

BUDGET

Fiscal Year 2022

OFFICE OF ECONOMIC
DEVELOPMENT

OFFICE OF ECONOMIC DEVELOPMENT

OVERVIEW



Business Services

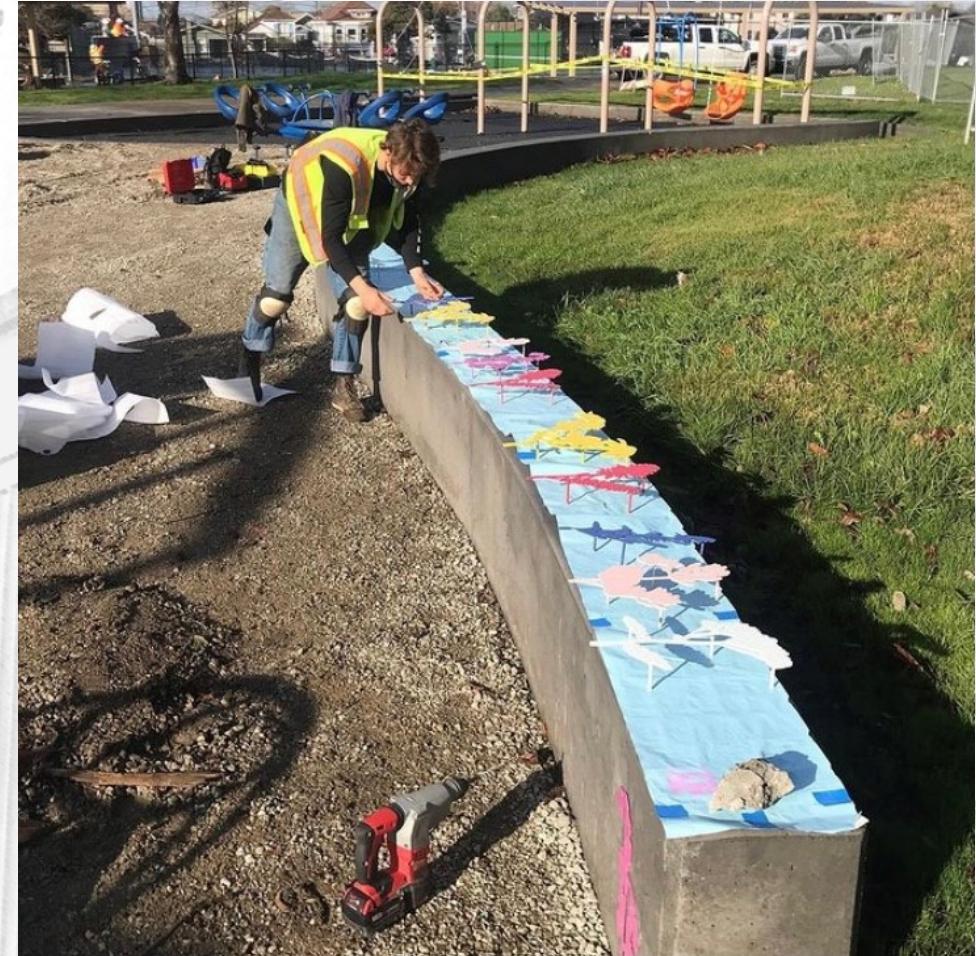
- Direct Assistance to Businesses, Property Owners and Community Organizations
- Support for ~12 Commercial District & Business Associations
- Industry Cluster Programs
- Revolving Loan Program
- Sustainable Business Practices
- Marketing
- Research and Data Analysis
- 3 Commissions: Loan Admin Board, 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
- City-Managed Galleries
- Civic Arts Commission

SPECIAL PROJECTS, FY21

- **COVID-19 Response and Recovery**
- Berkeley Arts Works Projects (SP)
- Measure T1 Art Projects (SP)
- Interactive Digital Kiosks (SP)
- Marketing & Branding Project
 - #Discovered in Berkeley (SP)
- Equitable Development
 - Berkeley Ventures Berkeley Values (SP)
- Expand & Modify Downtown Arts District (SP)
- Small Business Support Initiatives (SP)
- Bayer Health Care Development Agreement

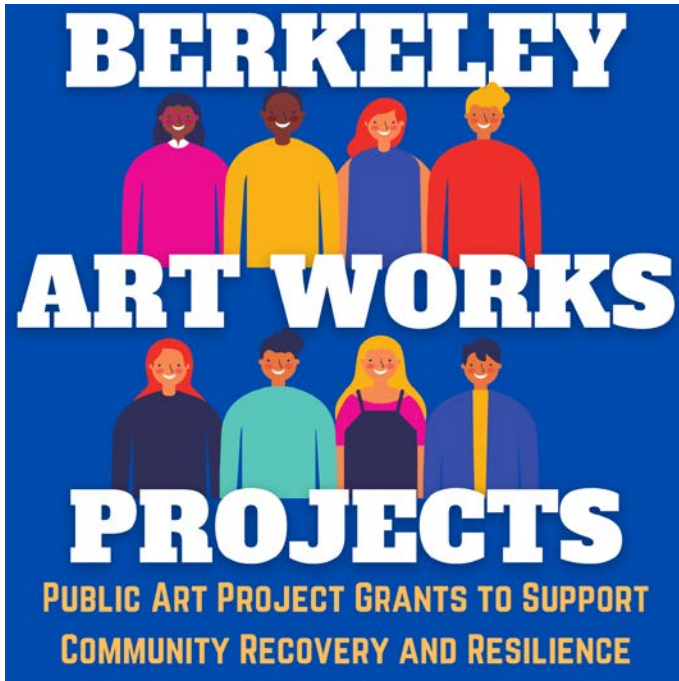


(SP) = Strategic Plan Initiative

OFFICE OF ECONOMIC DEVELOPMENT

ACCOMPLISHMENTS COVID-19 CRISIS RESPONSE & RECOVERY

- Business & Arts Relief Grants
- Small business Revolving Loan Fund & Resiliency Loan Program (RLF & RLP)
- Berkeley Arts Work Projects



RLF recipient Kitchen on Fire hosts cooking classes online (2020)

MARCH 2020



- Berkeley City Council allocates \$2,000,000 for the Business and Arts Continuity emergency relief grant program

1,058 Business Grant Applications Received

APRIL 2020



- Grant applications go Live
- Berkeley Relief Fund campaign raises additional \$842,000 in private donations for the relief grant program

71 Arts Grant Applications Received

700 Business Grants Awarded Totaling \$1,669,999

MAY 2020



- Grant awards are processed and recipients receive funding

63 Arts Grants Awarded Totaling \$954,542

SMALL BUSINESS CONTINUITY GRANTS BY SECTOR

251

RESTAURANTS

85

PERSONAL SERVICES

142

RETAIL

222

OTHER SERVICES

TOTALING: \$1,669,999

OFFICE OF ECONOMIC DEVELOPMENT

ACCOMPLISHMENTS

COVID- 19 CRISIS RESPONSE & RECOVERY

- Outdoor Commerce & Technical Assistance
- New Avenues for City-Business Communications



LOCAL LOVE FORWARD

#DISCOVERED in BERKELEY

Discover how Berkeley childcare providers are finding solutions and enabling human interaction in time of isolation.

Learn more about childcare providers across Berkeley



FOOD FORWARD

#DISCOVERED in BERKELEY

Berkeley-based food businesses are responding to the shelter-in-place order with ingenuity and community support.

Learn more about Berkeley's innovative businesses



LOCAL LOVE FORWARD

#DISCOVERED in BERKELEY

BERKELEYHOLIDAYS.COM Gift Guide

Spoil your friends and family over the holidays—and enable economic recovery—with gifts from **Fourth Street Fine Art**.

Support local businesses this holiday season



FOOD FORWARD

#DISCOVERED in BERKELEY

A host of Berkeley makers and bakers are nourishing locals and building community, despite the challenges of 2020.

Learn more about Berkeley's innovative businesses



LOCAL LOVE FORWARD

#DISCOVERED in BERKELEY

Discover Black-owned businesses in Berkeley, like **Lola's African Apparel**, which employs Nigerian tailors and seamstresses to make contemporary and traditional styles.

Learn more about Black-owned businesses in Berkeley



OFFICE OF ECONOMIC DEVELOPMENT

ACCOMPLISHMENTS 2020-2021

- Civic Center Vision and Implementation Plan
- Public Art in Private Development projects
- ‘Shattuck Avenue East’ Street Renaming
- Zoning Amendments #BeBold2
- Small Business Retention Programs

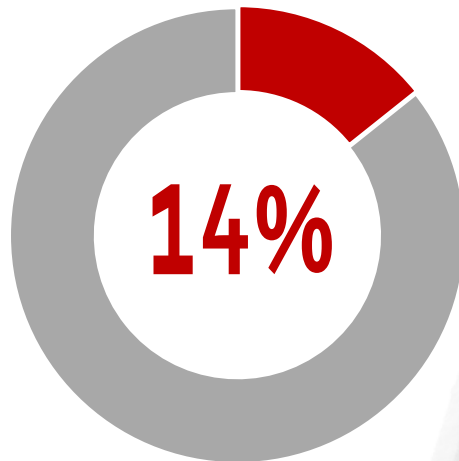


OFFICE OF ECONOMIC DEVELOPMENT

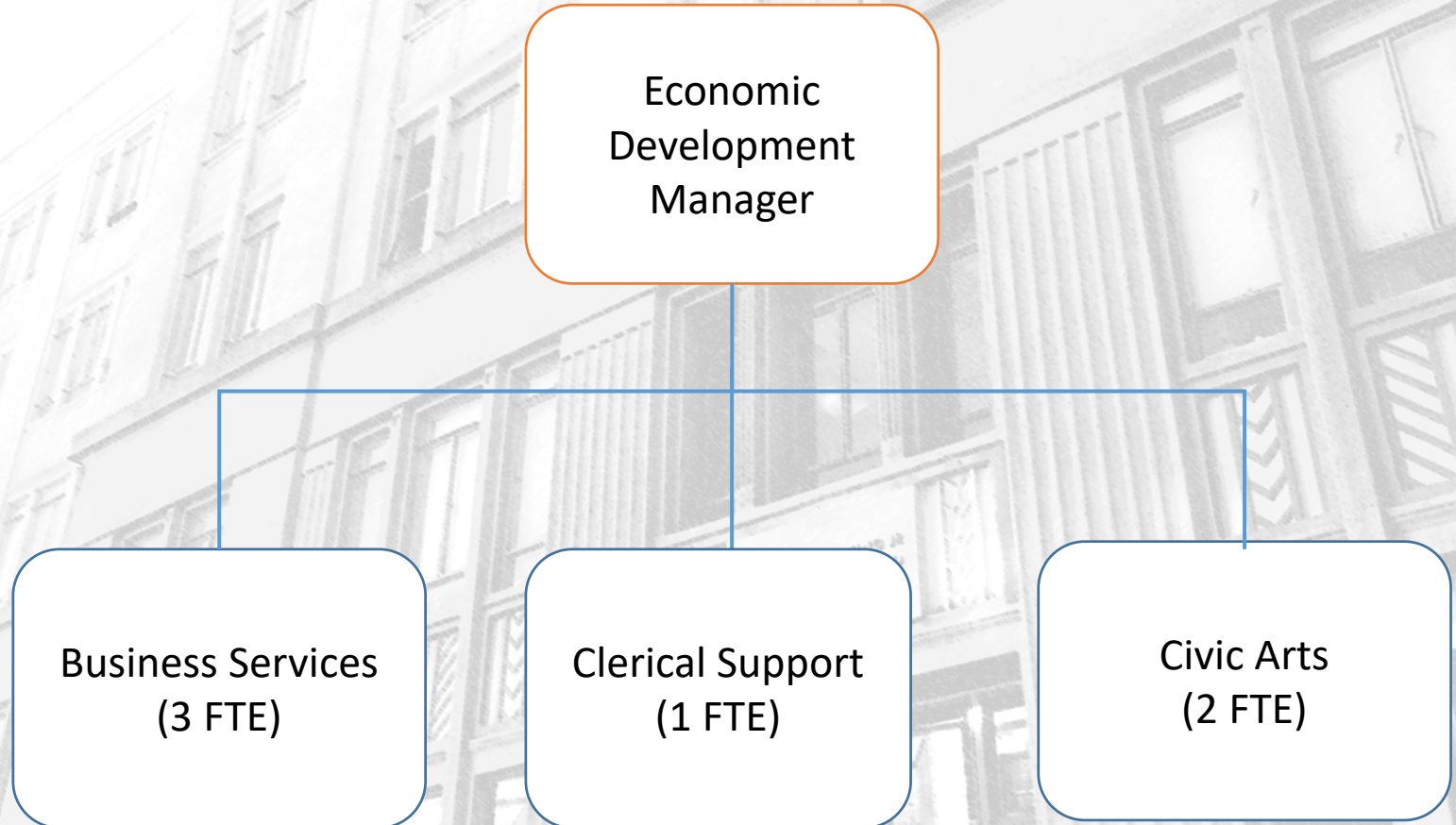
STAFFING

7 FTE

Vacancy Rate



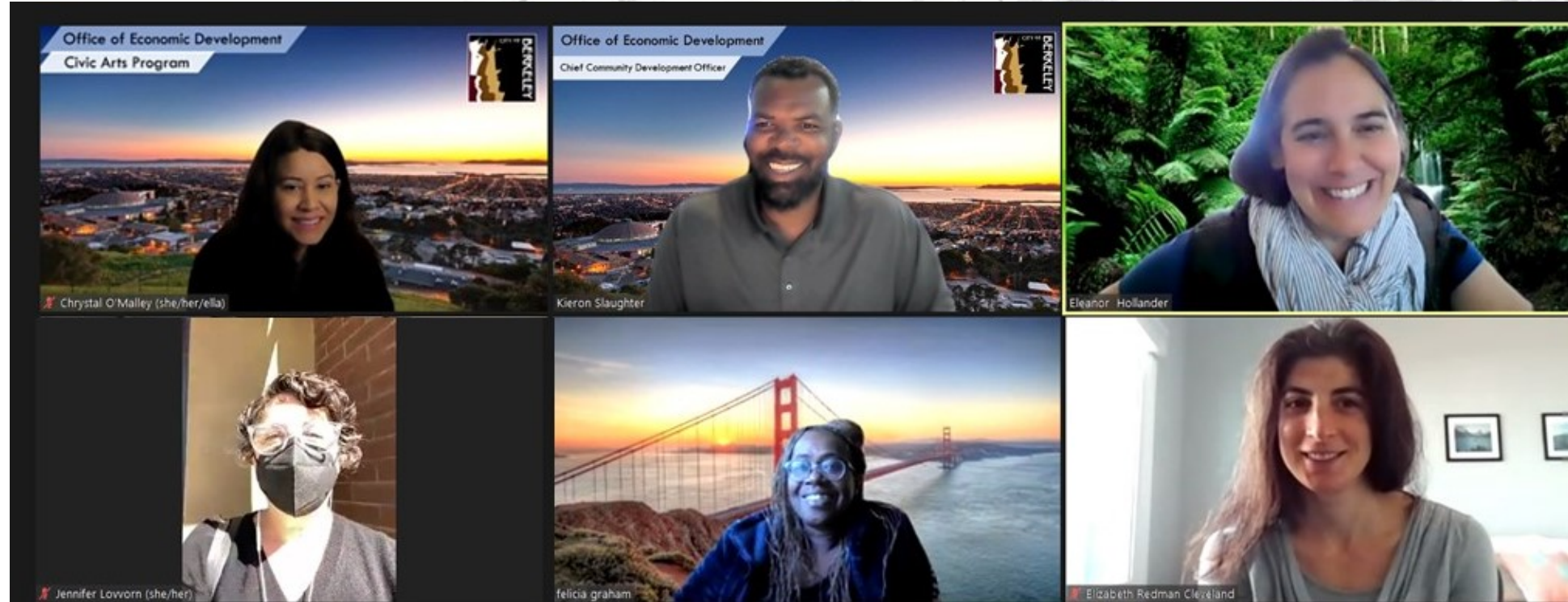
■ Vacant ■ Filled



OFFICE OF ECONOMIC DEVELOPMENT

STAFFING

- **SUPER** High capacity team
- Consultant support
- Interns
- FY21 turnover in the manager role
- Active recruitments forthcoming



OFFICE OF ECONOMIC DEVELOPMENT

STRATEGIC PLAN

- 9 projects, 5 new, 4 unfunded

Title	New/Continuing	Estimated Budget	Status
COVID Economic Response and Recovery	New	\$2M+ funded, have ongoing and future need	Funding Needed
Civic Center Precise Plan	New	\$56M	Funding Needed
Outdoor Commerce	New	Staff time	Funded
Berkeley Art Works Projects	New	\$200,000 plus staff time	Funded
#Discovered in Berkeley – Berkeley Business Marketing & Communications Project Phase 2	New	\$20,000	Requesting Funding

OFFICE OF ECONOMIC DEVELOPMENT

STRATEGIC PLAN

Title	New or Continuing?	Estimated Budget	Status
Berkeley Ventures, Berkeley Values	Continuing	\$15,000	Requesting Funding
Interactive Digital Kiosks	Continuing	Staff time	Funded
Expand and Modify the Downtown Arts Overlay District	Continuing	Staff time	Funded
Measure T1 Public Art Projects	Continuing	Measure T1	Funded



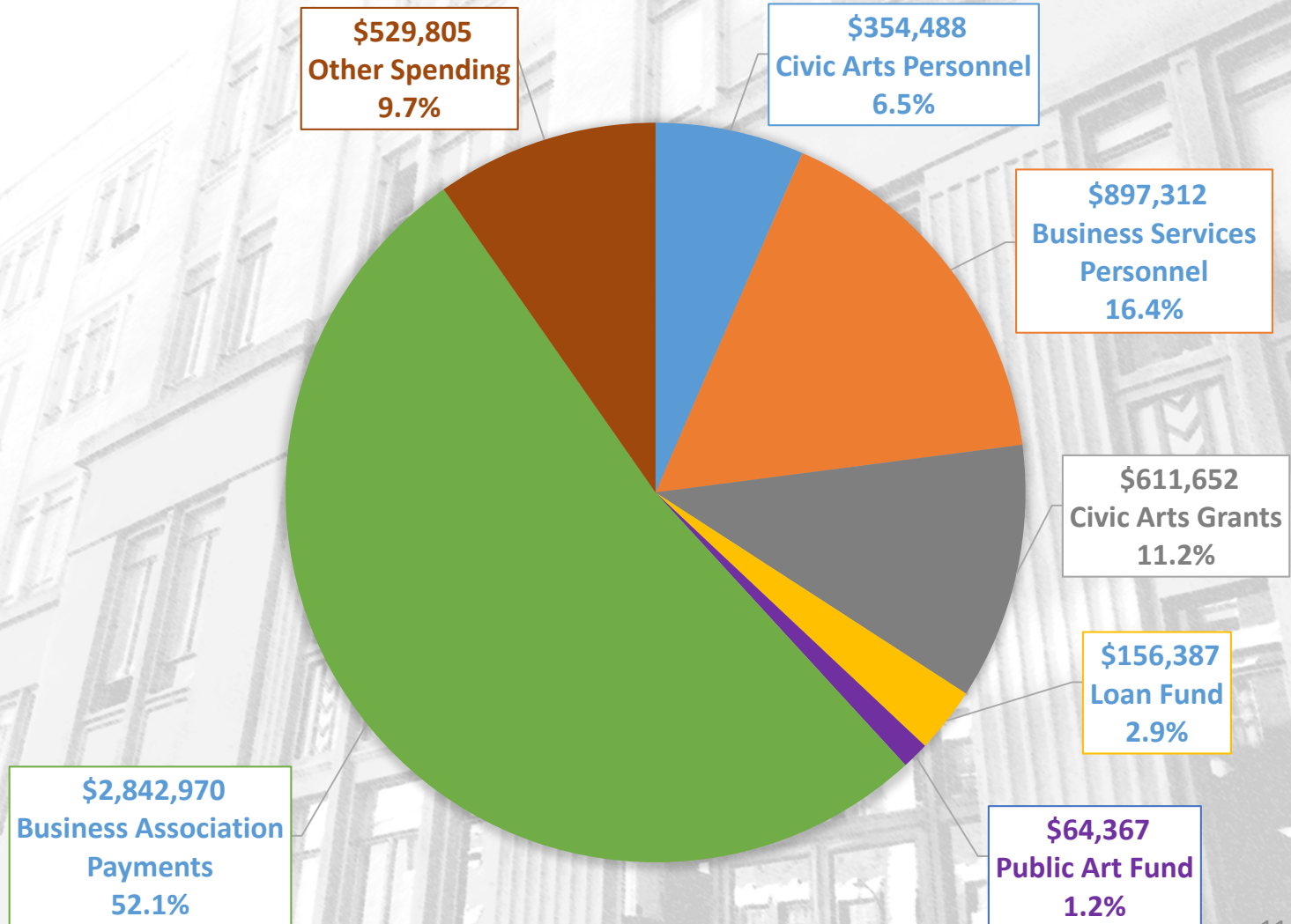
OFFICE OF ECONOMIC DEVELOPMENT

FINANCIALS

OED BUDGETED EXPENDITURES, FISCAL YEAR 2022

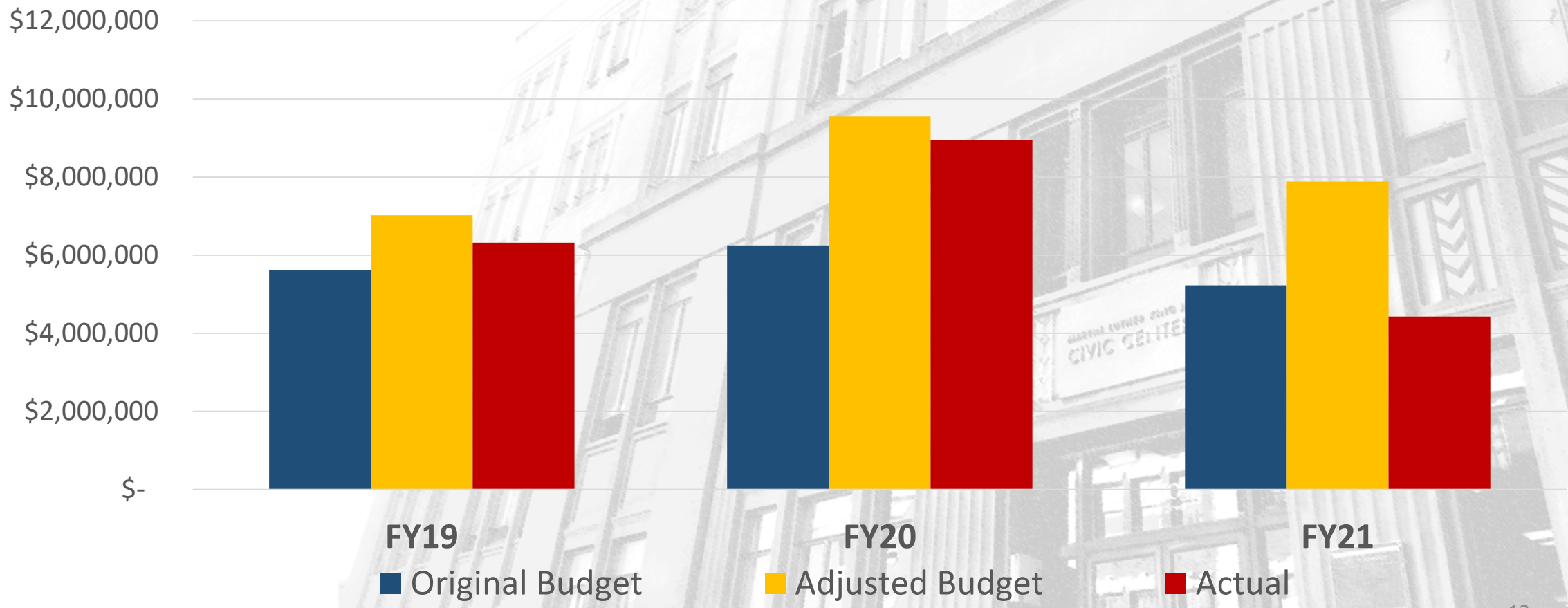
FY2022 Budget:
\$5,456,981

**\$ 2,842,970 in
Business
Association
Payments (52%)**



OFFICE OF ECONOMIC DEVELOPMENT FINANCIALS

OED Expenditures, Budgeted vs Actuals, FY 2019 - FY 2021



OFFICE OF ECONOMIC DEVELOPMENT

FUNDING REQUESTS (GENERAL FUND): ADJUSTMENTS FROM FY21 DEFERRALS

Description	FY22 Amount Requested	FY21 Amount Deferred	FY22 Amount Deferred
Bayer Development Agreement Update	\$ 10,000	\$ 25,000	\$15,000
Festival Grants Program	\$ 156,000	\$ 156,000	
Small Business Support and Retention	\$ 50,000	\$ 75,000	\$25,000
Berkeley Film Foundation (Legacy Contract)	\$ 25,000	\$25,000	
Berkeley Arts Center (Legacy Contract)	\$12,998	\$ 12, 998	
Total Restoration Funding Requested from FY 21 Deferrals	\$ 258,998	\$ 281,000	\$40,000

OFFICE OF ECONOMIC DEVELOPMENT

FUNDING REQUESTS (GENERAL FUND)

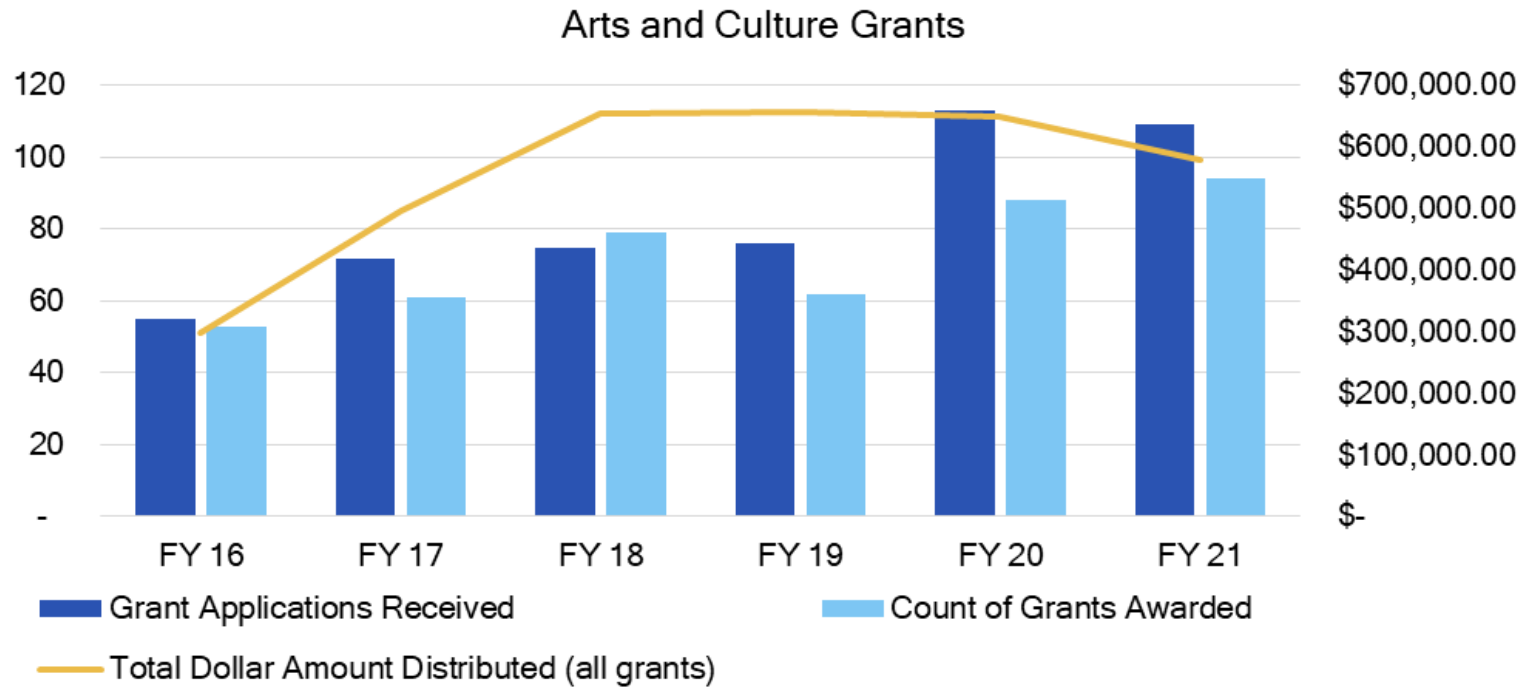
Description	FY22 Amount Requested	Strategic Plan Project?
Berkeley Ventures Berkeley Values	\$ 15,000	Yes
#Discovered in Berkeley - Berkeley Business Marketing & Communications Project Phase 2	\$ 20,000	Yes
Civic Center (Beyond Vision Plan)	--	Yes
Capital Grants for Cultural and Art Spaces	--	No
Total New Funding Requested	\$ 35,000	

DISCOVERED in BERKELEY

The Discovered in Berkeley campaign spotlights local businesses enriching our community and building a better world.



OFFICE OF ECONOMIC DEVELOPMENT PERFORMANCE MEASURES



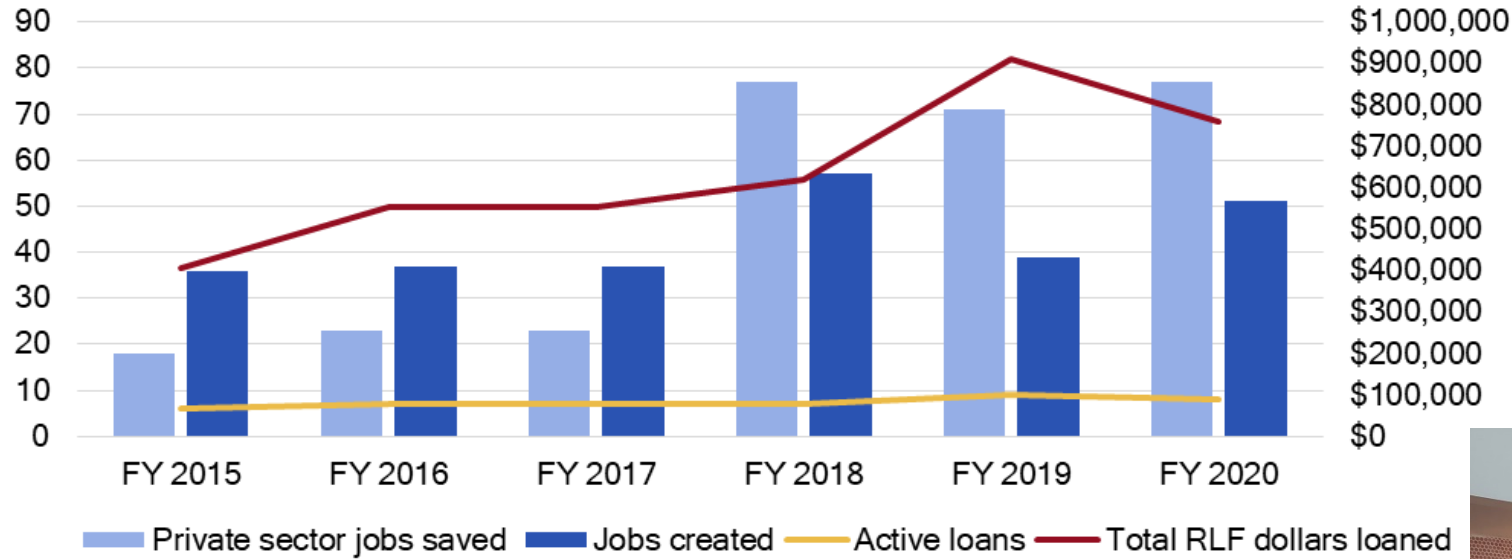
94 ARTS GRANTS

*Arts Organization Grantee
Shotgun Theater (above)*

*Arts Organization Grantee
Kala Art Gallery (right)*

OFFICE OF ECONOMIC DEVELOPMENT PERFORMANCE MEASURES

Revolving Loan Fund (RLF)



8

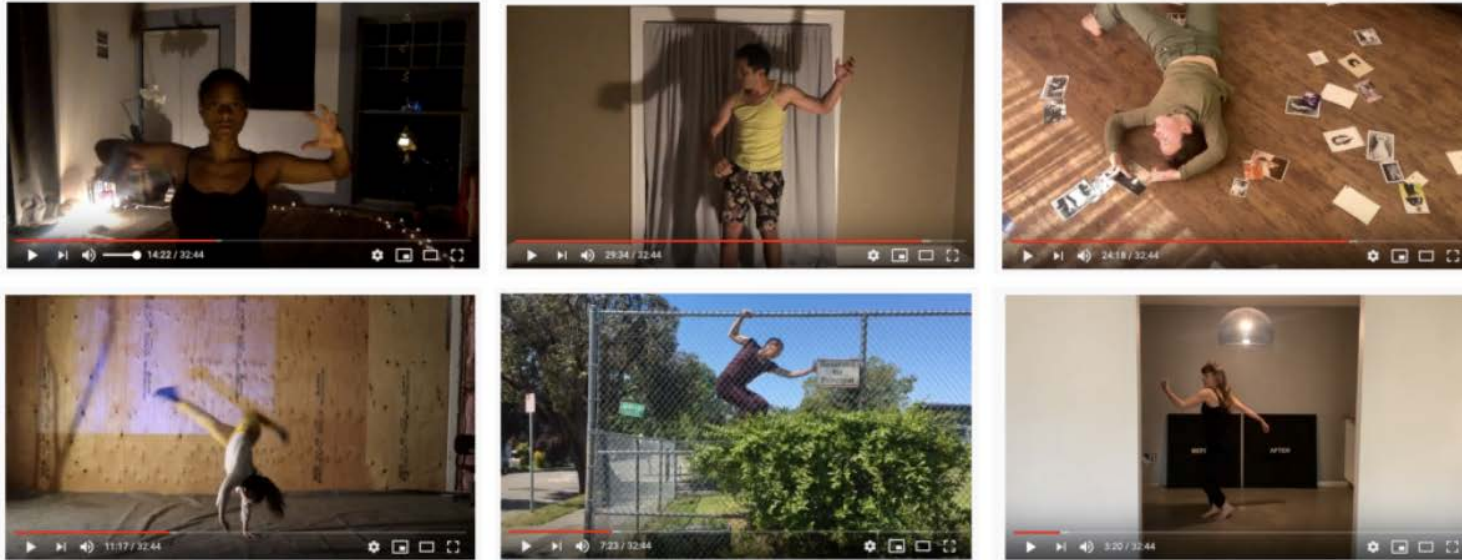
ACTIVE LOANS

RLF recipient Nabolom Bakery sets up for outdoor commerce (above)

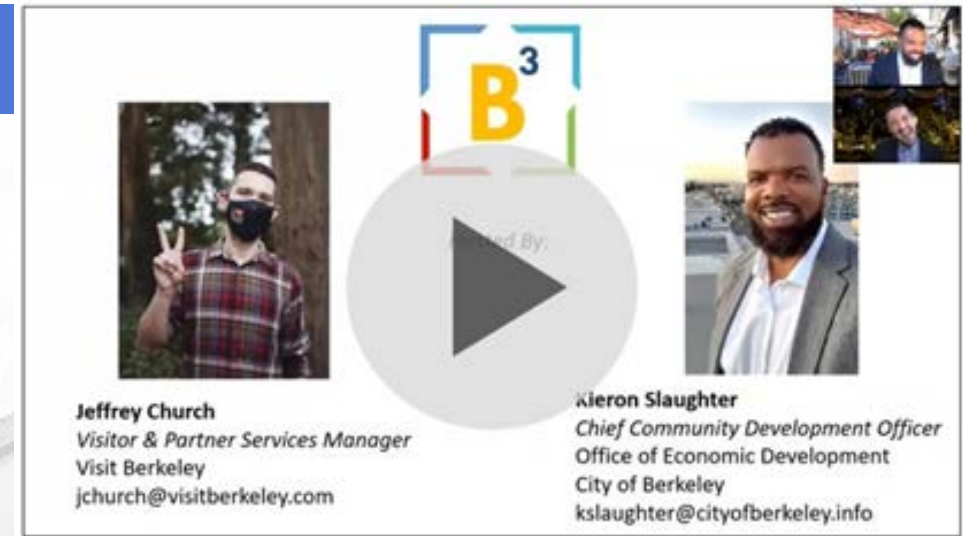
RLF recipient Cupcakin' welcomes customers inside (right)

OFFICE OF ECONOMIC DEVELOPMENT TECHNOLOGICAL NEEDS

- Tools to enable efficient remote work



Screenshots from performance. From top left corner, clockwise: natalya shoaf, Melecio Estrella, Liv Schaffer, Molly Heller, Molly Rose-Williams, and Erin Yen



Jeffrey Church
Visitor & Partner Services Manager
Visit Berkeley
jchurch@visitberkeley.com

Kieron Slaughter
Chief Community Development Officer
Office of Economic Development
City of Berkeley
kslaughter@cityofberkeley.info



Berkeley Business Beat (B3) Episode 3

OFFICE OF ECONOMIC DEVELOPMENT

NEW MANDATES

- Evolving State & Local Guidelines related to COVID-19 Response and Recovery

Manténgase a 6 pies de distancia



Evite la propagación de COVID-19: mantenga una distancia social de seis pies entre usted y los demás.

CITYOFBERKELEY.INFO/COVID19

FACE COVERINGS REQUIRED



- ✓ CUSTOMERS
- ✓ STAFF
- ✓ VENDORS

Everyone must cover their nose and mouth with a mask, bandana, or other cloth barrier.

CITYOFBERKELEY.INFO/COVID-19

Get tested, Berkeley!



Stop the spread of COVID-19.
Schedule your appointment today.

- ✓ Testing is free
- ✓ No insurance required
- ✓ Open to everyone
- ✓ Results in 2-3 days

To make an appointment, visit cityofberkeley.info/get-tested.

A test detects if you have the virus at the time you take the test. It does not test for immunity or if you had the virus in the past. If your test is negative, you must remain cautious as you can still get infected.



OFFICE OF ECONOMIC DEVELOPMENT
SUPPORTING BERKELEY BUSINESSES

Our mission is to assist businesses, entrepreneurs, artists, and community organizations to access services, feel welcome in Berkeley, and thrive.

New COVID-19 restrictions
Emergency rules seek to save lives amidst pandemic's worst phase yet.

OPEN	CLOSED
<ul style="list-style-type: none">critical infrastructuredelivery & takeoutchildcarehotels (essential travel only)	<ul style="list-style-type: none">dine-in restaurantsplaygroundsmuseums & galleriesgyms & fitness
<ul style="list-style-type: none">grocery stores (20% capacity)non-urgent medical & dentalretail stores (20% capacity)	<ul style="list-style-type: none">hair & nail salonspersonal care servicesbars & wineries

New emergency COVID-19 restrictions take hold

Due to a surge of COVID-19 hospitalizations threatening the regional health care system, the City of Berkeley, along with five Bay Area counties, has updated its [COVID-19 Health Order](#) to align with new State rules limiting certain activities that could further escalate the already rapid spread of the virus.

Determined by State of California, the rules affect industries ranging from restaurants, which are now limited to take-out and delivery, to hair salons and personal care services, which are required to close.

Local orders started on Monday December 7 at 12:01am and will last for four weeks until 11:59pm on January 4.

[Read about what's open, what's closed and what's changed in Berkeley here.](#)

City Council Public Hearing on Adeline Corridor Specific Plan
Tonight, December 8, 2020
6:00PM

The Adeline Corridor Specific Plan, General Plan and zoning amendments along with environmental review documents will be considered for adoption by the City Council.

[See the special Council meeting agenda and participate virtually.](#)

BERKELEY BUSINESS BOOTCAMP

LEARN WHAT IT TAKES TO START A BUSINESS

THURSDAY, DECEMBER 10
10-11AM

HOW TO USE VIRTUAL NETWORKING FOR BUSINESS GROWTH

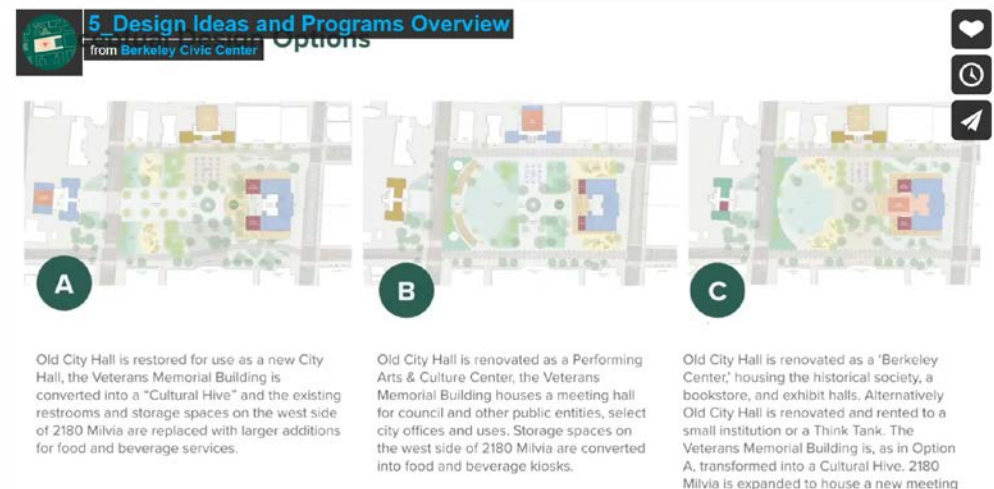
MORE INFORMATION:
WWW.BERKELEYCHAMBER.COM
WWW.BERKELEYPUBLICLIBRARY.ORG



BERKELEY CHAMBER
BERKELEY PUBLIC LIBRARY

OTHER SPECIAL PROJECTS & PRIORITIES

- Establishing Parking Benefit Districts (Gilman and Lorin)
- Outdoor Commerce Implementation
- Updating Research and Development (R&D) Definition
- West Berkeley Opportunity Sites
- Civic Center Precise Plan
- Capital funding program for Cultural Arts/Artist space
- Commercial district studies and plans



OFFICE OF ECONOMIC DEVELOPMENT

CHALLENGES

- Balancing new initiatives and delivering excellent **baseline services**
- Emergency Response to COVID
 - The Emergency Operations Center (EOC) response to COVID is still ongoing, and the business liaison position will continue to play a key role as the emergency response moves through recovery and on to resilience.
- Identifying additional staff resources to implement ambitions work program
 - Civic Arts Commission – 42 items on its FY22 Work plan





zoom | mon, jan 25 | 3:00PM PT



TEACH-IN: CA ENTITY FORMATION OPTIONS

presented by: Ricardo Nuñez (Dir. of Economic Democracy) and Kieran Slaughter (City of Berkeley's Office of Economic Development's Chief Community Development Officer)

HOSTED BY  




A Vision for Berkeley's Civic Center


Street Bar
And Casual Outdoor Dining in front of The U2 Theatre

Open to the Public
Every Friday & Saturday

BERKELEYHOLIDAYS.COM

Gift Guide

Shop Local and Support Berkeley's Small Businesses!