




Office of the City Manager

PUBLIC HEARING
July 13, 2010

To: Honorable Mayor and Members of the City Council
From:  Phil Kamlarz, City Manager
Submitted by: Michael Caplan, Director, Office of Economic Development
Subject: North Shattuck Business Improvement District

RECOMMENDATION

Conduct a public hearing and upon conclusion, adopt two resolutions:

- 1) Confirming the Annual Report of the North Shattuck Business Improvement District (NSBID) (Exhibit A) for Fiscal Year 2010 and levying assessments in the District for Fiscal Year 2011, and upon approval;
- 2) Authorizing the City Manager to execute a sole source contract and any amendments with the North Shattuck Association to implement the District Management Plan and approve the FY 2011 Work Plan for the NSBID.

FISCAL IMPACTS OF RECOMMENDATION

Assessments levied on behalf of the NSBID support a package of improvements and activities approved by the property owners and the City Council at the time the District was established in July 2001. The assessment rates are unchanged from FY 2010. Collections from those assessments are projected and budgeted at \$164,000 for FY 2011. Funds not spent in the current fiscal year may be carried over into future years. These assessments are recorded in account 478-8703-370.30-01.

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.

CURRENT SITUATION AND ITS EFFECTS

On June 1, 2010 Council adopted Resolution No. 64,895–N.S., which approved the Annual Report of the NSBID for FY 2010, declared intent to levy annual assessments in the District for FY 2011, set a public hearing on the levy of assessments for July 13, 2010. The Annual Report recommended that the assessments for FY 2011 be levied on the same basis and method, and within the same boundaries, as they were levied for FY 2010. The Annual Report also provides a work plan for FY 2011 with a budget for improvements and activities and an estimated cost for providing them.

BACKGROUND

On July 10, 2001, the Berkeley City Council established the NSBID under provisions of the State of California Property and Business Improvement District Law of 1994. The NSBID finances special improvements, maintenance and marketing activities that benefit commercial properties and businesses in the North Shattuck District. These services are proscribed in the District Management Plan that was adopted with formation of this BID. The NSBID was established for a ten-year period, which will expire in July 2011.

Following formation of the NSBID, a new non-profit corporation, the North Shattuck Association (NSA) was established to administer the District Management Plan. The Association has organized its activities along the traditional Main Street model, with working committees on organization, economic restructuring, beautification and design, and marketing and promotion.

The Annual Report includes a work plan and budget for the activities to be carried out by the North Shattuck Association in implementing their District Management Plan. In FY 2011, the NSA will continue implementation of the activities initiated in the previous years. Some important highlights include: providing regular maintenance of sidewalks and public spaces; outreach and liaison with District property owners, merchants, neighborhood groups and other interested parties; active marketing and promotion including production of the 8th Annual Spice of Life Festival; ongoing design and implementation of landscaping and other streetscape improvements in the District; and working closely with the Berkeley Business District Network to develop and implement a “shop local” campaign. More information on the activities of the Association may be found at the Association’s website at www.northshattuck.org/.

RATIONALE FOR RECOMMENDATION

The Property and Business Improvement District Law of 1994 requires that the owners’ association 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. Council may approve the report as filed or may modify any particular element contained in the report and then approve it as modified. The Council resolution that established this BID authorized the BID for a ten-year period. Therefore, Council action is required to confirm the Annual Report for 2010 and levy the BID assessments for FY 2011. The North Shattuck Association was formed specifically to implement the North Shattuck BID work plan. A contract between the City and the Association is required to direct BID revenues and other City funding to the Association.

ALTERNATIVE ACTIONS CONSIDERED

The North Shattuck Association is the only private organization established to administer the North Shattuck BID. There are no alternatives for contracting for implementation of BID activities.

CONTACT PERSON

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

Attachments:

1: Resolution 1

Exhibit A: Annual Report on the North Shattuck Business Improvement District for FY2010

Exhibit B: North Shattuck Assessment Rolls FY2011

2: Resolution 2

3: Public Hearing Notice

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

CONFIRMING THE ANNUAL REPORT ON THE NORTH SHATTUCK BUSINESS IMPROVEMENT DISTRICT FOR FY 2010 AND LEVYING ASSESSMENTS FOR FY 2011

WHEREAS, on June 1, 2010, the City Council adopted Resolution No. 64,895–N.S., approving the Annual Report on the North Shattuck Business Improvement District for FY 2010; declaring an intention to levy special assessments for 2011, and setting a public hearing on the levy of assessments for July 13, 2010; and

WHEREAS, the Annual Report (Exhibit A) and materials on file with the City Clerk contain a detailed description of the boundaries of the North Shattuck Business Improvement District; and

WHEREAS, said Annual Report and materials on file with the City Clerk also contain information on the method and basis for levying the assessment and a recommendation that this method and basis be continued for FY 2011; and

WHEREAS, the City Clerk has published Resolution No. 64,895–N.S., in a newspaper of general circulation declaring the Council's intent to levy assessments in the North Shattuck Business Improvement District for FY 2011, giving notice of the opportunity for written and oral protests, including noticing a public hearing before the City Council for July 13, 2010; and

WHEREAS, the City Council has now held said public hearing on the levy of assessments for FY 2011.

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

1. The City Council finds that protests were filed by property owners and business licensees representing less than fifty percent (50%) of the assessments hereby levied. All such protests are hereby over ruled.
2. The City Council confirms the Annual Report of the North Shattuck Association for FY 2010.
3. The City Council hereby levies the real property assessments hereunder for the FY 2011 upon the properties and in the amounts shown on the assessment roll (Exhibit B) and by reference incorporated herein.



NORTH SHATTUCK ASSOCIATION
ANNUAL REPORT TO THE CITY OF BERKELEY
FISCAL YEAR 2010

Introduction

The North Shattuck Business Improvement District (NSBID) was established by the Berkeley City Council on July 10, 2001 (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 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 2009-2010 operations, and states goals and objectives for Fiscal Year 2010-2011 of the NSBID, which begins July 1, 2010.

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. The board agreed to this request, and a "Coordinating Committee" with representatives from NSPI, LOCCNA, and district merchants was formed to discuss issues related to the development of public space as well as public improvements in the entire district such as landscaping and pedestrian lighting. The group had its first meeting in May 2007.

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 lightpoles, 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 extended its decorative banner project to the entire district with a series of banners celebrating ACCI Gallery's 50th Anniversary. The Association organized several meetings of a "Coordinating Committee" with representatives from North Shattuck Plaza Inc., the Live Oak-Cordonices Creek Association (LOCCNA), and district merchants to discuss issues related to the development of public space as well as public improvements in the entire district such as landscaping and pedestrian lighting. Based on these meetings, the Association stopped planning on the project until funding for a more intensive community planning process for public improvements and pedestrian safety enhancements in the area could be secured.

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, and the Cheeseboard 30th Anniversary celebration. 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.

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 and the Mayor's Public Commons for Everyone Initiative and changes to existing laws to control inappropriate street behavior, and was active in the Berkeley Business District Network (BBDN) and BALLE, an organization which organizes and promotes economic sustainability, helping coordinate and fund the Buy Local Berkeley campaign for the city, including 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, lightpoles and planters in the District, and purchased and installed 7 new large planters along the Long's wall. The director has assisted the owner of Elephant Pharmacy and other vacant sites to maintain their properties and instituted an Art in Windows program to place local artist work in several storefronts. 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. A Pedestrian Safety and Transportation Working group with members of the Board of Directors, and AC Transit and City of Berkeley staff was formed 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. Gourmet food producers, artisan vendors, non-profits, neighborhood organizations and area schools participated, and over 75 area businesses and restaurants were open and/or had booths in the festival, with more contributing generously to a silent auction and raffle to benefit the Children's Community Center and the Berkeley High Jazz Band.

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. The Association joined other districts in the city to organize a Holiday Buy Local Berkeley campaign, which was kicked off with the Festival of Lights in Civic Center Park, including a tree lighting, art projects, and an NSA- hosted face painting booth and winter coat drive. 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 in the Farmers' Market area hosted 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 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 Association produced a Shopping and Dining guide/map, placed ads in Berkeley Convention and Visitors Bureau guide, and exhibited several times per month at the North Berkeley Farmers Market, at the annual Solano Stroll and the two-day Live Oak Park Fair, promoting the district's businesses, events, and website with a raffle and product giveaways.

The Association also coordinated with the ACCI Gallery and MLK Jr. Middle School to develop and initiate a mosaic tile project entitled "Paving the Way", which teams up ACCI artists and MLK art teachers to work with student to create tile pavers. The pavers will be displayed in district businesses and then auctioned at a fundraising event to be held in the Gallery, with proceeds to benefit the school's art programs.

Fiscal Year 2010 Summary

Budget

The budget for Fiscal Year 2010 included an actual carryforward of \$155,314, and new revenue of \$166,854. The following table shows the 2009 Budget Allocations by category and the estimated expenditures to June 30, 2010.

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category</i>	<i>Allowable % of Annual Budget</i>	<i>Carry Forward to Fiscal Year 2010 (Actual)</i>	<i>New Assessment Revenue (Actual)</i>	<i>2010 Budget Allocation (with CF & New Revenue)</i>	<i>Fiscal Year 2010 Expenditures (Estimated)</i>
Maintenance/Beautification	50%	\$154,892	\$80,114	\$238,319	\$103,210
Marketing/Promotion	20%	\$0	\$32,045	\$33,371	\$33,296
Administration/Staffing	25%	\$12	\$40,057	\$41,725	\$41,639
Contingency	5%	\$410	\$8,011	\$8,753	\$8,753
Total Estimated Budget	100%	\$155,314	\$166,854	\$322,168	\$186,889

Accomplishments

During Fiscal Year 2010, 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 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 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 Association coordinated meetings of the 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, as well as pedestrian safety in the Farmer's Market area.
- 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 joined the Buy Local Berkeley Executive Committee

- to help direct the campaign's membership expansion and financial sustainability.
- The Association continued its involvement with Visit Berkeley, the Berkeley Cultural Trust, and the Berkeley Event Producers Group to promote arts and event development and funding in the city with other district associations and arts organizations, taking an active role in the implementation of the 510Arts website promoting the East Bay Arts scene.
 - The Association continued its membership in the California Downtown Association and coordinated with other BID's and business organizations to share information.
 - The Association managed 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 on May 27th.
 - Contributions were made to the Children's Community Center Preschool and the Berkeley High School Jazz Band from the 2009 Spice of Life Festival raffle and silent auction proceeds, to the Princess Project from the Food, Wine & Fashion event, and to the MLK Jr. Middle School art program from the "Paving the Way" Mosaic Tile Auction event. The Association also donated to the Youth Emergency Assistance Hostel during the holidays.

Maintenance and Beautification

- Regular maintenance of sidewalks and public spaces in the District continued on a daily basis (except Sunday) through a contract between the Association and the Peralta Service Corporation. The maintenance service includes sidewalk and gutter sweeping, weeding of tree wells and planters, and graffiti and poster removal.
- The Association continued to maintain over 100 ceramic planters and six bus benches at sites throughout the District.
- The Association again installed decorative lighting in the street trees for the entire length of the district for the winter holiday season, as well as lighting and decorations in median tree locations with electricity access.
- Artwork by local artists was placed in vacant storefront windows in the district in a joint project with the Downtown Business Association.
- The Association assisted a local artist group to locate a mural site, get the Berkeley Foundation for the Arts as a fiscal sponsor, and provided \$1500 in seed funds for the project, which will feature a "Slow Food" theme.
- 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 street tree replacements, graffiti abatement, sidewalk steam cleaning, trash receptacle and street repair projects.
- Coordinated with city staff and publishers to remove unused and damaged newsracks including pedestal and free-standing racks.

- 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.
- The Association worked with the City's Transportation Department to develop 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.

Marketing and Promotion

- The Association 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 Herringbone Apothecary. Food was provided by several district restaurants and local businesses contributed to a raffle basket to benefit the Princess Project.
- The Association produced the 7th Annual Spice of Life Festival on October 4, 2009 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 who had several suppliers out as part of their 75 year anniversary celebration. The event again had children's culinary and art activities, live music, gourmet food producers, artisan vendors, and non-profits and neighborhood organizations, yoga demonstrations, and a wine tasting area on Vine Street. The Farmers' Market was held in its usual Thursday location, and the event's silent auction and raffle raised funds to benefit the Children's Community Center and Berkeley High Jazz Band.
- Winter Holiday 2009 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. The Association again joined other districts in the city to organize a Holiday Buy Local Berkeley campaign, which was kicked off with the Festival of Lights in Civic Center Park, including a tree lighting, art projects, and an NSA- hosted face painting booth. 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 Association teamed up with the Berkeley Lion's Club to produce the "Taste of North Berkeley" event on March 24th, an evening restaurant walk involving 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 Lions Community Fund benefiting local food, shelter and health organizations.
- The Chocolate and Chalk Art Festival was held on Saturday June 5th. The event again featured chocolate sampling and specialty products in 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 and sponsor booths. Over 25 businesses had items on the chocolate sampling menu. Philz Coffee came in as the prize sponsor for the event, along with AAA, the Berkeley Art Center, Yelp, Vid SF, and the

- East Bay Express. The event also received a \$1027 City of Berkeley Civic Arts Grant.
- The Association continued to produce a monthly Arts and Events e-newsletter featuring information about exhibition openings and special events in the district and at nearby venues, including the Jewish Community Center, Berkeley Art Center, and the Hillside Club. The e-newsletter also includes business news and shopping specials.
 - The weekly Gourmet Ghetto Culinary Tour and North Berkeley Organic Farmers' Market continued through the year, and garnered several media spots locally and nationally.
 - The NSA exhibited several times per month at the North Berkeley Farmers Market, at the annual Solano Stroll and the two-day Live Oak Park Fair, promoting the district's businesses, events, and website with a raffle and product giveaways.
 - The Association produced an updated Shopping and Dining guide/map, placed ads in Berkeley Convention and Visitors Bureau guide, Eco-Metro Guide, ProArts Open Studios guide, and numerous local papers highlighting events, the Farmer's Market and new businesses in the district, and provided information for editorial pieces on the district.
 - The Association worked with local galleries to institute 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 Association website (www.northshattuck.org and www.gourmetghetto.org) was redesigned and updated regularly with new business information and links to events, classes and gallery openings in the district.
 - A district Facebook page was developed with links to other business pages, event listings, and business news and specials.

Economic Development

- The Association continued to maintain an inventory of all vacant retail and office space in the district, including square footage, lease rates, and broker contact information. The director and board members provided information and conducted site visits with City staff for prospective new businesses, including the retail and food use quotas and area demographics.
- The Association 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 zoning clearances. It also continued to assist owners with vacant property maintenance and the Art in Windows program for vacant storefronts
- The Association continued to work with the Berkeley Restaurant Action Group, the Berkeley Event Producers group, and the Berkeley Business District Network (BBDN) on various issues related to economic development in the district.
- 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.

- The Association continued to provide input and support for the 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, working with local service providers.
- The Association was active in the Buy Local Berkeley campaign to encourage residents to support locally owned small businesses and promote economic and environmental sustainability. The director joined the Executive Committee for the program to guide it toward self-sufficiency through business and community memberships, and conducted outreach to area businesses and the public.
- The Association continued working on parking issues in the district, coordinating with the City to create parking after loading hours at the CVS store, and to restripe the parking to a diagonal configuration in the “Farmer’s Market area” to increase parking spaces by about 10 spaces.

Fiscal Year 2011

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 2011 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 2011 are organized as follows:

Organization/Administration

Goals: General oversight and direction of district activities; development of relations with outside groups and agencies to raise the profile of the organization and attract needed volunteers and specialists for projects and programs.

Objectives:

- 1) Oversee development of annual District work plan and detailed budget.
- 2) Liaison with property owners, merchants, City of Berkeley, Chamber of Commerce, Visit Berkeley, the Berkeley Business District Network, Berkeley Cultural Trust, Event Producers Group, the Restaurant Action Group, local schools, and neighborhood groups.
- 3) Coordinate Board elections in July-August 2010 including nominations and property owner balloting.
- 4) Work with consultant on the renewal of the BID, including property owner outreach, property owner and business input to the Management Plan, and required City of Berkeley meetings and reports.
- 5) Develop and distribute monthly e-mail newsletter to merchants and neighborhood groups with issue updates, event listings, new business and development information.
- 6) Continue to connect with outside groups and promote activities through various social media.

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, brochures, special events, holiday promotions, etc.

Objectives:

- 1) Oversee implementation of the marketing strategy including designer/consultant selections, design processes, budgeting, and advertising placements, publicity and integration of special events as needed.
- 2) Generate press releases and promote editorial pieces on commercial and retail developments in the area. Continue to promote business activities and press coverage through various social media, including the district Facebook page.
- 3) Distribute information about the district including the Culinary Tour, Farmers Market, etc. to the media, hotels, etc., working with the Visit Berkeley.
- 4) Continue regular updates of the district website with business information and upcoming classes, special events, etc., production of a monthly e-newsletter, and regular Facebook and other social media entries.
- 5) Continue to coordinate “Second Fridays” art activities with local galleries and restaurants, and list art activities on the 510Arts website.
- 6) Work to site, organize and produce a Fashion, Food and Wine event in August 2010 in conjunction with the East Bay Design Collective highlighting the boutiques, salons, and restaurants in the district.
- 7) Produce the 9th Annual Spice of Life Festival in October 2010.
- 8) Organize promotional events at the winter holidays including musical performances and events in conjunction with the Farmers’ Market and other neighborhood celebrations.
- 9) Work with the Lion’s Club to produce another “Taste of North Berkeley” restaurant walk in early spring, and investigate interest in another such event in the fall to benefit local schools or other organizations.
- 10) Coordinate the annual Chocolate and Chalk Art Festival in June 2011 in conjunction with local arts groups and restaurants and seek additional arts grant funding for the event.
- 11) Continue to work with the Buy Local Berkeley Campaign on increasing its marketing programs and membership benefits to district businesses.
- 12) Organize Association booths at the weekly Farmers’ Market and other fairs and festivals to promote the district.
- 13) Promote events at nearby venues such as 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) Ongoing maintenance monitoring, needs assessment, and coordination with appropriate city departments and contractors.
- 2) Work with property owners and appropriate city departments to address signage

- conditions and the appearance of empty storefronts.
- 3) Oversee the design and installation of additional decorative lightpole banners for the district to complement the Farmers' Market and ACCI Gallery anniversary banners, including Spice of Life Festival, holiday banners, and general banners reflecting the unique aspects of the district.
 - 4) Investigate options for and oversee purchase/installation of information kiosks and dedicated poles for one or more cross-street banners in the district.
 - 5) Oversee installation of winter holiday decorations and lighting.
 - 6) Work with the City of Berkeley on street tree replacements and median landscaping.
 - 7) Work with the City of Berkeley to secure grant funding of pedestrian safety and public improvements based on the 2001 Urban Design Study and the City's Pedestrian Plan.
 - 8) Work with ACCI, other neighborhood-based designers, and local schools on projects in the district including rotating and storefront exhibits, art projects, temporary mural projects, etc.
 - 9) Work with the City of Berkeley to implement grant-funded pedestrian safety and bicycle projects, including a bollard system for the Farmers Market, and additional bicycle racks/facilities.

Economic Restructuring

Goals: Business retention and recruitment; business education; address issues related to security, parking, and transportation improvements.

Objectives:

- 1) Maintain information for vacant retail and office space in the District and available permits under the retail and food use quotas in the district.
- 2) Work with other business district with quotas to investigate options for lifting of quotas.
- 3) Liaison with City and commercial brokers to attract and assist new businesses.
- 4) Serve on the Chamber of Commerce's Governmental Affairs and Board of Directors (ex-officio) to promote business district issues.
- 5) Identify and address security and transportation/pedestrian safety issues.
- 6) Continue to work on parking issues in the district improved usage of existing private parking resources, and identification of spaces in private lots for paid employee and public parking.
- 7) Continue to coordinate meetings of the Pedestrian Safety and Transportation Working group with members of 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.
- 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 support and provide input to the Mayor's Public Commons for Everyone Initiative to improve street behavior and business vitality, and advocate for extension of the City's Ambassador Program to our district from downtown and Telegraph Ave.

- 10) Continue to work with the Berkeley Restaurant Action Group on issues related to alcohol service controls and other issues.
- 11) Participate on North Shattuck Farmer’s Market Advisory Committee and assist in addressing issues raised by district businesses related to market operations.
- 12) Identify and act on any business education/assistance needs for business retention.

Budget

BID collections for Fiscal Year 2011 are recommended to be on the same basis and on the same properties as in Fiscal Year 2010. An estimated \$168,000 of additional assessment revenue is estimated be available in Fiscal Year 2011. An unused portion of the BID assessments from Fiscal Year 2010 of approximately \$135,270 will be carried over into Fiscal Year 2010, for a total estimated budget of \$303,270. 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 2010 Carry Forward</i>	<i>Fiscal Year 2011 Projected Revenues</i>	<i>Allowable % of Annual Budget</i>	<i>Estimated Total Fiscal Year 2011 Budget</i>
Maintenance and Beautification	\$135,109	\$84,000	50%	\$219,109
Marketing and Promotion	\$75	\$33,600	20%	\$33,675
Administration, staffing	\$86	\$42,000	25%	\$42,086
Contingency	\$0	\$8,400	5%	\$8,400
Total Estimated Budget	\$135,270	\$168,000	100%	\$303,270

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. A listing of Fiscal Year 2011 assessments is attached as Exhibit A to this report. The formula for property assessment is attached as Exhibit B to this report.

Approved by:

 Cathy Goldsmith, President, North Shattuck Association
 May 20, 2010

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

NORTH SHATTUCK BUSINESS IMPROVEMENT DISTRICT - PARCELS TO BE ASSESSED:

FY 2011

Exhibit B

APN	LEGAL OWNER	SITE #	ST NAME	LIN	FRONT ASSESS	USE	TOTAL BLDG SF	RESID SF	RESID ASSESS	OFFICE SF	OFFICE ASSESS	RETAIL SF	RETAIL ASSESS	TOTAL BLDG ASSESS	LOT SF	LOT ASSESS	TOTAL ANNUAL ASSESS
058 2173 002 03	1600 SHATTUCK ASSOCIATES	1600	SHATTUCK AVE	141.4	\$1,566.38	3/4 RETAIL, 1/4 OFFICE	29,500	0	0.00	7,375	\$789.13	22,125	\$2,964.75	\$5,240.26	23,875	2,145.68	7,485.94
058 2173 004 00	MACMILLAN FAMILY PROPERTIES	1620	SHATTUCK AVE	35	\$392.67	1/2 RETAIL, 1/2 RES.	1,700	1,022	81.76	0	\$0.00	1,022	\$127.86	\$11,383.37	1,690	152.60	763.98
058 2173 005 00	MATHIS DAVID A	1660	SHATTUCK AVE	103	\$1,155.57	RETAIL	2,044	0	0.00	0	\$0.00	1,700	\$227.80	\$1,383.37	4,600	413.41	1,796.98
058 2174 001 00	ARTIS & CRAFTS COOPERATIVE INC	1682	SHATTUCK AVE	42	\$471.20	3/4 RETAIL, 1/4 OFFICE	4,296	0	0.00	1,075	\$115.03	3,222	\$431.75	\$1,017.98	3,989	356.70	1,374.68
058 2174 002 00	NIEL JOE R & CAROL L	1664	SHATTUCK AVE	33.3	\$373.60	1/2 RETAIL, 1/2 OFFICE	3,117	0	0.00	1,559	\$166.76	1,559	\$208.84	\$704.19	3,142	284.79	1,031.57
058 2174 003 00	SATRAKE T LLC	1682	SHATTUCK AVE	30	\$396.57	2/3 RETAIL, 1/3 RES.	2,950	0	0.00	983	\$105.21	1,967	\$263.52	\$706.91	2,835	252.88	960.10
058 2174 004 00	1995 KAM Y LAM & SHUN FAMILY TRS	1670	SHATTUCK AVE	35	\$392.67	2/3 RETAIL, 1/3 RES.	2,617	872	69.78	0	\$0.00	1,745	\$233.78	\$686.23	3,289	296.49	992.71
058 2174 006 02	EDDMAN JOHN C & ANNE M TRS	1680	SHATTUCK AVE	150.3	\$1,686.23	3/4 RETAIL, 1/4 OFFICE	10,898	0	0.00	2,724	\$291.47	8,172	\$1,085.05	\$3,072.75	15,761	1,416.46	4,489.21
058 2175 001 01	SCHWARTZ MICHELL J	1700	SHATTUCK AVE	95	\$1,065.81	1/2 RETAIL, 1/2 OFFICE	8,876	0	0.00	4,488	\$480.22	4,488	\$601.39	\$2,147.42	12,730	1,144.06	3,291.48
058 2175 003 00	HOLLER GORDON P & BLUME JAMES	1708	SHATTUCK AVE	40	\$448.76	1/3 RETAIL, 2/3 OFFICE	2,872	0	0.00	1,915	\$204.86	957	\$128.28	\$781.90	5,163	464.01	1,245.91
058 2175 004 00	JACOBSON DAVID A	1720	SHATTUCK AVE	35	\$392.67	RETAIL	624	0	0.00	0	\$0.00	624	\$83.62	\$476.28	2,175	195.47	671.76
058 2175 005 00	WARSAVAYA BUILDING PARTNERSHIP	1730	SHATTUCK AVE	50	\$560.98	RETAIL	1,340	0	0.00	0	\$0.00	1,340	\$179.56	\$740.52	2,819	253.35	993.86
058 2175 006 00	YI CHONG S	1748	SHATTUCK AVE	50	\$560.98	RETAIL	2,500	0	0.00	0	\$0.00	2,500	\$335.00	\$895.98	2,625	235.91	1,131.87
058 2176 001 01	CAMPUS AUTO CARE	1752	SHATTUCK AVE	115	\$1,290.20	RETAIL	1,160	0	0.00	0	\$0.00	1,160	\$155.44	\$1,445.64	7,830	703.69	2,149.33
058 2176 003 01	SHATTUCK INVESTMENT GROUP LLC	2083	DELAWARE ST	155	\$1,738.99	2/3 RES., 1/3 RETAIL	33,006	22,004	1,760.32	0	\$0.00	11,002	\$1,474.27	\$4,975.55	19,065	1,713.40	6,686.95
058 2177 015 01	SC HILLSIDE BERKELEY INC	1797	SHATTUCK AVE	200	\$2,243.82	RES. RETAIL	56,531	51,044	5,887.00	0	\$0.00	5,887	\$788.88	\$8,919.68	19,340	1,738.11	10,687.79
058 2178 018 00	AMERICAN COMMONWEALTH ASSOC.	2109	VIRGINIA ST	80	\$897.53	RETAIL	9,480	0	0.00	0	\$0.00	9,480	\$1,270.32	\$2,167.85	22,425	2,015.37	4,183.22
058 2178 023 00	KENDALL SUSAN J & BETTY L	1619	SHATTUCK AVE	45	\$504.86	OFFICE	1,850	0	0.00	1,850	\$197.95	0	\$0.00	\$702.81	5,175	465.09	1,167.88
058 2178 024 01	CP SHATTUCK LLC	1607	SHATTUCK AVE	252	\$2,827.21	RETAIL	17,530	0	0.00	0	\$0.00	17,530	\$2,349.02	\$5,176.23	29,657	2,665.32	7,841.55
058 2178 026 00	1625 SHATTUCK INVESTORS	1625	SHATTUCK AVE - 1	35	\$392.67	OFFICE	4,760	0	0.00	4,760	\$509.32	0	\$0.00	\$901.99	4,025	361.73	1,263.72
058 2178 027 00	1625 SHATTUCK INVESTORS	1625	SHATTUCK AVE-2N	35	\$392.67	OFFICE	11,450	0	0.00	11,450	\$1,225.15	0	\$0.00	\$1,617.82	4,025	361.73	1,979.55
058 2178 028 00	1625 SHATTUCK INVESTORS	1625	SHATTUCK AVE-3C	35	\$392.67	OFFICE	11,450	0	0.00	11,450	\$1,225.15	0	\$0.00	\$1,617.82	4,025	361.73	1,979.55
059 2260 001 00	CONNOLLY ALLEN & CHRISTINE	2100	VINE ST	100	\$1,121.91	3/4 RETAIL, 1/4 OFFICE	10,090	0	0.00	2,523	\$269.91	7,568	\$1,014.05	\$2,405.96	8,998	805.07	3,210.93
059 2260 015 01	BEARY YR & ABEL TRS & ASSAEL	1549	SHATTUCK AVE	40	\$560.98	1/2 RETAIL, 1/2 OFFICE	2,255	0	0.00	1,043	\$111.55	1,043	\$139.70	\$812.20	3,720	334.32	1,146.52
059 2260 016 00	GOODMAN CAROL ETRS ETAL	1535	SHATTUCK AVE	45	\$504.86	40 OFFICE, 60 RES.	4,813	0	0.00	2,908	\$311.20	0	\$0.00	\$1,166.07	5,520	496.09	1,661.16
059 2260 017 00	GACH MICHAEL R	1533	SHATTUCK AVE	45	\$504.86	OFFICE	3,780	0	0.00	3,780	\$404.46	0	\$0.00	\$909.32	5,355	481.26	1,390.58
059 2260 018 00	LAM KAM Y & SHUN TRS	1531	SHATTUCK AVE	60	\$673.13	RESIDENTIAL	13,038	0	1,045.04	0	\$0.00	0	\$0.00	\$1,716.19	7,200	647.07	2,363.28
059 2260 019 00	MEYER PATRICIA L TRS & WARD DAVI	1525	SHATTUCK AVE	60	\$673.13	RETAIL	5,064	0	0.00	0	\$0.00	5,064	\$678.58	\$1,951.72	7,800	663.25	2,014.97
059 2260 020 03	APEE ROBERT Z & EVELYN L FAMILY	1519	SHATTUCK AVE	70	\$785.34	1/2 RETAIL, 1/2 OFFICE	7,842	0	0.00	3,821	\$408.95	3,821	\$512.01	\$1,706.20	8,330	748.63	2,454.83
059 2260 021 00	PAGNOL ET CIE INC	1517	SHATTUCK AVE	30	\$336.57	RETAIL	2,423	0	0.00	0	\$0.00	2,423	\$324.68	\$661.26	3,720	334.32	995.58
059 2260 022 01	WONG WILLIAM H	1515	SHATTUCK AVE	29.6	\$332.08	RETAIL	2,256	0	0.00	0	\$0.00	2,256	\$292.30	\$634.39	3,240	291.18	925.72
059 2260 022 02	ELITE PROPERTIES LLC	1511	SHATTUCK AVE	70.4	\$789.82	RETAIL	9,537	0	0.00	0	\$0.00	9,537	\$1,277.96	\$2,067.78	9,000	808.84	2,876.63
059 2261 001 02	RUE ELL ENTERPRISES INC	1481	SHATTUCK AVE	377.3	\$4,232.97	RETAIL	17,832	0	0.00	0	\$0.00	17,932	\$2,402.89	\$6,636.85	33,750	3,033.16	9,689.02
059 2261 004 03	WOLAN STEVEN C & LINDA J	1444	WALNUT ST	110	\$1,234.10	1/4 OFFICE, 3/4 RES.	8,548	6,411	512.88	2,137	\$228.66	0	\$0.00	\$1,975.64	4,400	395.43	2,371.07
059 2261 005 00	RUEGG & ELLSWORTH	2113	VINE ST	40	\$448.76	RETAIL	1,280	0	0.00	1,200	\$128.40	0	\$0.00	\$577.16	4,407	396.06	973.23
059 2261 006 00	RUEGG & ELLSWORTH	2111	VINE ST	40	\$448.76	1/2 RETAIL, 1/2 OFFICE	6,711	0	0.00	3,356	\$359.04	3,356	\$449.64	\$1,257.44	4,400	395.43	1,652.87
059 2261 007 00	DEROLA VIRGINIA M TR ETAL	1485	SHATTUCK AVE	75	\$841.43	RETAIL	6,750	0	0.00	0	\$0.00	6,750	\$904.50	\$1,745.93	6,750	606.63	2,352.57
059 2261 008 00	KASARIAN NEELIA A & GOLDBERG	1481	SHATTUCK AVE	35	\$392.67	RETAIL	2,555	0	0.00	0	\$0.00	2,555	\$342.37	\$735.04	3,150	283.10	1,018.13
059 2261 009 00	WONG WILLIAM H & HENRY F	1475	SHATTUCK AVE	40	\$448.76	RETAIL	3,400	0	0.00	0	\$0.00	3,400	\$445.60	\$904.36	3,890	322.64	1,227.00
059 2261 010 00	ROSSO WILLIAM C & FORNOFF JOHN	1433	SHATTUCK AVE	72.7	\$815.63	3/4 RETAIL, 1/4 OFFICE	5,664	0	0.00	1,416	\$151.51	4,248	\$569.23	\$1,536.37	6,300	566.19	2,102.56
059 2262 001 00	VEGPOOD INC	2085	VINE ST	120	\$1,346.29	RETAIL	2,369	0	0.00	0	\$0.00	2,369	\$317.45	\$1,663.74	11,813	1,069.47	3,813.46
059 2262 002 01	SAFEMAY INC	1480	SHATTUCK AVE	518.2	\$5,813.74	RETAIL	29,775	0	0.00	0	\$0.00	29,375	\$3,936.26	\$9,749.99	116,939	10,509.48	20,259.47
059 2263 003 01	HEFTER & MURPHY LLC	2044	VINE ST	115	\$1,290.20	3/4 RETAIL, 1/4 RES.	9,946	2,487	198.92	0	\$0.00	7,460	\$999.57	\$2,488.68	14,985	1,346.72	3,835.41
059 2263 006 01	BANK OF AMERICA NATIONAL TRUST	1516	SHATTUCK AVE	95	\$1,065.81	RETAIL	11,813	0	0.00	0	\$0.00	11,813	\$1,592.94	\$2,648.76	12,960	1,164.73	3,813.46
059 2263 009 00	ESPRESSO ROMA CORPORATION	1540	SHATTUCK AVE	30	\$336.57	RETAIL	5,515	0	0.00	0	\$0.00	5,515	\$739.01	\$1,075.58	4,050	363.98	1,439.56
059 2263 010 01	BERRELEY BAZAR PARTNERS	1550	SHATTUCK AVE	300	\$3,366.73	RETAIL	37,323	0	0.00	0	\$0.00	37,323	\$5,001.28	\$8,367.01	85,050	7,643.57	16,010.58
059 2263 024 01	BANK OF AMERICA NATIONAL TRUST	1516	SHATTUCK AVE	60	\$673.13	PARKING	0	0	0.00	0	\$0.00	0	\$0.00	\$673.15	16,959	1,524.13	2,197.28
51	TOTALS			4743.10	\$59,213.31		488,818	102,631	\$10,013.95	78,941	\$8,446.72	306,997	\$41,137.53	\$112,811.52	630,048	56,623.36	\$2,880.39

Rounding difference on tax system

County Fee @ 1.7%: \$2,880.39
 Net Assessment Revenue: \$166,554.48

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

AUTHORIZING CONTRACT TO IMPLEMENT DISTRICT MANAGEMENT PLAN AND
WORK PLAN FOR NORTH SHATTUCK BUSINESS IMPROVEMENT DISTRICT

WHEREAS, on July 10, 2001, Council adopted Resolution No. 61,168–N.S. establishing the North Shattuck Business Improvement District (BID); and

WHEREAS, on July 13, 2010, Council adopted Resolution No. 64,xxx–N.S. confirming the Annual Report of the North Shattuck BID for Fiscal Year 2010 and levying assessments in the District for Fiscal Year 2011; and

WHEREAS, the FY 2010 Annual Report for the North Shattuck BID includes a work plan and budget for the activities underway in the current year; and

WHEREAS, the North Shattuck Association has been incorporated for the purpose of implementing the District Management Plan and Work Plan for the North Shattuck BID; and

WHEREAS, the net revenues from assessments on properties in the North Shattuck BID was \$166,853.46 for FY 2010.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to execute a sole source contract and any amendments with the North Shattuck Association in the amount of \$164,000 in BID revenues and any carry forward of prior years payments of currently available North Shattuck BID funds to implement the adopted District Management Plan and Work Plan for the North Shattuck Business Improvement District. A record signature copy of said contract and any amendments are to be on file in the Office of the City Clerk.

**NOTICE OF PUBLIC HEARING
BERKELEY CITY COUNCIL**

**INTENTION TO LEVY ASSESSMENTS FOR THE NORTH SHATTUCK
BUSINESS IMPROVEMENT DISTRICT**

The Office of Economic Development Department is proposing:

APPROVING THE ANNUAL REPORT OF THE NORTH SHATTUCK BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2010 AND DECLARING COUNCIL'S INTENTION TO LEVY AN ANNUAL ASSESSMENT FOR THE NORTH SHATTUCK BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2011 AND SETTING A PUBLIC HEARING ON THE LEVY OF ASSESSMENTS FOR JULY 13, 2010

WHEREAS, the Property and Business Improvement District (PBID) Law of 1994 (California Streets and Highways Code Section 36600 et. seq.) authorizes cities to establish parking and business improvement areas for the purpose of imposing assessments on properties in business districts for certain purposes; and

WHEREAS, on July 10, 2001 the Berkeley City Council established such an area known as the North Shattuck Business Improvement District (the "District"); and

WHEREAS, the North Shattuck Association has submitted an Annual Report on the North Shattuck Business Improvement District for FY 2010 (Exhibit A) (on file in City Clerk's Office); and

WHEREAS, the Annual Report and materials attached to it on file with the Office of Economic Development contain a detailed description of the boundaries of the North Shattuck Business Improvement District; and

WHEREAS, said Annual Report and exhibits on file with the Office of Economic Development also contain information on the method and basis for levying the assessment and a recommendation that this method and basis be continued for FY 2011.

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

1. The City Council confirms the Annual Report of the North Shattuck Association for FY 2010.
2. The City Council intends to levy assessments on properties located within the boundaries of the District in the amounts and on the business classifications set forth in Exhibit A of the Annual Report that is attached hereto and incorporated herein by reference.

3. A public hearing on the levying of assessments within the District for FY 2011 shall be held before the City Council on the 13nd day of July 2010 in the Council Chambers, 2134 Martin Luther King, Jr. Way, Berkeley, California. Council meetings begin at 7:00 P.M. At this hearing the Council will hear all interested persons for or against the levying of assessments as described in the report. A protest may be made orally or in writing. Following the conclusion of the hearing the Council may confirm the Annual report.

The hearing will be held on Tuesday July 13, 2010 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.CityofBerkeley.info as of **July 8, 2010**.

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, July 1, 2010 will be included in Council agenda packets. Comments received thereafter will be submitted to Council as supplemental communications at the meeting. Communications to the Berkeley City Council are public record and will become part of the City's electronic records, which are accessible through the City's website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to the City Council, will become part of the public record.** If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the City Clerk. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the City Clerk at 981-6908 or clerk@cityofberkeley.info for further information.

For further information, please contact Elizabeth Delgado at 510-981-7536.

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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 July 8, 2010.



Deanna Despain, CMC, City Clerk

