

2024 FINANCIALS

Statement of Activities

January 1, 2024 - December 31, 2024

Assessment Revenue	1,976,889
Program Revenue	122,391
Interest Revenue	20,191
Total Revenue	\$ 2,119,471

Program Expenses	1,748,610
Personnel Expenses	316,360
General & Administrative Expenses	108,791
PBID Renewal Expenses	26,077
Total Expenses	\$ 2,199,838

Total Change in Net Assets (\$80,367)

Balance Sheet

December 31, 2024

Checking/Savings	867,919
Receivables	81,000
Other Current Assets	16,911
Total Net Fixed Assets	5,933
Total Assets	\$ 971,763

Payables	141,152
Other Current Liabilities	4,772
Deferred Income	234,426
Total Liabilities	\$ 380,350

Unrestricted Net Assets \$ 591,413

Total Liabilities & Net Assets \$ 971,763

BOARD OF DIRECTORS



Back Row

- Tai Yu, Great China
- Clayton Shelvin, The Freight (pending)
- Adam Stemmler, Farm League
- David Masenten, ELS Arch. & Urban Design
- Amy Murray, Revival Bar + Kitchen
- John Caner, Downtown Berkeley Association
- David Shamszad, SG Real Estate
- David White, City of Berkeley (pending)
- Jordan Stephens, Residence Inn Berkeley
- Laksh Lakireddy, Vindium Real Estate
- Albert Chan, Downtown Berkeley YMCA

Front Row

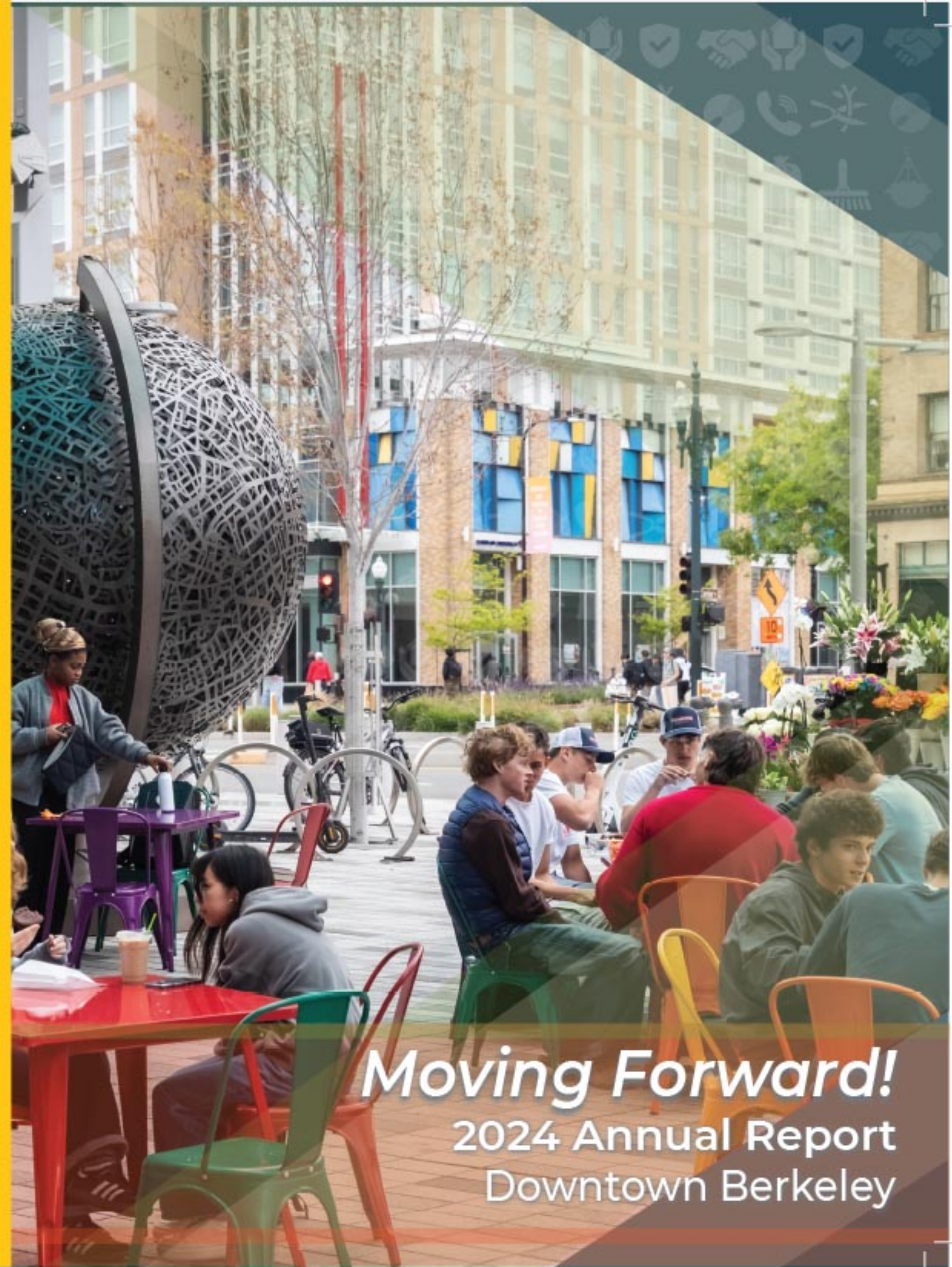
- Mark Rhoades, Rhoades Planning Group
- Yoshika Hedberg, Fish & Bird Sousaku Izakaya
- Maria Schell Hassid, David Brower Center
- Marc Steyer, Tipping Structural Engineers (pending)
- Eleanor Hollander, City of Berkeley
- Amir Massih, 4Terra Investments
- Nigel Sussman, Nigel Sussman Illustration

Not Pictured

- Josh Costello, Aurora Theatre
- Wangmo Dixey, Dharma College
- Calleene Egan, Insight Housing
- Tom Parrish, Berkeley Rep
- Beth Roessner, Berkeley Chamber
- Grant Shoaf, Mechanics Bank



cover photo: Kelly Sullivan



Moving Forward!
2024 Annual Report
Downtown Berkeley

MOVING FORWARD!



Let's admit the past year has been challenging. All 17 housing projects planned or entitled in the Downtown are on hold. Some buildings were vacated, utilities disconnected, and even demolished, before the market abruptly turned last fall. With increased supply of units last year, and only modest growth at UC Berkeley, rents have fallen, while capital and construction costs remain high. The net result is a shocking 28% retail vacancy rate in the Downtown.

Moreover, homeless counts spiked last fall through winter with large a encampment in Civic Center Park and spillover in rest of Downtown. But the tide is turning. We have several new retailers/restaurants have opened or announced expansion into the Downtown (see below). And the City recently cleared the Civic Center encampments guiding folks into shelter and services, resulting in our Downtown homeless count now at an all-time low.

We are working to get power restored in some of these vacated buildings and exploring pop-ups and murals to reactivate our commercial corridors. Now we must enforce our sidewalk ordinances, and get folks living on our streets the help they need. And we look for new ways to support our arts and entertainment district which is a cultural and economic engine for our Downtown. Our fundamentals remain very strong: a safe, welcoming, highly walkable Downtown, next to a world class university and arts district, with BART and other great transit.

The future is bright, but we need laser focus filling vacancies, improving our public spaces, keeping Downtown safe, welcoming and beautiful- and ready second building boom when housing market rebounds.

John Caner

OPERATIONS

CLEANING		HOSPITALITY & OUTREACH		LANDSCAPING	
Blockfaces Pressured Washed	1,571	Service Calls	689	Tree Wells Weeded	2,107
Trash Pounds Collected	329,975	Merchant Checks	3,661	Blockfaces Weeded	3,217
Graffiti Removals	9,895	Visitor Information	7,234	Hanging Baskets Watered	10,253
Hazardous Waste Cleanup	2,988	Safety Escorts	916	Planters Watered & Weeded	2,310
Curblines Cleaned	29,953	Homeless Engagements	5,015		



photo by Kelly Sullivan

AMBASSADOR OF THE YEAR

Efrain Jimenez transferred from the Downtown San Francisco Partnership in May 2024. He began as a cleaner but quickly made a name for himself through his hard work, punctuality, and dedication. His efforts were soon recognized by both management and the district. By October 2024, Efrain was promoted to Special Projects Ambassador. In February 2025, he advanced again—this time to Lead Pressure Washer. Efrain is a valued member of the Ambassador team and is well on his way to a future leadership role.



DBA TEAM

From Left to Right
 Javier Suazo, Operations Manager
 Matthew Jervis, Vitality Director
 John Caner, CEO
 Jenn Voss, Community Engagement



photo by Kelly Sullivan

WELCOME

Welcome Councilmember Tregub & Mayor Ishii!
 Downtown Berkeley and the City have exciting new leadership with the election of Councilmember Igor Tregub to District 4 in June 2024, and Mayor Adena Ishii in November 2024.

Born in Ukraine, Mr. Tregub came to UC Berkeley as a freshman. Since then he has dedicated nearly 20 years of public service to the Berkeley community in various roles. He works part-time in statewide climate policy advocacy.

Mayor Ishii grew up in Southern California, actively involved in the Japanese American community. She later moved to Berkeley, where she began her studies at Berkeley City College (BCC) and advocated against education budget cuts. She became the youngest and first woman of color to serve as President of the local League of Women Voters.

Mayor Ishii transferred from BCC to UC Berkeley's Haas School of Business and graduated from Santa Clara University School of Law.

Come meet both Mayor Ishii and Councilmember Tregub at our Annual Meeting on Wednesday, May 14, 5-7pm at the David Brower Center or reach out to their offices via contact information on the City website.

VITALITY

Our Vitality programs hit record attendance in 2024!

The Front Row Music & Arts Festival, sponsored by Meyer Sound (whose founders were honored as a notable and historic Berkeley business) drew over 11,000 attendees. Roller Boogie attracted more than 2,000 visitors, energizing Downtown. New placemaking initiatives included fresh street banners with our updated branding and murals by Cal students through the Chancellor's Partnership Fund, highlighted by the "We Are All Neighbors" mural. The Asian Cultural Festival at Civic Center Park impressed with performances and the Bay Area's best momos. We deepened merchant engagement, creating new opportunities to spotlight Downtown's diverse district. Want to get involved? Contact mjervis@downtownberkeley.com.

