

# BUDGET

Fiscal Years 2023 & 2024

OFFICE OF ECONOMIC  
DEVELOPMENT



# SERVICES

## Business Services

- Direct Assistance to Businesses, Property Owners and Community Organizations
- Support for ~12 Commercial District & Business Associations
- Industry Cluster Programs
- Revolving Loan Program (two funds)
- Sustainable Business Practices
- Marketing
- Research and Data Analysis
- 3 Commissions: Loan Admin Board, Elmwood BID Advisory Board, Solano BID Advisory Board

## Civic Arts

- Direct Assistance to Artists and Community Organizations
- Civic Arts Grants
- Festival Grants Program
- Public Art Collection
- Public Art Programs
- Public Art in Private Development
- City-Managed Galleries
- Civic Arts Commission
  - 4 subcommittees



# OFFICE OF ECONOMIC DEVELOPMENT

## ACCOMPLISHMENTS

### COVID-19 Response and Recovery

- ARPA Funding for impacted sectors
  - Tourism
  - Arts & Culture Relief Grants (\$2M)
  - Small Business
- Resiliency Loan Program (RLP) funded by CARES Act July 2020
  - Provided program supports for ~\$800K loan fund for Berkeley businesses
- City Emergency Operations Center (EOC) response to COVID-19
  - Business liaison, EOC mgmt. Section

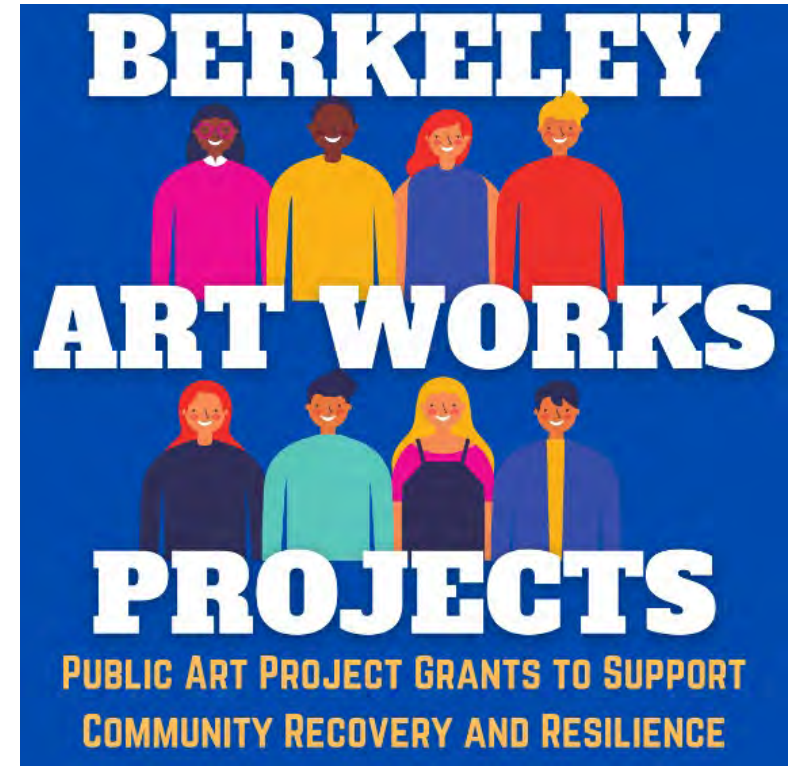


# OFFICE OF ECONOMIC DEVELOPMENT

## ACCOMPLISHMENTS

(SP) = Strategic Plan  
Projects

- Berkeley Art Works Projects (SP)
- IKEA Kiosk Installations (SP)
- Outdoor Commerce Path to Permanence (SP)



# OFFICE OF ECONOMIC DEVELOPMENT

## ACCOMPLISHMENTS

- Public Art Projects (SP)
  - North Berkeley Senior Center (T1)
- Robust Civic Arts Grants Program
  - 100+ grants, including festivals & individuals



**APPLY NOW FOR A BERKELEY ARTS RECOVERY GRANT FOR ARTISTS & CULTURAL PRACTITIONERS**



Detail from "The City and Its People" by Romare Bearden

**BERKELEY CIVIC ARTS NEWSLETTER**

April 18, 2022

The Civic Arts Program supports a culturally vibrant and diverse arts ecosystem within the City of Berkeley by funding grants to artists, arts organizations and festival; providing opportunities for artists to create and display work in the public realm; and ensuring equitable access to high quality arts and culture for residents and visitors alike.

**INTRODUCING THE NEW CIVIC ARTS STAFF MEMBERS!**

Joining the Chief Cultural Affairs Officer Jennifer Lovvorn are two new Civic Arts Program staff members! (From left to right in the photo – Zoë, Jennifer, Hilary)

**Zoë Taleporos** (she/her) is the new Public Art Program Lead. She is an arts administrator, curator, and writer based in Oakland. She recently held the position of Public Art Project Manager at the San Francisco Arts Commission, where she was involved in



(left) "Song of Trees" M. Nagase,  
(above) "Community Wellness  
Is..." L. Kaur

# OFFICE OF ECONOMIC DEVELOPMENT

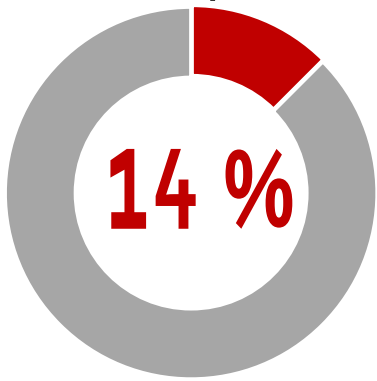
## ACCOMPLISHMENTS

- Manufacturing Week Tours and events – October 2021
- Bayer Development Agreement – November 2021
- Economic Dashboard – Data Analysis

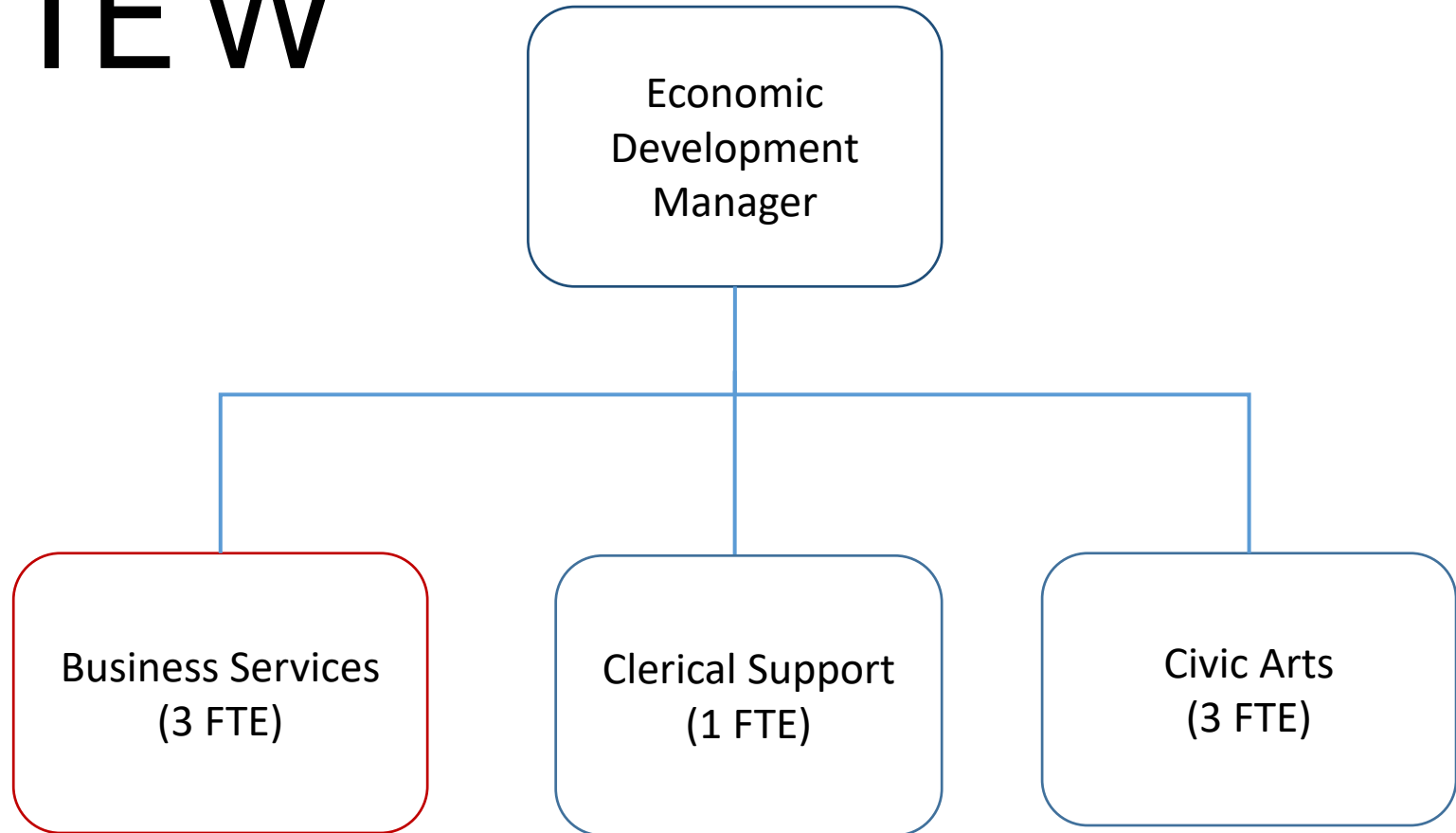


# OVERVIEW

Vacancy Rate



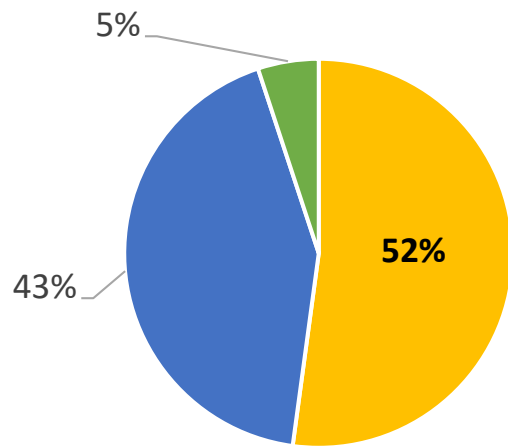
■ Vacant ■ Filled



# OFFICE OF ECONOMIC DEVELOPMENT

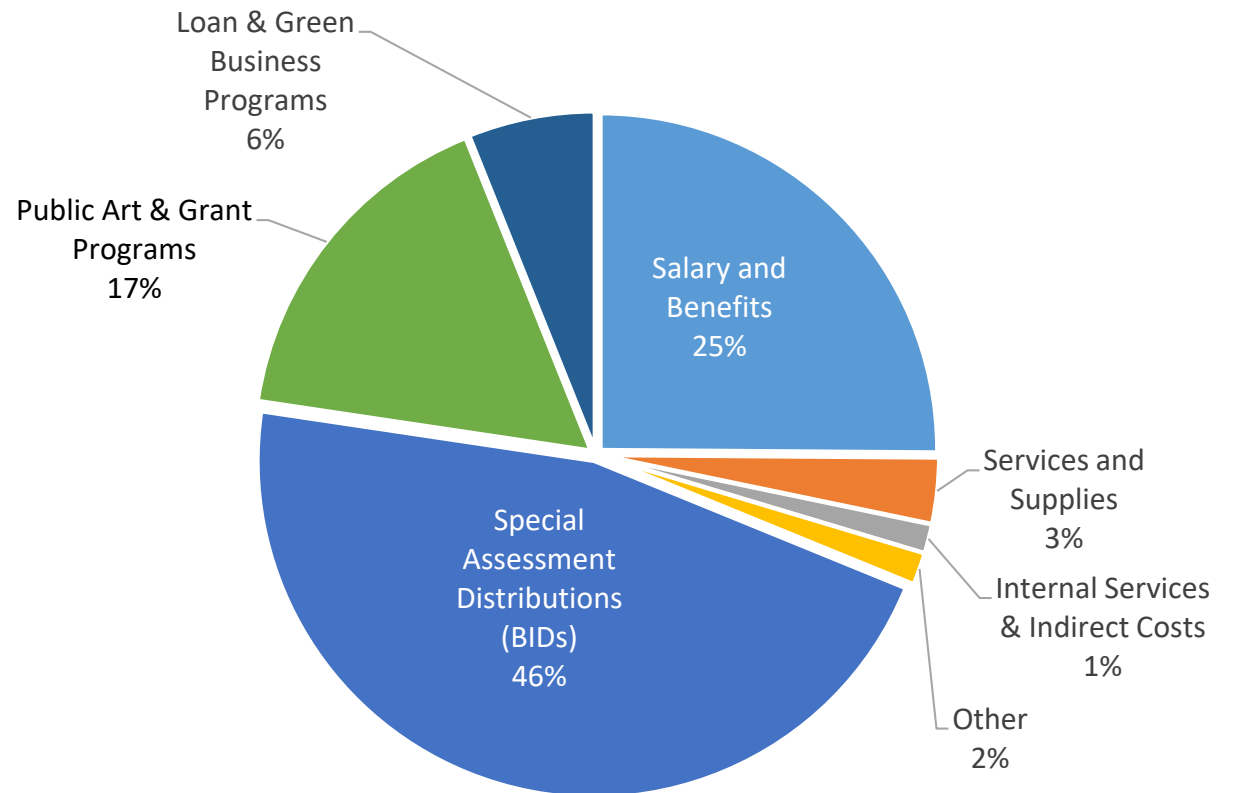
## OPERATING BUDGET

FY 23-24 Operating Budget  
by Funding Source  
(\$5.3M)



■ General Fund   ■ Special Assessments   ■ Other Funds

FY 23-24 Operating  
Budget by Expenditure Type (\$5.3M)





# OFFICE OF ECONOMIC DEVELOPMENT

## STRATEGIC PLAN PROGRESS



OED in Supportive Role

1. Civic Center Plan – Phase II
2. Expand & Modify the Downtown Arts Overlay District



Ready for  
Expansion/Continue

1. #Discovered in Berkeley – Berkeley Business Marketing & Communications Project
2. Berkeley Ventures Berkeley Values
3. COVID-19 Economic Response and Recovery



Complete

1. Outdoor Commerce
2. Berkeley Art Works Projects
3. Interactive Digital Kiosks (IKE)
4. Measure T1 Public Art Projects



# CHANGES AND CHALLENGES

- Balancing new initiatives and delivering excellent **baseline services**
- Identifying additional staff resources to implement an ambitious work program
  - Civic Arts Commission – 53 items on FY23 Work plan
  - Larger projects for the business services team requiring extensive interdepartmental coordination



# OTHER SPECIAL PROJECTS & PRIORITIES

- Commercial district revitalization study and plan (Solano)
- Establishing Parking Benefit Districts (Gilman and Lorin) – **RRV Rank #9**
- West Berkeley Opportunity Sites - **RRV Rank #1**
- Developing a Capital funding program for Cultural Arts/Artist space – **RRV Rank #27**
- Civic Center Phase II
- Bayer Health Care Development Agreement Implementation - **relates to RRV Rank #19**



# OTHER SPECIAL PROJECTS & PRIORITIES

- Equitable Development - Berkeley Ventures Berkeley Values (SP)
- Interactive Digital Kiosks - location selection round two
- Small Business Support Initiatives
  - Cooperative Transitions
  - Outdoor Commerce Support
  - More Zoning Ordinance Modifications to Support Small Business - **RRV Ranked #15 & #17 (4/26/22)**



# OFFICE OF ECONOMIC DEVELOPMENT

## GENERAL FUND FUNDING REQUESTS

Description	Reason	Cost	Ongoing (Yes/No)	Revenue Generator (Yes/No)	Strategic Plan (Yes/No)	Budget Referral (Yes/No)
Senior EDPC	New Classification	\$274,664	Y	Y	N	N
Technical Assistance Zoning & Impact Analysis - catalytic development site	Pacific Steel Redevelopment	\$150,000	N	Y	N	Y
#DiscoveredinBerkeley Marketing & Communications Campaign	Extend continued support for Berkeley's Businesses post- Pandemic	\$50,000	N	Y	Y	N
<b>Total</b>		<b>\$474,664</b>				

# OFFICE OF ECONOMIC DEVELOPMENT

## GENERAL FUND FUNDING REQUESTS

Description	Reason	Cost	Ongoing (Yes/No)	Mandate (Yes/No)	Revenue Generator (Yes/No)	Strategic Plan (Yes/No)	Budget Referral (Yes/No)
Senior Economic Development Project Coordinator (EDPC)	New Classification established FY22	\$274,664	Y	N	Y	N	N



# OFFICE OF ECONOMIC DEVELOPMENT

## GENERAL FUND FUNDING REQUESTS

Description	Reason	Cost	Ongoing (Yes/No)	Mandate (Yes/No)	Revenue Generator (Yes/No)	Strategic Plan (Yes/No)	Budget Referral (Yes/No)
Technical Assistance Zoning & Impact Analysis - catalytic development site	Pacific Steel Redevelopment	\$150,000	N	N	Y	N	Y

#1 Ranked RRV Referral  
(4/26/22)

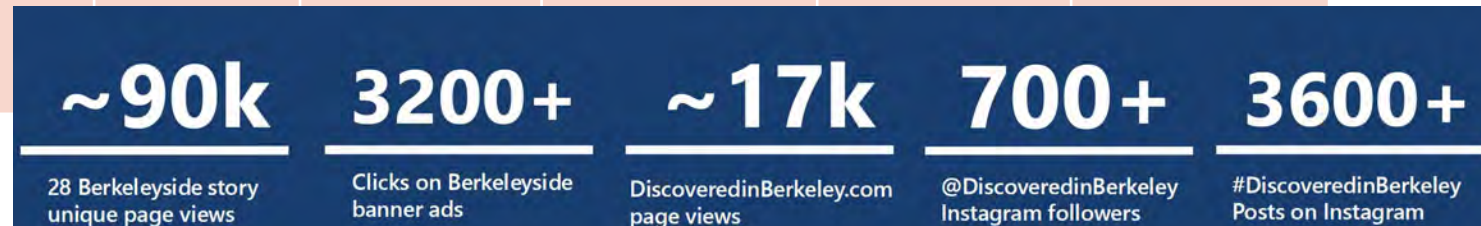


# OFFICE OF ECONOMIC DEVELOPMENT

## GENERAL FUND FUNDING REQUESTS

Description	Reason	Cost	Ongoing (Yes/No)	Revenue Generator (Yes/No)	Strategic Plan (Yes/No)	Budget Referral (Yes/No)
#DiscoveredinBerkeley Marketing & Communications Campaign	Extend continued support for Berkeley's Businesses as they emerge from the Pandemic	\$50,000	N	Y	Y	N

#DiscoveredinBerkeley campaign metrics to date:







“ The City of Berkeley...is an important brick in our foundation...a cherished part of the fabric of support that nurtures us to thrive - your continued investment in us is appreciated beyond what words can express. Thanks for having our backs! ”



Wildly anticipated Cafe Ohlone opens for one-time tasting event

Iconic Indigenous restaurant Cafe Ohlone hopes to provide a bridge between UC Berkeley's troubling past and a better future.

