

# Item 4: Berkeley Nightlife Council

From: Councilmember Terry Taplin (Author), Mayor Ishii (Co-Sponsor),  
Councilmember O'Keefe (Co-Sponsor), Councilmember Tregub (Co-  
Sponsor)



# What is a Nightlife Council?

Night Councils function as collaborative nighttime urban governance structures between municipal organizations, nightlife industry sector business leaders, and local communities to generate solutions to improve and support nighttime economic activity, cultural programming, and public safety in commercial districts.

# What is a Nightlife Council?

Mayor of the City of Berkeley

The International Market Place

District 2 City Councilmember

The Lorin District

District 4 City Councilmember

The Downtown Berkeley Association

District 5 City Councilmember

The Arts District

Visit Berkeley

The North Shattuck Business Improvement District

The Berkeley Chamber of Commerce

The Telegraph Business Improvement District

The Gilman District

Berkeley Police Department Community Services  
Bureau

# Nightlife Council Goals

## Business Centers



# Nightlife Council Goals

Food & Beverage and Arts & Entertainment



# Nightlife Council Goals

## COVID Recovery



# Revenue Per Available Room - 2019

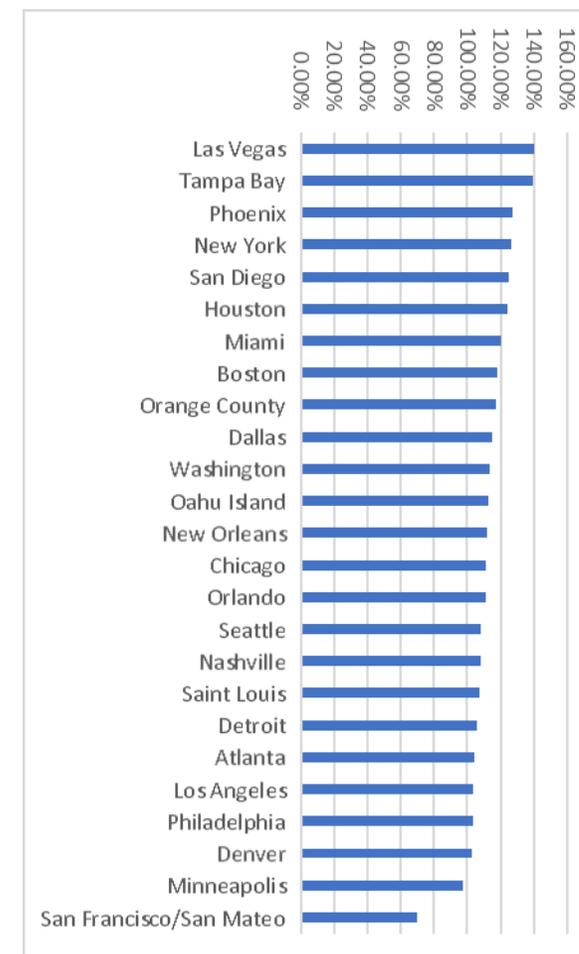
Rank	City	State	Twelve Months Ending 3/31/2025		Full Year 12/31/2019
			RevPAR	RevPAR % of 2019	RevPAR
1st	New York	NY	\$270.35	126.62%	\$213.51
2nd	San Francisco/San Mateo	CA	\$142.08	69.99%	\$203.01
3rd	Oahu Island	HI	\$226.47	112.33%	\$201.62
4th	Boston	MA	\$172.42	117.96%	\$146.17
5th	Miami	FL	\$165.83	120.44%	\$137.69
6th	Los Angeles	CA	\$141.28	103.78%	\$136.14
7th	Orange County	CA	\$150.31	117.38%	\$128.05
8th	San Diego	CA	\$158.19	124.69%	\$126.87
9th	Orlando	FL	\$140.17	110.93%	\$126.36
10th	Seattle	WA	\$127.74	108.37%	\$117.87
11th	Las Vegas	NV	\$161.50	140.43%	\$115.00
12th	Washington	DC	\$129.34	113.66%	\$113.80
13th	Nashville	TN	\$116.98	107.83%	\$108.49
14th	New Orleans	LA	\$113.34	111.56%	\$101.60
15th	Chicago	IL	\$110.97	111.49%	\$99.53
16th	Denver	CO	\$101.70	103.07%	\$98.67
17th	Philadelphia	PA	\$98.76	103.72%	\$95.22
18th	Tampa Bay	FL	\$129.80	139.29%	\$93.19
19th	Phoenix	AZ	\$117.94	126.83%	\$92.99
20th	Minneapolis	MN	\$79.84	97.58%	\$81.82
21st	Atlanta	GA	\$81.28	103.98%	\$78.17
22nd	Dallas	TX	\$84.19	114.67%	\$73.42
23rd	Detroit	MI	\$73.29	106.06%	\$69.10
24th	Saint Louis	MO	\$72.91	107.38%	\$67.90
25th	Houston	TX	\$78.81	124.05%	\$63.53

# Revenue Per Available Room - 2024/25

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# Revenue Per Available Room – Recovery %

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**FREIGHT & SALVAGE**  
COFFEEHOUSE

Continued Support of Berkeley's Culture

Food and Drink



Arts and Performance



Night Classes



# Communication between The City of Berkeley and Night Businesses

- Understanding the challenges night businesses face
- Finding ways to bolster nighttime economic activity
- Expand cultural programming and community safety

# Difficulties of Night Businesses to Advocate

- Incompatible Hours
- Demanding work requirements
- Decentralized construction
  - Lots of small businesses and organizations

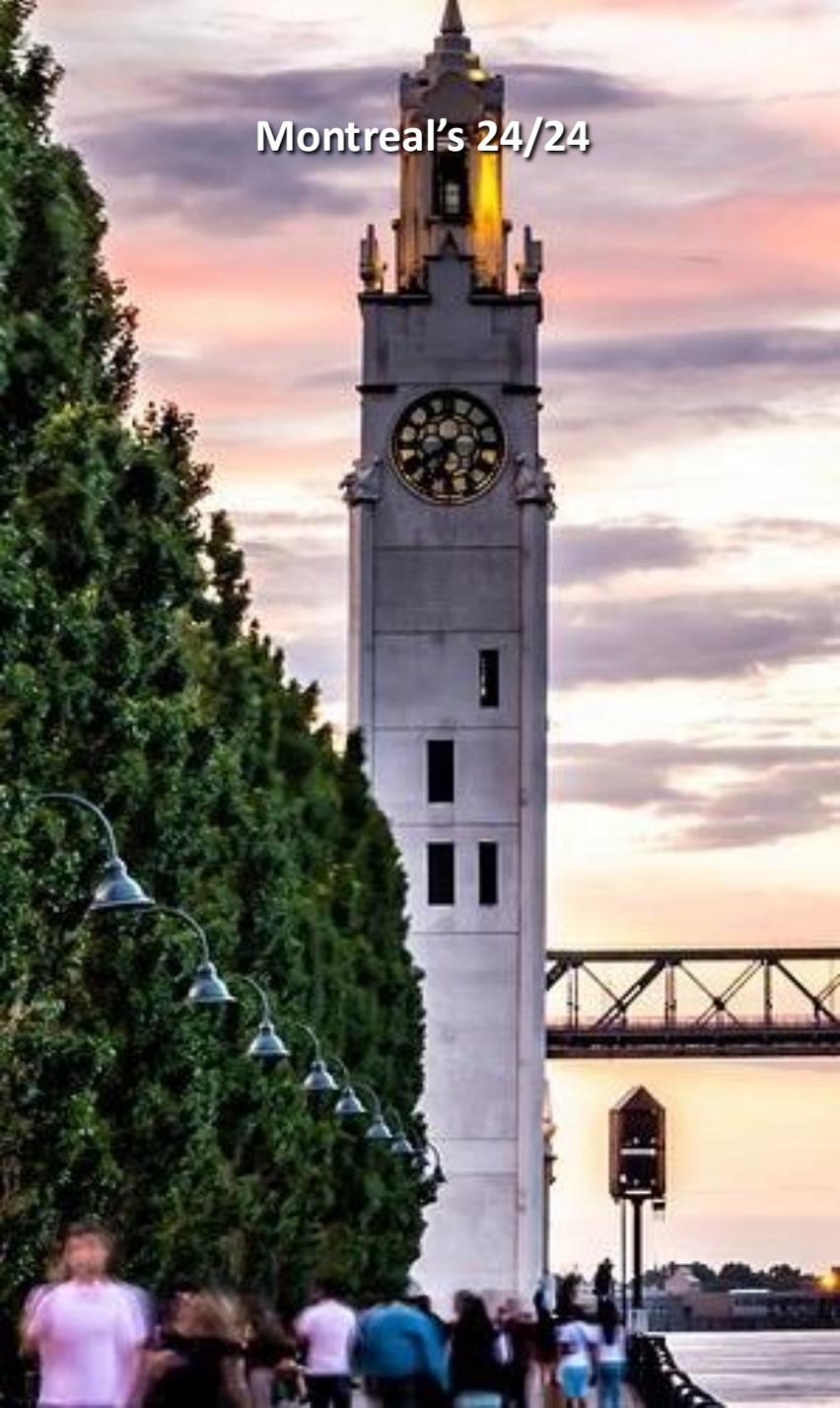
New York's Office of Nightlife



Melbourne's Night-time Advisory Committee



Montreal's 24/24



## Strategic Plan Goal

**Foster a dynamic, sustainable,  
and locally-based economy.**

# Recommendation

Adopt with a positive recommendation to City Council to Refer to the City Manager the assessment of potential 2026 revenue ballot measures to support capital improvements to fire department facilities and return recommendations for council adoption.