



city of

BERKELEY



Economic Dashboard & COVID-19 Impacts & Response

December 2020
Office of Economic Development

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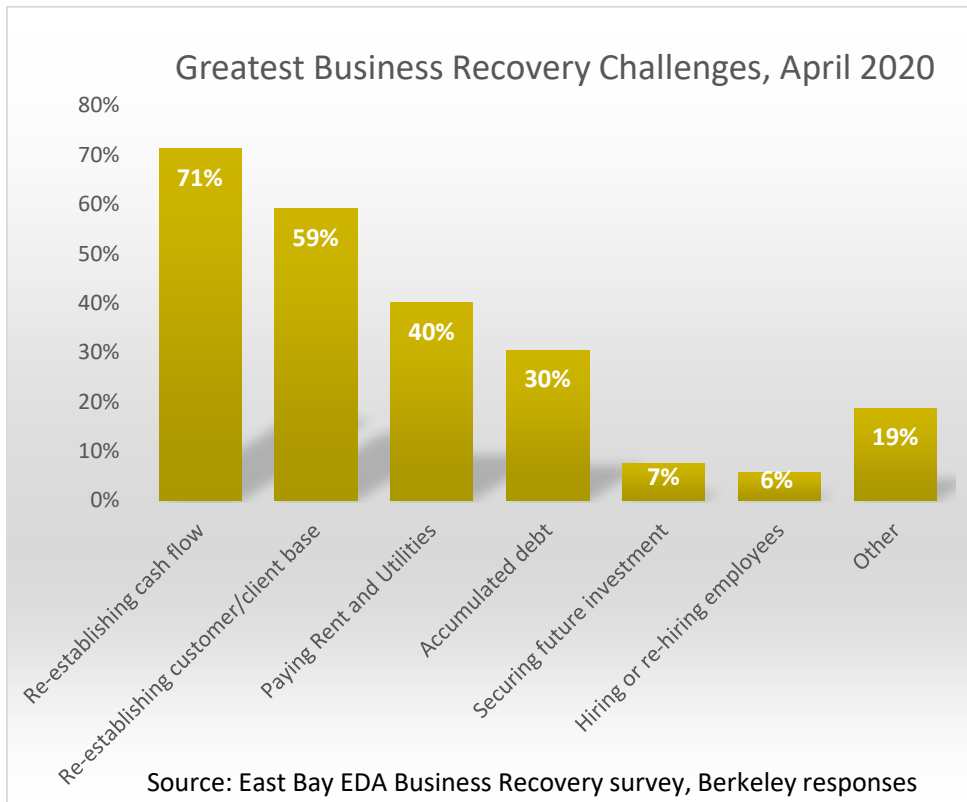
- Business & Arts Support

COVID-19 BUSINESS IMPACT:

preliminary impacts



In collaboration with the East Bay Economic Development Alliance, the City of Berkeley Office of Economic Development (OED) surveyed businesses by phone and email about the impact of COVID-19 in late April 2020. Most of the Berkeley respondents were *small* businesses: 97% had less than 10 employees; 40%+ were sole proprietors.* Respondents spanned industries including Professional and Technical Services (22%), Retail & Services (14%), Arts, Culture & Creative (12%), Healthcare (9%), Food & Beverage (8%) and Beauty/Personal Care (8%). 22% were Minority-Owned; 46% were Woman-Owned.



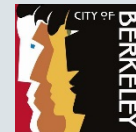
The pandemic took a steep toll

- More than two fifths of businesses surveyed expected greater than 80% revenue loss over the 3 months from when the pandemic began impacting our community.
- More than half (56%) expected to close permanently if they had to stay closed for 3-4 months.
- 37% “Shifted to online sales or virtual services” and 33% “Reduced salaries or staff hours” to avoid business closure.
- About two thirds applied for the Federal Paycheck Protection Program (PPP) forgivable loan.

*While Berkeley does have a business community comprised largely of small businesses (95% employ 100 or less), this survey sample skews toward a sample of smaller businesses than the Berkeley business community in general.

COVID-19 BUSINESS IMPACT:

impacts by industry sector - employment



Sector (in Alameda County)	Employment
Accommodation	-42.0%
Arts, Entertainment & Recreation	-35.2%
Personal & Laundry Services	-33.6%
Clothing & Clothing Accessories Stores	-30.4%
Building Equipment Contractors	-29.7%
Employment Services	-26.5%
Food Services & Drinking Places	-25.0%
Durable Goods Manufacturing	-15.4%
Educational services	-15.2%

Source: Employment Development Department, 2020

Small businesses weren't the only ones affected

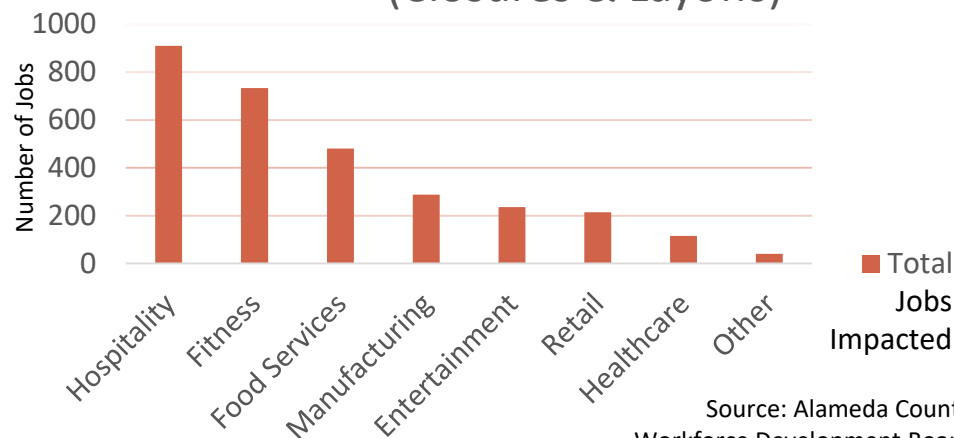
Among Berkeley's largest employers (those with 75 or more full-time employees), more than 3,000 layoffs (~4.6% of the Berkeley labor force) were reported through WARN notices* since the pandemic began.

*The Worker Adjustment Retraining Notification (WARN) protects employees, their families, and communities by requiring employers to give a 60-day notice to the affected employees and both state and local representatives prior to a plant closing or mass layoff. California WARN is applicable to a covered establishment with 75 or more employees full or part-time.

The impacts spanned industries

Alameda County's Dec. 2020 unemployment rate jumped to 7.6%, almost three times the rate a year prior (2.6%). Berkeley sectors most impacted included tourism & hospitality (especially lodging, food & beverage, and arts & cultural industries); retail (especially clothing & accessories); durable manufacturing; education and childcare providers; and personal & professional service industries (e.g. gyms and fitness studios, salons, employment services).

Affected Workers - 2020
(Closures & Layoffs)



Source: Alameda County Workforce Development Board

COVID-19 BUSINESS IMPACT:

impacts by industry sector – hospitality



In 2020, Berkeley hospitality* industries suffered deeply from COVID-19 and related health orders.

Tourism & Lodging



Source: DoubleTree by Hilton Berkeley Marina

- 100% of meetings, conferences and events were cancelled indefinitely
- 90% of Berkeley hotel employees were laid off or furloughed from March – Oct. 2020
- ~75% of Berkeley hotel rooms were temporarily closed during that period
- Lodging tax revenues declined by 70% (a loss of \$4.7 million) year-over year from March – Nov. 2020

Food & Beverage Services

- Health orders banned indoor dining for more than three-quarters of 2020 forcing restaurants to earn revenues through delivery and takeout services, catering, outdoor dining (June-Nov. 2020) and new business models.
- More than 40 Berkeley restaurants and bars closed forever.
- The greatest number of closures were in Downtown Berkeley (17) and the Telegraph district (9), both near UC Berkeley’s campus.

*Berkeley hospitality includes lodging, food & beverage establishments, event centers and planning, and more.

Many historic Berkeley institutions closed their doors permanently in 2020 including the Albatross Pub (est. 1964) and Au Coquelet Coffee Shop (est. 1976).

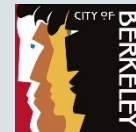


Photo credits: Twitter (top), Berkeleyside (lower), OED (left)



COVID-19 BUSINESS IMPACT:

impacts by industry sector – arts & culture



Berkeley's arts and culture industry, which typically generates nearly \$165 million in annual economic activity and provides close to 7,000 local jobs, was hit especially hard by the pandemic. Based on Q2 2020 survey data collected by the City of Berkeley's Civic Arts Program from 65 Berkeley arts organizations, more than \$7.5 million of total revenue was lost for April - June and 288 employee positions were eliminated in the same quarter.

170,800

92% ATTENDANCE/VISITORS
LOSS FOR THE QUARTER

\$5,219,486

TOTAL LOSS OF
ADMISSIONS/BOX OFFICE



\$595,174*

Total amount spent on COVID-19 related expenses

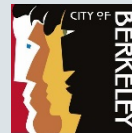
- Cleaning Supplies, masks, hand sanitizers, cleaning services
- New IT software to enlarge digital presence
- Technology equipment for working at home



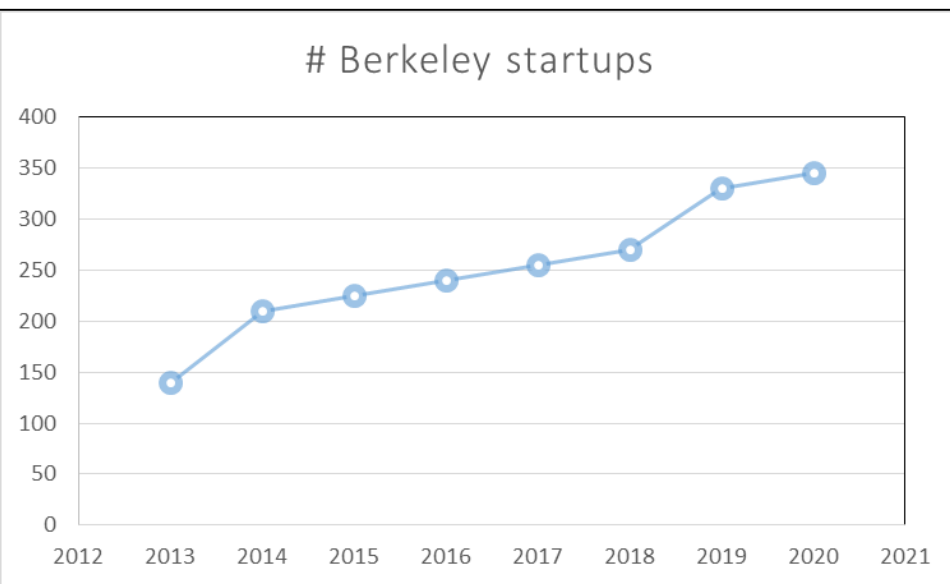
*Numbers based on Q2 2020 survey data - see full survey results [here](#). Updated numbers will be posted on the City of Berkeley's [Civic Arts webpage](#).

COVID-19 BUSINESS IMPACT:

impacts by industry sector – innovation sector



Nearly 400 Berkeley-based “innovation sector” companies (including tech, biotech, Research & Development [R&D] and other STEM industries) had employees either working from home or in other *essential* medical, life science or health manufacturing facilities.

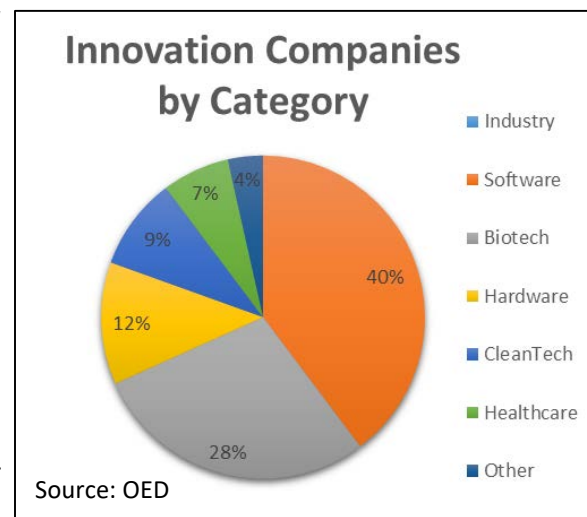


Source: OED, UC Berkeley IPIRA

In 2020 Berkeley startups* raised more than \$700 million through venture, angel-backed financing and convertible securities.

*Startup = For-profit businesses that sell innovative technology products or services OR substantively use innovative technologies to develop and manufacture their products or provide their services AND are developing repeatable and scalable business models that aren't yet profitable.

More than a third of Berkeley innovation companies are in the biotech & healthcare sectors, industries that witnessed tremendous global investment in 2020.



Other 2020 Highlights

- 2 Nobel prize winners at UC Berkeley: Jennifer Doudna (Chemistry) and Reinhard Genzel (Physics)
- 2 Berkeley companies were listed in TIME Magazine's [100 Best Inventions of 2020](#): Perfect Day Foods & Pivot Bio
- 10 Berkeley companies received nearly \$6 million in federal SBIR & STTR[†] grants for Research & Development (R&D)

[†] Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs are highly competitive programs that encourage US small businesses to engage in Federal Research and Development with the potential for commercialization.

COVID-19 BUSINESS IMPACT:

impacts by industry sector – office based businesses



In Q4 2020, OED conducted a survey of Berkeley office-based businesses to better understand how their commercial real estate needs changed in light of the COVID-19 pandemic. Of 80 respondents, the vast majority (82%) occupied small offices (< 5000 sf). The majority were either in professional services (43%) or technology (24%) industries in Downtown Berkeley (zip code 94704) or West Berkeley (zip 94710). 58% rate having a private office as “extremely important” and almost two thirds were still renting their Berkeley office despite SIP restrictions. 37% have a long term lease that won’t expire until 2023 or after.

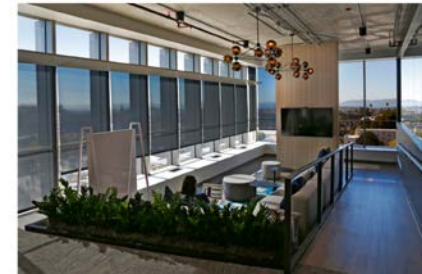
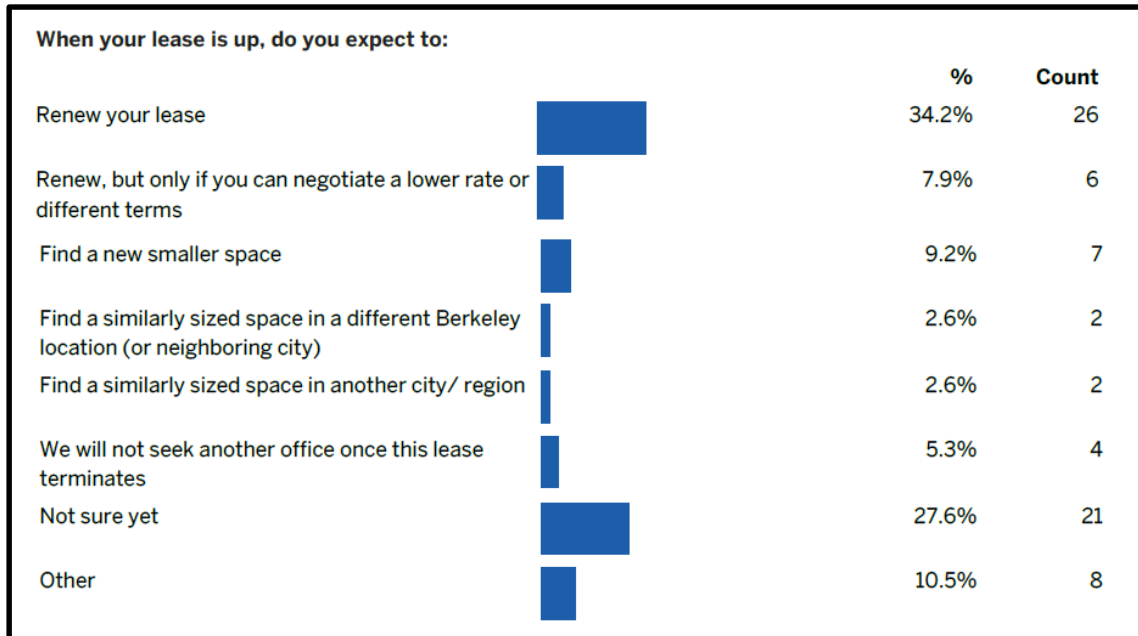


Photo credit: AAA

Despite many firms being firmly rooted in Berkeley, expect changes ahead

Nearly 50% have leases that will expire before the end of 2021. More than a quarter aren’t sure yet what they will do when their lease expires; 8% do not plan to have an office in Berkeley after their lease expires.



Help is possible for those who ask

- 46% of office survey respondents haven’t requested any changes to their rental or mortgage costs
- 18% have been able to negotiate lower rental fees because of the pandemic’s business impact

Source: OED Survey of Berkeley Office-Based Businesses, Q4 2020

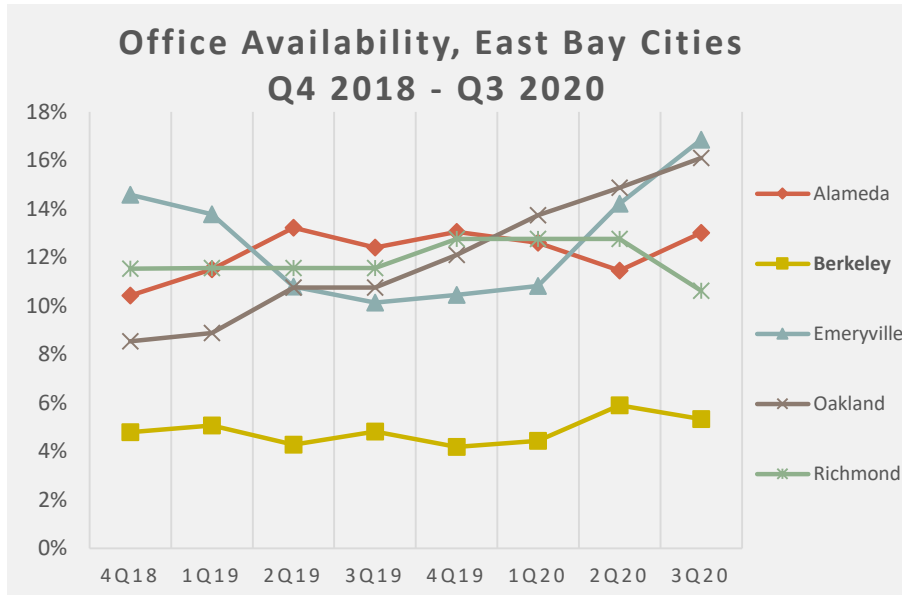
COMMERCIAL ACTIVITY:

office trends & transactions



Q3 2020 Office Market, Berkeley	Indicators
Total Inventory	3,455,150 SF
Under Construction	0 SF
Availability Rate	5.33%
Qtr Gross Absorption	115,960
Qtr Net Absorption	-52,916
YTD Net Absorption	-114,282
Average Asking Rent	\$3.53 / SF

Source: Newmark Cornish & Carey, 3Q20 East Bay Office Market Report

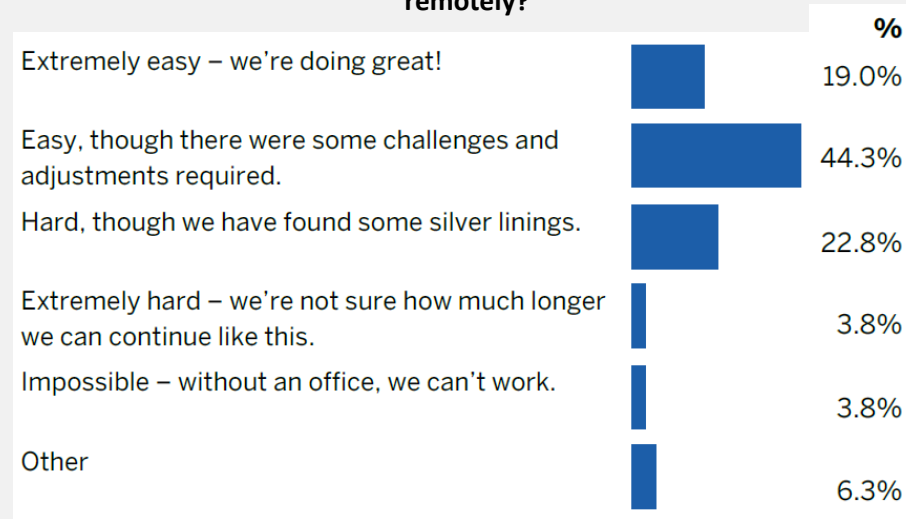


Source: Newmark Cornish & Carey, Q320 East Bay Office Market Report

Office-Based Businesses Work Remotely

Office-based businesses were closed for the majority of 2020 due to COVID-19 health orders. However, in OED's Q4 2020 survey of office-based businesses, **63% indicated that they were easily able to operate with employees working remotely** and, of those that found remote working difficult, 23% "found silver linings".

Q: From the perspective of business productivity, how easy has the transition been for your business to operate with employees working remotely?



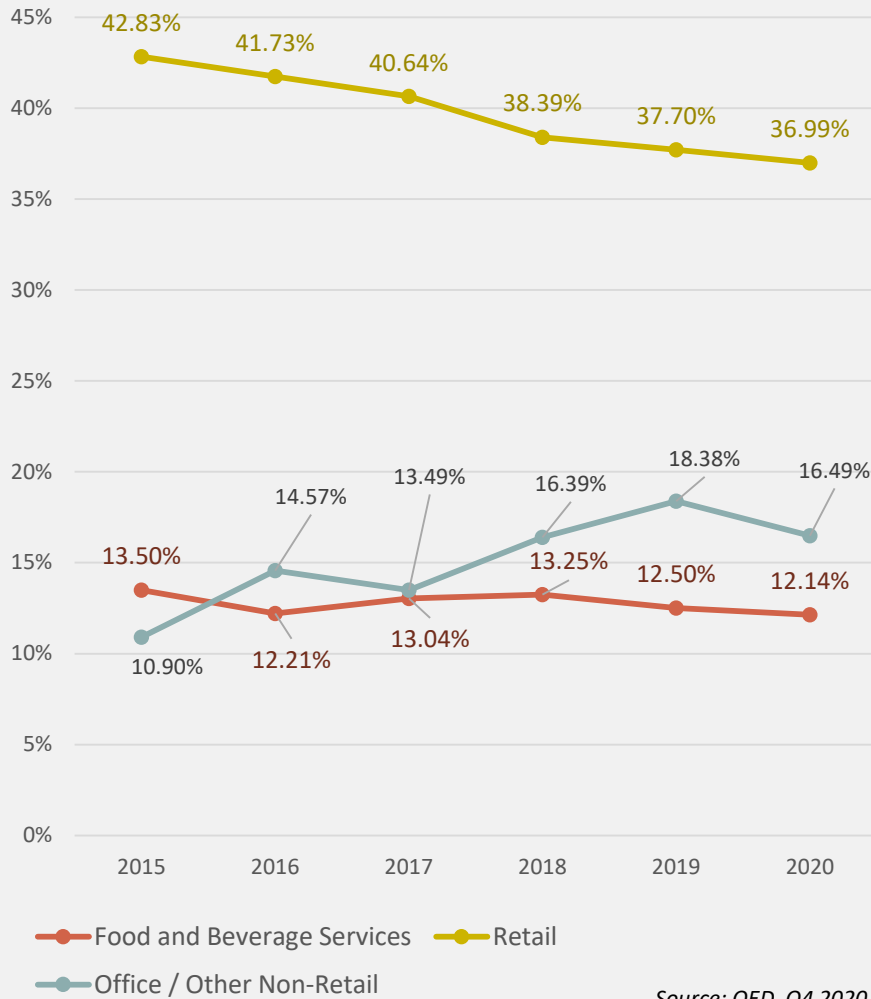
Source: OED Survey of Berkeley Office-Based Businesses, Q4 2020

COMMERCIAL ACTIVITY:

commercial trends & transactions



Citywide Commercial Inventory, Select Categories, By Square Footage, 2015-2020



Source: OED, Q4 2020

New Development

Wareham Development started leasing 16,297 square feet of laboratory and office space at 999 Anthony St in West Berkeley.



Source: Kidder Mathews, Wareham Development

Construction on Kaiser Permanente's new 61,000-square-foot medical offices at 2621 10th St. (San Pablo Avenue/ Parker St) put the ball in motion for a 2021 opening.



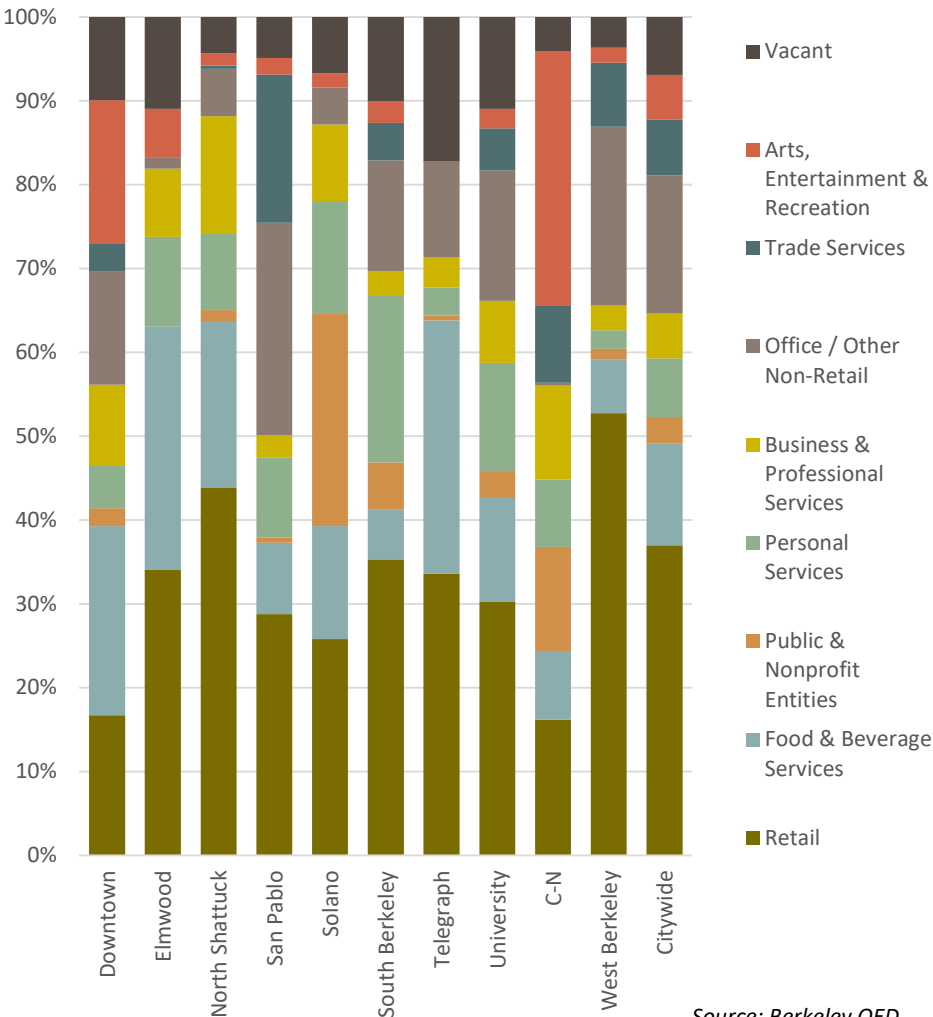
Source: Gould Evans

COMMERCIAL ACTIVITY:

commercial districts & vacancy rates



Ground Floor Commercial Occupancy By Category, 2020 Q4



Citywide, the ground floor commercial vacancy rate has increased to 6.9%*, an increase of 1.5% since Q3 2019. The Telegraph, Downtown, and Solano districts have experienced the largest increases in their vacancy rates since the COVID-19 pandemic began.

Vacancy Rates by District, Calculated by Square Footage, 2015-2020

District	2015	2016	2017	2018	2019	2020
Downtown	8.4%	4.7%	4.6%	3.1%	5.1%	9.9%
Elmwood	2.0%	1.5%	5.4%	7.3%	7.3%	10.9%
North Shattuck	2.1%	2.6%	0.4%	1.7%	0.7%	4.3%
San Pablo	7.3%	5.9%	5.5%	4.9%	4.6%	4.8%
Solano	3.5%	7.5%	4.8%	4.1%	2.6%	6.7%
South Berkeley	7.9%	8.2%	9.6%	9.7%	7.6%	10.1%
Telegraph	7.1%	5.1%	7.1%	7.9%	4.4%	17.2%
University	9.4%	14.2%	12.0%	11.0%	7.8%	11.0%
Neighborhood Commercial (C-N)						7.3%
West Berkeley	3.3%	8.8%	1.9%	3.7%	5.8%	3.7%
Citywide Avg.	5.9%	6.5%	4.6%	5.0%	5.4%	6.9%

*Typical commercial district storefront vacancy rates range from 4-8% due to natural market churn.

Source: Berkeley OED

COMMERCIAL ACTIVITY:

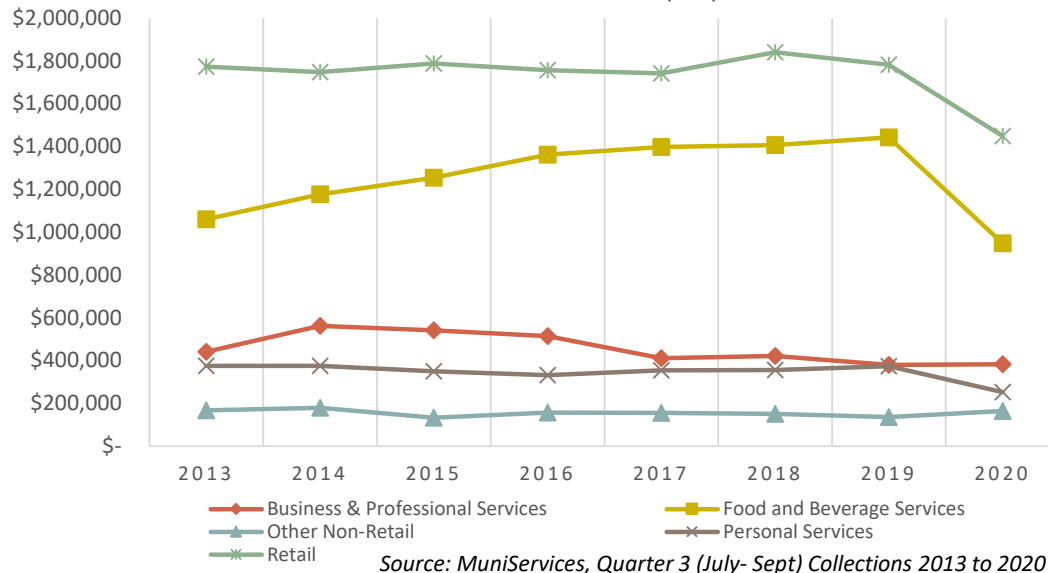
sales tax revenues – the pandemic hits



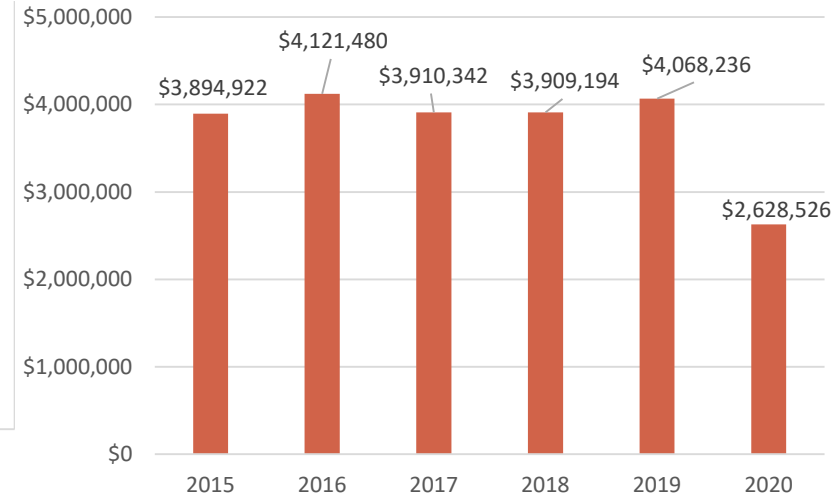
Total Annual Sales Tax Revenue - Past 4 Quarters	Q4 2018- Q3 2019	Q4 2019- Q3 2020	Change
City of Berkeley	\$18,839,486	\$16,355,379	-13.2%*
Alameda County (total including cities)	\$356,111,846	\$328,424,125	-7.8%
State of California	\$7,363,034,598	\$7,050,811,392	-4.2%

*While increases in *Food & Beverage* sales helped to make up for decreases in *Retail* sales tax in past years, due to the COVID-19 Pandemic, both *Retail* and *Food & Beverage* sales declined in 2020.

BERKELEY SALES TAX REVENUES (Q3) BY BUSINESS CATEGORY



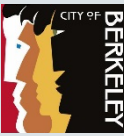
TOTAL CITY OF BERKELEY Q2 SALES TAX REVENUES



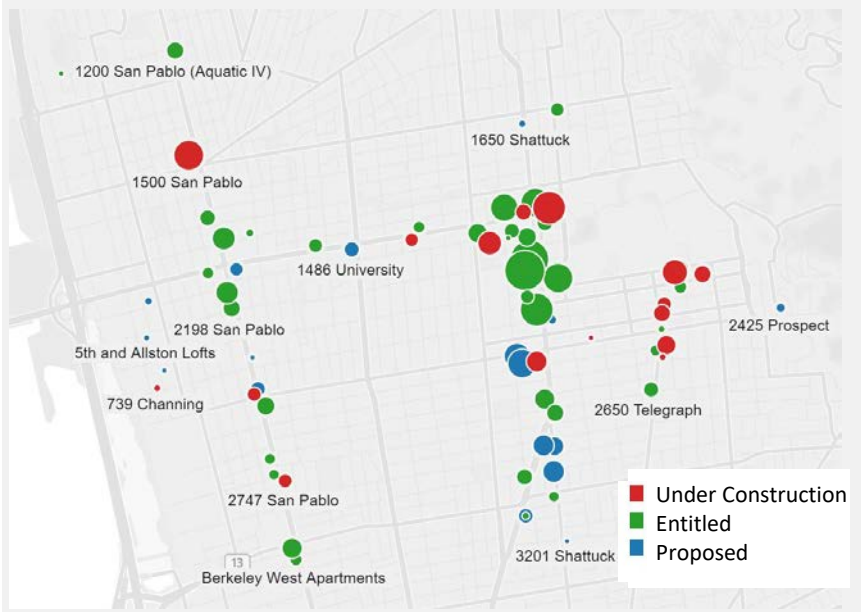
Source: MuniServices, Quarter 2 (April-June) 2015 to 2020, Nominal Values.

In Q3 2020, the *Retail* subsector was the largest contributor to the city's sales tax revenue (45.3%), with *Food & Beverage* second (29.7%). Health Order restrictions impacting these sectors account for the significantly higher decline in sales tax collections in Q2 2020 (-35% vs Q2 2019) than in Q3 2020 (-22.3% vs Q3 2019). The decline in Q3 sales tax collection was largely due to significant decreases in the *Food and Beverage* sector (-34.3% vs Q3 2019), *Personal Services* sector, i.e. *Automotive Repair* and *Salons* (-32.4%), and *Retail* (-18.7%). There were, however, some increases: *Other Non-Retail* collections (including health and government services) ticked up by \$28,166 (20.5%).

DEVELOPMENT & HOUSING: construction & pipeline



Multi-Family Residential Developments, 2020



Data Source: City of Berkeley Planning Department Pipeline Report (May 2020);
Map: [Red Oak Realty](#) (September 2020).

Housing Development Pipeline

As of mid-2020, 72 distinct housing developments were proposed, entitled for development, or under construction. The buildings currently under construction will contain 1,351 net new units, a small increase from the number of units under construction in 2019 (1,141). Overall, in the last two years, Berkeley has seen increasing numbers in the development pipeline: 1,790 dwelling units received entitlements in 2020, up from 1,573 in 2019.

Pipeline Project Highlights



Image above and right: Trachtenberg Architects

2650 Telegraph is a 5-story, 45-unit project on Telegraph Avenue at Derby Street. The project was approved by the Berkeley Zoning Adjustments Board (ZAB) in March 2020 and by City Council in June 2020. It will have 50 bike parking spaces and over 4,000 sq. feet of usable open green space.

3000 San Pablo is a 6-story, 78-dwelling unit project approved for the busy corner of Ashby and San Pablo Avenues. 1,248 sq. feet of commercial space for one tenant is planned for the ground floor at the northeast corner of the property.



Image: Mill Creek Residential

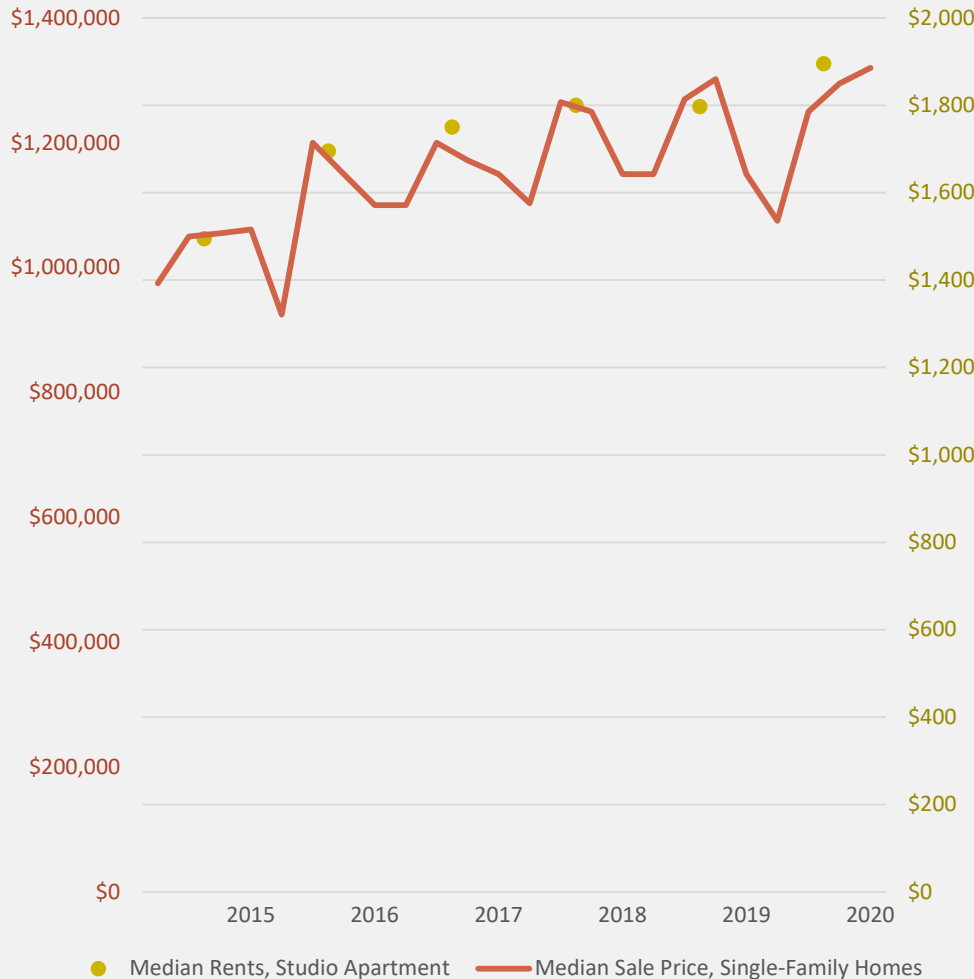
Modera Achenson Commons is currently under construction. The 205 unit building will boast 14,000 sq. feet of retail space. The building is next to the UC Berkeley campus and in the heart of Downtown at the intersection of Shattuck and University Avenues. It is due to open in the middle of 2021.

DEVELOPMENT & HOUSING:

housing costs



Housing Prices in Berkeley 2015-2020



Sources: MLS, Redfin, and City of Berkeley Rent Stabilization Board

Median Sale Price, Single-Family Homes, Dec 2020

Alameda	\$1,073,750
Albany	\$784,000
Berkeley	\$1,320,000
El Cerrito	\$1,051,028
El Sobrante	\$660,000
Emeryville	\$635,000
Oakland	\$855,000
Richmond	\$550,000
Piedmont	\$2,470,000
San Leandro	\$770,000

Sources: Redfin (top), CalMatters.org, RentCafe.com (bottom)

Home sales prices remain high but rents drop

Berkeley's single family home values increased 14.8% from Nov. 2019 to Nov. 2020, with a 4.1% increase in sales volume over the same period. 76 single family homes were sold in Berkeley in Nov. 2020 alone and 79% sold above list price. Since stay-at-home orders began in March 2020, the median price of single family homes in California (\$700,000) hit an all time high in August. Meanwhile, median rents in larger cities have dropped: San Francisco's median rent decreased 25% since Q1 2020 and Berkeley's market rate rents for multi-bed units decreased by 3% year over year to \$3,099.



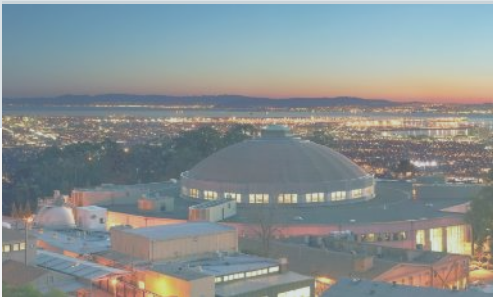
FACE COVERINGS REQUIRED



- ✓ CUSTOMERS
- ✓ STAFF
- ✓ VENDORS

Everyone must cover their nose and mouth with a mask, bandana, or other cloth barrier.

CITYOFBERKELEY.INFO/COVID-19



COVID-19 CRISIS RESPONSE & RECOVERY

BUSINESS & ARTS SUPPORT:

small business revolving loan fund & resiliency loan program



The City of Berkeley's Revolving Loan Fund (RLF) is federally funded by the Economic Development Administration (EDA) and provides access to capital for businesses that don't qualify for traditional commercial loans. All current RLF recipients were offered a six month pause in monthly payments due to the pandemic.

Portfolio Summary 2020	Total Loans	Active Loans
Number of RLF Loans	44	8
RLF \$ Loaned	\$2,693,417	\$760,000
Total Non-RLF \$ Leveraged	\$7,870,426	\$2,364,010
Private Sector Jobs Created	218.5	51
Private Sector Jobs Saved	102.5	77
Total Minority Jobs Created and Saved		124
Total Women Jobs Created and Saved		133
Totals Jobs Created/Saved		267

Source: Berkeley OED, June 2020

Current RLF Borrowers Include:



NABOLOM BAKERY



KITCHEN on FIRE
cooking school since 2005
1509 Shattuck Ave, Berkeley CA 94709



Supporting Berkeley's existing small businesses

Berkeley's small businesses are key to the economic health of the City of Berkeley. Recognizing the enormous negative impact of COVID-19 on businesses' finances, OED applied for a CARES Act grant to provide additional funding to existing businesses. The City was awarded the grant and launched the **COVID-19 Resiliency Loan Program (RLP)** for Berkeley businesses that are at least two years old and with 50 employees or less. This program streamlines the approval of 0%-1% interest loans for businesses in need of working capital with a six month non-payment and non-accrual period to provide additional assistance and flexibility for entrepreneurs.



Photos: RLF recipients pivot to new COVID-safe practices -- an outdoor handwashing station at Nabolom Bakery (above) and online cooking classes at Kitchen on Fire (right).

The Loan Administration Board (LAB) and City Council acted swiftly to modify the existing Revolving Loan Fund (RLF) Administrative Plan to incorporate the RLP. In addition, the LAB worked with staff and partner organizations to conduct targeted outreach to the hardest-hit businesses, including many that didn't receive previous grant funding from the Berkeley Relief Fund.

BUSINESS & ARTS SUPPORT:



Business & Arts Relief Grants

Continuity Grant Awards

In April of 2020, the [City awarded grants to businesses and arts organizations](#) whose revenues were significantly impacted by the COVID-19 pandemic. The Business and Arts Organization Continuity Grant Programs were funded through a \$3M allocation of the City's catastrophic reserve fund on March 17, 2020 to provide assistance to renters, small businesses and arts organizations significantly impacted by the COVID-19 pandemic and state of emergency. Of that funding, \$1 million was allocated to expand the Housing Assistance Program, which provides assistance to low-income renters; \$1 million was allocated to create the Business Continuity Grant Program; and \$1 million was allocated to create the Arts Organization Continuity Grant Program. In addition, community leaders launched the Berkeley Relief Fund, a campaign to raise private donations to match the City's contribution.

COVID-19 Small Business & Arts Organization Emergency Grant Program Impact

Awarding 763 business & arts continuity grants, totaling \$1.66M, in 6 weeks time



MARCH 2020



- Berkeley City Council allocates \$2,000,000 for the Business and Arts Continuity emergency relief grant program

1,058 Business Grant Applications Received

APRIL 2020



- Grant applications go Live
- Berkeley Relief Fund campaign raises additional \$842,000 in private donations for the relief grant program

71 Arts Grant Applications Received

700 Business Grants Awarded Totalling \$1,669,999

MAY 2020



- Grant awards are processed and recipients receive funding

63 Arts Grants Awarded Totalling \$954,542

SMALL BUSINESS & ARTS ORGANIZATIONS SUPPORTED BY THE COVID-19 EMERGENCY RELIEF GRANT PROGRAMS

SMALL BUSINESS CONTINUITY GRANTS BY SECTOR

251

RESTAURANTS

85

PERSONAL SERVICES

142

RETAIL

222

OTHER SERVICES

TOTALING: \$1,669,999

BUSINESS & ARTS SUPPORT:



COVID-19 Emergency Operations Center Response

New avenues for City-Business communications

Throughout the pandemic, OED found a number of ways to communicate with – *and hear from* – businesses citywide:

- Established an Emergency Business Outreach Team (April 2020) which conducted ~5000 business surveys and ~800 phone calls to assess preliminary COVID-19 impacts
- Fielded thousands of direct business inquiries by phone & email
- Hosted 40+ [recovery listening sessions](#) for key industry sectors and arts organizations
- Issued 24 [OED newsletters](#) (viewed 33,000+ times) with relevant information and opportunities for businesses
- Partnered with the Berkeley Chamber to organize 13 digital Berkeley Business Forums for the business community at large to gain information, ask questions and share resources
- Conducted field surveys in Berkeley's commercial districts to document business closures, pivots and vacancies
- Published COVID-19 resources for businesses & arts organizations on the [City of Berkeley](#) + [Berkeley Chamber](#) websites

Protecting Public Health – Through Our Business Community

FACE COVERINGS REQUIRED

- ✓ CUSTOMERS
- ✓ STAFF
- ✓ VENDORS

Everyone must cover their nose and mouth with a mask, bandana, or other cloth barrier.

Get tested, Berkeley!

Stop the spread of COVID-19. Schedule your appointment today.

- ✓ Testing is free
- ✓ No insurance required
- ✓ Open to everyone
- ✓ Results in 2-3 days

To make an appointment, visit [cityofberkeley.info/get-tested](#).

Berkeley businesses quickly implemented *site specific protection plans* to keep customers and employees safe, and worked tirelessly to educate customers and employees on the importance of masking and physical distancing to contain airborne disease transmission.

Image Credits: City of Berkeley

Berkeley employers participated in group testing programs for front line workers to help ensure safe workplaces.

Everyone must wear a face covering...

To prevent COVID-19 spread, covering your nose and mouth is now mandatory. You can use a cloth mask, bandana, or scarf.

...and stay 6 feet apart

We are required to refuse service to anyone who does not comply.

CITYOFBERKELEY.INFO/COVID-19

FRIDAY, MARCH 13TH | 3-4PM

MODERATED BY HUSTLEHUNTERS

SHARE Q'S, CONCERNS & TIPS

BERKELEY BUSINESS FORUM ON OUTBREAK RESPONSES

DIGITAL FORUM

OFFICE OF ECONOMIC DEVELOPMENT
SUPPORTING BERKELEY BUSINESSES

Our mission is to assist businesses, entrepreneurs, artists, and community organizations to access services, feel welcome in Berkeley, and thrive.

Updates from the Office of Economic Development (OED)

Ask Your Questions, Share Your Experience

New COVID-19 restrictions
Emergency rules seek to save lives amidst pandemic's worst phase yet

OPEN	CLOSED
critical infrastructure	allow to restaurants
grocery stores (25% capacity)	playgrounds
delivery & essential	childcare
non-urgent medical & dental	retail stores (25% capacity)
childcare	libraries (essential travel only)
hospitals & clinics	bars & taverns
hospitals & clinics	gyms & fitness
hospitals & clinics	hair & nail salons
hospitals & clinics	personal care services
hospitals & clinics	musicians & galleries

City Council Public Hearing on Adeline Corridor Specific Plan
Tonight, December 8, 2020 6:00PM

The Adeline Corridor Specific Plan, General Plan and zoning amendments along with environmental review documents will be considered for adoption by the City Council.

See the special Council meeting agenda and participate virtually.

Presentation to City Council (Oct. 27, 2020)

BUSINESS & ARTS SUPPORT

- Administering the City's Emergency Business Assistance (EBA) program to enable Small Business Administration (SBA) Loans assistance grants
- Distributing 763 business and arts certificate grants (valuing \$1.8MM) in 6 weeks time
- Implementing a Fast Disbursement program to help businesses struggling to pay bills
- Establishing an Emergency Business Checkup's Team, which conducted ~ 8,000 business surveys, ~ 1000 phone calls and COVID-19 audits
- Field surveys in Berkeley's 10 commercial districts to document business closures and pivots
- Launching Berkeley's Chamber Commerce Program
- Holding live and on-demand business and arts community listening sessions and digital forums to allow businesses and organizations COVID-19-related inquiries
- Publishing regular newsletters and web updates to keep Berkeley's business and arts community informed about health order amendments.

OUR LIBRARY

3:12:59 / 4:59:46

Regular City Council Meeting - 6 p.m.

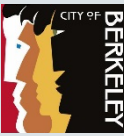
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2020 Summary Report COVID-19 RESPONSE



Source: Lessons Learned in Organizational Management During Crisis and COVID-19 Response 2020 Summary Report, [Item 24](#).

BUSINESS & ARTS SUPPORT:



Outdoor Commerce

Berkeley's business community pivoted quickly to offer innovative "to-go" service models and embraced outdoor dining and commerce during the pandemic.



Outdoor Commerce

Berkeley's City Council authorized an [urgency ordinance](#) in June 2020 to permit outdoor dining and commerce.

Over **50 installations** of both public and private outdoor commerce were established in Berkeley in 2020.



Technical Assistance for Businesses

OED coordinated a [webpage](#) and a [guide](#) to assist businesses with outdoor commerce installations and worked with local architects and designers to provide design templates and pro-bono assistance.

Credit: City of Berkeley Outdoor Commerce Guide



Street Bar
And Casual Outdoor Dining in front of The UC Theatre
Open to the Public
Every Friday & Saturday

Clockwise: 'Outfront' at the UC Theater, online orders at Café Buenos Aires, pick up food at Imm Thai Restaurant, and curbside service at Picante.



Which permit is right for my business?



SIDEWALK SEATING (PAGE 3)

- For applicants wishing to serve food and/or alcohol or increase their outdoor dining capacity a sidewalk seating application is likely the most appropriate.
- For applicants conducting personal service businesses outdoors (i.e. hair and nail salons) with reservations and personal protective equipment (PPE) in place.
- Sidewalk seating or sidewalk area for personal service is controlled by the permittee and may be used for patrons with reservations.



PARKLETS (PAGE 4)

- For applicants that want to provide extra outdoor space for queuing, or "to-go" food consumption, or fitness classes construction of a parklet may be a better fit.
- Parklets are considered public space. The parklet sponsor(s) is/are required to maintain the space.

BUSINESS & ARTS SUPPORT:

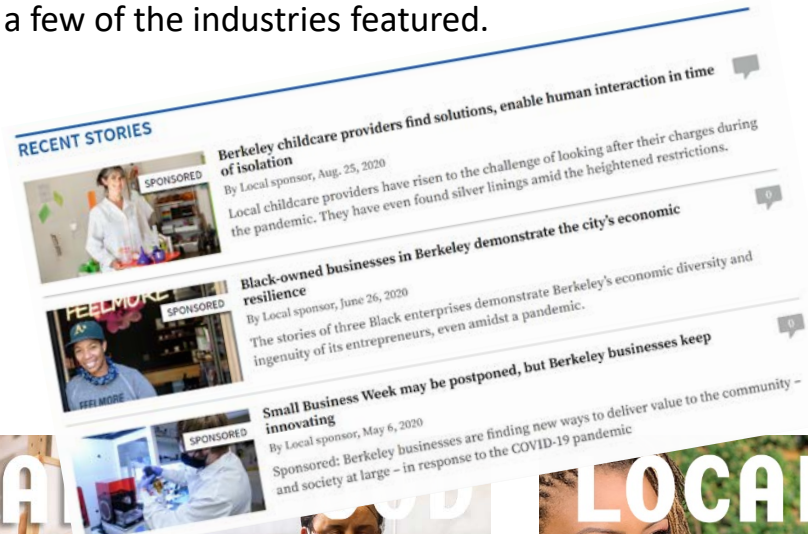


#DiscoveredinBerkeley business marketing campaign

The **Discovered in Berkeley** marketing campaign highlighted local businesses with notable pandemic “pivots” and entrepreneurs demonstrating perseverance and creativity. Women-owned businesses, black-owned businesses, childcare providers, healthy food manufacturers, artists and curators were a few of the industries featured.

Throughout 2020:

- More than 2,700 users visited DiscoveredinBerkeley.com
- 1000+ uses of #DiscoveredinBerkeley were found on Instagram
- 9 Berkeleyside articles generated 24,000+ page views and 1000+ outbound clicks to Berkeley businesses’ websites
- 27 Berkeleyside banner ads generated 1.1 million+ impressions and nearly 1,500 “clicks”



Discover how Berkeley childcare providers are finding solutions and enabling human interaction in time of isolation.

Learn more about childcare providers across Berkeley



Berkeley-based food businesses are responding to the shelter-in-place order with ingenuity and community support.

Learn more about Berkeley's innovative businesses



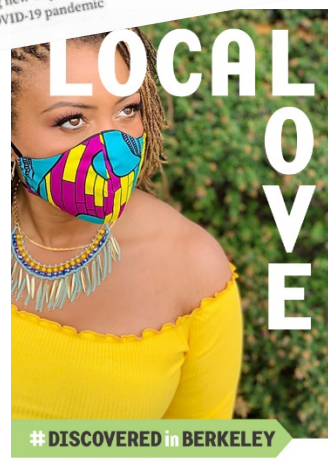
BERKELEYHOLIDAYS.COM Gift Guide
Spoil your friends and family over the holidays—and enable economic recovery—with gifts from **Fourth Street Fine Art**.

Support local businesses this holiday season



A host of Berkeley makers and bakers are nourishing locals and building community, despite the challenges of 2020.

Learn more about Berkeley's innovative businesses



Discover Black-owned businesses in Berkeley, like **Lola's African Apparel**, which employs Nigerian tailors and seamstresses to make contemporary and traditional styles.

Learn more about Black-owned businesses in Berkeley



BUSINESS & ARTS SUPPORT:



#BerkeleyHolidays Gift Guide and marketing campaign

A partnership between OED, the Berkeley Chamber, Visit Berkeley and business districts citywide, the #BerkeleyHolidays Gift Guide and marketing campaign promoted safe local shopping during the holiday season.

- **155 Berkeley businesses** were featured, including 86 Woman-owned and 36 Minority-owned businesses.
- BerkeleyHolidays.com received **12,000 page views** generating nearly **4,000 clicks to merchant sites**.
- The social media campaign generated **~1,300 unique #BerkeleyHolidays posts** on Instagram – & more on Facebook.
- Advertising on social media (Facebook & Instagram) and in local publications (*The Daily Cal* & *Berkeleyside*) generated **450,000+ impressions**
- 3,800 unique viewers saw the Discovered in Berkeley articles featuring select Gift Guide businesses in *Berkeleyside*
- 97% of businesses surveyed would participate in the campaign again*

*Based on Jan. 2021 Berkeley Chamber survey results from 32 participating businesses





city of

BERKELEY



Office of Economic Development (OED)

See the OED website for past Economic Dashboards and other economic reports:

<https://www.cityofberkeley.info/oed/reports/>

Contact OED for more information:

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