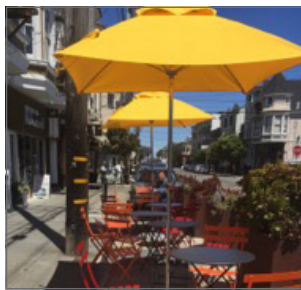
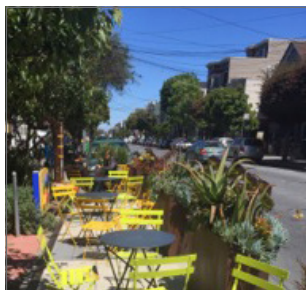
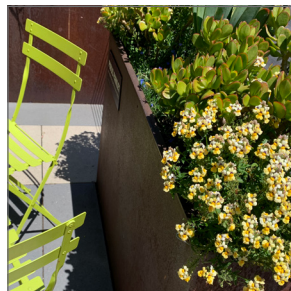
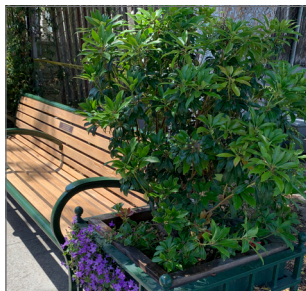




# Noe Valley Association

Community Benefit District

The Noe Valley Association has provided over 14 years of Cleaning, Greening and Improving Public Space in Noe Valley. **It's time to renew!**



**Annual Report**  
**2018-2019**



The mission of the Noe Valley Association (NVA) is to improve the quality of life for property owners, merchants and residents in the Noe Valley neighborhood. NVA's efforts towards cleaning, greening and improving the public space and sidewalks in the commercial corridor reinforces the viability of the community's economic base.

## Services and Programs

NVA's attentive, consistent efforts help keep Noe Valley's neighborhood shopping area clean, attractive, healthy, comfortable and inviting. Here are some of the benefits the NVA provides:

### **On-call Service Dispatch – text/call: (415) 574-5015**

for public area cleaning, maintenance and other non-emergency services. Monday - Saturday 7AM - 3PM, Sundays 7AM - 11AM. Please text a photo or description + location details.

### **Clean Team 7 Days a Week**

NVA street porters sweep and weed sidewalks and gutters, remove graffiti, stickers and posters, empty overfilled public trash receptacles, and refresh paint on public poles, garbage cans and fire hydrants. They also call 311 to remove large bulky items left on the sidewalk and provide visitors to the commercial district with directions and answer questions.

### **Greenscape Management**

NVA's Streetscape Committee oversees gardens, benches, planter boxes, flower baskets, parklets and other neighborhood streetscape improvements. NVA's part-time gardener maintains the health and vitality of all trees and plantings.

### **Advocacy Services**

NVA advocates for City grants and services above and beyond what is required by the City, from lobbying for removal of deserted news stands to creating and managing a liaison role with City departments which encourage new businesses and investment in 24th Street to increase its appeal as a destination. NVA promotes events via websites and social media, and partners with the Noe Valley Merchants and Professionals Association to support its economic goals.

### **Marketing and Branding**

NVA supports the local economic base by creating a unique sense of space, enhancing the 24th Street visitor experience, and promoting our neighborhood as an inviting destination for shopping and dining. To attract even more customers to 24th Street, NVA sponsors events at the Noe Valley Town Square and works with a special events program manager to activate the Square. NVA continues to support the annual Summerfest and 24HoliDAYS on 24th Street annual community events.

### **District Management**

NVA is administered by a non-profit management corporation governed by a board comprised of Noe Valley property owners and merchants. The board oversees NVA's part-time Executive Director, who monitors contracts, finances, and insurance requirements; publishes City of San Francisco mid-year and annual reports; supports NVA board committees; attends San Francisco Board of Supervisors hearings; and manages the NVA website, email communications and community inquiries. Most critically, the Executive Director applies for grants, an essential task as all major capital improvements to the district have been funded by city grants. To date, the NVA has been awarded city grants totaling c. \$1 million.

This is the result of demonstrating that the NVA is a well-managed institution that will responsibly maintain investments in street improvements.

## Street Cleaning Every Day



Randy, Joe & Saito and Joe of Curb Appeal, providing steam cleaning and street porter services for the NVA CBD.

## 10 Monthly Steam Cleanings

## Accomplishments

### Cleaning, Greening & Improving Noe Valley's Commercial Corridor

Public Rights of Way/ Sidewalk Operations	Sidewalk steam cleanings monthly, February – November	10
	Removal of defacing graffiti, stickers and improper signage	176
	Calls to 311 for pick-up of furniture, mattresses, tree limbs and other large items and pick-up of paint and other illegally dumped toxic materials	212
	Pick-up of bulky trash items, yard debris, clothing, paint cans, etc.; emptying of over-flowing trash cans, return of abandoned shopping carts	258
	Visitor Assistance – requests for directions, etc. by district visitors answered by NVA street porters on site every day	148
	Removal of partially used or empty news racks and boxes to reduce clutter and increase sidewalk accessibility for pedestrians	4 stands 24 boxes
Streetscape Improvements	Trees watered and weeded by NVA gardener	229
	Planter boxes replanted every four months, watered and maintained	27
	Chairs and tables maintained in both public parklets on 24th Street	72 chairs 12 tables
	Hanging flower baskets watered daily and renewed twice annually	26 baskets
	Public sidewalk gardens & parklets maintained year-round with flowers/plants, plus related required Department of Public Works reports	7 gardens 2 parklets
	NVA Identity Banners created and maintained	8
Admin	Maintenance of community benches, bike racks, news racks and trash receptacles throughout the district, as well as the umbrellas in both parklets and in the Noe Valley Town Square	28 benches 36 bike racks 10 news racks 24 trash cans 7 umbrellas
Admin	The NVA is fiscal agent for a \$100,000 SF OEWD grant awarded to activate the Noe Valley Town Square (NVTs). The NVA works to produce and promote the Square to tourists and the city-wide community, inviting all to shop, eat and imbibe in Noe Valley cafés, shops, bars, and restaurants.	



### It's time to renew!

### Let's keep NVA green & growing!

Thanks to property owners like you who care about the economic vitality of the Noe Valley neighborhood, NVA has provided a clean, green, and vibrant urban environment that attracts people to 24th Street.

**This fall, property owners will be asked to renew funding for all of the services listed above. Watch your mail for a specially marked envelope with your petition and important details about the renewal process!**



Since being established in August 2005 as a 15-year Community Benefit District (CBD), the Noe Valley Association (NVA) has provided desirable cleaning, greening and other services, funded by an annual special assessment on the 224 properties in the district (see map on NVA's website).

### Assessment Methodology

The Noe Valley Association Community Benefit District is funded through an annual assessment from property owners in the district. The CBD initially assessed properties according to variables as follows: \$0.164 per square foot of lot size + \$8.83 per linear foot of lot frontage + \$0.170 per square foot of non-exempted building square footage. The NVA board may increase the CBD fees between 1.9% and 3% annually, not to exceed the Consumer Price Index (CPI) as determined by the U.S. Department of Labor.

As provided by the Property and Business Improvement Law of 1994, the CBD's assessment shall appear as a separate line item called Special Assessment on the annual property bill prepared by the City and County of San Francisco. For a complete listing of 2018-2019 NVA property assessments, please visit [www.noevalleyassociation.org](http://www.noevalleyassociation.org)

### Financial Position as of June 30, 2019

NVA employs Accounting Results, Inc. for bookkeeping services. For our annual account review, the NVA again hired Crosby and Kaneda Accountants for the 2018-19 fiscal year. Figures shown here are unaudited; the review will be completed in August. The final report will be available in September at the Annual Property Owner Meeting, on the NVA website, or by request to the NVA Executive Director.

Along with cleaning, greening and improving our district's public space, NVA serves as the fiscal sponsor for the Noe Valley Town Square. Together, we have produced entertainment events large and small as well as free classes for the community. Major events include Movie Nights, Music in the Square, Animal Fair, and Heroes Day.

#### REVENUE

Assessments	\$266,060
Grants	\$ 30,920
Fiscal Agent Fees	\$ 20,760
Donations	\$ 3,000
Interest	884
<b>Total Revenue</b>	<b>\$321,624</b>

#### DISBURSEMENTS

Sidewalk Operations	\$185,397
Streetscape	\$ 20,699
Administration	\$ 78,606
Renewal	\$ 32,347
<b>Total Disbursements</b>	<b>\$317,049</b>

\* Administration expenses are offset by fiscal agent fees

#### Contingency Fund for 2018/19

Balance Restricted Funds	\$165,000
Balance in Unrestricted Funds	\$ 88,560

**Join Us! Annual NVA  
Property Owner Meeting  
& CBD Renewal Kickoff!**

**Wednesday,  
September 18  
5:30 PM – 7:00 PM**

**Beverages/Appetizers  
Droubi Team, 4157 24th Street**

**RSVP: [info@noevalleyassociation.org](mailto:info@noevalleyassociation.org)**

**Graffiti, Trash,  
Cleaning issues?**

**text/call  
(415) 574-5015**

**Please text a photo or  
description + location  
details.**

**Mon - Sat 7AM – 3PM  
Sun 7AM – 11AM**

**NOE VALLEY  
TOWN  
SQUARE**

A hearty shout out to the Mayor's Office of Economic and Workforce Development for continuing a \$100,000 grant for activation of the Noe Valley Town Square, and to District 8 Supervisor Rafael Mandelman for his support. The family and community events at the Square attract visitors to shop and dine on 24th Street.  
[www.noevalleytownsquare.com](http://www.noevalleytownsquare.com)

**The Noe Valley Association welcomes your questions & feedback.**

**Noe Valley Association • 1330 Castro Street • SF • CA • 94114**

Please direct any questions to [info@noevalleyassociation.org](mailto:info@noevalleyassociation.org) or call Debra Niemann at 415-519-0093.

The Noe Valley Association is a registered 501(c)(3) organization. All contributions are tax-deductible to the extent allowed by law.

Financial Reporting

**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

Noe Valley CBD		FY 2018-2019										
Service Category/Budget Line	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	% Assessment Budget	FY 2018-19 Budget	General Benefit Dollars	FY 2018-19 Assessment Budget	% of Assessment Budget	% of Budget	Variance Assessment Budget	Variance Total Budget
Public Rights of Way and Sidewalk Operations	\$ 160,000.00	\$ -	\$ 160,000.00	69.53%	69.53%	\$ 175,000.00	\$ -	\$ -	#DIV/0!	57.66%	#DIV/0!	-11.87%
District Identity (Marketing and Promotions)	\$ 22,000.00	\$ -	\$ 22,000.00	9.56%	9.56%	\$ 20,500.00	\$ -	\$ -	#DIV/0!	6.75%	#DIV/0!	-2.81%
Administrative and Corporate Operations	\$ 32,000.00	\$ -	\$ 32,000.00	13.91%	13.91%	\$ 78,000.00	\$ -	\$ -	#DIV/0!	25.70%	#DIV/0!	11.79%
Contingency and Reserve	\$ 16,128.00	\$ -	\$ 16,128.00	7.01%	7.01%	\$ 30,000.00	\$ -	\$ -	#DIV/0!	9.88%	#DIV/0!	2.88%
0	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%
0	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%
#REF!	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%
<b>TOTAL</b>	<b>\$ 230,128.00</b>	<b>\$ -</b>	<b>\$ 230,128.00</b>	<b>100.00%</b>	<b>100.00%</b>	<b>\$ 303,500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>#DIV/0!</b>	<b>100.00%</b>		

**BENCHMARK 2:** General Benefit Requirement

Revenue Sources	FY 2018-19 Actuals	% of actuals	Source
Assessment Revenue	\$ 265,656.00		
<b>Total Assessment (Special Benefit) Revenue</b>	<b>\$ 265,656.00</b>	<b>64.37%</b>	
Fiscal Projects	\$ 112,242.00	27.20%	
Grants		0.00%	
Donations	\$ 32,920.00	7.98%	
Interest Earned	\$ 883.00	0.21%	
Earned Revenue	\$ -	0.00%	
Other	\$ 1,000.00	0.24%	
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$ 147,045.00</b>	<b>35.63%</b>	
<b>Total</b>	<b>\$ 412,701.00</b>	<b>100.00%</b>	

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

Noe Valley CBD		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 Rights of Way and Sidewalk Operations	\$ 175,000.00	\$ -	\$ -	#DIV/0!	57.66%	\$ 185,397.00	\$ -	\$ -	#DIV/0!	58.48%	#DIV/0!	0.82%
District Identity (Marketing and Promotions)	\$ 20,500.00	\$ -	\$ -	#DIV/0!	6.75%	\$ 20,699.00	\$ -	\$ -	#DIV/0!	6.53%	#DIV/0!	-0.23%
Administrative and Corporate Operations	\$ 78,000.00	\$ -	\$ -	#DIV/0!	25.70%	\$ 78,606.00	\$ -	\$ -	#DIV/0!	24.79%	#DIV/0!	-0.91%
Contingency and Reserve	\$ 30,000.00	\$ -	\$ -	#DIV/0!	9.88%	\$ 32,347.00	\$ -	\$ -	#DIV/0!	10.20%	#DIV/0!	0.32%
<b>TOTAL</b>	<b>\$ 303,500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>#DIV/0!</b>	<b>100.00%</b>	<b>\$ 317,049.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>#DIV/0!</b>	<b>100.00%</b>		

**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	\$	Spenddown Timeline
<b>General Benefit Project</b>		
General Benefit Project 1	\$ -	3-6 Months
General Benefit Project 2	\$ -	3-6 Months
General Benefit Project 3	\$ -	3-6 Months
General Benefit Project 4	\$ -	3-6 Months
	\$ -	
	\$ -	
	\$ -	
<b>General Project Total</b>	<b>\$ -</b>	
<b>Special Assessment Project</b>		
Public Rights of Way and Sidewalk Operations	\$ 114,724.50	3-6 Months
District Identity (Marketing and Promotions)	\$ 15,774.00	3-6 Months
Administrative and Corporate Operations	\$ 22,951.50	3-6 Months
Contingency and Reserve	\$ 11,550.00	3-6 Months
0	\$ -	
0	\$ -	
#REF!	\$ -	
<b>Special Project Total</b>	<b>\$ 165,000.00</b>	
<b>Total Designated Amount for FY 2017-18</b>	<b>\$ 165,000.00</b>	