
Homeless Engagements ..... 11,292

## LANDSCAPING

Tree Wells Weeded ..... 3,892  
Blockfaces Weeded ..... 1,815  
Flower Baskets Watered..... 10,192  
Water & Weed Planters ..... 1,125

Ever mindful of the basics, Ambassadors kept graffiti at bay, swept away the filth, collected the litter, and cleaned the curblines. We helped to keep the areas around encampments tidy; and cleaned up after encampment resolutions. Ambassadors diligently and quickly sanitized away the still soaring number of “code browns” from public view; and added two new Big Belly smart waste units to the fleet, now totaling 26.

In a year of uncertainty and change, the entire Ambassador team maintained a heightened focus on merchant check-ins and assistance, while ever-ready to provide visitor information and safety escorts. This time was particularly hard for our street population. Through key City, County, and local relationships, including those at Dorothy Day House BCRC and Horizon Transitional Village, Service Outreach Specialist Joby Jackson made over 600 referrals for services, and helped 66 people transition from the streets.

Downtown Berkeley Ambassadors focused on beautification to welcome folks back to the Downtown, with dozens of new sidewalk planters and flowers everywhere! (See below story.) We deployed 180 thriving flower baskets; and with volunteers planted 3,000 daffodil blubs in median strips and dozens of new succulents in Shattuck circular planters. We continued to grow key relationships with local nurseries, landscapers, developers, and the City Parks and Urban Forestry in caring for the greenspace throughout our Downtown.

## Planters, Planters, Planters!

The DBA worked with property owners in deploying over a hundred new planters to beautify the Downtown and discourage sidewalk encampments. This started with the Mangalam Center & Dharma College deploying 49 planters on Allston, Harold and Kittredge; and continued with the DBA adding 24 planters on Milvia and Addison, and another 24 planters on upper Center Street.

Our planter services are available, at cost, for other property owners and merchants.



## Contact Our Team!

HOTLINE: 510.550.7550 ambassadors@downtownberkeley.com  
OFFICE: 510.549.2230 info@downtownberkeley.com



photo by Kelly Sullivan

