




Office of the City Manager

CONSENT CALENDAR

November 14, 2006

To: Honorable Mayor and  
Members of the City Council

From:  Phil Kamlarz, City Manager

Submitted by: Michael Caplan, Acting Manager of Economic Development

Subject: Downtown Berkeley Business Improvement District

RECOMMENDATION

Adopt a Resolution approving the 2007 Annual Report of the Downtown Berkeley Business Improvement District (BID); declaring Council's intention to levy an annual assessment for the Downtown Berkeley Business Improvement District for calendar year 2007; and directing the City Clerk to schedule a public hearing for December 5, 2006, to consider levying a renewed assessment for the year 2007.

FISCAL IMPACTS OF RECOMMENDATION

Projected expenditure of \$250,000 in BID revenues, as included in the FY 2007 Adopted Budget (budget code 476-8703-465.35-10).

Adoption of the Resolution has no direct financial impact on the City's budget. The BID constitutes an independent funding source that must be targeted to Downtown organizational, promotional and other revitalization efforts that are recommended by the Advisory Board. To the extent that the work of the Downtown BID enhances the development of the Downtown and its business climate over the long term, the BID contributes towards enhanced City revenues through increased sales and property taxes. The formula for assessments on individual businesses is shown in Exhibit A.

CURRENT SITUATION AND ITS EFFECTS

Over the past nine years, the City has implemented the Downtown BID and Mainstreet program through a contract with the Downtown Berkeley Association. This is a business-based BID that assesses all businesses in the District. It must be renewed annually by the City Council. The attached Resolution complies with State requirements for the reauthorization of the BID assessment for another year. It approves the Annual Report (Exhibit A of the Resolution) submitted by the Advisory Board, declares the Council's intent to levy an annual assessment for the District for the coming year and sets a public hearing on the matter for December 5, 2006. After Council adoption, the Resolution will be published in a local paper of general circulation.

At the public hearing on December 5, 2006, the City Council may order changes in any of the matters provided in the Annual Report, including changes in the proposed assessments, the

proposed improvements and activities to be funded, and the proposed boundaries of the area. At the conclusion of the public hearing, Council may adopt a Resolution confirming the Annual Report as originally filed or as changed by it. The adoption of that Resolution shall constitute the levy of an assessment for the BID's 2007 calendar year. At the December 5, 2006 meeting, Council will also be presented with a DBA contract for \$250,000 in BID funds for calendar year 2007.

At its September 15, 2006, meeting, the Downtown Business Improvement District Advisory Board approved the 2007 Annual Report for submission to the City Council.

### BACKGROUND

On October 8, 1996, the Berkeley City Council established the Downtown Berkeley Business Improvement District (BID). The BID was designed to assist the Downtown Berkeley Association (DBA) to become financially independent from the City by creating a mechanism to fund it through private sources. As required by State law, Council also appointed a Downtown Business Improvement District Advisory Board that is charged with overseeing the BID, submitting an Annual Report to Council that recommends the assessments and BID activities for the coming year.

The DBA continues to implement a work program that reflects the four traditional Main Street strategies of marketing and promotion, economic restructuring, design and organization. Following is a brief description of each work area.

#### 1) Promotion

The DBA works to promote the Downtown as a regional center for commerce and the arts. This work includes promotion and support of events and activities that attract people to the Downtown like the noontime BART concert series, annual festivals and business grand openings. Group advertising and media relations are also used to promote the Downtown.

#### 2) Economic Development

This involves work to retain existing businesses and attract new businesses through implementation of the DBA's *Retail Development Strategy*. In the last year this committee worked to monitor commercial vacancies and to identify possible uses to fill them that enhance the overall mix of businesses in the Downtown. The Committee also worked on key business attraction projects like Longs Drugs and Peet's. In 2007, the committee will continue to work closely with the City on business attraction and retention.

#### 3) Access

This committee works on enhancing transit access to the Downtown and addressing parking needs. In the last year the committee worked with the City on several projects, including a project to increase transit use by employees of private companies in the Downtown. In 2007 the committee will continue to work on key parking and access issues.

4) Design

The DBA participates in all relevant planning processes related to the Downtown and reviews and advises on new developments in the Downtown. This component also includes coordination with the City to lessen the impacts of new public and private construction projects. In 2006 the committee reviewed the design of several key projects, including the Seagate project on Center Street and the Brower Center project. The committee also worked on issues related to the proposal for bus rapid transit. In 2007 the committee will continue monitor key projects, including the hotel/conference center at Shattuck and Center. This committee will also participate in the work by to prepare a new Downtown Area Plan.

5) Organization

The DBA strives to strengthen its organizations by recruiting new members, involving BID members in the DBA and informing BID members of all activities and issues.

This work program and the related budget was approved by the BID Advisory Board as part of the year 2007 Annual Report at its September 15, 2006 meeting for submittal to Council.

RATIONALE FOR RECOMMENDATION

State law requires that the City Council annually renew Downtown BID by first passing a resolution stating Council's intention to levy an annual assessment and scheduling a public hearing on the proposed renewed assessment for the coming year. This action confirms the City's commitment to continuing implementation of the Mainstreet program, which is a key component of the City's work to revitalize the Downtown. This work is especially important to help maintain the momentum of the revitalization work during this time of economic uncertainty.

ALTERNATIVE ACTIONS CONSIDERED

The Downtown BID Advisory Board considered whether the assessment rates should be revised for 2007. The Board concluded that there should be no change in the rates at this time.

CONTACT PERSON

Dave Fogarty, Economic Development Project Coordinator, 981-7530

Attachments:

1: Resolution

Exhibit A: Annual Report of the Downtown Berkeley Business Improvement District

RESOLUTION NO. -N.S.

DOWNTOWN BERKELEY BUSINESS IMPROVEMENT DISTRICT  
2007 ANNUAL REPORT AND ASSESSMENT

WHEREAS, the Parking and Business Improvement Area Law of 1989 (California Streets and Highway Code section 36500 et seq.) authorizes cities to establish parking and business improvement areas for the purpose of imposing assessments on businesses for certain purposes; and

WHEREAS, on October 8, 1996, the Berkeley City Council established such an area known as the Downtown Berkeley Business Improvement District (the "District"); and

WHEREAS, the City Council at that time also established a Downtown Berkeley Business Improvement District Advisory Board (Advisory Board) to act in compliance with State law to oversee the activities of the District; and

WHEREAS, the Advisory Board has submitted an Annual Report to the Berkeley City Council that outlines the activities of the District proposed for 2006 as required by the California Streets and Highways Code Section 36533; and

WHEREAS, the Annual Report is clear and complete and found to comply with the interests of Downtown assesses; and

WHEREAS, the annual process for levying assessments in Business Improvement Districts requires that cities adopt a Resolution of Intent that declares their intent to levy such an assessment and then set a date for a public hearing where interested parties may be heard on the issue.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley as follows:

Section 1. The City Council hereby approves the Downtown Berkeley Business Improvement District Annual Report for the year 2007 (Exhibit A) as submitted to the City Clerk by the Downtown Berkeley Business Improvement District Advisory Board.

Section 2. Pursuant to the provisions of Section 36500 et seq. of the California Streets and Highways Code (the "Act"), the City Council declares its intent to levy an annual assessment for the parking and business improvement area known as the Downtown Berkeley Business Improvement District.

Section 3. There is no change in the boundaries of the District for 2007.

Section 4. The improvements and activities proposed for the District shall be funded by the levy of assessments on businesses within the District boundaries and may include the following:

- a. Public improvements, i.e., the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more.
- b. Promotion of public events which benefit businesses in the District and which take place on or in public places within the District, including an annual festival.
- c. Furnishing of music in any public place in the area.
- d. Promotion of tourism within the area.
- e. Activities that benefit businesses located and operating in the area.
- f. Mainstreet program efforts including commercial district revitalization, promotion, urban design, economic restructuring and a strong representative downtown organization.
- g. Representation of Downtown commercial interests working with City staff and elected officials to develop plans for the improvement of the physical character and economic vitality of the area.

Council intends that these funds be used principally for promotion and marketing activities for the Downtown area. Council explicitly intends that funds generated through this BID shall not be used to pay for activities routinely paid for by the City, particularly constructing, cleaning or maintaining public improvements or streetscapes, police-related or any other services targeted to public safety.

Section 5. The City Council intends to levy assessments on businesses located within the boundaries of the District in the amounts and on the business classifications set forth in Exhibit A3, which is attached hereto and incorporated herein by reference. The projected levied assessments for the year 2007 total \$250,000 (budget code 476-8703-465.35-10).

Section 6. A public hearing shall be held before the City Council on the 5th day of December 2006 in the Council Chambers, 2134 Martin Luther King, Jr. Way, Berkeley, California. Following the hearing the Council will consider adoption of a resolution levying an assessment as recommended by the Downtown Berkeley Business Improvement Advisory Board. At this hearing the Council will hear all interested persons for or against the levying of such an assessment.

Formal protests against the levying of the District assessment must be made in writing. All written and oral protests should contain the following certification: "I certify that I am the owner of the business listed below, and that the business is located or operates within the boundaries of

the Downtown Berkeley Business Improvement District." Protests should also contain the following information: business name (printed), business address (printed), City business license tax registration number, name of protester (printed), signature of protester, date of protest and the reason(s) the protester is against the levying of the District assessment. Protests will not be considered valid unless signed and submitted by the owner of a business located within the boundaries of the proposed District. Written protests shall be filed with the City Clerk, First Floor, City Hall, at 2180 Milvia Street, Berkeley, California, 94704, at or before the time fixed for the hearing and shall contain a description of the business sufficient to identify the business, and if the person so protesting is not listed on City records as the owner of the business, the protest shall be accompanied by written evidence that the person submitting the protest is the owner of the business. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made. If written protests are received from the owners of businesses in the District, which will pay fifty percent or more of the assessment proposed to be levied, no further proceedings to levy the assessment shall be taken for a period of one year from the date of the finding of a majority protest by the City Council. If the majority protest is only against the furnishing of a specified type or types of improvements or activities within the District, those types of improvements or activities shall be eliminated.

Section 7. The City Clerk is directed to give notice of said public hearing by causing the Resolution of Intention to be published once in a newspaper of general circulation in the City of Berkeley not less than seven days before the public hearing.

#### Exhibits

- A: 2007 Report of the Downtown Berkeley Business Improvement District
  - Mission Statements
  - Vision & Values Statement
  - 2007 Work Plan
  - 2006 Budget
  - Assessment Funding Rate for 2007

**Exhibit A**



**2007  
Downtown Berkeley  
Business Improvement District**

**ANNUAL REPORT**

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**Adopted by the BID Advisory Board on September 15, 2006**

**Downtown Berkeley Business Improvement District  
2007 ANNUAL REPORT  
Adopted by the BID Advisory Board on September 15, 2006**

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*Pursuant to statutory codes of Section 36533 of the Streets and Highways Code, following are the required contents of an Annual Report for purposes of establishing or renewing a parking and business improvement area (BID).*

**(1) Any proposed changes in the boundaries of the parking and business improvement area or in any benefit zones within the areas:**

No changes. The boundaries of the year 2007 business improvement area are the same as the original 1997 boundaries.

**(2) The improvements and activities to be provided for that fiscal year:**

*See Exhibit 1A for Mission, 1B for Vision, and 1C for a Work Plan of improvements and activities planned for 2007.*

**(3) An estimate of the cost of providing the improvements and activities for that fiscal year.**

The estimated total assessment collection for 2007 is \$250,000. The DBA's 2007 estimated budget is 267,200

*See Exhibit 2 for 2007 proposed budget.*

**(4) The method and basis for levying the assessment:**

The assessment is a City Council-approved percentage of gross receipts reported on an assessee's annual business license renewal. (Exceptions: Non-profit businesses are assessed a percentage of earned income; Financial/insurance are assessed a percentage of gross payroll.)

*See Exhibit 3 for the 2007 assessment rates.*

**(5) The amount of any surplus of deficit revenues to be carried over from the BID Fund Balance from the previous fiscal year:**

The amount to be carried over from fiscal year 2006 to 2007 is approximately \$8,000 (if invoiced totals are paid in full for 2006 assessments).

**(6) The amount of any contributions to be made from sources other than assessments in 2007:**

The amount of contributions from other sources is estimated at \$17,200.

*See Exhibit 2 for proposed budget.*

**Downtown Berkeley  
Business Improvement District Boundaries\***

**(paste map here)**

**\* Downtown Berkeley BID boundaries are unchanged since 1997 formation.**

**Downtown Berkeley Association  
MISSION STATEMENTS**

**The Downtown Berkeley Association**

The DBA is dedicated to the creation of a downtown that is economically vital and culturally exciting.

The DBA is a non-profit 501 c(6) membership organization that represents over 800 businesses, non-profits, financial institutions, and property owners.

**The Board of Directors**

The Board of Directors shall direct the conduct and affairs of the downtown Berkeley Association.

**The Executive Committee**

The Executive Committee shall act for and on behalf of the Board of Directors between meetings of the board, and shall report its actions to the Board of Directors at its next regular meeting.

**The Access Committee**

The Access Committee shall improve access to Downtown Berkeley to enhance the economic vitality of the district.

**The Design Committee**

The Design Committee shall advocate for design excellence in all aspects of downtown development.

**The Economic Development Committee**

The Economic Development Committee shall ensure the vitality of the downtown Berkeley district with a focus on business retention and attraction.

**The Organization Committee**

The Organization Committee shall guide the DBA to be a representative membership organization, adequately funded, expertly managed, and accountable to its members and to the community.

**The Promotion Committee**

The Promotion Committee shall develop promotion strategies that bring customers to the district.

## **Downtown Berkeley Association VISION & VALUES STATEMENT**

### **The DBA's vision for our district guides our Work Plan priorities.**

- ◆ Visitors to the district love to encounter offerings of arts, entertainment, books, literature, culture, education, dining, food, and specialty retail.
- ◆ The district is easy to get to, and easy to get around for local and regional visitors. Signage and maps help visitors navigate their travel, and shuttles bring many students and residents to the district. People feel encouraged to stay and walk around after visiting their initial destination.
- ◆ An attractive downtown created by a cooperative relationship between developers and preservationists – maintaining elegant historic quality and embracing modern architecture. Design excellence is apparent in all aspects of development.
- ◆ A downtown with adequate security patrols, maintenance, and management to keep a clean and safe environment.
- ◆ Local people and regional visitors are loyal to our district's business owners and their offerings. Local institutions like to connect their members to the downtown district.
- ◆ A growing and diverse population of downtown residents live in the district and enjoy the convenience of frequenting the various businesses and other uses. There are increased opportunities for home ownership and for affordable housing which attracts the workforce community – especially Berkeley workers.

### **The Principles and Values of the DBA Organization guide our approach to our work and include:**

- ◆ To be visible, relevant, and credible.
- ◆ To engage in and take a central role in municipal planning processes.
- ◆ To impact the development of downtown Berkeley and bring attention to the importance of economic development.
- ◆ To communicate a strong vision and identity in all aspects of our work.
- ◆ To be welcoming, appreciative, and engaging to encourage broad participation and develop effective leadership.
- ◆ To conduct the DBA as a "values-based" business that prioritizes healthy relationships between our organization and our members, community partners, vendors, and our environment.

**Downtown Berkeley Association  
2007 Work Plan**

<b>GOALS</b>	<b>STRATEGIES &amp; TACTICS</b>
<b>ACCESS</b>	<b>Mission: Help make downtown easy to get to &amp; easy to get around.</b>
<b>Goal #1:</b> <b>Expand visitor parking and information about parking to support the business environment.</b>	<b>1: Support the re-build and maximum expansion of the Center Street Garage.</b> a. Request from the City a quarterly report on the plan and timeline for the re-build and expansion. <b>2: Remove City vehicles from prime visitor parking space.</b> a. Work with the City Manager to relocate City vehicles to an off-street site (to top floor of the Center St. Garage.) <b>3: Support implementation of the following City of Berkeley initiatives and urge the City Manager and City Council to create a staff position to guide the following issues:</b> a. City/ MTC pilot city project for parking management. b. Creation of a Parking Revenue District. c. Real-Time Signage Program. (DBA encourage member parking facilities to contribute financial support as an investment for their business and for the district.) d. Phase 1 of the diagonal parking plan.
<b>Goal #2:</b> <b>Support transit options.</b>	<b>1: Partner with the City of Berkeley to promote transit options.</b> a. Support the "1 Day A Week" campaign to reduce auto usage among working commuters with strategic planning and implementation help. b. Support the expansion of The Bikestation at BART by researching the potential for the Ross basement site, and by writing a letter of support. c. Support the City Transportation staff Expression of Interest grant application for the Federal Highways Value Pricing Program by writing a letter of support, and making public comment to Council. <b>2: Engage &amp; comment on Bus Rapid Transit.</b> a. Invite AC Transit to present to the DBA Design Co & Board. b. Monitor the mitigation offered to voice DBA priorities. c. Monitor DAPAC discussions – especially on design.
<b>Goal #3:</b> <b>Continue to monitor and engage in on-going issues and programs of the DBA.</b>	a. Utilize DBA's Transit & Parking Map and electronic map file. b. Support 511 street banners and promotions. c. Support car-share programs. d. Attend the UC Events Parking & Transpo Group. e. Encourage expansion and better public promotion of the UC Shuttle. f. Work with the Transportation Commission. g. Monitor BART on maintenance, security, & restrooms. h. Keep open a possibility for a light rail system.
<b>ECONOMIC DEVELOPMENT</b>	<b>Mission: To ensure the vitality of the downtown Berkeley district as a local, regional, and international destination.</b>
<b>Goal #1:</b> <b>Make retail vitality and</b>	<b>1: Work with City Council members to keep retail vitality as a top priority for Berkeley.</b>

**Downtown Berkeley Association  
2007 Work Plan**

<p><b>the increase of economic activity to be a top priority issue for civic leaders.</b></p>	<ul style="list-style-type: none"> <li>a. Request civic leaders to make an economic development plan for Berkeley. DBA set meetings, make public comment, write letters, etc.</li> <li>b. Urge that Permit Streamlining be prioritized for the Planning Commission.</li> <li>c. Strengthen the Sitting &amp; Lying Ordinance.</li> <li>d. Monitor the Clean City contract.</li> <li>e. Consider creating a parking revenue district.</li> <li>e. Monitor and comment on the BAPAC Program.</li> <li>f. Improve behavior of BHS students at lunch time.</li> </ul> <p><b>2: Strengthen DBA retail strategy to inform our advocacy to the City and the broad community.</b></p> <ul style="list-style-type: none"> <li>a. Work with firms such as Strategic Economics and BALLE for help with strategic planning.</li> <li>b. Update the DBA's Retail Development Strategy.</li> <li>c. Engage in a "Shop Local" campaign to educate residents and stimulate the economy.</li> </ul> <p><b>3: Engage our strategic partners and members.</b></p> <ul style="list-style-type: none"> <li>a. Create a partnership between DBA and the new Director of OED to enhance the development of unique and exciting offerings that will bring people to the district in spite of the current challenges (such as access).</li> <li>b. Meet with DAPAC commissioners prior to February to communicate DBA priorities.</li> <li>c. Set up public forums on retail related issues.</li> <li>d. Work with Con Vis, other business districts, the Chamber, Business Coalition, and other business supporters.</li> <li>e. Engage more brokers, developers, and property owners in DBA's vision and encourage creativity about nurturing retail.</li> </ul>
<p><b>Goal #2: Improve street behavior and cleanliness to create a better public environment.</b></p>	<p><b>1: Work to strengthen the City's street behavior ordinances.</b></p> <ul style="list-style-type: none"> <li>a. Provide research on comparable cities to Mayor &amp; Council.</li> <li>b. Request attention from the City Manager's office.</li> <li>c. Support City initiatives to improve street behavior through mental health service approach that includes detox, rehabilitation, &amp; employment opportunities.</li> <li>d. Support the Alameda County Detox and Rehab Facility.</li> <li>e. Communicate DBA priorities to BPD, BART PD, UC PD, BHS Security, &amp; Alameda County Sheriff.</li> </ul> <p><b>2: Assist DBA DBA members to be more pro-active in dealing with street behavior and cleanliness.</b></p> <ul style="list-style-type: none"> <li>a. Mail the "No Trespass" letter and window sign to property owners and ground floor businesses. Also post it on the web.</li> <li>b. Update the "CrimeWatch" brochure. Mail it to all DBA members. Post on the web.</li> </ul> <p><b>3: Improve district cleanliness and maintenance.</b></p> <ul style="list-style-type: none"> <li>a. Urge business and property owners to clean up. Send a letter twice a year (Feb &amp; July) that includes a contact list for products and service providers.</li> <li>b. Meet monthly with the City Manager and the City Team to identify problems and advocate for improved service.</li> <li>c. Work with the Public Works Director and Supervisors to ensure adequate steam cleaning, garbage pick-up, graffiti removal, and other services.</li> </ul>

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2007 Work Plan**

	d. Monitor the status of the Clean City Program.
<b>Goal #3: Help to retain business by improving their management capabilities.</b>	<b>1: Inform DBA members about business support resources for customer service, merchandising, &amp; marketing.</b> a. Create a list of free and low cost support resources for business development. Mail to members, and post on the web. Publicize Berkeley Public Library, Rubicon, AnewAmerica, and more. b. Produce an annual event to introduce resource people to DBA members.
<b>Goal #4: Monitor and engage in on-going issues and programs of the DBA.</b>	<b>1: Support City of Berkeley front line staff to be more business friendly.</b> a. Present to Finance Staff annually to encourage partnership. b. Review Finance Dept web site content to ensure that it is helpful to current and prospective business owners. c. Present to important commissions such as Planning, Zoning, Health, Police, Public Works. d. Communicate with Code Enforcement, and Parking Enforcement. <b>2: Support a resident population that correlates with the City as a whole to include students, working people, retired, etc.</b> a. Support increased opportunities for home ownership and more affordable housing. b. Encourage housing developers to promote their units to the Berkeley labor force in recognition of benefit to public safety and reduction of need for private vehicles.

<b>DESIGN</b>	<b>Mission: To advocate for design excellence in all aspects of downtown development, and for design that supports retail.</b>
<b>Goal #1: Take an active, central and facilitative role in the major planning processes for the district.</b>	<b>1: Monitor, comment, &amp; engage in the DAPAC process:</b> a. Attend meetings. b. Encourage design that supports retail. c. Encourage study of the "Center Street Super Block" (Center, Univ, Shattuck, Oxford). d. Write and submit DBA position on the issues of importance. <b>2: Support the implementation of the Transit Zone Urban Design Plan.</b> a. Learn about the timeline, and support that it move forward. b. Have DBA Board Directors review and comment on our endorsement request. c. Encourage DAPAC commissioners to support it. <b>3: Support pivotal development projects that are pending.</b> a. Invite the Berkeley Art Museum to present to the DBA. b. Invite the UC Hotel/Conference Center to present to the DBA. c. Monitor Seagate's progress.
<b>Goal #2: Track and review public and private design improvements.</b>	<b>1: Review project applications to the City of Berkeley.</b> a. Work with Ann Burns to obtain project applications. DBA Design Committee review projects in our district, and comment to the City's DRC. b. Consider how a balance of height, density, parking, land consolidation, home ownership, & other issues affecting the design of the

**Downtown Berkeley Association  
2007 Work Plan**

	<p>urban space should be addressed in DBA policy.</p> <ul style="list-style-type: none"> <li>c. Utilize the Main Street &amp; Downtown Design Guidelines.</li> <li>d. Support design that offers a viable mix of housing &amp; other uses to increase &amp; diversify resident &amp; user population.</li> </ul> <p><b>2: Encourage public improvements in street furniture, garbage cans, and the addition of public restrooms.</b></p> <p><b>3: Join other community based design groups</b></p> <ul style="list-style-type: none"> <li>a. Communicate with Berkeley Design Advocates, Livable Berkeley, and others concerned with downtown development.</li> </ul>
<p><b>Goal #3: Advocate for appropriate design related ordinances &amp; policy.</b></p>	<p><b>1: Encourage City staff to refer new project applicants to DBA.</b></p> <p><b>2: Work with the City regarding evaluation of relevant policies.</b></p> <p><b>3: Actively inform membership on policy issues &amp; get feedback.</b></p>

<b>EXECUTIVE COMMITTEE</b>	<p><b>Mission: To strengthen DBA as a welcoming, engaging, &amp; effective organization with a central role in district planning.</b></p>
<p><b>Goal #1: Ensure that DBA grows as a healthy &amp; well managed organization.</b></p>	<p><b>1: Oversee the financial and organizational affairs of the DBA.</b></p> <p><b>2: Guide the Board of Directors on values, priorities, &amp; strategies.</b></p> <p><b>3: Bridge all DBA committee objectives into a unified voice. Especially focus on Design and Economic Development.</b></p> <p><b>4: Recruit and develop organizational leadership.</b></p>
<p><b>Goal #2: Ensure that DBA is an effective, welcoming &amp; engaging organization - central to downtown planning.</b></p>	<p><b>1: Develop partnerships to increase the strength of our advocacy.</b></p> <ul style="list-style-type: none"> <li>a. Work with Chamber of Commerce, Convention &amp; Visitors Bureau, Berkeley Business District leaders, etc.</li> </ul> <p><b>2: Be pro-active &amp; take leading positions.</b></p> <p><b>3: Send regular communications from all committees to our partners to ensure continued attention to our priorities.</b></p> <p><b>4: Create a sense of community.</b></p> <ul style="list-style-type: none"> <li>a. Share stories, news, achievements, promotions, thanks, congratulations, etc.</li> </ul>
<p><b>Goal #3: Increase capacity for broad communications.</b></p>	<p><b>1: Reach a growing audience with our electronic communications.</b></p> <p><b>2: Mail our print newsletter at least two times.</b></p>

<b>PROMOTION</b>	<p><b>Mission: To develop promotional strategies that attract visitors to downtown and increase sales in the district.</b></p>
<p><b>Goal #1: Lead cooperative marketing programs to help members pool resources &amp; achieve greater result.</b></p>	<p><b>1: Facilitate cooperative advertisements:</b></p> <ul style="list-style-type: none"> <li>a. Produce at least one Cooperative Coupon Flyer in print.</li> <li>b. Create web-based Coupon offerings. Drive traffic with two postcard mailings.</li> </ul> <p><b>2: Create and participate in events that enhance marketing partnerships.</b></p> <ul style="list-style-type: none"> <li>a. Participate in Cal Day to promote downtown. (April)</li> <li>b. Participate in Earth Day. (April)</li> <li>c. Recruit 10-12 businesses to participate in Tastes &amp; Sounds of Downtown Berkeley. (May)</li> <li>d. Produce the DBA Summer Noon Concerts series. (July/ Aug)</li> </ul>

**Downtown Berkeley Association  
2007 Work Plan**

	<p>e. Promote the Library's Jazz Festival (June)  f. Sponsor and the DB Jazz Festival (August)  g. Sponsor Caltopia. Recruit 15 businesses to participate.  <b>3: Promote strong market niches with the new campaign "Which Downtown Berkeley Are You Looking For?"</b>  Use the following content in print pieces, and on the web:  a. "Late Night" features those open after 8pm.  b. "Student Life" features student friendly businesses.  c. "Green &amp; Locally Owned" feature aspects of sustainability and build on our new membership with BALLE.  d. Create other themes over time to support our niches.</p>
<p><b>Goal #2: Promote downtown's identity as "The Arts &amp; Commerce District".</b></p>	<p><b>1: Use our tag line "The Arts &amp; Commerce District" in collateral materials.</b>  <b>2: Clean and maintain the current street banners.</b></p>
<p><b>Goal #3: Support policy goals.</b></p>	<p><b>1: Provide marketing staff support for DBA policy issues in terms of strategy, graphics, and outreach.</b></p>

**Downtown Berkeley Association  
2006 Budget**

<b>REVENUES</b>	<b>2007 Budget Proposed</b>
Business Improvement District	250,000
Cooperative Coupon Flyer (C.C.F.)	8,000
Caltopia	7,000
E-Z Park	2,000
Kiosk	0
Interest Income	200
<b>TOTAL REVENUE</b>	<b>267,200</b>
<b>EXPENSES</b>	
<b>PERSONNEL</b>	
Employee Salaries	132,000
Benefits	16,180
Payroll Taxes	13,000
Workers Comp Ins.	2,500
Volunteer Recognition	1,300
<b>SUB-TOTAL: Personnel</b>	<b>164,980</b>
<b>OPERATING EXPENSE</b>	
Accounting	4,920
Insurance - Gen Liability	1,400
Insurance - D & O	1,615
License & Fees	50
Dues, Subscriptions, publications	1,265
Rent & Utilities	20,000
Office Supplies	3,000
Postage	3,600
Telephone Bills	3,500
Bank Charges	285
Office Equipment	3,000
Travel, Conference, Training	2,000
Repairs & Maintenance	2,000
Leased Equipment	1,600
Database Development	500
Contingencies	500
Equipment Depreciation	500
<b>SUB-TOTAL: Operations</b>	<b>49,735</b>
<b>PROGRAM EXPENSE</b>	
<b>ADVERTISING</b>	
Cooperative Coupon Flyer	11,500
Advertising	3,500
Daily Planet Campaign	0

**Downtown Berkeley Association  
2006 Budget**

<b><u>EVENTS</u></b>		
Summer Noon Concerts	4,500	
Holidays & Public Events	3,000	
Caltopia	7,000	
Annual Music Festival	5,000	
Tastes & Sounds	500	
<b><u>ELECTRONIC &amp; WEB</u></b>		
Electronic Communications & Web	5,000	
<b><u>PRINT MATERIALS</u></b>		
Banners	1,000	
Printing & Brochures	2,000	
Transit & Parking Brochure	0	
<b><u>NETWORKING/COMMUNITY</u></b>		
DBA Sponsored Meetings	6,000	
Community relations and events	1,500	
<b><u>OTHER</u></b>		
E-Z Park	2,000	
Photography	0	
Production	0	
Job Search	0	
<b>SUB-TOTAL: Program</b>	<b>52,500</b>	
<b>TOTAL EXPENSE</b>	<b>267,215</b>	
<b>BALANCE</b>	<b>&lt;15&gt;</b>	
Operations Fund	20,000	This is carried forward each year in DBA's bank account to cover operations in case of delay in receiving assessment funds from the City.

**Downtown Berkeley Association  
Business Improvement District  
Assessment Funding Rates for 2007**

**Real Property**

Rate	0.310% of the License Fee
Average Assessment	\$1,390

**Business**

Rate	0.027% of gross revenue
Average Assessment	\$192

**Financial**

Rate	0.100% of gross payroll
Average Assessment	\$1,020

**Non-Profit**

Rate	0.013% of gross revenue
Average Assessment	\$274

**Collections**

**2006**

Actual Collections – 2006	248,428.28
Collections Pending – 2006	10,020.96

**2007**

City of Berkeley Beginning Fund Balance	Not known
'07 Projected Assessment Collections	250,000
'07 City of Berkeley Payment to DBA	250,000
City of Berkeley Ending Fund Balance	Not known