



Office of the City Manager

CONSENT CALENDAR  
May 23, 2023

To: Honorable Mayor and Members of the City Council  
 From: Dee Williams-Ridley, City Manager  
 Submitted by: Eleanor Hollander, Economic Development Manager  
 Subject: Assessments: Downtown Berkeley Property Based Business Improvement District

RECOMMENDATION

Adopt a Resolution approving the Downtown Berkeley Property Based Business Improvement District (DPBID) Annual Report of Fiscal Year (FY) 2023 and proposed budget for FY 2024, and declaring Council's intention to levy an annual assessment for the DPBID for FY 2024.

SUMMARY

The Downtown Berkeley Property Based Business Improvement District (DPBID, "Downtown BID" or "the District") provides cleaning, hospitality and marketing services for Berkeley's central business district. In May of 2016 the DPBID was geographically expanded and renewed for a ten-year period, authorizing operations through December 31, 2026, and designating the Downtown Berkeley Association (DBA) as the District's Owners' Association. Annually, Council must approve the DPBID's annual report and proposed budget and declare its intention to levy an annual assessment.

The City of Berkeley owns parcels within the boundaries of the DPBID and is required by state law to pay the associated assessments. In FY24, the assessment payment will be \$139,521, for 11 parcels; and \$11,978 for a parcel owned by the City of Berkeley Joint Powers Authority at 2015 Addison Street. The total for twelve parcels in FY24 is \$151,499. In addition, the City will pay the General Benefit portion of the DPBID costs. The engineer's report commissioned for the reestablishment of the Downtown BID in 2016 calculated that the general benefit for the district is \$18,018 annually. In 2011, the City increased parking meter rates (see Ordinance No. 7,183-N.S.) in the Downtown area to fund payment of the general benefit fees. This amount is billed directly to the City and paid through the Off-Street Parking Fund (627-54-622-665-3002-000-474-639990).

FISCAL IMPACTS OF RECOMMENDATION

Assessments levied in the Downtown Berkeley Property Based Business Improvement District (DPBID) 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 May 31, 2016 (Resolution No. 67,520-N.S.). Assessment funds are collected by Alameda County, relayed to the City of Berkeley, and disbursed through a contract with the Downtown Berkeley Association (DBA), a private owners' association that was established to implement the Management District Plan. In May of 2021, the City Council authorized the City Manager to execute a contract and any amendments with the DBA, not to exceed \$7,285,257 of DPBID revenues, to implement the Downtown Berkeley Management District Plan for the period July 1, 2021 to December 31, 2026 (Contract No. 32200032).

In addition, the University of California has agreed to a contribution to the DPBID of \$128,326 for FY 2024. Overall the budget of the DPBID for FY 2024 is approximately \$1,946,945 inclusive of taxable and non-taxable parcels and private donations, and net of the County 1.7% collection fee on private parcels. The DPBID Assessment Revenue amount articulated in Exhibit A – Annual Report (\$1,858,753) is slightly different (\$88,192) to account for uncollectable property tax and funds that will be carried forward from the prior year.

There are two different rates for BID participants; the Premium Service area (which includes the core of the BID), and the Standard Service area which includes the areas on the periphery of the core to the North, West and South, and the South Shattuck benefit zone (Figure 1).

A correction is to be issued for the significant new Residence Inn Hotel parcel(s) located in the Premium Service Area, for FY23. These corrections are reflected in Table 1 below; and will be issued with the FY24 property tax bills distributed by Alameda County and processed in the same manner as all other Downtown BID collections.

The hotel is located at 2129 and 2121 Center Street (APNs: 057- -2032-021-00 and 057- -2032-022-00) in the Premium Zone (Figure 1) in the Downtown BID. The two parcels where the new Downtown Hotel is located were incorrectly assessed at the fringe (standard) rate for the Downtown BID, not the premium rate for FY23. Both parcels will be assessed at the Premium rate for FY 2023 and going forward in FY24.

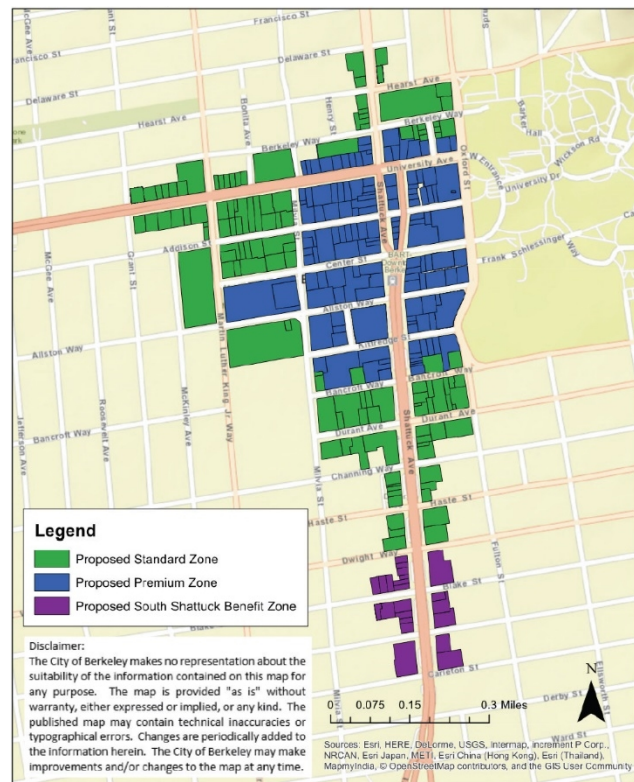


Figure 1: Downtown BID Benefit Zones (DTBID Management Plan, adopted 2016)

**Table 1: Supplemental bills for Downtown Hotel Parcels FY23**

APN	Previous (incorrect) Rate FY23	Corrected Rate (Premium) FY23	Supplemental amount due to Downtown BID for FY23 (to be issued by Alameda County in FY24 with regular BID billing)
057- -2032-021-00	\$ 48,357.42	\$ 77,205.86	\$ 28,848.44
057- -2032-022-00	\$ 1,160.96	\$ 1,853.58	\$ 692.62

The assessment billing for private commercial property, including properties billed on the utility roll, less the county collection fee (approximately \$27,186), is expected to be \$1,571,991 in FY 2024. Annual and accrued assessment funds are deposited in the Downtown Property Based Business Improvement District (DPBID) Fund (786-21-208-251-0000-000-000-412110) and expended from fund number 786-21-208-251-0000-000-446-636110. These totals reflect a 2% assessment increase, as determined at the DBA Board of Directors meeting on March 23, 2023. Per the Management District Plan, an annual increase of 5% is allowable to cover inflation costs if approved by a majority of the Owners’ Association Board of Directors.

Under the provisions of Proposition 218 in the California Constitution, government agencies must pay assessments on properties they own in property-based business improvement districts, just like private property owners, unless they receive no benefit. Payment is collected from private property owners through property tax bills near the end of the calendar year. Payments are due from non-property tax-paying entities concurrently. The City of Berkeley owns eleven parcels within the DBPID boundaries; the City’s assessment payment in FY 2024 would be \$139,521 and \$11,978 for a parcel owned by the City of Berkeley Joint Powers Authority at 2015 Addison Street, which is increased slightly from the FY 2023 assessment amount. The total for twelve parcels in FY24 is \$151,499.

The City also pays the “general benefit” portion of the PBID budget, or roughly \$18,018 for fiscal year 2024. “General benefits” represent that small portion of the overall benefits generated by a PBID which are found to accrue to the general public who are not assessed and do not participate in the economic or social activities of the district. In total, the City is responsible for a contribution of \$169,517 to the DPBID in FY 2024. This amount is billed directly to the City and paid through the Off-Street Parking Fund (627-54-622-665-3002-000-474-639990). On June 14, 2011, Council adopted Ordinance No. 7,183-N.S. increasing parking meter rates in the Downtown to fund payment of these fees.

By financing improvements, maintenance and welcoming activities for the City’s central business district, the DPBID indirectly enhances sales tax, business license tax and other business-related City revenue sources.

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 Downtown Berkeley Association met in a publicly noticed meeting on March 23, 2023 to review the Annual Report for the DPBID for FY 2023 and budget for FY 2024 (Exhibit A). The Board of Directors voted to recommend an increase of 2% in the assessment for FY24, and to approve the proposed budget for FY 2024 and the Annual Report for FY 2023. The Board recommended that the FY 2023 Annual Report and Proposed Budget for FY 2024 be approved by the City Council. There were no recommended changes to the DPBID boundaries nor changes to the assessment formula as established during the district renewal in 2016. Council can adopt the recommended Resolution which will confirm the DPBID assessment, and thus enable continuous BID operations for another year. Any funds in the existing DPBID contract (Contract No. 32200032) as of June 30, 2023 are to be carried forward.

BACKGROUND

The DPBID is a benefit assessment district that provides cleaning, hospitality and marketing services for Downtown Berkeley. The DPBID was created in 2011 pursuant to California’s “Property and Business Improvement District Law of 1994” to provide needed improvements and activities to assessed property owners. The DPBID was re-established and expanded by Resolution of the Berkeley City Council on May 31, 2016 (Resolution No. 67,520-N.S.) for the ten-year term beginning July 1, 2016 and ending June 30, 2026, with operations to occur over the ten-year calendar year period beginning January 1, 2017 and ending December 31, 2026.

The DPBID finances services and improvements that maintain and improve the district’s streetscape and public areas, improve the pedestrian experience for workers, visitors and residents, and attract new businesses and development. Key services include hospitality and cleaning ambassador teams, beautification projects, business attraction and retention, marketing and events. The improvements and activities that the DPBID finances to enhance Downtown Berkeley’s environment for property owners, residents, workers and visitors include:

*Environmental Enhancements:*

- Maintenance teams sweep, scrub, and pressure wash sidewalks, remove litter and graffiti, and increase the frequency of trash removal and maintain landscaping throughout the District.
- Hospitality Ambassadors provide visitor information, safety escorts, merchant outreach, liaison activities with city services, event support, homeless services

outreach and referrals, and coordinate work with local police, businesses and property owners to prevent crime and address quality of life issues.

- Beautification and place-making improvements that make Downtown Berkeley more attractive, including enhanced landscaping, holiday décor, way-finding signage, trash receptacles, planters, urban design plans, bike racks, programming of BART Plaza and other public spaces.

*Economic Enhancements:*

- Promote and support local business through providing liaison services with City staff, and attracting new businesses and investment that further the strategic goals of the Downtown.
- Advance Downtown Berkeley’s evolution as a regional destination for arts, culture and entertainment.
- Marketing and communications to support DPBID activities and improvements
- Strategies to improve the parking and transit experience to support local businesses, residents, and arts/culture/civic destinations.
- Leadership through research and community education to represent the Downtown community with one voice.

Due to high levels of pedestrian traffic in the core of the Downtown and the attendant need for higher levels of service there, the DPBID has three benefit zones as delineated in the 2016 District Management Plan. There is a two-tiered core service zone (known as “Premium” and “Standard”) and a third zone “South Shattuck Benefit Zone” which covers the three block 2016 expansion area along the southern portion of Shattuck Avenue.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

By maintaining and enhancing the DPBID, the DBA creates shopping opportunities for residents and visitors alike while encouraging alternative forms of transportation. The District encompasses the area surrounding the Downtown BART Station and several AC Transit lines that provide easy accessibility for visitors coming to and from this popular regional destination. Because the District is well served by public transportation and biking infrastructure, these services indirectly support environmental sustainability goals of encouraging alternative transportation choices.

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 will continue to provide significant resources for revitalization of the Downtown Core Commercial District, which has had a transformational effect on the physical and economic health of the City of Berkeley.

Assessments:  
Downtown Berkeley Property Based Business Improvement District

CONSENT CALENDAR  
May 23, 2023

ALTERNATIVE ACTIONS CONSIDERED

The DBA Board of Directors considered an increase in assessment rates, up to the allowable 5%, and as low as 0%, but instead decided on a 2% increase, determining that the slightly increased rate would sufficiently cover the slate of services outlined in the FY2024 budget and work plan.

CONTACTS

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

Attachments:

1. Resolution: Confirm Downtown Property Based Business Improvement District (DPBID) Annual Report and Levy Annual Assessment  
Exhibit A: DPBID Annual Report for FY 2023 and Proposed Budget for FY 2024  
Exhibit B: DPBID FY 2024 Assessment Roll

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

APPROVING THE ANNUAL REPORT OF THE DOWNTOWN PROPERTY BASED BUSINESS IMPROVEMENT DISTRICT AND LEVYING ASSESSMENTS FOR FY 2024

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 benefits from the improvements, maintenance and activities; and

WHEREAS, the City Council renewed the Downtown Property Based Business Improvement District (hereafter, "the District") by Resolution No. 67,520 -N.S. on May 31, 2016; and

WHEREAS, the City Council has now received the *Annual Report of the Downtown Property Based Business Improvement District for FY 2023* (Annual Report, attached as Exhibit A) from the Downtown Business Association, the governing body for the District, that describes the operations of the District in FY 2023, recommends services for FY 2024 and proposes a budget for FY 2024.

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 for FY 2023 and declares its intent to levy special assessments on property within the boundaries of the District for FY2024.

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 *Downtown Business Improvement District Management Plan* (Plan) which was made part of Resolution No. 67,520 -N.S., renewing the District.

BE IT FURTHER RESOLVED that the improvements and activities to be provided are those described in the Plan and the Annual Report and that the cost of providing the improvements and activities is as described in the budget attached to the Annual Report.

BE IT FURTHER RESOLVED that to finance these improvements and activities, the Annual Report and Budget includes a 2% increase in assessment rates. Following adoption of this resolution, the City Council may confirm the Annual Report and levy assessments for FY 2024 and confirm disbursement of DPBID assessment revenue.

Exhibits

- A: DPBID Annual Report for FY 2023 and Proposed Budget for FY 2024
- B: DPBID Assessment Roll FY 2024

## DBA 2023 WORKPLAN & METRICS

v4 3-17-23

### I. ORGANIZATIONAL BACKGROUND

#### A. DBA MISSION

The Downtown Berkeley Association provides leadership to create and sustain a **welcoming, vibrant, and prosperous city center**.

#### B. STRATEGIC PLAN PRIORITIES (2015)

1. Make downtown safer and more welcoming with an emphasis on reducing homelessness and disruptive street behaviors
2. Improve cleaning in Downtown (particularly in light of recent drought)
3. Fill vacant storefronts and support local businesses
4. Invest in place-making, defined as both capital improvements and programming, to create better public amenities and more walkable, bikeable streets
5. Improve the parking experience for residents, visitors and employees
6. Increased advocacy with City and other agencies and stakeholders

#### C. MANAGEMENT PLAN GOALS (2016)

1. Producing a consistently clean, welcoming, 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
5. Helping Downtown businesses compete locally and regionally

#### D. MANAGEMENT PLAN SERVICES (2016)

1. Continued deployment of “Ambassador” teams to provide enhanced hospitality, cleaning and landscaping throughout the district.
2. Increased energy and resources to reduce disruptive street behaviors and work with civic and social service partners to address homelessness.
3. New resources to provide enhanced cleaning that adapts to drought tolerant practices and an expanded marketing function to undertake research, communications & other related activities.
4. “Placemaking” and beautification through capital improvements and ongoing programs.
5. Continued economic enhancements supporting local businesses and attracting new investment and businesses.



## **II. 2022 ACCOMPLISHMENTS**

### **A. Environmental Accomplishments**

1. Kept Downtown clean and graffiti free compared to other Downtown districts during pandemic
2. Working with City significantly reduced number of encampments in the Downtown
3. Strategic deployment of planters to beautify Downtown and discourage encampments

### **B. Vitality Accomplishments**

1. Successful launch of new marquee events: Front Row Festival, Roller Boogie, Asian Cultural Festival
2. Return of Coffee Kiosk to BART Plaza

### **C. Other Downtown Accomplishments**

1. Opening of new hotel Residence Inn Berkeley
2. Reopening of Arts District
3. Opening of new apartment buildings
4. Civic Center & Harold Way planning process

## **III. 2023 CHALLENGES**

1. Retail vacancies (see report)
2. Low pedestrian counts (still 75-80% of pre-pandemic levels)
3. Street pop behavioral health (substance abuse & mental health) and real and perceived safety issues
4. Continued challenge with homeless encampments
5. Threats of increased crime & safety issues particularly with BPD, Oakland and D.A. issues

## **IV. OVERALL 2023 GOALS**

1. Return to pre-pandemic pedestrian levels
2. 10 successful new retail openings
3. Break ground on 3 new housing projects
4. Maintain low homeless counts
5. New sponsorship and earned revenue

## **V. OVERALL 2023 METRICS**

1. Stakeholder satisfaction survey: Improve on 2022 results
2. Vacancy rate: 2022 11.9% --> 2023 below 10%
3. Pedestrian counts: Back to pre-pandemic levels
4. Homeless counts: Maintain current counts
5. Crime rates: below 2022 levels
6. New retail openings: 10
7. New Groundbreakings: 3

## **VI. ENVIRONMENTAL PROGRAM**

### **A. Environmental Priorities**

1. Fully staffed and engaged Streetplus Team to provide base and enhanced services
2. Additional Taylor Dunn utility cart particularly better service southern end of the district
3. Increase number of planters to beautify and discourage encampments

### **B. Quantifiable Metrics for Operations**

1. **Staff Utilization Rates of 90% or better.** Staff utilization rates can be measured by dividing the total number of hours worked by the total number of hours available within a given period of time. Staff Utilization Rate = (Total Number of Hours Worked / Total Number of Hours Available) x 100.
2. **Unscheduled Essential Equipment Downtime of 10% or lower.** A lapse in operations occurs because of an unplanned machine equipment error or disfunction. Essential equipment includes one truck, two electric utility carts, 2 string trimmers.
3. **Quarterly Training.** Minimum of 4 staff trainings on cleaning, safety, and/or customer service per 12-month period.
4. **Quality Standards** consistently met. Achieving an average of **Meets Standards** or above on combined quarterly Streetplus Account Evaluations.

Not feasibly quantifiable at present but could be gauged by conducting surveys:

1. Customer satisfaction
2. Response Time
3. Employee satisfaction
4. Staff Communication
5. Employee retention

Not feasibly quantifiable but included in Streetplus Account Evaluations:

1. Cleaning Quality
2. Recruitment and Selection
3. Retention

### **B. Add'l Environmental Metrics**

1. Staffing ratio and turnover
2. Streetplus Performance Report
3. Streetplus Evaluation/Audit
4. Special projects completed
5. New planters / landscaping

## VII.VITALITY PROGRAM

### A. Vitality Goals

1. Grow marquee events
2. Engage Cal partners in Downtown
3. Drive business to merchants: Pizza Week, Taste of Downtown Berkeley, This Week in the Downtown, Bioneers/BABF, etc.
4. Focus on neglected southern end of district: murals, placemaking, retail attraction
5. Increased placemaking projects (partnership with Civic Arts Commission)

### B. Vitality Metrics

Event metrics are measured in one or more of the following areas and would be based on previous years events. Metrics are gathered by the DBA when hosting events. Metrics are gathered and delivered to the DBA when partnering or supporting events.

- **Post event reporting thru Placer.ai. Success will be based on previous years reporting.**
  - Attendance
  - Visit Trends: Where attendees came from and where they went after
  - Length of Stay
- **Social media presence and engagement: Facebook, Instagram**
- **Survey Feedback**
  - Survey cards available for attendees to fill out during the event.
  - Post Partner Survey. Issued after the event to all partners.

Marquee Event	Attendance 2022	Projected Attendance 2023
Pride	800	1000
Front Row Festival	5000	6000
Roller Boogie	3,000	5,000
Asian Cultural Festival	500	1000
Halloween Hootenanny	400	500
Holiday on the Plaza	400	500

**Marketing Metrics vary depending on the campaign but generally these are the metrics we use regularly:**

- **Email Marketing:** as email opens, bounce rates, and unsubscribes/ subscribes.
- **Digital Marketing:** Click-through rate, and impressions.
- **Social Media:** Follower count, impressions or reach, and engagement rate.
- **Public Relations:** positive stories about Downtown (including merchants etc.) in print, TV, and electronic media.
- **Website:** Total traffic, new customers, returning customers, time spent on site and traffic sources.
- **Content Marketing:** Social media engagement, amount of content shared.
- **Welcome Guide print:** 5000 pcs in 2023 with initial distribution in time for move-in week, Ad sales
- **Campaign:** Over participation, Press generated, Social media engagement, Any sales
- **Berkeley Bucks:** Cards bought, Cards redeemed

It Starts Here Enews	2022	Projected 2023
Subscribers	800	1000

<b>Open Rate</b>	5000	6000
<b>Click Rate</b>	3,000	5,000

<b>Social Media Platforms</b>	<b>2022</b>	<b>Projected Growth 2023</b>
<b>Instagram</b>	2990	5000
<b>Facebook</b>	3000	4000

<b>Downtownberkeley.com</b>	<b>General 2022</b>	<b>Projected 2023</b>
<b>Page Views per Day</b>	150	250
<b>New Visitor</b>	7%	15%
<b>Bounce Rate</b>	82.9%	15-20%

**Stakeholder Engagement Metrics vary depending on the effort.**

- **Merchant Newsletter:** Email opens, bounce rate, click throughs, and unsubscribes/subscribes.
- **Tabling (events):** Email subscribes, survey feedback cards.
- **Partnerships:** Post Survey
- **Sponsorship:** Dollar amount acquired

**Placemaking Programs Metrics vary depending on the effort.**

- **City Partnerships:** CAC, Events, and Health and Human Services
- **Merchant Feedback:** Annual survey, Feedback cards

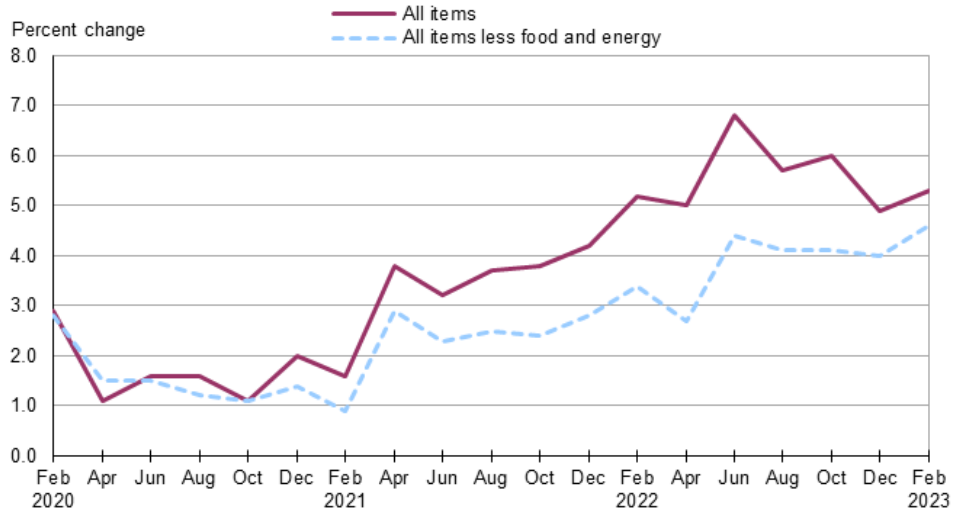
**To:** DBA Finance Committee  
**From:** John Caner  
**Subject:** DBA 2024 Rate Increase V2  
**Date:** March 15, 2023

**A. 2024 RATE INCREASE**

I am recommending 2.5% rate increase for 2024 Downtown Berkeley PBID Assessment (showing up on Oct/Nov 2023 tax bill) for the following reasons:

1. Significant inflation continuing for foreseeable future. Here is Bay Area data released earlier today:

**Chart 1. Over-the-year percent change in CPI-U, San Francisco-Oakland-Hayward, CA, February 2020–February 2023**



Source: U.S. Bureau of Labor Statistics.

2. Our current management plan allows for increase of up to 5% per year, but we have limited increases to 2.5% since inception of the first PBID in 2012, however with no increases in '13, '14, '20 & '21. With renewal in 2017 we had a catch-up increase of 10%, which I think we want to avoid in 2027 if possible.

3. As per attached Housing Pipeline Report, a number of projects now under construction should result in large boost of assessment revenue in FY2025. But then several large taller projects are still in planning phase and will not result in assessment revenue until FY2027 or later.

**DOWNTOWN BERKELEY NEW CONSTRUCTION PBID ASSESSMENT REVENUE PROJECTIONS**

			80%		Annual	
	GFA	% Net*	Net GFA*	Rate*	Assessment	Year
Under Construction	1,303,266	72%	943,565	0.1657	156,353	2025
Entitled	268,674	80%	214,939	0.1657	35,616	2026
In Planning	1,636,032	80%	1,308,826	0.1657	216,878	2027+
		* 80% avg net 1st floor		*80%/20%		
		72% incl NP Anchor House		Prem/Std Zone		
				2023 rate		

4. With 2.5% rate increase and 4.0% expense increase in 2024 I am projecting a deficit of (\$140,108) in 2024, which we can afford due to adequate reserves. (Deficits then level off in 2025 and 2026, with new construction assessments and continued 2.5% rate increases and 4.0% expense.)

### DBA 3 YEAR PROJECTION

				J. Caner	3/15/23	
	ACTUAL	BUDGET				
	2022	2023	2024	2025	2026	
<b>REVENUE</b>						
<b>Rate Increase</b>			<b>2.5%</b>	<b>2.5%</b>	<b>2.5%</b>	
Base Assessment		1,751,427	1,795,212	1,840,093	1,886,095	less \$235,057 one-time payment
New Construction			63,540	164,268	38,355	See "New Constr"worksheet
Cummulative New Const.			63,540	229,397	273,487	
New Base Assessment		1,751,427	1,858,753	2,069,490	2,159,582	
One Time Assessment Accruals		235,057	135,510	100,000	100,000	2024: new hotel & Joint Powers*
Other		77,300	100,000	110,000	120,000	Sponsors & earned revenue
<b>TOTAL REVENUE</b>	<b>1,696,088</b>	<b>2,063,784</b>	<b>2,094,263</b>	<b>2,279,490</b>	<b>2,379,582</b>	
<b>EXPENSES</b>						
<b>Inflation Rate</b>			<b>4.0%</b>	<b>4.0%</b>	<b>4.0%</b>	
Clean & Safe Expenses		1,557,105	1,619,389	1,684,164	1,751,531	
Vitality Expenses		162,933	169,450	176,228	183,277	
G&A Expenses		101,872	105,947	110,185	114,592	
Personnel		326,436	339,494	353,074	367,197	
<b>TOTAL EXPENSES</b>	<b>1,822,180</b>	<b>2,148,346</b>	<b>2,234,280</b>	<b>2,323,651</b>	<b>2,416,598</b>	
<b>PROFIT/LOSS</b>	<b>(126,092)</b>	<b>(84,563)</b>	<b>(140,018)</b>	<b>(44,162)</b>	<b>(37,016)</b>	
<b>Year End Net Assets</b>	<b>594,491</b>	<b>509,928</b>	<b>369,911</b>	<b>325,749</b>	<b>288,733</b>	
<b>PBID Renewal Exp</b>					100,000	
					188,733	
<b># Months OpExp</b>	<b>3.9</b>	<b>2.8</b>	<b>2.0</b>	<b>1.7</b>	<b>0.9</b>	

\* Includes \$62,648 in past due revenue from K Street Flats (previously Library Gardens) property bought in late 2021 by California Community Housing Agency, or CalCHA.

### B. DBA RESERVES

The above 3-Year Projection shows the DBA spending down reserves until the end of the PBID, before renewal is required in 2027 for another 10 years (and a number of large construction projects come on-line in 2027 and 2028.) In February 2020 I targeted a minimum working capital of approximately one-month expenses. In most businesses this would ill-advised, but with DBA I think is sufficiently prudent for the following reasons:

1. DBA assessment revenue is highly reliable. While there are occasional non-payments, the County/City/DBA eventually collects revenues through a tax lien. And even in the 2009 economic collapse and then COVID pandemic we experienced only slight decreases in non-payment.
2. DBA assessment revenue is based on square footage, not valuations, and hence is not subject to vagaries of the market.
3. DBA bills tax-exempt entities (City, UCB, BUSD, Peralta) for full 12 months (vs 6 month increments on County tax bills. These tax-exempt entities account for 18% of DBA overall budget. For example, their full payment of \$368,844 for 2023, essentially includes a 50% \$184,222 prepayment for second half of year.
4. We invoice from tax-exempt entities in early November and hence receive these full-year assessments in late December or early January.
5. We regularly receive from County/City rest of assessment revenue in late January or early February.

The above 3 Year Projection shows reserves/net assets dwindling to from 3.9 months of operating expenses at end of 2022, to .9 months at the end of 2026 (after \$100,000 estimated consultant cost to renew PBID). If for some reason we feel our liquidity is at risk, due change of timing in cash flows, or expenses running higher or revenues lower than expected, we can pare our cost through attrition and cutbacks on programs and contractors. And with renewal we can also consider a one-time catch-up rate increase (though very much would like to avoid) as done in 2017 when we raised rates by 10% due to a couple prior years where there had been not rate increase. Also, if inflation continues at high rate we may want to consider a higher increase (up to 5% maximum) for 2025 or 2026.

**Exhibit B: DOWNTOWN BERKELEY PBID ASSESSMENT ROLL FY 2024**  
**Prepared April 2023 for Fiscal Year 2024**

			FY 2024 Assessment		
APN	Owner	Site Address	Private Parcels	Tax Exempt	Utility Roll
057- -2016-021-01	1812 University Ave LLC	1812 UNIVERSITY AVE	\$ 5,763.90		
057- -2059-009-00	1915 UNIVERSITY AVENUE PARTNER	1915 UNIVERSITY AVE	\$ 1,514.68		
057- -2024-007-01	1935 ADDISON STREET LLC	1935 ADDISON ST	\$ 4,093.18		
057- -2022-019-01	1950 ADDISON APARTMENT JOINT VENT	1950 ADDISON ST	\$ 14,812.70		
057- -2060-001-00	1950 MLK LLC	1988 M L KING JR WAY	\$ 20,679.10		
057- -2046-001-00	1951 SHATTUCK LLC	2108 BERKELEY WAY	\$ 8,949.40		
057- -2053-002-00	1974 SHATTUCK AVENUE LLC	1974 SHATTUCK AVE	\$ 2,274.26		
057- -2026-007-02	2000 CENTER STREET LLC	2175 MILVIA ST	\$ 15,701.92		
057- -2023-013-00	2001 CENTER STREET LLC	2001 CENTER ST	\$ 10,970.94		
057- -2029-009-00	2015 BANCROFT FEE OWNER CA LLC	2105 BANCROFT WAY	\$ 11,682.38		
055- -1894-014-03	2025 DURANT AVENUE LLC	2025 DURANT AVE	\$ 16,090.18		
055- -1894-015-01	2028 BANCROFT WAY LLC	2028 BANCROFT WAY	\$ 4,394.80		
057- -2025-017-03	2054 UNIVERSITY LLC	2054 UNIVERSITY AVE	\$ 9,323.18		
057- -2026-004-12	2068 CENTER FAMILY LIMITED PAR	2068 CENTER ST	\$ 2,181.78		
057- -2023-001-00	2100 SHATTUCK AVE LP	2104 SHATTUCK AVE	\$ 13,475.64		
057- -2030-001-00	2108 ALLSTON LLC	2108 ALLSTON WAY	\$ 11,047.60		
057- -2029-013-00	2110 KITTREDGE LLC	2110 KITTREDGE ST	\$ 9,452.70		
055- -1893-006-01	2125 DURANT AVENUE LLC	2125 DURANT AVE	\$ 377.14		
057- -2031-011-00	2130 CENTER LLC	2130 CENTER ST	\$ 6,457.40		
057- -2029-016-01	2176 KITTREDGE LLC	2150 KITTREDGE ST	\$ 7,237.52		
055- -1893-005-03	2310 FULTON LLC	2310 FULTON ST	\$ 9,976.48		
055- -1894-017-04	2322 SHATTUCK AVENUE LLC	2300 SHATTUCK AVE	\$ 19,569.36		
055- -1896-004-00	2420 SHATTUCK AVENUE LLC	2428 SHATTUCK AVE	\$ 1,299.88		
055- -1896-003-00	2420 SHATTUCK LLC	2420 SHATTUCK AVE	\$ 1,671.26		
055- -1822-005-00	2524 SHATTUCK BLAKE LLC	2524 SHATTUCK AVE	\$ 1,730.16		
057- -2024-010-02	384 PROMENADE LLC & WPG PROMEN	1936 UNIVERSITY AVE	\$ 10,210.82		
057- -2023-014-00	440 JACKSON STREET LLC	2115 MILVIA ST	\$ 4,951.84		
055- -1893-019-00	A T & T CO 279-1-12-6	0 DURANT AVE			\$ 16,606.42
055- -1893-020-00	A T & T CO 279-1-12-6	0 BANCROFT WAY			\$ 1,003.04
057- -2060-022-00	ACAMPORA ANTHONY & MARGARET R	1801 UNIVERSITY AVE 301	\$ 182.46		
057- -2060-046-00	ACAMPORA ANTHONY & MARGARET R	1801 UNIVERSITY AVE 309	\$ 182.46		
057- -2033-004-00	ADDISON BUILDING LLC	2020 KALA BAGAI WAY	\$ 6,078.92		
057- -2022-014-01	ADDISON LLC	1912 ADDISON ST	\$ 974.22		
057- -2060-041-00	ALBANESE ANDRES & CELINA	1801 UNIVERSITY AVE 407	\$ 182.46		
055- -1823-011-01	ALTA BATES CORPORATION	2104 DWIGHT WAY	\$ 6,631.88		
057- -2030-010-00	AMHERST VENTURES LLC	2231 SHATTUCK AVE	\$ 6,748.44		
057- -2050-031-01	AMISTAD HOUSE LLC	1810 SHATTUCK AVE	\$ 5,021.62		
055- -1821-026-00	AMPRI INVESTMENTS INC	2030 BLAKE ST C	\$ 230.62		
055- -1821-027-00	AMPRI INVESTMENTS INC	2030 BLAKE ST B	\$ 230.14		
057- -2024-013-00	ANDERSON AUDREY A & THOMPSON K	2099 M L KING JR WAY	\$ 2,674.92		
057- -2028-013-00	AOCHI FUSAKO J TR	2000 KITTREDGE ST	\$ 3,576.24		
057- -2060-050-03	AREFI EHSAN & AREFY KATRIN	1809 UNIVERSITY AVE	\$ 104.40		
057- -2032-018-00	ARLINGTON INVESTMENT CO	134 BERKELEY SQ	\$ 1,101.20		
057- -2049-024-00	ATKINS GEORGE C	1849 SHATTUCK AVE 404	\$ 92.12		
057- -2059-007-00	AYYAD FRED & MONA	1929 UNIVERSITY AVE	\$ 1,428.88		
055- -1893-013-00	BAKER EDWARD L	2327 SHATTUCK AVE	\$ 314.98		
055- -1821-025-00	BELGROVE ANGELA M & SWINDERMAN	2030 BLAKE ST D	\$ 617.90		
057- -2016-025-01	BERKELEY CHAMBER OF COM	1834 UNIVERSITY AVE	\$ 964.20		
057- -2032-021-00	BERKELEY DOWNTOWN HOTEL OWNER	2121 CENTER ST	\$ 78,749.96		
057- -2032-022-00	BERKELEY DOWNTOWN HOTEL OWNER	2129 CENTER ST	\$ 1,890.64		
055- -1824-015-00	BERKELEY FREE MARKET LLC	2567 SHATTUCK AVE	\$ 5,320.10		

## Exhibit B: DOWNTOWN BERKELEY PBID ASSESSMENT ROLL FY 2024

Prepared April 2023 for Fiscal Year 2024

APN	Owner	Site Address	FY 2024 Assessment		
			Private Parcels	Tax Exempt	Utility Roll
057--2028-011-00	BERKELEY INN LLC	2001 BANCROFT WAY	\$ 3,717.16		
057--2025-024-00	BERKELEY JOINT POWERS FINANCI	2015 ADDISON ST		\$ 11,978.34	
057--2029-004-00	BERKELEY LODGE NO 270 I O O F	2288 FULTON ST	\$ 4,628.42		
057--2049-037-00	BERKELEY LOFTS LLC	1803 UNIVERSITY AVE	\$ 108.92		
057--2049-038-00	BERKELEY LOFTS LLC	1849 SHATTUCK AVE C2	\$ 309.00		
057--2025-005-03	BERKELEY REPERTORY THEATRE	2071 ADDISON ST	\$ 881.88		
057--2025-008-00	BERKELEY REPERTORY THEATRE	2025 ADDISON ST	\$ 4,206.46		
057--2025-023-00	BERKELEY REPERTORY THEATRE	2009 ADDISON ST	\$ 11,920.02		
057--2032-017-00	BERKELEY STATION PARTNERS LLC	130 BERKELEY SQ	\$ 1,324.88		
057--2023-021-02	BERKELEY TRADITIONAL MUSIC FOU	2026 ADDISON ST	\$ 2,143.58		
057--2023-021-03	BERKELEY TRADITIONAL MUSIC FOU	2020 ADDISON ST	\$ 2,349.66		
055--1894-007-02	BERKELEY UNIFIED SCHOOL DISTRI	2000 BANCROFT WAY		\$ 2,615.28	
057--2020-004-00	BERKELEY UNIFIED SCHOOL DISTRI	1980 ALLSTON WAY		\$ 3,375.40	
057--2020-005-03	BERKELEY UNIFIED SCHOOL DISTRI	2223 M L KING JR WAY		\$ 19,998.84	
055--1894-007-02	BERKELEY UNIFIED SCHOOL DISTRICT	2000 BANCROFT WAY		\$ 5,986.48	
055--1822-009-01	BERKELEY VQOF II SPE LLC	2035 BLAKE ST	\$ 11,372.42		
057--2026-015-00	BERKELEY YOUNG MENS CHRISTIAN	2001 ALLSTON WAY	\$ 19,345.86		
057--2032-010-00	BETTENCOURT CHARLES A & JEANNE	2109 KALA BAGAI WAY	\$ 6,869.84		
057--2060-023-00	BIGGS RALPH E	1801 UNIVERSITY AVE 401	\$ 182.46		
057--2023-004-00	BOLLIBOKKA SHATTUCK LLC	2144 SHATTUCK AVE	\$ 23,791.20		
057--2027-012-00	BPR PROPERTIES BERKELEY LLC	2060 ALLSTON WAY C	\$ 31,294.22		
057--2049-030-00	BROOKS JODY & WIGGIN ANNETTE	1849 SHATTUCK AVE 406	\$ 92.12		
057--2060-050-01	BROWNING ROBERT P & MAIO LINDA	1801 UNIVERSITY AVE A	\$ 101.86		
055--1892-001-01	BUDDHIST CHURCHES OF AMERICA	2140 DURANT AVE	\$ 3,991.00		
057--2022-008-00	BUTLER LARRY TR	1907 CENTER ST	\$ 1,443.24		
057--2023-003-00	C & V SHATTUCK LLC	2120 SHATTUCK AVE	\$ 1,654.06		
057--2031-009-00	C S COMPANY	2161 SHATTUCK AVE	\$ 10,907.62		
055--1895-041-00	CA AG LOGAN PARK PROPERTY OWNER	2352 SHATTUCK AVE	\$ 24,866.88		
055--1895-042-00	CA AG LOGAN PARK PROPERTY OWNER	2370 SHATTUCK AVE	\$ 2,677.18		
057--2034-007-00	CALIF STATE EMPL CR UN	2033 KALA BAGAI WAY	\$ 1,579.92		
055--1893-011-00	CALIFORNIA FIRST BANK	2107 DURANT AVE	\$ 1,003.04		
055--1893-012-00	CALIFORNIA FIRST BANK	2333 SHATTUCK AVE	\$ 4,226.94		
057--2060-030-00	CALOCA ROSA N	1801 UNIVERSITY AVE 204	\$ 182.46		
057--2029-015-00	CARLSON SUSAN TR	2138 KITTREDGE ST	\$ 2,803.54		
057--2023-016-01	CENTURY PROPERTIES LLC	0 MILVIA ST	\$ 1,824.70		
057--2030-003-00	CERFAM LLC	2134 ALLSTON WAY	\$ 2,445.64		
055--1891-012-00	CHAN KUM L & ANDREW TRS & CHAN	2429 SHATTUCK AVE	\$ 4,572.22		
057--2060-040-00	CHANG ANDY T & TERRY L ETAL	1801 UNIVERSITY AVE 307	\$ 182.46		
057--2032-012-00	CHENG FRANK & DOROTHY	2112 ADDISON ST	\$ 4,628.92		
057--2016-003-00	CHENG TE C TR	2070 M L KING JR WAY	\$ 777.56		
057--2060-028-00	CHUA SHIRLEY C & SUISUILYN	1801 UNIVERSITY AVE 303	\$ 182.46		
057--2017-016-01	CITY OF BERKELEY	2100 M L KING JR WAY		\$ 18,836.88	
057--2021-001-00	CITY OF BERKELEY	2180 MILVIA ST		\$ 16,331.84	
057--2021-002-00	CITY OF BERKELEY	0 CENTER ST		\$ 17,119.90	
057--2022-006-00	CITY OF BERKELEY	1947 CENTER ST		\$ 9,507.30	
057--2022-020-00	CITY OF BERKELEY	0 CENTER ST		\$ 4,093.04	
057--2023-020-03	CITY OF BERKELEY	2025 CENTER ST		\$ 45,539.34	
057--2028-005-00	CITY OF BERKELEY	2031 BANCROFT WAY		\$ 3,110.54	
057--2028-017-01	CITY OF BERKELEY	2090 KITTREDGE ST		\$ 14,104.74	
057--2053-022-01	CITY OF BERKELEY	0 BERKELEY WAY		\$ 2,885.84	
057--2118-001-00	CITY OF BERKELEY	2200 FULTON ST		\$ -	



## Exhibit B: DOWNTOWN BERKELEY PBID ASSESSMENT ROLL FY 2024

Prepared April 2023 for Fiscal Year 2024

APN	Owner	Site Address	FY 2024 Assessment		
			Private Parcels	Tax Exempt	Utility Roll
057- -2119-001-00	CITY OF BERKELEY	2200 FULTON ST A		\$ 7,992.34	
057- -2031-001-01	CORE BERKELEY OXFORD LLC	2128 OXFORD ST	\$ 5,129.22		
057- -2031-013-00	CORE BERKELEY OXFORD LLC	2142 CENTER ST	\$ 8,855.90		
057- -2031-014-00	CORE BERKELEY OXFORD LLC	2136 CENTER ST	\$ 2,972.24		
057- -2060-026-00	CORR JAMES C & MICHAELS MARY F	1801 UNIVERSITY AVE 402	\$ 182.46		
055- -1895-019-01	CPF BERKELEY VARSITY LLC	2024 DURANT AVE	\$ 10,940.24		
055- -1822-003-02	CRESTON DEVELOPMENTS LLC	2514 SHATTUCK AVE	\$ 1,785.08		
057- -2026-013-00	CSQ FEE ONWER CA LLC	2168 SHATTUCK AVE	\$ 13,632.20		
057- -2023-026-00	CVBAF ACQ LLC	2055 CENTER ST	\$ 41,593.90		
055- -1821-024-02	CYH COMPANY INC	2034 BLAKE ST	\$ 3,809.56		
057- -2049-021-00	DANG DENNIS H	1849 SHATTUCK AVE 403	\$ 92.12		
057- -2120-001-00	DAVID BROWER CENTER	2150 ALLSTON WAY	\$ 6,662.00		
057- -2049-020-00	DELBONTA MATTHEW A	1849 SHATTUCK AVE 303	\$ 92.12		
055- -1892-015-00	DURANT BERKELEY PARTNERS LP	2367 SHATTUCK AVE	\$ 1,711.34		
055- -1892-016-00	DURANT BERKELEY PARTNERS LP	2349 SHATTUCK AVE	\$ 2,888.76		
057- -2031-003-00	DWF VI VMG ALLSTON LLC	2161 ALLSTON WAY	\$ 11,192.00		
055- -1893-005-03	DWF VI VMG STADIUM LLC	2310 FULTON ST	\$ 10,225.86		
055- -1890-012-01	DWIGHT WAY RESIDENTIAL PROPERTY	2107 DWIGHT WAY	\$ 12,559.40		
057- -2024-004-00	EAST BAY MEDIA CENTER	1939 ADDISON ST	\$ 595.64		
057- -2024-008-01	EAST END INVESTORS GROUP INC	1950 UNIVERSITY AVE	\$ 4,098.70		
055- -1892-013-01	EASTBOROUGH PROPERTIES LP	2399 SHATTUCK AVE	\$ 5,279.82		
057- -2030-009-00	FERROGGIARO MARY J TR & WISE A	2115 KITTREDGE ST	\$ 6,942.32		
057- -2053-003-01	FIFTH KEIL CO	1998 SHATTUCK AVE	\$ 5,160.18		
057- -2053-003-02	FIFTH KEIL CO	1984 SHATTUCK AVE	\$ 1,116.78		
055- -1894-006-00	FIGUEROA XAVIER & JOSEFINA J	2017 DURANT AVE	\$ 974.12		
057- -2022-003-01	FIRST MILVIA LLC	2108 MILVIA ST	\$ 1,093.96		
057- -2022-017-01	FIRST MILVIA LLC	2100 MILVIA ST	\$ 13,983.84		
057- -2026-002-01	FIRST SHATTUCK LLC	2150 SHATTUCK AVE	\$ 46,576.18		
057- -2026-005-01	FIRST SHATTUCK LLC	2043 ALLSTON WAY	\$ 5,594.66		
057- -2026-012-03	FIRST SHATTUCK LLC	2052 CENTER ST	\$ 31,302.26		
057- -2028-002-00	FU JIHW A & JI H TRS	2270 SHATTUCK AVE	\$ 2,171.48		
055- -1896-002-00	FUJIKAWA MARK A & GEORGIA	2414 SHATTUCK AVE	\$ 365.64		
057- -2049-040-00	GEDR HILLSIDE LLC	2102 DELAWARE ST	\$ 5,524.42		
055- -1895-015-01	GENIRBERG SIBLINGS LLC	2000 DURANT AVE	\$ 4,716.38		
057- -2049-022-00	GIEBELER PERSIS A	1849 SHATTUCK AVE 204	\$ 92.12		
057- -2049-026-00	GILMOUR SUSAN R & THOMAS S	1849 SHATTUCK AVE 305	\$ 92.12		
055- -1896-004-00	GIOTINIS MICHAEL C & ATHIA M T	2428 SHATTUCK AVE	\$ 1,268.18		
057- -2025-004-00	GLYNN EDITH W TR	2020 SHATTUCK AVE	\$ 3,002.78		
057- -2053-004-02	GLYNN EDITH W TR	2071 UNIVERSITY AVE	\$ 2,664.28		
057- -2034-009-00	GOLDEN CA PROPERTY 1 LLC	2017 KALA BAGAI WAY	\$ 1,788.26		
055- -1892-014-00	GORDON JOHN K & MITCHELL JANIS	2375 SHATTUCK AVE	\$ 838.40		
055- -1897-006-00	GORDON JOHN K & MITCHELL JANIS	2450 SHATTUCK AVE	\$ 4,328.50		
057- -2024-021-01	GORDON JOHN K & MITCHELL JANIS	1952 UNIVERSITY AVE	\$ 4,488.58		
057- -2025-005-02	GORDON JOHN K & MITCHELL JANIS	2024 SHATTUCK AVE	\$ 5,909.04		
057- -2025-019-00	GORDON JOHN K & MITCHELL JANIS	2058 UNIVERSITY AVE	\$ 2,377.12		
057- -2025-022-00	GORDON JOHN K & MITCHELL JANIS	2014 SHATTUCK AVE	\$ 1,654.06		
057- -2029-011-00	GORDON JOHN K & MITCHELL JANIS	2277 SHATTUCK AVE	\$ 2,325.54		
057- -2030-011-00	GORDON JOHN K & MITCHELL JANIS	2225 SHATTUCK AVE	\$ 1,076.34		
057- -2025-006-00	GORDON JOHN K & MITCHELL JANIS	2036 SHATTUCK AVE	\$ 8,670.70		
057- -2049-029-00	GOTTLIEB SHARONA D	1849 SHATTUCK AVE 306	\$ 92.12		
057- -2028-014-02	GRANITE LIBRARY GARDENS LP	2022 KITTREDGE ST	\$ 45,399.26		

**Exhibit B: DOWNTOWN BERKELEY PBID ASSESSMENT ROLL FY 2024**  
**Prepared April 2023 for Fiscal Year 2024**

APN	Owner	Site Address	FY 2024 Assessment		
			Private Parcels	Tax Exempt	Utility Roll
057- -2024-015-03	GREENLINING INSTITUTE	1916 UNIVERSITY AVE	\$ 2,434.64		
057- -2029-012-00	H DRAKE CORPORATION	2271 SHATTUCK AVE	\$ 2,568.28		
055- -1821-028-00	HA YANGWON K	2030 BLAKE ST A	\$ 254.96		
057- -2016-027-02	HADJIAN SIMIN & PAYVAND ETAL	1840 UNIVERSITY AVE	\$ 3,361.44		
057- -2060-036-00	HAMMOND LUCIA	1801 UNIVERSITY AVE 206	\$ 182.46		
057- -2059-006-00	HAN CHANG S & YOON J	1941 UNIVERSITY AVE	\$ 1,882.68		
057- -2060-043-00	HART ELIZABETH	1801 UNIVERSITY AVE 308	\$ 182.46		
057- -2027-002-02	HEAD LAMA TIBETAN NYINGMA MEDI	2210 HAROLD WAY	\$ 1,759.20		
057- -2027-002-03	HEAD LAMA TIBETAN NYINGMA MEDI	2018 ALLSTON WAY	\$ 5,891.42		
057- -2027-004-00	HEAD LAMA TIBETAN NYINGMAPA ME	2222 HAROLD WAY	\$ 14,073.92		
057- -2060-037-00	HERNANDEZ KARYN L	1801 UNIVERSITY AVE 306	\$ 182.46		
057- -2034-006-00	HIGHWAY 61	2037 SHATTUCK AVE	\$ 7,488.94		
057- -2031-006-00	HIRAHARA FAMILY LIMITED PARTNE	2187 SHATTUCK AVE	\$ 5,664.30		
057- -2025-002-00	HO MENG H & SHIN J TRS & HO MI	2008 SHATTUCK AVE	\$ 4,980.74		
057- -2027-010-00	HSR BERKELEY INVESTMENTS LLC	2060 ALLSTON WAY A	\$ 31,666.14		
057- -2027-011-00	HSR BERKELEY INVESTMENTS LLC	2070 ALLSTON WAY	\$ 11,200.38		
057- -2049-015-00	HU VICTORIA L	1849 SHATTUCK AVE 401	\$ 92.12		
057- -2059-010-00	HULTGREN ROBERT P & SUSAN S TR	1909 UNIVERSITY AVE	\$ 1,520.82		
057- -2049-019-00	HUYNH MATTHEW & REGINA TRS	1849 SHATTUCK AVE 203	\$ 92.12		
057- -2032-015-00	JANTA REALTY INC & BATRA MANJU	2100 KALA BAGAI WAY	\$ 1,564.86		
055- -1894-002-00	JINDO VENTURES LLC	2037 DURANT AVE	\$ 4,042.98		
057- -2053-001-00	JLLJAR LLC	1950 SHATTUCK AVE	\$ 3,410.40		
055- -1821-003-00	JOHNSTON STEWART L	2558 SHATTUCK AVE	\$ 1,887.70		
055- -1821-004-00	JOHNSTON STEWART L	2576 SHATTUCK AVE	\$ 1,085.44		
057- -2049-023-00	KALOFONOS ANGELIKI & MARIA S	1849 SHATTUCK AVE 304	\$ 92.12		
057- -2025-016-00	KAM YIU LAM & SHUN TO LO LAM L	2042 UNIVERSITY AVE	\$ 3,647.94		
057- -2032-011-00	KAMENY HARVEY TR	2101 KALA BAGAI WAY	\$ 4,129.62		
057- -2060-006-00	KAMI BARRY G & CATHY J TRS	1813 UNIVERSITY AVE	\$ 2,127.90		
057- -2060-004-00	KANG BU U & JEONG H ETAL	1823 UNIVERSITY AVE	\$ 1,653.80		
057- -2060-005-00	KANG BU U & JEONG H ETAL	1821 UNIVERSITY AVE	\$ 1,316.66		
057- -2030-008-00	KAO ROGER Y	2117 KITTREDGE ST	\$ 2,533.60		
057- -2032-019-00	KAPLAN EDUCATIONAL CENTERS INC	2144 KALA BAGAI WAY	\$ 3,885.60		
057- -2031-002-00	KASHANI NASSER & PAMELA L TRS	2171 ALLSTON WAY	\$ 9,787.38		
057- -2025-012-00	KASHEF M M & KATHERINE TRS	2001 MILVIA ST	\$ 415.22		
057- -2025-013-00	KASHEF M MEHDI & KATHERINE TRS	2000 UNIVERSITY AVE	\$ 1,242.84		
057- -2060-031-00	KEAS MABEL E	1801 UNIVERSITY AVE 304	\$ 182.46		
057- -2060-044-00	KEHRET JOSEPH G	1801 UNIVERSITY AVE 408	\$ 182.46		
057- -2060-050-05	KENNEDY PATRICK C & JULIE M TR	1809 UNIVERSITY AVE	\$ 99.98		
057- -2060-050-06	KENNEDY PATRICK C & JULIE M TR	1807 UNIVERSITY AVE	\$ 106.72		
057- -2060-050-07	KENNEDY PATRICK C & JULIE TRS	1807 UNIVERSITY AVE A	\$ 31.64		
057- -2049-034-00	KHO ERIC L	1849 SHATTUCK AVE 208	\$ 92.12		
057- -2053-005-00	KL2067 UNIVERSITY LLC	2067 UNIVERSITY AVE	\$ 7,256.10		
057- -2060-003-00	KLATT PETER & JOAN C TRS	1849 UNIVERSITY AVE	\$ 1,973.82		
057- -2030-012-00	KOOYMAN STEVEN P & SUSAN J	2219 SHATTUCK AVE	\$ 2,515.02		
057- -2049-016-00	LAI ROGER Y	1849 SHATTUCK AVE 202	\$ 92.12		
055- -1896-005-00	LAIR QOZB LLC	2440 SHATTUCK AVE	\$ 2,741.40		
055- -1893-015-01	LAKIREDDY PRASAD R & SANTI	2323 SHATTUCK AVE	\$ 3,104.32		
057- -2024-018-01	LAKIREDDY PRASAD R & SANTI	1942 UNIVERSITY AVE	\$ 5,561.42		
055- -1897-002-00	LAKIREDDY PRASAD R & SANTI & H	2484 SHATTUCK AVE	\$ 9,061.20		
057- -2059-008-00	LAM PAULINE P ETAL	1921 UNIVERSITY AVE	\$ 1,253.72		
057- -2023-012-00	LANGUAGE STUDIES INC	2015 CENTER ST	\$ 4,394.48		

## Exhibit B: DOWNTOWN BERKELEY PBID ASSESSMENT ROLL FY 2024

Prepared April 2023 for Fiscal Year 2024

APN	Owner	Site Address	FY 2024 Assessment		
			Private Parcels	Tax Exempt	Utility Roll
057- -2025-001-00	LAUSON LLC	2000 SHATTUCK AVE	\$ 6,840.10		
057- -2024-011-00	LEE SANG H & CHUNG EUNJUNG	1915 ADDISON ST	\$ 2,077.52		
057- -2049-017-00	LHAKEY PEMA	1849 SHATTUCK AVE 302	\$ 92.12		
055- -1894-016-00	LI JULIAN J & SOPHIA Y	2030 BANCROFT WAY	\$ 1,179.38		
057- -2060-024-00	LIN DIANA M TR	1801 UNIVERSITY AVE 202	\$ 182.46		
057- -2034-011-00	LIU JIM K	2138 UNIVERSITY AVE	\$ 2,763.80		
057- -2049-014-00	LLOYD BENJAMIN & JULIE K ET AL	1849 SHATTUCK AVE 301	\$ 92.12		
057- -2034-010-00	LORI BCA 2120 L P	2015 KALA BAGAI WAY	\$ 15,821.52		
057- -2060-032-00	LYON DAVID	1801 UNIVERSITY AVE 404	\$ 182.46		
057- -2031-004-00	MAGNES MUSEUM FOUNDATION	2121 ALLSTON WAY	\$ 11,514.38		
057- -2053-012-00	MAHRAT ABDULCHAFFAR & REEM	1949 MILVIA ST	\$ 2,731.28		
057- -2025-010-01	MAIA HOLDINGS LLC, COLLIERS INTERN	2001 ADDISON ST	\$ 11,119.22		
057- -2060-034-00	MAK KWAN & LISHAN	1801 UNIVERSITY AVE 305	\$ 182.46		
057- -2050-005-00	MALIN ROBERT O INC	1848 SHATTUCK AVE	\$ 1,280.00		
057- -2060-025-00	MAO YULI	1801 UNIVERSITY AVE 302	\$ 182.46		
057- -2031-005-00	MARTIN DAVID J & MARILYN R TRS	2115 ALLSTON WAY	\$ 2,260.20		
057- -2031-007-00	MARTIN DAVID J & MARILYN R TRS	2181 SHATTUCK AVE	\$ 2,568.04		
057- -2031-008-00	MARTIN DAVID J & MARILYN R TRS	2171 SHATTUCK AVE	\$ 4,445.22		
057- -2051-004-00	MARTIN DAVID J & MARILYN R TRS	1920 SHATTUCK AVE	\$ 991.78		
057- -2051-053-00	MARTIN REID & JOHN	1912 SHATTUCK AVE	\$ 771.98		
057- -2046-011-01	MCREF ACHENSON LLC	1987 SHATTUCK AVE	\$ 17,375.62		
057- -2046-008-04	MCREF ACHENSON LLC	2125 UNIVERSITY AVE	\$ 38,775.86		
057- -2046-009-00	MCREF BACHENHEIMER LLC	2119 UNIVERSITY AVE	\$ 11,656.26		
057- -2049-036-00	MEJIA CESAR A	1849 SHATTUCK AVE 408	\$ 92.12		
057- -2034-008-00	MEVLANARUMI LLC	2025 KALA BAGAI WAY	\$ 1,828.20		
055- -1822-002-01	MMP CHESTNUT LLC	2506 SHATTUCK AVE	\$ 1,273.22		
057- -2033-001-01	MO SHATTUCK LLC	2000 KALA BAGAI WAY	\$ 8,667.56		
057- -2016-002-00	MOAVEN SAGHI	2054 M L KING JR WAY	\$ 354.00		
057- -2051-006-01	MORAN EVERETT S JR & CATHARINE	1936 SHATTUCK AVE	\$ 2,350.00		
055- -1821-001-01	NATURAL GREEN CORPORATION	2550 SHATTUCK AVE	\$ 4,416.32		
057- -2051-005-00	NINETEEN HUNDRED TWENTY SIX SH	1926 SHATTUCK AVE	\$ 957.48		
057- -2049-031-00	NIRAMOL CHITRCHARATN 2016 LIVING T	1849 SHATTUCK AVE 207	\$ 92.12		
057- -2049-032-00	NISEN FREDERICK P	1849 SHATTUCK AVE 307	\$ 92.12		
057- -2024-014-00	NORCAL PROPERTIES LLC	1900 UNIVERSITY AVE	\$ 3,907.98		
057- -2016-024-01	OHAY PHILIP L & BARBARA L TRS	1824 UNIVERSITY AVE	\$ 3,270.76		
057- -2060-047-00	OLSON JAMES R	1801 UNIVERSITY AVE 409	\$ 182.46		
057- -2120-002-00	OXFORD COMMERCIAL LLC	2200 OXFORD ST	\$ 3,885.00		
057- -2121-001-00	OXFORD PLAZA LP	2175 KITTREDGE ST	\$ 17,154.08		
057- -2016-018-01	P P M&B BERKELEY LLC	1800 UNIVERSITY AVE	\$ 2,674.38		
055- -1893-019-00	P T & T CO 279-1-12-6	0 DURANT AVE	\$ 17,362.00		
055- -1893-020-00	P T & T CO 279-1-1-4	0 BANCROFT WAY	\$ 1,048.68		
055- -1820-001-01	PARKERSHATTUCK OWNER LLC	2600 SHATTUCK AVE	\$ 13,853.98		
055- -1821-005-00	PARKERSHATTUCK OWNER LLC	2598 SHATTUCK AVE	\$ 1,219.88		
057- -2028-004-00	PASAND COURTYARD LLC	2276 SHATTUCK AVE	\$ 11,697.20		
057- -2060-048-00	PATHMARAJAH CANAGARATNAM TR	1801 UNIVERSITY AVE 210	\$ 182.46		
057- -2029-014-00	PELEG YORAM & BARBARA L	2124 KITTREDGE ST	\$ 3,100.78		
057- -2022-005-01	PERALTA COMMUNITY COLLEGE DIST	2118 MILVIA ST		\$ 5,862.20	
057- -2026-010-00	PERALTA COMMUNITY COLLEGE DIST	2016 CENTER ST		\$ 1,373.30	
057- -2026-014-00	PERALTA COMMUNITY COLLEGE DIST	2048 CENTER ST		\$ 26,048.58	
055- -1894-003-01	PERSIAN CENTER	2029 DURANT AVE	\$ 994.64		
057- -2026-004-05	PR III SHATTUCK LLC	2190 SHATTUCK AVE	\$ 18,684.30		

**Exhibit B: DOWNTOWN BERKELEY PBID ASSESSMENT ROLL FY 2024**  
**Prepared April 2023 for Fiscal Year 2024**

APN	Owner	Site Address	FY 2024 Assessment		
			Private Parcels	Tax Exempt	Utility Roll
057- -2053-006-00	REDDY HANUMANDLA J & HANUMANDL	2057 UNIVERSITY AVE	\$ 6,043.24		
057- -2025-021-00	REDDY HANUMANDLA R & HANUMANDL	2066 UNIVERSITY AVE	\$ 6,385.86		
057- -2046-002-00	REGENCY 2120 BERKELEY WAY LLC	2120 BERKELEY WAY	\$ 8,709.00		
055- -1891-014-01	REGENTS OF THE UNIVERSITY OF C	2401 SHATTUCK AVE		\$ 6,583.88	
057- -2029-007-02	REGENTS OF THE UNIVERSITY OF C	2113 BANCROFT WAY		\$ 4,588.58	
057- -2047-004-00	REGENTS OF THE UNIVERSITY OF C	1900 OXFORD ST		\$ 45,147.50	
057- -2032-014-01	REGENTS OF THE UNIVERSITY OF C	2120 OXFORD ST		\$ 14,345.16	
057- -2034-003-00	REGENTS OF THE UNIVERSITY OF C	0 ADDISON ST		\$ 777.50	
057- -2034-004-00	REGENTS OF THE UNIVERSITY OF C	2123 ADDISON ST		\$ 257.48	
057- -2034-012-00	REGENTS OF THE UNIVERSITY OF C	2154 UNIVERSITY AVE		\$ 4,273.80	
057- -2034-014-02	REGENTS OF THE UNIVERSITY OF C	2199 ADDISON ST		\$ 70.58	
057- -2034-014-03	REGENTS OF THE UNIVERSITY OF C	2199 ADDISON ST		\$ 28,335.68	
057- -2045-002-00	REGENTS OF THE UNIVERSITY OF C	1952 OXFORD ST		\$ 2,085.34	
057- -2045-003-00	REGENTS OF THE UNIVERSITY OF C	1990 OXFORD ST		\$ 898.76	
057- -2045-006-00	REGENTS OF THE UNIVERSITY OF C	1925 WALNUT ST		\$ 406.12	
057- -2045-001-00	REGENTS OF THE UNIVERSITY OF CALIF	1921 WALNUT ST		\$ 654.38	
057- -2045-005-00	REGENTS OF THE UNIVERSITY OF CALIF	1933 WALNUT ST		\$ 162.56	
057- -2054-012-01	REGENTS OF UNIVERSITY CALIFORN	1995 UNIVERSITY AVE		\$ 17,108.02	
057- -2045-004-00	REGENTS UNIVERSITY OF CALIFORN	2161 UNIVERSITY AVE		\$ 2,631.64	
057- -2023-023-00	RILCO ADDISON LLC	2030 ADDISON ST	\$ 11,413.48		
057- -2023-024-00	RILCO ADDISON LLC	2040 ADDISON ST	\$ 4,895.32		
057- -2023-025-00	RUEGG & ELLSWORTH	2072 ADDISON ST	\$ 2,635.06		
057- -2049-033-00	RYU DAVID J & WU CHRISTINA L	1849 SHATTUCK AVE 407	\$ 92.12		
055- -1895-018-01	SATELLITE FIRST COMMUNITIES L	2020 DURANT AVE	\$ 2,841.24		
055- -1896-003-00	SCHIPANI ANNA A	2420 SHATTUCK AVE	\$ 1,467.92		
057- -2049-028-00	SCHIRLE ANN M	1849 SHATTUCK AVE 206	\$ 92.12		
055- -1893-016-00	SEGERBERG KENNETH TRUST	2301 SHATTUCK AVE	\$ 2,287.76		
057- -2024-016-02	SEVERY MICHELLE A TR & AARONIA	1926 UNIVERSITY AVE	\$ 610.76		
057- -2022-009-02	SHAMSZAD SASHA G & MERIDETH B	2105 M L KING JR WAY	\$ 2,660.84		
057- -2022-013-04	SHAMSZAD SASHA G & MERIDETH B	1900 ADDISON ST	\$ 4,031.16		
057- -2024-002-02	SHAMSZAD SASHA G & MERIDETH B	2020 MILVIA ST	\$ 8,986.24		
057- -2033-003-00	SHAMSZAD SASHA G & MERIDETH B	2021 SHATTUCK AVE	\$ 6,861.96		
055- -1891-013-01	SHATTUCK SENIOR HOMES ASSOCIAT	2421 SHATTUCK AVE	\$ 1,513.20		
055- -1897-001-03	SHATTUCK WICKS PARTNERSHIP LTD	2480 SHATTUCK AVE	\$ 2,803.44		
055- -1822-006-00	SHEN TSUI Y & WU YEU B	2530 SHATTUCK AVE	\$ 1,636.80		
057- -2060-038-00	SHOJI JOSEPH	1801 UNIVERSITY AVE 406	\$ 182.46		
057- -2016-022-00	SHREE LAXMI LLC	1822 UNIVERSITY AVE	\$ 3,604.14		
057- -2053-014-02	SHRIMATIS LIMITED INC	2011 UNIVERSITY AVE	\$ 2,259.94		
057- -2060-045-00	SIKAFFY AMAL	1801 UNIVERSITY AVE 209	\$ 182.46		
057- -2049-013-00	SONG JIA Y	1849 SHATTUCK AVE 201	\$ 92.12		
055- -1824-016-00	SOUTHWICK TIMOTHY K & SUSAN E	2555 SHATTUCK AVE	\$ 1,348.32		
055- -1892-018-01	SOUTHWICK TIMOTHY K & SUSAN E	2110 DURANT AVE	\$ 3,069.30		
055- -1896-001-00	SOUTHWICK TIMOTHY K & SUSAN E	2410 SHATTUCK AVE	\$ 3,498.22		
057- -2060-002-00	SOUTHWICK TIMOTHY SR & SUSAN T	1865 UNIVERSITY AVE	\$ 2,957.54		
057- -2032-016-00	SPITZER NORMAN S & MARY J TRS	2115 SHATTUCK AVE	\$ 1,523.14		
057- -2023-017-01	STERLING BERKELEY ADDISON L P	2101 MILVIA ST	\$ 3,789.12		
057- -2030-002-00	STERLING BERKELEY ALLSTON LP	2116 ALLSTON WAY	\$ 18,794.92		
055- -1890-013-02	STERLING BERKELEY HASTE LP	2451 SHATTUCK AVE	\$ 13,193.34		
057- -2047-002-01	STERLING BERKELEY OXFORD LP	1910 OXFORD ST	\$ 5,736.98		
057- -2025-014-00	STERLING BERKELEY UNIVERSITY AVE	2004 UNIVERSITY AVE	\$ 7,229.46		
057- -2024-001-02	STONEFIRE PARTNERS LLC	1974 UNIVERSITY AVE	\$ 15,908.46		

**Exhibit B: DOWNTOWN BERKELEY PBID ASSESSMENT ROLL FY 2024**  
 Prepared April 2023 for Fiscal Year 2024

			FY 2024 Assessment		
APN	Owner	Site Address	Private Parcels	Tax Exempt	Utility Roll
057- -2049-035-00	SU FU & CHUANG C ETAL	1849 SHATTUCK AVE 308	\$ 92.12		
055- -1823-011-01	SUTTER BAY HOSPITALS	2104 DWIGHT WAY	\$ 6,797.66		
057- -2060-035-00	SWANSON LINDA L	1801 UNIVERSITY AVE 405	\$ 182.46		
057- -2049-025-00	SWEENEY ZEPHYR & DENNIS A	1849 SHATTUCK AVE 205	\$ 92.12		
057- -2060-042-00	SZABO MARSHIKA L	1801 UNIVERSITY AVE 208	\$ 182.46		
055- -1896-005-00	T J WHITTEN FAMILY LLC	2440 SHATTUCK AVE	\$ 2,674.54		
057- -2053-008-01	TALAI MOHAMMAD E & KOKAB S TRS	2035 UNIVERSITY AVE	\$ 5,539.64		
057- -2060-033-00	TAVAKOLIZADEH MEHDI	1801 UNIVERSITY AVE 205	\$ 182.46		
055- -1824-014-00	THALLAUG KIRSTEN L & THALLAUG TR	2105 PARKER ST	\$ 4,075.70		
057- -2060-027-00	THEVANAYAGAM SABANAYAGAM & VAS	1801 UNIVERSITY AVE 203	\$ 182.46		
057- -2060-049-00	THOMAS HERB TR	1801 UNIVERSITY AVE 310	\$ 182.46		
057- -2049-018-00	TIPHANE GUY TR	1849 SHATTUCK AVE 402	\$ 92.12		
057- -2051-051- 00	TIPPING STEVEN B & ZENIADA L T	1900 SHATTUCK AVE	\$ 1,963.92		
057- -2051-052-00	TIPPING STEVEN B & ZENIADA L T	1908 SHATTUCK AVE	\$ 995.78		
057- -2053-007-00	TRILINK REAL ESTATE INVESTMENT	2041 UNIVERSITY AVE	\$ 7,646.52		
057- -2025-015-00	U C STUDIOS LLC	2018 UNIVERSITY AVE	\$ 12,851.30		
057- -20270-05-00	UNITED STATES POSTAL SERVICE	0 MILVIA ST		\$ 12,258.02	
055- -1825-015-02	VALIYEE REZA	2621 SHATTUCK AVE	\$ 7,605.86		
055- -1825-019-00	VALIYEE REZA	2609 SHATTUCK AVE	\$ 3,383.14		
057- -2024-012-00	VEDENSKY PROPERTIES LLC	1911 ADDISON ST	\$ 2,663.84		
055- -1893-007-01	VERO PROPERTIES LLC	2124 BANCROFT WAY	\$ 7,150.32		
055- -1893-018-00	VERO PROPERTIES LLC	2126 BANCROFT WAY	\$ 1,003.34		
057- -2051-007-00	VINLAND PROPERTY INVETMENT LL	2053 BERKELEY WAY	\$ 1,252.32		
057- -2028-003-00	WADE WILLIAM J TR	2274 SHATTUCK AVE	\$ 14,458.72		
057- -2060-039-00	WAGELE NICHOLAS	1801 UNIVERSITY AVE 207	\$ 182.46		
057- -2028-012-00	WANDER ROBERT H & INGRID	2235 MILVIA ST	\$ 662.52		
055- -1822-001-00	WONG FRANKLIN & PUI T ET AL	2500 SHATTUCK AVE	\$ 1,752.24		
057- -2060-029-00	WONG MEI L & KUOCHEN	1801 UNIVERSITY AVE 403	\$ 182.46		
057- -2031-010-00	WU SHU F TR	2124 CENTER ST	\$ 3,506.64		
057- -2049-027-00	YANG JUDY C TR & YANG LUCINDA	1849 SHATTUCK AVE 405	\$ 92.12		
057- -2034-005-00	YANIV GERSHON & RACHEL D ETAL	2119 ADDISON ST	\$ 5,409.94		
057- -2059-011-00	YEARWOOD INES L & KHALIL & ROD	1901 UNIVERSITY AVE	\$ 1,567.42		
057- -2053-011-00	YEE DAVID	2017 UNIVERSITY AVE	\$ 3,474.20		
057- -2060-021-00	YEH JENG R & YANG CHINGMEI	1801 UNIVERSITY AVE 201	\$ 182.46		
057- -2029-010-02	YOUNG JAMES C & EDDIE JR	2281 SHATTUCK AVE	\$ 979.08		
057- -2029-010-01	YOUNG JAMES C & YOUNG EDDIE JR	2283 SHATTUCK AVE	\$ 733.30		
057- -2022-018-00	YOUNG MENS CHRISTIAN ASSOCIATION	2109 M L KING JR WAY	\$ 1,914.20		
055- -1893-001-00	YU CHING H & INN N TRS	2190 BANCROFT WAY	\$ 2,068.88		
055- -1893-001-00	YU INN N TRS	2190 BANCROFT WAY	\$ 2,120.58		
055- -1822-004-00	YU WAH Y & RUICHAN	2520 SHATTUCK AVE	\$ 755.54		
057- -2023-002-00	ZAC ENTERPRISE LLC	2116 SHATTUCK AVE	\$ 1,956.92		
<b>TOTAL:</b>			<b>\$ 1,599,177.08</b>	<b>\$ 357,345.18</b>	<b>\$ 17,609.46</b>
	Total Count of Properties	347	309	36	2
	County Fee @1.7% (on Private Parcels):		\$ 27,186.01		
	Net Assessment Revenue (Private Parcels):		\$ 1,571,991.07		
Total Assessment Revenue:			\$1,946,945.71		
<b>Total Assessment Revenue:</b>			<b>\$1,946,946</b>		

Note: Data for APN, Owner, and Land Use from the City's Land Management System is current as of April 17, 2023.

