



Office of the City Manager

CONSENT CALENDAR  
May 31, 2022

To: Honorable Mayor and Members of the City Council  
From: Dee Williams-Ridley, City Manager  
Submitted by: Eleanor Hollander, 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 Year (FY) 2022 and proposed budget for FY 2023, and declaring Council's intention to levy an annual assessment for the NSBID for FY 2023.

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 2023. Assessment funds are deposited into NSBID Fund 785-21-208-251-0000-000-000-412110 and expended from fund 785-21-208-251-0000-000-446-636110. 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 21, 2022, and determined that no rate increase was warranted in FY23 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 21, 2022 to review and approve the attached Annual Report for the NSBID for FY 2022 (Exhibit A). The report includes a budget for improvements and activities for FY 2023 and an estimated cost for providing them. The report also recommends that the assessments for FY 2023 be levied on the same basis and method, and within the same boundaries, as they were levied for FY 2022 *without* the allowable annual 5% fee increase. See Exhibit B: North Shattuck BID FY 2023 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 performed 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 2023, 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 shared, 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 AND CLIMATE IMPACTS

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 FY2023 budget and work plan.

#### CONTACT PERSON

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

#### Attachments:

- 1: Resolution: Confirm Annual Report and Levy Annual Assessment  
Exhibit A: NSBID Report for FY 2022 and Proposed Budget for FY 2023  
Exhibit B: North Shattuck BID FY 2023 Assessment Roll

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

APPROVING THE ANNUAL REPORT OF THE NORTH SHATTUCK BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2022 AND DECLARING INTENT TO LEVY ASSESSMENTS FOR FISCAL YEAR 2023.

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 21, 2022 the Board of Directors of the North Shattuck BID adopted the *Annual Report to the City of Berkeley FY 2022* (hereafter “Annual Report”) that describes the operations of the District in FY 2022, recommends services for FY 2023 and proposes a budget for FY 2023 (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 2023 (Exhibit B).

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 2023 shall not increase from the rates established in FY 2022 (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 2023 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: North Shattuck Annual Report for FY 2022 and Proposed Budget for FY 2023

B: NSBID Assessment Roll FY 2023



**NORTH SHATTUCK ASSOCIATION**  
**ANNUAL REPORT TO THE CITY OF BERKELEY**  
**FISCAL YEAR 2022**

**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 and again in 2020 to implement a Management District Plan developed and revised in 2020 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 renewed North Shattuck BID consists of 54 parcels owned by 52 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 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.

This report reviews Fiscal Year 2022 operations, and states goals and objectives for Fiscal Year 2023 of the NSBID, which begins July 1, 2022 and ends June 30, 2023. This report includes the improvements and activities for the year, an estimate of the cost of the improvements and activities, the amount of any surplus or deficit revenues are to be carried over from the previous fiscal year and the amount of any contributions from other sources are named in the annual report and budget. There are no proposed changes in the boundaries of the district nor to the method and basis for levying the assessment.

**FY 2022 Summary and Annual Report & Fiscal Year 2023 Budget**

***Summary of FY22 Budget***

The budget for Fiscal Year 2022 included BID assessments which resulted in new revenue of \$209,443, carryforwards of \$22,436 from FY 2021, which added to new revenue resulted in a FY 2022 budget of \$231,879. The following table shows the Budget Allocations by category and percentages as well as the estimated expenditures to the end of the fiscal year on June 30, 2022. Total expenditures for the year are estimated to be \$187,461 with the remaining funds to carry forward in each category to FY 2023.

<i>NORTH SHATTUCK ASSOCIATION Service/Expense Category</i>	<i>Allowable % of Annual Budget</i>	<i>Carry Forward from Fiscal Year 2021 (Actual)</i>	<i>Fiscal Year 2022 Assessment Revenue</i>	<i>2022 Budget with Carry Forward &amp; New Revenue</i>	<i>Fiscal Year 2022 Expenditures (Estimated to 6/30/22)</i>
Maintenance/Civil Sidewalks	40%	\$3,154	\$83,777	\$86,931	\$84,731
District Identity & Placemaking	25%	\$2,803	\$52,361	\$55,164	\$49,824
Administration/Management	30%	\$7,418	\$62,833	\$70,251	\$50,406
Contingency	5%	\$9,061	\$10,472	\$19,533	\$ 2,500
Total Budget	100%	\$22,436	\$209,443	\$231,879	\$187,461

### **Accomplishments**

During Fiscal Year 2022, 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 North Shattuck Association (NSA). Activities of the district are organized into Administration/ Program Management, District Identity and Placemaking, and Maintenance/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 in person when possible and via Zoom regularly during the year to further the goals and objectives of the Association, focusing on business assistance and retention during the recovery from the Covid-19 pandemic. This included updates on current health orders and guidelines for re-opening, financial relief and technical assistance programs through various agencies, and city grant opportunities through the Outdoor Commerce program, Civic Arts Recovery Grants, and the Business/Building Damage Mitigation Fund.
- The Association continued its involvement with the Berkeley Business District Network (BBDN) to address with citywide issues and programs including the IKE Digital Kiosks and worked with the Berkeley Chamber of Commerce and Visit Berkeley to organize citywide events and marketing programs including Restaurant Week and the Berkeley Holidays campaign, as well as the launch of the Berkeley Bucks program.
- The Association provided input to the City's Pathways to Permanence program to extend and upgrade outdoor commerce areas and parklets installed during the COVID-19 shutdown and provided support to area businesses to continue and upgrade their outdoor operations, including coordinating free design assistance and movement of equipment. The Executive Director is coordinating the City's Outdoor Commerce Grant Program, which provides grant to completed projects and distributes funding for new projects as well as funds to make the existing projects permanent. To date this program has been very successful with 16 grants disbursed across the City, including 6 in the district.

- The Executive Director worked with the Ecology Center's market managers to reorganize the layout of the Farmers Market Thursday operations to allow additional vendors, including prepared foods, to join the market with the lifting of capacity limitations and social distancing requirements. The Association funded more music and activities in the market area by the Saul's/parking bay outdoor commerce area, including a series of Thirsty Thursday events during the summer and fall of 2021, and klezmer bands for Purim/St. Patrick's Day in March and in May for the holiday of L'og B'omer. Plans for an expanded Thirsty Thursday schedule to extend weekly from July to September were also formulated.
- The Executive Director 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 former Walgreen's store at Cedar and Shattuck was leased by a bouldering gym and is under renovation. Several businesses moved within the district during the year including H. Julian Designs from Shattuck to the former Molly B site on Vine St., and A Priori to the former Earthly Goods site at the corner of Vine and Shattuck. The Association is working with property owners and brokers to market the various vacant properties for prospective new businesses, including the 3 storefronts being rehabbed at Delaware St., and several spaces in turnover on Vine St.
- The Association provided marketing and support to new businesses and new owners in the area this year including a new owner of Corso, Artistic Visions Framing Shop which moved from downtown, Cose Bella boutique in the former Foxglove space, and Flavia, Mexicana Taqueria and Sunnyside Cafe in Epicurious Garden.
- In partnership with Another Bullwinkel Show event production company, the Association submitted a successful Civic Arts Recovery Grant application for the Chocolate & Chalk Art Festival held annually in the district. The grant of \$15,000 covers fiscal years 2022 and 2023. The funding will provide for increased marketing and outreach for the event, professional artist works, and larger prizes for chalk artists in the contest.

### **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. As part of the North Berkeley in Bloom recovery campaign (March/April 2022), many planters were replanted and refreshed with blooming flowers and tree wells and sidewalk areas were cleared of weeds and debris. Private property owners were also asked to replant and clean their landscaped areas.
- 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. Curb repainting and improved median maintenance were also requested as part of the North Berkeley in Bloom project.

- The Association 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 and made requests for additional bike patrol officers to assist in keeping the area safe. The City provided cards with available services and appropriate numbers for reporting incidents and requesting assistance for mental health issues for distribution to the area merchants and customers.

- 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. The lighting provides ambience as well as security and pedestrian lighting in the evenings.

### **District Identity/Placemaking**

- The Association continued to produce a Constant Contact e-newsletter featuring the latest updates on business operations and hours, events, outdoor dining and services, safety protocols, and ways to shop online or by phone, etc. Social media posts on Facebook, Instagram and Twitter were done regularly to boost exposure 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 placed print and digital ads on local online sites online highlighting our events and a series of ads promoting shopping at small local businesses in the district in new ways. Through a partnership with Nearlist, a locally focused mobile business application, the Association did a series of postcards to promote discovering our district and enrolled over 20 businesses in the free mobile business directory accessible via a QR code. Each business and the Association have interactive pages on the site, can message directly with customers and each other, offer discounts or specials, and provide updates. Nearlist is working to expanding the directory and offer additional features on the website and pages.
- Coordinated with the Ecology Center to organize and present a series of "Thirsty Thursdays" events in the fall of 2021 at the North Berkeley Farmers Market with live music from the Berkeley High Jazz Band and other local acts, beer and wine, an Ecology Center pop-up shop and program booths, and an Association marketing table with business information and giveaways. The same area and set-up was used for 2 additional festive events sponsored by the Association and Saul's with klezmer music at the market on St. Patrick's Day/Purim and in May for the holiday of L'og B'omer.
- Winter Holiday events included a Sidewalk Sale in the district in conjunction with ACCI Gallery's 2<sup>nd</sup> Annual Holiday Street Market on Dec. 4<sup>th</sup> on Lincoln St. and Saul's Latke Party on Dec. 4<sup>th</sup> and 5<sup>th</sup>. Both events had live music and other area businesses joined in with special sales and giveaways. M. Lowe & Co. had acoustic music outside, and Kitchen on Fire came outdoors to promote their classes and line of wellness teas and drinks during the event. The sale 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, Holiday Fair, and the launch of Berkeley Bucks, promoting business participation and marketing the program and offerings in our district through our social media outlets.
- In addition to promotion of business offerings and gift ideas through e-blasts and social media, ads promoting the district, the gift guide, etc. the Holiday marketing program included a Direct Mail postcard promoting holiday shopping and support for our small businesses that went out to over 15,000 household in the immediate zip codes. The Association partnered with Nearlist to develop the piece and promote the online business directory on their mobile app.
- Worked with Visit Berkeley to promote their annual "March Munch Madness" version of Berkeley Restaurant Week in March 2022, which offered both to-go and outdoor dining options at several levels in conjunction with the college basketball finals. Participating area businesses included Agrodolce, Abstract Table, Cafenated Coffee Co., Lush Gelato and Kitchen on Fire.
- The Association funded a spring music series with combos from the Berkeley High Jazz Band to play on Saturdays outside the Post Office, hosted by M. Lowe & Co. Jewelers, to provide much-needed activity on the street and support the Jazz program.
- As part of the North Berkeley in Bloom recovery campaign (March/April 2022), the Association worked with a local artist to produce a new series of decorative light pole banners to line Shattuck Ave. The banners have colorful hand drawn bird and flowers to fit the theme of re-opening.
- The Association coordinated another "Sidewalk" Sale on May 7<sup>th</sup> featuring ACCI Gallery's 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 in an open-air market. Other businesses did sales events and pop-ups, hosted music, etc.
- The Chocolate & Chalk Art Festival received a Civic Arts Recovery Grant of \$15,000 for fiscal years 2022 and 2023. The funding will provide for increased marketing and outreach for the event, professional artist works, and larger prizes for chalk artists in the contest. The 2022 event will be held in August in partnership with Another Bullwinkel Show.

## **Budget - Fiscal Year 2023**

### ***Work Plan***

The North Shattuck Association will continue implementation of the activities initiated in previous fiscal years and in accordance with the Management District Plan. Funds not expended in the previous year will be carried forward in addition to estimated Fiscal Year 2023 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 2023 are organized as outlined in the Management District Plan adopted in 2020.

### **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 2022 including nominations and property owner balloting.
- 6) Liaison with property owners, merchants, City of Berkeley, Chamber of Commerce, Visit Berkeley, Berkeley

### **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, and other initiatives as developed.

*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 Thursday events during the summer of 2022 (FY23), and other special event and business tie-ins to the weekly Farmers Market with the Ecology Center.
- 7) Work with ACCI Gallery on their Annual Seconds Sale, and other events, such as outdoor art fairs with activities to involve other businesses, the Cultural Trust, Event Producers Group, local schools, and neighborhood groups.
- 8) 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.
- 9) 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.
  - 10) Work with the City and Ecology Center on issues related to the Farmers Market operations and marketing.
  - 11) 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.
  - 12) 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.
  - 13) 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.
  - 14) Prepare funding applications for public art and events through the City and State grant programs and administer projects with business involvement.
  - 15) Coordinate the City's Outdoor Commerce Grant Program and assist businesses with creating outdoor areas, upgrading structures and extending permits beyond the pandemic.
  - 16) 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.
  - 17) Oversee contract for installation of annual winter holiday street tree lighting throughout the district.
  - 18) Organize a Holiday Events calendar including a "Snow Day" or other winter Festival, live music series, sidewalk sales and outdoor markets in coordination with ACCI Gallery and neighborhood shops.
  - 19) Identify a non-profit partner and produce a Wine Walk fundraiser event, coordinating wineries, business participation, and marketing when appropriate.
  - 20) Produce the "Taste of North Berkeley" restaurant walk to benefit local charities and highlight neighborhood shops and restaurants when appropriate.
  - 21) 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.
  - 22) 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.
  - 23) 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.
  - 24) 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.

- 25) Investigate opportunities for public art projects with ACCI Gallery, local artists, and local schools, including rotating storefront exhibits, art projects, temporary mural projects, etc.

**Maintenance and 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 service contract with Peralta Service Corporation for 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 when feasible.
- 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/mobile crisis 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, business and property owners, contractors, and volunteer designers to assist businesses to create and upgrade Outdoor Commerce areas in the district.

***FY 2023 Budget***

BID collections for Fiscal Year 2023 are projected to be \$206,787 with no annual increase in assessments from Fiscal Year 2022. An estimated carryforward of \$44, 418 in unexpended funds from Fiscal Year 2022 will be added to each expense category for a total budget of \$251,205. 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>Estimated Carryforward from 2022 Fiscal Year</i>	<i>Fiscal Year 2023 Projected New Revenues</i>
Maintenance & Civil Sidewalks	40%	\$2,200	\$82,715
District Identity & Placemaking	25%	\$5,340	\$51,697
Administration/Program Management	30%	\$19,845	\$62,036
Contingency	5%	\$17,033	\$ 10,339
Total Estimated Budget	100%,	\$44,418	\$206,787

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 2023 assessments is attached as Exhibit B to this report.

Approved by:

Approved by the Board of Directors  
Kirk McCarthy, President, North Shattuck  
Association

On April 21st, 2022

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

North Shattuck Business Improvement District  
FY 2023 Assessment Roll

APN	Owner Name	Site Address	FY 2023 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	JC ARUM LLC	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	SAFEMWAY INC	1425 HENRY ST	\$ 22,794.68			
059 -2262-021-03	SAFEMWAY 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 March 29, 2022.  
Updated data from the County current as of December 31, 2021, will be available in July 2022.