

2025 Financials

Statement of Activities

Jan. 1 2025 - Dec. 31 2025

Assessment Revenue	1,227,837
Program Revenue	113,471
Interest Revenue	15,141
Total Revenue	\$1,356,449
Program Expenses	1,864,964
Personnel Expenses	344,526
General and Admin Expenses	106,99
PBID Renewal Expense	93,944
Total Expenses	\$2,410,431

Total Change in Net Assets (\$1,053,982)

(*) In summer/fall 2025 assessment revenue fell well short of budget due to previously unknown assessment overpayments over prior years. On October 1, the City advanced the DBA \$639,889 so the DBA could continue seamless operations in anticipation of the renewal of the DBPBID. The City and DBA agreed to spread out the repayment of the \$639,889 advance over 6.5 years, interest free, from 2027 to 2033.

Balance Sheet

December 31, 2025

Checking/Savings	288,910
Receivables	45,920
Other Current Assets	22,625
Total Net Fixed Assets	3,793
Total Assets	\$361,248
Payables	130,678
Other Current Liabilities	3,998
Deferred Income	49,250
Total Current Liabilities	\$183,926
Total Long-Term Liabilities (*)	\$639,889
Total Liabilities	\$823,815
Unrestricted Net Assets	(\$462,567)
Total Liabilities & Net Assets	\$361,248

2025-2026 Board of Directors

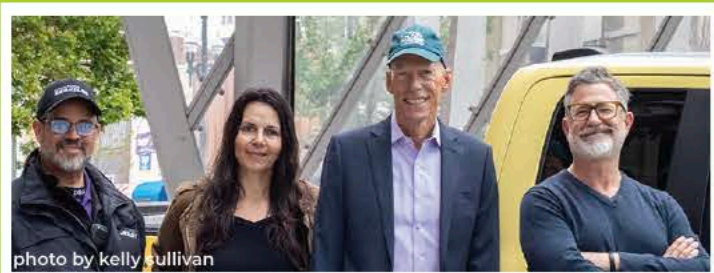


Top Row:
Tom Parrish Berkeley Repertory Theatre
Dr. Denise Richardson Berkeley City College
Jonathan Taylor SRM Associates
Julie Rodrigues Widholm BAMPFA
Nigel Sussman Nigel Sussman Illustration
Simone Arpaio Almare Gelato Italiano
Wendy Hillis UC Berkeley

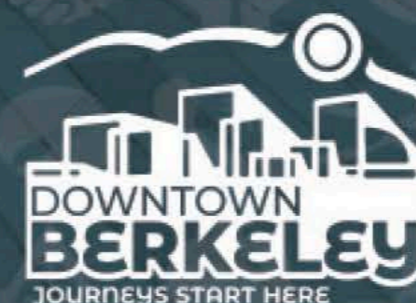
Middle Row:
Jordan Stephens Residence Inn Berkeley
Beth Roessner Berkeley Chamber
David Shamszad SG Real Estate
Eleanor Hollander City of Berkeley
Amir Massih 4Terra Investments
Maria Schell Hassid David Brower Center
David Masenten ELS Architecture & Urban Design

Bottom Row:
Albert Chan Downtown Berkeley YMCA
Calleene Egan Insight Housing
Dorotheé Mitrani La Note Restaurant
Clayton Shelvin The Freight
David White City of Berkeley
Marc Steyer Tipping Structural Engineers
Laksh Lakireddy Vindium Real Estate

DBA Staff



L to R: **Javier Suazo** Operations Manager; **Jenn Voss** Engagement Manager
John Caner CEO; **Matthew Jervis** Vitality Director



DOWNTOWN RENEWS!
 DOWNTOWN BERKELEY ASSOCIATION
 2025 ANNUAL REPORT

photo by Kelly Sullivan



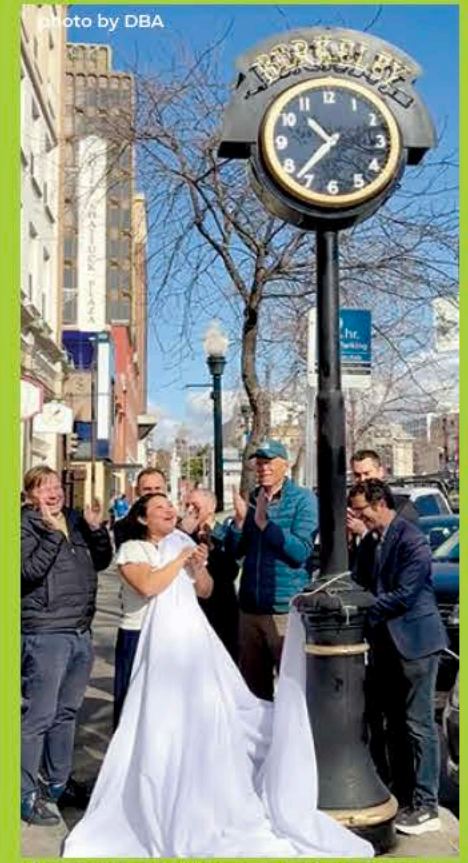
DOWNTOWN RENEWS!

Good news this year--*Downtown Renews!* A number of new retailers have opened in the Downtown including: Brusco Café, Dough Zone, Mendocino Farms, Qahwa Time, Shake Shack and Sightglass Coffee. Flying Horse Investments purchased, is renovating, and will soon be tenating the entire blockface of vacant store fronts on Shattuck between Allston & Kittredge. And in February FHI started with the renovation of the historic Shattuck clock (see side photo). Also, national phenom, Zero Empty Spaces has signed a lease to create an artist studio and gallery pop-up space at the top of the arts district in the prior Half Price Books loction. And we expect many more exciting announcements in the coming year!

Additionally, the new Berkeley City College West opens in July; and the massive UC Berkeley Innovation Zone broke ground this year with expected 2028 opening. And later this year we expect Core Spaces to break ground on their 26-story Hub Berkeley project at the key location on Center and Oxford location across from BAMPFA.

Moreover, the ballots were just counted, and property owners overwhelmingly voted to renew the Downtown Berkeley Property-based Business Improvement District (PBID) for another 10 years, including a new Safety Ambassador Program (see below).

And finally, as many of you know, I plan to retire by the end of the year, after almost 17 years of service with the DBA and the Downtown community. The board has had an overwhelming response of qualified candidates, and hence looks forward to a new generation of leadership to guide the Downtown renewal for years to come!



Mayor Ishii, CM Tregub & Blackaby, and FHI unveil historic Shattuck clock renovation

DOWNTOWN PBID RENEWS!

On May 19 the ballots were counted and Downtown Berkeley property owners voted by 81.5% to renew the Downtown Berkeley PBID, managed by the DBA for another ten years from 2027 to 2036. This final vote was the end of an almost two-year process, starting with extensive stakeholder and community engagement, resulting in our new Strategic Plan in June 2025, and then a new Management Plan in October 2025 (see publications section of our website.) Due to overwhelming stakeholder concern, the main change is the reintroduction of the Safety Ambassador Program based on the 2020/2021 pilot program.



2020/2021 Community Engagement Ambassadors

Safety Ambassadors: Start January 1, 2027

A renewed Safety Ambassador Program is a top priority in the new Management Plan. Budgeted at \$262,000 annually, this program will be staffed by state-licensed security professionals through the Bureau of Security and Investigative Services.

Personnel will receive extensive de-escalation and other problems solving training, and will coordinate closely with the Berkeley Police Department. The DBA successfully operated a similar Community Engagement Ambassador program from 2020 to 2021, which ended due to lack of funding.

Operations

CLEANING	HOSPITALITY & OUTREACH	LANDSCAPING
Blockfaces Powerwashed 3,905	Service Calls 574	Tree Wells Weeded..... 3,163
Trash Pounds Collected 335,500	Merchant Checks 3,292	Blockfaces Weeded..... 4,352
Graffiti Removals 8,136	Visitor Information 12,173	Flower Baskets Watered..... 15,239
Hazardous Waste Clean-ups 2,473	Safety Escorts 323	Water & Weed Planters..... 4,131
Curb Lines Cleaned 47,776	Homeless Engagements 4,315	



photo by DBA

Victor Madrigal, Ambassador of the Year

From the very beginning, when Victor joined the Ambassador team in February 2024, he showed great promise. He first served as a Cleaning/Hospitality Ambassador and later took on the role of Weekend Shift Supervisor. More recently, he transitioned into the Special Projects Ambassador role, where he assists with paint projects, landscaping, event logistics, and occasionally substitutes as a pressure washer. He also fills in as a supervisor when needed. He has truly thrived and provided tremendous value to both the team and Downtown.

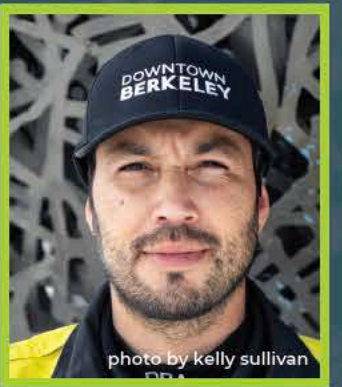


photo by Kelly Sullivan

Vitality

In 2025, the Downtown Berkeley Association continued advancing a bold and community-centered vitality strategy focused on partnership, placemaking, and has remained committed to creating meaningful experiences that celebrated Berkeley's identity while supporting local businesses, artists, and stakeholders.

The DBA continued producing and supporting a diverse range of events and campaigns, including *Pizza Lovers Month*, *Sidewalk Busker Sessions*, *Living In Downtown*, merchant promotions, and neighborhood activations that encourage residents, visitors to explore Downtown Berkeley. Strategic marketing efforts, including digital campaigns, video storytelling, and the continued success of the *Downtown Berkeley Welcome Guide*, helped amplify the district's visibility and support local commerce.

In addition to programming, the DBA deepened collaboration with city departments, arts organizations, UC Berkeley, Visit Berkeley, and local stakeholders to advocate for a more partnership-driven approach to Downtown recovery and event activation.



The DBA is kickstarting **Make Music Day Berkeley** on June 2, a free citywide annual celebration of live music, as part of a global event taking place in more than 1,000 cities around the world on Summer Solstice. Designed to bring joy, creativity, and connection to public spaces, the event invites musicians of all ages and skill levels to perform in parks, plazas, sidewalks, businesses, patios, and community spaces throughout Berkeley. Unlike a traditional festival, Make Music Day is decentralized and community-driven, encouraging residents, merchants, organizations, and artists to participate and create their own musical moments across the city, including several locations in Downtown Berkeley.