

Community Benefit District Annual Report

CY2021

- Mid Market
- Civic Center

Legislative Overview

Community Benefit Districts (CBDs) / Business Improvement Districts (BIDs) are governed by:

- State law
 - “1994 Act”
- Local law
 - “Article 15”

Review Process

- OEWD ensures that all CBDs/BIDs are meeting their management plans.
- OEWD staff conducts an annual review of the Annual Reports and CPA Financial Reviews.
- OEWD provides the Board of Supervisors with a summary memo.

Basic Information

CBD Name	Type	Management Plan Assessment Budget	FY20-21 Assessment Roll Submission	FY21-22 Assessment Roll Submission	Year(s) Formed and Renewed	Expires
Mid Market	Property-based	\$1,225,433.63	\$1,694,614.78	\$1,695,161.22	2006, 2013, 2016 (amend)	2028
Civic Center	Property-based	\$3,161,454.78	\$3,178,521.87	\$3,192,426.64	2011, 2019	2034

Benchmarks

OEWD's staff reviewed the following budget related benchmarks for each CBD/BID:

- **Benchmark 1** – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.
- **Benchmark 2** – Whether the CBD met its non-assessment revenue source requirement.
- **Benchmark 3** - Whether the variance between the budget amounts for each service category was within 10 percentage points from the fiscal actuals.
- **Benchmark 4** - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.

Mid Market - Benchmarks

Benchmark	Question	Was This Met in CY2021?
Benchmark 1	Variance between management plan budget and fiscal year budget is $X < 10\%$?	No
Benchmark 2	Non-assessment revenue is $X \geq 3.68\%$	Yes
Benchmark 3	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
Benchmark 4	Were carryforward fund indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes

Mid Market - Findings and Recommendations

- Missed Benchmark 1 which compares the organization's fiscal year budget to management plan budget.
 - Overbudgeted by 0.13% over the allowable 10 percentage points for the Management and Economic Development service category
- Annual reporting to OEWD was late in part due to the Mid Market CBD team becoming part of the Department of Emergency Management's Joint Field Operations Team as part of the City's declaration of State of Emergency in the Tenderloin in December 2021. CBD staff worked with OEWD to figure out solutions on how to expedite report completion and review going forward.
 - Through a Community Challenge grant, oversaw landscaping upgrades to Mint Plaza.
 - Issued a survey in quarter 1 to better understand stakeholders' priorities for recovery, issued a Business Attraction survey in quarter 2 to understand what types of businesses are desired.
 - No reported violations of Brown Act within reporting period.
 - Complied with OEWD's memo regarding surveillance technology reporting requirements.
 - Active board and committee members.
 - Well positioned to carry on its mission.

Civic Center - Benchmarks

Benchmark	Question	Was This Met in CY2021?
Benchmark 1	Variance between management plan budget and fiscal year budget is $X < 10\%$?	Yes
Benchmark 2	Non-assessment revenue is $X \geq 4.80\%$	Yes
Benchmark 3	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
Benchmark 4	Were carryforward fund indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes

Civic Center - Findings and Recommendations

- Met all 4 benchmarks during this reporting period.
- Annual reporting to OEWD was late in part due to the Civic Center CBD team becoming part of the Department of Emergency Management's Joint Field Operations Team as part of the City's declaration of State of Emergency in the Tenderloin in December 2021. CBD staff worked with OEWD to figure out solutions on how to expedite report completion and review going forward.
- Focused on increasing cleaning services in high traffic areas such as UN Plaza and Civic Center Plaza.
- Issued a survey in quarter 1 to better understand stakeholders' priorities for recovery, issued a Business Attraction survey in quarter 2 to understand what types of businesses are desired.
- Implemented several activations including decorative lighting in Hayes Valley in partnership with Hayes Valley Neighborhood Association, the annual Holiday Tree Lighting and Toy Giveaway on Civic Center Plaza, and Holiday Fanfare outdoor musical concerts in partnership with the SF Conservatory of Music.
- Continued to be a vital partner and participant in City efforts including the Safe Sleeping Village on Fulton Plaza, BART station construction, SFMTA's Van Ness BRT construction, SFMTA's Better Market Street project and City's State of Emergency in the Tenderloin declaration.
- No reported violations of Brown Act within reporting period.
- Complied with OEWD's memo regarding surveillance technology reporting requirements.
- Active board and committee members.
- Well positioned to carry on its mission.



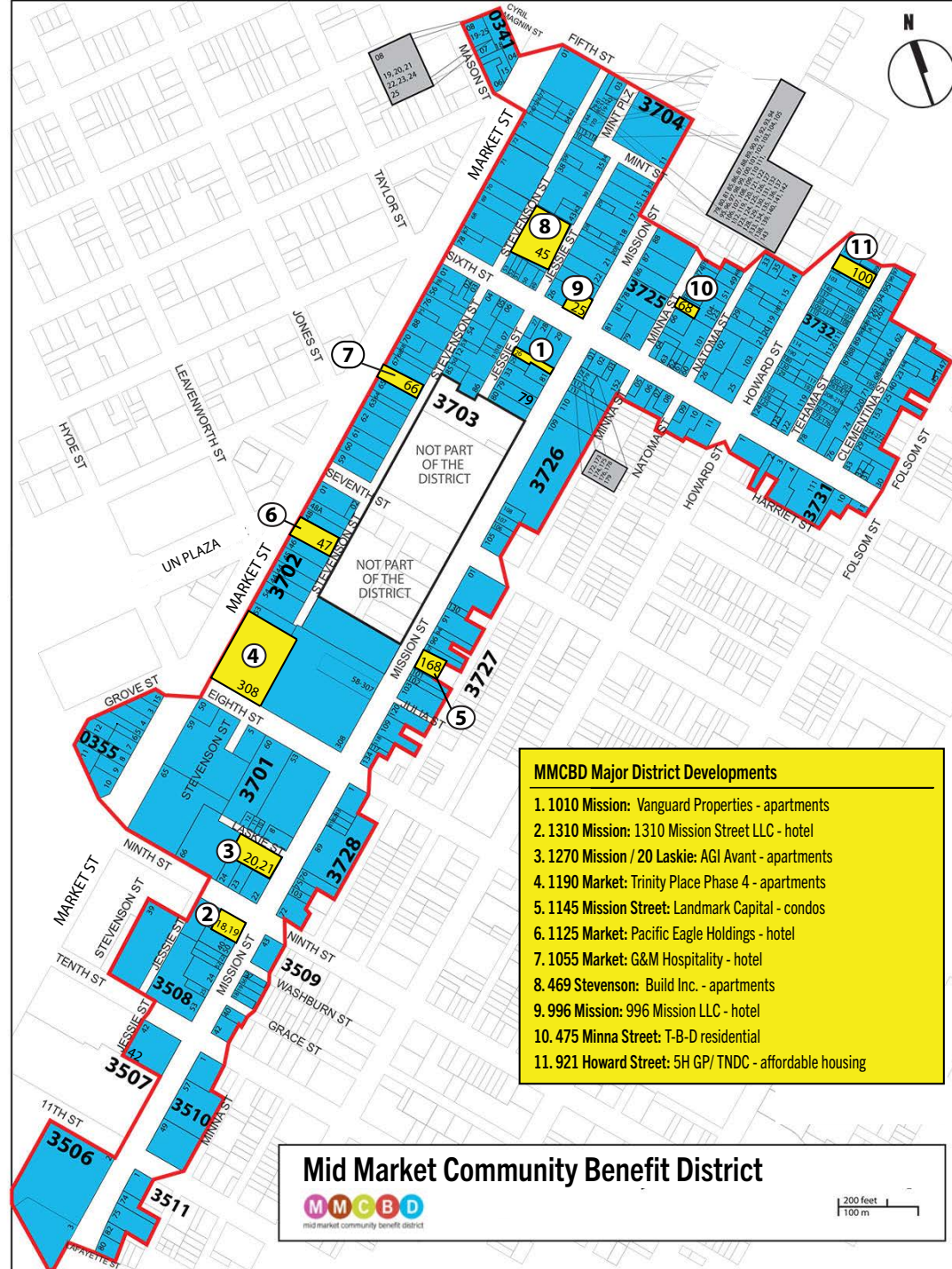
mid market community benefit district

2021 Report for Board of Supervisors Government Audit and Oversight Committee



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2021 District Map
1,089 parcels
\$1.5M Annual Budget



Service Hours 7am-7pm, 7 days / week



Cleaning & Maintenance

Public Safety

Economic Development

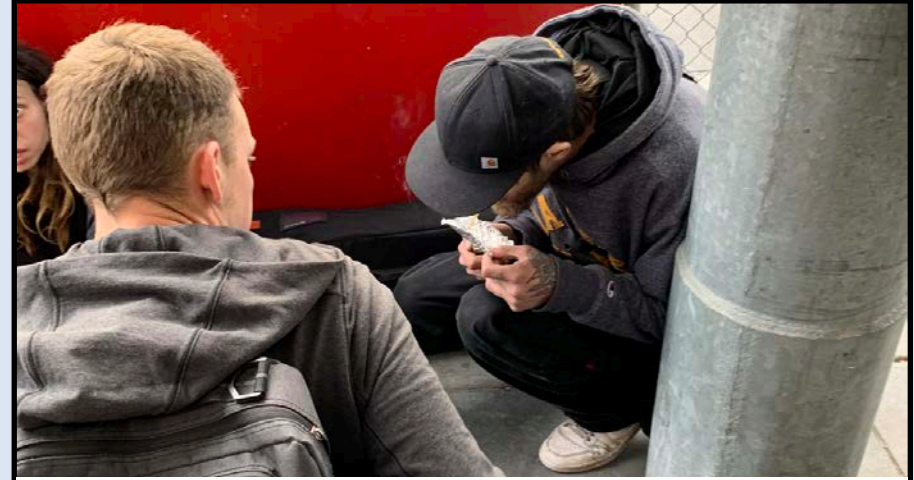


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ONGOING CHALLENGES TO OUR WORK



DRUG DEALING



OPEN AIR DRUG USE



ENCAMPMENTS

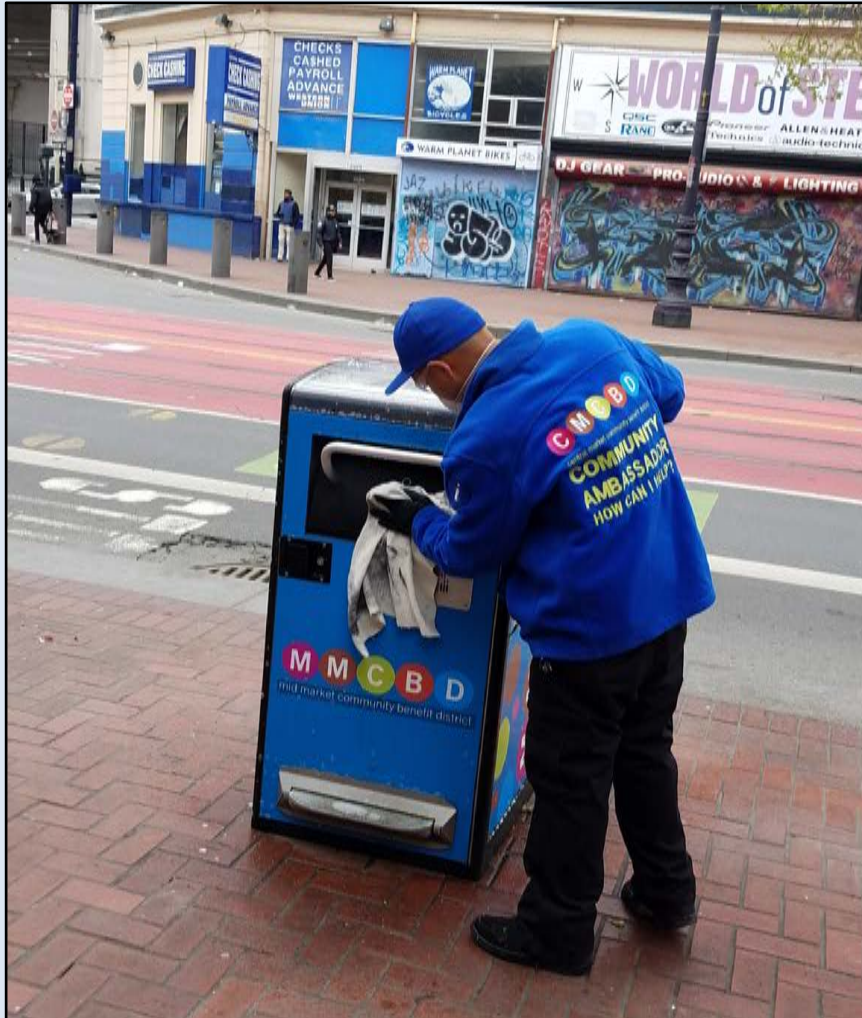


ILLEGAL VENDING



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CLEANING & MAINTENANCE





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CLEANING & MAINTENANCE





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CLEANING & MAINTENANCE





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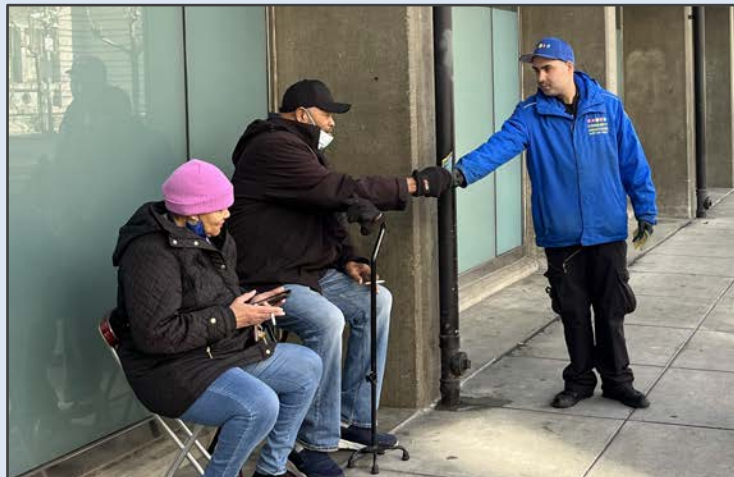
PUBLIC SAFETY SERVICES



Directions & Referrals



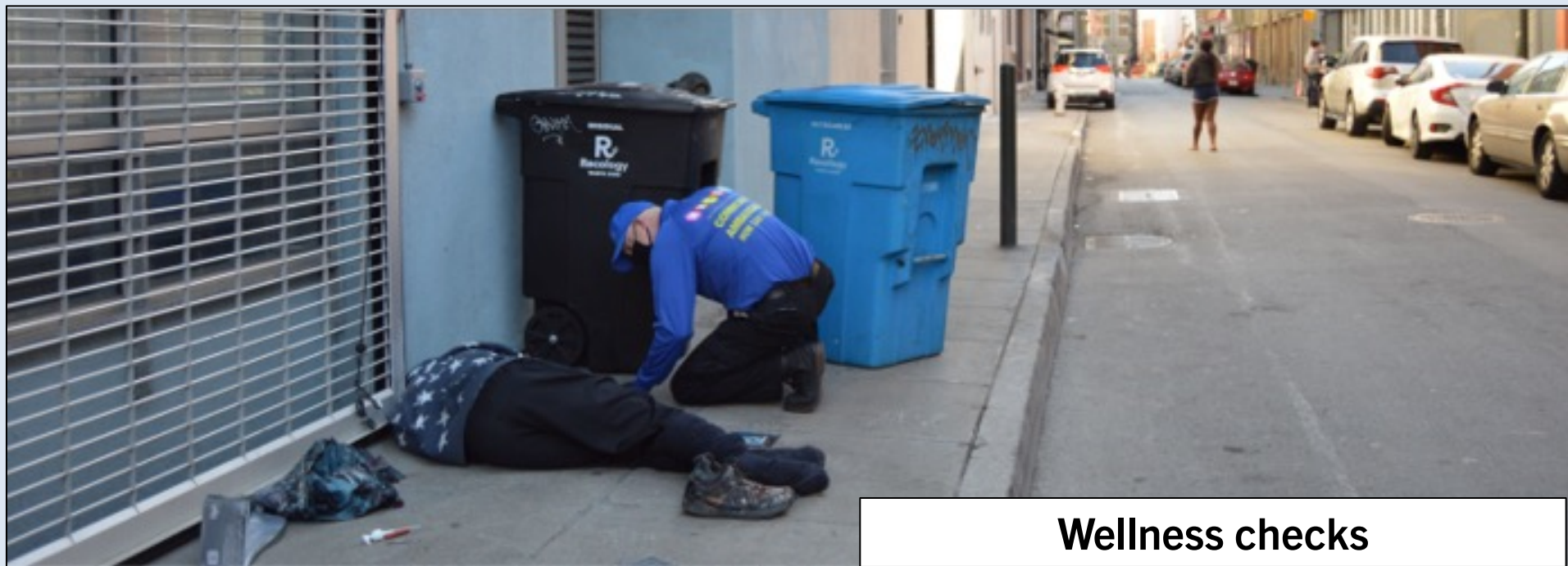
Merchant Support



Resident Support



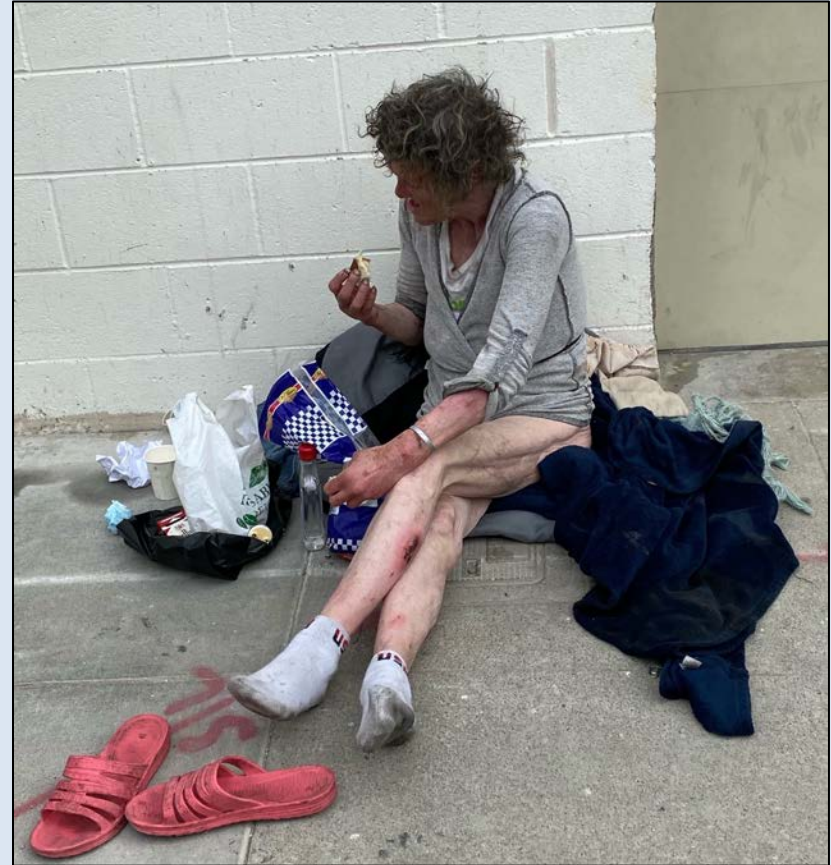
Social Service Outreach



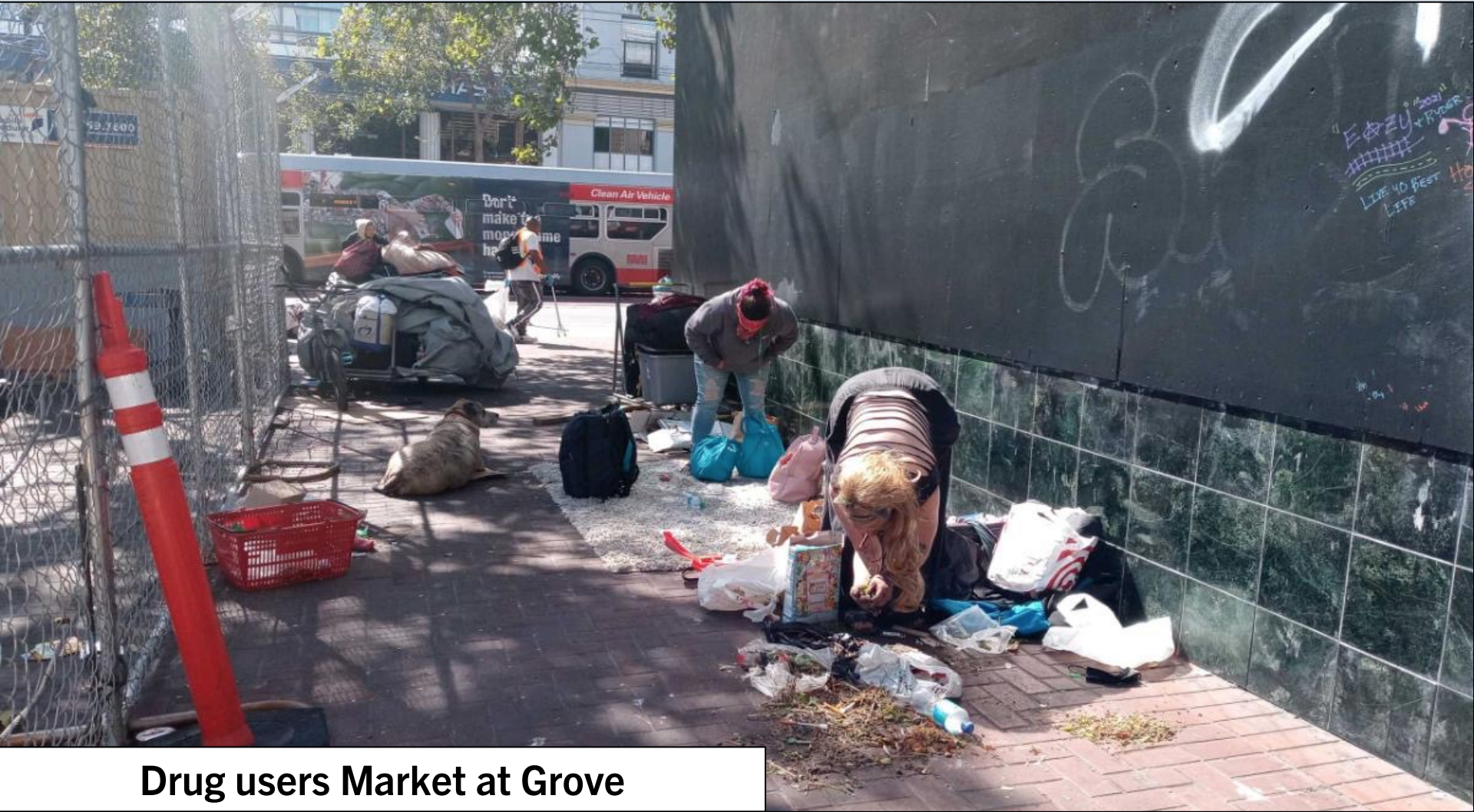
Wellness checks



Emergency services called



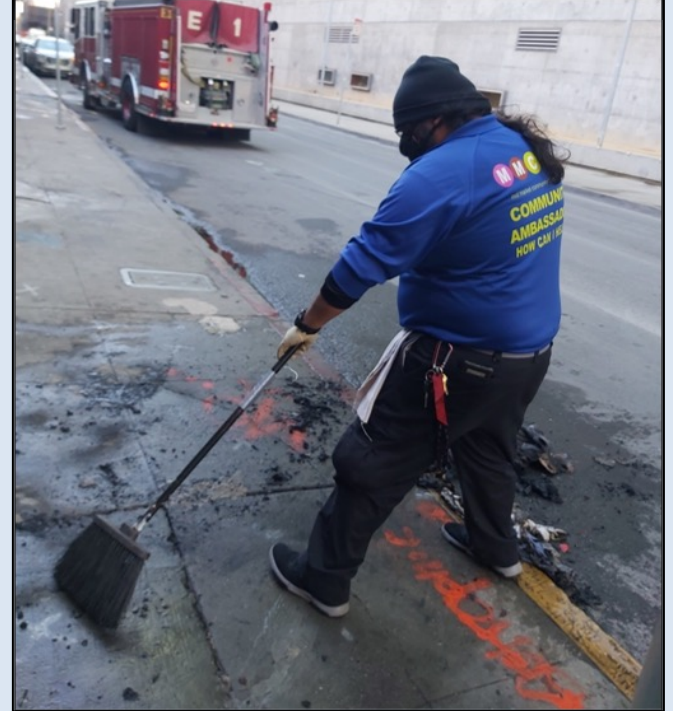
Offered social services



Drug users Market at Grove



Reporting and abating encampment fires





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PUBLIC SAFETY SERVICES



Reported instances of squatting



Secure Properties During Extended Closures

Properties that are unlawfully entered pose safety and security risks; please securely lock properties that aren't currently open to the public. Generic deadbolts are often cut in a few seconds, providing unfettered access to all aspects of building interiors without owners knowledge for extended periods of time. Regaining access to properties after this time often requires police presence as unsafe conditions can multiply quickly and lead to instances of personal injury, accumulation of debris and refuse, vandalism and fires.



If needing assistance installing the proper security for your property please refer to SFSAFE (<https://sfsafe.org/projects/business-security/>)



Reported instances of squatting

PUBLIC SAFETY SERVICES



Co-responder Safety Teams



Public Safety Cameras



CBD workers often victimized



and attacked by street population

MMCBD's Compassionate and Brave Field Crew



Steve



Michael



Zacarias



Margo



Dajon



Kevin



Ignacio



Conchita



Mikhail



Orenzo



Vincent

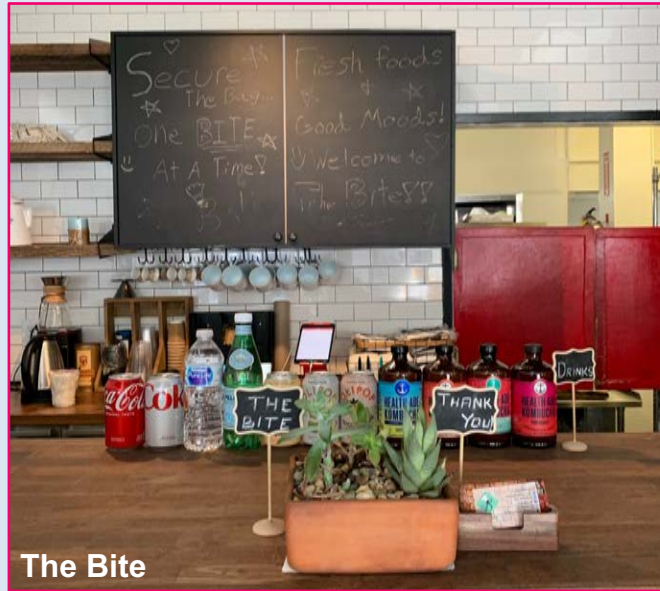


Steadman



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ECONOMIC DEVELOPMENT – Business Retention & Stabilization

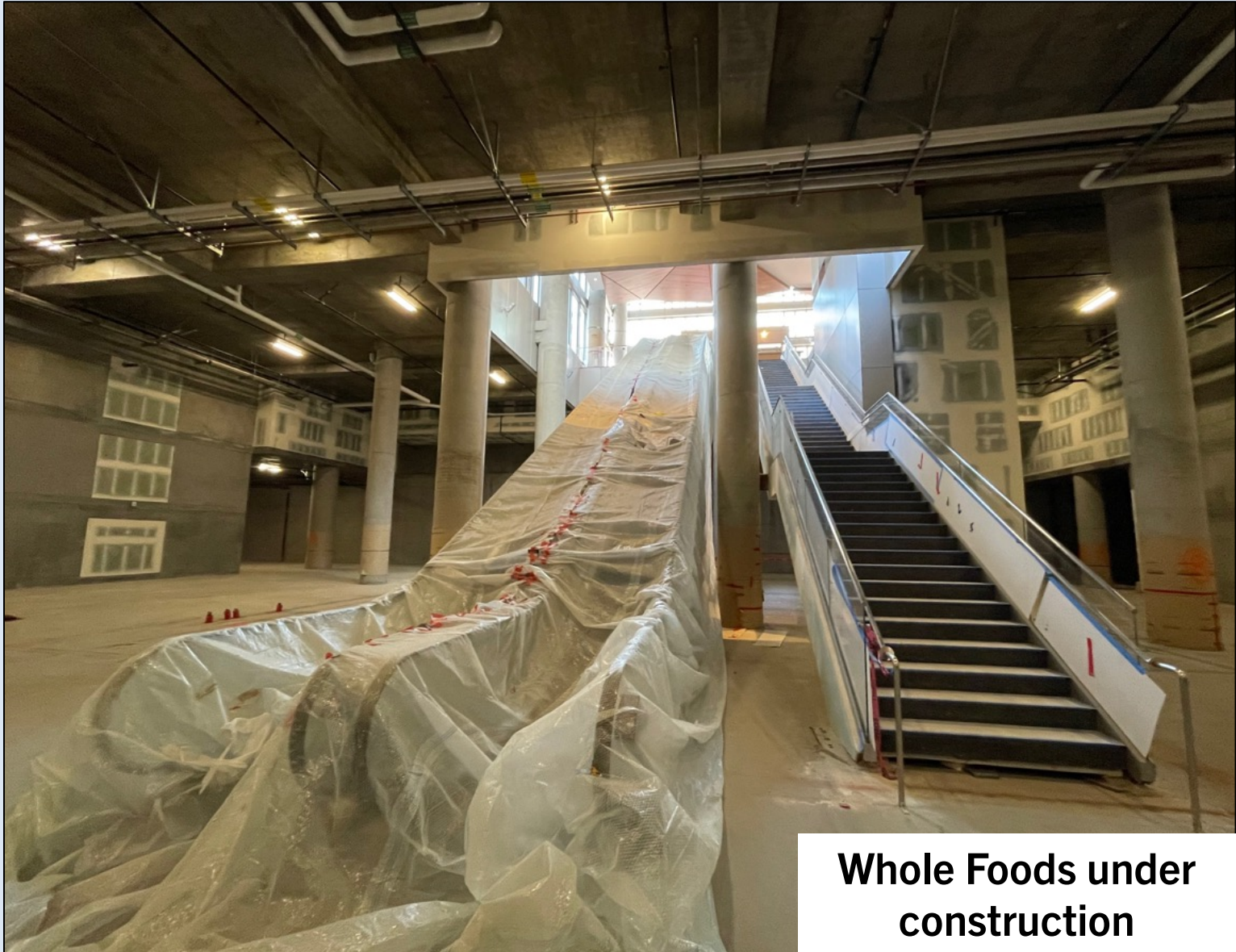


Marketing Support for Businesses



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ECONOMIC DEVELOPMENT – Business Attraction

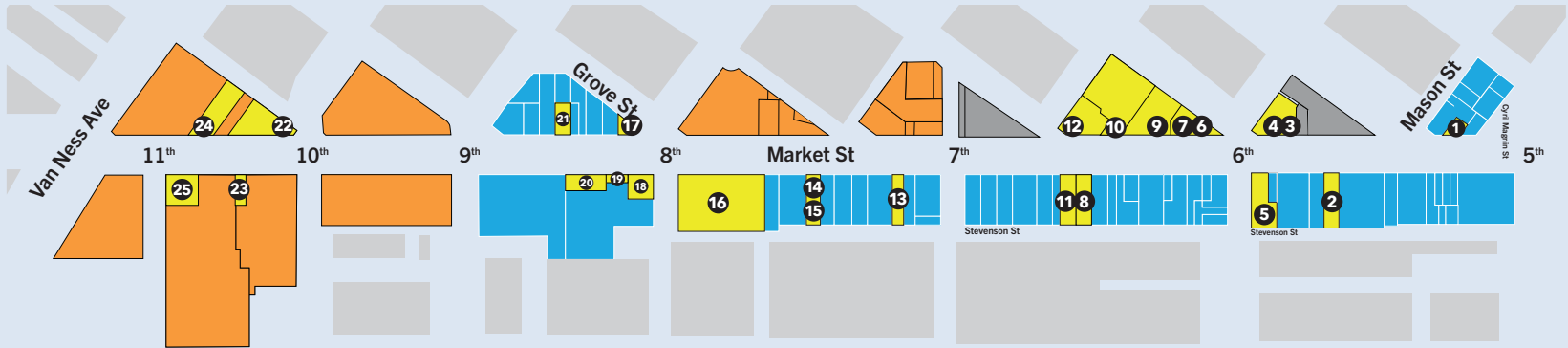


**Whole Foods under
construction**



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ECONOMIC DEVELOPMENT – Business Attraction



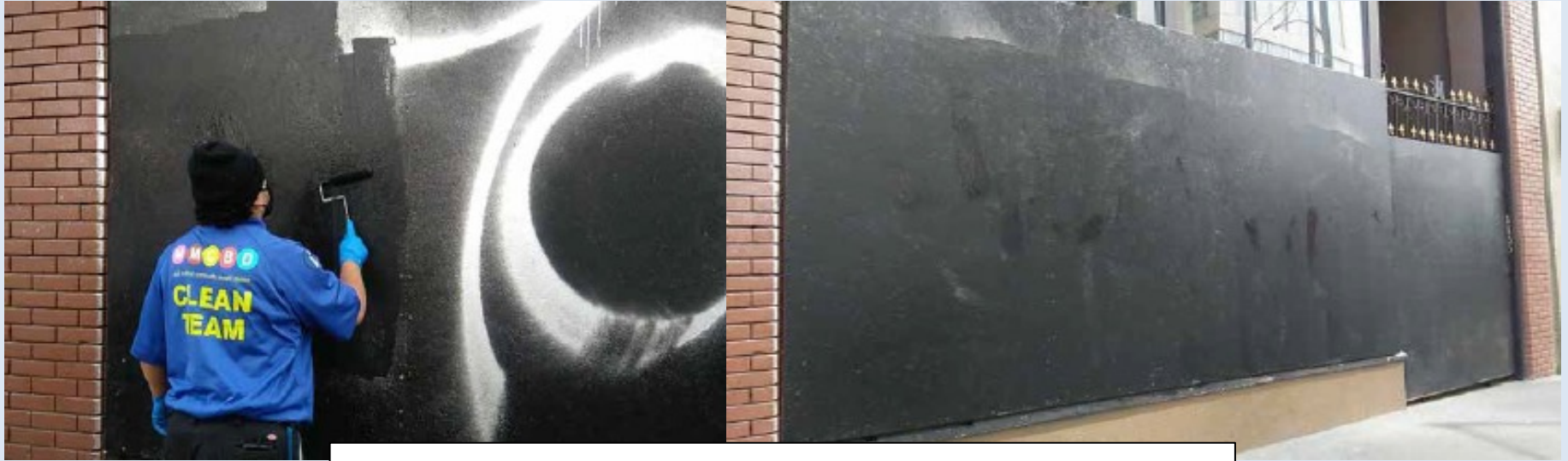
1	938 Market St.	10	1060 Market St.	19	1231 Market St.
2	969 Market St.	11	1061 Market St.	20	1231 Market St.
3	986 Market St.	12	1072A Market St.	21	1246 Market St.
4	992 Market St.	13	1117-1119 Market St.	22	1412 Market St.
5	995 Market St.	14	1133 Market St.	23	1425 Market St.
6	1020 Market St.	15	1135 Market St.	24	1446 Market St.
7	1024 Market St.	16	1193 Market St.	25	1455 Market St.
8	1055 Market St.	17	1200 Market St.		
9	1056 Market St.	18	1201 Market St.		

Ground Floor Retail Vacancy Tracking



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ECONOMIC DEVELOPMENT – Business Attraction



Upkeep on Vacancies





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ECONOMIC DEVELOPMENT – Business Attraction



Mid Market Marketing Brochure

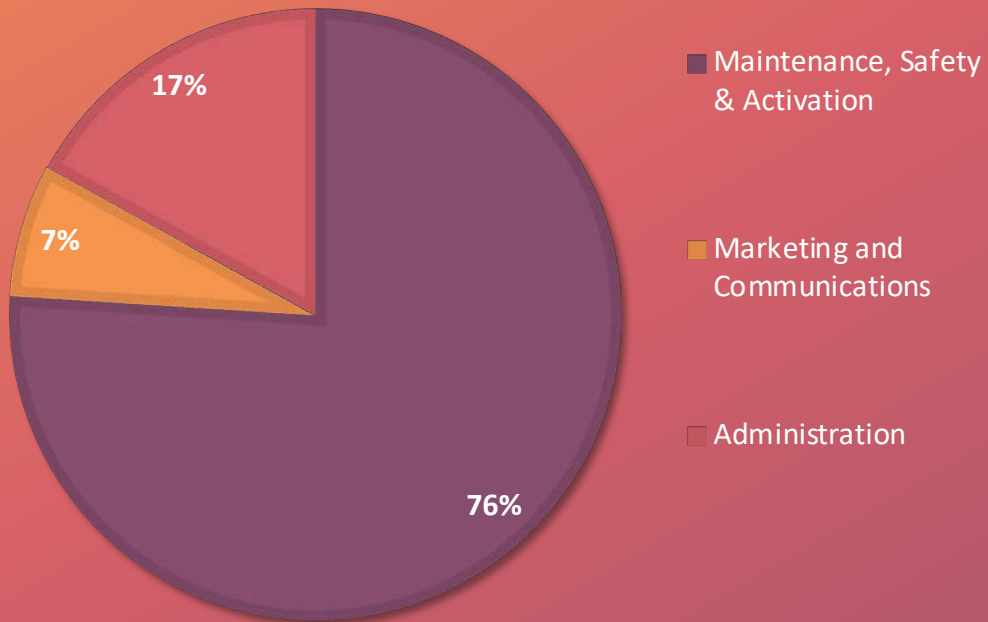


SAN FRANCISCO
CIVIC
CENTER




FY 2021 Annual Report

San Francisco Board of Supervisors
Government Audit and Oversight Committee

ANNUAL BUDGET \$3.2M



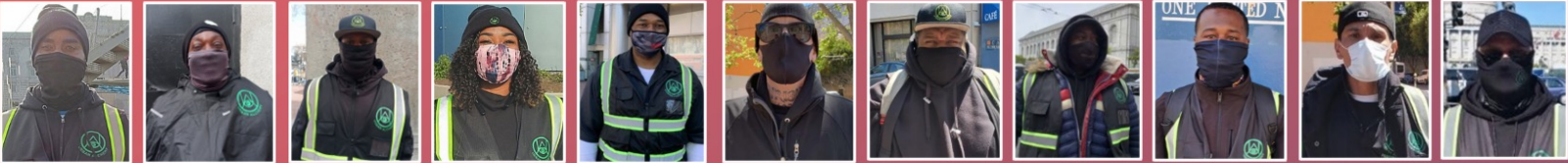


-  Service Area
All Zones
-  Zone 1
-  Zone 2



District Map

CCCBD Public Realm Management HEROES 2021



HOW CCCBD PRIVATE FUNDING AUGMENTS CITY SERVICES



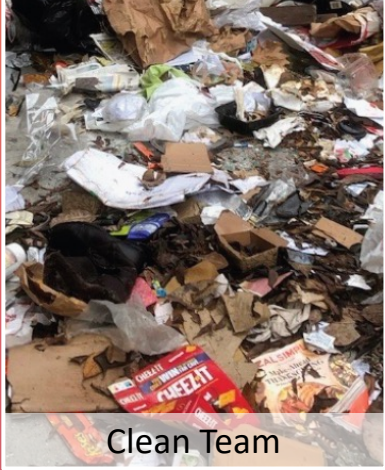
Ambassadors



Parking Garage Greeter



Urban Alchemy



Clean Team



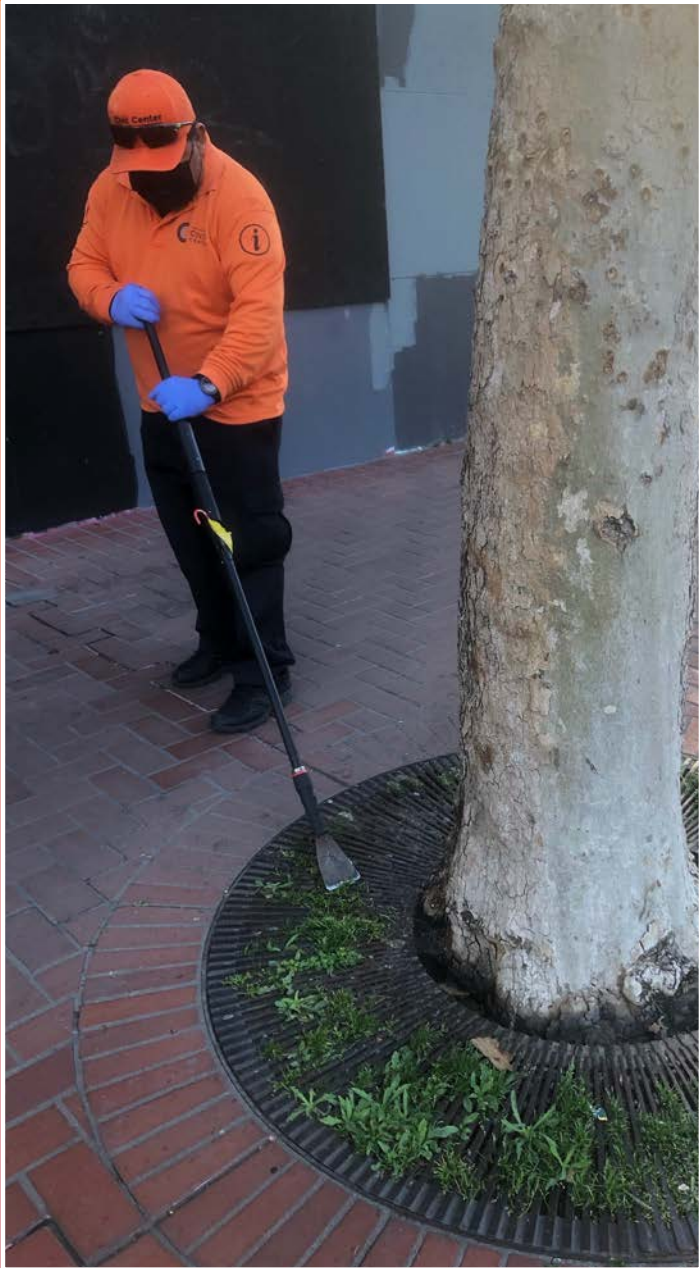
Playground Safety



Pressure Washing



Downtown Streets Team



46,000

Pressure Washing Hours



252,350

Pounds of Trash Removed



31,500

Needles Removed



SIGNIFICANT CHALLENGES CCCBD HELPED ITS STAKEHOLDERS MANAGE IN 2021



Extra work created by parklets



Rampant retail break-ins

SIGNIFICANT CHALLENGES CCCBD HELPED ITS STAKEHOLDERS MANAGE IN 2021



Schools and businesses blocked by encampments

SIGNIFICANT CHALLENGES CCCBD HELPED ITS STAKEHOLDERS MANAGE IN 2021



Encampment taking over public transit shelter

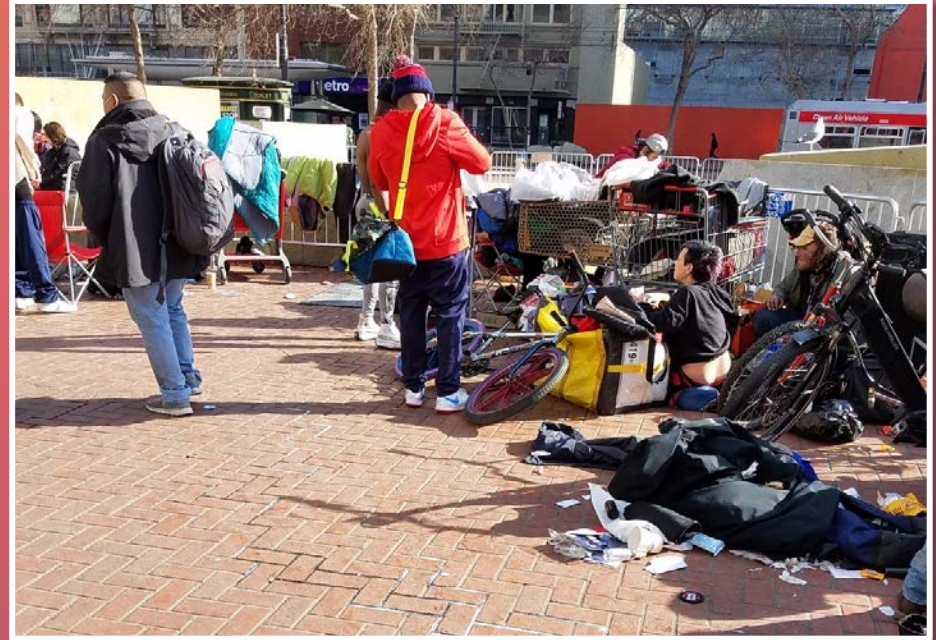


12th & Market sidewalk encampments occupied by individuals who were housed at the adjacent Civic Center Hotel

SIGNIFICANT CHALLENGES CCCBD HELPED ITS STAKEHOLDERS MANAGE IN 2021



Extra cleaning and safety work created by the Safe Sleeping Village on Fulton Street



Extra cleaning and safety work due to loitering, drug dealing, drug use and illegal vending in UN Plaza

SIGNIFICANT CHALLENGES CCCBD HELPED ITS STAKEHOLDERS MANAGE IN 2021



Civic Center Plaza café refused to re-open until City workers returned



Unpermitted vendors expanded their footprint and offerings in UN Plaza (including alcohol)

SIGNIFICANT CHALLENGES – Addressing violent crime

It took a village to stop an attack on someone in UN Plaza



Witnessed altercation and called for help
(not permitted to engage suspect)



Witnessed altercation and called for help
(not permitted to engage suspect)

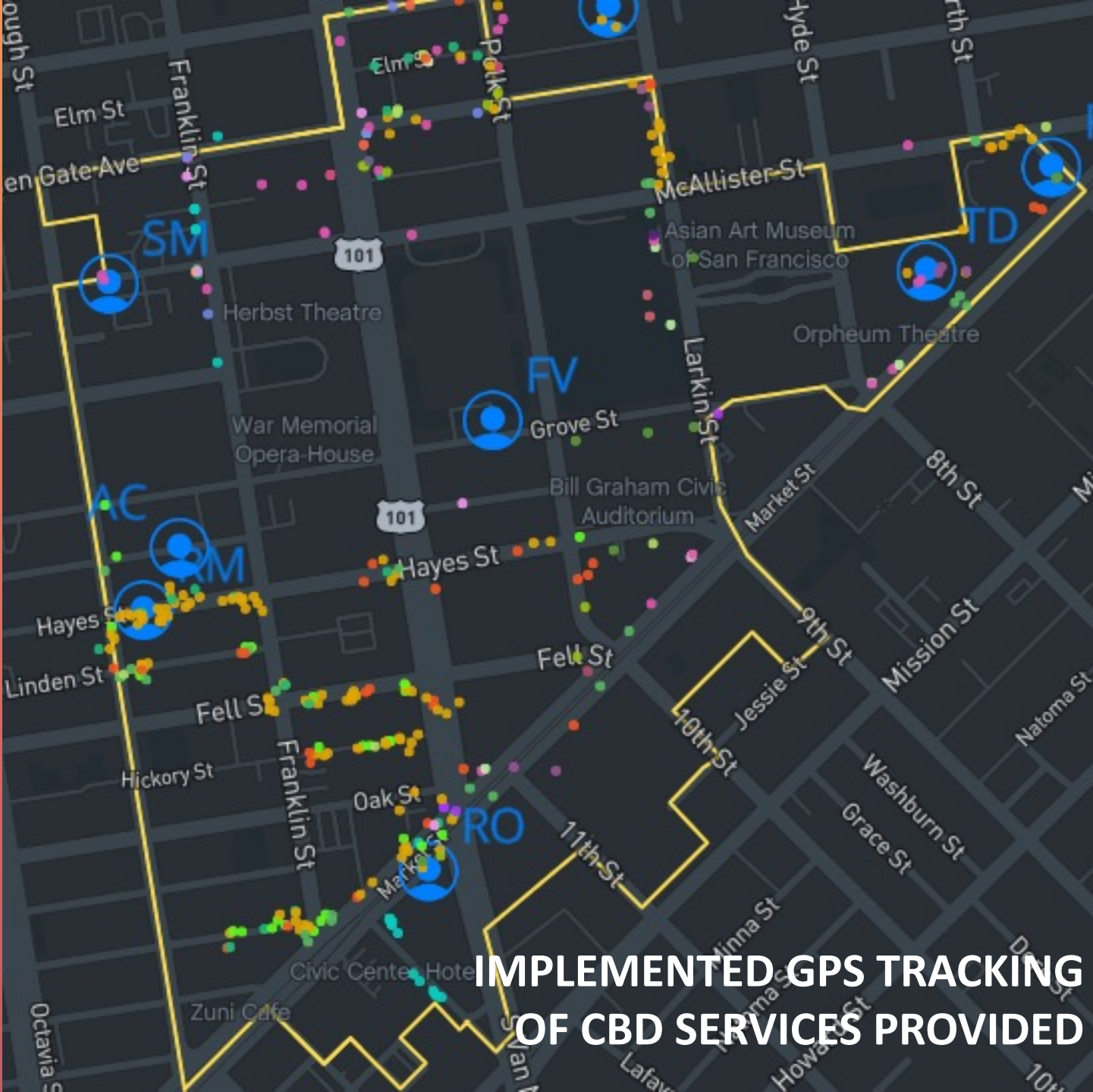


Responded to altercation and restrained suspect



Responded and detained suspect





IMPLEMENTED GPS TRACKING OF CBD SERVICES PROVIDED

BUSINESS RECOVERY SUPPORT



Performing Arts Street Banner Campaign

BUSINESS RECOVERY SUPPORT



Activities & Events

Plan a Visit

Community Benefit District

Connect with Us

[Activities](#) [Events Calendar](#) [Plan an Event](#)



Mateo's

1455 Market St. San Francisco, CA
94103
(415) 648-6000

[Website](#)



Matko

1355 Market St. San Francisco, CA
94103

[Website](#)



Mr. Tipple's Recording Studio

39 Fell St. San Francisco, CA 94102 |
[Learn More](#)
(415) 384-9365

[Website](#)



Nakama Sushi

41 Franklin St. San Francisco, CA 94102
(628) 867-6697

[Website](#)

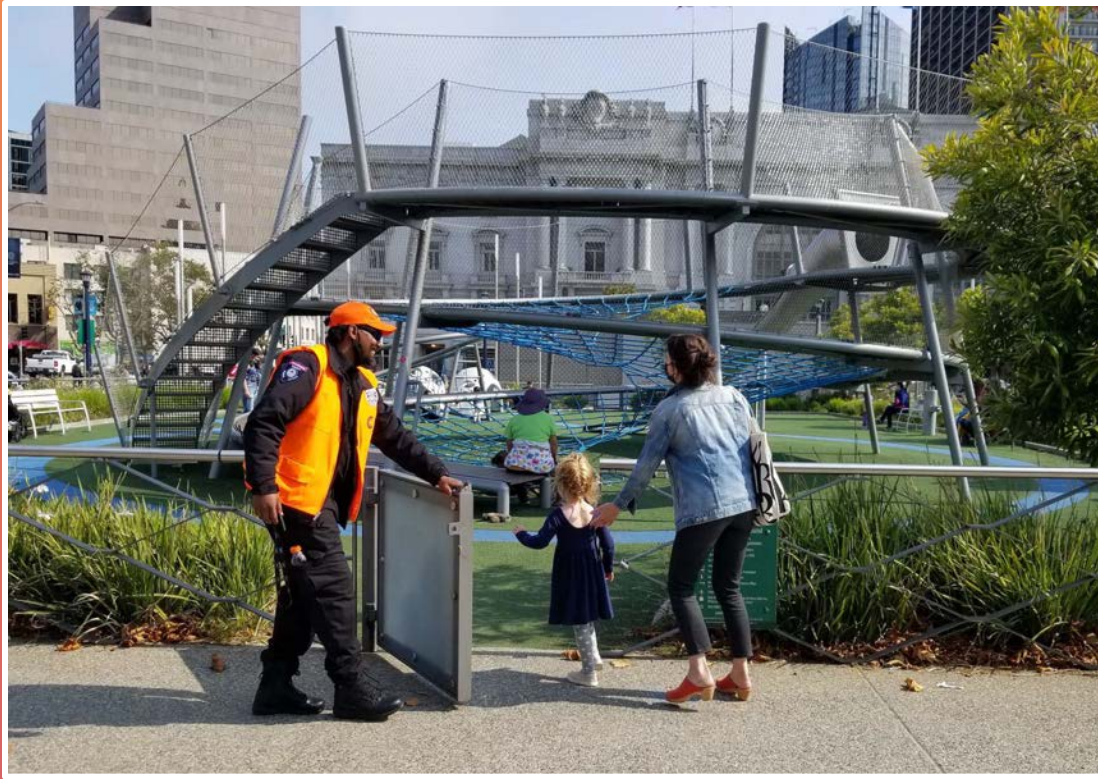
BUSINESS RECOVERY SUPPORT



Farmers Market Seating

*(*removed January 2023 due to illegal vendors taking over seating)*

MAINTAINING CRITICAL INFRASTRUCTURE

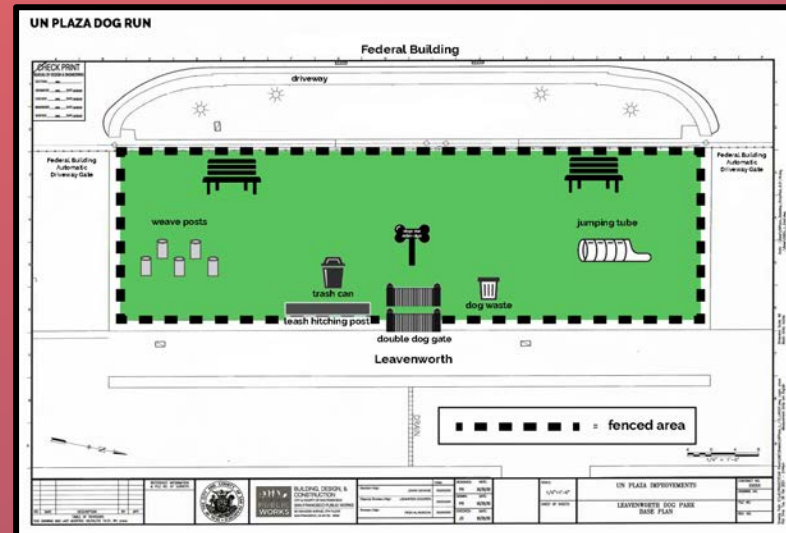


Playground Safety 24/7 & Plaza Seating
*(*removed Plaza seating January 2023 due to inappropriate use)*

IMPLEMENT NEW CRITICAL INFRASTRUCTURE



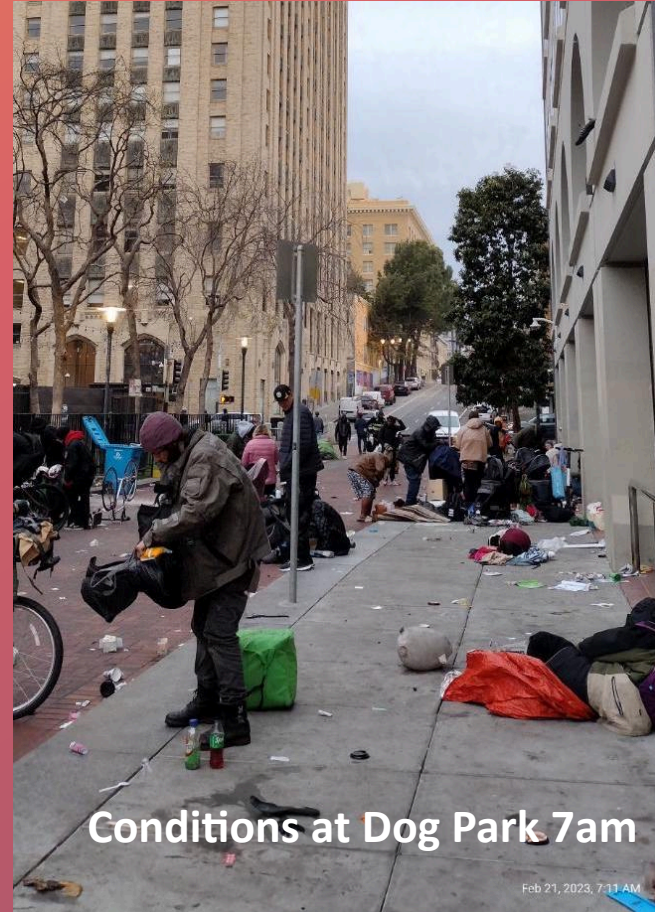
UN Plaza Dog Run Under Construction



PROJECT COMPLETE
2,000 visits by local residents per month
(*may need to close because of cost to secure overnight)



MAINTAINING CRITICAL INFRASTRUCTURE



UN Plaza Dog Park

(*may need to close because of cost to secure overnight)

PRESERVING NEIGHBORHOOD TRADITIONS



Tree Lighting & Toy Giveaway



Holiday Fanfare Concerts

