



Office of the City Manager

CONSENT CALENDAR
November 27, 2007

To: PK Honorable Mayor and Members of the City Council

From: PK Phil Kamlarz, City Manager

Submitted by: Michael J. Caplan, Acting Manager of Economic Development

Subject: Downtown Berkeley Business Improvement District

RECOMMENDATION

Adopt a Resolution approving the 2008 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 2008; and directing the City Clerk to schedule a public hearing for December 18, 2007, to consider levying a renewed assessment for the year 2008.

FISCAL IMPACTS OF RECOMMENDATION

The projected expenditure of \$250,000 in BID revenues is included in the FY 2008 Adopted Budget (budget code 476-8703-465-3510), plus appropriation of an additional \$30,168 in unspent fund balance for a total contract amount of \$280,168. The \$30,168 will be included in the second amendment to the FY 2008 Appropriations Ordinance.

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 ten 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 18, 2007. After Council adoption, the Resolution will be published in a local paper of general circulation.

At the public hearing on December 18, 2007, 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 2008 calendar year. At the December 18, 2007 meeting, Council will also be presented with a DBA contract for \$250,000 in BID funds for calendar year 2008.

At its October 17, 2007 meeting, the Downtown Business Improvement District Advisory Board approved the 2008 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 adopted 2008 Work Plan emphasizes direct services to a greater degree than in prior years. Their Work Plan elements include improving the cleanliness and safety of the district, improving accessibility through improved transit and better management of parking resources, promoting economic vitality, ongoing participation in area planning processes, greater attention to member services, and greater community outreach. They are also looking to give greater attention to their own financial management and will look at ways to generate new resources to enhance direct services. Such mechanisms may include establishment of Downtown parking management district or reincorporating their current BID as a PBID with a more focused on-the-street work program.

This work program and the related budget was approved by the BID Advisory Board as part of the year 2008 Annual Report at its October 17, 2007 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 2008. The Board concluded that there should be no change in the rates at this time.

CONTACT PERSON

Michael J. Caplan, Acting Manager of Economic Development, 981-7530

Attachments:

1: Resolution

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

2: Public Hearing Notice

RESOLUTION NO. -N.S.

DOWNTOWN BERKELEY BUSINESS IMPROVEMENT DISTRICT
2008 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 2008 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 assessesees; and

WHEREAS, the projected expenditure of \$250,000 in BID revenues, is as included in the FY 2008 Adopted Budget (budget code 476-8703-465.35-10) and an additional \$30,168 in unspent fund balance will be added as part of the Second Amendment to the FY 2008 Appropriations Ordinance raising the total contract amount to \$280,168; 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 2008 (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 2008.

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 2008 total \$250,000 (budget code 476-8703-465.35-10).

Section 6. A public hearing shall be held before the City Council on the 18th day of December 2007 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

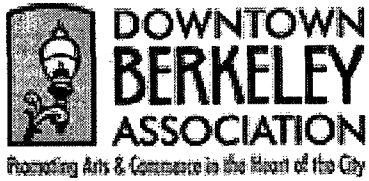
Improvement Advisory Board. At this hearing the Council will hear all interested persons for or against the levying of such an assessment.

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.

Exhibit

- A: 2008 Annual Report of the Downtown Berkeley Business Improvement District



**2008
Downtown Berkeley
Business Improvement District**

ANNUAL REPORT

Adopted by the BID Advisory Board on October 17, 2007

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 2008 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 Vision, and 1B for a Work Plan of improvements and activities planned for 2008.

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

The DBA's 2008 estimated expense budget is for \$287,500. The estimated total assessment collection for 2008 is \$250,000.

See Exhibit 2 for 2008 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 2008 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 2006/2007 to 2007/2008 is approximately \$30,000.

(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 \$7,000

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 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 Business Improvement District
2008 Work Plan
Proposed by the Downtown Berkeley Association**

Work Plan Summary

Downtown Berkeley is a vibrant city center with many wonderful arts and cultural attractions, restaurants and unique businesses. However, Berkeley is operating in a competitive regional environment, and more can be done to help the downtown support these attractions and create a welcoming and hospitable place for everyone. In particular, the DBA believes that more should be done now to address concerns about cleanliness, safety, access, and retail development.

The Downtown Berkeley Association (DBA)'s overall goals for the 2008 Work Plan are to actively engage our member business and property owners and represent their interests while we carry out a work plan based on advocacy and promotions. Business vitality creates the framework to improve cleaning services, safety, and accessibility to the district. Our top priority is to improve the cleanliness of the district by requesting an expansion of services from the City's Public Works Department. As a compliment to this request, we will also consider for the first time to use DBA funds to clean selected streets that have the greatest need for attention. We will increase safety through more "eyes on the street" by working with Berkeley Police and Mental Health staff, and with institutional neighbors such as BHS, UC B, etc to increase oversight of the district. To improve accessibility, we will promote parking management strategies and work to maintain the current supply. At the same time, we will support transit systems and infrastructure only if it will enhance the retail environment. We will engage in planning processes to promote policy that supports retail vitality, and a district that appreciates its historic character while welcoming new high quality architectural design for new construction.

To carry out the 2008 Work Plan, our work will be expressed in actions that are measurable and attainable. The work assignments for staff, Action Committees, and Board of Directors will correlate with the priorities.

Funding

Since 1996, the DBA has been funded through an assessment on business license holders in our district. In 2008, collections are estimated at \$250,000 and \$30,000 is available in the BID Fund Balance. The expectation is that the use of these assessment funds will augment, not replace, the City's provision of an agreed upon level of services.

During 2008, DBA will begin to pursue new sources of on-going funding such as parking meter revenues and the potential for a Property Based Improvement District. With new on-going funding, the DBA could gain better control over the quality of the streetscape environment through BID-managed cleaning, maintenance and security programs. This would help downtown Berkeley to continue to become more dynamic and exciting as a center for arts and commerce.

Measures of Success

The true measures of DBA's success are determined by the overall business occupancy rate and the overall vitality of sales and services offered to a growing customer base. To achieve this outcome, the DBA relies on the work of numerous public and private sector partners for their contributions. Additionally, outside forces, such as economic trends, influences our outcomes. The DBA is chartered to offer promotion and advocacy services and chooses work projects that will best compliment the work of our partners, and leverage our small budget and staffing. The work plan is continually refined based on member priorities and new existing conditions. Member feedback is of great importance to our work.

Membership

DBA is a membership organization representing appx. 900 business license holders - including retailers, financial institutions, non-profits, professional services, and property owners.

Downtown Berkeley Association's 2008 Work Plan Action Items

Direct Service: Cleanliness & Safety

1: Improve the City's current baseline level of cleaning services to a level acceptable to the DBA.

Public Sector

- a. Work with the Public Works Director, Staff, and Commission to analyze and expand the current Public Works schedule. Request that the City fulfill our DBA "Desired Baseline Services". Advocate through the budget process for sufficient equipment such as power washers if needed.
- b. Gain support from City of Berkeley staff and policy makers for the DBA's "Desired Baseline Services". Meet regularly with the City Manager's staff and the City Team to problem solve on a case-by-case basis.
- c. Request institutional partners (such as BHS, UC, and BART) to increase their maintenance of their buildings and surrounding area.
- d. Monitor the service provision elements of the Public Commons Initiative.

Private Sector

- e. Clarify for members the respective responsibilities of the City, property owners, tenants.
- f. Survey and publicize member opinion about clean streets and services. Send results to policy makers in the form of a proposed "Desired Baseline Services". Send to members "How to Report Blight and Crimes".
- g. Request DBA leadership to consider use of DBA funds for select streetscape improvements that could include cleaning services, cleaning supplies, or beautification efforts such as street banners.
- h. Include outreach to stakeholders that are not currently being assessed such as UC and BCC.

2: Improve safety in the district by increasing "trained eyes on the streets"

- a. Maximize coverage from Berkeley Police Department officers – especially beat & bike officers.
- b. Honor Tom Jeremiason for his four-year shift on bike patrol. Meet and greet the new officer.
- c. Maximize coverage from Mental Health Mobile Crisis and Homeless Outreach staff.
- d. Request institutional neighbors (UCPD, BART PD, BHS Security) to increase their "eyes on the street" by sharing patrol of the district.
- e. Work with DBA Members on "How to Report Blight and Crime"

3: Advocate for clean and safe public restrooms for visitors to the downtown.

- a. Create a map or list of existing restroom facilities and educate the retailers and their customers.
- b. Explore options to expand visitor access to business restrooms through an incentive program.
- c. Urge BART to reopen their restroom to the public.
- d. Work with the City to improve access to existing public restrooms.
- e. Present recommendations for new restrooms to the City that consider location, design and maintenance.

4: Advocate for the Public Commons for Everyone Initiative (PCEI).

- a. Support the PCEI recommendations. Emphasize the importance of street patrol staff such as Mobile Crisis, Homeless Outreach, and Police.

- b. Analyze the City's plans for allocation of revenues for the proposed services.
- c. Ask DBA property and business owners to report inappropriate behaviors. Send to them the "How to Report Blight and Crime" and "Important Phone Numbers".

Policy: Accessibility

5: Work towards a balanced approach to parking and public transit amenities.

DBA supports a pedestrian-friendly environment well served by public transit and with adequate parking for vehicles and bicycles. DBA will work with its many partners to find the best ways to help people reach and enjoy the district.

5A: Improve the parking supply through the following.

Action

- a. Create parking maps and brochures to help with parking and transit education.
- b. Help to create an evening parking promotion for the movie theatres.

Tracking

- c. Urge the timely reconstruction and expansion of the Center Street garage.
- d. Gain the City's agreement to maintain or expand the parking supply at Berkeley Way Lot even if development occurs on the site.
- e. Promote a "parking management plan" to maximize usage of all parking supply.
- f. Maintain a "baseline" parking supply - defined as the 1990 level prior to development boom.
- g. Support the installation of fixed and "real time" electronic signage.
- h. Push for the implementation of Phase 1 of the City's Diagonal Parking Plan to create additional parking on streets that have been determined to be "appropriate".

5B: Support new public improvements for transit systems as long as they enhance the retail environment.

Tracking

- a. Encourage endorsement of the Transit Zone Urban Design Plan (TZUDP) of 2006 from DAPAC, Planning Commission, and City Council.
- b. Give high priority to improvements to bus shelters and waiting areas that are well utilized such as BART Plaza, Havens Plaza, Peets Plaza, and the Civic Center Fountain (needs water).
- c. Give low priority or postpone changes to "healthy" areas such as Center Street.
- d. Support Rapid Bus style service (in addition to local lines) for bus riders such as automated ticket machines, signal control, and express stops.
- e. Support a Bus Rapid Transit system that accentuates, rather than degrades, the downtown as a place to live and do business; Advocate for excellent design solutions that answer the questions posed in the DAPAC's Access Chapter.
- f. Support the expansion of the BikeStation at the BART station. Increase the number of additional secure bike racks for bicyclists throughout the district. Consider the removal of blighted news racks to replace with bicycle parking.
- g. Support the City and AC Transit to offer the Transit Options program to encourage downtown workers to use public transit.

Policy: Economic Vitality

6: Advocate for the economic development of the downtown.

- a. Encourage that 95% of ground floor spaces will be fully occupied with a diverse mix of ground floor commercial and cultural uses including retention of current businesses as a priority. Share

information with the City Office of Economic Development, brokers, property-owners, and others who are active strategic partners for the desired outcome.

- b. Advocate for new developments that are well designed, environmentally sustainable, and economically beneficial.
- c. Support the recommendations of the Mayor's Permit Streamlining Task force. Choose a few important "not yet implemented" elements and ask the Planning Commission to address them. Cite Dena Belzer's report that describes permitting problems as, "a major barrier to attracting retailers to the downtown."
- d. Request the City Council to endorse Dena Belzer's "Berkeley's Retail Market Strategy of October 2007". Follow the recommendations including to eliminate the moratorium on Quick Service businesses on University Avenue.

7: Support the "Buy Local Berkeley" campaign to increase sales and make Berkeley more "business friendly"

Link DBA's focus on retail economics to the larger sustainability movement. Shift purchasing decisions of Berkeley residents to gain numerous financial and other community benefits. Attract attention to our retail environment - especially to our unique arts and culture venues, restaurants, retailers and more.

- a. Participate in the "Buy Local" Steering Committee.
- b. Include the "Buy Local" theme in DBA promotional materials and on the web.

Policy: Planning

8: Participate in significant public planning processes that have potential to impact the downtown district.

- a. Remain engaged in the Downtown Area Plan Advisory Commission (DAPAC) process. When it draws to a close in November 2007, continue to remain active and vocal as the process moves from Commission, to Planning Commission, to City Council.
- b. Monitor and engage as needed in planning processes currently underway for Center Street design; Bus Rapid Transit (BRT); University Avenue Gateway; BART Plaza re-design; and more.

Member Service: Communications, Marketing, & Promotions

2008 activity will focus on building relationships among our members and with our community partners and to promote the downtown district with a cohesive and unified message.

9: Member communications, marketing, and general membership development.

Communications

- a. Send monthly email communications to educate and activate members. Include stories, news, calendar, and promotions.
- b.

Events

Events should allow DBA to reach potential customers including residents, students, and visitors.

- a. Produce events that reach potential customers such as the Downtown Berkeley Music Festival, Caltopia, Tastes & Sounds, Good Eats, etc. Consider whether the Summer Noon Concerts series has benefits and is worthy of limited staff time and budget.
- b. Have staff information booths at events such as Farmers Markets, Solano Stroll, Spice of Life, Football Game Days, etc. (Cal is ranked #3 in the nation).

Materials

- a. Maintain and expand the DBA web site to include promotional materials such as the downtown map, events listings, promotional brochures, and full business listings. Avoid printing costs by placing materials on the web.
- b. Maintain and expand the DBA web site to include member focused support materials such as “How to Report Blight and Crime”, DBA’s Work Plan and Budget, Baseline Services Analysis, Retail and Economic Analysis and Reports, etc. The materials should support and reflect our priority issues and policy work. Avoid printing costs by placing materials on the web.
- c. Send out a monthly email newsletter.

Community Outreach

10: Communicate with the larger community of downtown stakeholders.

- a. Utilize the DBA’s monthly email newsletter to inform a broad group of residents and others about business vitality issues.
- b. Utilize the Buy Local Berkeley Campaign to build alliances with other downtown stakeholders and city-wide business community. This includes but is not limited to groups such as the Berkeley Business District Network (BBDN), Berkeley Chamber of Commerce, Berkeley Cultural Trust, Berkeley Architectural Heritage Association, Livable Berkeley, social service providers, residents, students, UC Berkeley representatives, other business and property owners, and more.

Financial Management

11: Monitor the BID collections process for accuracy. Evaluate the feasibility of new potential sources of on-going funds that would allow for BID Managed “Cleaning” and “Safety” programs.

- a. Obtain regular reports from the City of Berkeley Finance Department on BID collections. Continue to evaluate rate structure and average contribution including as a determining factor in recruiting new DBA leadership.
- b. Work with Property Owners to begin to research the cost/benefit analysis of conversion to a property-based improvement district (PBID). Be cautious in usage of allocated funds. Maximize use of local DBA staff, City staff, local consultants, and free help from UC B to compliment the legal expertise of a private consultant experienced with PBID development. (Note: the filing deadline for PBID implementation is August 1st of each year. Consider whether DBA should strive to meet an August 1, 2008 deadline.)
- c. Create and submit a Direct Services Work Plan and Budget to the City of Berkeley for a BID-managed cleaning and safety program. Request the City of Berkeley fund the Plan with parking meter or other district generated revenues. (Note: Intensive research is currently being conducted by the UC Transportation Center related to Parking Benefit Districts.
- d. Change the DBA’s contract with the CPA from monthly to quarterly to better match the budget and size of our organization.

**Downtown Berkeley Association
2008 Budget**

	2007 Budget	2008 Budget	% of budget	
REVENUES				
Business Improvement District	250,000	250,000		
BID Fund Balance		30,000		
Property Based Improvement Dist.	0	0		
Parking Benefit District	0	0		
Coupon Revenue	8,000	2,000		
Caltopia	7,000	5,000		
E-Z Park	2,000	500		
Interest Income	200			
Alameda County Stop Waste	5,000	0		
Policy Projects: Retail Strategy	10,000			City of Berkeley match funds.
TOTAL REVENUE	282,200	287,500		
EXPENSES				
PERSONNEL				
Employee Salaries				
Executive Director (Policy/Direct Services)	64,000	64,000		Policy & Direct Service
Marketing Manager (Communications, Member Services)	34,000	30,000		Marketing department may be Delayed re-hire to gain savings.
Staff #3 (Direct Services)	30,000	15,000		non-exempt 10 month position.
Benefits	16,180	11,000		
Payroll Taxes	13,000	10,000		
Workers Comp Ins.	2,500	2,500		
Volunteer Recognition	1,300	1,300		Avg.3 interns/year. \$350/intern admin fee for 70% of staff work is program
SUB-TOTAL: Personnel	160,980	133,800	47%	
OPERATING EXPENSE				
Accounting	4,920	4,920		payroll, taxes, journals, reports
Bookkeeper	600	2,400		in house A/P, A/R, quickbooks
Insurance - Gen Liability	1,400	1,400		
Insurance - D & O	1,615	1,615		
License & Fees	50	50		
Legal		1,000		
Dues, Subscriptions, publications	1,265	1,265		
Rent & Utilities	20,000	19,000		\$1.30 sq. ft rent
Office Supplies	3,000	3,000		
Postage	3,600	3,600		

**Downtown Berkeley Association
2008 Budget**

Telephone Bills	3,500	3,500		
Bank Charges	285	250		
Office Equipment	3,000	2,000		
Travel, Conference, Training	2,000	1,500		
Repairs & Maintenance	2,000	2,000		
Leased Equipment	1,600	1,600		
Database Development	500	0		
Contingencies	500	500		
Equipment Depreciation	500	500		
SUB-TOTAL: Operations	50,335	50,100	17%	
PROGRAM EXPENSE				
NEWSLETTERS & ADVERTISING				
Newsletter - Print & Postage	11,500	7,000		1 print version to 5k residents.
Email Newsletter		0		Monthly in 2008.
Berkeley Visitors Guide	2,500	2,500		Annual full page ad.
EVENTS				
Summer Noon Concerts	7,000	5,000		Decrease to 5 concerts (normally 8-9). Promote venues such as Freight &
Holiday Décor	4,000	4,000		Install décor, Joy&Peace banners, clean up reg
Caltopia	7,000	7,000		students. Final year of sponsor contract. Request to cancel contract.
Annual Music Festival	5,000	5,000		produce?
Tastes & Sounds of DT Berkeley	500	500		Food & entertainment vendors greet 250 Cal
ELECTRONIC & WEB				
Web Site	6,800	10,000		All member service documents, retail economics, business
Constant Contact - Email support		1,000		Email blast service to 2k + list, at appx. \$75/month.
PRINT MATERIALS				
Kiosk Poster (2 locations)	300	600		Update district map at kiosks: BART Plaza y
Transit & Parking Map/Brochure	1,000	1,000		update web content, no print.
Parking Maps 11x17 display version	0	500		\$300/installation for hardware? Post XX copies in public places.
Arts & Dining Guide		1,000		print.
Street Banners		0		No Action
NETWORKING/COMMUNITY				
DBA Membership Meetings	4,000	4,500		Action Co's, Board, Advisors, & An. Mtg. Refreshmnts/ supplies
Board of Directors Retreat		2,000		facilitated org dev retreat
Community relations and events	1,500	1,000		Rep DBA at com events & mtgs.

**Downtown Berkeley Association
2008 Budget**

POLICY PROJECTS		5,500		Hire ind cont for policy help.
DAPAC	1,200	0		materials.
Green Restaurant Stop Waste	5,000	0		project completed.
Property Based Improvement		25,000		combine volunteer and local talent with consultant
Buy Local Berkeley		1,500		promote BLB in our district.
E-Z Park Promotion	2,000	1,000		
Univ. Ave Quick Service Moratorium	0	0		Submit Retail Strategy as council item.
DIRECT SERVICE				
Street Beautification		18,000		evaluate cleaning vs beautify.
SUB-TOTAL: Program	57,300	103,600	36%	
TOTAL EXPENSE	268,615	287,500		
BALANCE	<15>	0		
Operations Fund	20,000	20,000		CD account.

**Downtown Berkeley Association
Business Improvement District Assessment Rates**

Payee	Rate	# of Payees 2005*	Average Assessment 2005*	% of Total 2005 Collections of \$221,604
Real Property	0.310% of License Fee	126	1,223	69.50%
Business	0.027% of gross revenue	355	\$171	27.30%
Financial	0.100% of gross payroll	7	\$529	1.70%
Non-Profit	0.013% of gross revenue	19	\$169	1.50%
Actual Collections - 2007	\$276,428			
Collections Pending - 2007	unknown			
Total Collections 2007				
City of Berkeley Beginning Fund Balance	30,000			
08 Estimated Collections	250,000			
08 City of Berkeley Payment to DBA	280,000			

**Downtown Berkeley Association
Business Improvement District Assessment Rates**

City of Berkeley Ending Fund Balance	0				
* Most recent data available is for 2005					

**NOTICE OF PUBLIC HEARING
BERKELEY CITY COUNCIL**

DOWNTOWN BERKELEY BUSINESS IMPROVEMENT DISTRICT

The Department of the City Manager is proposing to confirm the 2008 Annual Report of the Downtown Business Improvement District (BID) and levy an annual assessment for the Downtown BID for calendar year 2008.

The hearing will be held on, **DECEMBER 18, 2007** at [7:00 p.m.] In the city council chambers, 2134 martin Luther King, Jr. Way.

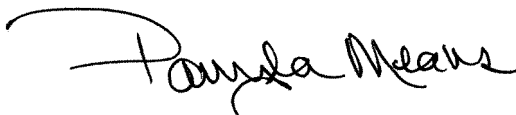
A copy of the agenda material for this hearing will be available on the City's website at www.ci.berkeley.ca.us as of **December 13, 2007**.

Written comments should be mailed or delivered directly to the City Clerk, 2180 Milvia Street, Berkeley, CA 94704, in order to ensure delivery to all Councilmembers and inclusion in the agenda packet. Comments received no later than Monday, December 10, 2007 will be included in Council agenda packets. Comments received thereafter will be submitted to Council as supplemental communications at the meeting. For further information, call Pamyła Means, MMC, City Clerk, 981-6900. FAX: (510) 981-6901. TDD: (510) 981-6903.

For further information, please contact David Fogarty at 981-7534.

Published: [Publication Date in Newspaper]
Indicate BMC or other code requirement that sets forth noticing requirements

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I hereby certify that the Notice for this Public Hearing of the Berkeley City Council was posted at the display case located near the walkway in front of Council Chambers, 2134 Martin Luther King Jr. Way, as well as on the City's website, on [Enter Date].



Pamyła Means, MMC, City Clerk

