



Office of the City Manager

**06**

CONSENT CALENDAR  
May 25, 2021

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Eleanor Hollander, Acting Economic Development Manager

Subject: Assessments: North Shattuck Property Based Business Improvement District

RECOMMENDATION

Adopt a Resolution approving the North Shattuck Property Based Business Improvement District (NSBID) Annual Report of Fiscal Years (FYs) 2021 & 20 and proposed budget for FY 2022, and declaring Council's intention to levy an annual assessment for the NSBID for FY 2022.

FISCAL IMPACTS OF RECOMMENDATION

Assessments levied in the North Shattuck Business Improvement District (NSBID) support a package of improvements and activities approved by the property owners and the City Council when the District was renewed for a ten year period on June 16, 2020 (Resolution No. 69,454–N.S). Assessment funds are collected by Alameda County, relayed to the City of Berkeley, and disbursed through a contract with the North Shattuck Association (NSA), a private owners' association that was established to implement the Management District Plan.

In June of 2020, the City Council authorized the City Manager to execute a contract and any amendments with the North Shattuck Association, not to exceed \$2,652,778 of BID revenues, to implement the North Shattuck Management District Plan for the period July 1, 2020 to June 30, 2031 (Contract No. 32100055). The contract covers the years remaining in the current term of the NSBID establishment.

NSBID assessments are projected and budgeted at approximately \$210,363 in FY 2022. Assessment funds are deposited into and expended from the NSBID Fund. Though the NSBID's adopted Management District plan allows for an annual 5% assessment increase for inflation, the majority of the North Shattuck Association's Board of Directors met on April 8, 2021, and determined that no rate increase was warranted in FY22 as the current assessment sufficiently covers the slate of services proposed for the coming year. Project funds not spent in any given fiscal year are carried over into future years.

By financing improvements, maintenance and marketing activities for the North Shattuck business district, the NSBID indirectly enhances sales tax, business license

tax and other business-related City revenue sources. No City properties have been or will be assessed in the NSBID.

### CURRENT SITUATION AND ITS EFFECTS

State legislation that authorizes formation of property-based BIDs (*California Streets and Highways Code*, Sections 36600 et. seq.) requires that the BID governing body submit an Annual Report on operations and a budget proposal to the City Council each year. The City Council may approve the report with a Resolution to reauthorize the annual assessments.

The Board of Directors of the NSA met in a publicly noticed meeting on April 8, 2021 to review and approve the attached Annual Report for the NSBID for FY 2021 (Exhibit A). The annual report for FY2020 is also included in the attachment for reference. The report includes a budget for improvements and activities for FY 2022 and an estimated cost for providing them. The report also recommends that the assessments for FY 2022 be levied on the same basis and method, and within the same boundaries, as they were levied for FY 2021 *without* the allowable annual 5% fee increase. See Exhibit B: North Shattuck BID FY 2022 Assessment Roll. Council can adopt the recommended resolution which will confirm the NSBID assessment, thus enabling continuous BID operations in the North Shattuck district for another year.

### BACKGROUND

The NSBID was first established by Resolution of the Berkeley City Council in 2001 (Resolution No. 61,168-N.S.) to implement a Management District Plan that had been developed by a steering committee of merchants and property owners. In accordance with the Management District Plan adopted in Resolution No. 61,168-N.S, the NSBID had a lifetime of ten years, expiring in 2011. On May 3, 2011, Council approved Resolution No. 65,265-N.S. reestablishing the NSBID for 10 more years, ending in Fiscal Year 2021. Further, on June 16, 2020, Council approved Resolution No. 69,454–N.S reestablishing the NSBID for an additional 10 years. Thus, the NSBID is authorized through 2031 unless action is taken to dis-establish it.

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

The Management District Plan that was adopted by Council in 2020 as part of the reestablishment of the District provides a framework and budget for the NSBID's activities. In FY 2022, the NSBID will continue its ongoing services including District maintenance, public improvements, holiday lighting, and marketing/promotional activities. The NSBID will continue to provide cleaning and outreach services in the public right of way. Events and activities promoting the District will continue throughout the year, including winter holiday promotions and safe group outdoor commerce installations. Regular arts and events newsletters will be sent out, and ongoing marketing efforts will continue via the NSBID website and other social media. The NSBID will also continue to liaise and coordinate with other business

district organizations, Visit Berkeley, the Chamber of Commerce, and the Berkeley Business District Network (BBDN) to promote local business and economic development opportunities in Berkeley.

#### ENVIRONMENTAL SUSTAINABILITY

By maintaining and enhancing the District, the NSA creates shopping opportunities for residents and visitors alike while encouraging alternative forms of transportation. The District is walking distance from the North Berkeley and Downtown Berkeley BART Stations. Several AC transit lines provide easy accessibility to visitors coming to this popular regional destination. Because the District is well served by public transportation and biking infrastructure, these services support environmental sustainability goals of encouraging alternative transportation choices and reducing vehicle miles traveled.

#### RATIONALE FOR RECOMMENDATION

Property and Business Improvement District Law of 1994 requires that the BID Board prepare an Annual Report for each fiscal year in which assessments are to be levied. Council action is required to approve the BID's Annual Report, and declare its intent to levy assessments.

This private/public partnership generates significant resources for revitalization of the North Shattuck District has a positive effect on the physical and economic health of the City of Berkeley.

#### ALTERNATIVE ACTIONS CONSIDERED

The Board of the NSBID considered opting for the allowable 5% increase in assessment rates but instead decided not to levy an increase in the assessment rate, declaring that an increase, would not be necessary to cover the slate of proposed services. The NSA Board determined that the existing assessment level would be sufficient to address the goals outlined in the FY2022 budget and work plan.

#### CONTACT PERSON

Eleanor Hollander, Acting Manager, Office of Economic Development, (510) 981-7536

#### Attachments:

- 1: Resolution: Confirm Annual Report and Levy Annual Assessment  
Exhibit A: NSBID Report for FYs 2021 & 20 and Proposed Budget for FY 2022  
Exhibit B: North Shattuck BID FY 2022 Assessment Roll

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

APPROVING THE ANNUAL REPORT OF THE NORTH SHATTUCK BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2021 AND DECLARING INTENT TO LEVY ASSESSMENTS FOR FISCAL YEAR 2022.

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

WHEREAS, after ten years of successful operation, on June 16, 2020 the Berkeley City Council reestablished the North Shattuck Business Improvement District (hereafter, "the District") for an additional ten year period by Resolution No. 69,454-N.S.; and

WHEREAS, on April 8, 2021 the Board of Directors of the North Shattuck BID adopted the *Annual Report to the City of Berkeley FY 2021* (hereafter "Annual Report") that describes the operations of the District in FY 2021, recommends services for FY 2022 and proposes a budget for FY 2022 (Exhibit A).

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that pursuant to provisions of Section 36600 et. seq. of the California Streets and Highways Code, the City Council approves the Annual Report of the North Shattuck Association (Exhibit A) and declares its intent to levy special assessments on property within the boundaries of the District for FY 2022.

BE IT FURTHER RESOLVED that that the boundaries of the District and the method and basis for the assessment remain the same as those set forth and approved in the Management District Plan (Plan) that was adopted on June 16, 2020, when Council renewed the North Shattuck BID through Resolution No. 69,454-N.S.

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

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

BE IT FURTHER RESOLVED that the Assessment Rate for FY 2022 shall not increase from the rates established in FY 2021 (despite that an increase of 5% is allowed annually by the District Management Plan). Following adoption of this resolution, the City Council may confirm the Annual Report and levy assessments for FY 2022 and confirm disbursement of NSBID assessment revenue to the North Shattuck Association provided for in Contract No.32100055, authorized in Resolution No. 69,455-N.S (2020).

Exhibit:

A: Annual Report for FYs 2021 & 20 and Proposed Budget for FY 2022

B: NSBID Assessment Roll FY 2022



**NORTH SHATTUCK ASSOCIATION**  
**ANNUAL REPORT TO THE CITY OF BERKELEY**  
**FISCAL YEAR 2021**

**Introduction**

The North Shattuck Business Improvement District (NSBID) was reestablished for a new 10-year period by the Berkeley City Council on June 16, 2020 (Resolution No. 69,454-N.S.) under provisions of the State of California Property and Business Improvement District Law of 1994. The NSBID was formed in 2001 and renewed in 2011 to implement a Management District Plan developed to address the specific needs of the District and which sets forth the projected activities of the NSBID and the allocation of BID assessment revenues to each activity. 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 renewed North Shattuck BID consists of 54 parcels owned by 48 property owners, generally bounded by Rose on the north, Delaware on the south, taking in the block of Vine east of Shattuck Ave. The assessments will fund special benefits within the District, enhancing the North Shattuck area's streetscape environment with infrastructure improvements, ongoing maintenance, and special events to new customers and visitors, increase business sales, and attract and retain businesses.

The NSBID is managed by the non-profit North Shattuck Association, whose Board of district business and property owners and Executive Director coordinate implementation of the Management Plan. 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 section contained in the report and then approve it as modified.

This report reviews Fiscal Year 2020-2021 operations, and states goals and objectives for Fiscal Year 2021-2022 of the NSBID, which begins July 1, 2021.

Please find a summary of each of the previous years accomplishments and actions by the North Shattuck Association at the end of this report as Exhibit A. A listing of Fiscal Year 2022 assessments is attached as Exhibit B.

**Fiscal Year 2021 Summary**

***Budget***

The budget for Fiscal Year 2021 included BID assessments which resulted in new revenue of \$210,908 with the approved increase in assessments under the renewed BID. The following table shows the carryforward of \$547 from FY 2020, which will be added to the 2021 Contingency Fund, and Budget Allocations by category and percentages as well as the estimated expenditures to the end of the fiscal year on June 30, 2021. Total expenditures for the year were \$161,111, with the remaining funds to carry forward in each category to FY 2022.

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category</i>	<i>Allowable % of Annual Budget</i>	<i>Carry Forward from Fiscal Year 2020 (Actual)</i>	<i>Fiscal Year 2021 Assessment Revenue</i>	<i>2021 Budget with Carry Forward &amp; New Revenue</i>	<i>Fiscal Year 2021 Expenditures (Estimated to 6/30/21)</i>
Maintenance/Civil Sidewalks	40%	\$0	\$84,363	\$84,363	\$61,333
District Identity & Placemaking	25%	\$0	\$52,727	\$52,727	\$46,884
Administration/Management	30%	\$0	\$63,272	\$63,272	\$51,200
Contingency	5%	\$547	\$10,546	\$11,093	\$ 1,700
Total Budget	100%		210,908	\$211,455	\$161,117

### **Accomplishments**

During Fiscal Year 2021, the North Shattuck Association 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 into Administration/ Program Management, District Identity and Placemaking, and Civil Sidewalks. Accomplishments in each area are summarized below.

#### **Administration/Program Management**

- The Executive Director held regular meetings of the Board of Directors and General Association meetings with merchants, property owners, City staff and elected officials were held via zoom regularly during the year to further the goals and objectives of the Association, focusing on business assistance and retention during the shutdown and reopening. This included updates on current health orders and guidelines for re-opening, relief programs, the City's Business Continuity Grant, discussion of the Safe Air Open Dining/Expanded Outdoor Seating program, a Marketing for Re-opening webinar with Visit Berkeley, and a tutorial on use of the North Shattuck Association website.
- The Association continued its involvement with the Berkeley Business District Network (BBDN) with the Executive Director to deal with citywide issues, and worked with the Berkeley Chamber of Commerce, Visit Berkeley, and non-profit groups to provide information on the local advisories and relief programs, as well as workshops and webinars with local health officials and the SBA and experts to explain the Federal CARES Act programs and Payroll Protection Program and other loans and programs for Berkeley businesses.
- In response to the Covid-19 restrictions, the Association reallocated landscaping funds to support businesses to expand their outdoor operations and worked with the City to permit the creation of on-street enclosures in the parking lanes. Phase 1 was completed in July and included 8 businesses, including 6 eateries (Saul's, Victory Point Café, Agrodolce, Guerilla Café, Taste of the Himalayas, The Cheese Board) and 2 salons (The Shop, Solemates). Funds were used to move 20 of our landscaped planters to create some of the enclosures, construction materials, and purchase of the needed water-filled barricades for the

projects. The Executive Director provided input in the City's Outdoor Commerce Grant Program, and was asked to coordinate the program, which provided grant to completed projects and will provide funding for new projects, including planned projects at Corso and FAVA, as well as funds to make the existing projects permanent.

- The Executive Director worked with the Ecology Center's market managers to reorganize the layout of the Farmers Market Thursday operations, which had been expanded to comply with social distancing and capacity limitations during the shutdown, to accommodate the group outdoor commerce area in the service road north of Vine St.
- The Association maintained an inventory of all businesses and vacant retail and office space in the district and provided updates to the City's Economic Development office on business openings and closures due to the pandemic. The Executive Director worked with the City and brokers to market vacant properties for prospective new businesses and began work on a business attraction strategy for the larger sites, including the former Walgreen's store at Cedar and Shattuck.
- The Association provided market and support to new businesses and new owners in the area this year including a new owner of Corso, which had closed down during the pandemic, Zoonie's candies in Epicurious Garden, North Berkeley Wine Shop, who moved back into their original location on Shattuck Ave., Ceci Bowman Design in Shattuck Commons, and the third local location of CupCakin' Bake Shop, which took over Virginia Bakery.

### **Civil Sidewalks/Maintenance**

- The Association continued to provide funding and oversight for a regular maintenance program for sidewalks, public spaces, and public property including sidewalk and gutter sweeping, weeding of tree wells, and maintenance of the landscaped ceramic planters throughout the District.
- The Executive Director coordinated with City of Berkeley staff to address maintenance issues including street tree replacements, graffiti abatement, sidewalk steam cleaning and repair, trash receptacle maintenance and sewer and street repair projects.
- Coordinated meetings of merchants, property owners, BPD, and the City's HOTT team to deal with street behavior issues, trespassing and illegal dumping issues on private property and sleeping during the day in the public right of way.
- Holiday lighting was installed for the entire length of the district for the winter holiday season in the sidewalk street trees as well as in median tree locations with electricity access. This was done even with the partial shutdown to provide security and pedestrian lighting in the evenings.

### **District Identity/Placemaking**

- The Association continued to produce a bi-weekly e-newsletter featuring the latest updates on business operations and hours, safety protocols, and ways to shop online or by phone, with curbside pick-up or delivery, etc. Social media posts on Facebook, Instagram and Twitter were done daily to boost exposure of our

businesses, drive sales, and help businesses connect with customers. The district website was updated with new business for the directory and links to online events, classes, and information about district activities and re-opening. The Association also placed print and digital ads on local online sites online highlighting events such as our Sidewalk Sales and a series of ads promoting shopping at small local businesses in the district in new ways.

- Worked with the Ecology Center to organize and promote a Virtual “Thirsty Third Thursdays” which took place online on July 6<sup>th</sup> with performances from local musicians who had played at the events at the market in previous years, interviews with farmers, cooking demos, etc. The event was a fundraiser for the Ecology Center Farmers Market program.
- The Association assisted ACCI Gallery to bring their annual Seconds Sale outdoors comply with COVID-19 restrictions for a one day event adjacent to the gallery on Lincoln Street with 18 artist vendors, and Fogg's artisan donut truck. The August 29<sup>th</sup> event was combined with a Summer “Sidewalk Sale” with participation from other area businesses, including a board games flea market at Victory Point Games Café, music, a raffle and jewelry trunk show at M. Lowe & Co. Jewelry, and a Saturday Summer Pig Roast at The Local Butcher Shop. Marketing and promotion included print and online ads, and highlighted the expanded outdoor dining areas at Saul's, Agrodolce, Guerilla Cafe, Taste of the Himalayas and Victory Point Café, as well as outdoor salon services starting at Solemates and The Shop.
- With the pandemic-related cancellation of our annual “Snow Day in Berkeley” and the Saul's Deli Latke Party, and the success of the Summer event, the Association produced another Holiday Sidewalk Sale in the district in conjunction with ACCI Gallery's Holiday Street Market on Lincoln St. Other area businesses joined in with special sales and giveaways, M. Lowe & Co. had acoustic music outside, and Kitchen on Fire came outdoors to launch their line of wellness teas and drinks during the event, held on Nov. 14<sup>th</sup>. The event was marketed with print and online ads, and through our social media channels.
- The Executive Director worked with the Chamber of Commerce and the City of Berkeley on the citywide #BerkeleyHolidays Virtual Gift Guide, promoting business participation and marketing of the guide and offerings in our district through our social media outlets.
- 300 “Shop North Berkeley” canvas totes were produced by the Association to promote holiday shopping and for use as giveaways by businesses and contests to gain followers on social media. These were distributed in mid-December to open retailers with a few held back for future promotions.
- In addition to promotion of business offerings through e-blasts and social media, ads promoting the district, the Holiday marketing program included production of a Direct Mail postcard with our branded images promoting holiday shopping and support for our small businesses. The mailer went out to over 15,000 household in the immediate zip codes and announced a contest for a “Shop North Berkeley” tote filled with gift certificates from local businesses, including Yogakula, M. Lowe & Co. and the Cheese Board.
- Worked with Visit Berkeley to promote their “March Munch Madness” version of Berkeley Restaurant Week in March 2021, which offered both to-go and outdoor dining options at several levels in conjunction with the college basketball finals. Victory Point Café, Agrodolce, Abstract Table and Kitchen on Fire participated, with ACCI Gallery offering a raffle with purchase of a set of tabletop dishware as a tie-in to the event.



- The Association coordinated another "Sidewalk" Sale on May 1st, which was promoted as a celebration of Reopening, Spring, and as a Mother's Day shopping event. ACCI Gallery held their biannual exhibition of garden and botanical themed pieces, along with an Art & Plant Street Sale in partnership with the Berkeley Garden Club (BGC). More than 20 ACCI artists showcased their work on Lincoln Street, and other businesses did sales events and pop-ups including a Games Flea Market at Victory Point Cafe and an art show & succulent bowl sale at M. Lowe Jewelry.
- Working with our event producer, the Chocolate & Chalk Art Festival was rescheduled and reimagined to a hybrid event with online registration and assigned spaces for chalk artists/family groups to maintain social distancing to take place on June 19<sup>th</sup>. The Association provided outreach to businesses for participation with chocolate food items or related items for sale on the day of the event, along with gift certificates for chocolate items for the Chalk Art contest winners. This event received a Civic Arts Grant of \$3696 for this fiscal year, which will provide for marketing and promotion of the event online and larger prizes for chalk artists.
- The Association is working with a local artist to apply for a City of Berkeley ArtWorks micro-grant set up to fund public art projects to promote community recovery and resilience. The artist, Chris Peterson, is an illustrator who has drawn a series of "North Berkeley Luminaries" portraits, and the concept is to add to the series and produce life size cut-outs that would be hosted outside businesses and have a link to the stories and other locations on the district website.

## **Fiscal Year 2022**

### ***Work Plan***

The North Shattuck Association will continue implementation of the activities initiated in previous fiscal years with the renewal of the BID. Funds not expended in the previous year will be carried forward in addition to estimated Fiscal Year 2021 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 2022 are organized as outlined in the new Management District Plan.

### **Administration/Program Management**

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

*Objectives:*

- 1) Oversee development of annual District work plan and detailed budgets, financial records and annual tax returns.
- 2) Conduct property owner outreach, property owner and business input to the Management Plan and various programs and activities.
- 3) Attend needed City of Berkeley Council and Commission meetings and prepare all required reports related to the annual City of Berkeley contract with the Association.
- 4) Prepare correspondence, letters of support, and grant applications with the City of Berkeley and other agencies, present testimony at meetings as needed.
- 5) Coordinate Board elections in July 2021 including nominations and property owner balloting.
- 6) Liaison with property owners, merchants, City of Berkeley, Chamber of Commerce, Visit Berkeley, Berkeley

Cultural Trust, Event Producers Group, local schools, and neighborhood groups.

- 7) Continue to participate in the Berkeley Business District Network to review and evaluate proposed City policy changes, public improvement projects, planning changes and zoning amendments relevant to the commercial district. Coordinate with district businesses and property owners to develop appropriate responses and present to City Council and Commissions.
- 8) Continue to work on parking issues in the district with the GoBerkeley Parking Program and investigate of improved usage of existing private parking resources for paid employee parking.
- 9) Work with the City and Ecology Center on issues related to the Farmers Market operations and marketing.
- 10) Develop and distribute quarterly e-mail newsletter updates to merchants and neighborhood groups with service accomplishments, event information, issue updates, and new business contacts. Continue to connect with outside groups and promote activities through various social media.
- 1) Identify and act on any business education/assistance needs for business retention and inform businesses and property owner of how to access all available business support financial and technical services.
- 11) Maintain inventory and lease information for vacant retail and office space in the District, current information for zoning regulations/amendments, and liaison with City and commercial brokers to attract and assist new businesses.
- 12) Prepare funding applications for public art and events through the City and State grant programs and administer projects with business involvement.
- 13) Coordinate the City's Outdoor Commerce Grant Program and assist businesses with creating outdoor areas, upgrading structures and extending permits beyond the pandemic.
- 14) Work with the Berkeley Public Education Foundation, local schools and the Berkeley Business District Network, strategize on additional fundraising events to provide additional funding for classroom grants, for theater, science, art and gardening programs.

### **District Identity & Placemaking**

*Goals:* Create a unified, quality image for the district and implement promotion strategies that capitalize on the unique aspects of the area, including advertising, social media, brochures, special events, holiday promotions, etc. Strengthen the physical environment and sense of place with public art, landscaping improvements and parklets, etc.

*Objectives:*

- 1) Oversee implementation of the marketing and promotions strategy including designer/consultant selections, design processes, budgeting, and advertising placements.
- 2) Manage and promote the special events calendar and institute new events to further the image and various market segments of the district, including apparel, culinary, healthy living, and the arts.
- 3) Integrate existing businesses into special events and marketing campaigns through various means, including sponsorship, participation, promotional tie-ins, etc.
- 4) Coordinate public relations for the district and special events as needed. Generate press releases and promote editorial pieces on commercial and retail developments in the area.
- 5) Continue regular updates of the district website with business information and upcoming classes, special events, etc., produce a monthly Constant Contact e-newsletter, and maintain regular Facebook and other social media entries promoting business activities and press coverage.
- 6) Coordinate Thirsty Third Thursday events during the summer of 2021 and other special event and business tie-ins with the Ecology Center.
- 7) Work with ACCI Gallery to on Annual Seconds Sale in August with activities to involve other businesses.

- 8) Oversee installation of annual winter holiday street tree lighting throughout the district.
- 9) Organize a Holiday Events calendar including a “Snow Day” or other winter Festival, Sidewalk Sales and Outdoor Art Markets, in coordination with ACCI Gallery and neighborhood shops.
- 10) Identify a non-profit partner and produce a Wine Walk fundraiser event, coordinating wineries, business participation, and marketing when appropriate.
- 11) Produce the “Taste of North Berkeley” restaurant walk to benefit local charities and highlight neighborhood shops and restaurants when appropriate.
- 12) Organize Association booths/tables at the weekly Farmers’ Market and other fairs and festivals to promote the district and gain newsletter and social media subscribers.
- 13) Promote virtual and in-person events when they resume at nearby venues such as Live Oak Park, the Jewish Community Center, Berkeley Arts Center, Theatre First and the Hillside Club. Work with producers to tie in district businesses through advertising and promotions.
- 14) Investigate grant funding opportunities and provide coordination between area businesses and property owners, City Departments, and outside agencies towards implementation of district- initiated projects and programs towards median improvement, pedestrian safety, improved bike facilities, and parking.
- 15) Investigate design and finding possibilities for a median landscaping improvement project to coincide with the Shattuck Ave. roadway repair project, including City funding and a UC Berkeley Chancellor’s Grant.
- 16) Investigate opportunities for public art projects with ACCI Gallery, artists, and local schools, including rotating storefront exhibits, art projects, temporary mural projects, etc.

**Civil Sidewalks**

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

*Objectives:*

- 1) Provide ongoing maintenance monitoring, needs assessment, and coordination with appropriate city departments and contractors on projects including bicycle racks/facilities placement, street tree replacements and median landscaping as needed.
- 2) Oversee Peralta Service Corporation services in completing regular sidewalk cleaning and special projects including tree well maintenance as needed.
- 3) Coordinate work of the City-funded Streets Team to assist with area clean-up one day per week.
- 4) Identify and address security and safety issues working with the Berkeley Police Department. Organize meetings of district businesses with patrol officers including walk-throughs and at general meetings, etc.
- 5) Coordinate meetings of merchants, property owners, BPD, and the City’s HOTT team to deal with street behavior issues, trespassing and illegal dumping issues on private property and sleeping during the day in the public right of way.
- 6) Work with property owners and appropriate city departments to address signage conditions and the appearance of empty storefronts and vacant properties in the district.
- 7) Work with appropriate City departments, interested business and property owners, contractors, and volunteers to complete Outdoor Commerce areas in the district.

**Budget**

BID collections for Fiscal Year 2022 are projected to be \$210,908 with no annual increase in assessments from Fiscal Year 2021. An estimated carryforward of \$50,338 in unexpended funds from Fiscal Year 2021 will be added to each expense category for a total budget of \$253,554 Services and expenditures will be made in accordance

North Shattuck Association Annual Report

April 8, 2021

with the revised Management District Plan categories as follows:

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category under new Management Plan</i>	<i>% of Annual Budget</i>	<i>Estimated Carryforward from 2021 Fiscal Year</i>	<i>Fiscal Year 2022 Projected New Revenues</i>
Civil Sidewalks	40%	\$23,030	\$84,363
District Identity & Placemaking	25%	\$5,843	\$52,000
Administration/Program Management	30%	\$12,073	\$63,000
Contingency	5%	\$9,392	\$ 10,908
Total Estimated Budget	100%	\$50,338	\$210,908

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 to the boundaries of the district and the method and basis for levying the BID assessments were taken this year. A listing of Fiscal Year 2022 assessments is attached as Exhibit B to this report.

Approved by:

Approved by the Board of Directors  
 Kirk McCarthy, Acting President, North Shattuck Association  
 On April 8th, 2021

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

## North Shattuck Association Annual Report April 8, 2021

### EXHIBIT A - SUMMARY OF PRIOR FISCAL YEARS

In **FY2002**, the North Shattuck Association, a private 501 (c) (6) non-profit corporation, was formed to manage the NSBID, which had been established with a majority weighted vote of property owners in July 2001. The North Shattuck Association entered into a contract with the City of Berkeley administration of BID revenues, which are collected annually through Alameda County's property tax collection process and forwarded to the City. The North Shattuck Association began implementation of the approved District Management Plan for economic development organized around business assistance/attraction, marketing/promotions, and maintenance/beautification activities. Operations began late 2002 with the opening a district office, establishment of a Board of Directors, entering into a contract for regular sidewalk and public space maintenance, and installing 35 new planters and coordinating with the City of Berkeley to place 22 new "Recycliter" cans in the district. In FY2003, the Association produced public information and marketing materials including a newsletter, website, and business directory. Maintenance and beautification activities included installation of additional landscaped planters, painting of all district area light poles, and newsrack consolidation. The Association completed a holiday marketing campaign and produced the first annual Spice of Life Festival held in October 2003 to highlight the area's diverse selection of food, arts, and health and wellness resources. This signature event continued until through 2011, featuring cooking demonstrations by local chefs, gourmet food sampling, wine tasting, yoga and bodywork classes, live music, art activities and artisan booths. Local non-profit organizations and schools, along with area businesses, were highlighted during this event, which grew to draw over 10,000 people to the district.

In **FY2004**, 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.

During **FY2005**, a Marketing and Promotions Subcommittee oversaw the design of a new visual brand for the area capitalizing on the strength of the "Gourmet Ghetto" moniker and developed a two-year marketing strategy district to integrate the brand into general and holiday advertising, an area brochure, and the website. The strategy also included hiring a publicist to generate press releases and promote editorial pieces. The Association participated as a sponsor of the Himalayan Fair and exhibited at the Solano Stroll and the two-day Live Oak Park Fair, promoting the district's businesses, events, and website with a raffle and product giveaways.

In **FY2006**, 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 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. In late 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.

During **FY2007**, the Association extended its decorative banner project to the entire district with a series of banners celebrating ACCI Gallery's 50<sup>th</sup> Anniversary. The district organized the North Berkeley ArtWALK as part of the celebration, which showcased ACCI and other local artists whose work was placed in area businesses. The event became an ongoing monthly event highlighting special exhibitions at area galleries, including the Berkeley Art Center and Firehouse North Gallery. 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. The Association was active in the Berkeley Business District Network (BBDN) participating in BALLE's national economic sustainability convention held in the city in June 2007 and initiating the Buy Local Berkeley citywide marketing program.

In **FY2008**, 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 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 coordinated 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 provided 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, working with local service providers to develop working relationships and strategize on future improvements to social service delivery. The district also assisted businesses with several special events and fundraisers, including a fundraiser for the Berkeley High Development Group at the Cheeseboard, the Cheeseboard 30<sup>th</sup> Anniversary celebration, and Gregoire's 5<sup>th</sup> Anniversary party.

During **FY2009**, the Association worked with the Berkeley Business District Network (BBDN) on the Buy Local Berkeley campaign, assisting with a Holiday marketing campaign, recruitment of local businesses, ads, marketing materials, and website development. Winter Holiday promotional activities in the NSBID area included extension of holiday lighting to the sidewalk 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 Executive Director attended quarterly meetings with the City Manager and regularly coordinated with City of Berkeley staff to address maintenance issues and to coordinate public improvement projects, including forming a Pedestrian Safety and Transportation Working group with members of the Board of Directors, and AC Transit and City of Berkeley staff to look at potential improvements to parking, pedestrian crossings and bus stops in the area.

The Association received a \$1027 City of Berkeley Civic Arts Grant for the Chocolate and Chalk Art Festival, which again featured chocolate sampling and specialty products in area businesses, and a sidewalk chalk art contest. A new festival area was added to the event hosting chocolate and chocolate related vendors and sponsor booths.

The Association also partnered on a community art project entitled “Paving the Way”, which involved area businesses, ACCI Gallery, and the MLK Jr. Middle School community to create and display mosaic art tiles and raise funds for the school. The project paired volunteer artists and MLK art teachers to work with students to create over 100 tile pavers which were auctioned at a fundraising event at the Gallery that raised over \$1000 for the school’s art program. The Association continued to produce a monthly Arts and Events guide, moving it to a web-based newsletter format, featuring information about exhibition openings and special events as well as business news and shopping specials.

During **FY2010**, 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. They also provided input on the City’s Pedestrian Plan and supported several successful grant applications for a bicycle parking shelter at Vine St. and improvements to the Virginia street crossing at Shattuck under the “Safe Routes to Schools” program to include a beacon light and expanded curbs.

The Association assisted a local artist group, Growing Connections, to secure a mural site at Virginia Bakery, get the Berkeley Foundation for the Arts as a fiscal sponsor, solicit donations for a fundraiser at ACCI Gallery, and provided \$1500 in seed funds for the mural which featured a “Slow Food” theme. In 2010, the Association worked with the East Bay Style Collective to produce a Food, Wine and Fashion event on Saturday, July 11<sup>th</sup> on the access street north of Vine. The event featured a runway show with fashions from local boutiques and make-up and hair by the East Bay Style Collective. Food was provided by several district restaurants and local businesses. Another new event, the “Taste of North Berkeley” restaurant walk was held in early spring with the Berkeley Lion’s Club to benefit their community fund. The event involved over 25 businesses and restaurants who offered tastes of their cuisine and wine tasting. The event was a sell-out, bringing over 500 people into the district, and raised over \$9,000 for the non-profit.

In **FY 2011**, the Association worked with BID renewal consultant New City America to successfully complete a petition drive and formal balloting for the project. The BID passed in May 2011 for another 10-year cycle with an 83.52% weighted majority vote. Assessment rates and formulas remained at the levels specified in the original 2001 Management Plan. Allocations to the program elements were changed slightly, with a reduction of 10% into Maintenance/Beautification budget which was redirected to increase the Marketing/Promotions and Organization/Administration program elements budgets by 5% each.

During this year, the Association provided input on proposed zoning amendments for the C-2 and NS-1 commercial districts governing the area including lifting limitations on medical offices, gyms, and dance uses on ground floors, provisions for exceeding use quotas, and regulations regarding amplified music in commercial establishments. The Association also participated in meetings between area businesses and property owners and the Safeway staff and project architects regarding their proposed remodel of the Shattuck store, providing input and support for the project through the City review process. The Board of Directors and AC Transit and City of Berkeley staff continued to meet to discuss improvements to parking, pedestrian crossings and bus stops in the area.

During the spring, the Association worked with area businesses, various City Departments and Councilmember Capitelli to gain approval for a weekly gourmet mobile food market in the district. “Off the Grid North Berkeley” had

its kick-off in early June 2011 and garnered extensive media coverage in the lead up to the start date including various food bloggers, daily and weekly newspapers, and a national TV spot on the NBC Morning Show.

During **FY 2012**, “Off the Grid North Berkeley” hosted a number of area eateries in a rental food truck and their participation was part of the Association’s marketing efforts around the event, along with tie-ins to local business offerings of food and drink specials, music, and art exhibits to draw event patrons into the wider area. The event continued in the area until December 2012, until it was decided to end operations because of parking concerns. The Association sponsored several art-related projects in FY2012, including a community art project entitled “Take 5: Art Break Day” held simultaneously on September 2nd, 2011 in five cities in the Bay Area. The district provided funding and hosted an art-making station at the corner of Vine and Shattuck where the public was invited to take a break and make art.

Working with LocalOn, a website update was started using their platform that allows for business listing personalization and automated social media links. The Association developed a social media presence on Facebook and Twitter, produced an updated Shopping and Dining guide/map, placed ads in the Visit Berkeley and Chamber of Commerce guides, Eco-Metro Guide, and numerous local papers highlighting events, and provided information for editorial pieces on the district.

The Association worked with elected official and City of Berkeley staff on developing a Pilot Parklets Program based on the success of the parklets created during Spice of Life Festival and on Parking Day. A group of merchants and local residents started meeting toward the creation of parklets in parking spaces at several locations to provide additional seating and bicycle facilities in the district.

During **FY 2013**, the Executive Director met with and made presentations to various City Commissions, community groups and the Board of Realtors about proposed City and Association sponsored public improvement projects in the district, including the grant funded bicycle parking shelter at Vine St. and improvements to the Virginia street crossing at Shattuck under the “Safe Routes to Schools” program. A plan for reconfiguration to diagonal spaces near Rose St. to create 10 more parking spaces, and the proposed parklets projects were also detailed. The Association coordinated with local businesses and the City on the installation of the grant funded bicycle shelter at Vine St. and Shattuck in April 2013.

The Association continued to work with interested businesses and local designers on a “parklets” program to provide additional seating and bicycle facilities. Meetings were held with City Departments to discuss program elements in San Francisco and Oakland and advocate for development a City program. The parklets group designed an online survey, worked with businesses and designers to develop conceptual plans for projects near interested businesses, and coordinated the placement of a demonstration parklet constructed by a local designer in the parking bay in front of Philz Coffee during Sunday Streets. The Association agreed to provide seed funds for the projects and help coordinate permitting and construction.

The Executive Director worked with the Berkeley Arts Magnet Elementary school to fundraise for short-term improvement projects and a longer-term schoolyard remodel to incorporate outdoor learning areas. The Association coordinated merchant donations of supplies and refreshments for community work days and organized



meetings to connect the PTA and BAM school administrators with the Foundation for Youth Initiatives, a non-profit funding organization, for longer term projects.

On October 17, 2012 the Association partnered with Livable Berkeley and the Downtown Berkeley Association to produce the first Sunday Streets Berkeley, open-streets event, in lieu of the Spice of Life Festival. The event closed Shattuck from Rose to Haste Street with health and environmental activities by local organizations and businesses, and community group and non-profit information booths. No outside commercial vendors are allowed in the event, which instead features the businesses along the route. District businesses participated with outdoor yoga classes, special art exhibits and activities, sidewalk sales, etc. and restaurants brought seating into the streets.

Winter Holiday 2012 promotional activities included installation of holiday lighting in the street trees, holiday banners, ads in the Express and Chronicle newspapers, online promotion through e-blasts and Facebook, and musical performances throughout the district on Saturdays and Sundays in December. The 3<sup>rd</sup> “Snow Day in Berkeley” was held on Sunday, December 2. Other local businesses had related events that day, including M. Lowe and Co.’s “Find the Ice in the Snowball” school fundraiser and Saul’s annual Latke Party. The district also participated in the Buy Local Berkeley Holiday Campaign which featured a free holiday mobile phone coupon application developed with Chinook Book offering discounts at independent businesses. The application was marketed to their 15,000 mobile app users and to the public through ads, posters, and banners promoting the mobile app and encouraging holiday shopping at locally owned small businesses.

With the Berkeley Lion’s Club, the Association again produced a Spring “Taste of North Berkeley” on the evening of May 7<sup>th</sup> with event proceeds benefitting local charities through the Lions Community Fund, and the Chocolate and Chalk Art Festival in June, with chocolate sampling and specialty products in area businesses, a sidewalk chalk art contest, a festival area with crafts, chocolate and chocolate related vendors, music, circus arts performers, and face painting, and other kid’s activities.

During **FY2014**, The Association took a lead role in advocating for the City’s Parklets Pilot Program, designing an online survey for community input, meeting with City Departments to discuss program elements and requirements, and supporting and providing input at the Commission and Council level. The Association provided seed finding to the Cheese Board for engineering review of their design and worked with Philz Coffee/Guerilla Café on revising their design and initiating a crowd-funding program to raise funds for construction. The Executive Director coordinated with the City and nearby businesses on construction issues during improvements to the Virginia street crossing at Shattuck under the “Safe Routes to Schools” program and assisted with the sidewalk seating permit and planter placement on the newly constructed bulb-out area created by the project. Other public improvements included a BID sponsored artist-designed “wrap” for the utility box at Vine and Shattuck and completion of the BID-funded reconfiguration of parking from parallel to angled in the area near Rose St. resulting in the creation of 10 new spaces including a new handicapped space with adjacent sidewalk ramp, and design and installation of new decorative light pole banners reflecting the unique aspects of the district.

The Association provided support to the Berkeley Public Schools Cooking and Gardening Program by promoting their Berkeley Dine Out event and coordinating a Fall 2013 Taste of North Berkeley restaurant event to raise funds and awareness for the program. The Association again partnered with Livable Berkeley and the Downtown

Berkeley Association to produce Sunday Streets Berkeley in October 2014, which drew over 30,000 people to Shattuck Ave. in the district and downtown. Other annual events included the Chocolate and Chalk Art Festival, the Dia de los Muertos festival and candlelight procession in October, and Snow Day in December.

Also in FY2014, the Executive Director organized training sessions for merchants on utilizing the new website platform for social media, hosted presentations by organizations for loyalty programs and other business products at general membership meetings, and coordinated district participation in the Buy Local Berkeley Holiday Campaign which featured a free holiday mobile phone coupon application developed with Chinook Book.

In **FY2015**, the Association assisted the Cheese Board Collective to complete the first parklet project under the approved Parklets Pilot Program and worked with businesses and local designers on the two other parklet projects underway which will provide additional public seating and bicycle facilities for the district. A demonstration parklet and fundraiser at the parklet site in front of Philz Coffee and Guerilla Café was held on Park-ing Day in September 2014 and a crowd-funding campaign was organized to raise funds for construction with gifts from local businesses. The design was revised to include a grant-funded bike “corral” which was installed by the City in April. The Association also provided seed finding to Saul’s for permit fees for their application, and handled notifications of nearby business and property owners for the project.

The Association helped organize a new entity, East Bay Open Streets, to produce Sunday Streets Berkeley in October 2015, under the auspices of the non-profit Walk Oakland Bike Oakland (WOBO). District businesses participated with outdoor yoga classes, special art exhibits and activities, sidewalk sales, etc. and restaurants brought seating into the streets. A pop-up art gallery was established in the vacant Black Oak Books space and the Association again produced the companion Vine Street Block Party event, which created a picnic area and beer/wine garden hosted by the Vintage Berkeley wine shop along with business and artisan crafts booths.

Other special events in this fiscal year included the Dia de los Muertos festival and candlelight procession on November 2, and “Snow Day in Berkeley” in early December as a kick-off to the holiday shopping season and promotional activities. The annual Valentine’s Wine Walk paired local wineries with shops and galleries for an evening of shopping and wine tasting as a fundraiser for the Berkeley Public School Gardening and Cooking Program. With the Berkeley Lion’s Club, the Association again produced the “Taste of North Berkeley” in early May.

The Association provided market and support to new businesses opening in the area this year including Kamado Sushi and a UPS Store in the 1400 Shattuck building, Tiger Lily in Epicurious Garden, Mission Heirloom Garden Café on Vine St., and Books Inc., which relocated from 4<sup>th</sup> St. to the former Black Oak Books site.

During **FY2016**, the Association worked with Saul’s Deli to complete a second parklet project in front of their business under the approved Parklets Pilot Program coordinating the city permitting process and business and property owner notifications. The Executive Director also worked with City staff, nearby businesses and the Ecology Center’s market managers on the reconfiguration of the North Berkeley Farmers Market into the service road, including merchant relations, organization of a grand re-opening event, parking signage, and operational issues.

The Association assisted Andronico's to organize a "Fit Faire" at their Shattuck store in August which featured classes and bodywork demonstrations by neighborhood practitioners. The Association also produced annual special events including Sunday Streets Berkeley, the Dia de los Muertos festival, Snow Day, the Valentines Wine Walk, and the Taste of North Berkeley.

During the **2017 Fiscal Year**, the Association continued marketing and promotion of area businesses through regular e-newsletters, social media, and events, and worked with the East Bay Express to produce the Shattuck Street Guide, a district shopping and dining guide to be distributed to Visit Berkeley, local hotels, UC Berkeley Faculty, and Culinary Tour attendees, etc. The Association also worked with the Ecology Center to organize a series of monthly events during the summer of 2016 at the Farmers Market called "Thirsty Third Thursdays" which included a beer/wine garden hosted by Saul's Deli and business information tables. The Executive Director also worked with Buy Local Berkeley Program to leverage their media presence for our businesses and events, and to promote shopping at local independent businesses through the Small Business Saturday and the citywide Holiday marketing campaign. The Association also again promoted participating area businesses for Berkeley Restaurant Week in conjunction with Visit Berkeley.

Throughout the year, the Association coordinated area cleaning and maintenance of our landscaped planters and worked with city departments on major sewer replacement projects, tree trimming, and other sidewalk and street issues. The district hosted Gig Car Share to discuss the roll out of their program in Berkeley, and Bay Area Bike Share to discuss their East Bay bike share network and stations planned for the district. The Executive Director also worked with merchants, property owners, BPD, and homeless service providers to address trespassing and illegal dumping issues on private property and sleeping during the day in the public right of way.

The district provided marketing and support to several new businesses opening during the fiscal year including Agrodolce Osteria, Berkeley Running Company, Spokes Bike Shop, Safeway Community Market, and Guacamole 61 in the Epicurious Garden food hall.

In **Fiscal Year 2018**, the Association coordinated a larger Sunday Streets Berkeley event including Telegraph Ave. as well as downtown and North Berkeley. The event had to be rescheduled due to poor air quality from the North bay wildfires from Oct. 2017 to June 2018. Working with businesses and property owners, two Bay Area Bike Share stations were installed in the district, on Vine St. at Mission Heirloom and on Virginia below Shattuck Ave.

Winter Holiday 2017 promotional activities included the "Snow Day in Berkeley" event in early December, participation in the national Small Business Saturday local shopping promotion which provides a marketing kit with tote bags, signage, doormats, and banners that were featured at a district event hosted by M. Lowe & Co. with music and giveaways, and the Saul's Deli Latke Party, which ran two weekends with fresh latkes prepared in a tent adjacent to the parklet with beer, wine and live music. The district also participated in the Buy Local Berkeley Holiday Campaign which again featured a free holiday mobile phone shopping application developed with Chinook Book supported by gift guide e-blasts, ads, posters, and banners encouraging the public to shop at locally owned small businesses for the holidays. The Gourmet Ghetto Wine Walk was held in March 2018, pairing local and North Bay wineries with area businesses.

The Executive Director continued working with the Berkeley Business District Network (BBDN) on various issues related to economic development in the district, providing input on the Small Business Support package of planning and zoning changes, and installation of digital information kiosks. The district provided market and support to new businesses opening in the area this year including Vitality Bowl, Peter Engel Architecture, and Heart Source Center.

During **Fiscal Year 2019**, the Association had a full calendar of events and promotions. The Executive Director worked the Ecology Center to produce weekly Thirsty Thursday summer events with live music, cooking demos, and a beer garden to enliven the North Berkeley Farmers Market. In August, the Chocolate and Chalk Art Festival was held, and holiday events included “Snow Day in Berkeley” event in early December, and the Saul’s Deli Latke Party, which ran two weekends with fresh latkes prepared in a tent adjacent to the parklet with beer, wine and live music. The Association promoted Berkeley Restaurant Week in January 2019 in conjunction with Visit Berkeley, with ACCI Gallery hosting the kick-off party as well as a related artist talk and raw oyster event tasting event promoting a new art book about oysters. In spring 2019, we partnered with The Berkeley Public Schools Fund for the Gourmet Ghetto Wine Walk and Taste of North Berkeley fundraising events.

Our special events calendar also included Sunday Streets Berkeley event in June 2019, featuring the Cheese Board Collective’s 50<sup>th</sup> anniversary activities and music. The Association served as the fiscal agent for the Sunday Streets Berkeley event, managing grant funds and coordinating recruitment of sponsors and activity leaders. The district supported these events and business promotions with digital ads on Berkeleyside.com and eastbayexpress.com, in the Express Gift Guide edition, and online promotion through e-blasts and social media.

The Executive Director worked with the Berkeley Business District Network (BBDN) to provide input on citywide issues and proposals, including the Disposable-Free Dining Ordinance, and Small Business Support Program zoning changes. As needed, meeting of meetings of merchants, property owners, BPD, and the City’s new HOTT were coordinated team to deal with street behavior issues, trespassing and illegal dumping issues. In addition to regular sidewalk cleaning, the Association worked with the City and the non-profit Streets Team to start a volunteer clean-up crew to assist with area clean-up one day per week in exchange for business gift cards as part of a re-entry to work program.

The Association provided market and support to new businesses and new owners in the area this year including Left Margin Lit, Poulet, and Wrecking Ball Coffee, and coordinated presentations at the April 2019 General Association meeting by Project Equity and Uptima Business Bootcamp, business assistance and succession planning consultants under contract with the City of Berkeley to area merchants.

During **Fiscal Year 2020**, the Executive Director held regular meetings of the Board of Directors and General Association meeting with merchants and property owners to further the goals and objectives of the Association. As the pandemic forced the shutdown in March 2020, the Association moved to Zoom meetings and worked to shift budget priorities to respond to pandemic needs, including outdoor commerce support to businesses and worked with the Berkeley Chamber of Commerce, Visit Berkeley, and non-profit groups to provide information on the local advisories and relief programs, as well as Federal employment protection and SBA loans and grants.

During the shutdown, the Association also worked with the Berkeley Business District Network (BBDN) to promote

the private fundraising effort for the Berkeley Relief Fund, and to provide input on the fund's Business Continuity Grant program and Outdoor Commerce Program. The Executive Director worked with the Ecology Center's market managers on expanding operations to comply with social distancing and capacity limitations during the shutdown, and promotion for the Farmer's Market as an essential service during the shutdown.

Earlier in the fiscal year, the Board of Directors voted to drop the "Gourmet Ghetto" moniker from our advertising and banners in response to a request from a new business. The Association also coordinated with the City's goBerkeley parking management program to complete a district parking survey and implement recommendations for 3-hour parking in the neighborhood with demand pricing. Special events included of "Thirsty Third Thursdays" at the North Berkeley Farmers Market with live music, a cooking demo tent staffed by Kitchen on Fire, and various local business tabling and activities, held from May to October, and the Chocolate & Chalk Art Festival in August 2019, supported with a Civic Arts grant. Winter Holiday 2019 promotional activities included the annual "Snow Day in Berkeley" event and the Saul's Deli Latke Party. The district also worked with the Chamber of Commerce and Visit Berkeley to promote business participation in a new online #BerkeleyHolidays Gift Guide and marketing of the guide through our social media channels.

The Association supported these events and other business promotions with digital ads on Berkeleyside.com and eastbayexpress.com, in the Express Gift Guide edition, and online promotion through e-blasts and social media. We continued to produce an e-newsletter featuring artist receptions, information about business openings/events, and special events in the district and at nearby venues. During the Covid-19 shutdown, these were sent out every week, with the latest updates on business operations and hours, safety protocols, and ways to shop online or by phone, with curbside pick-up or delivery, etc.

The North Shattuck BID was renewed for another 10-year period, with a new Management Plan. The boundaries of the District were extended to include several commercial properties on the north side of Rose Street, The BID renewal was approved by a weighted mail-in ballot with a majority in favor and was approved by the City Council in June.

The Association provided market and support to new businesses and new owners in the area this year including the Pot-Pourri gift store on Vine St., Vitality Bowls, Victory Point Café, The Coder School, along with Guacamole 61 and Cheesequakes in Epicurious Garden. The Juice Bar was reopened as FAVA by two Chez Panisse alums for take-out. Virginia Bakery's owners also retired and sold this year to another bakery. The site will become the third local location of CupCakin' Bake Shop.



**NORTH SHATTUCK ASSOCIATION**  
**ANNUAL REPORT TO THE CITY OF BERKELEY**  
**FISCAL YEAR 2020**

**Introduction**

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

The NSBID is managed by the non-profit North Shattuck Association, whose Board of district business and property owners and Executive Director coordinate implementation of the Management Plan. 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 section contained in the report and then approve it as modified.

This report reviews Fiscal Year 2019-2020 operations, and states goals and objectives for Fiscal Year 2020-2021 of the NSBID, which begins July 1, 2020.

Please find a summary of each of the previous years accomplishments and actions by the North Shattuck Association at the end of this report.

**Fiscal Year 2020 Summary**

***Budget***

The budget for Fiscal Year 2020 included BID assessments which resulted in new revenue of \$184,835 with the approved 5% increase in assessments. The following table shows the carryforward/deficit from FY 2019, the 2020 Budget Allocations by category and percentages as well as the expenditures to the end of the fiscal year on June 30, 2020.

North Shattuck Association Annual Report

July 1, 2020

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category</i>	<i>Allowable % of Annual Budget</i>	<i>Carry Forward from Fiscal Year 2019 (Actual)</i>	<i>Fiscal Year 2020 Assessment Revenue (with 5% Increase)</i>	<i>2020 Budget with Carry Forward &amp; New Revenue</i>	<i>Fiscal Year 2020 Expenditures (To 6/30/20)</i>
Maintenance/Beautification	40%	\$1057	\$73,059	\$74,116	\$74,117
Marketing/Promotion	25%	\$1661	\$45,662	\$47,323	\$47,232
Organization/Administration	30%	\$(531)	\$54,794	\$54,263	\$54,167
Contingency	5%	\$1	\$9,132	\$9,133	\$8,773
Total Budget	100%	\$2188	\$182,647	\$184,835	\$184,288

### ***Accomplishments***

During Fiscal Year 2020, the North Shattuck Association 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 into Organization/Administration, Marketing and Promotion, Beautification and Design, and Economic Development. Accomplishments in each area are summarized below.

### **Organization/Administration**

- The Executive Director held regular meetings of the Board of Directors and General Association meeting with merchants, property owners, and community members were held regularly during the year to further the goals and objectives of the Association. Due to the shutdown in March 2020, the Association moved to Zoom meetings and worked to shift budget priorities to respond to pandemic needs, including outdoor commerce support, within the expenditure categories of the District Management Plan.
- Facilitated ongoing communications and provided on-site supervision of contractors and district operations.
- Organized a special meeting of the Board of Directors in Sept. 2019 with merchants and property owners to address the request to the Association to drop the “Gourmet Ghetto” moniker from our advertising and banners. Handled press inquiries and drafted written confirmation of the decision to drop the name from our marketing and social media and remove banners with the moniker.
- Coordinated with the City’s goBerkeley parking management program to complete a district parking survey and implement recommendations for 3-hour parking in the neighborhood with demand pricing. The Board also met with private lot operators to investigate use of spaces for paid employee parking with an app-based reservation system.
- The Association also moved forward on renewal of the BID for another 10-year period, engaging

with New City America as a consultant to complete the Management Plan and balloting process under the latest guidelines. The Board, acting as the stakeholder group, voted to extend the boundaries of the District to include several commercial properties on the north side of Rose Street, and to adopt a slightly larger budget for district activities to reflect the growing costs of maintenance in the district. The BID renewal was approved by a weighted mail-in ballot with a majority in favor and was approved by the City Council on June 16<sup>th</sup>.

- The Association continued its involvement with the Berkeley Business District Network (BBDN) with the Executive Director attending its quarterly meetings with the City Manager to deal with citywide issues. As the pandemic hit, the Association worked with the group to promote the private fundraising effort for the Berkeley Relief Fund, and to provide input on the fund's Business Continuity Grant program and Outdoor Commerce Program.
- The Association worked with the Berkeley Chamber of Commerce, Visit Berkeley, and non-profit groups to provide information on the local advisories and relief programs, as well as Federal CARES Act programs, including the Payroll Protection Program and other SBA loans and programs.
- The Executive Director worked with the Ecology Center's market managers on expanding operations to comply with social distancing and capacity limitations during the shutdown, and promotion for the Market as an essential service during the shutdown.

### **Maintenance and Beautification**

- The Association continued to provide funding and oversight for a regular maintenance program for sidewalks, public spaces, and public property including sidewalk and gutter sweeping, weeding of tree wells, and maintenance of the landscaped ceramic planters throughout the District.
- The Executive Director attended quarterly meetings with the City Manager and coordinated with City of Berkeley staff to address maintenance issues including street tree replacements, graffiti abatement, sidewalk steam cleaning and repair, trash receptacle maintenance and sewer and street repair projects.
- Coordinated meetings of merchants, property owners, BPD, and the City's HOTT team to deal with street behavior issues, trespassing and illegal dumping issues on private property and sleeping during the day in the public right of way.
- Holiday lighting was installed for the entire length of the district for the winter holiday season in the sidewalk street trees as well as in median tree locations with electricity access.
- Coordinated with the City and the non-profit Streets Team assigned to assist with area clean-up until the March 2020 shutdown.
- Produced a small run of banners in May 2020 for the North Berkeley Farmers Market area to



enliven the area and promote the market as an essential service open during the shutdown.

### **Marketing and Promotion**

- Worked with the Ecology Center to organize and promote another series of “Thirsty Third Thursdays” which took place monthly from June through October 2019 with a beer & wine garden hosted by Saul’s, a cooking demo tent staffed by Kitchen on Fire, and various local business tabling and activities. Worked with the Center on taking the event virtual for summer of 2020.
- Coordinated the 2019 Chocolate & Chalk Art Festival in August, including outreach to businesses for participation in chocolate tasting aspect of the event, organization of an association festival booth, and judging of the Chalk Art contest. This event received a Civic Arts Grant of \$6,035 for the fiscal year.
- Exhibited at the annual Solano Stroll in September 2019 to promote the district’s businesses, events, and website with marketing materials, raffles, and product giveaways.
- Organized the annual free art-making station at the corner of Vine and Shattuck for the Art is Moving “Take 5: Art Break Day”, a national community art project in September 2019.
- Winter Holiday 2019 promotional activities included the annual “Snow Day in Berkeley” event on Dec. 8th, and the Saul’s Deli Latke Party, which ran Dec. 22-24<sup>th</sup> with fresh latkes prepared in a tent adjacent to the parklet with live music and a beer garden. The district supported these events and business promotions with digital ads on Berkeleyside.com and eastbayexpress.com, in the Express Gift Guide edition, and online promotion through e-blasts and social media.
- Worked with the Chamber of Commerce and Visit Berkeley to promote business participation in a new online #BerkeleyHolidays Gift Guide and marketing of the guide through our social media channels.
- The Association continued to produce an e-newsletter featuring our local galleries’ monthly exhibition openings and artist receptions, information about business openings/events, and special events in the district and at nearby venues. During the Covid-19 shutdown, these were sent out every week, with the latest updates on business operations and hours, safety protocols, and ways to shop online or by phone, with curbside pick-up or delivery, etc.
- Worked with local media including Berkeleyside that provided business associations free ad space during the shutdown, and placed print and digital ads in the Express through a special package deal, including in their Shelter in Place Guide, to promote open businesses and curbside pick-up and delivery options.
- The Association coordinated with Visit Berkeley for their “TO-GO” version of Berkeley Restaurant Week in April 2020 due to Covid-19 restrictions and promoted participating area businesses.

- Updated the district website regularly with new business for the directory and links to events, classes, and information about district activities. Did regular Facebook and Instagram posts and advertising.
- Produced press releases and handled press inquiries on the district name change and provided information for editorial pieces on the district.
- Placed print and digital ads on local news sites online highlighting events and a series of branded stories promoting the neighborhood in the Chinook Book, a sustainable business guide.

### **Economic Development**

- The Association continued to maintain an inventory of all businesses and vacant retail and office space in the district, including square footage, lease rates, and broker contact information. The Director conducted site visits of the district and vacant properties for prospective new businesses and provided updates to the City's Economic Development office on business openings and closures due to the pandemic.
- Sent regular email Merchant Updates on district activities, and organized quarterly General Meetings of the Association for networking, presentations on City programs and initiatives, and training sessions for merchants on alternative loan programs, green business certifications, best practices for social media, etc. With the Covid-19 shutdown, meetings moved to Zoom and focused on current health orders, business pivots and recovery efforts and financial and technical assistance programs, including webinars with the Small Business Administration.
- The Executive Director continued to work with the Berkeley Business District Network (BBDN) and Chamber of Commerce on various issues related to economic development in the district. After the shutdown in March, worked together to host online meetings with City leaders and health officials, promote workshops on Federal, State and City programs, and provide input on the City's Small Business Relief Fund grant program for small businesses and Outdoor Commerce guidelines.
- The Association provided market and support to new businesses and new owners in the area this year including the Pot-Pourri gift store on Vine St., Vitality Bowls, Victory Point Café, The Coder School, along with Guacamole 61 and Cheesequakes in Epicurious Garden. The Juice Bar was reopened as FAVA by two Chez Panisse alums for take-out. Virginia Bakery's owners also retired and sold this year to another bakery. The site will become the third local location of CupCakin' Bake Shop.

### **Fiscal Year 2021**

#### ***Work Plan***

The North Shattuck Association will continue implementation of the activities initiated in previous fiscal years with the renewal of the BID. Funds not expended in previous years will again be carried forward in addition to estimated Fiscal Year 2021 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 2021 have been re-organized as outlined in the new Management District Plan.

**Administration/Program Management**

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

*Objectives:*

- 1) Oversee development of annual District work plan and detailed budgets, financial records and annual tax returns.
- 2) Conduct property owner outreach, property owner and business input to the Management Plan and various programs and activities.
- 3) Attend needed City of Berkeley Council and Commission meetings and prepare all required reports related to the annual City of Berkeley contract with the Association.
- 4) Prepare correspondence, letters of support, and grant applications with the City of Berkeley and other agencies, present testimony at meetings as needed.
- 5) Coordinate Board elections in June 2021 including nominations and property owner balloting.
- 6) Liaison with property owners, merchants, City of Berkeley, Chamber of Commerce, Visit Berkeley, Berkeley Cultural Trust, Event Producers Group, local schools, and neighborhood groups.
- 7) Continue to participate in the Berkeley Business District Network to review and evaluate proposed City policy changes, public improvement projects, planning changes and zoning amendments relevant to the commercial district. Coordinate with district businesses and property owners to develop appropriate responses and present to City Council and Commissions.
- 8) Continue to work on parking issues in the district with the GoBerkeley Parking Program and investigation of improved usage of existing private parking resources for paid employee parking.
- 9) Work with the City and Ecology Center on issues related to the Farmers Market operations and marketing.
- 10) Develop and distribute quarterly e-mail newsletter updates to merchants and neighborhood groups with service accomplishments, event information, issue updates, and new business contacts. Continue to connect with outside groups and promote activities through various social media.
- 1) Identify and act on any business education/assistance needs for business retention and inform businesses and property owner of how to access all available business support financial and technical services.
- 11) Maintain inventory and lease information for vacant retail and office space in the District, current information for zoning regulations/amendments, and liaison with City and commercial brokers to attract and assist new businesses.
- 12) Prepare funding application for events through the City and State grant programs.
- 13) Work with the Berkeley Public Education Foundation, local schools and the Berkeley Business District Network, strategize on additional fundraising events to provide additional funding for classroom grants, for theater, science, art and gardening programs.

### **District Identity & Placemaking**

*Goals:* Create a unified, quality image for the district and implement promotion strategies that capitalize on the unique aspects of the area, including advertising, social media, brochures, special events, holiday promotions, etc. Strengthen the physical environment and sense of place with public art, landscaping improvements and parklets, etc.

*Objectives:*

- 1) Oversee implementation of the marketing and promotions strategy including designer/consultant selections, design processes, budgeting, and advertising placements.
- 2) Manage and promote the special events calendar and institute new events to further the image and various market segments of the district, including apparel, culinary, healthy living, and the arts.
- 3) Integrate existing businesses into special events and marketing campaigns through various means, including sponsorship, participation, promotional tie-ins, etc.
- 4) Coordinate public relations for the district and special events as needed. Generate press releases and promote editorial pieces on commercial and retail developments in the area.
- 5) Continue regular updates of the district website with business information and upcoming classes, special events, etc., produce a monthly Constant Contact e-newsletter, and maintain regular Facebook and other social media entries promoting business activities and press coverage.
- 6) Coordinate and promote a Virtual Thirsty Third Thursday event with the Ecology Center in July.
- 7) Work with ACCI Gallery to pivot their annual Seconds Sale in August to an outdoor market with social distancing on Lincoln St. and organize Sidewalk Sale for district to involve other businesses that are open.
- 8) Oversee installation of annual winter holiday street tree lighting throughout the district.
- 9) Organize a Holiday Sidewalk Sale and Outdoor Art Market with ACCI Gallery and neighborhood shops at the winter holidays in lieu of the regular musical performances and “Snow Day in Berkeley” event which has been cancelled due to the pandemic.
- 10) Coordinate a Chocolate & Chalk Art Festival by June 30<sup>th</sup>, date to be determined, with a revised format incorporating online registration, and without an outdoor festival component. Outreach to businesses for participation in chocolate special for the day for purchase, organize gift certificates or chocolate-related items for the contest, and judge the Chalk Art contest. Work with event producer to engage with the City on approval of changes to the festival which has a \$3696 grant awarded for FY 2020-21.
- 11) Identify a non-profit partner and produce a Wine Walk fundraiser event, coordinating wineries, business participation, and marketing when appropriate.
- 12) Produce the “Taste of North Berkeley” restaurant walk to benefit local charities and highlight neighborhood shops and restaurants when appropriate.
- 13) Organize Association booths/tables at the weekly Farmers’ Market and other fairs and festivals to promote the district when regulations allow.
- 14) Promote virtual and in-person events when they resume at nearby venues such as Live Oak Park, the Jewish Community Center, Berkeley Arts Center, Theatre First and the Hillside Club. Work with producers to tie in district businesses through advertising and promotions.
- 15) Investigate grant funding opportunities and provide coordination between area businesses and property owners, City Departments, and outside agencies towards implementation of district-

initiated projects and programs towards median improvement, pedestrian safety, improved bike facilities, and parking.

- 16) Investigate design and finding possibilities for a median landscaping improvement project to coincide with the Shattuck Ave. roadway repair project, including City funding and a UC Berkeley Chancellor’s Grant.
- 17) Investigate opportunities for public art projects with ACCI Gallery, artists, and local schools, including rotating storefront exhibits, art projects, temporary mural projects, etc.

**Civil Sidewalks**

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

*Objectives:*

- 1) Provide ongoing maintenance monitoring, needs assessment, and coordination with appropriate city departments and contractors on projects including bicycle racks/facilities placement, street tree replacements and median landscaping as needed.
- 2) Oversee Peralta Service Corporation services in completing regular sidewalk cleaning and special projects including tree well maintenance as needed.
- 3) Coordinate work of the City-funded Streets Team to assist with area clean-up one day per week.
- 4) Identify and address security and safety issues working with the Berkeley Police Department. Organize meetings of district businesses with patrol officers including walk-throughs and at general meetings, etc.
- 5) Coordinate meetings of merchants, property owners, BPD, and the City’s HOTT team to deal with street behavior issues, trespassing and illegal dumping issues on private property and sleeping during the day in the public right of way.
- 6) Work with property owners and appropriate city departments to address signage conditions and the appearance of empty storefronts and vacant properties in the district.
- 7) Work with appropriate City departments, interested business and property owners, contractors, and volunteers to complete Outdoor Commerce areas in the district.

**Budget**

BID collections for Fiscal Year 2021 are estimated to be \$210,908 with the renewal of the BID and implementation of the revised Management Plan. A projected carryforward of \$547 from Fiscal Year 2020 will be added to the Contingency expense category. Services and expenditures will be made in accordance with the revised Management District Plan categories as follows:

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category under new Management Plan</i>	<i>% of Annual Budget</i>	<i>Fiscal Year 2021 Projected Revenues under Renewal Plan</i>
Civil Sidewalks	40%	\$85,000
District Identity & Placemaking	25%	\$52,000
Administration/Program Management	30%	\$63,000
Contingency	5%	\$ 10,908
Total Estimated Budget	100%	\$210,908

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. Changes in the boundaries of the district and the method and basis for levying the BID assessments were approved and are contained in the Management Plan. A listing of Fiscal Year 2021 assessments is attached as Exhibit A to this report. The formula for property assessment is attached as Exhibit B to this report.

Approved by:

Approved by the Board of Directors  
Cathy Goldsmith, President, North Shattuck Association  
On July 1, 2020

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

Addendum to Report:

**SUMMARY OF PRIOR FISCAL YEARS**

In **FY2002**, the North Shattuck Association, a private 501 (c) (6) non-profit corporation, was formed to manage the NSBID, which had been established with a majority weighted vote of property owners in July 2001. The North Shattuck Association entered into a contract with the City of Berkeley administration of BID revenues, which are collected annually through Alameda County’s property tax collection process and forwarded to the City. The North Shattuck Association began implementation of the approved District Management Plan for economic development organized around business assistance/attraction, marketing/promotions, and maintenance/beautification activities. Operations began late 2002 with the opening a district office, establishment of a Board of Directors, entering into a contract for regular sidewalk and public space maintenance, and installing 35 new planters and coordinating with the City of Berkeley to place 22 new “Recycliter” cans in the district. In FY2003, the Association produced public information and marketing materials including a newsletter, website, and business directory. Maintenance and beautification activities included installation of additional landscaped planters, painting of all district area light poles, and newsrack consolidation. The Association completed a holiday marketing campaign and produced the first annual Spice of Life Festival held in October 2003 to highlight the area’s diverse selection of food, arts, and health and wellness resources. This signature event continued until through 2011, featuring cooking demonstrations by local chefs, gourmet food sampling, wine tasting, yoga and bodywork classes, live music, art activities and artisan booths. Local non-profit organizations and schools, along with area businesses, were highlighted during this event, which grew to draw over 10,000 people to the district.

In **FY2004**, 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.

During **FY2005**, a Marketing and Promotions Subcommittee oversaw the design of a new visual brand for the area capitalizing on the strength of the "Gourmet Ghetto" moniker and developed a two-year marketing strategy district to integrate the brand into general and holiday advertising, an area brochure, and the website. The strategy also included hiring a publicist to generate press releases and promote editorial pieces. The Association participated as a sponsor of the Himalayan Fair and exhibited at the Solano Stroll and the two-day Live Oak Park Fair, promoting the district's businesses, events, and website with a raffle and product giveaways.

In **FY2006**, 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 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. In late 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.

During **FY2007**, the Association extended its decorative banner project to the entire district with a series of banners celebrating ACCI Gallery's 50<sup>th</sup> Anniversary. The district organized the North Berkeley ArtWALK as part of the celebration, which showcased ACCI and other local artists whose work was placed in area businesses. The event became an ongoing monthly event highlighting special exhibitions at area galleries, including the Berkeley Art Center and Firehouse North Gallery. 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. The Association was active in the Berkeley Business District Network (BBDN) participating in BALLE's national economic sustainability convention held in the city in June 2007 and initiating the Buy Local Berkeley citywide marketing program.

In **FY2008**, 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 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 Bullwinkle 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 coordinated 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 provided 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, working with local service providers to develop working relationships and strategize on future improvements to social service delivery. The district also assisted businesses with several special events and fundraisers, including a fundraiser for the Berkeley High Development Group at the Cheeseboard, the Cheeseboard 30<sup>th</sup> Anniversary celebration, and Gregoire's 5<sup>th</sup> Anniversary party.

During **FY2009**, the Association worked with the Berkeley Business District Network (BBDN) on the Buy Local Berkeley campaign, assisting with a Holiday marketing campaign, recruitment of local businesses, ads, marketing materials, and website development. Winter Holiday promotional activities in the NSBID area included extension of holiday lighting to the sidewalk 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 Executive Director attended quarterly meetings with the City Manager and regularly coordinated with City of Berkeley staff to address maintenance issues and to coordinate public improvement projects, including forming a Pedestrian Safety and Transportation Working group with members of the Board of Directors, and AC Transit and City of Berkeley staff to look at potential improvements to parking, pedestrian crossings and bus stops in the area.

The Association received a \$1027 City of Berkeley Civic Arts Grant for the Chocolate and Chalk Art Festival, which again featured chocolate sampling and specialty products in area businesses, and a sidewalk chalk art contest. A new festival area was added to the event hosting chocolate and chocolate related vendors and sponsor booths. The Association also partnered on a community art project entitled "Paving the Way", which involved area businesses, ACCI Gallery, and the MLK Jr. Middle School community to create and display mosaic art tiles and raise funds for the school. The project paired volunteer artists and MLK art teachers to work with students to create over 100 tile pavers which were auctioned at a fundraising event at the Gallery that raised over \$1000 for the school's art program. The Association continued to produce a monthly Arts and Events guide, moving it to a web-based newsletter format, featuring information about exhibition openings and special events as well as business news and shopping specials.

During **FY2010**, 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. They also provided input on the City's Pedestrian Plan and supported several successful grant applications for a bicycle parking shelter at Vine St. and improvements to the Virginia street crossing at Shattuck under the "Safe Routes to Schools" program to include a beacon light and expanded curbs.

The Association assisted a local artist group, Growing Connections, to secure a mural site at Virginia Bakery, get the Berkeley Foundation for the Arts as a fiscal sponsor, solicit donations for a fundraiser at ACCI Gallery, and provided \$1500 in seed funds for the mural which featured a "Slow Food" theme. In 2010, the Association worked with the East Bay Style Collective to produce a Food, Wine and



Fashion event on Saturday, July 11<sup>th</sup> on the access street north of Vine. The event featured a runway show with fashions from local boutiques and make-up and hair by the East Bay Style Collective. Food was provided by several district restaurants and local businesses. Another new event, the “Taste of North Berkeley” restaurant walk was held in early spring with the Berkeley Lion’s Club to benefit their community fund. The event involved over 25 businesses and restaurants who offered tastes of their cuisine and wine tasting. The event was a sell-out, bringing over 500 people into the district, and raised over \$9,000 for the non-profit.

In **FY 2011**, the Association worked with BID renewal consultant New City America to successfully complete a petition drive and formal balloting for the project. The BID passed in May 2011 for another 10-year cycle with an 83.52% weighted majority vote. Assessment rates and formulas remained at the levels specified in the original 2001 Management Plan. Allocations to the program elements were changed slightly, with a reduction of 10% into Maintenance/Beautification budget which was redirected to increase the Marketing/Promotions and Organization/Administration program elements budgets by 5% each.

During this year, the Association provided input on proposed zoning amendments for the C-2 and NS-1 commercial districts governing the area including lifting limitations on medical offices, gyms, and dance uses on ground floors, provisions for exceeding use quotas, and regulations regarding amplified music in commercial establishments. The Association also participated in meetings between area businesses and property owners and the Safeway staff and project architects regarding their proposed remodel of the Shattuck store, providing input and support for the project through the City review process. The Board of Directors and AC Transit and City of Berkeley staff continued to meet to discuss improvements to parking, pedestrian crossings and bus stops in the area.

During the spring, the Association worked with area businesses, various City Departments and Councilmember Capitelli to gain approval for a weekly gourmet mobile food market in the district. “Off the Grid North Berkeley” had its kick-off in early June 2011 and garnered extensive media coverage in the lead up to the start date including various food bloggers, daily and weekly newspapers, and a national TV spot on the NBC Morning Show.

During **FY 2012**, “Off the Grid North Berkeley” hosted a number of area eateries in a rental food truck and their participation was part of the Association’s marketing efforts around the event, along with tie-ins to local business offerings of food and drink specials, music, and art exhibits to draw event patrons into the wider area. The event continued in the area until December 2012, until it was decided to end operations because of parking concerns. The Association sponsored several art-related projects in FY2012, including a community art project entitled “Take 5: Art Break Day” held simultaneously on September 2nd, 2011 in five cities in the Bay Area. The district provided funding and hosted an art-making station at the corner of Vine and Shattuck where the public was invited to take a break and make art.

Working with LocalOn, a website update was started using their platform that allows for business listing personalization and automated social media links. The Association developed a social media presence on Facebook and Twitter, produced an updated Shopping and Dining guide/map, placed ads in the Visit

Berkeley and Chamber of Commerce guides, Eco-Metro Guide, and numerous local papers highlighting events, and provided information for editorial pieces on the district.

The Association worked with elected official and City of Berkeley staff on developing a Pilot Parklets Program based on the success of the parklets created during Spice of Life Festival and on Parking Day. A group of merchants and local residents started meeting toward the creation of parklets in parking spaces at several locations to provide additional seating and bicycle facilities in the district.

During **FY 2013**, the Executive Director met with and made presentations to various City Commissions, community groups and the Board of Realtors about proposed City and Association sponsored public improvement projects in the district, including the grant funded bicycle parking shelter at Vine St. and improvements to the Virginia street crossing at Shattuck under the “Safe Routes to Schools” program. A plan for reconfiguration to diagonal spaces near Rose St. to create 10 more parking spaces, and the proposed parklets projects were also detailed. The Association coordinated with local businesses and the City on the installation of the grant funded bicycle shelter at Vine St. and Shattuck in April 2013.

The Association continued to work with interested businesses and local designers on a “parklets” program to provide additional seating and bicycle facilities. Meetings were held with City Departments to discuss program elements in San Francisco and Oakland and advocate for development a City program. The parklets group designed an online survey, worked with businesses and designers to develop conceptual plans for projects near interested businesses, and coordinated the placement of a demonstration parklet constructed by a local designer in the parking bay in front of Philz Coffee during Sunday Streets. The Association agreed to provide seed funds for the projects and help coordinate permitting and construction.

The Executive Director worked with the Berkeley Arts Magnet Elementary school to fundraise for short-term improvement projects and a longer-term schoolyard remodel to incorporate outdoor learning areas. The Association coordinated merchant donations of supplies and refreshments for community work days and organized meetings to connect the PTA and BAM school administrators with the Foundation for Youth Initiatives, a non-profit funding organization, for longer term projects.

On October 17, 2012 the Association partnered with Livable Berkeley and the Downtown Berkeley Association to produce the first Sunday Streets Berkeley, open-streets event, in lieu of the Spice of Life Festival. The event closed Shattuck from Rose to Haste Street with health and environmental activities by local organizations and businesses, and community group and non-profit information booths. No outside commercial vendors are allowed in the event, which instead features the businesses along the route. District businesses participated with outdoor yoga classes, special art exhibits and activities, sidewalk sales, etc. and restaurants brought seating into the streets.

Winter Holiday 2012 promotional activities included installation of holiday lighting in the street trees, holiday banners, ads in the Express and Chronicle newspapers, online promotion through e-blasts and Facebook, and musical performances throughout the district on Saturdays and Sundays in December. The 3<sup>rd</sup> “Snow Day in Berkeley” was held on Sunday, December 2. Other local businesses had related events that day, including M. Lowe and Co.’s “Find the Ice in the Snowball” school fundraiser and

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Saul's annual Latke Party. The district also participated in the Buy Local Berkeley Holiday Campaign which featured a free holiday mobile phone coupon application developed with Chinook Book offering discounts at independent businesses. The application was marketed to their 15,000 mobile app users and to the public through ads, posters, and banners promoting the mobile app and encouraging holiday shopping at locally owned small businesses.

With the Berkeley Lion's Club, the Association again produced a Spring "Taste of North Berkeley" on the evening of May 7<sup>th</sup> with event proceeds benefitting local charities through the Lions Community Fund, and the Chocolate and Chalk Art Festival in June, with chocolate sampling and specialty products in area businesses, a sidewalk chalk art contest, a festival area with crafts, chocolate and chocolate related vendors, music, circus arts performers, and face painting, and other kid's activities.

During **FY2014**, The Association took a lead role in advocating for the City's Parklets Pilot Program, designing an online survey for community input, meeting with City Departments to discuss program elements and requirements, and supporting and providing input at the Commission and Council level. The Association provided seed finding to the Cheese Board for engineering review of their design and worked with Philz Coffee/Guerilla Café on revising their design and initiating a crowd-funding program to raise funds for construction. The Executive Director coordinated with the City and nearby businesses on construction issues during improvements to the Virginia street crossing at Shattuck under the "Safe Routes to Schools" program and assisted with the sidewalk seating permit and planter placement on the newly constructed bulb-out area created by the project. Other public improvements included a BID sponsored artist-designed "wrap" for the utility box at Vine and Shattuck and completion of the BID-funded reconfiguration of parking from parallel to angled in the area near Rose St. resulting in the creation of 10 new spaces including a new handicapped space with adjacent sidewalk ramp, and design and installation of new decorative light pole banners reflecting the unique aspects of the district.

The Association provided support to the Berkeley Public Schools Cooking and Gardening Program by promoting their Berkeley Dine Out event and coordinating a Fall 2013 Taste of North Berkeley restaurant event to raise funds and awareness for the program. The Association again partnered with Livable Berkeley and the Downtown Berkeley Association to produce Sunday Streets Berkeley in October 2014, which drew over 30,000 people to Shattuck Ave. in the district and downtown. Other annual events included the Chocolate and Chalk Art Festival, the Dia de los Muertos festival and candlelight procession in October, and Snow Day in December.

Also in FY2014, the Executive Director organized training sessions for merchants on utilizing the new website platform for social media, hosted presentations by organizations for loyalty programs and other business products at general membership meetings, and coordinated district participation in the Buy Local Berkeley Holiday Campaign which featured a free holiday mobile phone coupon application developed with Chinook Book.

In **FY2015**, the Association assisted the Cheese Board Collective to complete the first parklet project under the approved Parklets Pilot Program and worked with businesses and local designers on the two other parklet projects underway which will provide additional public seating and bicycle facilities for the district. A demonstration parklet and fundraiser at the parklet site in front of Philz Coffee and Guerilla

Café was held on Park-ing Day in September 2014 and a crowd-funding campaign was organized to raise funds for construction with gifts from local businesses. The design was revised to include a grant-funded bike “corral” which was installed by the City in April. The Association also provided seed finding to Saul’s for permit fees for their application, and handled notifications of nearby business and property owners for the project.

The Association helped organize a new entity, East Bay Open Streets, to produce Sunday Streets Berkeley in October 2015, under the auspices of the non-profit Walk Oakland Bike Oakland (WOBO). District businesses participated with outdoor yoga classes, special art exhibits and activities, sidewalk sales, etc. and restaurants brought seating into the streets. A pop-up art gallery was established in the vacant Black Oak Books space and the Association again produced the companion Vine Street Block Party event, which created a picnic area and beer/wine garden hosted by the Vintage Berkeley wine shop along with business and artisan crafts booths.

Other special events in this fiscal year included the Dia de los Muertos festival and candlelight procession on November 2, and “Snow Day in Berkeley” in early December as a kick-off to the holiday shopping season and promotional activities. The annual Valentine’s Wine Walk paired local wineries with shops and galleries for an evening of shopping and wine tasting as a fundraiser for the Berkeley Public School Gardening and Cooking Program. With the Berkeley Lion’s Club, the Association again produced the “Taste of North Berkeley” in early May.

The Association provided market and support to new businesses opening in the area this year including Kamado Sushi and a UPS Store in the 1400 Shattuck building, Tiger Lily in Epicurious Garden, Mission Heirloom Garden Café on Vine St., and Books Inc., which relocated from 4<sup>th</sup> St. to the former Black Oak Books site.

During **FY2016**, the Association worked with Saul’s Deli to complete a second parklet project in front of their business under the approved Parklets Pilot Program coordinating the city permitting process and business and property owner notifications. The Executive Director also worked with City staff, nearby businesses and the Ecology Center’s market managers on the reconfiguration of the North Berkeley Farmers Market into the service road, including merchant relations, organization of a grand re-opening event, parking signage, and operational issues.

The Association assisted Andronico’s to organize a “Fit Faire” at their Shattuck store in August which featured classes and bodywork demonstrations by neighborhood practitioners. The Association also produced annual special events including Sunday Streets Berkeley, the Dia de los Muertos festival, Snow Day, the Valentines Wine Walk, and the Taste of North Berkeley.

During the **2017 Fiscal Year**, the Association continued marketing and promotion of area businesses through regular e-newsletters, social media, and events, and worked with the East Bay Express to produce the Shattuck Street Guide, a district shopping and dining guide to be distributed to Visit Berkeley, local hotels, UC Berkeley Faculty, and Culinary Tour attendees, etc. The Association also worked with the Ecology Center to organize a series of monthly events during the summer of 2016 at the Farmers Market called “Thirsty Third Thursdays” which included a beer/wine garden hosted by Saul’s

Deli and business information tables. The Executive Director also worked with Buy Local Berkeley Program to leverage their media presence for our businesses and events, and to promote shopping at local independent businesses through the Small Business Saturday and the citywide Holiday marketing campaign. The Association also again promoted participating area businesses for Berkeley Restaurant Week in conjunction with Visit Berkeley.

Throughout the year, the Association coordinated area cleaning and maintenance of our landscaped planters and worked with city departments on major sewer replacement projects, tree trimming, and other sidewalk and street issues. The district hosted Gig Car Share to discuss the roll out of their program in Berkeley, and Bay Area Bike Share to discuss their East Bay bike share network and stations planned for the district. The Executive Director also worked with merchants, property owners, BPD, and homeless service providers to address trespassing and illegal dumping issues on private property and sleeping during the day in the public right of way.

The district provided marketing and support to several new businesses opening during the fiscal year including Agrodolce Osteria, Berkeley Running Company, Spokes Bike Shop, Safeway Community Market, and Guacamole 61 in the Epicurious Garden food hall.

In **Fiscal Year 2018**, the Association coordinated a larger Sunday Streets Berkeley event including Telegraph Ave. as well as downtown and North Berkeley. The event had to be rescheduled due to poor air quality from the North bay wildfires from Oct. 2017 to June 2018. Working with businesses and property owners, two Bay Area Bike Share stations were installed in the district, on Vine St. at Mission Heirloom and on Virginia below Shattuck Ave.

Winter Holiday 2017 promotional activities included the “Snow Day in Berkeley” event in early December, participation in the national Small Business Saturday local shopping promotion which provides a marketing kit with tote bags, signage, doormats, and banners that were featured at a district event hosted by M. Lowe & Co. with music and giveaways, and the Saul’s Deli Latke Party, which ran two weekends with fresh latkes prepared in a tent adjacent to the parklet with beer, wine and live music. The district also participated in the Buy Local Berkeley Holiday Campaign which again featured a free holiday mobile phone shopping application developed with Chinook Book supported by gift guide e-blasts, ads, posters, and banners encouraging the public to shop at locally owned small businesses for the holidays. The Gourmet Ghetto Wine Walk was held in March 2018, pairing local and North Bay wineries with a portion of the proceeds benefitting the wildfire relief fund at Habitat for Humanity of Sonoma County.

The Executive Director continued working with the Berkeley Business District Network (BBDN) on various issues related to economic development in the district, providing input on the Small Business Support package of planning and zoning changes, and installation of digital information kiosks. The district provided market and support to new businesses opening in the area this year including Vitality Bowl, Peter Engel Architecture, and Heart Source Center.

During **Fiscal Year 2019**, the Association had a full calendar of events and promotions. The Executive Director worked the Ecology Center to produce weekly Thirsty Thursday summer events with live

music, cooking demos, and a beer garden to enliven the North Berkeley Farmers Market. In August, the Chocolate and Chalk Art Festival was held, and holiday events included “Snow Day in Berkeley” event in early December, and the Saul’s Deli Latke Party, which ran two weekends with fresh latkes prepared in a tent adjacent to the parklet with beer, wine and live music. The Association promoted Berkeley Restaurant Week in January 2019 in conjunction with Visit Berkeley, with ACCI Gallery hosting the kick-off party as well as a related artist talk and raw oyster event tasting event promoting a new art book about oysters. In spring 2019, we partnered with The Berkeley Public Schools Fund for the Gourmet Ghetto Wine Walk and Taste of North Berkeley fundraising events.

Our special events calendar also included Sunday Streets Berkeley event in June 2019, featuring the Cheese Board Collective’s 50<sup>th</sup> anniversary activities and music. The Association served as the fiscal agent for the Sunday Streets Berkeley event, managing grant funds and coordinating recruitment of sponsors and activity leaders. The district supported these events and business promotions with digital ads on Berkeleyside.com and eastbayexpress.com, in the Express Gift Guide edition, and online promotion through e-blasts and social media.

The Executive Director worked with the Berkeley Business District Network (BBDN) to provide input on citywide issues and proposals, including the Disposable-Free Dining Ordinance, and Small Business Support Program zoning changes. As needed, meeting of meetings of merchants, property owners, BPD, and the City’s new HOTT were coordinated team to deal with street behavior issues, trespassing and illegal dumping issues. In addition to regular sidewalk cleaning, the Association worked with the City and the non-profit Streets Team to start a volunteer clean-up crew to assist with area clean-up one day per week in exchange for business gift cards as part of a re-entry to work program.

The Association provided market and support to new businesses and new owners in the area this year including Left Margin Lit, Poulet, and Wrecking Ball Coffee, and coordinated presentations at the April 2019 General Association meeting by Project Equity and Uptima Business Bootcamp, business assistance and succession planning consultants under contract with the City of Berkeley to area merchants.

North Shattuck Business Improvement District  
FY 2022 Assessment Roll

APN	Owner Name	Site Address	FY 2022 Assessment			
			Private Parcels	Public / Exempt	Utilities	
058 -2173-002-03	1600 SHATTUCK ASSOCIATES	1600 SHATTUCK AVE #1010	\$ 8,799.50			
058 -2173-004-00	IRA SERVICES TRUST	1620 SHATTUCK AVE	\$ 916.84			
058 -2173-005-00	KIM SAMIL & YOUNGJUNG	1650 SHATTUCK AVE	\$ 1,968.00			
058 -2174-001-00	ARTS & CRAFT COOPERATIVE INC	1652 SHATTUCK AVE	\$ 1,588.26			
058 -2174-002-00	NEIL JOE R & CAROL L	1654 SHATTUCK AVE	\$ 1,208.92			
058 -2174-003-00	SATAKE 1 LLC	1662 SHATTUCK AVE	\$ 1,115.48			
058 -2174-004-01	1995 KAM Y LAM & SHUN FAMILY TRS	1670 SHATTUCK AVE	\$ 1,168.60			
058 -2174-006-02	ERDMAN JOHN C & ANNE M TRS	1690 SHATTUCK AVE	\$ 4,939.46			
058 -2175-001-01	SCHWARTZ MICHELL J	1700 SHATTUCK AVE	\$ 3,849.16			
058 -2175-003-00	BLUME JAMES & FRANK KATHRYN W	1708 SHATTUCK AVE	\$ 1,455.80			
058 -2175-004-00	ROBINSON SCOTT & CHRISTINA C	1720 SHATTUCK AVE	\$ 737.34			
058 -2175-005-00	PIERACKI ANDRZEJ TR	1730 SHATTUCK AVE	\$ 1,096.30			
058 -2175-006-00	YI CHONG S	1748 SHATTUCK AVE	\$ 1,262.50			
058 -2176-001-01	CAMPUS AUTO CARE	1752 SHATTUCK AVE	\$ 2,600.60			
058 -2176-003-01	SHATTUCK INVESTMENT GROUP LLC	2083 DELAWARE	\$ 9,047.46			
058 -2177-015-01	CLPF HILLSIDE VILLAGE LP	1797 SHATTUCK AVE	\$ 13,442.96			
058 -2178-018-00	AMERICAN COMMONWEALTH ASSOC.	2109 VIRGINIA ST	\$ 6,159.30			
058 -2178-023-00	DELANDA PAUL & SUSAN/KENDALL BETTY L	1619 SHATTUCK AVE	\$ 1,353.50			
058 -2178-024-01	JCC SHATTUCK LLC	1607 SHATTUCK AVE	\$ 8,794.50			
058 -2178-026-00	SHATTUCK OFFICE LLC	1625 SHATTUCK AVE	\$ 1,584.10			
058 -2178-027-00	SHATTUCK OFFICE LLC	1625 SHATTUCK AVE	\$ 2,654.50			
058 -2178-028-00	SHATTUCK OFFICE LLC	1625 SHATTUCK AVE	\$ 2,654.50			
059 -2260-001-00	CONNOLLY ALLEN & CHRISTINE	2100 VINE ST	\$ 3,710.20			
059 -2260-002-01	WALNUT SQUARE CENTER LP	2110 VINE ST	\$ 8,289.50			
059 -2260-015-01	SWEET BOMBAY INC	1549 SHATTUCK AVE	\$ 1,212.80			
059 -2260-015-02	MANN MELVIN M TR	1543 SHATTUCK AVE	\$ 2,039.18			
059 -2260-016-00	GOODMAN CAROL E TRS ETAL	1537 SHATTUCK AVE	\$ 2,255.36			
059 -2260-017-00	GACH MICHAEL R	1533 SHATTUCK AVE	\$ 1,680.30			
059 -2260-018-00	LAM KELVIN S & JACKIE S/LAM GRACE & ALICE	1531 SHATTUCK AVE	\$ 3,526.08			
059 -2260-019-00	MEYER PATRICIA L TRS & WARD DAW	1525 SHATTUCK AVE	\$ 2,268.24			
059 -2260-020-03	APTE ROBERT Z & EVELYN L FAMILY	1519 SHATTUCK AVE	\$ 2,895.72			
059 -2260-021-00	PAGNOL ET CIE INC	1517 SHATTUCK AVE	\$ 1,119.68			
059 -2260-022-01	WONG PUI & HOSANNA H	1515 SHATTUCK AVE	\$ 1,044.96			
059 -2260-022-02	ELITE PROPERTIES LLC	1511 SHATTUCK AVE	\$ 3,208.62			
059 -2261-001-02	RUE ELL ENTERPRISES INC	1451 SHATTUCK AVE	\$ 10,768.12			
059 -2261-004-03	WALNUT VINE LLC & WALNUT STAY	1444 WALNUT ST	\$ 2,287.68			
059 -2261-005-00	RUEGG & ELLSWORTH	2113 VINE ST	\$ 1,125.50			
059 -2261-006-00	RUEGG & ELLSWORTH	2111 VINE ST	\$ 1,993.76			
059 -2261-007-00	RUEGG & ELLSWORTH	1495 SHATTUCK AVE	\$ 2,655.00			
059 -2261-008-00	TARVER DEWEY G & CARMEL A TRS	1481 SHATTUCK AVE	\$ 1,143.80			
059 -2261-009-00	LATKE ENTERPRISES LLC	1475 SHATTUCK AVE	\$ 1,383.00			
059 -2261-010-00	WONG HENRY F TR & WONG PUI T E	1463 SHATTUCK AVE	\$ 2,412.24			
059 -2262-001-00	SHATTUCK ROSE L P	1400 SHATTUCK AVE	\$ 5,768.68			
059 -2262-005-00	HIRAHARA BRIAN & TAMURA RAYMOND	1480 SHATTUCK AVE	\$ 3,009.04			
059 -2262-006-00	RIPSTEEN RYAN & ARLINGTON INVESTMENT CO	2085 VINE ST	\$ 1,334.56			
059 -2262-021-02	SAFEBWAY INC	1425 HENRY ST	\$ 22,794.68			
059 -2262-021-03	SAFEBWAY INC	1425 HENRY ST	\$ 1,761.80			
059 -2263-003-01	HEFTER & MURPHY LLC	2044 VINE ST	\$ 4,547.54			
059 -2263-006-01	BANK OF AMERICA NATIONAL TRUST	1516 SHATTUCK AVE	\$ 4,326.08			
059 -2263-009-00	PRIMA DONNA HOTELS INC	1540 SHATTUCK AVE	\$ 1,647.40			
059 -2263-010-01	BERKELEY BAZAAR PARTNERS	1550 SHATTUCK AVE	\$ 18,076.68			
059 -2263-024-01	BANK OF AMERICA NATIONAL TRUST	1536 SHATTUCK AVE	\$ 2,415.90			
060 -2455-064-01	CALTHORPE PETER & DRISCOLL JEAN	2095 ROSE ST	\$ 3,219.82			
060 -2455-067-00	GORDON JOHN K & MITCHELL JANIS	2091 ROSE ST	\$ 6,044.00			
<b>Totals</b>			<b>Private Parcels</b>	<b>Public / Exempt</b>	<b>Utilities</b>	<b>Totals</b>
			\$210,363.51	\$0.00	\$0.00	\$210,363.51
<b>Count of Properties</b>			<b>54</b>	<b>0</b>	<b>0</b>	<b>54</b>
<b>County Collection Fee @ 1.7%:</b>			<b>\$ 3,576.18</b>	<b>Net Assessment Revenue:</b>		<b>\$206,787.33</b>

Note: Data for APN, Owner and Land Use from the City's Land Management System is current as of April 8, 2021.  
Updated data from the County current as of December 31, 2020, will be available in July 2021.

