



Office of the City Manager

CONSENT CALENDAR
June 4, 2013

To: Honorable Mayor and Members of the City Council
From:  Christine Daniel, City Manager
Submitted by: Michael J. Caplan, Director, Office of Economic Development
Subject: Assessments: North Shattuck Business Improvement District

RECOMMENDATION

Adopt a Resolution:

1. Approving the FY 2013 *Annual Report of the North Shattuck Business Improvement District* (NSBID);
2. Declaring Council's intention to levy an annual assessment for the NSBID for FY 2014; and
3. Scheduling a public hearing for July 16, 2013.

FISCAL IMPACTS OF RECOMMENDATION

The NSBID constitutes an independent funding source that must be targeted to improvements and activities within the defined geographic boundaries of the NSBID assessment area. The only costs to the City involve time by Economic Development staff to assist the NSBID in program implementation and the annual reassessment and time by Finance Department staff to account for and disburse BID funds. To the extent that the work of the NSBID enhances the development of the North Shattuck District and its business climate, the NSBID contributes towards enhanced City revenues through increased sales and property taxes.

The proposed assessment rates for FY 2014 are unchanged from FY 2013. Collections from those assessments are projected and budgeted at \$166,466 in FY 2014. Funds not spent in any given fiscal year will be carried over into future years. These assessments are recorded in account 478-8703-370-30-01.

CURRENT SITUATION AND ITS EFFECTS

The Board of Directors of the North Shattuck Association, the non-profit that manages the NSBID, met in a publicly noticed meeting on April 25, 2013 to review and approve the attached Annual Report for the NSBID for FY 2013 (Exhibit A).

The report recommends that the assessments for FY 2014 be levied on the same basis and method, and within the same boundaries, as they were levied for FY 2013. It also includes a budget for improvements and activities for FY 2014 and an estimated cost for providing them.

BACKGROUND

The NSBID was established by Resolution of the Berkeley City Council on July 10, 2001 (Resolution No. 61,168–N.S.) to implement a Management District Plan that had been developed by a steering committee of merchants and property owners. In accordance with this Management District Plan that was incorporated in Resolution No. 61,168-N.S., the NSBID had a lifetime of ten years, expiring in 2011. On May 3, 2011, Council approved Resolution No. 65,265-N.S. reestablishing the NSBID for an additional 10 years, expiring in 2021.

The NSBID finances special improvement, maintenance and marketing activities that benefit commercial properties and businesses in the North Shattuck District. NSBID activities are over and beyond baseline services provided by the City.

The Management District Plan that was adopted by Council in 2011 as part of the reestablishment of the District provides an overall format and budget for the NSBID's activities.

In FY 2014, the NSBID will continue its ongoing services including district maintenance, marketing and promotional activities. The 11th Annual North Berkeley Spice of Life Festival will be held in September, winter holiday events in December, and the Chocolate and Chalk Art Festival in June. Other events and activities promoting the district will continue throughout the year. The NSBID will also continue to liaison and coordinate with other business district organizations, the Convention and Visitors Bureau, the Chamber of Commerce, and the Buy Local Berkeley Program to promote local business and economic development opportunities in Berkeley. The NSBID will also continue to work with AC Transit and the City's Transportation Department to identify opportunities to improve pedestrian safety, access to schools and transit, and parking in the District.

RATIONALE FOR RECOMMENDATION

Property and Business Improvement District Law of 1994 requires that the BID Board prepare an annual report for each fiscal year in which assessments are to be levied. The report shall include any proposed changes in the boundaries of the district, the improvements and activities proposed for the year, and an estimate of the cost for providing them. In this case there are no proposed changes in the boundaries of the district or the rate of the assessment so Council action is required only to approve the Annual Report, state the intent to levy assessments, and set a date for a public hearing.

ALTERNATIVE ACTIONS CONSIDERED

The Board of the NSBID considered whether to increase the assessment but decided not to do it this year.

CONTACT PERSON

Elizabeth Garcia, Community Development Project Coordinator, Office of Economic Development, 981-7536

Attachments:

1: Resolution

Exhibit A: Annual Report for FY 2013 & Proposed Budget for FY 2014

RESOLUTION NO. ##,###-N.S.

APPROVING THE ANNUAL REPORT OF THE NORTH SHATTUCK BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2013, DECLARING AN INTENT TO LEVY ASSESSMENTS FOR 2014, AND SETTING A PUBLIC HEARING ON THE LEVY OF ASSESSMENTS FOR JULY 16, 2013

WHEREAS, the Property and Business Improvement District (PBID) Law of 1994 as amended (California Streets and Highways Code Section 36600 et. seq.) authorizes cities, with the consent of property owners, to fund property-related improvements, maintenance and activities through the levy of assessments upon the real property that benefit from the improvements, maintenance and activities; and

WHEREAS, after ten years of successful operation, on May 3, 2011 the Berkeley City Council reestablished the North Shattuck Business Improvement District (hereafter, "the District") for an additional ten year period by Resolution No. 65,265-N.S.; and

WHEREAS, on April 25, 2013 the Board of Directors of the District adopted an Annual Report for 2013 that recommends services for 2014 with a budget for the cost of providing them and has now submitted it to the City Council as Exhibit A.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that pursuant to provisions of Section 36600 et. seq. of the California Streets and Highways Code, the City Council approves the Annual Report of the North Shattuck Business Improvement District for 2013 and declares its intent to levy special assessments on property within the boundaries of the district for FY 2014.

BE IT FURTHER RESOLVED that the boundaries of the District and the method and basis for the assessment remain the same as those set forth and approved in attachments to Resolution 65,265-N.S. reestablishing the District.

BE IT FURTHER RESOLVED that the improvements and activities to be provided are those described in the Annual Report.

BE IT FURTHER RESOLVED that the cost of providing the improvements and activities is as described in the budget included in the Annual Report.

BE IT FURTHER RESOLVED that the contributions made from sources other than assessments levied in the District are those described in the Annual Report and the budget included within it.

BE IT FURTHER RESOLVED that the Annual Report is on file with the City Clerk. A public hearing on the levying of assessments within the District for FY 2014 shall be held before the City Council on the 16th day of July, 2013, in the Council Chambers, 2134 Martin Luther King Jr. Way, Berkeley, California. Council meetings begin at 7 pm. At this hearing, the Council will hear all interested persons for or against the levying of

assessments for the purposes described in the Annual Report. A protest may be made orally or in writing by any interested person. Written protests shall be filed with the City Clerk at or before the time fixed for the public hearing. Each written protest shall contain a description of the business or property in which the person subscribing the protest is interested sufficient to identify the business or property. Following conclusion of the public hearing, the City Council may confirm the Annual Report and levy assessments for 2014.

Exhibit A: North Shattuck Association, Annual Report to the City of Berkeley Fiscal Year 2013 & Proposed Budget for FY 2014



NORTH SHATTUCK ASSOCIATION
ANNUAL REPORT TO THE CITY OF BERKELEY
FISCAL YEAR 2013

Introduction

The North Shattuck Business Improvement District (NSBID) was reestablished for a new 10-year period by the Berkeley City Council on May 3, 2011 (Resolution No. 61,168-N.S.) under provisions of the State of California Property and Business Improvement District Law of 1994. The NSBID was formed in 2001 to implement a Management District Plan developed to address the specific needs of the District, which encompasses 49 properties located on Vine Street and along Shattuck Avenue from Delaware to Rose Street. The Management District Plan sets forth the projected activities of the NSBID and the allocation of BID assessment revenues to each activity. The Management District Plan can only be changed through a formal process involving notices to all property owners and a public hearing before the City Council. The NSBID has a life of ten years from the date of establishment of the District, and operates on a July through June fiscal year.

The Property and Business Improvement District Law of 1994 requires that the owners' association that is responsible for administering a BID prepare an annual report for each fiscal year for which assessments are to be levied. The report shall include any proposed changes in the boundaries of the district, the improvements and activities for the year, an estimate of the cost of the improvements and activities, the method and basis for levying the assessment, the amount of any surplus or deficit revenues to be carried over from a previous fiscal year and the amount of any contributions from other sources. The City Council may approve the report as filed or may modify any particular contained in the report and then approve it as modified.

This report reviews Fiscal Year 2012-2013 operations, and states goals and objectives for Fiscal Year 2013-2014 of the NSBID, which begins July 1, 2013.

Review of Prior Fiscal Years

In 2002, the North Shattuck Association, a private 501 (c) (6) non-profit corporation, was formed to manage the NSBID. The North Shattuck Association entered into a contract with the City of Berkeley for grants and Merchant Association funds of \$11,239 and the actual \$150,981.84 in BID revenues collected for **Fiscal Year 2002** through Alameda County's property tax collection process and forwarded to the City. A small amount of these funds were used to offset the costs of forming and organizing the Association, including state and federal tax filing fees and related professional services, liability insurance, and contract services for administration of the district. The majority of the assessments were carried forward into the next fiscal year.

During **Fiscal Year 2003**, the North Shattuck Association began implementation of the District Management Plan, opening a district office, entering into a contract for regular sidewalk and

public space maintenance, installing 35 new planters and coordinating with the City of Berkeley to place 22 new “Recycliter” cans in the district. The Association also produced public information and marketing materials including a newsletter, website, and business directory. Property owners, businesspeople, and community members were involved in the activities of the district through advisory committees. Revenue received during Fiscal Year 2003 was \$170,116 including some prior year delinquencies, while expenditures totaled \$99,354.

New revenue totaling \$162,821 and remaining funds carried forward to **Fiscal Year 2004** resulted in a total budget of \$391,996. During this year, expenditures totaled \$158,361, including funding for area management, business assistance/attraction, marketing/promotions, and beautification activities including the continuation of area sidewalk cleaning, 10 additional planters and planter maintenance, and the painting of all district area lightpoles with a durable epoxy finish. The Association worked with the City of Berkeley to install “pedestal” newsracks at the intersections of Vine and Virginia Sts. The Association completed a holiday marketing campaign and directed the Spice of Life Festival held in October 2003 to highlight the area’s diverse selection of food, arts, and health and wellness resources. Also during Fiscal Year 2004, the Association’s Board was successfully expanded from 7 to 9 members representing properties and businesses throughout the district, and memberships in the Berkeley Chamber of Commerce and Berkeley Convention and Visitors Bureau were initiated. Association staff provided information and assistance to new and existing businesses in the district, including lobbying on behalf of use permits and other needed zoning clearances, and working with the Ecology Center to gain needed approvals to move the North Berkeley Organic Farmer’s Market to a year-round street location at Rose and Shattuck.

In **Fiscal Year 2005**, the District began with a carry forward of unspent revenue from previous fiscal years totaling \$233,626. An additional \$152,923 in assessment revenues was received by the Association for Fiscal Year 2005, while actual expenditures totaled \$145,471. District activities included business assistance/attraction, marketing/promotions, and beautification activities including the continuation of area sidewalk cleaning and planter maintenance. The Association produced the 2nd Annual Spice of Life Festival in October 2004 featuring a Chef Stage with cooking demonstrations, gourmet food sampling, a Healing Arts Tent, and over 100 artisans. The festival presented music on three stages including a jazz stage coordinated by the JazzSchool, and highlighted many other neighborhood organizations and schools. Over 75 area businesses and restaurants were open and/or had booths in the festival, and many more contributed to a silent auction and raffle to benefit the Edible Schoolyard and the Community Partnership Academy at Berkeley High, whose students provided volunteer assistance for the event. The Association also maintained the website, organized holiday events and sponsored group advertising for district merchants during the year.

The budget for **Fiscal Year 2006**, including a cumulative carry forward amount of \$241,088 from previous years, and \$167,572 in new revenues, was \$408,660. Expenditures totaling \$145,844 funded district activities for the year. Ongoing organization/management included elections for the Board of Directors which resulted in a new director representing the owner of the former state building at 1625 Shattuck joining the board. The Association was active in the Berkeley Business District Network, and

became a member of the California Downtown Association, a statewide network of groups focused on economic development and commercial revitalization. Maintenance and beautification activities included the coordination of the design and installation of 19 decorative banners for the North Berkeley Farmers' Market. The Association also worked towards the implementation of the 2001 North Shattuck Urban Design Plan, partnering with a new non-profit entity, North Shattuck Plaza, Inc. (NSPI) to guide design work and raise funds for a new pedestrian-oriented public space as part of the overall public improvement plan. The Association provided funding for the initial design and engineering work, by a Berkeley design firm, Meyer Silberberg, was hired to develop a schematic design based on the concept presented in the 2001 plan. A Design Committee was formed for the project including property and business owners, design professionals, nearby residents, and the Farmers' Market managers.

The Association continued marketing/promotions activities, including showcasing the area and its new businesses at local festivals, and a series of general ads in local magazines and newspapers. The district was also the focus of several editorial pieces including a one-page feature on the area that appeared in the April 2006 issue of San Francisco Magazine. During Fiscal Year 2006, the district welcomed a host of new businesses including 8 new food related businesses in the new Epicurious Gardens development in the former Dale Sanford building. The 3rd Annual Spice of Life Festival was produced and held on October 2, 2005 in partnership with Steven Restivo Event Services (SRES), who underwrote the event and promoted the festival extensively in the local print, radio and television media, including a feature on the KRON Sunday morning news. After the event, the Board granted SRES Productions a three-year contract to produce future festivals.

In Fiscal Year 2007, a carryforward of \$262,816 from previous years along with \$170,238 in new assessment revenue resulted in a budget of \$433,054. Expenditures for district activities totaled \$189,353. The Association was active in the Berkeley Business District Network (BBDN) and joined BALLE, an organization which organizes and promotes economic sustainability, and participated in BALLE's national convention held in the city in June 2007.

The Association continued its involvement with the Berkeley Convention & Visitors Bureau and the Berkeley Chamber of Commerce, the California Downtown Association (CDA). The Executive Director attended a CDA networking and educational event for professionals held in Monterey, CA in November 2006. The Association also joined the Berkeley Cultural Trust to promote arts and event development and funding in the city with other district associations and arts organizations.

Maintenance and beautification activities included the continuation of area sidewalk cleaning and planter maintenance. The Association extended its decorative banner project to the entire district with a series of banners celebrating ACCI Gallery's 50th Anniversary. The Association continued planning for implementation of the 2001 North Shattuck Urban Design Plan with North Shattuck Plaza Inc., area property owners and merchants, and local residents. A series of stakeholder and neighborhood meetings were held to review designs for the creation of a pedestrian plaza and parking reconfigurations in the area of Shattuck between Vine St. and Rose Sts. Meyer Silberberg, the Berkeley design firm hired by the Association, developed a schematic plan for the area with a wide public plaza area in front of existing businesses with space for additional landscaping, trees, and seating with a reconfigured parking

area to the north providing space for expansion of the Farmers' Market with no net loss of parking in the block. The design met with considerable resistance from several nearby businesses who were concerned with the movement of parking away from the front of their businesses, as well as the creation of a space where additional loitering and inappropriate street behavior could take place. Nearby residents, including members of the Live Oak-Cordonices Creek Association (LOCCNA), echoed these concerns and requested that planning on the project be stopped until a more formal public process could be funded.

The 4th annual Spice of Life Festival featured a Chef Stage hosted by Andronico's with all-day cooking demonstrations, over 100 gourmet food and artisan vendors, and music on three stages including a jazz stage at Elephant Pharmacy coordinated by the JazzSchool. Local non-profits, neighborhood organizations and area schools had booths at the event and area businesses participated in many ways, including providing contributions to a raffle and silent auction whose proceeds benefited the Chez Panisse Foundation's Edible Schoolyard Project and the Berkeley High School Jazz Band. On May 19th, the district organized the North Berkeley ArtWALK, to celebrate the 50th anniversary of the ACCI Gallery and to highlight the arts in North Berkeley. The event featured special exhibitions at each gallery and a showcase of ACCI and other local artists whose work was placed in area businesses.

In **Fiscal Year 2008**, a carryforward of from previous years of \$243,701 along with \$169,632 in new assessment revenue resulted in a budget of \$413,332. Expenditures for district activities totaled \$211,637. During this year, the Association was active in the Berkeley Business District Network (BBDN) and worked with the BBDN the City's Economic Development staff to initiate a "Buy Local Berkeley" campaign, under a concept drawn by BALLE, an organization which organizes and promotes economic sustainability. The Executive Director also participated in BALLE's national convention held in Berkeley in June 2007, which BBDN sponsored as a group. The Association also continued its membership in the California Downtown Association (CDA) the Berkeley Chamber of Commerce, and the Berkeley Cultural Trust.

A survey of business and property owners was conducted to gain input on the direction of the district's marketing activities. The results guided the Association to organize a weekly culinary/shopping tour for the district led by Epicurean Concierge Lisa Rogovin, and featuring area history, interviews with local shopkeepers and chefs, product sampling and a visit to the North Berkeley Organic Farmers' Market. The survey also indicated support for additional arts related events, and the Director worked with Another Bullwinkel Show to locate and produce the Chocolate and Chalk Art Festival in the North Shattuck district in May 2008 (moving it from Solano Avenue) featuring chocolate sampling and specialty products in area businesses, and a sidewalk chalk art contest.

The Association continued to work with the galleries and area businesses to create a monthly Arts and Events guide featuring a self-guided "ArtWALK" walking tour, and information about exhibition openings and special events in the district and at nearby venues, including the Jewish Community Center and the Hillside Club. The 5rd Annual Spice of Life Festival was held in October 2007. Winter Holiday 2007 promotional activities included installation of median street tree lighting and decorations,

holiday banners on the area's light poles, and musical performances throughout the district on Saturdays and Sundays in December. Donations were collected in businesses for the Youth Emergency Action Hostel in Berkeley, which were augmented by the Association for a total donation of \$1000.

Maintenance and beautification activities included coordination of regular sidewalk, tree well, bus bench and planter maintenance. The Association continued working on parking issues in the district, coordinating with the City on implementation of parking meter timing changes to extend meters along Shattuck to a two-hour maximum time limit and working with the owners of private lots in the area to identify monthly employee parking.

The Association also continued to provide input and support for Mayor's Public Commons for Everyone Initiative and changes to existing laws to control inappropriate street behavior and ensure business vitality in the city's commercial districts. The director and other members of the Berkeley Business District Network hosted a meeting with local service providers to develop working relationships and strategize on future improvements to social service delivery.

The district welcomed several new businesses and the director assisted businesses with procuring beverage and street closure permits for special events and fundraisers, including a fundraiser for the Berkeley High Development Group at the Cheeseboard, the Cheeseboard 30th Anniversary celebration, and Gregoire's 5th Anniversary party.

In **Fiscal Year 2009**, a carryforward from previous years of \$201,696 along with \$166,465 (adjusted actual) in new assessment revenue resulted in a budget of \$368,161. Expenditures for district activities totaled \$207,217. During this year, the Association continued its involvement with the Berkeley Convention & Visitors Bureau, the Berkeley Cultural Trust, and the Berkeley Chamber of Commerce. The Association also continued to work with the Berkeley Restaurant Action Group, the Berkeley Business District Network (BBDN) and the Buy Local Berkeley campaign for the city including participating in a Holiday Season kick-off campaign, recruitment of local businesses, ads, marketing materials, and website development.

The Association oversaw regular maintenance of sidewalks, bus benches, light poles and planters in the District, and purchased and installed 7 new large planters along the Long's wall. The Executive Director attended quarterly meetings with the City Manager and regularly coordinated with City of Berkeley staff to address maintenance issues and to coordinate public improvement projects, including forming a Pedestrian Safety and Transportation Working group with members of the Board of Directors, and AC Transit and City of Berkeley staff to look at potential improvements to parking, pedestrian crossings and bus stops in the area. The Association coordinated with the City on extending meter times in front of Epicurious Garden, and continued to work with the owners of private lots in the area to identify monthly employee parking opportunities.

The district welcomed new businesses which opened this year including Solemates Nail Spa and Kid Dynamo north of Vine St. and Crepevine Café in the former Starbucks site. The Lobelia boutique

returned the district in the former Waddle and Swaddle site. The North Berkeley Farmer's Market and the Gourmet Ghetto Culinary Tour continued through the year, with the tour garnering several media spots locally and nationally.

The Association produced the 6th Annual Spice of Life Festival on October 19, 2008 in partnership with Steven Restivo Event Services. The event featured 10 local chefs on the Culinary/Cooking Demonstration stage, hosted by Kitchen on Fire Cooking School, along with children's culinary activities and cookbooks signings. Yogakula presented yoga demonstrations and Southeast Asian music, Vintage Berkeley hosted the wine tasting area on Vine Street, and the North Berkeley Farmers' Market was held in its usual Thursday location. The festival featured local music and dance groups including Country Joe MacDonald and an interactive art arena near ACCI Gallery.

Winter Holiday 2008 promotional activities included installation of holiday lighting in the street trees for the entire length of the district, as well as lighting and decorations in median tree locations with electricity access, holiday banners, and musical performances throughout the district on Saturdays and Sundays in December. Donations were also collected in businesses for the Youth Emergency Action Hostel in Berkeley, which were augmented by the Association for a total donation of \$500.

The Chocolate and Chalk Art Festival was again produced by Another Bullwinkel Show in the North Shattuck district on Saturday May 30th. The event featured chocolate sampling and specialty products in area businesses, and a sidewalk chalk art contest. A festival area was created in the Farmers' Market area hosting chocolate and chocolate related vendors and sponsor booths. Over 25 businesses had items on the chocolate sampling menu, and over 100 people came out to draw chalk art. The event received a \$1027 City of Berkeley Civic Arts Grant, and The Berkeley Art Center, Cooperative Credit Union, Daily Cal, The Monthly, and East Bay Express were event sponsors. Parking was provided by the Berkeley Arts Magnet school as a benefit for their PTA.

The Association partnered on a community art project entitled "Paving the Way", which involved area businesses, ACCI Gallery, and the MLK Jr. Middle School community to create and display mosaic art tiles and raise funds for the school. The project paired volunteer artists and MLK art teachers to work with students to create over 100 tile pavers. Some of the pavers were displayed in district businesses during May and then were auctioned at a fundraising event at the Gallery that raised over \$1000 for the school's art program.

The Association continued to produce a monthly Arts and Events guide, moving it to a web-based newsletter format, featuring information about exhibition openings and special events as well as business news and shopping specials. The district website (www.northshattuck.org and www.gourmetghetto.org) was also regularly updated with new business information and links to events and classes.

The budget for **Fiscal Year 2010** included an actual carryforward of \$155,314, and estimated new revenue of \$166,854, for a total budget of \$322,168. Actual expenditures to June 30, 2010 were

\$190,373. During the fiscal year, the Association formed a Stakeholder Group and undertook a selection process for hiring a BID renewal consultant, entering into a contract with New City America to complete the project.

The Executive Director was active in the Berkeley Business District Network (BBDN) the Berkeley Chamber of Commerce's Governmental Affairs Committee and Board of Directors (ex-officio member), and worked as a member of the Buy Local Berkeley Executive Committee to develop a paid membership benefits package and consumer loyalty card.

The Association's Board of Directors met with AC Transit and City of Berkeley staff to look at potential improvements to parking, pedestrian crossings and bus stops in the area. The Association worked with the City to create additional paid parking spaces after noon by converting the loading zone adjacent to the CVS store, and developed a proposal for a bollard system to be employed in the Farmers Market area to improve pedestrian safety and allow for market expansion and other special events in the area. The Association also provided input on the City's Pedestrian Plan and supported several successful grant applications for a bicycle parking "oasis" at Vine St. and improvements to the Virginia street crossing at Shattuck under the "Safe Routes to Schools" program.

During Fiscal Year 2010, artwork by local artists was placed in vacant storefront windows in the district in a joint project with the Downtown Business Association. The Association also assisted a local artist group, Growing Connections, to secure a mural site at Virginia Bakery, get the Berkeley Foundation for the Arts as a fiscal sponsor, solicit donations for a fundraiser at ACCI Gallery, and provided \$1500 in seed funds for the mural which featured a "Slow Food" theme.

The Association coordinated the annual Chocolate and Chalk Art Festival in June 2010 and worked with the East Bay Style Collective to produce the Food, Wine and Fashion event on Saturday, July 11th on the access street north of Vine. This new district event featured a runway show with fashions from local boutiques and make-up and hair by the East Bay Style Collective. Food was provided by several district restaurants and local businesses. Another new event, the "Taste of North Berkeley" restaurant walk was held in early spring with the Berkeley Lion's Club to benefit their community fund. The event involved over 25 businesses and restaurants who offered tastes of their cuisine and wine tasting. The event was a sell-out, bringing over 500 people into the district, and raised over \$9,000 for the non-profit.

The Association also worked with local galleries to institute and promote a "Second Fridays" art walk with four galleries (ACCI, Firehouse North, Berkeley Art Center, and Bade Museum at CAL) coordinating exhibition openings each month which was jointly promoted with postcards, websites, etc., as well as the new 510Arts website. The district website was regularly updated with new business information and links to events and classes and the Association maintained a Shopping and Dining guide/map, placed ads in the Chamber of Commerce and Visit Berkeley guides, and exhibited several times per month at the North Berkeley Farmers Market, at the annual Solano Stroll and two-day Live Oak Park Fair, to promote the district's businesses, events, and website.

The district welcomed new businesses which opened this year including Firehouse North Art Gallery,

Sala Boutique, Berkeley Chiropractic Clinic, Harmony Yoga Studio, and Philz Coffee in the former Café de la Paz site.

In **Fiscal Year 2011**, the budget included an actual carryforward of \$131,795 and new assessment revenue collected of \$146,969, resulting in a budget of \$278,764. Actual expenditures to June 2011 were \$194,646. The North Shattuck BID worked with our BID renewal consultant, New City America, to successfully complete a petition drive and formal balloting for the project. The BID passed in May 2011 for another 10-year cycle with an 83.52% weighted majority vote.

During this year, the Association continued its involvement with Visit Berkeley, the Berkeley Cultural Trust, the Chamber of Commerce, the Berkeley Business District Network (BBDN) and the Buy Local Berkeley Executive Committee, helping direct the campaign's membership expansion and financial sustainability efforts. The Executive Director also attended quarterly meetings with the City Manager and regularly coordinated with City of Berkeley staff to address maintenance issues and to coordinate public improvement projects, and provided input on proposed zoning amendments for the C-2 and NS-1 commercial districts governing the area including lifting limitations on medical offices, gyms, and dance uses on ground floors, provisions for exceeding use quotas, and regulations regarding amplified music in commercial establishments.

The Board of Directors and AC Transit and City of Berkeley staff continued to meet to discuss improvements to parking, pedestrian crossings and bus stops in the area. The Association worked with Design, Community & Environment, a local design firm, to develop a plan for a bollard system for increased pedestrian safety in the Farmer's Market area along with a parking reconfiguration to diagonal to create 10 more parking spaces in the area. The plan was presented as an informational item to the Transportation Commission, who commended the plan but suggested design changes to add more landscaping around the diagonal parking.

The district welcomed new businesses in Fiscal Year 2011 including Robinson Real Estate, The Shamszad Group, The Local Butcher Shop, Sarah Deeds Design, and the Fire Yoga School. Walgreen's signed a lease and began tenant improvements at the former Elephant Pharmacy site. The Association participated in meetings between area businesses and property owners and the Safeway staff and project architects regarding their proposed remodel of the Shattuck store, providing input and support for the project through the City review process.

Throughout the year, marketing and promotions activities included production of a monthly Arts and Events e-newsletter and regular Facebook postings featuring information about exhibition openings and special events in the district and at nearby venues, exhibiting several times per month at the North Berkeley Farmers Market, at the annual Solano Stroll and the two-day Live Oak Park Fair, and the University of California's Calapalooza event on the first day of school to promote the district. The website was updated regularly with new business information and links to events, classes and gallery openings in the district, including promotion of the local galleries collaborative monthly "Second Fridays" Art Walk, and the Gourmet Ghetto Culinary Tour, which added a second tour on Saturdays

and offered special tours for Mother's Day and other holidays.

The Association produced the 8th Annual Spice of Life Festival with Team Pro Events. The event featured 10 local chefs on the Culinary/Cooking Demonstration stage, hosted by Kitchen on Fire Cooking School, and sponsored by Andronico's Market. 25 local food vendors from area and Berkeley restaurants participated, along with small artisan food vendors and mobile food trucks, and gourmet food producers, arts and crafts vendors, non-profits and neighborhood organizations. The wine tasting area on Vine Street was hosted by Vintage Berkeley Wine Shop, and the event also included yoga demonstrations by Yogakula, art activities, and live music.

Winter Holiday 2010 promotional activities included installation of holiday lighting in the street trees holiday banners, and musical performances throughout the district on Saturdays and Sundays in December. The Association worked with sponsors Andronico's Community Market and AT&T to produce a new event, "Snow Day in Berkeley", on December 5th with snow brought in to the parking lot at Andronico's along with craft activities, a Snow Queen, and food and drinks. Attendees included hundreds of families.

With the Berkeley Lion's Club, the Association produced the second annual "Taste of North Berkeley" in March 2011, an evening restaurant walk involving over 25 businesses and restaurants who offered tastes of their cuisine and wine tasting. The event was again a sell-out, bringing over 600 people into the district, and raising over \$10,000 for the Lions Community Fund benefiting local food, shelter and health organizations as well as Tsunami victims in Northern Japan.

During the spring, the Association worked with area businesses, various City Departments and Councilmember Capitelli to gain approval for a weekly gourmet mobile food market in the district, developing a proposal with organizer Matt Cohen for an "Off the Grid North Berkeley". The event was sited in the North Berkeley Farmer's Market area using the approved street closure plan for the market. The weekly event had its kick-off in early June and garnered extensive media coverage in the lead up to the start date including various food bloggers, daily and weekly newspapers, and a national TV spot on the NBC Morning Show.

The annual Chocolate and Chalk Art Festival was held on Saturday June 4th. The event again featured chocolate sampling in 25 area businesses and a sidewalk chalk art contest, with an expanded festival area in the access road area north of Vine St. with crafts, chocolate and chocolate related vendors, music, circus arts performers, and face painting by Berkeley Rose Waldorf School. Sponsors were Safeway, Xfinity/Comcast, Philz Coffee, Thornwall Realty, De Yoe Wealth Management, Yelp, BETV, the City of Berkeley, and the East Bay Express.

In **Fiscal Year 2012**, the district worked with a budget of \$233,867 including a carryforward of \$84,107 and new revenue of \$149,760. Actual expenditures to June 2012 were \$176,791. During this year, the Association continued its involvement with in the Berkeley Business District Network (BBDN), the Berkeley Chamber of Commerce, Visit Berkeley, and the Berkeley Cultural Trust. The Executive

Director continued to be active on the Buy Local Berkeley Executive Committee.

“Off the Grid North Berkeley”, a weekly Wednesday evening gourmet mobile food market consisting of between 8 and 11 vendors using local and sustainable food products and business practices continued throughout the year and garnered extensive media coverage on various food-related websites and blogs, as well as print newspapers. The Association partnered with Off the Grid, a mobile food truck event company with highly successful social marketing skills and a proven track record, to institute the event which included a rental truck that is available for district chefs to participate with their take on street food. Over the summer 5 area businesses used the truck (some more than once) and their participation was part of the Association’s marketing efforts around the event, as well as tie-ins to local business offerings of food and drink specials, music, and art exhibits to draw event patrons into the wider area.

The Association sponsored several art-related projects in Fiscal Year 2012, including a community art project entitled “Take 5: Art Break Day” held simultaneously on September 2nd, 2011 in five cities in the Bay Area. The district provided funding and hosted an art-making station at the corner of Vine and Shattuck where the public was invited to take a break and make art. The Association also was a partner again for the “Paving the Way” community art project which involved area businesses, ACCI Gallery, and the MLK Jr. Middle School community to create and display mosaic art tiles and raise funds for the school’s art programs. The student’s art tile pavers were displayed in district businesses during May to promote the project and an auction which was held at the ACCI Gallery on May 17th, raising over \$1000 for the school’s art program.

The Association produced the 9th Annual Spice of Life Festival with a smaller street closure of the service road, the farmers’ market area, and the block of Vine St. from Shattuck to Walnut. The focus of the event was art, food and wine, with fewer outside craft vendors. The event featured local chefs on the Culinary/Cooking Demonstration stage located in the Vintage Berkeley wine tasting area on Vine Street. The stage was hosted by Kitchen on Fire Cooking School, and sponsored by Google Offers. Live music including performances by the Berkeley High Jazz Band took place in the Saul’s Deli sponsored micro-brew garden in the Farmers Market area. The event included local food vendors from area and Berkeley restaurants along with small artisan food vendors and gourmet food producers. The event also features several “parklets” with seating and other activities along Shattuck Avenue in front of the Cheeseboard, Virginia Bakery, Guerilla Café, and the Firehouse North Gallery.

Winter Holiday 2011 promotional activities included installation of holiday lighting in the street trees, holiday banners, and musical performances throughout the district on Saturdays and Sundays in December. The second annual “Snow Day in Berkeley” on December 4th was held at Andronico’s with a mound of snow for play, arts and crafts activities, and several vendors. The event was sponsored by AT&T and was attended by hundreds of families. Other local businesses had related events that day, including M. Lowe and Co., which had a “Find the Ice” in the snowball diamond ring fundraiser for Walden School, and Twig and Fig, which held a card making workshop and paper sale at Walnut Square.

With the Berkeley Lion's Club, NSA produced the 2012 "Taste of North Berkeley" on the evening of March 27th. The event involving 26 businesses and restaurants who offered tastes of their cuisine and wine tasting. The event sold over 450 tickets and raised over \$8,000 for the Lions Community Fund benefiting local food, shelter and health organizations.

The annual Chocolate and Chalk Art Festival was held on Saturday June 2nd, 2012. The event again featured chocolate sampling in area businesses, a sidewalk chalk art contest, and a festival area with crafts, chocolate and chocolate related vendors, music, circus arts performers, and face painting. This year, the event added a kid's activity area on the parking lot near Poulet with pony rides and inflatables. Sponsors included Berkeley Fiat, Comcast, Yelp, Thornwall Realty, the City of Berkeley, and Berkeleyside.

The Association continued to produce a monthly Arts and Events e-newsletter and did regular Facebook posts featuring our local galleries' collaborative monthly "Second Fridays" exhibition openings and other business events. Working with LocalOn a website update was started using their platform that allows for listing personalization and automated social media links. NSA exhibited several times per month at Off the Grid, the North Berkeley Farmers Market, at the annual Solano Stroll and the two-day Live Oak Park Fair to promote the district. The Association also produced an updated Shopping and Dining guide/map, placed ads in the Visit Berkeley and Chamber of Commerce guides, Eco-Metro Guide, and numerous local papers highlighting events, and provided information for editorial pieces on the district.

The Association worked with City of Berkeley staff on developing and implementing the plan for parking configuration changes and a bollard system for increased parking and pedestrian safety in the Farmer's Market area. The plan also includes a median break to allow for expansion of the market by closing the upper portion of the service road. Construction drawings are being prepared for the project, breaking it into phases, with the implementation of Phase 1 (parking reconfiguration) scheduled for Fiscal Year 2013. Based on the success of the parklets created during Spice of Life Festival, a group of merchants and local residents investigated the creation of parklets to provide additional seating and bicycle facilities in the district, meeting with City Departments and elected officials to promote a city program, visiting completed projects in San Francisco, and working with businesses and designers to develop preliminary conceptual plans for parklets in front of sites with heavy pedestrian traffic and bike parking.

The district welcomed new businesses this year including Apriori Designs and Zaver & Mor Jewelry Gallery on Vine St., and the Hippie Gypsy Café near Delaware St. Walgreen's opened their store at Cedar and Shattuck in September. The Association participated in meetings regarding sidewalk and street closures and disseminated to area businesses and property owners about the Safeway remodel project construction activities, which continued throughout the year.

Fiscal Year 2013 Summary

Budget

The budget for Fiscal Year 2013 included an actual carry forward of \$57,076 from 2012 and new

revenue of \$166,465. The following table shows the 2013 Budget Allocations by category and percentages as well as the estimated expenditures to June 30, 2013.

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category</i>	<i>Allowable % of Annual Budget</i>	<i>Carry Forward to Fiscal Year 2013 (Actual)</i>	<i>Fiscal Year 2013 Assessment Revenue</i>	<i>2013 Budget with Carry Forward & New Revenue</i>	<i>Fiscal Year 2013 Expenditures (Estimated to 6/30/13)</i>
Maintenance/Beautification	40%	\$51,392	\$66,586	\$117,978	\$106,632
Marketing/Promotion	25%	\$(883)	\$41,616	\$40,733	\$39,969
Organization/Administration	30%	\$(78)	\$49,940	\$49,862	\$49,624
Contingency	5%	\$6,645	\$8,823	\$14,968	\$ 0
Total Budget	100%	\$57,076	\$166,465	\$223,541	\$193,225

Accomplishments

During Fiscal Year 2013, the North Shattuck Association has continued implementation of the activities and services outlined in the Management District Plan under a renewed annual contract between the City of Berkeley and the Association. Activities of the district are organized around Organization/Administration, Marketing and Promotion, Beautification and Design, and Economic Development. Accomplishments in each area are summarized below.

Organization/Administration

- The Association maintained a district office to facilitate ongoing communications with businesses and provide on-site supervision of contractors and district operations.
- Meetings of the Board of Directors and General Association meetings with merchants, property owners, and community members were held regularly during the year to further the goals and objectives of the Association as set forth in the District Management Plan.
- The Executive Director was active on the Buy Local Berkeley Executive Committee and the Association continued its involvement with the Berkeley Business District Network (BBDN), the Berkeley Chamber of Commerce, Visit Berkeley, the Berkeley Cultural Trust, and the California Downtown Association.
- The Executive Director met with and made presentations to various City Commissions, community groups and the Board of Realtors about public improvement projects in the district, including the concept for parking configuration changes and a bollard system for increased parking and pedestrian safety in the Farmer's Market area, a parklets pilot program, and the grant-funded bike shelter at Vine and pedestrian crossing upgrades at Virginia St.
- Coordinated with area businesses, property owners and various City Departments to address issues related to the operation of "Off the Grid North Berkeley" a weekly gourmet mobile food market which began in June 2011, and was closed in December 2012 in response to various noise, parking, and business competition issues.

- The Association again sponsored an art-making station at the corner of Vine and Shattuck for the “Take 5: Art Break Day”, a community art project held on September 7th, 2012 in five cities in the Bay Area. The district provided marketing, a tent, tables, chairs and supplies for the daylong event, where members of the public were invited to take a break and make art for free.
- Worked with the Berkeley Arts Magnet Elementary school to fund raise for short-term improvement projects and a longer-term schoolyard remodel to incorporate outdoor learning areas. Coordinated merchant donations of supplies and refreshments for community work days and organized meetings to connect the PTA and BAM school administrators with the Foundation for Youth Initiatives, a non-profit funding organization, for longer term projects.
- This year, the Association again made donations to the Youth Emergency Assistance Hostel and the Berkeley Public Education Foundation.

Maintenance and Beautification

- The Association provided funding and oversight for a regular maintenance program for sidewalks and public spaces, including sidewalk and gutter sweeping, weeding of tree wells and planters, and graffiti and poster removal. In March, a new hybrid service with Block by Block, Inc. was initiated for Host Ambassadors provide cleaning, outreach and hospitality services. The service includes merchant support, referrals to social services, reporting on blight conditions and safety hazards to the City, and reminders to existing laws and ordinances governing public space and street behavior regarding smoking, noise, open containers, trespassing, and soliciting.
- The Executive Director attended quarterly meetings with the City Manager and regularly coordinated with City of Berkeley staff to address maintenance issues including street tree replacements, graffiti abatement, sidewalk steam cleaning, newspaper rack replacements and removals, trash receptacle maintenance and street repair projects. Continued to assist owners and neighbors with vacant property and lot maintenance in the area.
- The Association coordinated the planting of 3 replacement street trees and continued to maintain over 150 landscaped ceramic planters and six bus benches at sites throughout the District.
- Decorative banners and street tree lighting was installed for the entire length of the district for the winter holiday season, as well as lighting in median tree locations with electricity access.
- Coordinated with the City on the installation of a grant funded bicycle shelter at Vine St. and Shattuck in April 2013 and the improvements to the Virginia street crossing at Shattuck under the “Safe Routes to Schools” program scheduled for completion in September 2013.
- Worked on “parklets” program to provide additional seating and bicycle facilities in front of key sites in the district, meeting with City Departments to discuss program elements in San Francisco and Oakland, advocating for City program, designing an online survey, and working with businesses and designers to develop conceptual plans for projects near interested businesses, including the Cheeseboard, Philz Coffee/Guerilla Café, and Saul’s/Masse’s. These businesses would assist in the maintenance of the projects, which would be sponsored by the Association and constructed with volunteers and donated supplies. The Association also coordinated the placement of a demonstration parklet constructed by a local designer in the parking bay in front of Philz Coffee during Sunday Streets.

Marketing and Promotion

- The Association partnered with Livable Berkeley and the Downtown Berkeley Association to produce the first Sunday Streets Berkeley on October 17th, 2012 in lieu of the Spice of Life Festival. The event closed Shattuck from Rose to Haste Street with health and environmental activities by local organizations and businesses, and community group and non-profit information booths. No outside commercial vendors are allowed in the event, which instead features the businesses along the route. District businesses participated with outdoor yoga classes, special art exhibits and activities, sidewalk sales, etc. and restaurants brought seating into the streets. The Association brought out umbrellas and tables for restaurant use, and also produced a companion event was held on Vine Street, which was closed from Shattuck to Walnut St. to create a picnic area and beer/wine garden hosted by the Vintage Berkeley wine shop.
- Winter Holiday 2012 promotional activities included installation of holiday lighting in the street trees, holiday banners, and musical performances throughout the district on Saturdays and Sundays in December. The 3rd “Snow Day in Berkeley” was held on Sunday, December 2 in a new location on the parking lot near Poulet to accommodate the growing number of attendees. Activities included visits with the Snow Queen, a mound of snow for play, arts and crafts activities, and several vendors. Other local businesses had related events that day, including M. Lowe and Co., and Saul’s annual Latke Party. Holiday promotions include posters, postcards, ads in the Express and Chronicle newspapers, and online promotion through e-blasts and Facebook.
- The district participated in the Buy Local Berkeley Holiday Campaign which featured a free holiday mobile phone coupon application developed with Chinook Book offering discounts at independent businesses. The application was marketed to their 15,000 mobile app users and to the ads, posters, and banners promoting the mobile app and encouraging the public to shop at locally owned small businesses for the holidays.
- With the Berkeley Lion’s Club, NSA produced a Spring 2012 “Taste of North Berkeley” on the evening of May 7th. The event included 23 businesses and restaurants who offered tastes of their cuisine and local product tasting. The event sells over 400 tickets with all proceeds benefitting local charities through the Lions Community Fund, including Berkeley Food and Housing and the Women’s Daytime Drop-in Center.
- The annual Chocolate and Chalk Art Festival was held on Saturday June 1st, with chocolate sampling and specialty products in area businesses, and a sidewalk chalk art contest, The festival area included the access road area north of Vine St. with crafts, chocolate and chocolate related vendors, music, circus arts performers, and face painting, as well as the parking lot near Poulet with pony rides, inflatables and other kid’s activities. 25 businesses had items on the chocolate sampling menu ranging from Nutella crepes to chocolate mole. Sponsors included Toyota of Berkeley, Yelp, Art Kapoor Realty, the City of Berkeley, Zipcar, and the East Bay Loop.
- Coordinated “Off the Grid North Berkeley”, a weekly Wednesday evening gourmet mobile food market consisting of between 8 and 11 vendors using local and sustainable food products and business practices that ran until December 2012.
- The Association continued to produce a monthly Arts and Events e-newsletter and did regular

Facebook posts featuring our local galleries' collaborative monthly "Second Fridays" exhibition openings and artist receptions, information about business openings/events, and special events in the district and at nearby venues, including the Jewish Community Center, Berkeley Art Center, and the Hillside Club.

- Exhibited throughout the year at events including Caltopia, Off the Grid, the North Berkeley Farmers Market, the annual Solano Stroll and the two-day Live Oak Park Fair to promote the district's businesses, events, and website with marketing materials, raffles, and product giveaways.
- Worked with LocalOn to put our website (www.northshattuck.org and www.gourmetghetto.org) into a specialized format that allows for automatic posting of events and business news to our site, Facebook page, and Twitter, and also allows our business members to do the same. The site was launched in March and updated regularly with new business information and links to events, classes, and gallery openings in the district.
- The Association produced an updated Shopping and Dining guide/map, placed ads in the Visit Berkeley and Chamber of Commerce guides, Eco-Metro Guide, and numerous local papers highlighting events, and provided information for editorial pieces on the district. Press releases were also generated for district events for distribution through the PR Web service.

Economic Development

- The Association continued to maintain an inventory of all businesses and vacant retail and office space in the district, including square footage, lease rates, and broker contact information. The director provided information and conducted site visits of the district and vacant properties for prospective new businesses.
- Provided information and assistance to new and existing businesses in the district, including lobbying on behalf of use permits, sidewalk encroachment permits, and other needed planning and zoning clearances.
- The Association worked with the City of Berkeley to gain approval and used BID funding to reconfigure parking from parallel to angled in the area near Rose St. resulting in the creation of 10 new spaces including a new handicapped space with adjacent sidewalk ramp.
- Organized training sessions for merchants on utilizing the new website platform for social media, and hosted presentations by organizations for loyalty programs and other business products. These included Ethix, who provides merchant credit card services with a non-profit benefit of 25% of the gross fees to a local non-profit or school, and the Local Rewards program, a repeat customer loyalty program developed by a nearby resident using a computer tablet that allows for customer "check-in" and collecting of email addresses in participating businesses.
- The Executive Director continued to work with the Berkeley Business District Network (BBDN) on various issues related to economic development in the district and was active on the Buy Local Berkeley Executive Committee helping to direct the holiday and social marketing campaigns, negotiate membership benefits with local media, and conduct the hiring process for a new program coordinator.
- The district provided market and support to new businesses opening in the area this year including the Shattuck Rose Chiropractic Healing Center. The La Fable bistro, and two

boutiques, Foxglove and Siamese Dream. Safeway held the grand opening for their newly remodeled store in early October 2012.

Fiscal Year 2014

Work Plan

The North Shattuck Association will continue implementation of the activities initiated in previous fiscal years as outlined in the Management District Plan. Funds not expended in previous years will again be carried forward in addition to estimated Fiscal Year 2014 revenues. The work of the Association will continue to be guided by the Board of Directors and its committees. The goals and objectives for Fiscal Year 2014 are organized as follows:

Organization/Administration

Goals: General oversight and direction of district activities; development of relations and coordination with outside groups and agencies, coordination of projects and programs, management of sponsorships and volunteers.

Objectives:

- 1) Oversee development of annual District work plan and detailed budgets, financial records and annual tax returns.
- 2) Conduct property owner outreach, property owner and business input to the Management Plan and various programs and activities.
- 3) Attend needed City of Berkeley Council and Commission meetings and prepare all required reports related to the annual City of Berkeley contract with the Association.
- 4) Prepare correspondence, letters of support, and grant applications with the City of Berkeley and other agencies, present testimony at meetings as needed.
- 5) Coordinate Board elections in July-August 2013 including nominations and property owner balloting.
- 6) Liaison with property owners, merchants, City of Berkeley, Chamber of Commerce, Visit Berkeley, Buy Local Berkeley, the Berkeley Business District Network, Berkeley Cultural Trust, Event Producers Group, the Restaurant Action Group, local schools, and neighborhood groups.
- 7) Develop and distribute quarterly e-mail newsletter to merchants and neighborhood groups with service accomplishments, event information, issue updates, and new business contacts. Continue to connect with outside groups and promote activities through various social media.
- 8) Continue to review and evaluate proposed City policy changes, public improvement projects, planning changes and zoning amendments relevant to the commercial district. Coordinate with district businesses and property owners to develop appropriate responses and present to City Council and Commissions.
- 9) Investigate grant funding opportunities and provide coordination between area businesses and property owners, City Departments, and outside agencies towards implementation of district initiated projects and programs such as the proposed changes in the Vine to Rose block to allow for expansion/reconfiguration of the Farmers Market and increased pedestrian safety.
- 10) Coordinate participants, volunteers and business sponsors for community events, activities, and fundraisers including the "Take an Art Break" event, improvement activities at the Arts Magnet

Elementary, and other special events by local schools and organizations.

- 11) Work with the Berkeley Public Education Foundation, local schools, the Berkeley Business District Network, and Buy Local Berkeley to strategize on fundraising events for a “Year of the Educational Garden” to provide funding for school garden programs that is needed due to lost grant funding.

Marketing and Promotion

Goals: Create a unified, quality image for the district and implement promotion strategies that capitalize on the unique aspects of the area, including advertising, social media, brochures, special events, holiday promotions, etc.

Objectives:

- 1) Oversee implementation of the marketing and promotions strategy including designer/consultant selections, design processes, budgeting, and advertising placements.
- 2) Manage and promote the special events calendar and institute new events to further the image and various market segments of the district, including apparel, culinary, healthy living, and the arts.
- 3) Integrate existing businesses into special events and marketing campaigns through various means, including sponsorship, participation, promotional tie-ins, etc.
- 4) Coordinate public relations for the district and special events as needed. Generate press releases and promote editorial pieces on commercial and retail developments in the area.
- 5) Market the district to hospitality industry and regional/national/international audiences working with Visit Berkeley through editorial placements, the shopping/dining guide, and promotion of special events and the weekly Farmers’ Market and Culinary Tour.
- 6) Continue regular updates of the district website with business information and upcoming classes, special events, etc., produce a monthly Constant Contact e-newsletter, and maintain regular Facebook and other social media entries promoting business activities and press coverage.
- 7) Continue to coordinate and promote “Second Fridays” activities with local galleries and restaurants, and work towards the expansion of the event to retailers in the district.
- 8) Coordinate and promote the weekly Farmers’ Market and Culinary Tours.
- 9) Work with Downtown Berkeley Association and Livable Berkeley to produce a Sunday Streets event in October 2013. Manage merchant activities, promotion, and sponsorships.
- 10) Analyze budget, programming, and sponsorship opportunities for the Dia de los Muertos and Halloween events to determine benefits, and proceed if possible.
- 11) Organize promotional events at the winter holidays including musical performances and events including the “Snow Day in Berkeley” and other neighborhood celebrations.
- 12) Work with the Lion’s Club to produce the “Taste of North Berkeley” restaurant walk in spring 2014, and investigate interest in another such event in the fall to benefit local schools or other organizations.
- 13) Coordinate the annual Chocolate and Chalk Art Festival in early summer in conjunction with local arts groups and restaurants and seek additional arts grant funding and sponsorships for the event.
- 14) Continue to work with the Buy Local Berkeley program on its marketing program and

membership benefits package for the district's independent businesses.

- 15) Organize Association booths/tables at the weekly Farmers' Market and other fairs and festivals such as the Solano Stroll and Live Oak Park Fair to promote the district.
- 16) Promote events at nearby venues such as Live Oak Park, the Jewish Community Center, Berkeley Arts Center, and the Hillside Club. Work with producers to tie in district businesses through advertising and promotions.

Beautification and Design

Goals: Address issues related to cleaning and maintenance of the district; design and implement landscaping and other streetscape improvements; provide design input on development projects.

Objectives:

- 1) Provide ongoing maintenance monitoring, needs assessment, and coordination with appropriate city departments and contractors on projects including bicycle racks/facilities placement, pedestal and freestanding newspaper racks maintenance/removal, street tree replacements and median landscaping as needed.
- 2) Oversee the services of the Host Ambassadors in completing regular cleaning, special projects, and management of public spaces.
- 3) Work with property owners and appropriate city departments to address signage conditions and the appearance of empty storefronts and vacant properties in the district.
- 4) Work with the Street Alive program to complete a BID sponsored artist-designed "wrap" for the utility box at Vine and Shattuck through their "60 Boxes" project.
- 5) Oversee installation of annual winter holiday street tree lighting throughout the district.
- 6) Work with the City of Berkeley to investigate grant opportunities to fund a retractable bollard system to replace barricades and increase pedestrian safety at the weekly Farmers Market and allow for market expansion/reconfiguration.
- 7) Continue to coordinate necessary meetings and actions toward pedestrian safety, and transportation improvements, including potential improvements to parking, bike facilities, pedestrian crossings and bus stops in the area, including the "Safe Routes to School" grant-funded pedestrian safety project planned for the Shattuck and Virginia St. intersection.
- 8) Work with appropriate City departments, business and property owners, contractors, and volunteers to design and construct "parklets" with public seating and bike racks at proposed locations in the district through the City's Parklets Program.
- 9) Oversee the design and installation of new decorative lightpole banners including special event/holiday banners and general banners reflecting the unique aspects of the district.
- 10) Investigate options for and oversee purchase/installation of information kiosks and dedicated poles for one or more cross-street banners in the district.
- 11) Work with ACCI Gallery, artists, and local schools on projects in the district including rotating and storefront exhibits, art projects, temporary mural projects, etc.

Economic Development

Goals: Business retention and recruitment; business education; address issues related to security,

parking, and transportation improvements.

Objectives:

- 1) Maintain lease information for vacant retail and office space in the District, zoning regulations/amendments, available use permits, and status of the retail and food use quotas in the northern part of the district.
- 2) Liaison with City and commercial brokers to attract and assist new businesses.
- 3) Serve on the Chamber of Commerce's Governmental Affairs and Board of Directors (ex-officio) to provide input on business district issues.
- 4) Identify and address security and safety issues working with the Berkeley Police Department. Organize meetings of district businesses with patrol officers including walk-throughs and at general meetings, etc.
- 5) Continue to work on parking issues in the district including devising parking reconfigurations for increased parking, meter timing, improved usage of existing private parking resources, and identification of spaces in private lots for paid employee parking.
- 6) Continue to coordinate meetings with the Board of Directors, and AC Transit and City of Berkeley staff to investigate options and funding opportunities for potential improvements to parking, bike facilities, pedestrian crossings and bus stops in the area. Work with area businesses, City Departments, and designers towards implementation of the proposed changes in the Vine to Rose block allowing for expansion of the Farmers Market and other special events and an enhanced pedestrian environment.
- 7) Work with the Ecology Center on expansion/reconfiguration of the Farmer's Market and installation of bollards for pedestrian safety. Participate on the Advisory Committee and assist in addressing issues raised by district businesses and property owners related to market operations and expansion.
- 8) Identify opportunities for better utilization of public transportation resources in the district and financing and operation options for alternative transportation including shuttles.
- 9) Continue to work with the Berkeley Restaurant Action Group on issues related to alcohol service controls and other issues.
- 10) Identify and act on any business education/assistance needs for business retention.

Budget

BID collections for Fiscal Year 2014 are recommended to be on the same basis and on the same properties as in Fiscal Year 2013. An estimated \$168,000 of additional assessment revenue is estimated to be available in Fiscal Year 2014. An unused portion of the BID assessments from Fiscal Year 2013 of approximately \$30,316 will be carried over into Fiscal Year 2014, for a total estimated budget of \$198,316. BID assessment revenues will be spent in accordance with the Management District Plan as follows:

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category</i>	<i>Projected Fiscal Year 2013 Carry Forward</i>	<i>Fiscal Year 2014 Projected Revenues</i>	<i>Allowable % of Annual Budget</i>	<i>Estimated Total Fiscal Year 2014 Budget</i>
Maintenance and Beautification	\$11,347	\$67,200	40%	\$78,547
Marketing and Promotion	\$764	\$42,000	25%	\$42,764
Organization/Administration	\$3,237	\$50,400	30%	\$53,637
Contingency	\$14,968	\$ 8,400	5%	\$23,368
Total Estimated Budget	\$30,316	\$168,000	100%	\$198,316

The above budget is based upon the maximum amount of BID assessment revenues that could be collected in the District. Actual BID revenues may be lower if some assessments are not paid within the Fiscal Year. No changes are proposed in the boundaries of the district or the method and basis for levying the BID assessments.

Approved by:

Cathy Goldsmith, President, North Shattuck Association

April 25, 2013

Prepared by: Heather E. Hensley, Executive Director, North Shattuck Association

