



2011-2012 ANNUAL REPORT

# DAY & NIGHT

IN YERBA BUENA



YERBA BUENA IS A 24/7 NEIGHBORHOOD  
ENJOYED BY ALL AGES DAY AND NIGHT.

# DAY & NIGHT IN YERBA BUENA

Yerba Buena is a 24/7 neighborhood enjoyed by all ages day and night. As the City's most dynamic neighborhood continues to evolve, grow and excite, the Yerba Buena Community Benefit District (YCBCD) works tirelessly to make the district even better. Our commitment to improving the district requires constant meticulous attention. Our core cleaning and safety services continue to be important to attract business, residents and visitors who support our amazing collection of cultural, retail, dining, hotel, education and other entities that make Yerba Buena the place to be in San Francisco.

In addition to delivering core services, our accomplishments in other areas for this fiscal year were significant. In the past 12 months, we have implemented new programs that add vibrancy, livability and interest to the experience here day and night.

We unveiled our award-winning Yerba Buena Street Life Plan — a vision and road map for public spaces in Yerba Buena to direct projects that facilitate vibrant social interaction and promote pedestrian life, safety, beauty, and community pride. As part of this plan, we designed and installed six mobile parklets to add greenery to the neighborhood. We are debuting new bicycle racks and benches this year to continue to improve the neighborhood experience for residents and visitors.

Marketing and branding efforts encouraged people to support our diverse offerings and to create a sense of neighborhood. Building upon our See What Comes Together campaign to highlight Yerba Buena's dynamic character, we launched our neighborhood website to attract visitors and draw attention to events, businesses, news and history. We partnered with neighborhood businesses and museums to host Yerba Buena Family Day. The YCBCD held its first annual

Yerba Buena Night, an outdoor event of free art, music and food enjoyed by more than 5,000 people. We kicked off two monthly events to bring people together in the neighborhood – Arts in Dialogue, a series of performances, discussions, and workshops; and Third Thursday's, featuring special events at galleries and museums as well as special offers at restaurants.

I'm also proud of the contributions made through our Community Benefit Fund to organizations that improve Yerba Buena, including 14 nonprofits in the last fiscal year. This support is in keeping with the spirit and culture of Yerba Buena and helps us to achieve our mission of improving the quality of life here.

The positive momentum in our neighborhood is occurring because of the invaluable support and collaboration of our staff, dozens of volunteers who give their time and immense talent to our Board and committees, and a community that cares deeply about its neighborhood. Our commitment to improve Yerba Buena has never been stronger and the year ahead holds great promise for continued progress in what has become one the City's most dynamic neighborhoods — during the day and at night. Thank you for supporting the Yerba Buena Community Benefit District.



Sincerely,

A handwritten signature in black ink, appearing to read 'M. Field', with a large, sweeping flourish at the end.

Matt Field

Managing Director, TMG Partners  
Chair, YBCBD Board of Directors



DAY

FAMILY SCIENCE FAIR SPONSORED BY THE YCBCD



LAUNCH PARTY AND EXHIBIT OF THE YERBA BUENA STREET LIFE PLAN AT SPUR.

# MISSION

The YBCBD will advance the quality of life for residents and visitors in the Yerba Buena Neighborhood and San Francisco on an ongoing basis by fostering a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of our economic base.

# SERVICES + PROGRAMS

**DISPATCH SERVICES.** Call 415-543-9223 for non-emergency services, such as public area cleaning and maintenance issues, and social services outreach. Staffed every day, 24 hours a day.

**COMMUNITY GUIDES.** Our goodwill ambassadors help tourists, provide information on local businesses, and report maintenance and safety concerns. Up to six guides work weekdays 6 a.m. to midnight, 7 days a week.

**POLICE DEPARTMENT BIKE PATROL.** An officer dedicated to the area supplements existing police services for 10 hours daily.

**CLEAN TEAM.** Our team steam cleans & sweeps sidewalks, removes graffiti, and paints poles, mail boxes & fire plugs. We sweep gutters, weed trees and empty overflowing trash receptacles. The team is staffed every day from 6:30 a.m. 9:00 p.m.

**MARKETING AND BRANDING.** Programs promote the neighborhood to create a sense of place to support our economic base and help improve quality of life.

**COMMUNITY SUPPORT AND CONNECTIONS.** Grants from our Community Benefit Fund support nonprofits that improve the quality of life in the district are awarded biannually.

**BEAUTIFICATION.** The Streets & Public Space Committee focuses on short- and long-term neighborhood streetscape improvements.

**DISTRICT MANAGEMENT.** A non-profit management corporation administers the YBCBD and is governed by a Board that represents a diversity of stakeholders and areas of the neighborhood.





THE YBCBD SPONSORS PROGRAMS THAT OFFER SAFETY, ART, AND COMMUNITY IDENTITY.

## 2011-2012 FISCAL YEAR ACCOMPLISHMENTS

# YERBA BUENA – A 24/7 NEIGHBORHOOD

Day and night, Yerba Buena is the City's most dynamic neighborhood. The district stretches from Second to Fifth and Market to Harrison Streets with world-class museums, shopping, dining, convention space, hotels, nightlife, and educational institutions. Senior housing blends with live/work lofts and luxury condominiums. During the last fiscal year, YBCBD projects and programs improved the neighborhood and established the foundation of an even better place for residents, workers, students, businesses and visitors.

### BRINGING PEOPLE TOGETHER

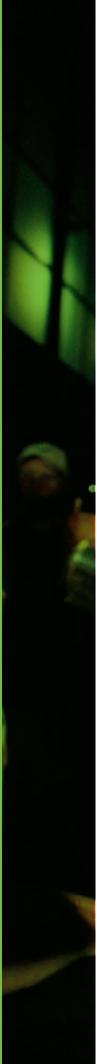
The more reasons we give to bring people together in Yerba Buena during the day and night, the more it will thrive. We launched a dynamic new neighborhood website [VisitYerbaBuena.org](http://VisitYerbaBuena.org) to help people of all ages find events, programs, shopping, dining and recreation in the district. The site also connects people through Facebook and Twitter. We partnered with neighborhood businesses and museums to host Yerba Buena Family Day, which brings thousands of children to the area. YBCBD's first annual Yerba Buena Night, an outdoor event of free art, music and food, brought the neighborhood alive from Market to Howard and adjacent streets. We kicked off Arts in Dialogue, a monthly series presenting performances, discussions and workshops. Our Third Thursday's program draws attention to special events

at galleries and restaurants every month. These programs are helping reinforce the district as a vibrant destination and place to live. Monthly e-newsletter and quarterly news bulletins encourage participation in YBCBD offerings.

### IMPROVING OUR STREETSCAPES

YBCBD's Streets & Public Space Committee, working with the community, City agencies and CMG Landscape Architecture, unveiled the Yerba Buena Street Life Plan. The plan is a vision and road map for public space in Yerba Buena that will be used by YBCBD during the next decade to direct projects that facilitate vibrant social interaction and promote pedestrian life, safety, beauty, and community pride throughout the day and in the evening.





The plan includes more than 30 ideas for projects. As part of the plan six Parkmobiles— mobile gardens with landscaping and seating — were placed in parts of our neighborhood. Artful new bike racks and new seating were designed and will begin appearing in 2012. The plan also received the American Society of Landscape Architects Northern California Chapter 2012 Merit Award for Research, Planning, Analysis and Communication.

## SUPPORTING LOCAL NONPROFITS

To support nonprofit projects and events that improve Yerba Buena, we merged our event sponsorship program with the Community Benefit Fund to create one grant mechanism for the organization. The fund provides small grants to groups that help achieve the YBCBD's mission. Fourteen grants were provided in the last fiscal year to a diversity of groups that conduct activities that add vibrancy to Yerba Buena day and night. For example, the Children's Creativity Museum received a grant for its Creative Inspiration Through Youth (CITY) Teen Program, a leadership, mentoring and life skills effort. Funds supported the design and installation of a mural by Renaissance Entrepreneurship Center on Fifth Street. Grants went to Urban Table to support a Farmer's Market on Yerba Buena Lane, to the Market Street Association for snowflake lighting during the holidays and to the Filipino-American Development Foundation for the Parol Lantern Festival & Parade — an evening event celebrating Filipino folk and art.

## KEEPING YERBA BUENA CLEAN AND SAFE

A variety of coordinated services improve Yerba Buena's cleanliness and safety from early morning to late in the evening. Our Clean Team is on the job from 6:30 a.m.-9:00 p.m. every day. In the last fiscal year, they responded to more than 8,200 requests for sidewalk sweeping, steam cleaning and spot cleaning. The Clean Team also removed more than 2,600 graffiti tags, stickers and flyers, and addressed more than 900 overflowing trashcans. Our Community Guides, who work from 6:00 a.m.-midnight, report maintenance and security issues and are goodwill ambassadors in the neighborhood to connect individuals in need to social services, help tourists and provide information on local businesses. In the fiscal year, they conducted meet and greets with more than 5,700 business people and residents, assisted nearly 4,000 visitors and residents and addressed more than 2,000 incidents of aggressive panhandling. The additional San Francisco Police Department bike patrol officers we fund work 10-hour shifts daily and provide an important responder and reassuring presence in the district. These service providers collaborate to address issues that impact the well being of the people and economic viability of the district.



# NIGHT

YERBA BUENA NIGHT ARTIST GRUPO SAMBA RIO.



YERBA BUENA NIGHT PERFORMERS FROM CIRQUE DU SOLEIL.



YERBA BUENA NIGHT HOSTED 3 MAIN STAGES, 6 PERFORMANCE AREAS, AND A NEW MEDIA LOUNGE.



LADY CHI FROM SUPPERCLUB SF LIGHTS UP THE YERBA BUENA NIGHT.



ARTS IN DIALOGUE PANEL DISCUSSION ON "HOW WE DATE NOW" AT THE W HOTEL.



PERFORMER FROM SUPPERCLUB SF IN ANNIE ALLEY FOR THE ARTS IN DIALOGUE SERIES.



ARTS IN DIALOGUE DANCE PERFORMANCE FEATURING THEATRE FLAMENCO ON MINNA STREET



# EVERY DAY & NIGHT

THE YERBA BUENA DISTRICT OFFERS A WIDE RANGE OF RESTAURANTS, MUSEUMS, SHOPS,  
AND GALLERIES AVAILABLE FOR ALL TO ENJOY – EVERY DAY.

# BUDGET + BALANCE SHEET

## JULY 2011-JUNE 2012 ACTUALS

INCOME	ACTUALS	BUDGET	OVER/(UNDER) BUDGET
Assessments	\$2,387,107	\$2,345,852	\$41,255
Fundraising/In-Kind	\$162,813	\$125,476	\$37,337
Interest Income	\$1,647	\$5,000	-\$3,353
Carryover	—	\$776,762	—
<b>TOTAL INCOME</b>	<b>\$2,551,567</b>	<b>\$3,253,090</b>	<b>\$75,239</b>
EXPENSES	ACTUALS	BUDGET	OVER/(UNDER) BUDGET
Administration	\$336,513	\$354,585	-\$18,072
SOBO	\$1,739,034	\$2,244,908	-\$505,874
DISI	\$339,726	\$433,373	-\$93,647
Contingency	\$45,000	\$220,224	-\$175,224
<b>TOTAL EXPENSES</b>	<b>\$2,460,272</b>	<b>\$ 3,253,090</b>	<b>\$(792,818)</b>
<b>NET INCOME</b>	<b>\$91,295</b>	<b>—</b>	<b>—</b>

## JULY 2011-JUNE 2012 BALANCE SHEET

ASSETS	
Cash In Bank	\$2,553,515
Accounts Receivable, Net	\$37,065
Other	\$41,544
<b>TOTAL ASSETS</b>	<b>\$2,632,124</b>
LIABILITIES	
Accounts Payable	\$122,142
Other Liabilities	\$49,302
<b>TOTAL LIABILITIES</b>	<b>\$171,444</b>
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>\$2,460,680</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$2,632,124</b>

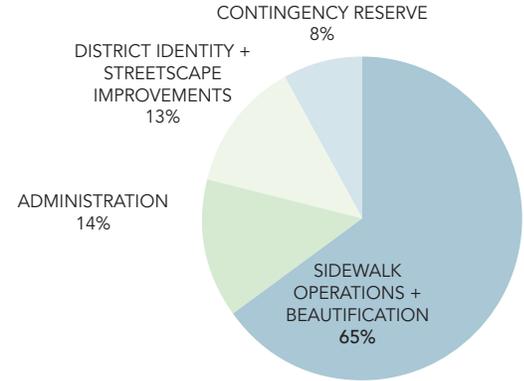
## JULY 2012-JUNE 2013 BUDGET

### INCOME

Assessments	\$2,387,107
Fundraising/In-Kind	\$125,476
Interest Income	\$1,000
Release from Restriction	\$589,159
<b>TOTAL INCOME</b>	<b>\$3,102,742</b>

### EXPENSES

Administration	\$344,938
Sidewalk Operations & Beautification	\$2,149,364
District Identity & Streetscape Improvement	\$388,216
Contingency/Reserve	\$220,224
<b>TOTAL EXPENSES</b>	<b>\$3,102,742</b>



FY 2012-2013 BUDGET

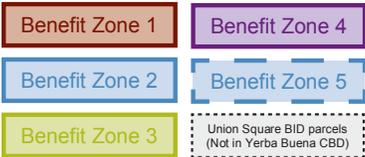
## PROJECTED CARRYOVER DISBURSEMENT

CARRYOVER	AS OF 6.30.12	TO BE USED IN FY 2012-2013	TO BE USED IN FUTURE YEARS
Administration	\$120,187	—	—
Sidewalk Operations & Beautification	\$1,397,795	\$516,659	\$120,187
District Identity & Streetscape Improvement	\$226,605	\$72,500	\$881,136
Contingency/Reserve	\$716,093	—	\$716,093
<b>TOTAL CARRYOVER DISBURSEMENT</b>	<b>\$2,460,680</b>	<b>\$589,159</b>	<b>\$1,871,521</b>

# AREA MAP OF THE YERBA BUENA COMMUNITY BENEFIT DISTRICT

Yerba Buena bustles with world-class museums, shopping, dining, convention space, hotels, and educational institutions. Senior housing blends with live/work lofts and luxury condominiums.

It is the most dynamic neighborhood in the City—a celebration of San Francisco's eclectic backbone stretching from Second to Fifth and Market to Harrison Streets.



## ASSESSMENT METHODOLOGY

YBCBD is funded through an annual assessment from business and property owners. Annual assessments are based on one or more of the following four property factors:

- Linear frontage (sidewalk frontage)
- Gross building square footage
- Location in a particular benefit zone
- Property usage

There are five benefit zones in the YBCBD. The creation of the benefit zones was based upon the level of special services desired by property owners by use, the type of special services needed in the zone, and the intensity of use in the public right of way in the specific zone.

## ASSESSMENT CALCULATION

The annual assessment is calculated by multiplying the gross square footage of the property by the square footage fee for a property's zone and use (condominium or commercial). If the property has linear frontage an additional fee is calculated by taking the total linear frontage of the property and multiplying by the frontage fee for the property's zone.

For example, a commercial property in Zone 1 of 1,000 gross square feet and with 10 feet of linear frontage would calculate their assessment as follows:

Zone 1 Commercial property fee (\$0.076) x 1,000 FT<sup>2</sup> = \$76.00

Zone 1 Frontage fee (\$15.30) x 10 linear feet = \$153.00

Add the two together to get the total assessment of \$229.00.

	CONDO FEE / FT <sup>2</sup>	COMMERCIAL PROP. FEE / FT <sup>2</sup>	FRONTAGE FEE / LINEAR FT.
Zone 1	\$0.215	\$0.076	\$15.30
Zone 2	\$0.215	\$0.045	\$10.30
Zone 3	\$0.215	\$0.022	\$5.20
Zone 4	—	—	\$38.40
Zone 5	—	—	\$10.30

## YBCBD BOARD OF DIRECTORS

### BOARD CHAIR:

**Matt Field**, TMG Partners

### BOARD VICE-CHAIR:

**Eric Tao**, AGI Capital

### SECRETARY/TREASURER:

**Lawrence Li**, SPUR

## BOARD MEMBERS

**Heather Almond**,  
Westfield San Francisco Centre

**Kevin Best**, B Restaurant

**Ray Bobbitt**, City Nights

**John Brown**, Fifth and  
Mission Garage

**Joe Brennan**, SFMOMA

**Angela Carrier**,  
California Historical Society

**Denise Childs**, Contemporary  
Jewish Museum

**Geoffrey Cousineau**,  
San Francisco Marriott

**Carolyn Diamond**,  
Market Street Association

**David Dore**, City College of San  
Francisco

**John Elberling**, TODCO

**Saul Feldman**, Resident

**Regina Flanagan**, Resident

**Paul Lamb**, Rocket Postcards  
& Nomad Printing

**Rhiannon MacFadyen**,  
Catharine Clark Gallery  
**Noushin Mofakham**, South  
of Market Child Care Center  
**Michael Nobleza**, Children's  
Creativity Museum

**John Noguchi**,  
The Moscone Center

**Akop Paronyan**, W Hotel  
**Carol Perry**, San Francisco  
Travel Association

**Cathy Pickering**, San Francisco  
Redevelopment Agency

**Spencer Sechler**, City Park

**Rick Smith**, Resident

**Benjamin Yu**, Forest City  
Development

## YBCBD COMMITTEES

Audit, Community Benefit  
Fund, Executive, Finance, Fund  
Development, Marketing,  
Nominating, Services, Streets  
& Public Space

## YBCBD STAFF

**Cathy Maupin**, Executive Director

**Andrew Robinson**, Director  
of Neighborhood Partnerships

**Richard Ciccarone**, Administration  
Director

## COMMUNITY SUPPORT

YBCBD would like to thank the individuals and organizations below for their financial contributions and in-kind support. Their generosity allowed us to exceed our fundraising goals and to improve the district.

Armanino McKenna, B Restaurant, Barbara McMillin, BitMover, California Historical Society, Cathy Maupin, City Park, CMG Landscape Architecture, Gardener's, Guild, Hadley Media, Intersection for the Arts, KFOG, METREON, Recology, Red Bull, Rick Smith, San Francisco Marriott Marquis, SFMOMA, SPUR, Target, W Hotel, Westfield, Whole Foods SOMA, Yerba Buena Center for the Arts.

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

YBCBD

5 Third Street, Suite 914  
San Francisco, CA 94103

T 415.644.0728

F 415.644.0751

e [info@ybcbd.org](mailto:info@ybcbd.org)

w [www.ybcbd.org](http://www.ybcbd.org)

## IMPORTANT NUMBERS AND LETTERS

### YBCBD DISPATCH:

415-543-9223. Contact us  
for non-emergency services,  
public area cleaning and  
maintenance issues, and  
social services outreach.

### EMERGENCY SERVICES:

Call 9-1-1.

Learn more about YBCBD  
programs and services at  
[www.ybcbd.org](http://www.ybcbd.org) and about  
our neighborhood offerings  
at [www.visityerbabuena.org](http://www.visityerbabuena.org).



DISTRICT 6 SUPERVISOR JANE KIM, PAST BOARD PRESIDENT REGINA FLANAGAN, AND MAYOR ED LEE DEMONSTRATE THEIR YERBA BUENA PRIDE!