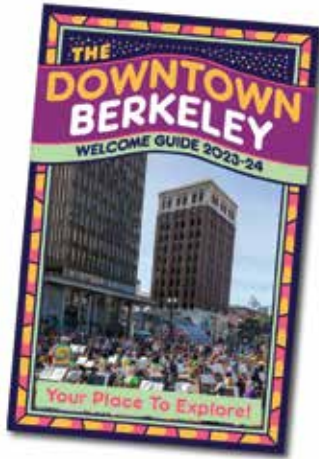


DOWNTOWN BERKELEY NEW MERCHANT 'GETTING STARTED' GUIDE

The Downtown Berkeley Association (DBA) is here to provide marketing support for your new business

1. Online Directory Listing

The DBA will automatically include your establishment in our comprehensive online directory. Whether your business falls under **ARTS, EAT, PLAY, SHOP,** or **LIVE,** you'll be visible to anyone exploring **Downtown-berkeley.com** rich offerings.

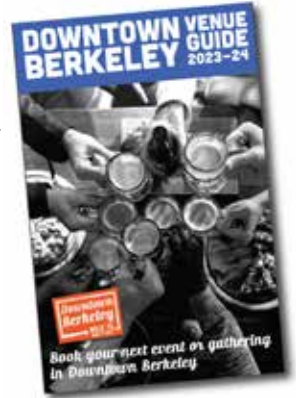


2. Welcome Guide

Consider placing an ad in our **Downtown Berkeley Welcome Guide**. Published annually in late July, this guide reaches all Downtown residents right before UC Berkeley's move-in week, offering an excellent opportunity to introduce your business to a wave of new and returning students.

3. Venue Guide

If you support group meetings, events and/or dining we can include you for free in our online **Downtown Berkeley Venue Guide**. Please fill out our **online form** to be included.



4. Student Discount Guide

If your business offers discounts for students, let us know! We will list you in our **Student Discount Guide!** Student-friendly deals are a fantastic way to attract the student population and become a go-to spot in their Berkeley experience.



5. Social Media

Make sure to tag us in your social media posts! By doing so, you gain access to a wider audience through our social media channels, enhancing your online visibility and community engagement.



6. 'Journeys Start Here' Subscriber Enewsletter

Planning a promotion, event, or have exciting news to share? Give us a heads up, and we'll feature your announcement in our bi-monthly Enewsletter, "**Journeys Start Here!**" which reaches over 4,000 subscribers each month.



7. Visit Berkeley

Consider becoming a **Visit Berkeley Marketing Partner** and gain access to business and tourist visitors to Berkeley. Visit Berkeley also manages the **IKE Smart City Kiosks** you see throughout the Downtown and elsewhere in Berkeley. If you have a Google Listing your business will be automatically added to the kiosk directory by proximity to your location. You can consider advertising on the digital IKE kiosks placed throughout the downtown also.

8. Ribbon Cutting

Join the **Berkeley Chamber** and they will arrange a Ribbon Cutting and invite local elected officials, city staff and media, to help with publicity on your opening. The Chamber also provides great networking, promotion, advocacy and training opportunities for you and your business.

9. Office of Economic Development

City of Berkeley **Office of Economic Development** can also assist you in starting and growing your business, including: Business Resource Guide, zoning and building permit process, #Discovered in Berkeley campaign, outdoor commerce installation and parklet, and other resources.



Your Success is Our Priority

Please contact us if you if we can be of assistance:

Main Number: 510.549.2230

Ambassador Hotline: 510.550.7550

info@downtownberkeley.com

www.downtownberkeley.com

Scan to access online documents and links at www.downtownberkeley.com/gettingstarted

