

## When Will the PBID Launch?

The PBID will begin services in January 2012. During the transition year of 2011, the DBA has been organizing various committees to plan for the launch of services. The PBID transition team is excited to have started preparations for the new services, and looks forward to working with you and the entire Downtown community in creating and sustaining a welcoming, vibrant, and prosperous City Center.



COMING SOON  
**2012**

DOWNTOWN  
**BERKELEY**



**Property-Based  
Business Improvement District**

## How Can I Get Involved?

You can get involved by attending meetings, joining a committee, doing outreach on your block, or working on a project that interests you. We welcome your help and support. Please contact us if you have any questions of if you would like to help out. Also, you can read more about our PBID at [www.downtownberkeley.org](http://www.downtownberkeley.org).



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## Why Should I Get Involved?

By strengthening the Downtown Berkeley business area and setting new standards for cleanliness, safety, and friendliness, the PBID will benefit property owners, business owners and merchants, as well as the residents and visitors who want to shop, learn, work, live, play, eat and have fun in Downtown. By becoming actively involved in the PBID, you and other stakeholders can help bring positive change to our commercial district and City Center.

*For a Vibrant,  
Welcoming,  
And Prosperous  
City Center*





Downtown Berkeley Business Improvement District

**Legend**

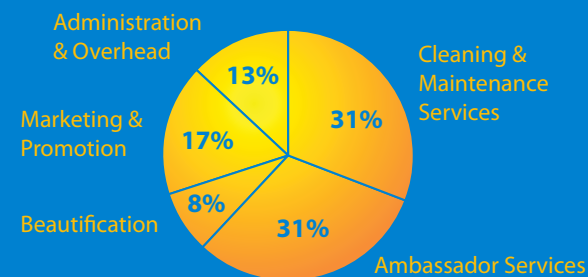
- Proposed Premium Area
- Proposed Standard Area

**How is the PBID Funded?**

Property owners within the PBID pay an annual assessment based on the square footage of their parcel and building. The PBID Management Plan, which can be viewed on our website, outlines the budget and the enhanced services and programs to be provided by the PBID. The PBID assessment rate for your property can be viewed at the end of the Management Plan, and the assessment will show up on your 2011-2012 Alameda County Tax bill in November 2011.

**PBID Budget**

The PBID budget for the first year is \$1.2 million with funding allocated approximately as follows:



**What is a Property-Based Business Improvement District?**

A Property Based Business Improvement District, or PBID, is a designated area in which property owners choose to assess themselves to supplement baseline city services for the benefit of property owners, merchants, businesses, workers, visitors and residents.

**What is the Purpose of the PBID?**

The purpose of the PBID is to create and sustain a vibrant and prosperous City Center by: 1) Producing a consistently clean and attractive Downtown experience, 2) Attracting and retaining new businesses, 3) Cultivating a fun and vibrant Downtown "living room", 4) Enhancing property values, sales, and occupancies, and 5) Helping Downtown businesses compete locally and regionally.

**Why a PBID?**

A PBID creates an efficient mechanism for property owners and businesses to fund and manage improvements in commercial areas, with the ultimate goal of promoting business activity and enhancing property values. The PBID will replace and result in the elimination of the existing business license BID.

**New PBID Services Include:**

**Maintenance**

- Additional sweeping and cleaning of sidewalks
- Cleaning and painting of street fixtures
- Graffiti, gum, and trash removal
- Weeding planters and tree wells

**Ambassadors**

- Assist visitors
- Social service outreach
- Discourage problematic street behavior
- Neighborhood watch

**Beautification**

- Landscaping of planters
- Improved signage
- New street amenities
- Holiday lighting and decoration

**Marketing & Promotion**

- New strategic marketing plan and image
- New website and enhanced online presence
- Original events to attract visitors
- New business/retailer outreach

*PBID services will supplement —not replace— the services already provided by the City of Berkeley.*

**Who Oversees the PBID?**

A board of directors will be elected at a special meeting by property owners who are all assessees of the district. The board will be made up of property owners, merchants, business owners, and possibly other stakeholders who come from the various sectors and zones of the district. The board will oversee the PBID and be responsible for all key program, staffing, and budget decisions.

**Are PBIDs Proven Entities?**

Over the past 25 years, PBIDs have benefited more than 1,000 communities across the United States and Canada. They have been successful in improving areas wherever they have been enacted, including approximately 100 districts throughout the State of California, counting numerous districts in Oakland, San Francisco, San Jose, Santa Cruz, Los Angeles, and Santa Monica, among them.