

Telegraph Business Improvement District



2022 Annual District Report





Board of Directors

Kevin Gordon (President)

Jen Loy (V. President)

Kieron Slaughter (Treasurer)

Craig Becker (Secretary)

Ali Eslami

Christine McDermott

Doris Moskowitz

Ito Ripsteen

Steve Ruegg

Swami Prasannatmananda



FY 22-23 Budget – Revenue

Revenues	Adopted	Change
Tax Assessments - TBID Members	\$514,102	\$14,974
Tax Assessments -COB Property	\$49,103	\$1,430
Tax Assessment - UC Berkeley	\$131,563	\$3,832
Grants & Other	\$55,469	(\$4,686)
Total Revenue	\$750,258	\$15,550



3% Rate Increase



UCB = 19% of assessment



Approx. \$76k generated by new development



FY 22-23 Budget - Expenses

Expenses	Adopted	Change
Administration	\$222,389	(\$4,042)
Maintenance (Ambassador Prog.)	\$493,735	\$20,157
Marketing	\$23,150	\$2,006
Events	\$22,000	\$8,485
Total Expenses	\$761,274	\$26,605
Net Revenue	(\$11,017)	



Status Quo Admin and Marketing



Ambassadors: 3% pay raise, new equipment, greater capacity



More funds for medium-small events



The New York Times

Why It's So Hard to Get Cars Off the Road

If turning a few blocks into a plaza in Berkeley isn't easy, is there any

Berkeley students' return to campus a boon for local business

City backs bus lane for Telegraph Avenue, but merchants aren't on board

Dramatic changes at the northern end of Telegraph Avenue would be part of an \$8.3 million redesign of streets near UC Berkeley.

San Francisco Chronicle

UC Berkeley to relocate homeless community at People's Park to make way for student housing

Berkeleyside
Nonprofit news

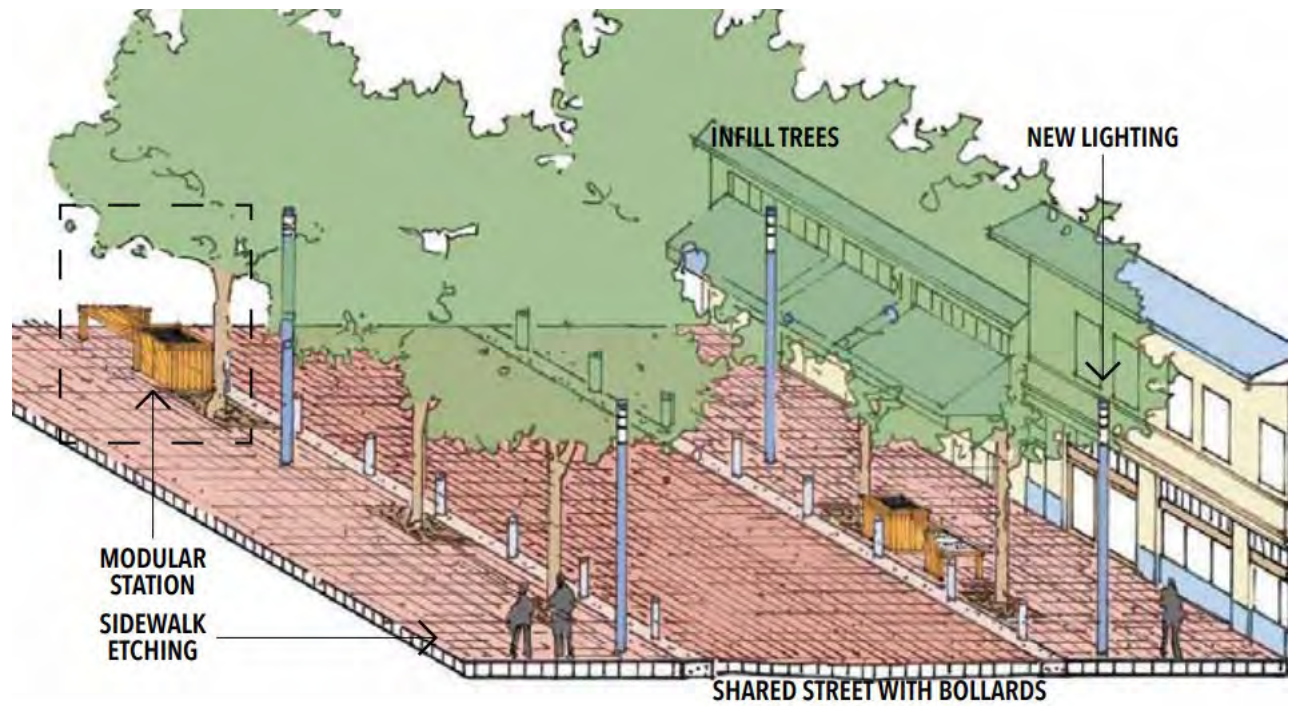
The end of the 1960s? Regents vote to put housing in People's Park.



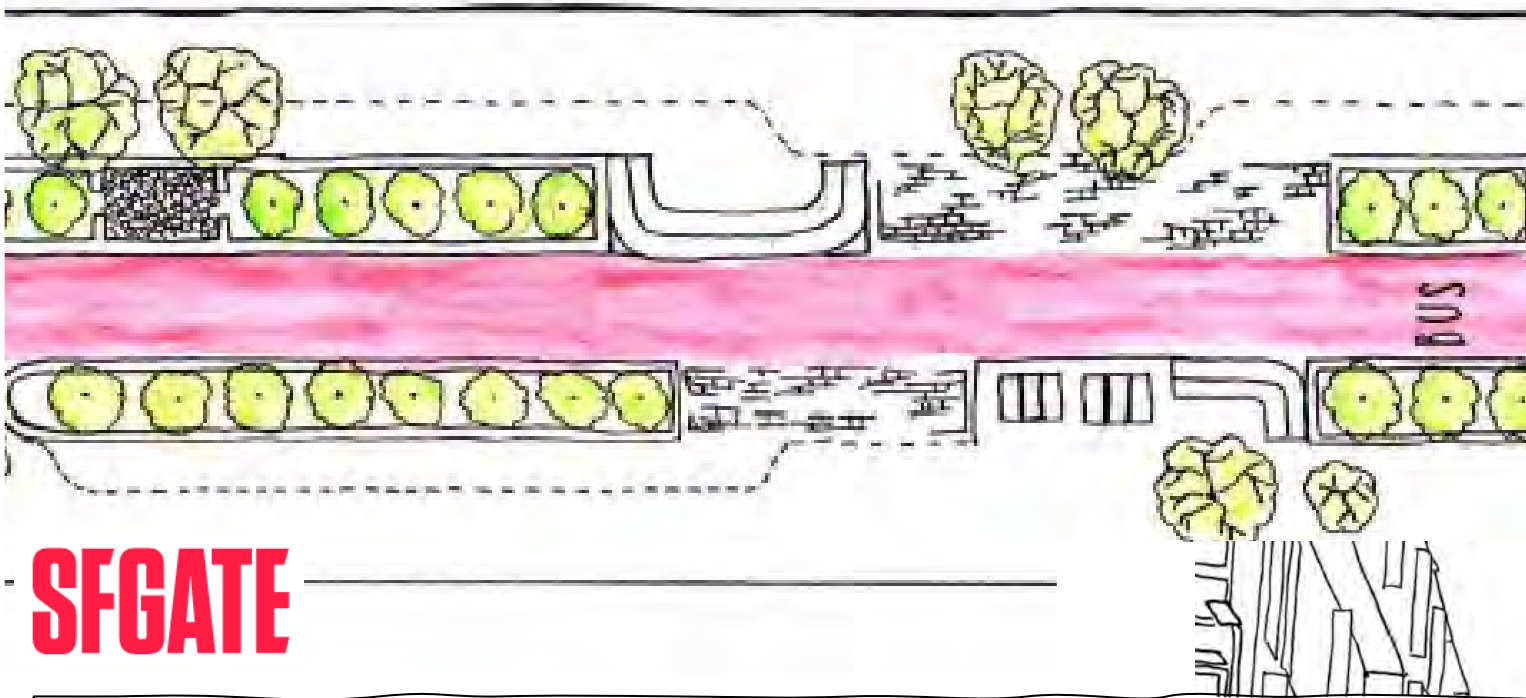
Telegraph, Bancroft, Dana, Fulton

\$8.3M Infrastructure Grant

Conceptual designs approved Feb. '22



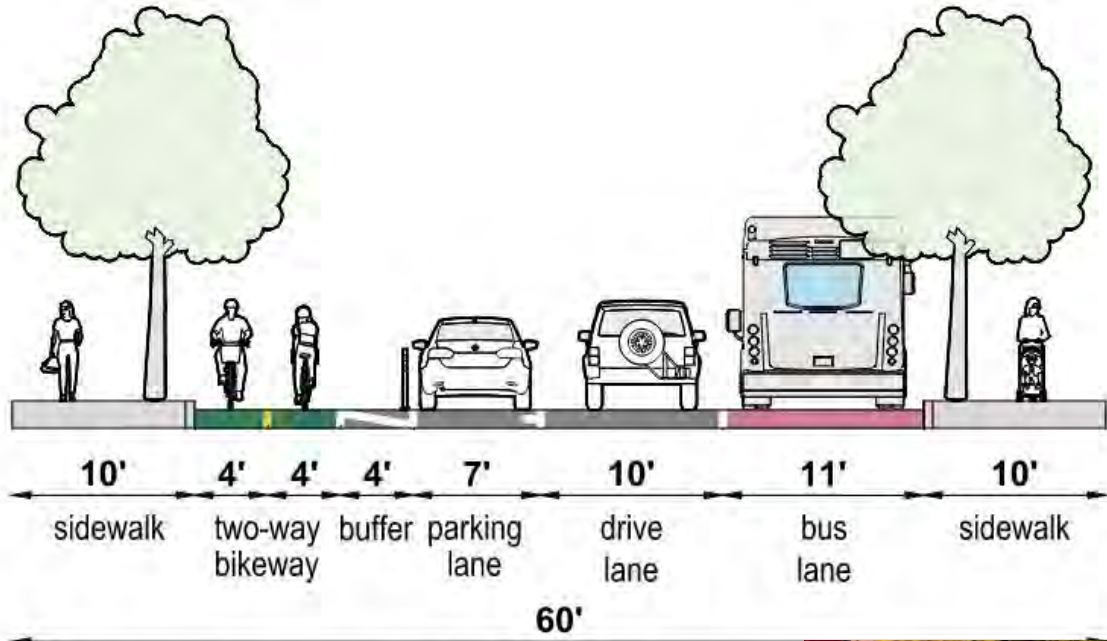
3rd Street Promenade - Santa Monica, CA



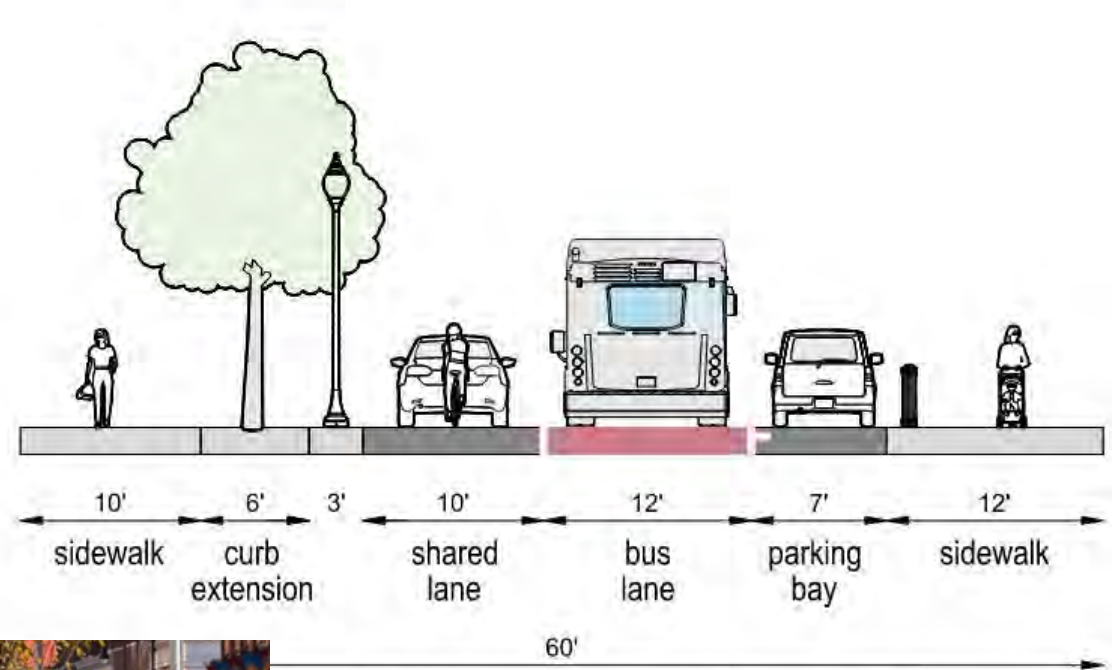
SFGATE

A fight for the future of Telegraph Avenue in Berkeley is underway with a car-free movement





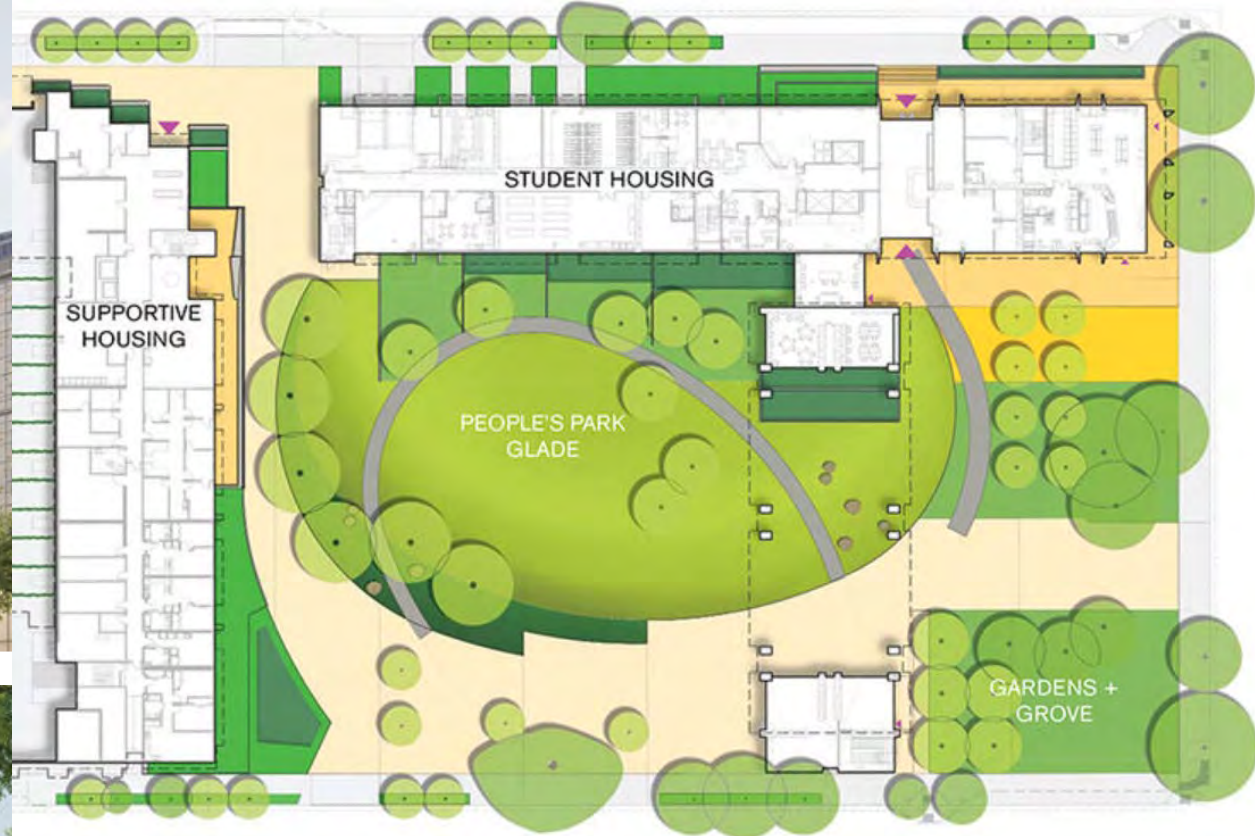
BANCROFT WAY - COLLEGE TO DANA (FACING SOUTH)



PH AVE - DURANT AVE TO BANCROFT WAY (FACING NORTH)













Putnam Triangle Plaza



Marketing & Events

Community Building

Get Social

Build Partnerships

Fill the Calendar with Events

Collaborate with Content Creators

Grow Brand Awareness for Telegraph Berkeley





Instagram

telegraphberzerkeley

Edit profile

Telegraph Berkeley

TBID works to make #TelegraphBerkeley awesome. The best people-watching, food/drinks from around the globe, & unique boutiques -- we've got it all!

www.telegraphberkeley.org

Day Explo... Day w/ Fri... Day Thrifti... Day w/ Pa... BTWD2022 Boba Day ... Best of Be... BRW22 BerkeleyH... Holiday

1,402 posts 2,627 followers 499 following

FY 21-22

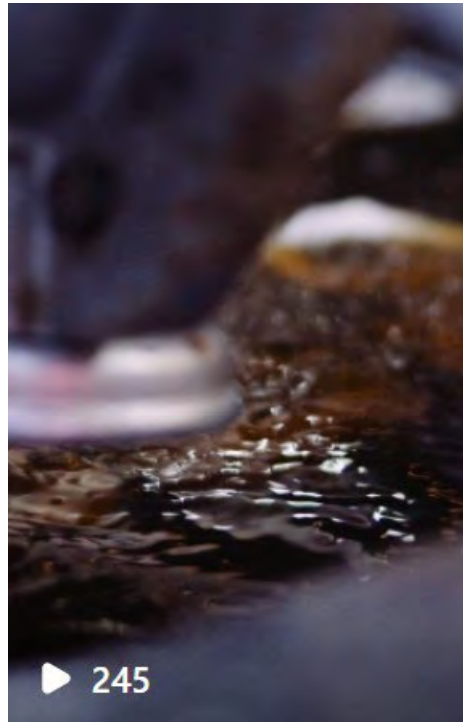
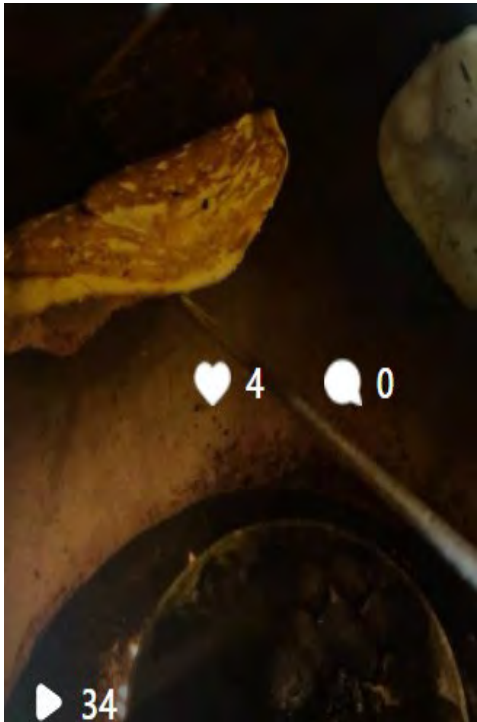
- 658 Posts
- 802 Stories
- 624 Reels
- 115 Videos

**20k+ ave reach per month
+1186 followers**



Social Media Consultation

Videos vs Reels





Highlights



Dine Around



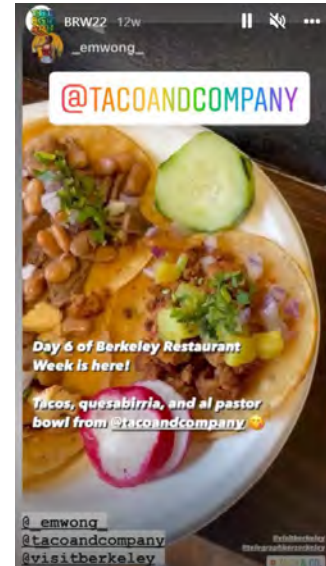
Grateful Day



Holiday



Berkeley Half



Restaurant Week



Boba Day



BTWD



BOBA Day





Ambassadors: Jeff, Twilver,
Rickey, Isaac, Eddie, Mel,
Mikkos

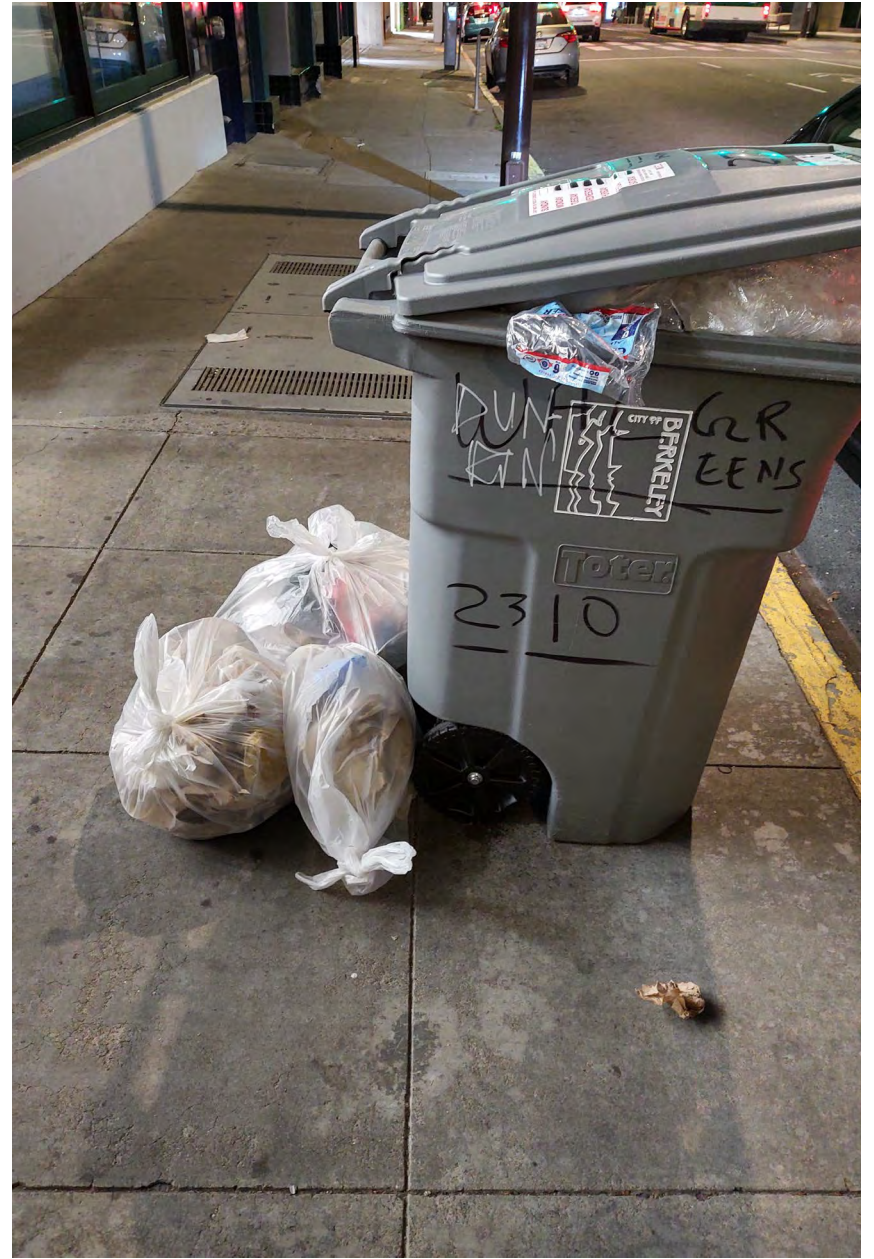


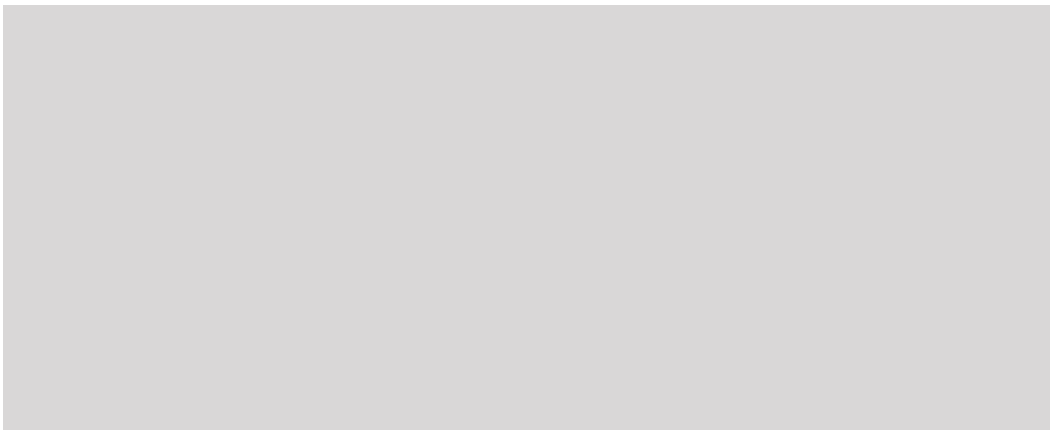




Clean & Safe

3,716 Graffiti tags
6,859 Handbills
494 hours of power washing
2,117 hazardous waste clean-ups
312 Requests for service to 311
141,964 Lbs. of Trash removed
3,096 Trashcans leveled off







Thank You!