



2023 Annual Report Downtown Berkeley *Welcome Ready!*



Welcome Ready!

2023 & 2024 are big years for new residents and merchants in Downtown Berkeley.

In 2023, 745 new housing units came online accommodating about 1,850 residents; and in 2024 another 812 units built for roughly 2,050 residents will be joining the Downtown. These 3,900 new residents are added to the already 8,500 persons living in the Downtown, supporting our

businesses and bringing vitality to the Downtown.

We have finally turned the corner from the pandemic on retail also. While retail always lags behind housing, in 2023 we welcomed a number of new businesses, and in 2024 are off to a good start with a number of new openings or signed leases yet to be announced.

And the DBA is rising to the occasion! Our Ambassador Operations team (under the leadership of Javier Suazo) starts at 4AM, ensuring a clean and welcoming Downtown greets our residents, workers and visitors. And our Vitality team (under the leadership of Matthew Jervis) continues to support our merchants with promotional programs, placemaking/mural projects, and partner/DBA events.

There is still much work to be done. There are five large apartment buildings pending that will bring over 4,000 more residents to the Downtown. Waiting for these projects to break ground, we need to figure out how to activate temporary vacancies, and bring more folks to the Downtown through engaging retail, entertainment, events, etc. And we need to continue working with the City to direct unsheltered folks into housing and services, and also to enforce our ordinances.

Again, plenty of opportunities and challenges to keep us busy in the coming year!

John Caner

New in 2024



Anchor House

The Kittredge

Berkeley Place

The Lair

RUMI at King

Aquatic at U

ACE Berkeley

2023-24 DBA TEAM

From Left - Right

Jenn Voss Community Engagement

Javier Suazo Operations Manager

John Caner CEO

Matthew Jervis Director of Vitality



photo by kelly sullivan

Meet Javier Suazo, DBA Ops Manager



photo by kelly sullivan

We were fortunate to have Javier join us as Operations Manager in May 2023, replacing Perty Grissett who was promoted to Regional VP of Streetplus (our Ambassador services provider). Javier was born in Honduras, raised on the East Coast and moved to California in 2000 after graduating from Pace University in New York City with a degree in Political Science. Since his move to San Francisco, Javier has worn many hats professionally: serving as a Child Support Officer in San Francisco; bartending; recruiting for AfterCollege, Inc., and supervising local operations for the 2020 US Census. In late 2020 Javier became Shift Supervisor at Downtown SF Partnership and then promoted to Public Spaces Manager overseeing the day-to-day logistical operations. Javier is thrilled to be working closely with the Downtown Berkeley community and his dedicated team of Ambassadors. Be sure to say hello to our incredibly friendly and dedicated ops leader!



2023 Financials

Statement of Activities

January 1, 2023 - December 31, 2023

Assessment Revenue	1,987,137
Program Revenue	167,743
Interest Revenue	8,966
Total Revenue	\$2,163,846

Program Expenses	1,652,176
Personnel Expenses	324,844
General & Administrative Expenses	108,554
Total Expenses	\$2,085,574

Total Change in Net Assets **\$78,272**

Balance Sheet

December 31, 2023

Checking/Savings	821,444
Receivables	95,154
Other Current Assets	16,830
Total Net Fixed Assets	8,073
Total Assets	\$941,501

Payables	111,916
Other Current Liabilities	3,350
Deferred Income	154,455
Total Liabilities	\$269,721

Unrestricted Net Assets **\$671,780**

Total Liabilities & Net Assets **\$941,501**

Operations

CLEANING	HOSPITALITY & OUTREACH	LANDSCAPING
Blockfaces Powerwashed..... 1,192	Service Calls 921	Tree Wells Weeded..... 4,150
Trash Pounds Collected337,427	Merchant Checks 5,201	Blockfaces Weeded..... 4,352
Graffiti Removals 8,062	Visitor Information 6,762	Flower Baskets Watered..... 15,239
Hazardous Waste Clean-ups..... 3,276	Safety Escorts..... 1,781	Water & Weed Planters..... 4,131
Curb Lines Cleaned..... 20,505	Homeless Engagements..... 14,998	



photo by kelly sullivan

2023-2024 Board of Directors



Back Row

Albert Chan Downtown Berkeley YMCA
 Laksh Lakireddy Vindium Real Estate
 David Masenten ELS Arch. & Urban Design
 Beth Roesner Berkeley Chamber
 Eric Knecht Resources for Community Dev.
 Lu Tipping Tipping Structural Engineers
 Sean Brooks Berkeley City College
 Grant Shoaf Mechanics Bank
 Wangmo Dixie Dharma College
 John Caner Downtown Berkeley Association
 Amy Murray Revival Bar + Kitchen
 Adam Stemmler Farm League

Front Row

Amir Massih 4Terra Investments
 Mark Rhoades Rhoades Planning Group
 Josh Costello Aurora Theatre
 Tai Yu Great China

Not in Picture

LaTanya Bellow City of Berkeley
 Dell Dellenger Hotel Shattuck Plaza
 Calleene Egan Insight Housing
 Yoshika Hedberg Fish & Bird Sousaku Izakaya
 Wendy Hillis University of California, Berkeley
 Tom Parrish Berkeley Repertory Theatre

Regina Kaufman, Ambassador of the Year

Meet Regina Kaufman, our esteemed Ambassador of the Year! Born in Richmond, California, and a long-time Oakland resident, Regina brings a decade of experience in dog training, hotel hospitality, in-home caretaking, and childcare work. Currently enriching the Berkeley community through her tenure at Streetplus over the past 10 months, Regina loves the friendly, dog-loving locals. A conversationalist at heart, she thrives on making connections and brightening days. In her downtime, Regina enjoys music, documentaries, cooking, planning her world travels, and spending time with her daughter, who is her inspiration to strive for daily excellence.



photo by kelly sullivan

Vitality

MARKETING	EVENTS	PLACEMAKING	ENGAGEMENT
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Our Vitality programs were dialed up in 2023! Our community events hit new attendance records. The Front Row Music and Arts Festival and Roller Boogie were massive hits and brought students and families from all over the Bay Area into Downtown Berkeley to enjoy some fun filled sunny days of music and entertainment. The Asian Cultural Festival took over Civic Center Park with beautiful performances and some of the best momos available in the Bay Area. We kept the placemaking momentum going strong with local artists bringing fresh murals that transformed the downtown vibe. We didn't stop there - we supercharged our merchant engagement support, creating a ton of new ways to connect with the community and shine a spotlight on our eclectic district. And 2024 is just getting started! If you own a business in Downtown Berkeley and would like to get some details on how you can plug into your downtown community, contact us! mjervis@downtownberkeley.com

