

Presented in Committee - May 2, 2019



# Downtown CBD

## Report to GAO Committee San Francisco Board of Supervisors

May 2<sup>nd</sup>, 2019

Presented by Marco Li Mandri  
New City America, Inc.

*Creating Better Communities for Today & Tomorrow*

## Downtown CBD

Action or Milestone	Date	Comments
Background on the Financial District CBD – 2008	Meetings held, survey distributed, stopped in the early 2009	Major recession
Re-initiation of the Financial District CBD	April 2016	Led by Clint Reilly, Jim Lazarus/SF Chamber, reps from Shorestein, Swig and coordinated by Marco Li Mandri/New City America
First meeting of property owners in Financial District/Jackson Square	June 2017	All meetings held at the Chamber of Commerce
Survey sent out to all property owners	August 2017	Conducted by New City America and Chamber
Survey petition threshold reached	December 2017	Survey results reviewed and approved by Steering Committee and Mayor's office
"Downtown" Management District Plan approved	March 2018	Approved by Mayor's office and City Attorney's office
CBD Petitions mailed out	April 2018	Stalled due to two citizens initiatives in June 2018, November 2018

## Downtown CBD (continued)

Action or Milestone	Date	Comments
Newsletter to all property owners in the proposed district	April 2018	Produced by New City America and the Chamber
Petition threshold met	March 2019	Petitions verified by Mayor's office
Presentation to the Board of Supervisors	May 2019	
Resolution of Intent	June 2019	
Public hearing	July 16 <sup>th</sup> , 2019	
New non-profit district management corporation formed	August – September 2019	Interim Board of Directors created, officers elected
Contract entered with the Mayor's office	October 2019	
First transfer of assessments	December 2019	
Downtown CBD Services underway	Early 2019	



## Downtown CBD Dates

Meetings were held, open to the public, on the following dates:

February 17<sup>th</sup>, 2017

June 2<sup>nd</sup>, 2017

June 22<sup>nd</sup>, 2017

July 29<sup>th</sup>, 2017

Survey mailed out in early August

August 25<sup>th</sup>, 2017

September 29<sup>th</sup>, 2017

October 27<sup>th</sup>, 2017

December 1<sup>st</sup>, 2017

January 26<sup>th</sup>, 2018

April 2018

May 2018

Sporadically throughout 2018 to give updates on the petition drive

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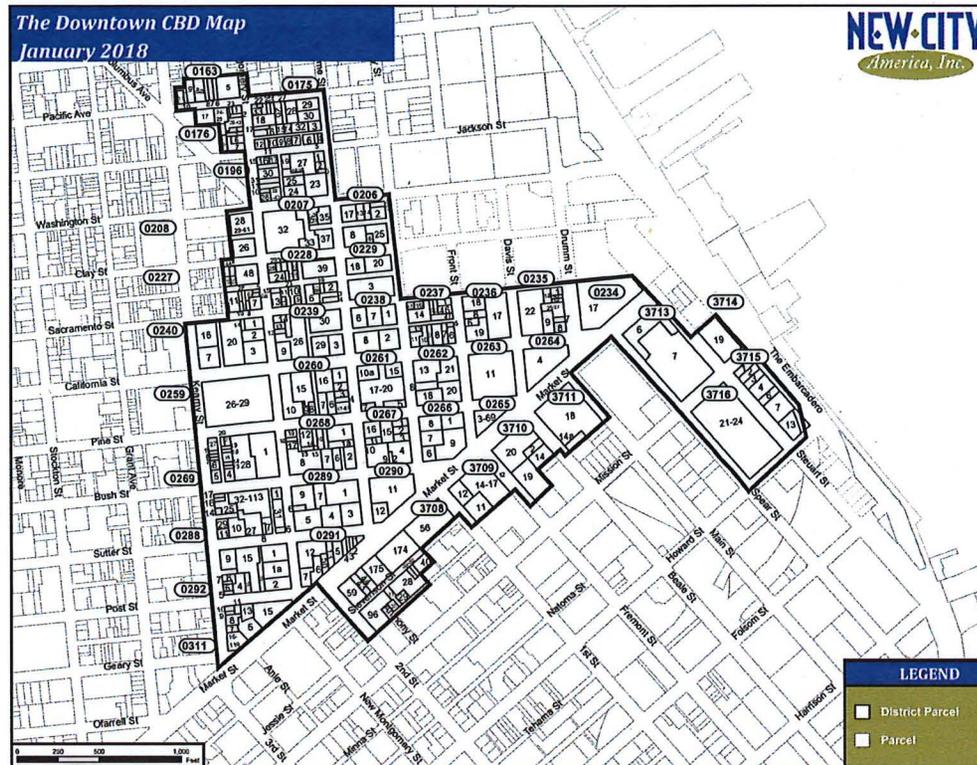




Developed by a coalition of property and business owners, the Downtown Community Benefit District will fund special benefit services which will include, but are not limited to:

- Marketing and promoting the area to create new demand
- Providing daily maintenance and cleaning services to the public rights-of-way over and above what the City and County of San Francisco currently provide, including supplemental traffic control officers, over and above those provided by the SFMTA
- Connecting homeless individuals to resources and services they may need
- Securing the safe passage of employees and visitors to and from the Muni/BART stations
- Rebranding the historical nature of the City to remain competitive with the new, massive developments south of Market Street
- Retaining staff to oversee the new services and to ensure that most effective and efficient practices are being deployed and implemented

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## Downtown CBD Budget

EXPENDITURES	BUDGET	% of Budget
Civic Sidewalks/Mobility Management	\$ 3,000,000.14	77.45%
District Identity, Marketing and public space development and management	\$200,000.00	5.16%
Program Management	\$ 550,000.00	14.20%
Contingency	\$ 123,491.00	3.19%
<b>TOTAL ASSESSMENT REVENUES</b>	<b>\$3,873,491.14</b>	<b>100%</b>



### **CIVIC SIDEWALKS/MOBILITY MANAGEMENT:**

*Examples of this category of special benefit services may include, but are not limited to:*

- Hiring employees or service providers to perform regular sidewalk and gutter sweeping, and regular sidewalk steam cleaning
- Removing trash overflow from current receptacles, performing enhanced trash disposal (over and above city services)
- Timely graffiti removal, within 24 hours as necessary
- Tree and vegetation maintenance (over and above city services)
- Public space maintenance and set up
- Maintenance of existing and new public spaces
- Hiring non-profit or private case workers to help connect homeless individuals with necessary resources and services

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**CIVIC SIDEWALKS/MOBILITY MANAGEMENT: (CONTINUED)**

*Examples of this category of special benefit services may include, but are not limited to:*

- Consider implementation of a new innovation “Live Well, Live Safe” program that will benefit those who access the public rights-of-way.
- Removal or consolidation of news racks throughout the district.
- Advocacy for increased resources to improve traffic management at major intersections throughout the District and to facilitate cross traffic from the Financial District and Jackson Square to the freeways.
- Additional traffic and mobility efforts such as shared or improved parking, possible community valet program, and updated commercial and other special parking zones and curb cuts.



## **DISTRICT IDENTITY AND STREETScape IMPROVEMENTS**

*Examples of this category of special benefit services may include, but are not limited to:*

- Branding of the Financial District, Jackson Square and the Downtown CBD parcels on the south side of Market Street so a positive image is promoted to the public and to new tenants
- Funding website development and updating
- Funding an App development
- Management and coordination of special events
- Hiring a social media company
- Hiring a public relations firm
- Installation of holiday and seasonal decorations
- Creating unique banner programs to tie the district together
- Funding and planning public art displays
- Funding logo development
- Funding public space design and improvements
- Creating programs that fund business attraction workshops and fairs to ensure that all Downtown CBD building owners have a good inventory of prospective tenants to choose from

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### **PROGRAM MANAGEMENT**

*Examples of this category of special benefit services may include, but are not limited to:*

- Staff and administrative costs
- Advocacy for improved traffic management with the SFMTA
- Paying for Directors and Officers as well as General Liability Insurance
- Office related expenses
- Rent expenses
- Financial reporting and accounting expenses
- Legal work-related costs
- Relations with other CBDs and the City

### **CONTINGENCY/CITY AND COUNTY FEES/RESERVE**

*Examples of these special benefit services and costs include, but are not limited to:*

- Delinquencies
- City and County fees
- Reserves

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*Thank you for your time.*

*For more information about New City America, Inc.  
or the projects we are currently working on,  
please visit [www.NewCityAmerica.com](http://www.NewCityAmerica.com)  
or call 888.356.2726.*

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