

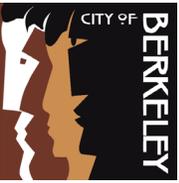


City of

BERKELEY

2024 Economic Dashboard
Office of Economic Development

Employment Activity



Unemployment Rates increased slightly year over year, in Berkeley and beyond.

4.4% **4.7%** **5.4%**

Berkeley UR

Alameda County UR

California UR



Total East Bay jobs increased by 10,900 (.9%) from Nov. 2023-24.

Sectors with the highest percent employment growth were:

- *Education and health services* (+ 8,900 jobs)
- *Health care and social assistance* (+ 8,400 jobs)
- *Leisure & Hospitality* (+1600 jobs)
- *Professional and business services* (+ 1,500 jobs)

The *information and trade, transportation, and utilities* sectors had notable decreases (-1,700 and -1,100 jobs, respectively).

Largest Employers



Top 25 Berkeley Employers

Company	Sector
Backroads Inc.	Recreation
Bayer Corp.	Biotech
Berkeley Bowl Produce	Food & Beverage
Berkeley Cement Inc.	Construction
Berkeley City College	Education
Berkeley Emergency Food & Housing Project (Insight Housing)	Social Services
Berkeley Repertory Theatre	Arts & Entertainment
Berkeley Unified School District	Education
City of Berkeley	Government
Fieldwork Brewing Co.	Food & Beverage
Foresight Mental Health	Healthcare
Kaiser Permanente Medical Group Inc.	Healthcare
Lawrence Berkeley National Lab	Laboratory
Lifelong Medical Care	Healthcare
OC Jones & Sons	Construction
Satellite Affordable Housing	Social Services
Sutter Bay Hospital	Healthcare
Target Corp.	Retail
Technical Safety Services	Biotech/Manufacturing
The Wright Institute	Education
Twelve	Manufacturing/ R&D
University of California	Education
UPSIDE Foods	Biotech/R&D
Whole Foods Market	Food & Beverage
YMCA of the Central Bay Area	Recreation

Source: State of California Employment Development Department (EDD), Q1 2024

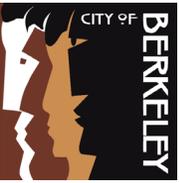


Controlled Environment Testing | TSS



Clockwise from top: Technical Safety Services, Insight Housing, Satellite Affordable Housing project ribbon cutting, Berkeley City College groundbreaking

Hospitality Sector Snapshot



In 2024, Berkeley's hospitality sector fared better than neighboring cities.

2.4 m

overnight visitors

71%

average nightly hotel occupancy

\$187.5

average daily room rate

~\$7.1m

Berkeley hotel tax revenue

* Arrows denote year-over trends, 2023-24



UC Berkeley became part of the Atlantic Coast Conference, drawing new domestic visitors.

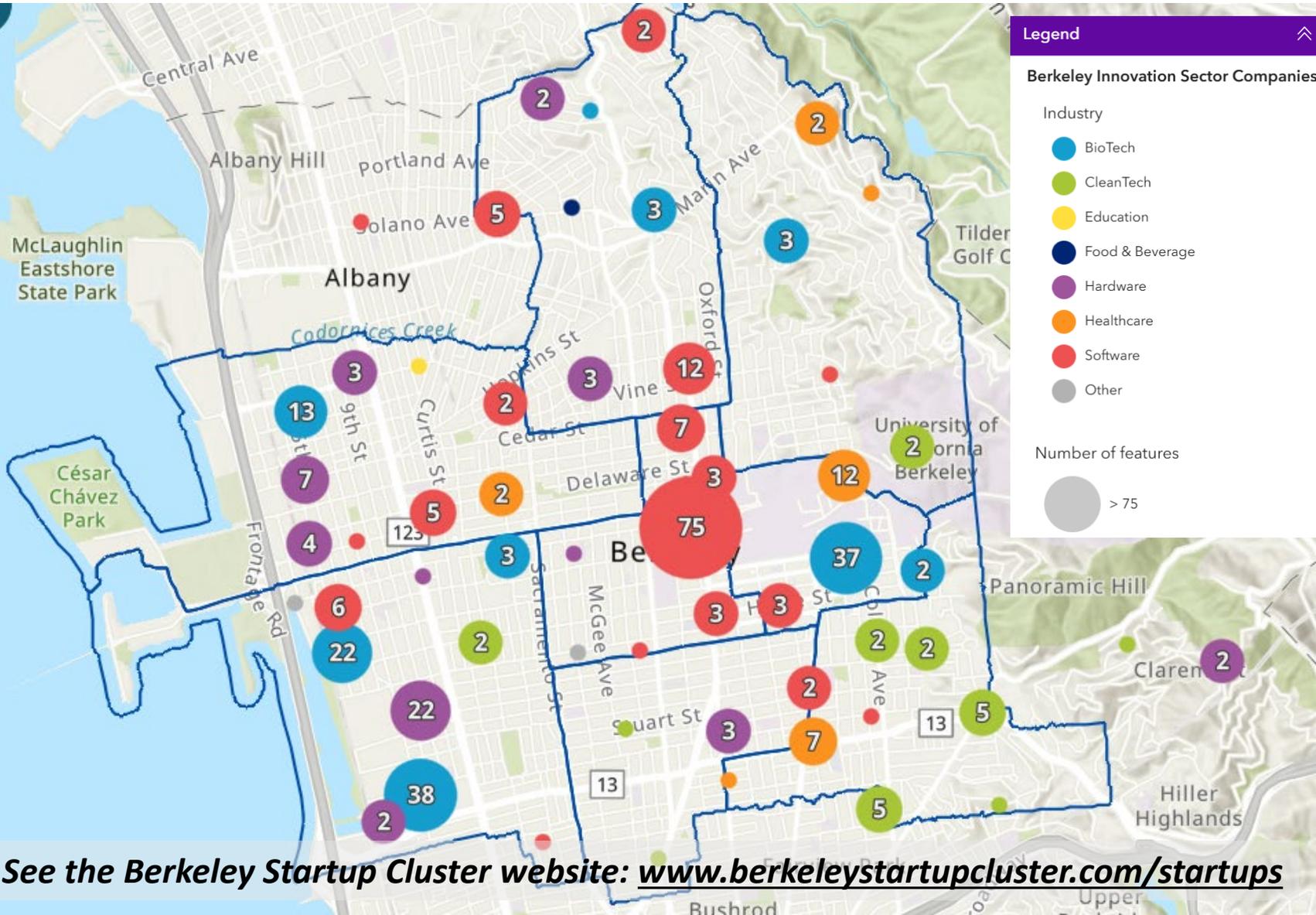
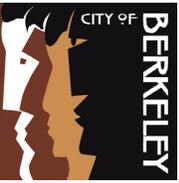
Berkeley Restaurant Week was highlighted on KTVU for fungi-inspired dishes during “March Munch Mushroom Madness”.

The Bioneers Conference brought over 1,800 visitors to Downtown Berkeley.

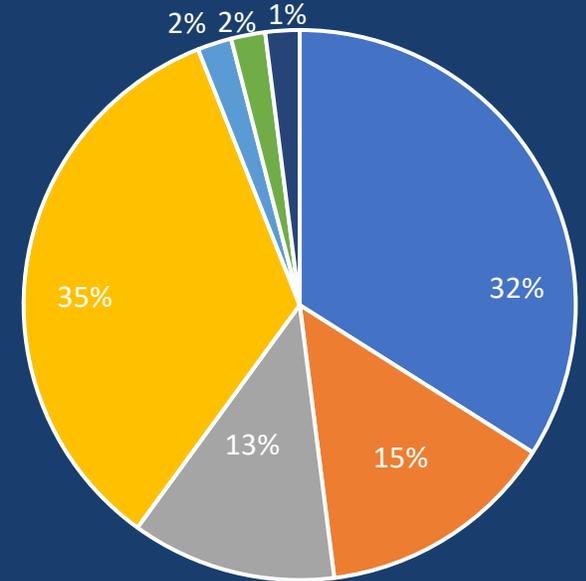
Berkeley Bucks e-gift cards generated revenue for Berkeley businesses, with \$17K redeemed in 2024.



Berkeley's Citywide Innovation Ecosystem



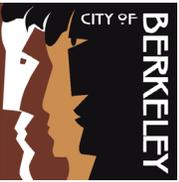
Innovation Companies by Industry



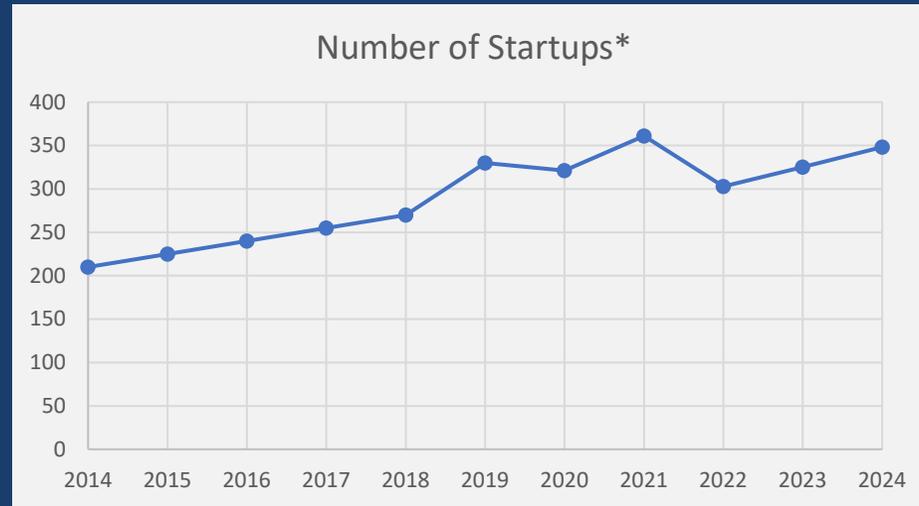
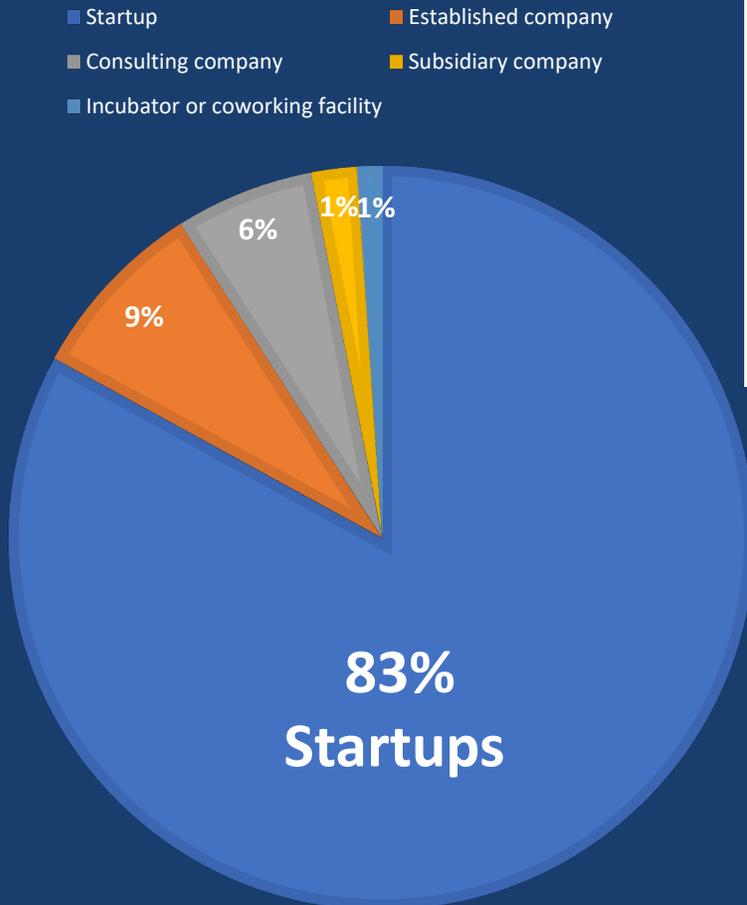
- BioTech & Healthcare
- CleanTech
- Hardware
- Software
- Other
- Education
- Food & Beverage

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

Berkeley Startups



INNOVATION COMPANIES BY GROWTH STAGE



*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 Office of Economic Development (OED), UC Berkeley IPIRA Pitchbook data

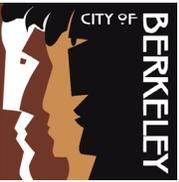
UC Berkeley is #1 in producing venture-backed startups, again.

2024 startup rankings

University	Founder count	Company count
1 UC Berkeley	1,811	1,642
2 Stanford	1,547	1,397
3 Harvard	1,352	1,222
4 University of Pennsylvania	1,197	1,099
5 MIT	1,175	1,049

Source: PitchBook

Startup Fundraising



Top 10 Deals of 2024



KoBold Metals

twelve

Perfect Day

Profluent

ARRIS

Aircapture

CLIMAX
FOODS

thintronics

cerene

RADAR
THERAPEUTICS

58

Berkeley startups that raised seed or venture capital

\$1.2B

Seed & venture capital raised by startups

\$14.3M

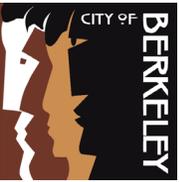
Govt R&D grants awarded to 16 Berkeley companies

6

Berkeley innovation companies acquired

* Arrows denote year-over trends, 2023-24

Commercial real estate – lab



LAB MARKET STATISTICS

48.6%*

\$6.92

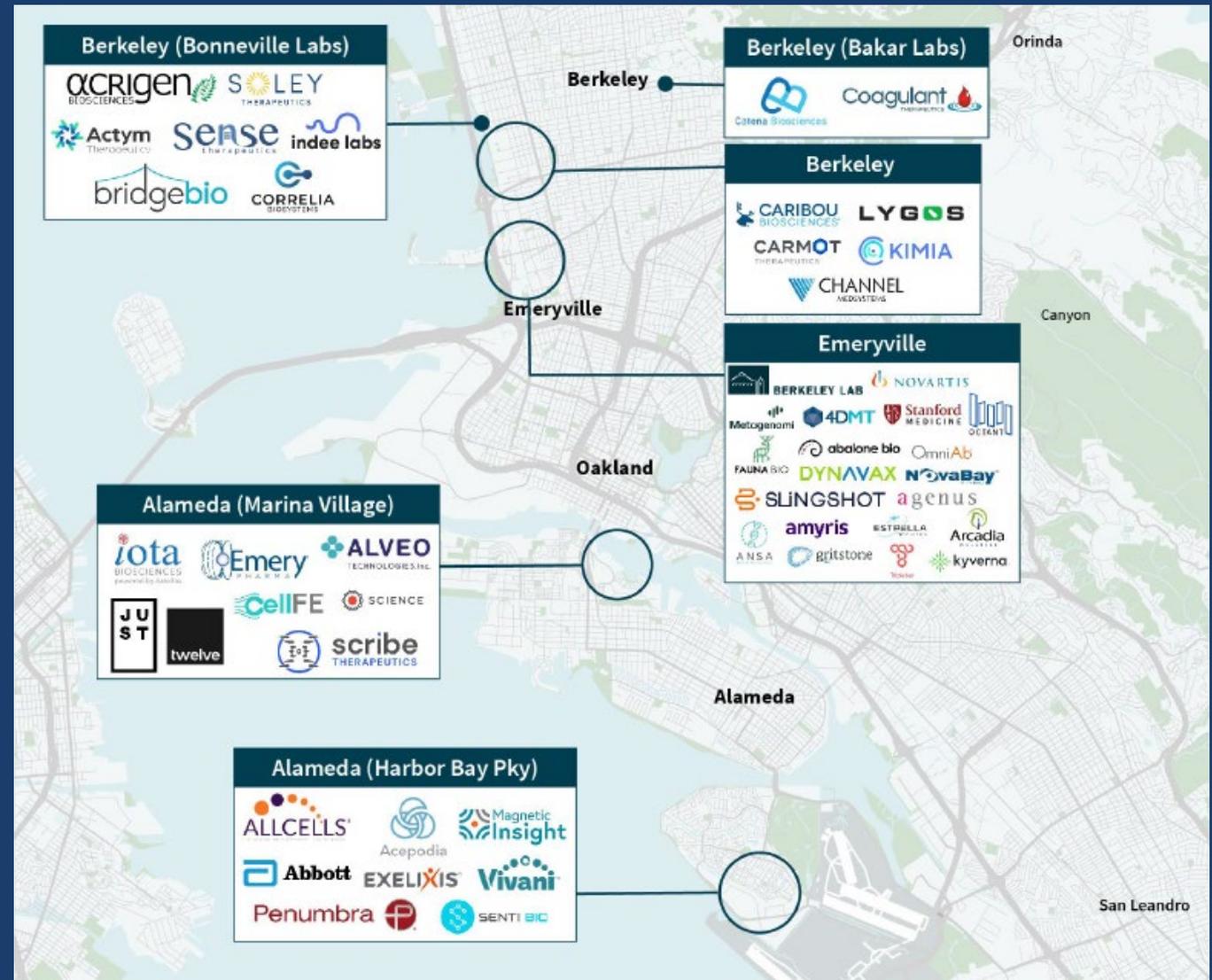
Total vacancy rate
for lab space

Average asking rent
per square foot

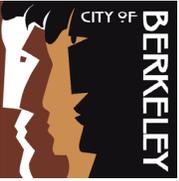
Arrows denote year-over trends, 2023-24

*includes Berkeley Commons (539k SF).

Sources: JLL, *Bay Area Life Sciences Insight Q4 2024* and
(right) *Inner East Bay Innovation Hub – Berkeley-Alameda-Emeryville:*
The unofficial CAL Research Park, Q3 2024



Commercial real estate – office



OFFICE MARKET STATISTICS

18.4%

\$3.19

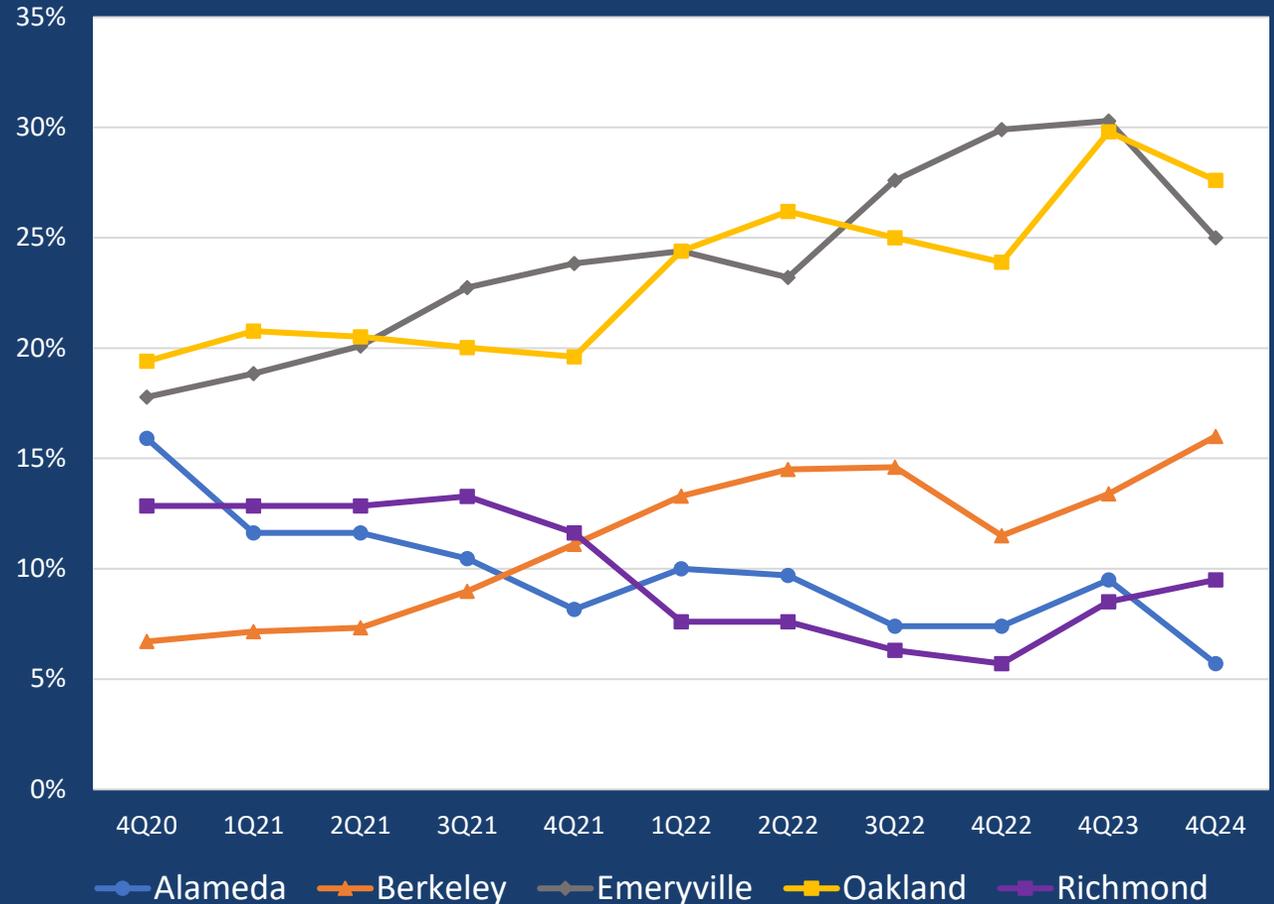
Availability rate for office space

Triple net rent per square foot

Source: Newmark Cornish & Carey, Q4 2024 Greater Oakland Office Market Survey

* Arrows denote year-over trends, 2023-24

Office Vacancy Rate, East Bay Cities Q4 2020 – Q4 2024

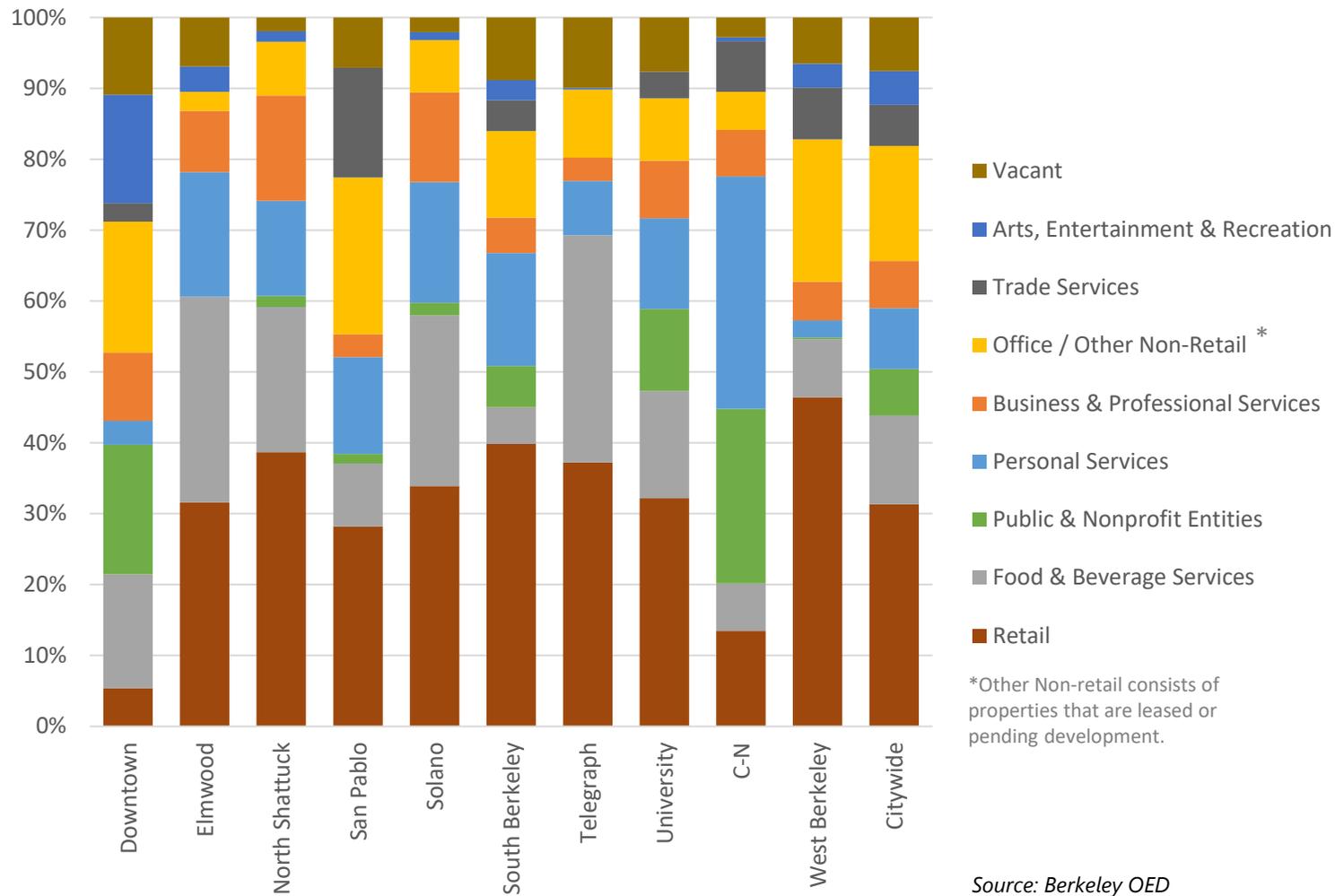


Source: Newmark Cornish & Carey, 4Q24 Greater Oakland Office Market Report

Commercial real estate - ground floor by type



Ground Floor Commercial Occupancy By Business Type, 2024



Source: Berkeley OED

Retail comprises the most significant percentage (31%) of ground floor space across Berkeley commercial districts, followed by **Office/Other Non-retail** (16%)

Office/Other Non-retail are most prevalent in Downtown, West Berkeley and San Pablo (18%, 20% and 21%)

Food & Beverage also represents a large portion (13%)

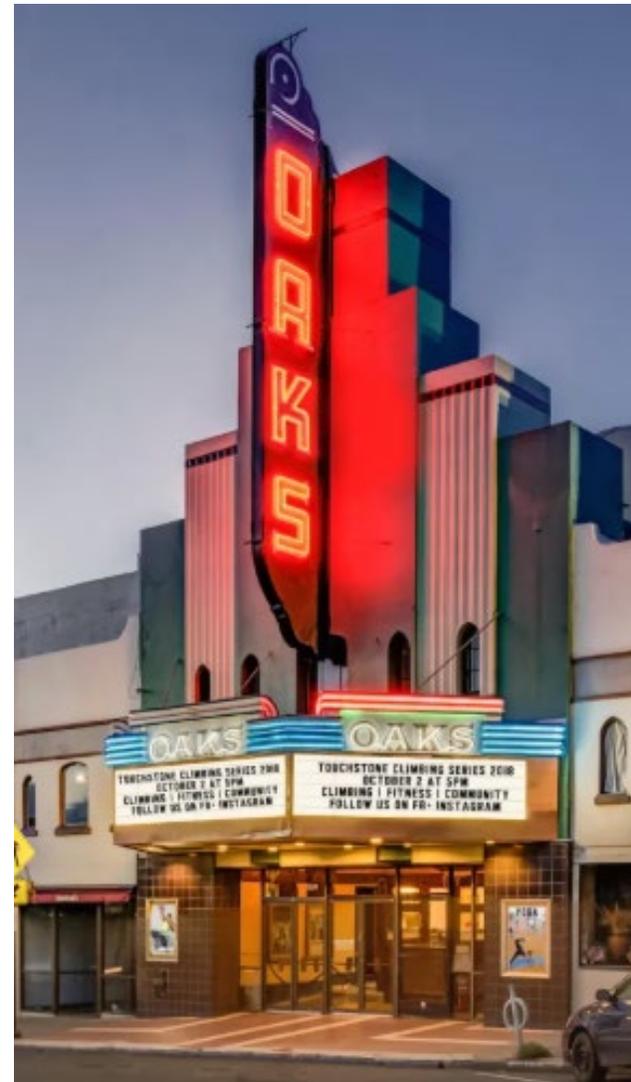
Business district vacancy rates



The citywide ground floor commercial vacancy rate has decreased to 7.5%.

Vacancy Rates by District, Calculated by Square Footage, 2020-2024

District	2020	2021	2022	2023	2024	Year Over Year Change
Downtown	9.9%	15.7%	11.9%	10.8%	10.9%	↑
Elmwood	10.9%	10.9%	7.7%	6.2%	6.9%	↑
North Shattuck	4.3%	4.3%	4.3%	1.9%	2.0%	↑
San Pablo	4.8%	7.9%	10.8%	15.5%	7.1%	↓
Solano	6.7%	4.4%	3.7%	2.6%	2.1%	↓
South Berkeley	10.1%	8.8%	11.8%	19.2%	8.9%	↓
Telegraph	17.2%	12.6%	8.5%	9.3%	9.9%	↑
University	11.0%	9.1%	12.8%	17.7%	7.7%	↓
Neighborhood Commercial (C-N)	7.3%	3.2%	2.3%	2.6%	2.8%	↑
West Berkeley	3.7%	4.7%	5.2%	2.2%	6.5%	↑
Citywide Avg.	6.9%	8.3%	8.4%	8.1%	7.5%	↓



Photos: R. Moon, Influent Home, Chocolate by the Bay

Source: Berkeley OED

City sales tax revenues



\$18.9M

City of Berkeley
Annual Sales Tax
Revenue

\$9.3B

State of California

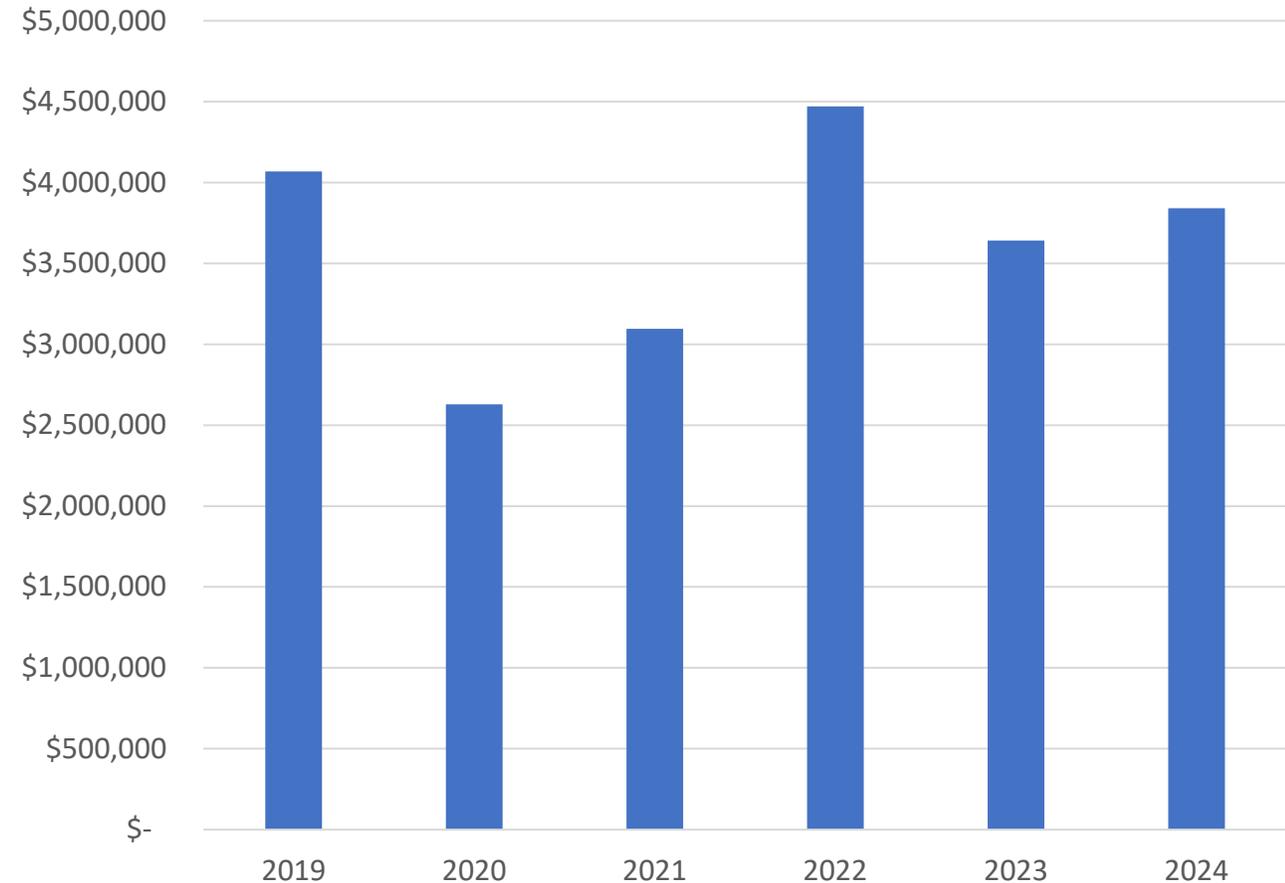
\$386M

Alameda County
(including cities)

* Arrows denote year-over trends, 2023-24

Source: MuniServices 2024

Total City of Berkeley Q2 Sales Tax Revenues

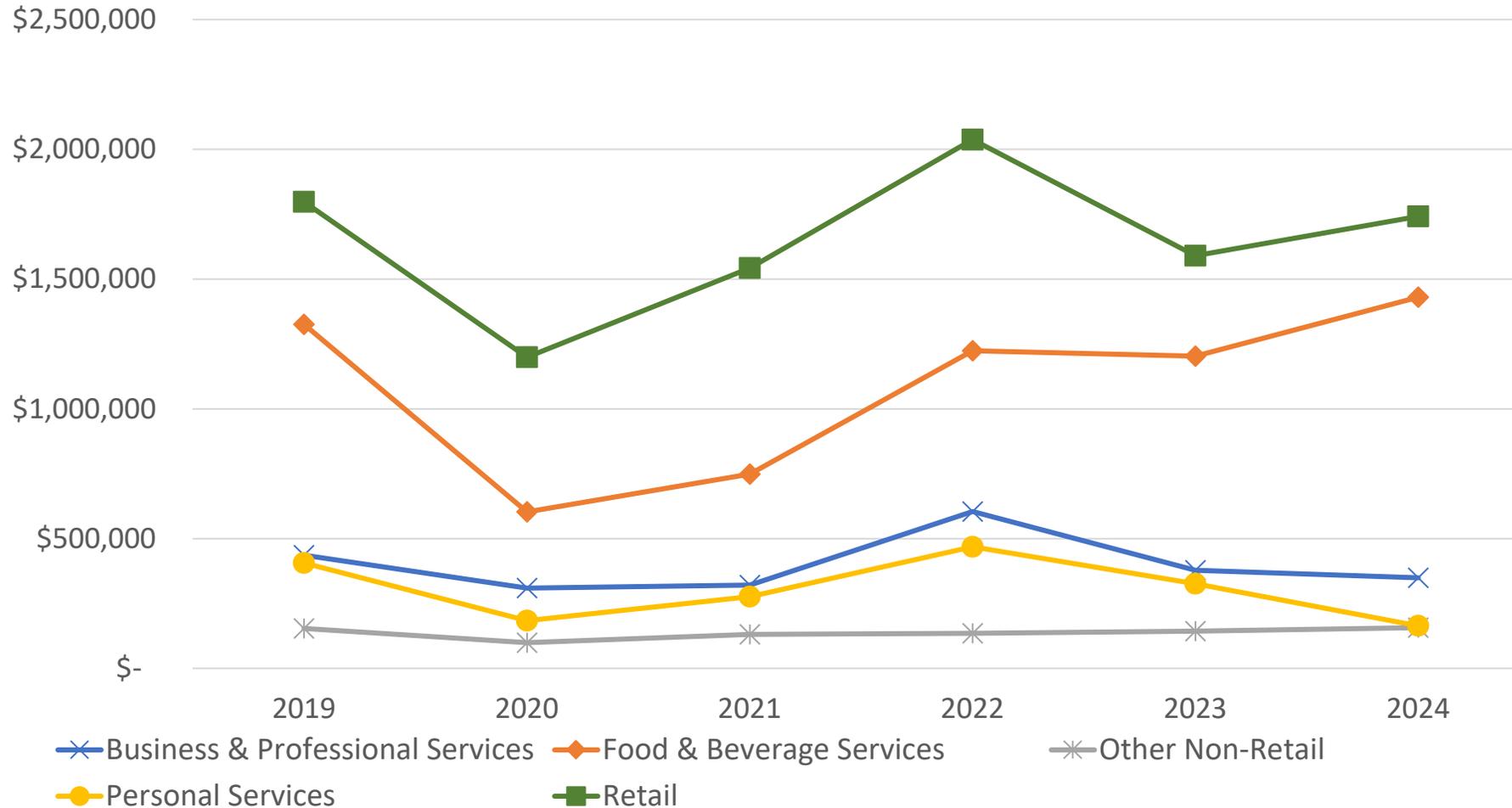


Source: MuniServices, Quarter 2 (Apr-June) 2019 to 2024, Nominal Values

City sales tax revenues



Berkeley Q2 Sales Tax Revenue by Business Category



Source: MuniServices, Quarter 2 (Apr-June) Collections 2019 to 2024

- In 2024, the **Retail** subsector was the largest contributor to the city's sales tax revenue (45%), with **Food & Beverage** second (37%).
- Sales tax revenues in the **Retail** (+9%) and **Food & Beverage** categories (+19%) have increased.
- Decreases were noted in the **Personal Services** category where collections have decreased by 49% (owing to mostly service stations & fuel costs).

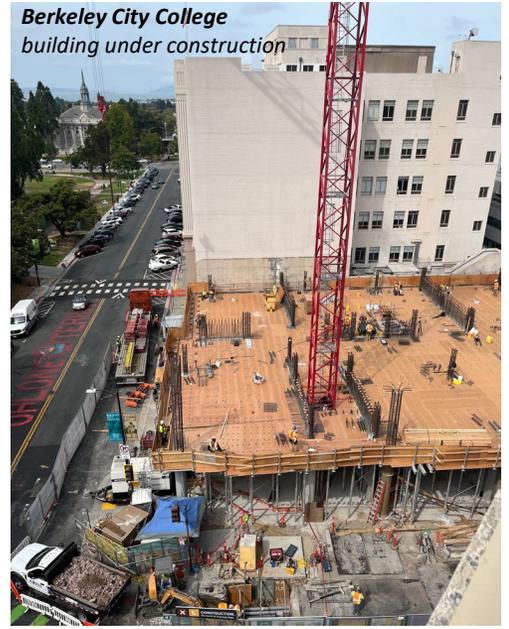
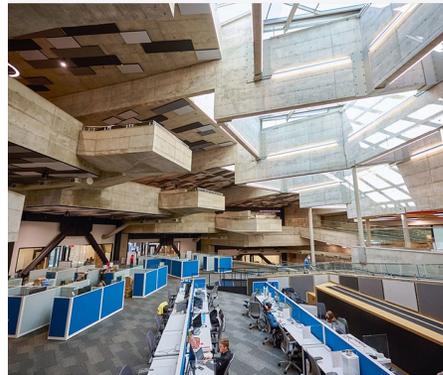
Educational institutions driving development



UC Berkeley will soon be the largest rate payer to the Downtown Berkeley BID*

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

*Helen Diller Anchor House dorm for UCB transfer students
Photo: Jason O'Rear*



Berkeley City College building under construction

*Bakar Labs life science startup incubator
Photos: QB3*



Gateway Center on the UC Campus

Image: Weiss/Manfredi

The proposed **UC Innovation Zone** would offer more than 480K square feet of academic research and collaboration space.

Image: South Building Rendering UC Regents, May 2024



Housing development



Berkeley's Large Residential Developments, Approved 2024



Legend

- Approved Development Project (Number of Housing Units)

Housing Development Pipeline

13 land use permit applications were submitted for new housing projects representing a total of 1,600 new units

Sources: City of Berkeley Department of Planning and Development, December 2024, Map OED.

Construction & Pipeline Highlights



2029 University Ave (at Shattuck)

- 23-story tower with either 240 multi-family or 160 student housing units
- Would be the sixth tallest project in the pipeline

The Lair 2077 Haste St (at Shattuck)



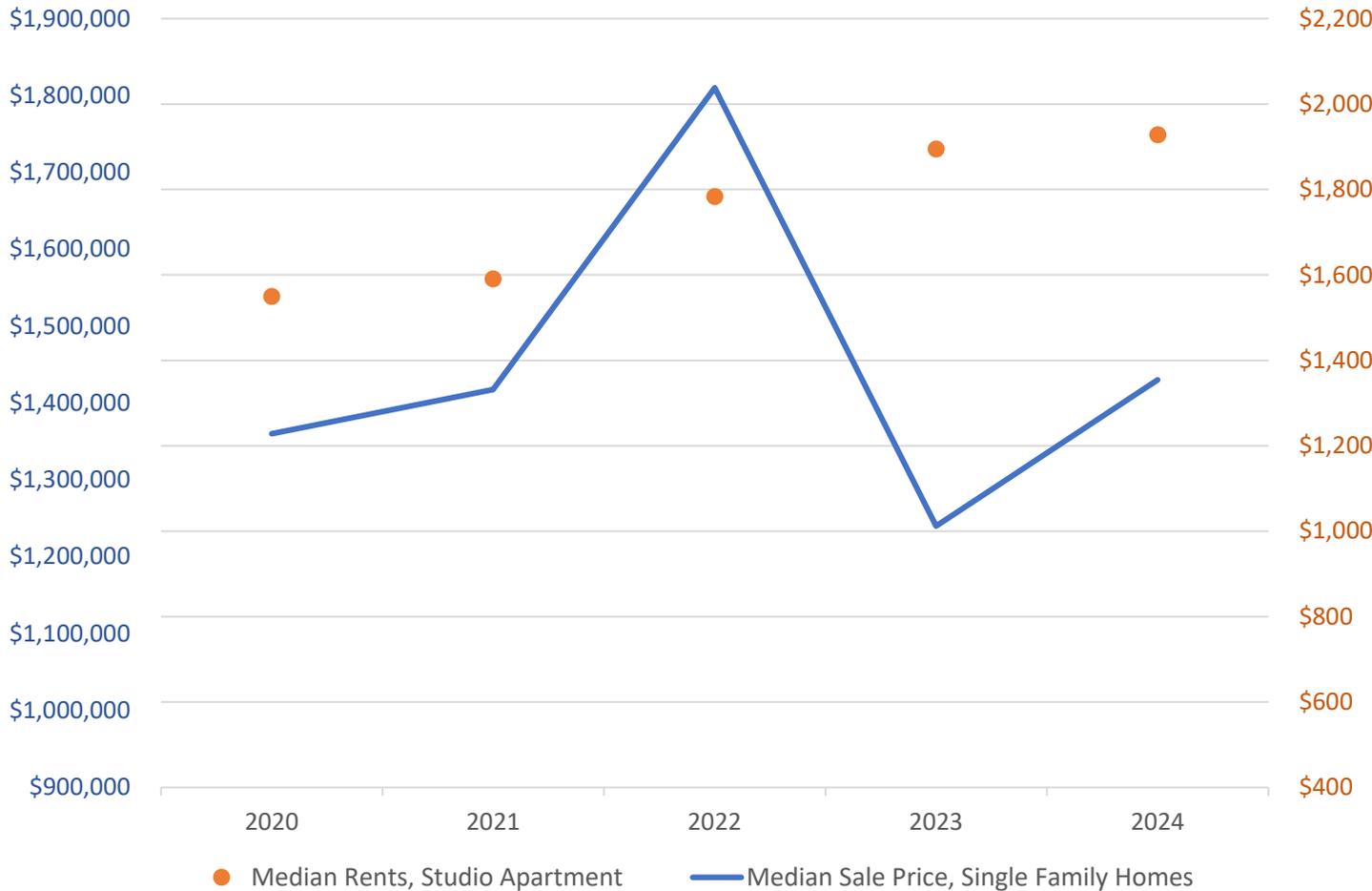
40 new units and a living wall

Sources (from top): SF YIMBY, Rentable, Apartments.com

Housing costs



Apartment Rental and Home Sale Prices in Berkeley



Sources: Redfin, Apartment List, Zumper, Rent Cafe, and City of Berkeley Rent Stabilization Board

Median Sale Price, Single-Family Homes, Nov. 2024

Alameda	\$1,170,000
Albany	\$1,325,000
Berkeley	\$1,430,000
El Cerrito	\$1,400,000
El Sobrante	\$782,500
Emeryville	\$585,000
Oakland	\$802,500
Richmond	\$665,000
Piedmont	\$2,900,000
San Leandro	\$875,000

Sale prices increase, home sales soften, rental prices flatten

7.5%

Annual increase in single family home values

-12%

Annual decrease in sales volume

1.7%

Annual increase in average rents for studio apartments

Sources: Redfin, Multiple Listing Service or "MLS", Zumper - Rental Market Trends



OED efforts to support local economic sustainability

Financing small businesses



\$435K

RLP
Outstanding
Principal

18

Active
RLP
Loans

Resiliency Loan Program (RLP) - Borrower Spotlight



The **RLP** program, administered by Working Solutions was established to help Berkeley businesses weather the impacts of the pandemic. In 2024, City of Berkeley RLP loan recipient *El Tiny Cafe* celebrated their 4th Anniversary and is a community anchor in their South Berkeley neighborhood.



Source: CDFI.org, Working Solutions

6

Active
RLF
Loans

\$375K

RLF Outstanding
Principal

Current Revolving Loan Fund (RLF) Borrowers:

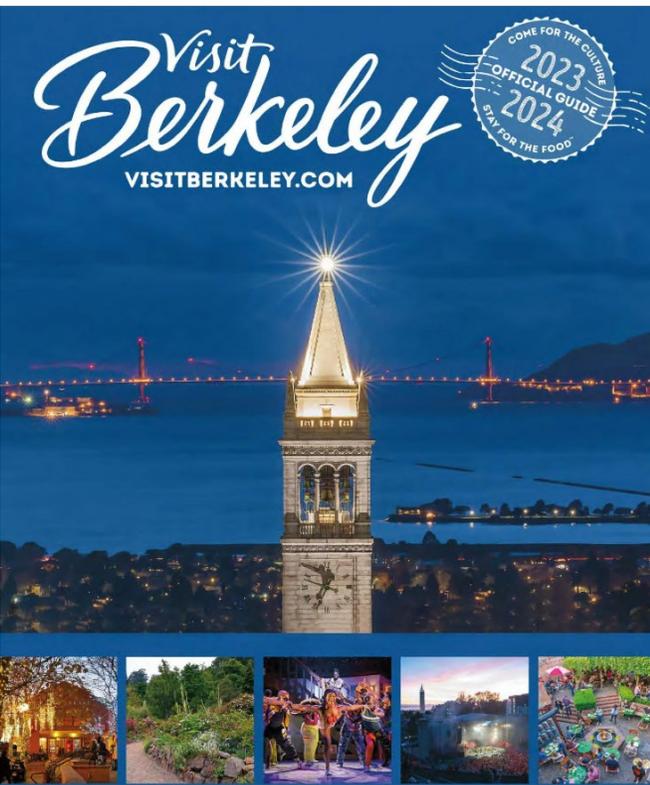


Source: Berkeley OED, Working Solutions, December 2024

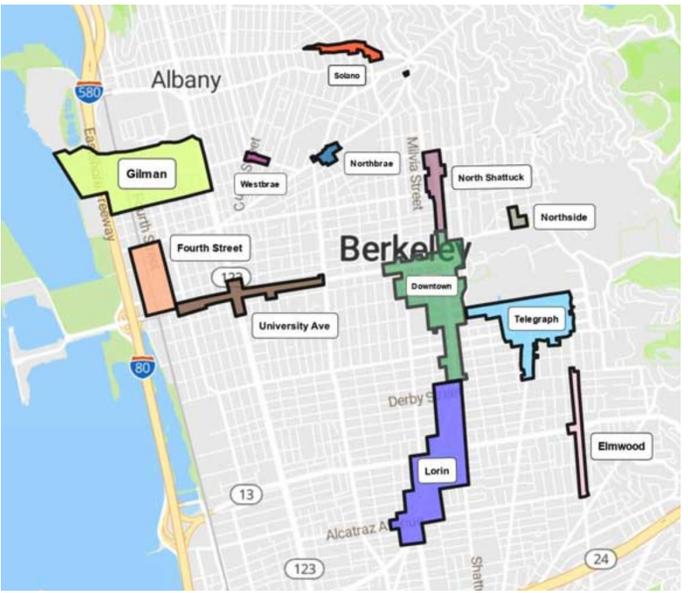
Enabling sustainable business networks



OED supports local BIDs, Visit Berkeley, and the Chamber through the Berkeley Business District Network (BBDN).



Map of Berkeley's Commercial Districts



Marketing businesses #DiscoveredinBerkeley



LOCAL LOVE

#DISCOVERED in BERKELEY

Make authentic and meaningful connections on a luxury active vacation planned by Berkeley adventure travel company, **Backroads**.

Learn more about Berkeley's innovative businesses ▶



FOOD FORWARD

#DISCOVERED in BERKELEY

Find traditional tea scones, galettes, omelets and more at **Sconehege**, a 26-year-old, worker-owned bakery and café in Berkeley.

Learn more about Berkeley's innovative businesses ▶



LOCAL LOVE

#DISCOVERED in BERKELEY

In West Berkeley, **Copper** designs induction stoves that enable faster, more precise cooking and don't require costly electrical upgrades.

Learn more about Berkeley's innovative businesses ▶



FOOD FORWARD

#DISCOVERED in BERKELEY

Boichik Bagels employs a combo of people, robotics and technology to produce amazing-tasting bagels.

Learn more about Berkeley's innovative businesses ▶



LOCAL LOVE

#DISCOVERED in BERKELEY

BERKELEY HOLIDAYS.COM Gift Guide

At **Teance** in West Berkeley tea is more than a drink – it's a lifestyle.

Learn more about Berkeley's innovative businesses ▶



FOOD FORWARD

#DISCOVERED in BERKELEY

Enjoy summertime and reminisce about childhood at **iScream!** on Solano Ave and Fourth Street.

Learn more about Berkeley's innovative businesses ▶



4.4M

impressions

180k+

concrete engagements

1,475

Instagram followers

~6k

uses of #discoveredinberkeley

.28%

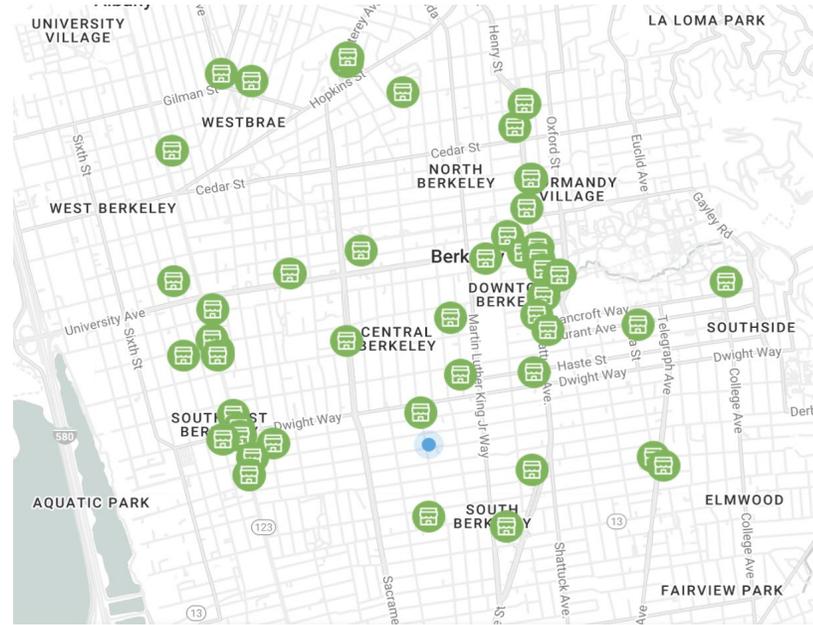
avg Berkeleyside banner ad click rate

Greening local business practices



Going Green Helps Companies Achieve Environmental Benefits and Cost Savings

171 Berkeley businesses have registered for California Green Business Program certification. 79 are *green business certified*.



See more at www.greenbusinessca.org



8

new green businesses certified

10

green businesses recertified

1.7M+

gallons of water saved

1M+

kWh of electricity conserved

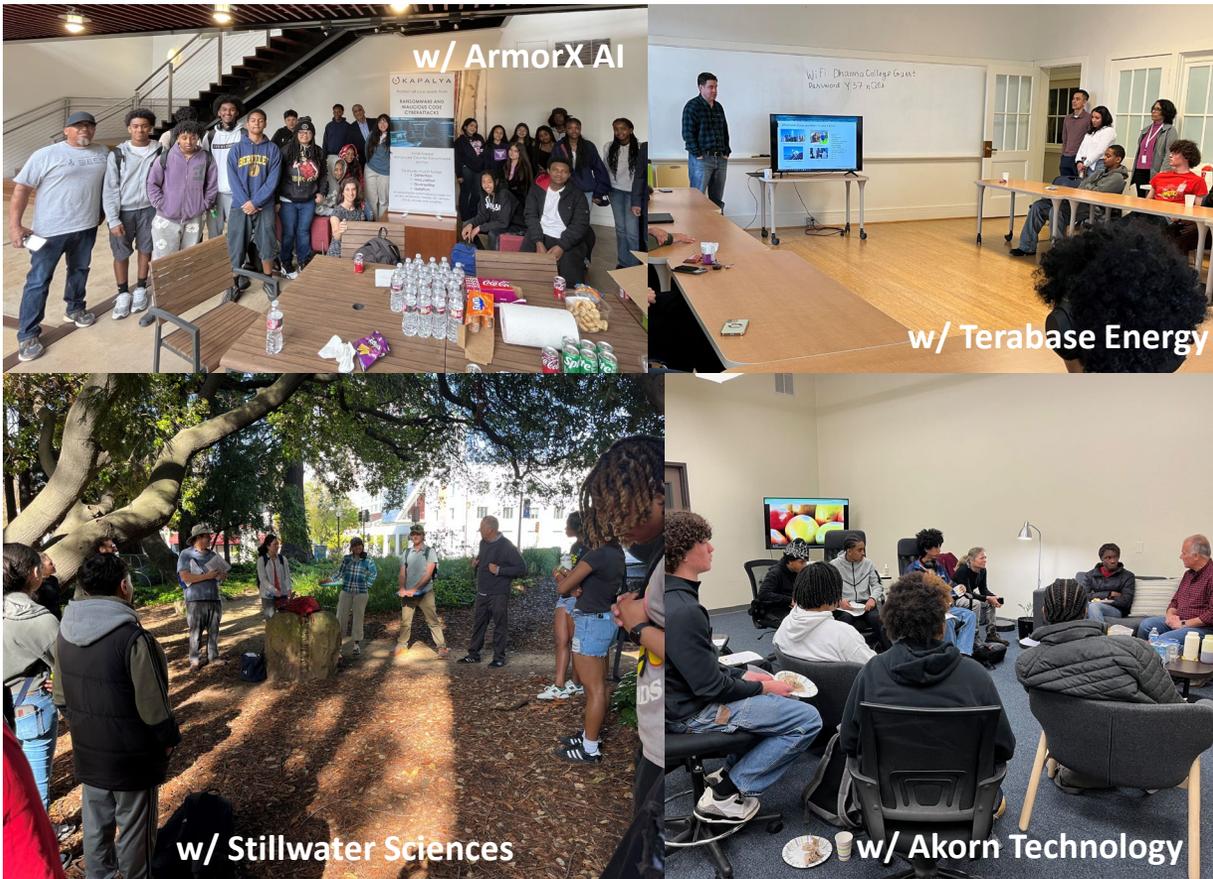
~193k

pounds of solid waste diverted

STEM CareerX tours deepen and diversify Berkeley's talent pipeline



"I appreciated making those professional connections; it's something you can't just get without being there in person." – BHS student after tour of TDK



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.

125

BHS student-visits

7

STEM CareerX tours

Promoting equitable development



- In 2024 OED supported two large efforts to streamline zoning for Berkeley businesses.
- A new Chamber Doing Business in Berkeley webpage, webinars, and downloadable materials from the City website now help local business leaders navigate government requirements for launching or expanding a business in Berkeley.

ZONING RULES FOR BERKELEY RESTAURANTS, BARS & ENTERTAINMENT BUSINESSES

Streamlined City of Berkeley zoning rules will save time & money for existing and prospective owners of Berkeley restaurants, bars and entertainment venues.

1. STAND-ALONE BEER AND WINE SERVICE AIP in all residential districts	2. DISTILLED ALCOHOL BEVERAGES INCIDENTAL TO EXISTING FOOD SERVICE AIP in all residential districts
3. BARS WITH DISTILLED ALCOHOL SERVICE AIP in Neighborhood, North Oakland & South Oakland residential districts	4. EXPANDED HOURS OF OPERATION AIP in all residential districts and Targeted commercial districts
5. LIVE ENTERTAINMENT AIP in commercial districts and some residential districts	6. AMPLIFIED LIVE ENTERTAINMENT AIP in commercial districts and some residential districts
7. RESTAURANTS 3,000 SF OR LESS AIP in residential districts and some commercial districts	8. RESTAURANTS 3,000+ SF AIP in commercial districts and some residential districts

ZC = ZONING CERTIFICATE (over the counter approval)
AIP = ADMINISTRATIVE USE PERMIT (permit requiring staff review & approval)

This guide is a general summary of the City of Berkeley Zoning Ordinance and additional requirements may apply. Consult zoning rules with the Planning Department prior to commencing business operations and contact the Office of Economic Development at OEDE@cityofberkeley.org for guidance starting or expanding a business.

DO YOU HAVE A STARTUP OR INNOVATION BUSINESS? THE CITY OF BERKELEY CAN HELP YOU:

1. GET JOB SHARED INFORMATION ABOUT RESOURCES AND OPPORTUNITIES Through the Entrepreneurship Center, incubator and startup hubs	5. INCREASE YOUR COMPANY'S LOCAL VISIBILITY Through the Entrepreneurship Center, incubator and startup hubs
2. MAKE NEW LEGAL CONNECTIONS With lawyers, accountants, bankers, and more	4. FIND AND LEASE (OR SUBLEASE) BERKELEY OFFICE & LAB SPACE
3. OBTAIN AN OVER-THE-COUNTER ZONING CERTIFICATE FOR BAR In key commercial corridors near the UC Berkeley campus (by reservation only)	6. GET ASSISTANCE FILING FOR A BUSINESS LICENSE In and on zoning certificates, building permits, or other City departmental permits
7. EXEMPT GOVERNMENT AND PHILANTHROPIC BAR GRANTS FROM LOCAL BUSINESS LICENSE TAXES	8. ATTEND OR HOST A BERKELEY STARTUP CLUSTER NETWORKING OR EDUCATIONAL EVENT Many industry specific connections and learn best skills
9. INCREASE THE VISIBILITY OF YOUR WORKSPACE With an employment signage program and receive a signpost registration by contacting the City	10. CONNECT WITH ELECTED OFFICIALS Share ideas on how the City can better support local entrepreneurs and startup growth

CONTACT THE OFFICE OF ECONOMIC DEVELOPMENT AT OEDE@CITYOFBERKELEY.CA.GOV FOR GUIDANCE STARTING OR EXPANDING A BUSINESS

GENERAL BUSINESS LICENSE INFORMATION

STARTING A NEW BUSINESS? OPENING A NEW LOCATION? TAKING OVER AN EXISTING BUSINESS WITH A NEW FEIN/SSN?

- APPLY FOR A BUSINESS LICENSE BY MAIL OR IN PERSON & PAY BUSINESS LICENSE FEE**
You will receive a business license application number (BLA-YEAR #####)
- APPLY FOR & SEPARATE ZONING APPROVAL ONLINE OR IN PERSON**
Zoning approvals include by-right Zoning Certificates (ZC) and discretionary permits such as an Administrative Use Permit (AUP) or Use Permit (requiring a Public Hearing (UPH))
(See details on the subsequent pages)
- BUSINESS LICENSE APPLICATION ROUTED TO OTHER DEPARTMENTS FOR APPROVAL**
*Your application will be automatically routed to pertinent City departments to ensure that all City requirements are met to operate legally and safely.
(Health, Fire, Building, Environmental Health)

IS YOUR BUSINESS PHYSICALLY LOCATED IN BERKELEY?
YES / NO

ZONING CLEARANCE APPROVED?
YES* / NO

ALL NECESSARY DEPARTMENT APPROVALS RECEIVED?
YES / NO

LICENSE WILL BE ISSUED AND MAILED

ALL persons or businesses conducting business within the City of Berkeley, directly or indirectly, are required to have a current business license for an annual business location fee.

Businesses should apply for a license no later than 30 days from the start of business in the City of Berkeley to avoid penalties and interest.

A business license is issued that a business owner has the right to sell, to lease, to sublet, or otherwise use the space to obtain additional zoning, building, or health permits, or to use for other regulations.



DOING BUSINESS IN BERKELEY FORUM
DOING BUSINESS IN BERKELEY: Your Questions Answered

ARE YOU:
1. Starting a new business?
2. Opening a new location?
3. Taking over an existing business?

YES

Join us for an online webinar on **Friday, November 15, 9:00 AM to 10:00 AM**. Learn the Steps required to get a Berkeley Business License, and how to avoid common mistakes.

FRIDAY, NOVEMBER 15
9:00 AM to 10:00 AM
Online ZOOM Webinar

Doing Business In Berkeley: Your Questions Answered

Webinar Recording & Slideshow

Starting a new business? Opening a new location? Taking over an existing business? Learn the steps required to get a Berkeley business license and how to avoid common mistakes.

BERKELEY

{ Project Equity }

In partnership with Project Equity, OED offers Berkeley businesses support with succession planning and transition to employee ownership.

Funding arts & culture in Berkeley



Civic Arts Grants Awarded in 2024

11 34 54 12

individual
artist projects
(\$44,000)

community
festivals
(\$199,680)

arts
organizations
(\$444,799)

arts
programs
(\$60,000)

Leveraging Local + National Funds to Increase Arts Grants

In 2024, the City received National Endowment for the Arts funding to continue the *Arts Program Grants* for a third year.

Berkeleyside

Nonprofit news. Free for all, funded by readers.

Berkeley gave these artists \$4,000 each to create an original project. Here's what they're doing

We spoke with four of the 11 grant recipients about their work, which ranges from public wellness dance classes to a James Baldwin-inspired audio project.



Source: Kwok, Berkeleyside



¡BAILA! Community Dance Party at La Peña Cultural Center, general operating support grantee. Photo source: www.lapena.org.



Berkeley Art Center, general operating support grantee. Photo source: www.berkeleyartcenter.org.

Investment in public art in Berkeley



Public Art throughout Berkeley

In FY24, the Civic Arts Program implemented a portfolio of public art projects valued at nearly \$700,000.



"Delivered, Mable's Promissory Note", 2024 by Mildred Howard installed in South Berkeley. Photo: Ethan Kaplan.

Ribbon cutting for "Delivered, Mable's Promissory Note", 2024 by Mildred Howard installed in South Berkeley. Photo: Paul Kuroda.

Restoration of "Mak Roote" murals by John Wehrle and Betsy Davids in West Berkeley in 2024. Photos: Mark Salinas



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