

# BERKLEY DDA

## Retro Feel. Metro Appeal.

OCTOBER/NOVEMBER 2020 DDA UPDATE



### WAYFINDING SIGNS

Project is still on track to have Phase 1 of signs installed in December 2020. They will make a great addition along with the new 12 Mile Road.

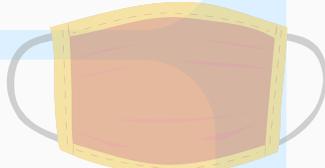
### EVENT SUPPORT

Businesses can sign up for MerriMonth festivities here: <https://downtownberkeley.com/berkeley-merrimonth-business-activities>

Are you hosting or partnering with DDA businesses for an end-of-the-year event(s)? Please email the DDA to see how we can help promote it!

### STAY SAFE

As we enter into colder months, please continue to keep yourself, family, employees, and customers as safe as can be.



### MERRIMONTH FESTIVITIES 2020

**Holiday Window Display:** November 21 to January 18

**Shop Small Week:** November 28 December 5

**Merrily We Give:** November 28 to December 31

**Artists Sunday:** November 29 from 9 am to 5 pm

**Cyber Monday:** November 30

**Shop Main Street:** Entire month of December

**Winter-themed Scavenger Hunt:** December 1 to February 1

**Holiday Parade and Tree Lighting:** TBD

**Merry and Bright Shopping Nights:** December 10 and 11 from 5 - 8 pm

**Joyful Music Concert:** December 12 from 3 - 4 pm

**Story Time with Santa:** December 19 from 12 - 1 pm  
<https://downtownberkeley.com/merrimonth-2020>

### COMMITTEE UPDATE

Our dedicated volunteers are hard at work!

- **Business Development:** Finalizing how to open a business PDF, created and sent out a business pulse survey, and heading up our "virtual mainstreet" via ShopLoyal
- **Marketing:** Updating shopping map and focusing on MerriMonth events
- **Organization:** Reviewing DDA By-Laws and 501c3 status
- **Design:** Partnering with Marketing Committee on select MerriMonth events

