

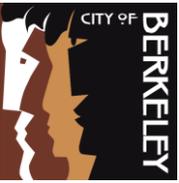
City of

BERKELEY



2025 Economic Dashboard
Office of Economic Development (OED)

2025 OED Economic Dashboard Overview



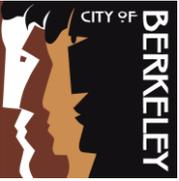
Today's Discussion

- Economic Conditions & Employment
- Innovation & Startup Activity
- Commercial Market Trends
- Housing & Development Pipeline
- Fiscal Context
- OED Programs
- Council Discussion



The Office of Economic Development supports and strengthens Berkeley's economy.

Regional Employment Trends



Unemployment Rates (UR) increased modestly year over year across Berkeley and stayed flat across the County and State.

4.7%

Berkeley UR

4.7%

Alameda County UR

5.4%

California UR



Total East Bay jobs declined by 6,700 (.6%) November 2024 to 2025.

Growth sectors: ↑

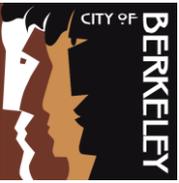
- Education and health services (+11,600 jobs)
- Arts, Entertainment & Recreation (+1,700 jobs)
- Government (+300 jobs)
- Real Estate, Rental and Leasing (+300 jobs)

Declining sectors: ↓

- Accommodation & Food Services (-2,300 jobs)
- Manufacturing (-5,400 jobs)
- Computer Systems Design & Related Services (-1,100 jobs)

Source: Labor Market Information (LMI-EDD) for East Bay (Alameda and Contra Costa Counties), December 2025.

Berkeley's Major Employers



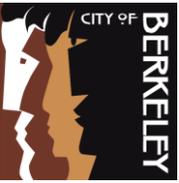
Berkeley's top 25 employers (by # of employees) listed alphabetically.

*New to the top 25 list in 2025:

COMPANY	SECTOR
BACKROADS, INC.	RECREATION
BAYER CORP	BIOTECH
BERKELEY BOWL PRODUCE, INC.	FOOD AND BEVERAGE
BERKELEY CEMENT, INC.	CONSTRUCTION
BERKELEY CITY COLLEGE	EDUCATION
BERKELEY REPERTORY THEATRE	ARTS & ENTERTAINMENT
BERKELEY UNIFIED SCHOOL DISTRICT	EDUCATION
*BOICHIK BAGELS	FOOD AND BEVERAGE
CITY OF BERKELEY	GOVERNMENT
FIELDWORK BREWING CO	FOOD AND BEVERAGE
FORESIGHT MENTAL HEALTH	HEALTHCARE
*FORM ENERGY, INC.	MANUFACTURING/TECHNOLOGY
INSIGHT HOUSING	SOCIAL SERVICES
KAISER PERMANENTE MEDICAL GROUP, INC.	HEALTHCARE
LAWRENCE BERKELEY NATIONAL LAB	LABORATORY
LIFELONG MEDICAL CARE	HEALTHCARE
OC JONES & SONS	CONSTRUCTION
SUTTER HEALTH	HEALTHCARE
TARGET CORP	RETAIL
TECHNICAL SAFETY SERVICES, INC	BIOTECH/MANUFACTURING
THE WRIGHT INSTITUTE	EDUCATION
UNIVERSITY OF CALIFORNIA	EDUCATION
UPSIDE FOODS	BIOTECH/R&D
WHOLE FOODS MARKET CALIFORNIA INC	FOOD AND BEVERAGE
YMCA OF THE CENTRAL BAY AREA	RECREATION



Hospitality Sector: Trends & Highlights



In 2025, Berkeley's hospitality sector remained comparatively strong relative to neighboring cities.

1.6m

Overnight visitors

71.5%

Average nightly hotel occupancy



\$190

Average daily room rate

~\$8.3m

Berkeley hotel tax revenue



Berkeley Restaurant Week
Highlighted 50+ local restaurants, supporting visitation during the spring shoulder season.



Bioneers Conference
Attracted over 2,000 visitors to Downtown Berkeley and will return March 26-28.

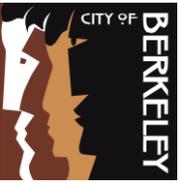


Berkeley Bucks
E-gift cards generated local spending, with \$16.5k redeemed in 2025.

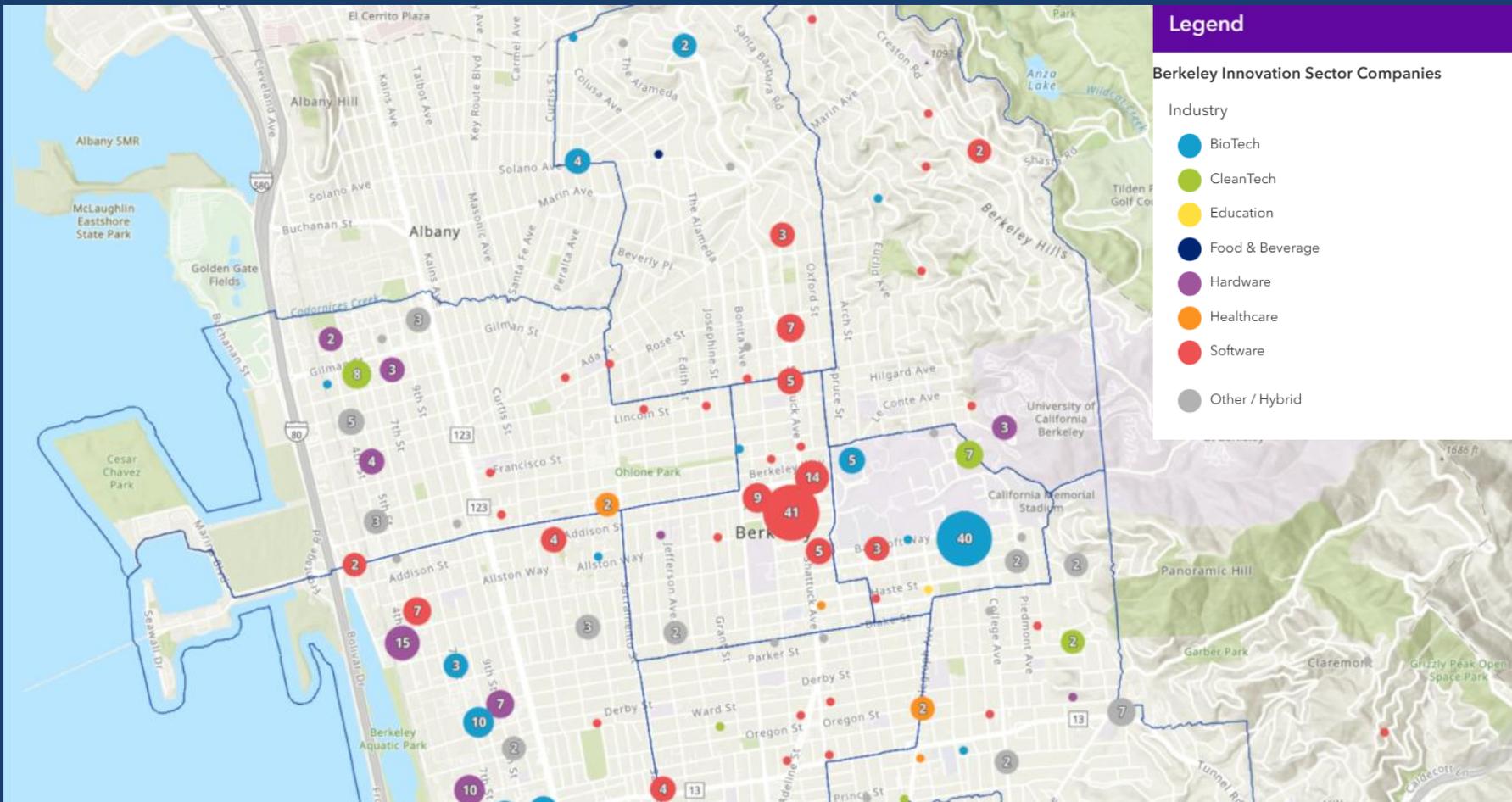


* Arrows denote year-over-year trends, 2024-25

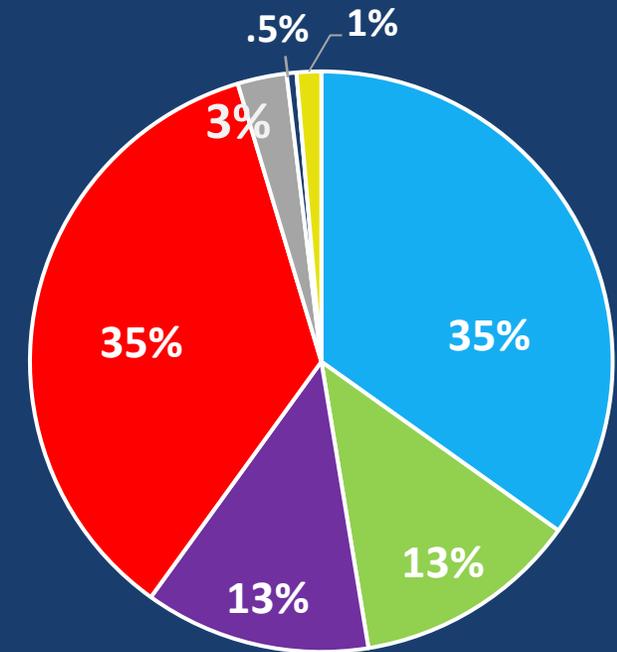
Berkeley's Innovation Ecosystem



Innovation remains a defining strength of Berkeley's economic identity.



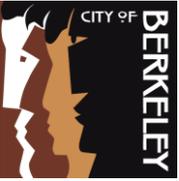
Innovation Companies by Industry



- BioTech & Healthcare
- Hardware
- Other
- CleanTech
- Software
- Education
- Food & Beverage

See the Berkeley Startup Cluster website: www.berkeleystartupcluster.com/startups

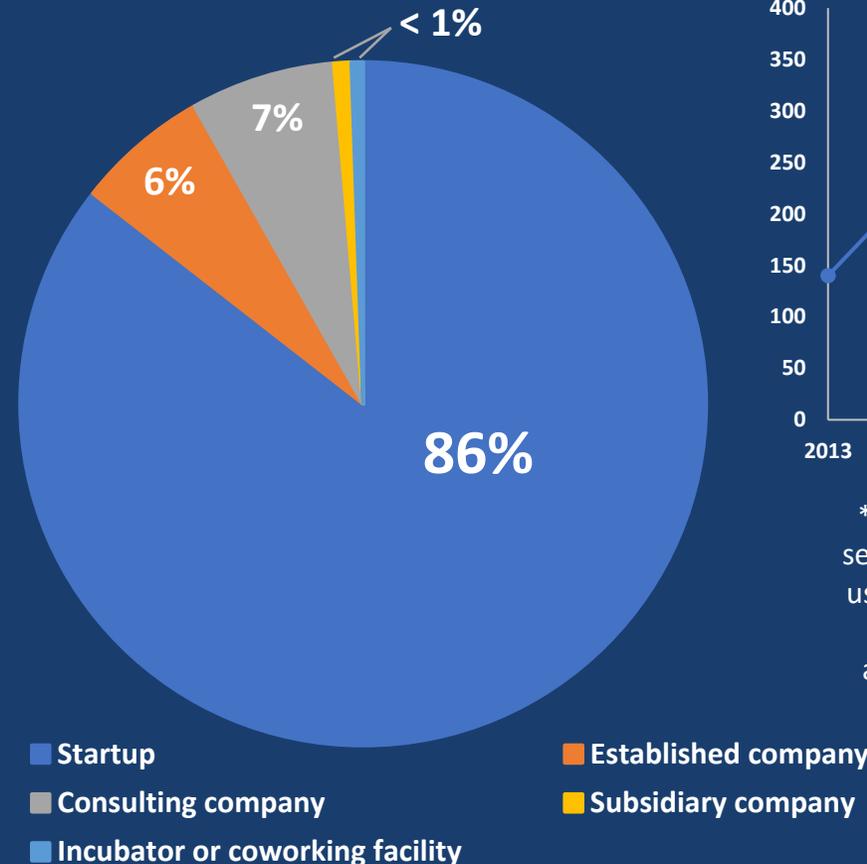
Berkeley: a City for Startups



Early-stage startups* are a core component of Berkeley's innovation economy.

UC Berkeley leads globally in venture-backed startup formation

INNOVATION COMPANIES BY GROWTH STAGE



NUMBER OF STARTUPS BY YEAR



2025 startup rankings

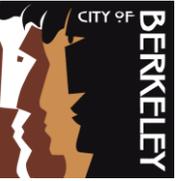
University	Founder count	Company count
1 UC Berkeley	1,804	1,650
2 Stanford	1,519	1,380
3 Harvard	1,355	1,237
4 University of Pennsylvania	1,206	1,113
5 MIT	1,131	1,019

Source: PitchBook (<https://pitchbook.com/news/articles/pitchbook-university-rankings>)

*Companies defined as startups are for-profit businesses that sell innovative technology products or services OR substantively use innovative technologies to create their products or services AND are developing repeatable and scalable business models that aren't yet profitable.

Sources: City of Berkeley OED; Berkeley IPIRA Pitchbook data

Capital Investment in Berkeley Startups



Venture capital investment is a key indicator of ecosystem strength.

Top Deals of 2025



88

Berkeley startups that raised seed or venture capital

\$1.5B

Seed & venture capital raised by startups

\$40M

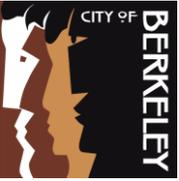
Govt R&D grants awarded to 16 Berkeley companies

5

Berkeley innovation companies acquired

* Arrows denote year-over-year trends, 2024-25

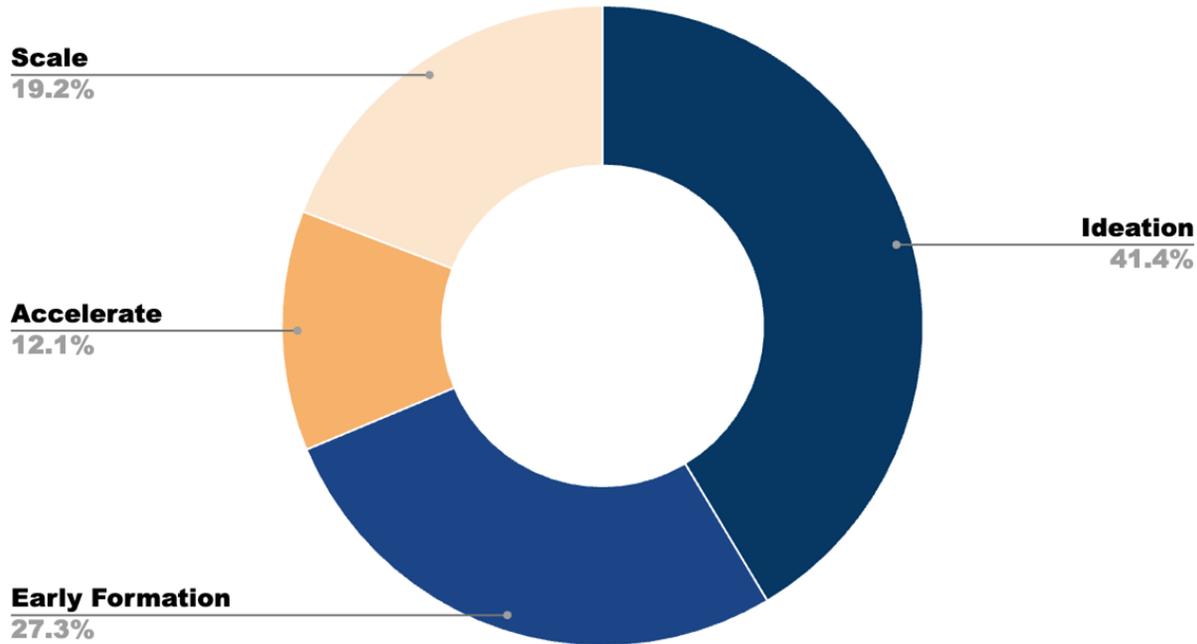
UC Berkeley Functions as an Economic Multiplier



100

UCB Innovation & Entrepreneurship Initiatives

Innovation & Entrepreneurship Programs equip entrepreneurs from early formation to scale



180

UC Berkeley-Affiliated Startups

2.05x

Total Employment Multiplier

\$216,000
Average Annual Salary

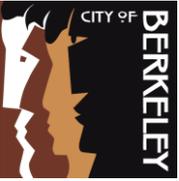
City of Berkeley

500 - 640
Jobs

\$100 - \$130
Million
Payroll

\$200 - \$250
Million
Economic Impact

Life Sciences & Lab Market Conditions



The Bay Area remains a leading life sciences cluster, despite near-term market adjustments.

LAB MARKET STATISTICS

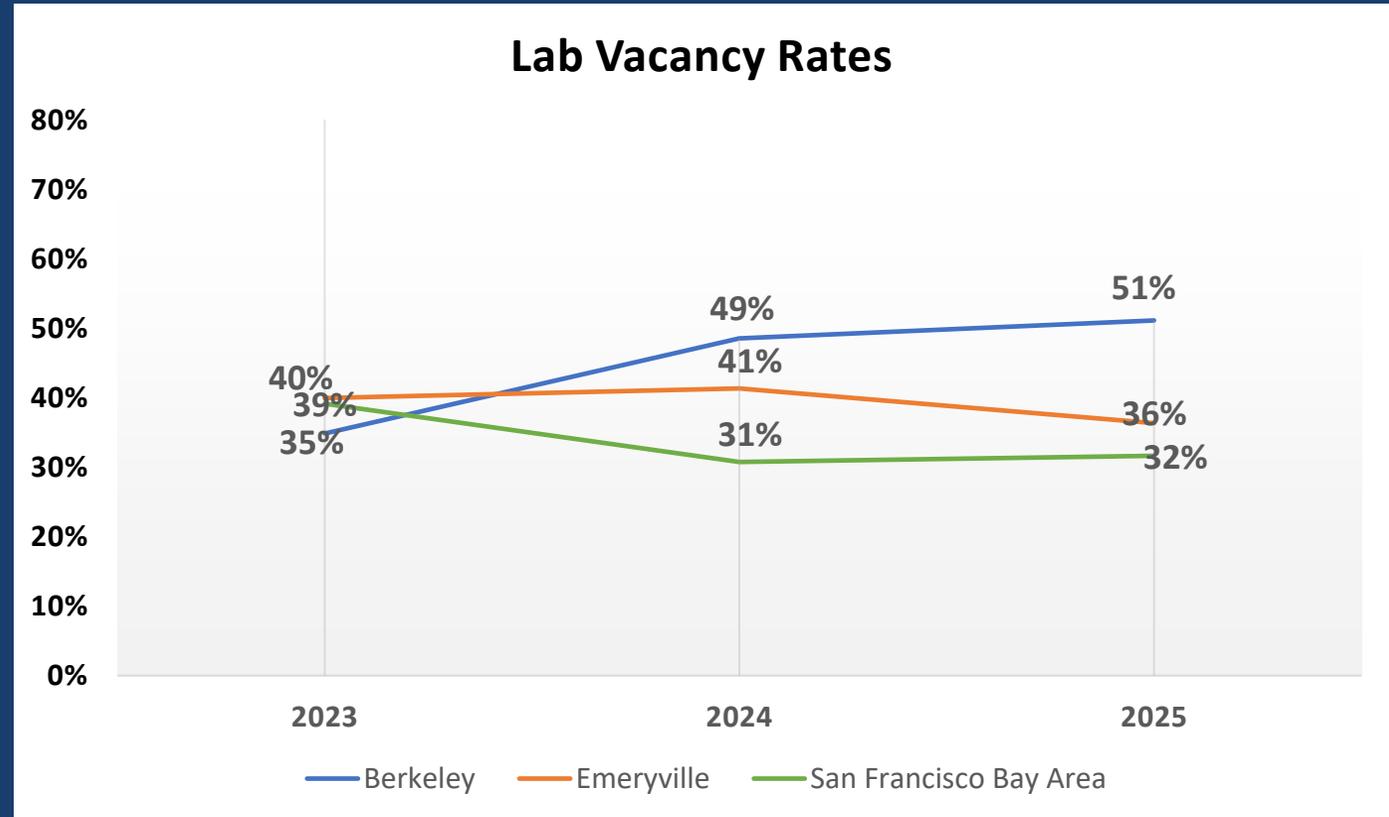
51.6%*

\$6.61

Total lab vacancy rate

Average lab asking rent per square foot

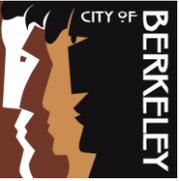
*Vacancy reflects inclusion of newly delivered and unleased space, including Berkeley Commons (539k SF).



*Arrows denote year-over-year trends, 2024-25

Source: JLL, Bay Area Life Sciences Insight Q3 2023-2025

Office Market Trends



Office market conditions remain mixed across the East Bay.

OFFICE MARKET STATISTICS

16.5%

Availability rate for office space

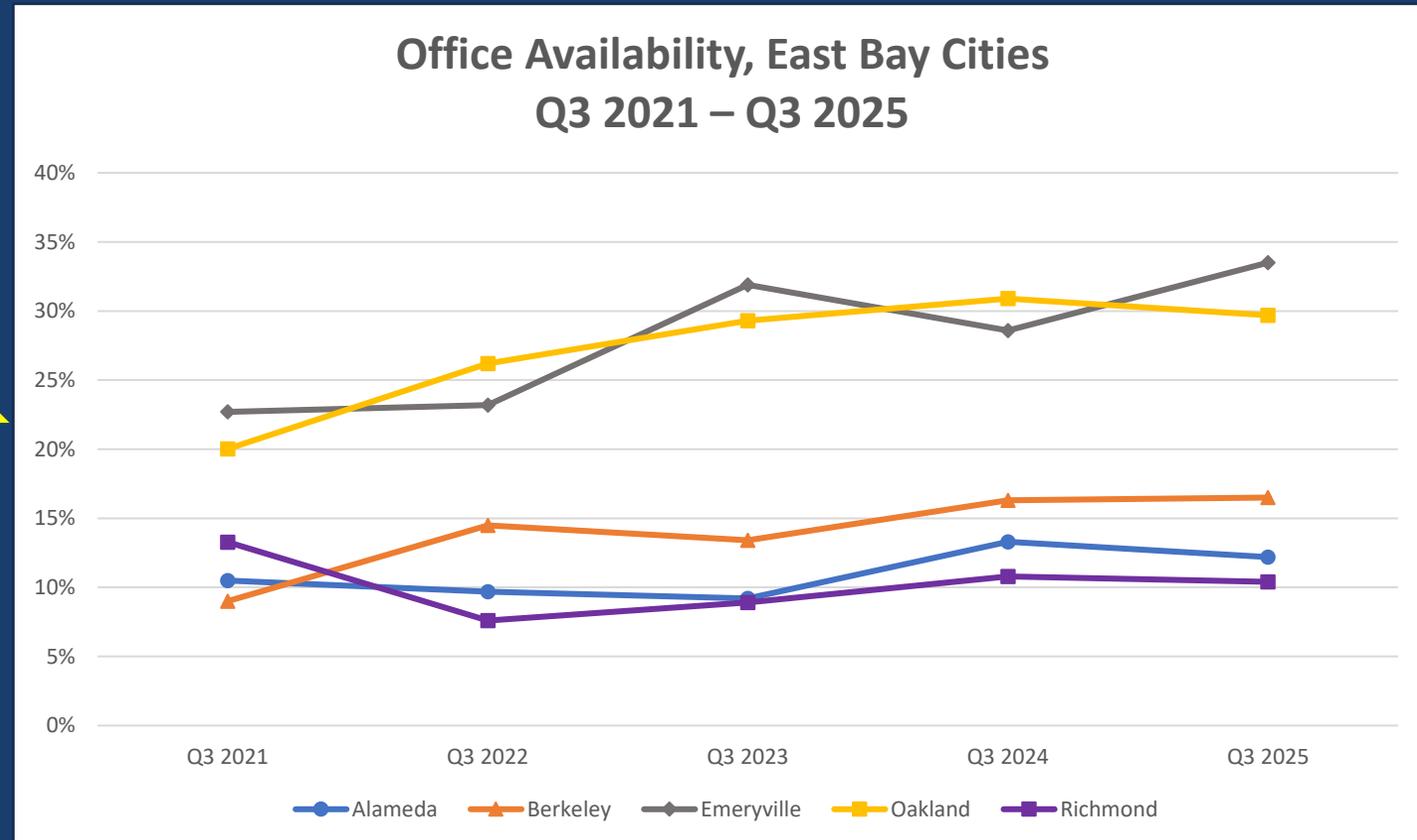


\$3.38

Average asking rent per square foot



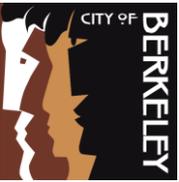
Source: Newmark Cornish & Carey, Q3 2025 Greater Oakland Office Market Survey



*Arrows denote year-over-year trends, 2024-25

Source: Newmark Cornish & Carey, 3Q25 Greater Oakland Office Market Report

Commercial Development Activity



New Buildings Status

UC Berkeley is now the largest ratepayer to the Downtown Berkeley BID, reflecting expanded campus and research activity.

Projects underway near campus are adding space for research, learning, & housing.

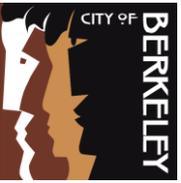
Flying Horse Investments acquired the long-vacant Shattuck Plaza retail block, with plans to renovate and re-activate the space.

Leasing efforts at Berkeley Commons are ongoing.

** BID – Business Improvement District, a fund that supplements public services within geographically defined boundaries.*



Ground Floor Vacancy by Business District



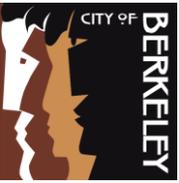
Citywide ground floor commercial vacancy rate has declined to **6.3%**.

Vacancy Rates by District, Calculated by Square Footage, 2021-2025

District	2021	2022	2023	2024	2025	Year Over Year Change
Downtown	15.7%	11.9%	10.8%	10.9%	9.7%	↓
Elmwood	10.9%	7.7%	6.2%	6.9%	1.4%	↓
North Shattuck	4.3%	4.3%	1.9%	2.0%	1.7%	↓
San Pablo	7.9%	10.8%	15.5%	7.1%	8.4%	↑
Solano	4.4%	3.7%	2.6%	2.1%	2.0%	↓
South Berkeley	8.8%	11.8%	19.2%	8.9%	6.8%	↓
Telegraph	12.6%	8.5%	9.3%	9.9%	10.5%	↑
University	9.1%	12.8%	17.7%	7.7%	3.3%	↓
Neighborhood Commercial (C-N)	3.2%	2.3%	2.6%	2.8%	1.6%	↓
West Berkeley	4.7%	5.2%	2.2%	6.5%	5.0%	↓
Citywide Avg.	8.3%	8.4%	8.1%	7.5%	6.3%	↓

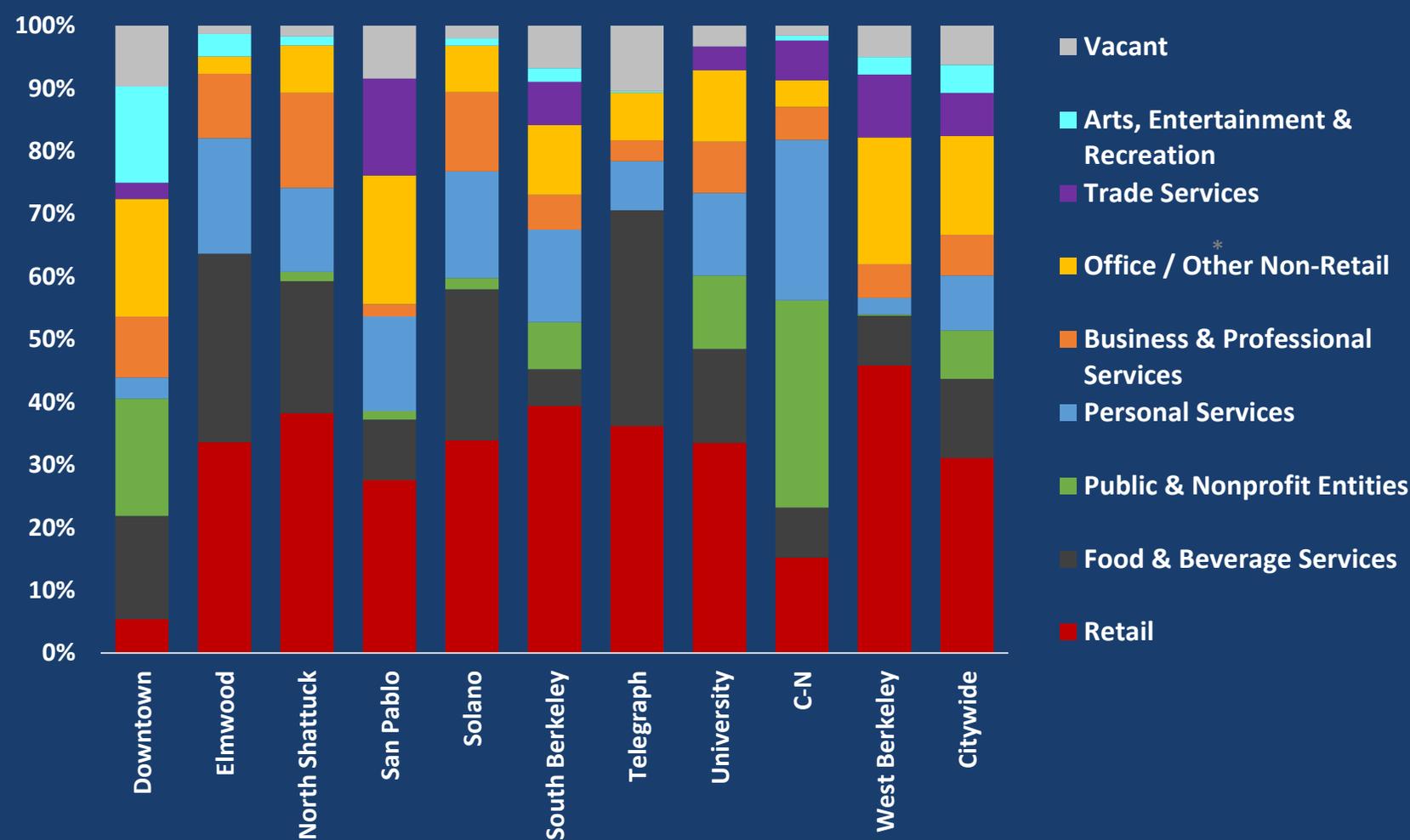


Ground Floor Commercial Mix by District



Berkeley's commercial districts reflect a diverse mix of retail, services, and institutional uses.

Ground Floor Commercial Occupancy By Category, 2025 Q4



Retail

- 31% of ground floor space citywide
- 46% in West Berkeley (including 4th Street)

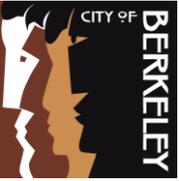
Food & Beverage

- 13% of citywide occupancy

Office / Other Non-Retail

- Concentrated in Downtown, West Berkeley, and San Pablo
- Reflects active development and leased or pending projects

Berkeley Sales Tax Trends



Retail activity and commercial occupancy are reflected in local sales tax performance

\$18.9M

City of Berkeley Annual Sales Tax Revenue



\$9.3B

State of California



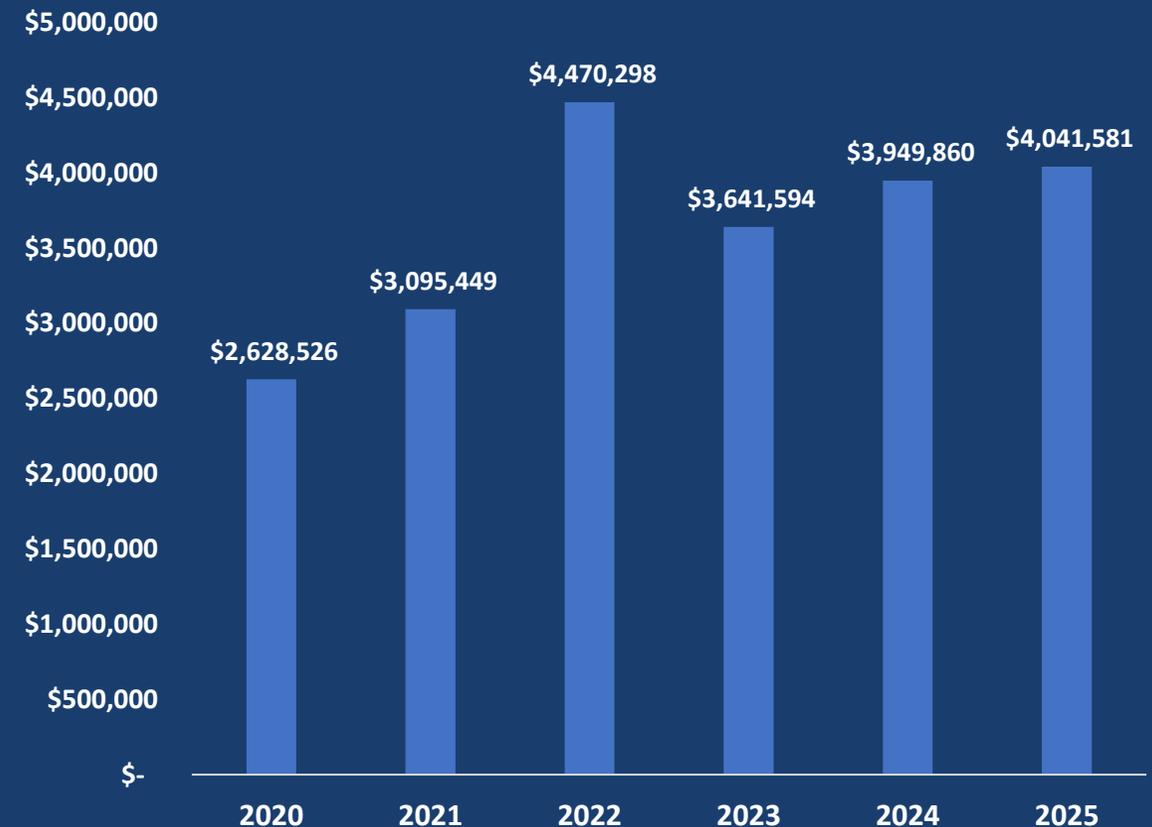
\$391M

Alameda County (including cities)

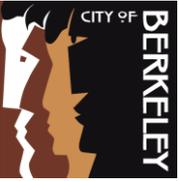


*Arrows denote year-over-year trends, 2024-25

Total City of Berkeley Q2 Sales Tax Revenues

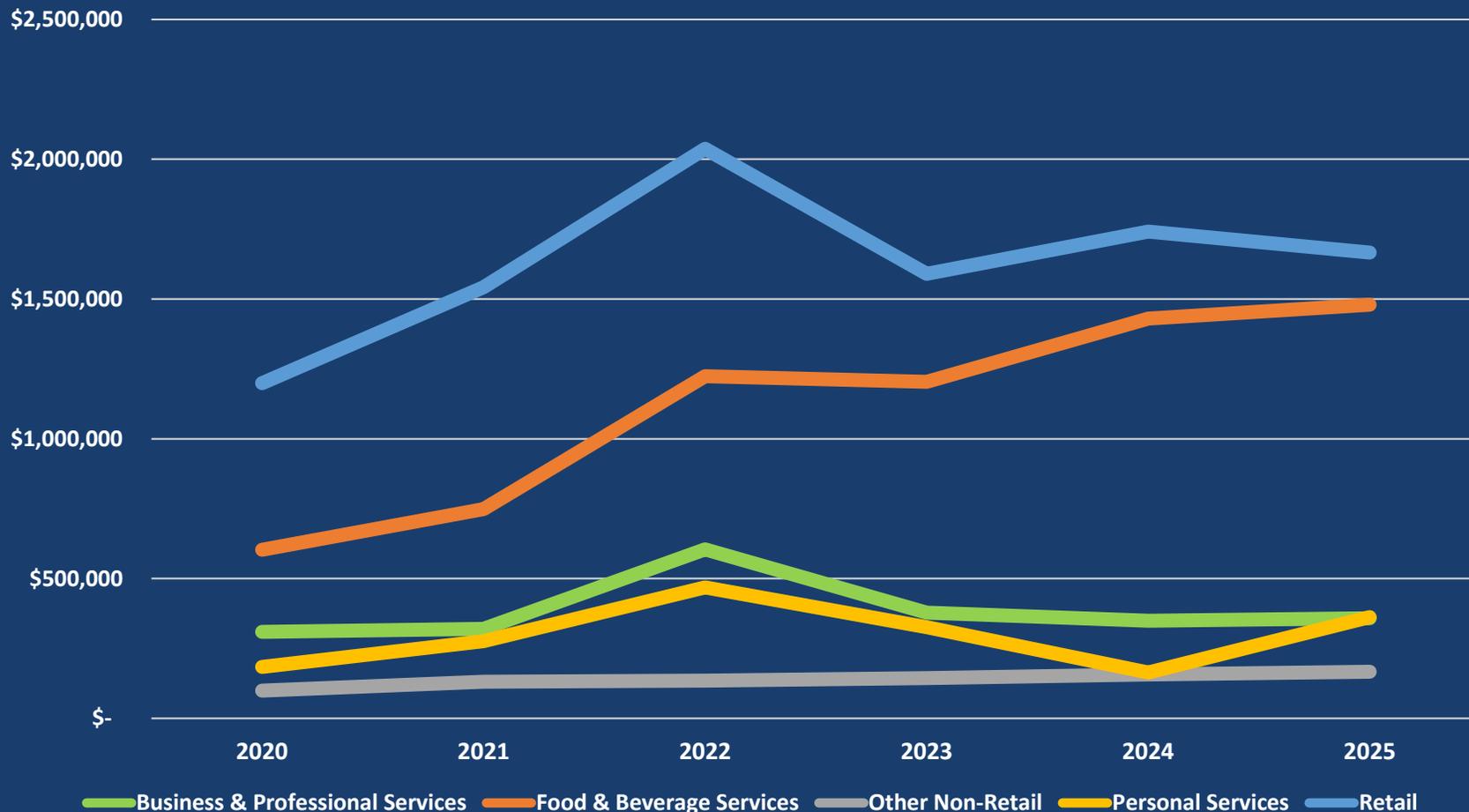


Sales Tax by Business Category



Retail and food-related activity remain core drivers of local sales tax performance.

Berkeley Q2 Sales Tax Revenue by Business Category



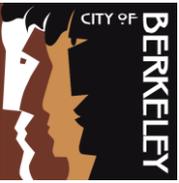
In 2025, **Retail** remained the largest contributor to the city's sales tax revenue (40%), followed by **Food & Beverage** (37%).

Overall sales tax revenue increased 5% compared to Q2 2024, with growth across most business categories.

The largest increase occurred in **Personal Services** (122%), driven primarily by gas station sales.

Retail was the only category to experience a modest year-over-year decline (4%).

Housing Development & Pipeline



New housing supports workforce stability, neighborhood vitality, and long-term economic balance.



Construction & Pipeline Highlights



2425 Durant (Telegraph)



2190 Shattuck (Allston)



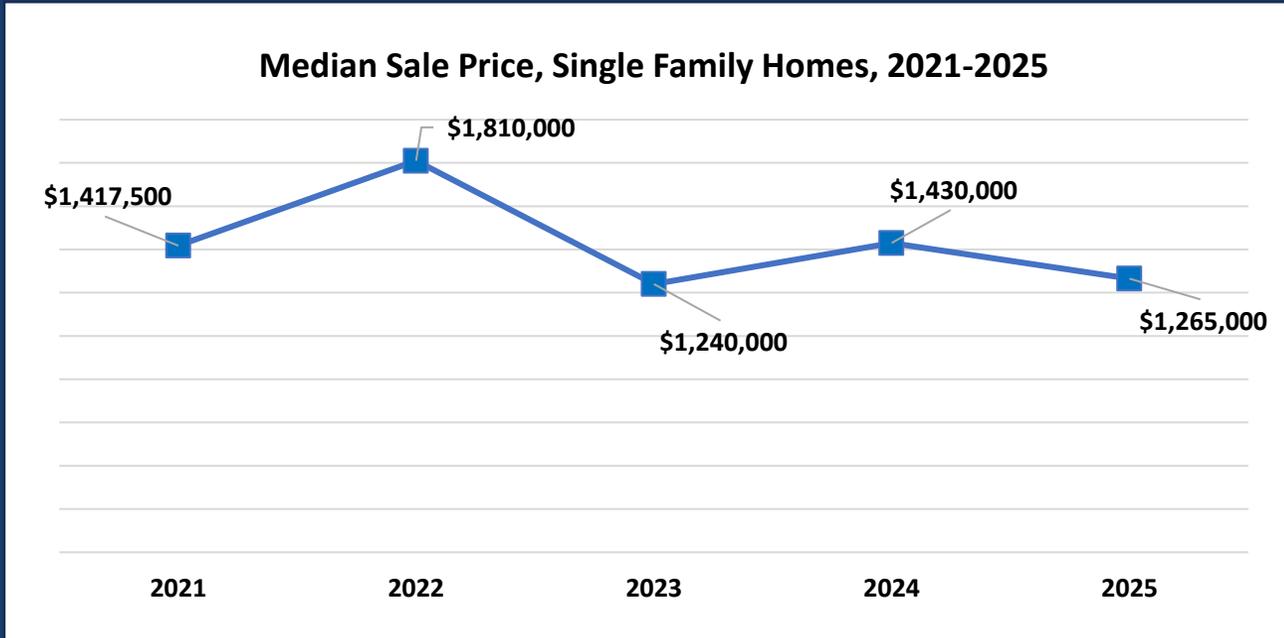
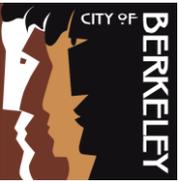
2200 Bancroft Way (Fulton)



1998 Shattuck (University)

In 2025, 11 land use permit applications were submitted representing 1,687 new housing units.

Housing Costs and Market Trends



Median Sale Price, Single-Family Homes, Dec. 2025

Alameda	\$987,500
Albany	\$1,125,000
Berkeley	\$1,265,000
El Cerrito	\$1,194,500
El Sobrante	\$575,000
Emeryville	\$439,000
Oakland	\$700,000
Richmond	\$635,000
Piedmont	\$2,375,000
San Leandro	\$775,000

Home values increase, sales soften, competitive market remains

7.5%

Annual increase in single family home values

-12%

Annual decrease in sales volume

28

Days on the market December 2025

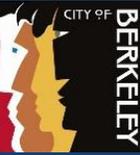
57%

Homes sold above list price



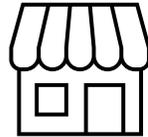
OED efforts to support local economic sustainability

How OED Supports Economic Vitality



Business Stabilization & Retention

- Prevents business closures
- Supports business continuity and retention
- Stabilizes local economic activity



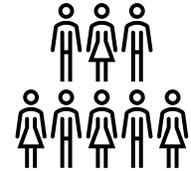
Commercial Corridor & District Vitality

- Activates and strengthens commercial corridors
- Supports retail and small business activity
- Enhances district partnerships and place-based investment



Hospitality & Visitation Support

- Promotes visitation and destination marketing
- Supports hotel, restaurant, and event activity



Innovation & Talent Pipeline

- Supports startup growth and scale
- Connects talent to local employers
- Attracts and retains high-value industry

These programs support the economic conditions that generate over \$50 million in annual General Fund revenue.

Enabling Sustainable Business Networks



OED supports local BIDs, Visit Berkeley, and the Chamber through the Berkeley Business District Network (BBDN). Active district partnerships help maintain occupancy, reduce blight, and support retail performance

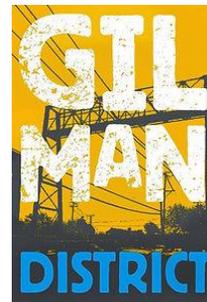
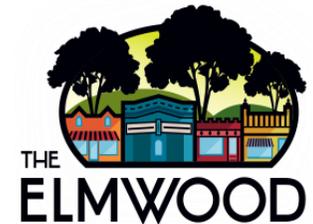
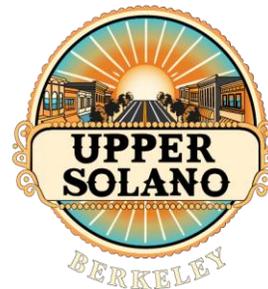
Berkeley Business District Network Partners



Telegraph
Berkeley



Map of Berkeley's Commercial Districts



Financing Small Businesses



\$346K

RLP Outstanding Principal

18

Active RLP Loans

Resiliency Loan Program (RLP)

Revolving Loan Fund (RLF) – New Borrower Spotlight



Kanlaya Palivan, owner of Lao Garden, opened her restaurant on San Pablo Avenue in West Berkeley in January 2025 with financing assistance from Berkeley’s Revolving Loan fund.



7

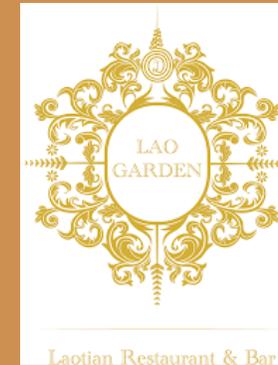
Active RLF Loans

\$616K

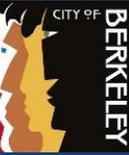
RLF Outstanding Principal

Revolving Loan Fund (RLF)

Current Revolving Loan Fund (RLF) Borrowers:



Marketing Businesses #DiscoveredinBerkeley



Watch a game, listen to live music, or dance the night away at **Call's Sports Bar & Kitchen** in the Telegraph District.

Learn more about Berkeley's innovative businesses >



West Berkeley's **Bangkok by the Bay** takes 'no shortcuts' when preparing authentic Thai street food, fiery traditional faves and vegan specialties.

Learn more about Berkeley's innovative businesses >



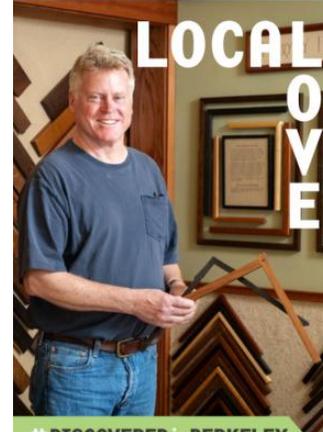
Elmwood Village Shoes in Berkeley provides 'Euro comfort', prioritizing service, quality and experience.

Learn more about Berkeley's innovative business >



Find giant donut cakes, donut sliders, custom donuts, and specialty flavors like red velvet and ube at **Rainbow Donuts** in Berkeley's International Marketplace.

Learn more about Berkeley's innovative businesses >



Skilled woodworkers use proper joinery to make custom wood frames at **Holton Studio** in West Berkeley.

Learn more about Berkeley's innovative businesses >



Berkeley startup **Magnetic Tides** is developing a new non-invasive treatment for stroke patients.

Learn more about Berkeley's innovative businesses >



BERKELEY HOLIDAY GIFT FAIR (12/4)

Find paper-crafting supplies and DIY classes in North Berkeley at **Smiles Handcrafted**.

Support local businesses this holiday season >



4.6M

impressions

187k+

concrete engagements

1,852

Instagram followers

~6k

uses of #discoveredinberkeley

.27%

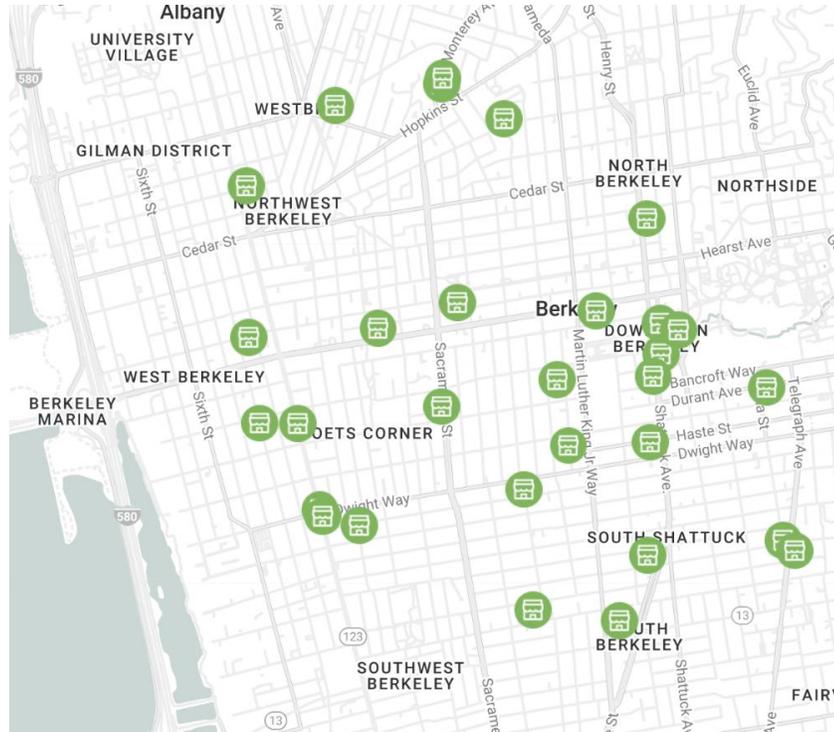
avg *Berkeleyside* banner ad click rate

Greening Local Business Practices



Going Green Helps Companies Achieve Environmental Benefits and Cost Savings

184 Berkeley businesses have registered for California Green Business Program certification. 81 are *green business certified*.



Recent Certifications



See more at www.greenbusinessca.org

13

new green
businesses certified

11

green businesses
recertified

2.8M+

gallons of water
saved

2M+

kWh of electricity
conserved

~234k

pounds of solid waste
diverted

STEM CareerX Tours Deepen and Diversify Berkeley's Talent Pipeline



"The experience made me feel calmer and less anxious about the future, realizing that there are many ways to build a career path."

– BHS student after STEM CareerX tour



Type Five



Rigetti



Arris.Composites



Copper



Form Energy



OED and the CSU-East Bay Institute for STEM Education partnered to provide Berkeley High School students with opportunities to see how their science, technology, engineering and math (STEM) skills apply in the workplace.

200

BHS student-visits

10

STEM CareerX tours

Strengthening City - University Connections



SCET Campuswide Entrepreneurial Mixer



Berkeley Civic Innovation Challenge w/ Big Ideas

Berkeley Institute for Business Innovation UCB I&E Economic Impact team



Berkeley Bio Showcase at JPM Healthcare Conference



Demo Night with SkyDeck Investors



SCET Challenge Lab.: Designing Startups to Transform Society

Funding Arts & Culture in Berkeley



Civic Arts Grants Awarded in 2025

10 29 72 12

individual
artist grants
(\$50,000)

community
festivals
(\$158,500)

arts
organizations
(\$449,714)

arts
programs
(\$60,000)

Sustaining Berkeley's Arts & Culture Sector

The Civic Arts program provides nearly \$660k in direct grants to support a vibrant arts ecosystem, strengthen diverse cultural expressions, and ensure equitable access to arts and culture.



New Apollo Youth Symphony Orchestra, general operating support grantee. Berkeley Bird Festival, community festivals grantee. Nimisha Doongarwal, individual artist grantee. Girls Garage, general operating support grantee, and Sorell Raino-Tsui's South Berkeley Shines 2 (MLK/YAP).

Economic Development as Stewardship



- Supports community vitality
- Strengthens business resilience
- Sustains fiscal stability
- Positions Berkeley for long-term competitiveness

“Thank you so much for sharing [information about the Berkeley Business Damage Mitigation Fund]. It's reasons like this why we love being a part of the Berkeley community so much!”
- Mojo, elaiichi co.





City of

BERKELEY

Office of Economic Development (OED)

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

<https://berkeleyca.gov/doing-business/economic-development/economic-dashboards-and-reports>

Contact OED for more information:

oedmailbox@berkeleyca.gov