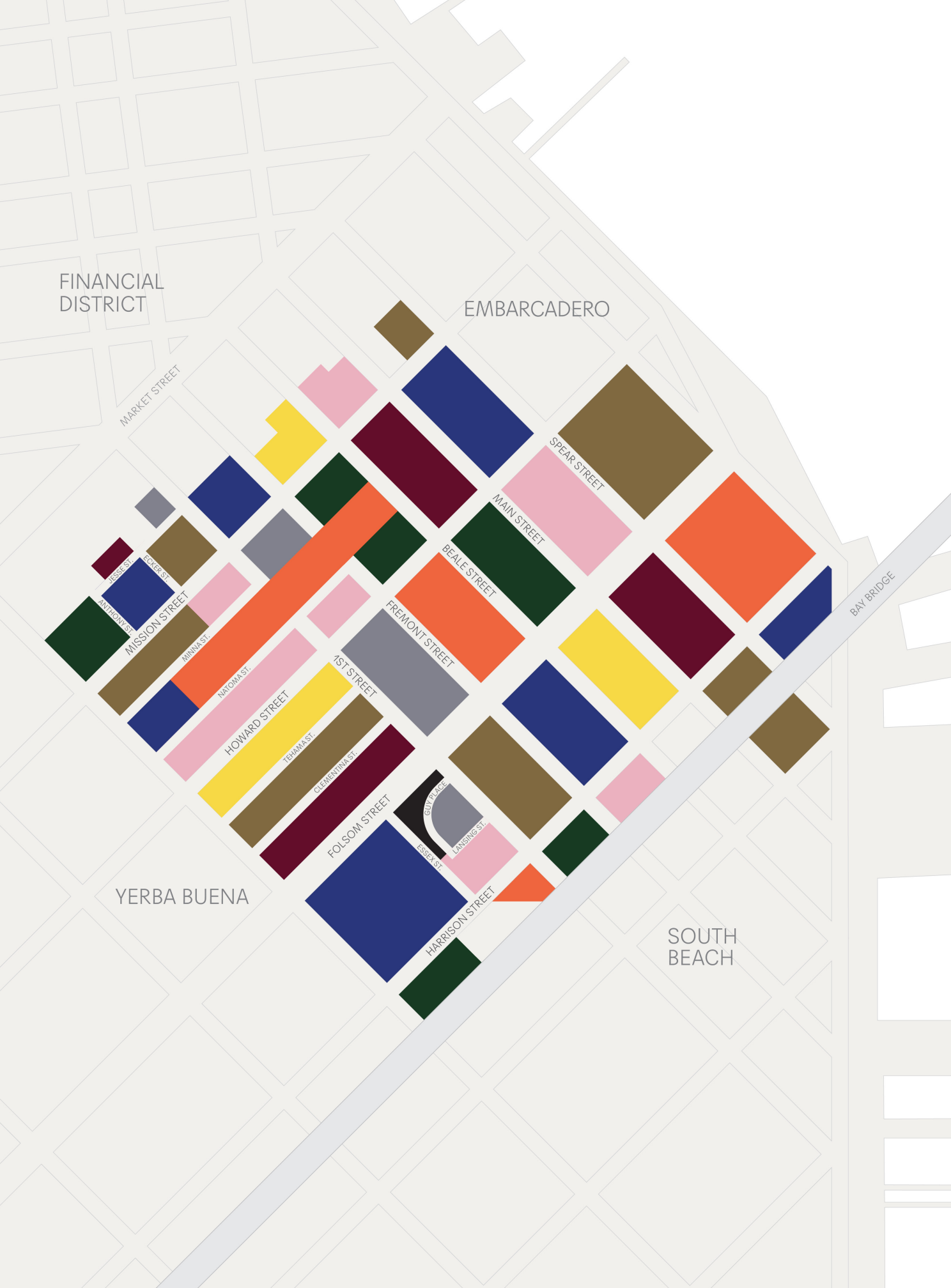


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RINCON HILL

FOLSOM STREET

TRANSBAY

INTRODUCTION LETTER FROM THE PRESIDENT



WITH GRATITUDE,

MATT LITUCHY
President,
Board of Directors,
The East Cut CBD

DEAR NEIGHBOR,

The East Cut Community Benefit District continues to build momentum on behalf of all district stakeholders. Our street services team is maintaining clean sidewalk conditions that are second to none in the City: Fiscal Year 2018-19 saw The East Cut team remove over 225,000 pounds of trash, clean thousands of graffiti tags, improve the neighborhood's safety, and, with compassionate outreach, conduct over 6,500 contacts with unsheltered San Franciscans. Our clean team and ambassadors on the ground are outstanding, and we are lucky to have them taking care of the district and ensuring The East Cut is an inviting place to live, work, and play. When you see them out working, please take a moment to say hi and thank them for their dedication and attention to detail. It makes a difference.

Your East Cut CBD does much more than just cleaning and safety, though. This past year, The East Cut coordinated with the City to prune over 1,000 street trees in our neighborhood. The CBD also contributes to the overall success of Salesforce Park with a significant annual financial investment that ensures the park's outstanding programming and premiere botanical gardens are available to everyone. Further, The East Cut CBD continues to be your advocate at City Hall: This year we secured additional funds for sidewalk pressure washing and new smart trash cans (decorated by local artist fnch), and improved our coordination with City departments.

As you read through this annual report you will learn more about the importance of The East Cut CBD in making our neighborhood, the City's fastest-growing and most dense, a success. The board and staff are developing an operating budget for Under Ramp Park that will ensure this neglected public space under the Transit Center bus bridge becomes a thriving community asset. Guy Place Park is nearing completion and will provide a place of respite away from urban hustle-bustle for years to come. And until all of our planned neighborhood parks come online, The East Cut CBD will fill the gap by creating a community garden space this year and activating existing POPOS (privately-owned public open spaces) for you to enjoy.

What strengthens The East Cut is your support and involvement. There is a lot in store for the coming year, from new public art to opportunities to help design a new park. The CBD is here to facilitate the ongoing maintenance of the neighborhood, but also to advocate and shepherd placemaking to build the district's overall economic vitality. Crucial to these efforts are our volunteers – residents, business owners, and workers. You are what make our neighborhood thrive, and I ask that all stakeholders seek out the CBD not only for cleanliness and safety, but as a source of opportunity where you yourself can give back to the community where we live, work, and prosper.

MISSION



Throngs of visitors at Salesforce Park

The East Cut Community Benefit District works to advance the district's quality of life for residents, workers, and visitors by providing a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of the neighborhood's economic base.

DID YOU KNOW?

The East Cut CBD is your neighborhood steward and advocate. We provide cleaning, security, and programming, and work with property managers and the City to make the public realm more enjoyable for all. The East Cut CBD committee meetings, including street services, parks and greenspace, and economic development, are open to the public, and we welcome all members of the community to attend!

The East Cut CBD pays 80% of the maintenance and programming of Salesforce Park. This includes fitness, music, children's activities, art, plant maintenance, operations, and more! We hold monthly Salesforce Park Committee meetings that are open to the public and welcome anyone to come and share their thoughts and ideas.

POPOS (Privately Owned Public Open Spaces) are private property and the responsibility of the property owner to maintain. The East Cut services team provides a presence adjacent to these spaces, but we cannot enter any private property to clean or engage with individuals.

The East Cut covers a little over 140-acres of land in San Francisco. Our east/west boundaries are generally defined as the east side of 2nd Street to The Embarcadero, and the north side of Mission to Harrison streets. The boundaries are determined by parcels that pay the annual East Cut CBD special assessment, as depicted on the map on page 02.

There are many opportunities to volunteer with The East Cut CBD, including assisting at our community events with simple bartending, checking in guests, and setup/breakdown. More important, the CBD is required to fundraise every year to meet quality-of-life standards expected by property owners. A particular area in need of extra funds is our parks and greenspace. Most parks in the City are funded by the City, but in the East Cut, the CBD pays for the operations and maintenance of our neighborhood's parks.

The East Cut team conducts daily outreach to unhoused individuals in the district. When making contact with an individual, we first perform a welfare check to see if any immediate needs can be met. Our team does not have the authority to physically move people; only SFPD and the Sheriff's Dept. have the legal authority to move individuals. We aim for voluntary compliance and have found the most success when simply being friendly and consistent in our contacts.

Right: Salesforce Transit Center Gateway at Natoma and 2nd streets



A SAN FRANCISCO DESTINATION



Salesforce Park from above. Image credit: Steelblue, c/o TJPA

In January 1939, visitors to the newly constructed Transbay Terminal were propelled into a whole new era of public transportation that today would feel like a luxury - traversing the Bay on electric trains. The first electric train to travel on the lower deck of the Bay Bridge, itself opened less than three years prior, crossed the Bay into San Francisco in September 1938 on a purely ceremonial trek. When regular service started in 1939, the train turned The East Cut's new transit center at Mission and Beale streets into the destination for all transbay trains and, by 1941, Market Street Railway cars. The Terminal accommodated over 37 million passengers during peak ridership in 1945, but the Terminal's train service was brief: citing rising costs and declining ridership, area service providers petitioned the California Public Utilities Commission to end train service, and the last train crossed the bridge into the Transbay Terminal in April 1958.

The Transbay Terminal began a slow decline. The Bay Bridge and Terminal were converted to bus service, and the Key System, which operated the trains out of the East Bay, was sold to AC Transit. After the opening of BART in 1974, which was not built to include access to the Terminal, bus ridership diminished even further as many passengers opted for the rail service under the Bay.

During this decline in use, there were other efforts by local activists and politicians to reshape transportation in The East Cut. After the 1989 Loma Prieta earthquake, portions of the Embarcadero Freeway were severely damaged, which led to the entire structure being taken down. The Transbay Terminal also sustained damage and needed to be rehabilitated or demolished. A resolution for rebuilding the center was not agreed to until 2006, ten years after former Mayor Willie Brown proposed the idea. By August 2010, the City and County of San Francisco, AC Transit,

12



and Caltrain, collectively known as the Transbay Joint Powers Authority (TJPA), advanced the demolition of the Transbay Terminal in order to create a brand new facility that would accommodate buses, Caltrain, and California High Speed Rail (HSR).

The footprint for the new Transbay Transit Center was to span four city blocks, bordered by Minna and Natoma streets to the north and south, and Second and Beale streets to the east and west. With such a large structure, the need for public space was at the forefront of design requirements, and with an area quickly transforming into a densely populated downtown center characterized by skyscrapers, green space was at a premium. The idea to create a downtown park on top of the Center quickly gained traction.



The roof of the planned Transit Center provided approximately five acres of area for the new park. Peter Walker Partners, headquartered in Berkeley, won the open design competition and was selected as the landscape architecture lead for the project. The design that was developed and executed for the park uses a variety of different plant communities, creating a botanical garden that capitalizes on San Francisco's hospitable Mediterranean climate. Visitors who walk the park's sinuous concrete path can view California Redwood forest plants on the east end, and find a Southern California desert garden on the west end, with plants from around the world in between. The park boasts a large amphitheater that can accommodate over 700 people, while the central plaza at the base of Salesforce Tower hosts live music, yoga, dancing, and other free events throughout the week.



The park's reopening in July 2019 has by all accounts been a tremendous success. But there is still much work to do for full realization of the Salesforce Transit Center. The original plan called for trains to arrive in The East Cut by 2026, however, project delays and increased costs currently have train service projected for 2028. If decision-makers can advance the design and construction of the Downtown Rail Extension, also known as DTX, trains will be arriving in The East Cut for the first time in 70 years via the two-level train box already constructed under the Center.

Whether you're seasoned enough to remember the former Transbay Terminal, or you've just moved to the City and are experiencing The East Cut for the first time, the Salesforce Transit Center is truly a gem in San Francisco's storied transit legacy. The retail activation expected this year, coupled with future train service and the world-class public space in Salesforce Park add to the dynamic global destination that is The East Cut.

1 Construction of the Transbay Terminal, 1938. Image credit: OpenSFHistory

2 Construction of Salesforce Transit Center. Image credit: TJPA

3 Aerial View of The East Cut. Image credit: Steelblue, c/o TJPA

[working]

[working] represents a belief in San Francisco's radical potential for creative energy and output.

By transforming unused retail space into temporary studios,

[working] creates a new way for artists to realize large scale projects in direct dialogue with the public.

This space is currently the studio of Catherine Ko Chen as she works on a series of large format paintings.

Public studio hours and events are listed at problemlibrary.org/working

To schedule a visit or request a list of available works, email office@problemlibrary.org



- 1 Temporary activation of 302 Folsom ground-floor retail
- 2 People lunching in the 560 Mission POPOS
- 3 Salesforce Park gondola and 181 Fremont
- 4 Lunch crowd at 1st & Mission

HIGHLIGHTS & ACCOMPLISHMENTS

Fiscal Year 2018-19 was the third full year of The East Cut CBD's operations. Below are a few highlights from across the CBD's program areas:

The core function of the CBD is to ensure that public rights-of-way in the district are clean, safe, and welcoming. Continuing accomplishments from last year, we maintained our expanded cleaning service hours, and adjusted our nighttime security patrols for better efficiency.

Additional examples of our year's activities include:

- Continued a partnership with the Downtown Streets Team (DST) to provide daily work experience, and a stipend, to individuals facing homelessness and housing instability; ultimately hired three DST members full-time to The East Cut street services team and saw two get housing.
- Continued coordination with the Mayor's Fix-It team to expedite infrastructure repairs in the neighborhood.
- Secured a \$50K City budget addback from District 6 Supervisor Matt Haney to supplement overnight sidewalk pressure washing.
- Nearly doubled the amount of garbage removed through the expansion of service hours.
- Expanded outreach and ambassador hospitality during the overnight hours by meeting with front desk staff at neighborhood buildings.
- Worked with Supervisor Matt Haney and other District 6 CBDs to address quality of life issues through the Supervisor's 10-point plan, which includes 24-hour pit stops, additional BigBelly trash cans, additional sidewalk pressure washing, and added cigarette butt receptacles.



The East Cut CBD initiated a number of programs to improve and advocate for district open space. We developed and published an Open Space Inventory of the 40+ Privately Owned Public Open Spaces (POPOS) in the district so that residents, visitors, and workers have a resource for finding opportunities to relax and enjoy the neighborhood. The CBD also:

- Held family-friendly holiday events for Halloween and Easter in Emerald Park, continuing the activation of our greenspaces.
- Developed The East Cut Street Life Plan to establish public space placemaking and activation strategies for the district. The document will be incorporated into the San Francisco Planning Department's South Downtown Design + Activation (SoDA) Plan.
- Worked with the Transbay Joint Powers Authority (TJPA) and Biederman Redevelopment Ventures (BRV) to expand Salesforce Park programming to include Sundays.
- Held SoDA meetings with SF Planning and SF Public Works to gather feedback around the plan and ensure City buy-in.
- Continued advocacy for Transbay Block 3, which will become the future Transbay Park. Completed a neighborhood survey for the park and received over 600 responses, and presented the project at SoDA meetings during the year.
- Successfully coordinated with SF Public Works to complete tree maintenance and pruning of all 1,200+ district street trees.
- Participated in Livable City's first SoMa Sunday Streets in its 10-year history. Coordinated and activated Folsom Street between Essex and 2nd streets.

The CBD expanded its programs to reinforce the neighborhood's economic base by promoting local businesses and producing pop-up events to provide opportunities to gather and build community while introducing the public to The East Cut CBD's services. The CBD:

- Participated in the "Love our City" event with the Mayor's office and multiple City departments to help beautify the neighborhood. Completed a clean-up of the Rincon Hill Dog Park and painted a colorful mural on a previously blighted wall on Essex Street.
- Highlighted new and existing local businesses in our monthly newsletter.
- Joined the Clean & Safe Coalition, a group led by San Francisco Travel that unites the voices of the San Francisco business community and many San Francisco neighborhood groups to advocate at the highest levels of City government for clean and safe streets in San Francisco.

1 East Cut services signage
 2 Emerald Park Halloween 2018
 3 SoDA Meeting at 101 2nd Street
 4 View north on Beale Street



1



2



3



4

SERVICES & STATS



The East Cut clean team at work near the Essex Street Wall

20

The CBD Street Services and Safety team works in The East Cut district twenty-four hours a day, seven days a week to ensure our neighborhood's sidewalks and public open spaces are clean, safe, and inviting. The CBD also leverages assessment dollars by raising additional funds for cleaning, providing community programming, collaborating with City leaders to address district-wide challenges, and elevating the residential and business profile of The East Cut.

CLEANING AND MAINTENANCE. The CBD's street services crew provides daily cleaning and beautification: sidewalk sweeping, power washing, graffiti abatement, topping off City trash cans, weeding tree basins and sidewalk cracks, and spot-cleaning health hazards. Cleaning services are provided every day from 6am to 11:30pm.

SECURITY. More than 100,000 residents, employees, and visitors move through The East Cut district every day. To ensure a safe environment, we are the only district in the City to offer 24/7 neighborhood security. Our patrol teams cover the entire CBD to deter crime and communicate with private building security personnel and SFPD for effective, coordinated action.

COMMUNITY GUIDES. Along with our clean and safe teams, the CBD fields community guides who offer assistance and directions to locals and visitors. Operating as the "eyes and ears" of The East Cut from 6am to 11:30pm, our guides connect individuals with services, respond compassionately to calls for homeless outreach, and ensure that the district operates smoothly.

PARKS AND GREENSPACE. The CBD helps plan and maintains public parks, rain gardens, sidewalk landscaping, and trees. In partnership with TJPA, the district also oversees maintenance and programming of Salesforce Park. And while awaiting construction of additional park spaces, the CBD works to highlight and activate privately-owned public open spaces (POPOS) for the enjoyment of district residents, workers, and visitors.

COMMUNITY PROGRAMMING. The East Cut CBD hosts a monthly series of arts and cultural events in response to community demand for neighborhood activities. These events are open to everyone and provide social and business connections for all East Cut stakeholders.

MARKETING. We promote The East Cut CBD's services and events through our district newsletters, social media, website, and district-wide street banner campaign.

Learn more at: www.theeastcut.org

21

2,115

Public calls for clean and safe service responded to.

8,845

City trash cans topped.

6,571

Instances of graffiti removed.

236,372

Pounds of garbage removed.

2,329

Needles removed.

6,552

Instances of outreach to homeless individuals.



1



2



4



3



5

- 1 "Wipe-Down Wednesdays", a weekly furnishings cleaning program
- 2 Services team members. From left to right - Robert Walker, Norman Perez, Bermanny Guevara, and Brittany Gandy
- 3 Services team member Rashid Jamerson posing in front of CBD signage
- 4 Services team members. Back row from left to right - Robert Perez, Bermanny Guevara, Corinthian Cain, Mario Dorado. Front row from left to right - Norman Perez, Rashid Jamerson, Terrill Clayton, Robert Walker.
- 5 Services team members. From left to right - John Harthoorn, Robert Cagle, Dwight Johnson, Stephen Lim, Kendra Baker, Brittany Gandy

LEVERAGING YOUR DOLLARS

The East Cut Community Benefit District is mandated to raise funds in addition to the special assessment dollars received from district property owners. To support core services and fund programs required by our Management Plan, The East Cut CBD goes above and beyond its assessment levy. In FY18-19, we raised:

\$189,000

in corporate donations and City funds

- \$150,000 from Related California for our Downtown Streets Team Program.
- \$29,500 from the Guy/Lansing Neighborhood Association for Essex Hillside Improvements.
- \$5,000 from PG&E and the P&GE Foundation.
- \$2,500 from Google for parks and greenspace.
- \$2,000 from San Francisco Planning for SoDA community planning and public outreach.

\$40,000

value of in-kind donations

- One permanent parking space at Rincon Green for clean team staff.
- Event spaces at Solaire and 101 2nd Street.
- Meeting spaces at Golden Gate University, Perkins+Will, TJPA, Bay Area Metro Center, and One Rincon Hill.
- Beer from Fort Point Beer Co. and wine from Folsom Forge.
- 6 Hours of event services (dj & bartending).

250 lunches

served to our Services Team

- Fayala Restaurant & Catering at 215 Fremont provided lunch to our cleaning and safety ambassadors every business day in 2018-19.

675 hours

volunteered towards committees and CBD programs

- 435 hours volunteered by 34 board directors and committee members at meetings.
- 240 hours volunteered by 2 neighborhood residents for event coordination and social media marketing services.

24

Right: View of Salesforce Park looking west from the 181 Fremont Amenity Floor



LOOKING AHEAD

2020 promises to be one of the busiest years for The East Cut CBD since formation. Building upon last year's development of the SoDA Plan to improve transit options, pedestrian safety, and greening in the district, the CBD will continue working with SF Planning to shepherd the final document through the necessary City approvals to codify the recommendations that will drive future public space improvements.

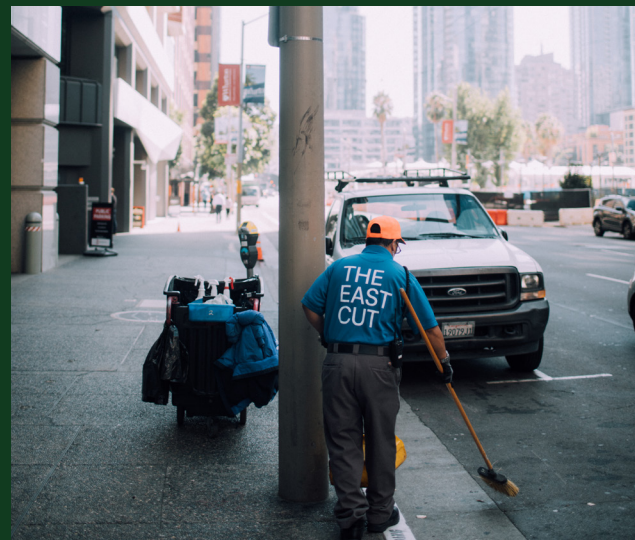
Incorporated within the SoDA Plan are recommendations informed by over 3,000 people participating in the SoDA Plan process, input that also led directly to the development of The East Cut Street Life Plan. The projects outlined in the Street Life Plan are organized around six core concepts: traffic calming, sociability, interactive green spaces, wayfinding, eco-consciousness, and placemaking. Many of these ideas are ready to be implemented. The East Cut CBD will be working on fundraising efforts, using non-assessment funds, to begin implementation through this year and beyond.

One project which we hope to open in 2020 is The East Cut Community Garden. The project site for the proposed garden is the empty lot behind Rene Cazenave Apartments on Essex Street. The CBD has applied for a grant through the City's Community Challenge Program, and is working with the property owner, the Office of Community Investment & Infrastructure (OCII), to make this project a reality for neighborhood residents.

The East Cut CBD will also continue coordination with OCII to see Under Ramp Park and Transbay Park (OCII Block 3) designed and built. Design for the former is currently on hold due to a projected shortfall in operating and maintenance funding, however, the CBD is working to secure dedicated funding sources so that the park can move toward construction. The CBD is also working closely with OCII and SF Public Works on outreach efforts for Transbay Block 3 Park. These will include public meetings intended to inform the schematic design of the park.

In early 2020, The East Cut CBD will be rolling out a refresh of our website (www.theeastcut.org)! The format will still keep true to our identity, but the interface will be more user-friendly, highlighting how to make a service request, information on The East Cut's many nooks and hidden-away special places, and an interactive district map that shows local businesses, public art, and amenities.

As The East Cut neighborhood continues to grow, with more businesses, residents, and visitors than ever before, the need for evening and weekend programming has increased. The East Cut CBD will continue to host events for the community. We will also be a voice for the neighborhood at City Hall as we advance the priorities of a district that has become a true San Francisco destination.



East Cut CBD clean team member (above)
Mira and Infinity towers with the Temporary Terminal in the foreground (right)



BUDGET &

JULY 2018 – JUNE 2019 ACTUALS

INCOME	ACTUALS	BUDGET	OVER / (UNDER) BUDGET
Assessments	\$ 3,857,342.00	\$ 3,838,000.00	\$ 19,342.00
Fundraising/In-Kind	\$ 230,743.00	\$ 255,000.00	\$ (24,257.00)
Interest & Penalty Income	\$ 61,731.00	\$ 11,200.00	\$ 50,531.00
Other Income	\$ 138,131.00	\$ 0.00	\$ 138,131.00
TOTAL INCOME	\$ 4,340,927.00	\$ 4,104,200.00	\$ 236,727.00

EXPENSES	ACTUALS	BUDGET	OVER / (UNDER) BUDGET
Public Safety	\$ 892,707.00	\$ 1,047,576.00	\$ (154,869.00)
Cleaning & Maintenance	\$ 889,147.00	\$ 910,660.00	\$ (21,513.00)
Parks & Greenspace	\$ 360,278.00	\$ 2,117,946.00	\$ (1,757,668.00)
Economic Development	\$ 130,226.00	\$ 166,191.00	\$ (35,965.00)
Management & Operations	\$ 342,316.00	\$ 292,797.00	\$ 49,519.00
TOTAL EXPENSE	\$ 2,614,674.00	\$ 4,535,170.00	\$ (1,920,496.00)
Revenue Over Expenses	\$ 1,726,253.00	\$ (430,970.00)	\$ 1,295,283.00
Prior Year Carryover	\$ 0.00	\$ 430,970.00	\$ (430,970.00)
TOTAL CARRYOVER	\$ 1,726,253.00	\$ 0.00	\$ (1,726,253.00)

JULY 2018 – JUNE 2019 BALANCE SHEET

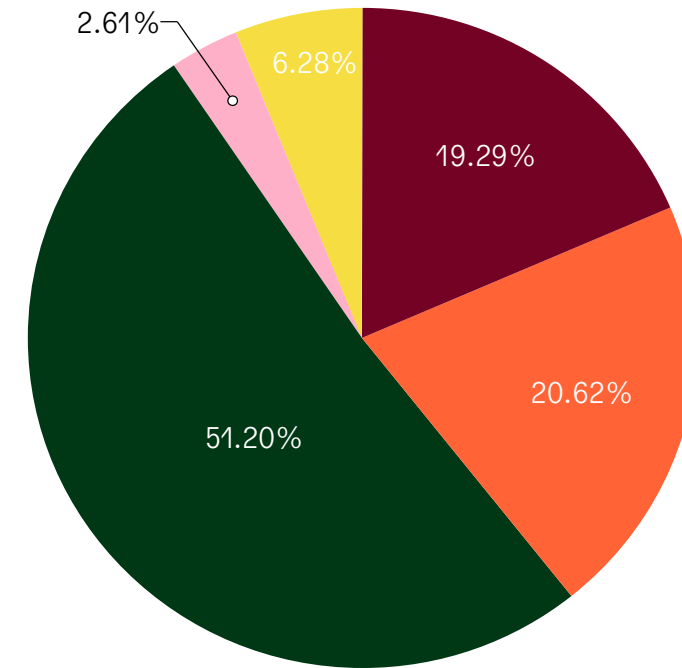
ASSETS	
Cash in Bank	\$ 714,618.00
Accounts Receivable, Net	\$ 45,817.00
Investments	\$ 3,818,027.00
Capital Assets	\$ 5,699.00
TOTAL ASSETS	\$ 4,584,161.00

LIABILITIES	
TOTAL LIABILITIES	\$ 626,390.00
TOTAL NET ASSETS (CARRYOVER)	\$ 3,957,771.00
TOTAL LIABILITIES & NET ASSETS	\$ 4,584,161.00

BALANCE SHEET

JULY 2019 – JUNE 2020 BUDGET

INCOME	
Assessments	\$ 4,071,215.00
Fundraising/In-Kind	\$ 362,500.00
Interest Income	\$ 34,025.00
Carryover Used	\$ 336,005.00
TOTAL INCOME	\$ 4,803,745.00



← FIG. 01

Public Safety	19.29%
Cleaning & Maintenance	20.62%
Parks & Greenspace	51.20%
Communications & Development	2.61%
Management & Operations	6.28%

PROJECTED CARRYOVER DISBURSEMENT

CARRYOVER	AS OF 6.30.19	BUDGETED FOR FY19 – 20	BUDGETED FOR FUTURE YEARS
Public Safety	\$ 725,827.00	\$ -	\$ 725,827.00
Cleaning & Maintenance	\$ 510,426.00	\$ -	\$ 510,426.00
Parks & Greenspace	\$ 899,338.00	\$ -	\$ 899,338.00
Salesforce Park	\$ 1,604,777.00	\$ 336,005.00	\$ 1,268,772.00
Communications & Development	\$ 125,657.00	\$ -	\$ 125,657.00
Management & Operations	\$ 91,746.00	\$ -	\$ 91,746.00
TOTAL	\$ 3,957,771.00	\$ 336,005.00	\$ 3,621,766.00

ASSESSMENT METHODOLOGY & CALCULATION

Each property within the CBD's boundaries pays a special assessment proportional to its share of the cost of the district's services. The assessment is based on a formula that determines the property's special benefit.

An individual parcel's annual assessment can be calculated in three steps:

1. Determine the parcel's land use and proximity to Salesforce Park to find out the assessment rate.
2. Add parcel lot square footage plus building square footage.
3. Multiply by the appropriate assessment rate.

$$(\text{PARCEL LOT SQUARE FOOTAGE} + \text{BUILDING SQUARE FOOTAGE}) \times \text{ASSESSMENT RATE} = \text{ANNUAL PARCEL ASSESSMENT}$$

EXAMPLES: For land uses more than 500 feet from Salesforce Park (excluding affordable housing and non-profit uses) with a 10,000 square foot lot and 100,000 square foot building, the calculation is:

FY2018/19
 $(10,000 + 100,000) \times \$0.08321 = \$9,153$
 annual parcel assessment

FY2019/20
 $(10,000 + 100,000) \times \$0.08571 = \$9,428$
 annual parcel assessment

All land uses within 500 feet of Salesforce Park, excluding commercial properties adjacent to the park:

FY2018/19
 $(10,000 + 100,000) \times \$0.12304 = \$13,534$
 annual parcel assessment

FY2019/20
 $(10,000 + 100,000) \times \$0.12673 = \$13,940$
 annual parcel assessment

Commercial buildings adjacent to Salesforce Park:

FY2018/19
 $(10,000 + 100,000) \times \$0.17507 = \$19,258$
 annual parcel assessment

FY2019/20
 $(10,000 + 100,000) \times \$0.18032 = \$19,835$
 annual parcel assessment

Commercial buildings adjacent to Salesforce Park and with a connecting bridge:

FY2018/19
 $(10,000 + 100,000) \times \$0.20108 = \$22,119$
 annual parcel assessment

FY2019/20
 $(10,000 + 100,000) \times \$0.20711 = \$22,782$
 annual parcel assessment

Affordable housing and non-profit uses more than 500 feet from Salesforce Park:

FY2018/19
 $(10,000 + 100,000) \times \$0.06241 = \$6,865$
 annual parcel assessment

FY2019/20
 $(10,000 + 100,000) \times \$0.06428 = \$7,071$
 annual parcel assessment

THE EAST CUT CBD BOARD OF DIRECTORS 2018–2019

Matt Lituchy, President, Jay Paul Company
 Katina Johnson, Vice President, Resident
 Chris Foley, Secretary, Ground Matrix
 Dan Coming, Treasurer, Resident
 Lauren Post, Past President, Resident

Larissa Acosta, Resident
 Amy Arbuckle, Marriott
 Tony Birdsey, Tishman Speyer
 Elizabeth Chrisman, Marin Day Schools
 John Cornwell, Resident
 Katie Darling, Kilroy Realty
 Leah Edwards, Resident
 Helen Han, Boston Properties
 Shane Hart, Office of Community Investment & Infrastructure
 Chema Hernández Gil, Resident
 Mike Koperski, Golden Gate University
 Tonia Leonardos, Delta Dental
 Wendy Lieu, Socola Chocolatier
 Nabil Musleh, Harlot Lounge
 Evan Schwimmer, The John Buck Company
 Jonathan Shum, Related Companies
 Adam Tartakovsky, Crescent Heights
 Martha Velez, Transbay Joint Powers Authority

THE EAST CUT CBD COMMITTEES

Audit, Bylaws, Economic Development, Executive, Finance & Development, Neighborhood Parks & Greenspace, Nominating, Personnel & Operations, Salesforce Park, Street Services & Safety

THE EAST CUT CBD STAFF

Andrew Robinson, Executive Director
 Mike Rieger, Deputy Director
 Garrick Mitchler, Public Realm Maintenance & Operations Manager
 Pierre Lagarde, Fundraising & Development Manager
 Amanda Balneg, Administration & Event Programming Manager

The East Cut CBD would like to thank the individuals and organizations below for their financial contributions and in-kind support in 2018–2019. Their generosity allowed us to provide services and events that improved and enlivened the district.

Cristian Azcarate, Bay Area Metro Center, Mayor London Breed, Adrian Caratowska, CMG Landscape Architecture, Blake Conway, Shelley Costantini, Fayala + Jamel Bouzidi, Fort Point Beer Co., Golden Gate University, Google, Supervisor Matt Haney, Hines, Travis Kelly, Darrin Ketter, Katy Liddell, Nancy Meyer, MKThink, Office of Community Investment & Infrastructure (OCII), Office of Economic & Workforce Development (OEWD), One Rincon Hill, Related California, Rincon Green Apartments, Salesforce, San Francisco Planning, San Francisco Public Works, Michele Schneider, Solaire Apartments, Grayson Stebbins, Adam Swig, Carol Swig, Transbay Joint Powers Authority (TJPA), Andrew Van Wart

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The East Cut Dispatch:

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BENCHMARK 1: Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

Service Category/Budget Line	Management Plan Budget	General Benefit Dollars*	Management Plan Assessment Budget	% of Budget	FY 2018-19				Variance	Source
					FY 2018-19 Budget**	General Benefit Dollars	FY 2018-19 Assessment Budget	% of Budget		
Public Safety	\$ 971,056.00	\$ 13,595.00	\$ 957,461.00	21.21%	1,047,576	22,336	1,025,240	23.10%	1.89%	
Cleaning and Maintenance	\$ 619,374.00	\$ 8,671.00	\$ 610,703.00	13.53%	910,660	153,906	756,754	20.08%	6.55%	
Parks and Greenspace	\$ 686,235.00	\$ 46,595.00	\$ 639,640.00	14.99%	576,133	61,240	514,893	12.70%	-2.29%	
Salesforce Park	\$ 1,969,378.00	\$ 410,024.00	\$ 1,559,353.00	43.02%	1,541,813		1,541,813	34.00%	-9.02%	
Communication and Development	\$ 78,831.00	\$ -	\$ 78,831.00	1.72%	166,191	27,707	138,484	3.66%	1.94%	
Management	\$ 145,241.00	\$ -	\$ 145,241.00	3.17%	178,206	1,011	177,195	3.93%	0.76%	
Operations	\$ 108,232.00	\$ -	\$ 108,232.00	2.36%	114,591	-	114,591	2.53%	0.16%	
TOTAL	\$ 4,578,347.00	\$ 478,885.00	\$ 4,099,461.00	100.00%	4,535,171	266,200	4,268,971	100.00%		

*The East Cut is not obligated to raise the General Benefit funds for Salesforce Park, per the Management Plan. Beginning in FY19-20 the TIPA will submit a letter to The East Cut CBD stating their fundraising for Salesforce Park

**The FY18-19 budgeted amount includes the projected use of carryover from previous years.

BENCHMARK 2: General Benefit Requirement

Public Safety

1.40%

Revenue Sources	FY 2018-2019 Actuals	% of actuals	Source
Assessment Revenue - FY18-19	\$ 964,467.80		
Carryover/Reserve	\$ -		
Total Assessment (Special Benefit) Revenue	\$ 964,467.80	96.38%	
Contributions and Sponsorships	\$ 15,000.00	1.50%	
Grants	\$ -	0.00%	
Donations	\$ 7,001.01	0.70%	In-kind
Interest Earned	\$ 12,236.07	1.22%	
Earned Revenue	\$ -	0.00%	
Other	\$ 1,976.74	0.20%	Penalty
Total Non-Assessment (General Benefit) Revenue	\$ 36,213.82	3.62%	
Total	\$ 1,000,681.62	100.00%	

BENCHMARK 2: General Benefit Requirement

Cleaning and Maintenance

1.40%

Revenue Sources	FY 2018-2019 Actuals	% of actuals	Source
Assessment Revenue - FY18-19	\$ 623,883.86	70.17%	
Carryover/Reserve	\$ 110,775.15	12.46%	
Total Assessment (Special Benefit) Revenue	\$ 734,659.01	82.63%	
Contributions and Sponsorships	\$ 135,815.80	15.27%	Corporate and Individual
Grants	\$ -	0.00%	
Donations	\$ 6,310.78	0.71%	In-kind
Interest Earned	\$ 10,636.38	1.20%	
Earned Revenue	\$ -	0.00%	Penalty
Other	\$ 1,725.03	0.19%	
Total Non-Assessment (General Benefit) Revenue	\$ 154,487.99	17.37%	
Total	\$ 889,147.00	100.00%	

BENCHMARK 2: General Benefit Requirement

Parks and Greenspace

6.79%

Revenue Sources	FY 2018-2019 Actuals	% of actuals	Source
Assessment Revenue - FY18-19	\$ 459,457.14		
Carryover/Reserve	\$ -		
Total Assessment (Special Benefit) Revenue	\$ 459,457.14	87.95%	
Contributions and Sponsorships	\$ 32,584.00	6.24%	
Grants	\$ -	0.00%	
Donations	\$ 20,608.32	3.94%	In-kind
Interest Earned	\$ 6,727.19	1.29%	
Earned Revenue	\$ 1,935.58	0.37%	Open Space Inventory Sales
Other	\$ 1,091.03	0.21%	Penalty
Total Non-Assessment (General Benefit) Revenue	\$ 62,946.12	12.05%	
Total	\$ 522,403.26	100.00%	

BENCHMARK 2: General Benefit Requirement

Salesforce Park

0.00%

Revenue Sources	FY 2018-2019 Actuals	% of actuals	Source
Assessment Revenue - FY18-19	\$ 1,456,575.66		
Carryover/Reserve	\$ -		
Total Assessment (Special Benefit) Revenue	\$ 1,456,575.66	70.04%	
Contributions and Sponsorships	\$ -	0.00%	
Grants	\$ -	0.00%	
Donations	\$ -	0.00%	In-kind
Interest Earned	\$ -	0.00%	

Earned Revenue	\$ -	0.00%	
Other	\$ 623,147.00	29.96%	TJPA
Total Non-Assessment (General Benefit) Revenue	\$ 623,147.00	29.96%	
Total	\$ 2,079,722.66	100.00%	

BENCHMARK 3: Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

The East Cut	FY 2018-19												
	Service Category/Budget Line	FY 2018-19 Budget	Amount from Assessment	Amount from General Benefit	% of Budget (Assessment)	% Budget (Total Budget)	Actuals	Amount from Assessment	Amount from General Benefit	% of Actuals (Assessment)	% of Actuals (Total Budget)	Variance (Assessment)	Variance (Total Budget)
Public Safety	\$ 1,047,576.40	\$ 1,025,240.40	\$ 22,336.00	24.02%	23.10%	\$ 892,707.00	\$ 856,493.18	\$ 36,213.82	36.64%	34.14%	12.63%	11.04%	
Cleaning and Maintenance	\$ 910,660.00	\$ 756,754.00	\$ 153,906.00	17.73%	20.08%	\$ 889,147.00	\$ 734,659.01	\$ 154,487.99	31.43%	34.01%	13.70%	13.93%	
Parks and Greenspace	\$ 576,133.00	\$ 514,893.00	\$ 61,240.00	12.06%	12.70%	\$ 360,278.00	\$ 297,331.88	\$ 62,946.12	12.72%	13.78%	0.66%	1.08%	
Salesforce Park	\$ 1,541,813.00	\$ 1,541,813.00	\$ -	36.12%	34.00%	\$ 74,699.83	\$ 74,699.83	\$ -	3.20%	2.86%	-32.92%	-31.14%	
Communication and Development	\$ 166,191.40	\$ 138,484.40	\$ 27,707.00	3.24%	3.66%	\$ 130,226.00	\$ 116,091.93	\$ 14,134.07	4.97%	4.98%	1.72%	1.32%	
Management	\$ 178,206.00	\$ 177,195.00	\$ 1,011.00	4.15%	3.93%	\$ 147,295.00	\$ 147,295.00	\$ -	6.30%	5.63%	2.15%	1.70%	
Operations	\$ 114,591.00	\$ 114,591.00	\$ -	2.68%	2.53%	\$ 120,321.80	\$ 110,914.06	\$ 9,407.74	4.75%	4.60%	2.06%	2.08%	
TOTAL	\$ 4,535,170.80	\$ 4,268,970.80	\$ 266,200.00	100.00%	100.00%	\$ 2,614,674.63	\$ 2,337,484.89	\$ 277,189.74	100.00%	100.00%			

BENCHMARK 4: Whether CBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

FY 2018-2019 Carryover Disbursement	\$ 3,957,771.00	Source	Spenddown Timeline
General Benefit Project			
General Benefit Project 1	\$ -		
General Benefit Project 2	\$ -		
General Benefit Project 3	\$ -		
General Benefit Project 4	\$ -		
	\$ -		
	\$ -		
	\$ -		
General Project Total	\$ -		
Special Assessment Project		Budgeted for FY19-20	remaining Carryover
Public Safety	\$ 725,827.20	\$ -	\$ 725,827.20
Cleaning and Maintenance	\$ 510,425.96	\$ -	\$ 510,425.96
Parks and Greenspace	\$ 899,337.87	\$ -	\$ 899,337.87
Salesforce Park	\$ 1,604,777.00	\$ 336,005.00	\$ 1,268,772.00
Communication and Development	\$ 125,657.12	\$ -	\$ 125,657.12
Management	\$ 23,122.48	\$ -	\$ 23,122.48
Operations	\$ 68,623.37	\$ -	\$ 68,623.37
Special Project Total	\$ 3,957,771.00		
Total Designated Amount for FY 2019-20	\$ 3,957,771.00	\$ 336,005.00	\$ 3,621,766.00

\$ -