



Downtown Berkeley 2022 Annual Report

Building Back Better



photo by Kelly Sullivan

Building Back Better

Last year's theme, *Bouncing Back Better*, was both appropriate and aspirational. We saw the opening of the new hotel and the beginning of post-pandemic return of arts patrons, workers, students, visitors and residents. We also maintained a clean and welcoming Downtown, and witnessed significant reductions in homeless encampments. At the same time, our pedestrian counters reported foot traffic levels at 66-75% pre-pandemic levels. Hence retail vacancies and slower business volumes persist.

While trends are slowly improving, we know that some patterns have changed for good (e.g., remote workers and classes, home entertainment). So what can we do about it? We will continue to clean and beautify our Downtown welcoming folks back, and expand marketing and events to attract new and prior customers. But the essential way to fill our sidewalks, stores and vacancies with new retailers, is by supporting new construction projects and engaging their new residents—***Building Back Better!***

As shown in our graph, we will be welcoming thousands of new residents to Downtown Berkeley in the coming years. And density breeds more vibrancy—both economic and cultural. New residents will patronize dozens of new shops, restaurants, and entertainment venues; and we will welcome even more visitors attracted by the exciting buzz of Downtown Berkeley.

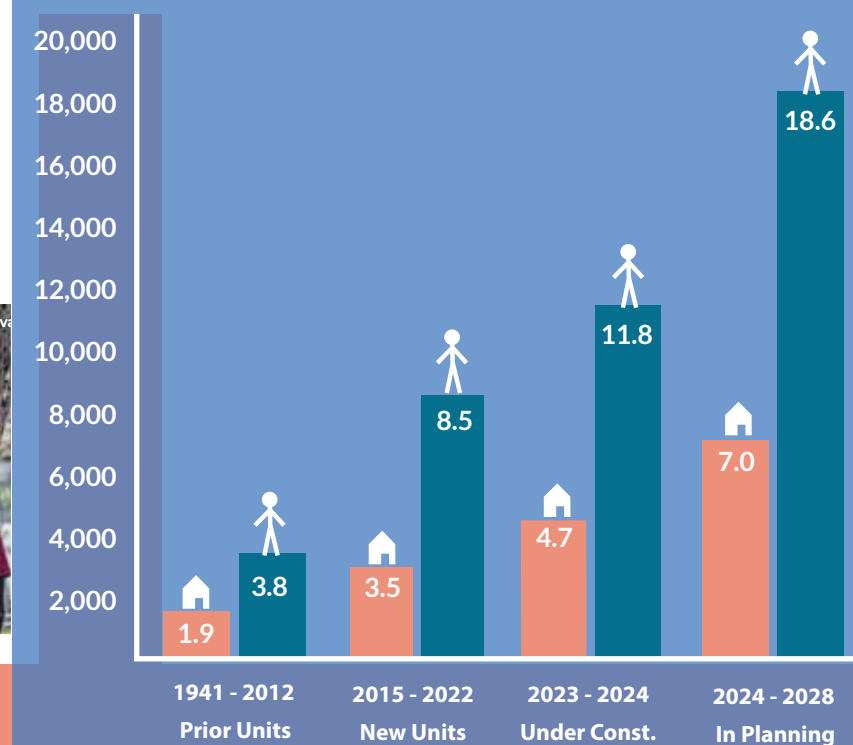
With our anchors of world-class education institutes, arts and startups—it only gets better from here!

John Caner
CEO



DBA Staff: Matthew Jervis, John Azevedo, John Caner, Jenn Voss, Perty Grissett

Downtown Berkeley Resident Growth



John Azevedo - 2022-23 DBA Intern

Talk about jack-of-all-trades! Since joining the DBA, UC Berkeley Urban Studies major John Azevedo has rounded all the bases for the DBA and knocks every task out of the park. Hanging holiday lights with the Ambassadors, gathering storefront vacancy data for CoB's Office of Economic Development, diving deep in BPD's crime data, identifying trees in need of pruning for Urban Forestry, liaising with UCB student organizations, and researching ordinances for DPW are just a few of his wins for the team.



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Operations

CLEANING		HOSPITALITY & OUTREACH		LANDSCAPING	
Blockfaces Powerwashed	1,331	Service Calls	1,483	Tree Wells Weeded	5,314
Trash Pounds Collected	234,537	Merchant Checks	9,138	Blockfaces Weeded	2,766
Graffiti Removals	5,818	Visitor Information	4,688	Flower Baskets Watered	18,191
Hazardous Waste Cleanups	2,239	Safety Escorts	1,020	Water & Weed Planters	3,651
Curblines Cleaned	15,192	Homeless Engagements	10,856		

Contact Our Team
HOTLINE: 510.550.7550 ambassadors@downtownberkeley.com
OFFICE: 510.549.2230 info@downtownberkeley.com



photo by Kelly Sullivan

Vitality

MARKETING	EVENTS	PLACEMAKING	ENGAGEMENT
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Coming out of these challenging times with renewed energy, the Vitality team produced some new favorite events including the Front Row Festival, Roller Boogie and the Asian Cultural Festival, bringing thousands of new customers to the Downtown. We also worked with local artists and property owners to bring new murals and other placemaking projects to beautify our Downtown. And with our e-news, social media, Welcome Guide and other materials, we continually sought ways to support our merchants in promoting their businesses and engaging our community, making Downtown Berkeley a great place to live, work and play!



2022 Financials

Statement of Activities January 1, 2022 - December 31, 2022	
Assessment Revenue	1,668,732
Program Revenue	26,322
Interest Revenue	1,033
Total Revenue	\$1,696,087
Program Expenses	1,391,821
Personnel Expenses	294,213
General & Administrative Expenses	138,286
Total Expenses	\$1,824,320
Total Change in Net Assets	(\$128,233)

Balance Sheet December 31, 2022	
Checking/Savings	878,961
Receivables	48,788
Other Current Assets	16,321
Total Net Fixed Assets	5,933
Total Assets	\$950,003
Payables	14,285
Other Current Liabilities	5,149
Deferred Income	341,341
Total Liabilities	\$360,775
Unrestricted Net Assets	\$589,228
Total Liabilities & Net Assets	\$950,003

2022-2023 Board of Directors



- LaTanya Bellow City of Berkeley
- Sean Brooks Berkeley City College
- Albert Chan Downtown Berkeley YMCA
- Ingrid Chen Viv&Ingrid
- Josh Costello Aurora Theatre
- Dell Dellinger Hotel Shattuck Plaza
- Wangmo Dixie Dharma College
- Wendy Hillis UC Berkeley
- Eric Knecht Resources for Community Dev.
- Laksh Lakireddy Vindium Real Estate
- Amir Massih 4Terra Investments
- Amy Murray Revival Bar + Kitchen
- Susan Muscarella CA Jazz Conservatory
- Mark Rhoades Rhoades Planning Group
- Beth Roessner Berkeley Chamber
- Grant Shoaf Mechanics Bank
- Adam Stemmler Farm League
- Lu Tipping Tipping Structural Engineers
- Tai Yu Great China



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Rey Lopez - Ambassador of the Year

Since early 2019, Rey has been a model Downtown Berkeley Ambassador. From pressure washing to sidewalk sweeping, he has kept things clean. From graffiti removal to landscaping, he's made the Downtown beautiful. Through all his hospitality and cooperative street population engagement, he's ensured us an enjoyable Downtown. Rey's unrivaled work ethic and keen attention to detail are admirable, and his care and concern for the public and our entire team are genuine and well-admired. We proudly proclaim Rey Lopez 2022 Ambassador of the Year!