

File No. 100967

Committee Item No. 2
Board Item No. 27

COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST

Sub-Committee: BUDGET AND FINANCE

Date: July 28, 2010

BOARD OF SUPERVISORS MEETING

Date: 8/3/10

Cmte Board

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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget Analyst Report |
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| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
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| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
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OTHER

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Completed by: Andrea S. Ausberry

Date Friday, July 23, 2010

Completed by: AA

Date 7:29. 10

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

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1 [Intention to renew the 2500 Block of Mission Street Business Improvement District - Mission
2 Miracle Mile Business Improvement District]

3 **Resolution declaring the intention of the Board of Supervisors to renew the property-**
4 **based 2500 Block of Mission Street business improvement district, to be known as**
5 **the "Mission Miracle Mile Business Improvement District" and to levy a multi-year**
6 **assessment on identified parcels in the district; approving the management district**
7 **plan and engineer's report and proposed boundaries map for the district; ordering**
8 **and setting a time and place for a public hearing thereon; approving the form of the**
9 **Notice of Public Hearing and Assessment Ballots; and directing the Clerk of the**
10 **Board of Supervisors to give notice of the public hearing and balloting as required by**
11 **law.**

12
13 WHEREAS, The Property and Business Improvement District Law of 1994, Part 7 of
14 Division 18 of the California Streets and Highways Code, commencing with Section 36600
15 (the "Law"), authorizes cities to establish property and business improvement districts within
16 business districts to promote the economic revitalization and physical maintenance of such
17 business districts; and

18 WHEREAS, Section 36603 of the Law recognizes the authority of Charter cities to
19 adopt ordinances providing for different methods of levying assessments for similar or
20 additional purposes from those set forth in the Law; and

21 WHEREAS, Article 15 of the San Francisco Business and Tax Regulation Code
22 ("Article 15") augments certain procedural and substantive requirements relating to the
23 formation of property and business improvement districts and the assessments on real
24 property or businesses within such districts; and

25 WHEREAS, The Law and Article 15 authorize the City to levy and collect assessments

1 on real property within such districts for the purpose of providing improvements and promoting
2 activities and property-related services that specially benefit identified parcels of real property
3 located within such districts; and

4 WHEREAS, Article XIID of the California Constitution and Section 53753 of the
5 California Government Code impose certain procedural and substantive requirements relating
6 to assessments on real property; and

7 WHEREAS, The Law and Article 15 impose additional procedural and substantive
8 requirements relating to assessments on real property within a proposed property and
9 business improvement district; and

10 WHEREAS, The Board of Supervisors finds that the property-related services, activities
11 and improvements to be funded with assessments on real property within the proposed district
12 will confer substantial special benefits on the assessed properties over and above the general
13 benefits to the public at large from such services, activities and improvements; and

14 WHEREAS, The property owners who will pay more than 50 percent of the total
15 amount of assessments on properties within the proposed renewed district signed and
16 submitted to the Clerk of the Board of Supervisors a petition (the "Petition") requesting that
17 the Board of Supervisors renew the property-based business improvement district 2500 Block
18 of Mission Street, to be named the "Mission Miracle Mile Business Improvement District," and
19 to levy assessments on properties located in the district to fund property-related services,
20 activities and improvements within the district; and

21 WHEREAS, A Management District Plan entitled the "Mission Miracle Mile Business
22 Improvement District Management District Plan" containing information about the proposed
23 district and assessments required by Section 36622 of the Law, including but not limited to
24 maps showing all identified parcels located in the district, a description of the boundaries of
25 the district, the name of the district, the amount of the proposed assessment for each

1 identified parcel, the total annual amount chargeable to the entire district, the duration of the
2 payments, the property-related services, activities and improvements to be funded by the
3 assessments for each year and the maximum cost thereof, the method and basis upon which
4 the assessments are calculated in sufficient detail to allow each property owner to calculate
5 the amount of the assessment to be levied against his or her property, a statement that no
6 bonds will be issued, the time and manner of collecting the assessments, and a list of the
7 properties to be assessed (including assessor parcel numbers), has been submitted to the
8 Clerk of the Board of Supervisors; and

9 WHEREAS, A detailed engineer's report supporting the assessments within the
10 proposed district, prepared by K. Dennis Klingelhofer, California Registered Professional
11 Engineer No. C50255, NBS, dated July 16, 2010 entitled "Mission Miracle Mile Business
12 Improvement District, Engineer's Report" has been submitted to the Clerk of the Board of
13 Supervisors; and

14 WHEREAS, A Proposed Boundaries Map has been submitted to the Clerk of the Board
15 of Supervisors pursuant to California Streets and Highways Code §3110;

16
17 Now, therefore, be it

18 RESOLVED, That the Board of Supervisors declares as follows:

19 Section 1. Pursuant to Section 36621(a) of the Law and Article 15, the Board of
20 Supervisors declares its intention to renew the 2500 Block of Mission Street property and
21 business improvement district, to be designated as the "Mission Miracle Mile Business
22 Improvement District" (the "District"), for a period of five (5) years and six months, and to levy
23 and collect assessments against all identified parcels of real property in the District for a
24 period of five (5) years, commencing with fiscal year 2010-2011 subject to approval by a
25 majority of the property owners in the District who cast assessment ballots, which ballots shall

1 be weighted according to the proportional financial obligations of the affected properties. No
2 bonds will be issued. Mission Miracle Mile BID operations for the renewed BID will
3 commence on or about January 1, 2011, following collection of the assessments for fiscal
4 year 2010-2011 and disbursement of the assessment proceeds to the nonprofit owners'
5 association that will administer the property-related services, activities and improvements in
6 the District pursuant to Section 36651 of the Law and a written agreement with the City.

7 Section 2. The Board of Supervisors hereby approves the Management District Plan
8 and District Assessment Engineer's Report, including the estimates of the costs of the
9 property-related services, activities and improvements set forth in the plan, and the
10 assessment of said costs on the properties that will specially benefit from such services,
11 activities and improvements. A copy of the Management District Plan and the District
12 Assessment Engineer's Report are on file with the Clerk of the Board of Supervisors in File
13 No. 100967. The Clerk of the Board shall make the Management District Plan, District
14 Assessment Engineer's Report and other documents related to the District and included in the
15 record before the Board of Supervisors available to the public for review during normal
16 business hours, Monday through Friday 8:00 a.m. through 5:00 p.m., excluding legal holidays.

17 Section 3. The Board of Supervisors hereby approves the Proposed Boundaries
18 Map showing the exterior boundaries of the District, which is on file with the Clerk of the Board
19 of Supervisors in File No. 100967 and incorporated herein by reference. The Mission Miracle
20 Mile BID area consists of the 2500 Block of Mission Street, both sides of the street, as
21 bounded by 21st Street and 22nd Street. There are approximately 20 identified parcels within
22 the exterior boundaries. The exterior boundaries of the District include all parcels on both
23 sides of the street, including the linear street footage of the two corner parcels that each
24 extend around the corner on 21st Street, and the linear street footage of the two corner
25 parcels that each extend around the corner on 22nd Street.

1 Reference should be made to the detailed maps and the lists of parcels identified by
2 Assessor Parcel Number that are contained in the Management District Plan, in order to
3 determine which specific parcels are included in the Mission Miracle Mile Business
4 Improvement District.

5 Section 4. A public hearing on the establishment of the District, and the levy and
6 collection of assessments starting with fiscal year 2010-2011 and continuing through fiscal
7 year 2014-2015, shall be conducted before the Board of Supervisors on October 5, 2010 at
8 3:00 p.m., or as soon thereafter as the matter may be heard, in the Board's Legislative
9 Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco,
10 California, 94102. At this public hearing, the Board of Supervisors will hear public testimony
11 regarding the renewal of the District, assessments, boundaries of the District, including
12 testimony from all interested persons for or against establishment of the District, the extent of
13 the District, the levy of the assessments, the furnishing of specific types of property-related
14 services, improvements and activities, and other matters related to the District. The Board of
15 Supervisors may waive any irregularity in the form or content of any written protest, and at the
16 public hearing may correct minor defects in the proceedings. All protests submitted by
17 affected property owners and received prior to the conclusion of the public testimony portion
18 of the public hearing shall be tabulated to determine whether a majority protest exists.

19 Section 5. The Board of Supervisors hereby approves the form of the Notice of
20 Public Hearing and Assessment Ballot which are on file with the Clerk of the Board of
21 Supervisors in File No. _____.

22 Section 6. The proposed property-related services, improvements or activities for
23 the District include:

- 24 • **Beautification, Cleaning and Maintenance:** Litter and general cleaning of
25 sidewalks, gutters, doorways, and public right of way; graffiti abatement; removal of

1 posters, foreign attachments and bulky items; sidewalk weed removal and tree and
2 plant maintenance; steam cleaning/power washing of all sidewalks every week and
3 as needed. Beautification, cleaning and maintenance services will be provided
4 three hours per day.

- 5 • **Public Safety:** Community Ambassadors with cell phones to support police and
6 property owners in crime prevention and provide street population with social
7 services information, three hours per day. Seven surveillance camera operating
8 24/7 to record street activities.
- 9 • **Greening:** Twenty hanging floral baskets with new flowers every six months, cared
10 for daily.

11 Section 7. Within the area encompassed by the proposed District, the City currently
12 provides services at the same level provided to other similar areas of the City. It is the intent
13 of the Board of Supervisors to continue to provide the area encompassed by the District with
14 the same level of services provided to these other similar areas of the City. The
15 establishment of the District will not affect the City's policy to continue to provide the same
16 level of service to the areas encompassed by the District as it provides to other similar areas
17 of the City during the duration of the District.

18 Section 8. The annual assessment proposed to be levied and collected for the first
19 year of the renewed District (fiscal year 2010-2011) is estimated to be \$85,002. The amount
20 of the annual assessment to be levied and collected for years two through ten (fiscal years
21 2011-2012 through 2014-2015 may be increased from one year to the next by a percentage
22 that does not exceed either the change in the Consumer Price Index for All Urban Consumers
23 in the San Francisco-Oakland-San Jose Consolidated Metropolitan Statistical Area, or three
24 percent (3%), whichever is less.

25 Section 9. The Clerk of the Board is directed to give notice of the public hearing as

1 provided in California Streets and Highways Code Section 36623, California Government
2 Code Section 53753, California Constitution Article XIID Section 4, San Francisco Charter
3 Section 16.112, and San Francisco Administrative Code Section 67.7-1.
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July 16, 2010

Honorable David Campos
Supervisor
City & County of San Francisco

Dear Supervisor Campos:

It has been five years since the property owners on the 2500 Block of Mission Street, San Francisco formed a business improvement district.

Over that period of time, graffiti and litter have been removed twice daily. The sidewalks have been power washed several times monthly. Surveillance cameras have been installed up and down this street. Twenty floral baskets have been installed and are thriving in the abundant sunshine of the "heart of the Mission Miracle Mile."

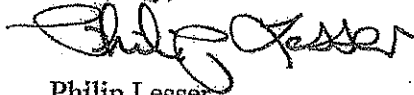
The members of this business improvement district are very pleased with the results of this safe/clean/green program. They feel that people are cognizant that this block is "being taken care of" and is therefore a more inviting destination for people to live, work, shop and recreate.

The property owners are also appreciative of the fact that their assessments were never raised over the five-years of successful operation.

Petitions have been circulated to every member of the BID. Thus far 100% of the returned petitions—representing more than half of the BID's assessed area—have affirmatively voted for another five-year term and to rename their district: "Mission Miracle Mile Business Improvement District."

Your support in the reauthorization/renaming process of this exemplary safe/clean/green program would be most gratefully appreciated.

Sincerely,



Philip Lesser
Agent for Mission Miracle Mile, Inc.
Enclosures

**A. First-year assessments for special BID services
by owner/block-lot**

Affirmative
Petitions

2501	3615-070	M-J SF Investments, Inc.	10.74%	yes	\$9,126.40
2515-2517	3615-028	Manuel & Maria Cabrera	2.04%		\$1,731.00
2519-2523	3615-027	Marty Winter	2.04%		\$1,731.00
2525-2527	3615-026	Maher	2.04%		\$1,731.00
2531-2535	3615-025	Dr. Richard Brent	2.04%	yes	\$1,731.00
2539	3615-024	Ly Quoc Quang & Lee Wai-King	2.17%	yes	\$1,846.40
2551-2557	3615-023	Vera Cort	5.97%		\$5,077.60
2565	3615-022	Josette Maury	2.04%	yes	\$1,731.00
2567	3615-079	Juan & Carmen Cespedes	1.63%		\$1,384.80
2571-2575	3615-020	Marty Winter	2.04%		\$1,731.00
2577-2581	3615-019	Kim & Vivian Lee	2.23%		\$1,894.46
2583-2585	3615-018	Pradeep & Varsha Patel	1.56%		\$1,329.52
2589-2595	3615-016	John Brennan	13.41%	yes	\$11,402.96
2500	3616-001	Chase Bank	8.32%		\$7,068.24
2506-2508	3616-002	Bruce Stamper	2.05%		\$1,745.42
2512-2514	3616-003	Douglas Moore	1.70%		\$1,442.50
2516-2524	3616-061	Gus Murad	3.54%	yes	\$3,010.02
2526-2548	3616-005	Colleen Meharry	7.35%	yes	\$6,249.66
2554-2574	3616-007	Gus Murad	10.96%	yes	\$9,319.76
2578-2598	3616-008	Hawk & Carmen Lou	16.14%		\$13,718.16
Totals:			100.00%		\$85,001.90

52.25% yes

Chase Bank
July 16, 2010

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS

TO ESTABLISH THE

Mission Miracle Mile Business Improvement District

1. We are the owner(s) of property within the proposed special assessment district to be named the "Mission Miracle Mile Business Improvement District" (hereafter "Mission Miracle Mile BID" or "district"), the boundaries of which are shown on the attached map and on page 9 of the Management Plan for the Mission Miracle Mile BID (hereafter "Plan"), or are authorized to represent the owner(s). The Plan has been provided to us in full with this petition, and the complete Plan is incorporated herein by this reference.
2. We are or represent the persons and/or entities obligated to pay the special assessments proposed to pay for sidewalk cleaning, beautification, graffiti removal, landscaping, litter removal, maintenance, safe passage/security, and other improvements and activities that confer special benefits to the properties within the district as described in the Plan. The proposed assessments are supported by the Engineer's Report attached to the Plan, and the Engineer's Report is incorporated herein by this reference.
3. We petition the Board of Supervisors to initiate special assessment proceedings in accordance with California Streets and Highways Code §836600 *et seq.*, the Property and Business Improvement District Law of 1994 (hereafter "Law")
4. We understand:
 - (a) That upon receipt of this petition signed by property owners who will pay more than fifty percent (50%) of the proposed assessments, the Board of Supervisors (hereafter "Board") may initiate proceedings to reauthorize the Mission Miracle Mile BID.
 - (b) If the Board of Supervisors decides to initiate proceedings, the Board will adopt a resolution of intention to establish the district pursuant to Streets and Highways Code §36621;
 - (c) If the Board of Supervisors adopts the resolution of intention, such resolution shall specify the date, time and place for a public hearing on the establishment of the district and the levy of assessments, which hearing will be held not less than forty-five and not more than ninety days after the mailing of the Notice of Hearing required by Article XIII D, Sec. 4 of the California Constitution; and contain the Plan, which includes all of the required elements specified in Section 36622 of the Law, and the Engineer's Report supporting the proposed assessments as required by Article XIII D, Sec. 4 of the California Constitution;
 - (d) Property owners will be provided with assessment ballots which must be returned prior to or at the hearing;
 - (e) If a majority of the weighted ballots received are in opposition to the establishment of the Mission Miracle Mile BID, no further proceedings to authorize the district as specified in the resolution of intention may be undertaken for a period of one year from the date of findings of a majority protest by the Board of Supervisors.
5. We hereby waive the investigation proceedings and other provisions of Division 4, Streets and Highways Code, as provided in Section 2804 of that code.

Assessor Parcel Number (APN): 3615-029

Street Address: 2501 Mission Street


Proposed Annual Assessment: \$9,091.61

Owner Percent of Total Assessment: 10.70%

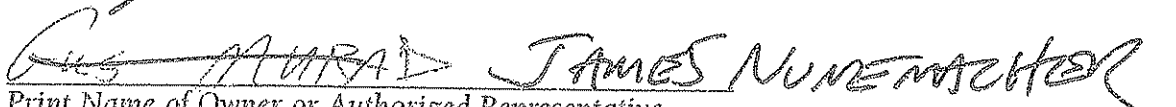
Legal Owner/Contact Information: M-J SF Investments, c/o James Nunemacher/Mike Cassidy,
2501 Mission Street, San Francisco, CA 94110, Tel. (415) 321-7007
email: jn@vanguardsf.com

Yes, we/I petition the Board of Supervisors to initiate BID assessment proceedings.

No, we/I do not petition the Board of Supervisors to initiate BID assessment proceedings.


Signature of Owner or Authorized Representative


Date


Print Name of Owner or Authorized Representative

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS

TO ESTABLISH THE

Mission Miracle Mile Business Improvement District

1. We are the owner(s) of property within the proposed special assessment district to be named the "Mission Miracle Mile Business Improvement District" (hereafter "Mission Miracle Mile BID" or "district"), the boundaries of which are shown on the attached map and on page 9 of the Management Plan for the Mission Miracle Mile BID (hereafter "Plan"), or are authorized to represent the owner(s). The Plan has been provided to us in full with this petition, and the complete Plan is incorporated herein by this reference.
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 - (b) If the Board of Supervisors decides to initiate proceedings, the Board will adopt a resolution of intention to establish the district pursuant to Streets and Highways Code §36621;
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 - (e) If a majority of the weighted ballots received are in opposition to the establishment of the Mission Miracle Mile BID, no further proceedings to authorize the district as specified in the resolution of intention may be undertaken for a period of one year from the date of findings of a majority protest by the Board of Supervisors.
5. We hereby waive the investigation proceedings and other provisions of Division 4, Streets and Highways Code, as provided in Section 2804 of that code.

Assessor Parcel Number (APN): 3615-025

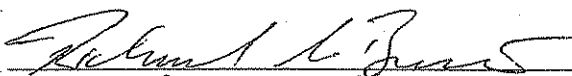
Street Address: 2531-2535 Mission Street

Proposed Annual Assessment: \$1,731.74

Owner Percent of Total Assessment: 2.04%

Legal Owner/Contact Information: RICHARD L. BRENT
~~HMA Mission Associates, LLC, c/o~~ 2535 Mission Street, San Francisco, CA 94110, Tel: (415) 826-1000

- Yes, we/I petition the Board of Supervisors to initiate BID assessment proceedings.
 No, we/I do not petition the Board of Supervisors to initiate BID assessment proceedings.


Signature of Owner or Authorized Representative

06/25/2010
Date

RICHARD L. BRENT
Print Name of Owner or Authorized Representative

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS

TO ESTABLISH THE

Mission Miracle Mile Business Improvement District

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5. We hereby waive the investigation proceedings and other provisions of Division 4, Streets and Highways Code, as provided in Section 2804 of that code.

Assessor Parcel Number (APN): 3615-024

Street Address: 2539 Mission Street

Proposed Annual Assessment: \$1,847.18

Owner Percent of Total Assessment: 2.17%

Legal Owner/Contact Information: Ly Quoc Quang & Lee Wai-King, 2539 Mission Street, San Francisco, CA 94110, Tel: (415) 641-4506, Fax: (415) 641-4523

Yes, we/I petition the Board of Supervisors to initiate BID assessment proceedings.

No, we/I do not petition the Board of Supervisors to initiate BID assessment proceedings.

Signature of Owner or Authorized Representative

6/24/10 -

Date

Ly Quoc Quang -

Print Name of Owner or Authorized Representative

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS

TO ESTABLISH THE

Mission Miracle Mile Business Improvement District

1. We are the owner(s) of property within the proposed special assessment district to be named the "Mission Miracle Mile Business Improvement District" (hereafter "Mission Miracle Mile BID" or "district"), the boundaries of which are shown on the attached map and on page 9 of the Management Plan for the Mission Miracle Mile BID (hereafter "Plan"), or are authorized to represent the owner(s). The Plan has been provided to us in full with this petition, and the complete Plan is incorporated herein by this reference.
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5. We hereby waive the investigation proceedings and other provisions of Division 4, Streets and Highways Code, as provided in Section 2804 of that code.

Assessor Parcel Number (APN): 3615-022

Street Address: 2565 Mission Street

Proposed Annual Assessment: \$1,731.74

Owner Percent of Total Assessment: 2.04%

Legal Owner/Contact Information: Josette Maury, 516 Missouri Street #D, San Francisco CA 94107
Tel: *82 (415) 821-2868, email: jmaury08@yahoo.com

Yes, we/I petition the Board of Supervisors to initiate BID assessment proceedings.

No, we/I do not petition the Board of Supervisors to initiate BID assessment proceedings.

Josette Maury
Signature of Owner or Authorized Representative

6/25/10
Date

JOSETTE MAURY
Print Name of Owner or Authorized Representative

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS

TO ESTABLISH THE

Mission Miracle Mile Business Improvement District

1. We are the owner(s) of property within the proposed special assessment district to be named the "Mission Miracle Mile Business Improvement District" (hereafter "Mission Miracle Mile BID" or "district"), the boundaries of which are shown on the attached map and on page 9 of the Management Plan for the Mission Miracle Mile BID (hereafter "Plan"), or are authorized to represent the owner(s). The Plan has been provided to us in full with this petition, and the complete Plan is incorporated herein by this reference.
2. We are or represent the persons and/or entities obligated to pay the special assessments proposed to pay for sidewalk cleaning, beautification, graffiti removal, landscaping, litter removal, maintenance, safe passage/security, and other improvements and activities that confer special benefits to the properties within the district as described in the Plan. The proposed assessments are supported by the Engineer's Report attached to the Plan, and the Engineer's Report is incorporated herein by this reference.
3. We petition the Board of Supervisors to initiate special assessment proceedings in accordance with California Streets and Highways Code §836600 *et seq.*, the Property and Business Improvement District Law of 1994 (hereafter "Law")
4. We understand:
 - (a) That upon receipt of this petition signed by property owners who will pay more than fifty percent (50%) of the proposed assessments, the Board of Supervisors (hereafter "Board") may initiate proceedings to reauthorize the Mission Miracle Mile BID.
 - (b) If the Board of Supervisors decides to initiate proceedings, the Board will adopt a resolution of intention to establish the district pursuant to Streets and Highways Code §36621;
 - (c) If the Board of Supervisors adopts the resolution of intention, such resolution shall specify the date, time and place for a public hearing on the establishment of the district and the levy of assessments, which hearing will be held not less than forty-five and not more than ninety days after the mailing of the Notice of Hearing required by Article XIIIID, Sec. 4 of the California Constitution; and contain the Plan, which includes all of the required elements specified in Section 36622 of the Law, and the Engineer's Report supporting the proposed assessments as required by Article XIIIID, Sec. 4 of the California Constitution;
 - (d) Property owners will be provided with assessment ballots which must be returned prior to or at the hearing;
 - (e) If a majority of the weighted ballots received are in opposition to the establishment of the Mission Miracle Mile BID, no further proceedings to authorize the district as specified in the resolution of intention may be undertaken for a period of one year from the date of findings of a majority protest by the Board of Supervisors.
5. We hereby waive the investigation proceedings and other provisions of Division 4, Streets and Highways Code, as provided in Section 2804 of that code.

Assessor Parcel Number (APN): 3615-016

Street Address: 2589-2595 Mission Street

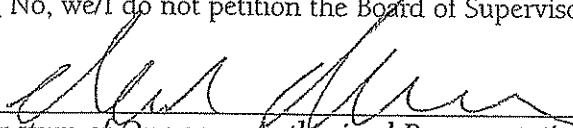
Proposed Annual Assessment: \$11,407.81

Owner Percent of Total Assessment: 13.42%

Legal Owner/Contact Information: 2595 Mission Street LLC, John P. Brennan/Manager,
50 Everson Street, San Francisco, CA 94131, Tel: (415) 587-9936

Yes, we/I petition the Board of Supervisors to initiate BID assessment proceedings.

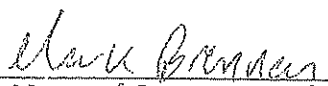
No, we/I do not petition the Board of Supervisors to initiate BID assessment proceedings.



Signature of Owner or Authorized Representative

6/25/10

Date



Print Name of Owner or Authorized Representative

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS

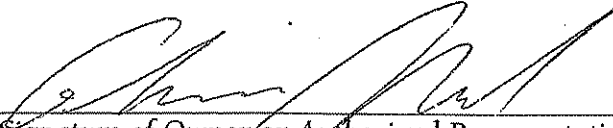
TO ESTABLISH THE

Mission Miracle Mile Business Improvement District

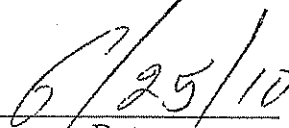
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5. We hereby waive the investigation proceedings and other provisions of Division 4, Streets and Highways Code, as provided in Section 2804 of that code.

Assessor Parcel Number (APN): 3616-061
Street Address: 2516-2524 Mission Street
Proposed Annual Assessment: \$3,011.32
Owner Percent of Total Assessment: 3.54%
Legal Owner/Contact Information: Gus Murad, 971 Alabama Street, San Francisco, CA 94110
Tel. (415) 314-8157

Yes, we/I petition the Board of Supervisors to initiate BID assessment proceedings.
 No, we/I do not petition the Board of Supervisors to initiate BID assessment proceedings.



Signature of Owner or Authorized Representative



Date



Print Name of Owner or Authorized Representative

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS

TO ESTABLISH THE

Mission Miracle Mile Business Improvement District

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5. We hereby waive the investigation proceedings and other provisions of Division 4, Streets and Highways Code, as provided in Section 2804 of that code.

Assessor Parcel Number (APN): 3616-005

Street Address: 2526-2548 Mission Street

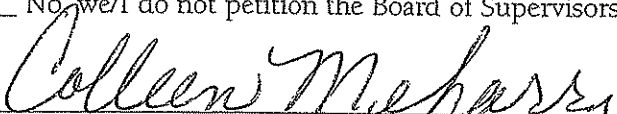
Proposed Annual Assessment: \$6,252.32

Owner Percent of Total Assessment: 7.36%

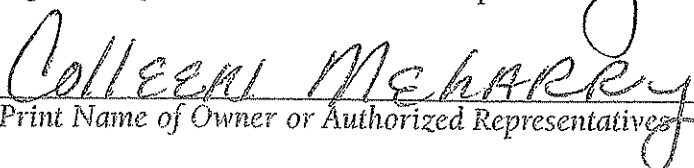
Legal Owner/Contact Information: Miz Brown's Inc., c/o Colleen McHarry, 2548 Mission Street #2, San Francisco, CA 94110, Tel: (415) 20-4288, email: misbfeedbag@aol.com

Yes, we/I petition the Board of Supervisors to initiate BID assessment proceedings.

No, we/I do not petition the Board of Supervisors to initiate BID assessment proceedings.


Signature of Owner or Authorized Representative


Date


Print Name of Owner or Authorized Representative

PETITION TO THE SAN FRANCISCO BOARD OF SUPERVISORS

TO ESTABLISH THE


Mission Miracle Mile Business Improvement District

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5. We hereby waive the investigation proceedings and other provisions of Division 4, Streets and Highways Code, as provided in Section 2804 of that code.

Assessor Parcel Number (APN): 3616-007
Street Address: 2554-2574 Mission Street
Proposed Annual Assessment: \$9,324.30
Owner Percent of Total Assessment: 10.97%
Legal Owner/Contact Information: Gus Murad, 971 Alabama Street, San Francisco, CA 94110
Tel. (415) 314-8157

Yes, we/I petition the Board of Supervisors to initiate BID assessment proceedings.


No, we/I do not petition the Board of Supervisors to initiate BID assessment proceedings.



Signature of Owner or Authorized Representative

8/25/10

Date

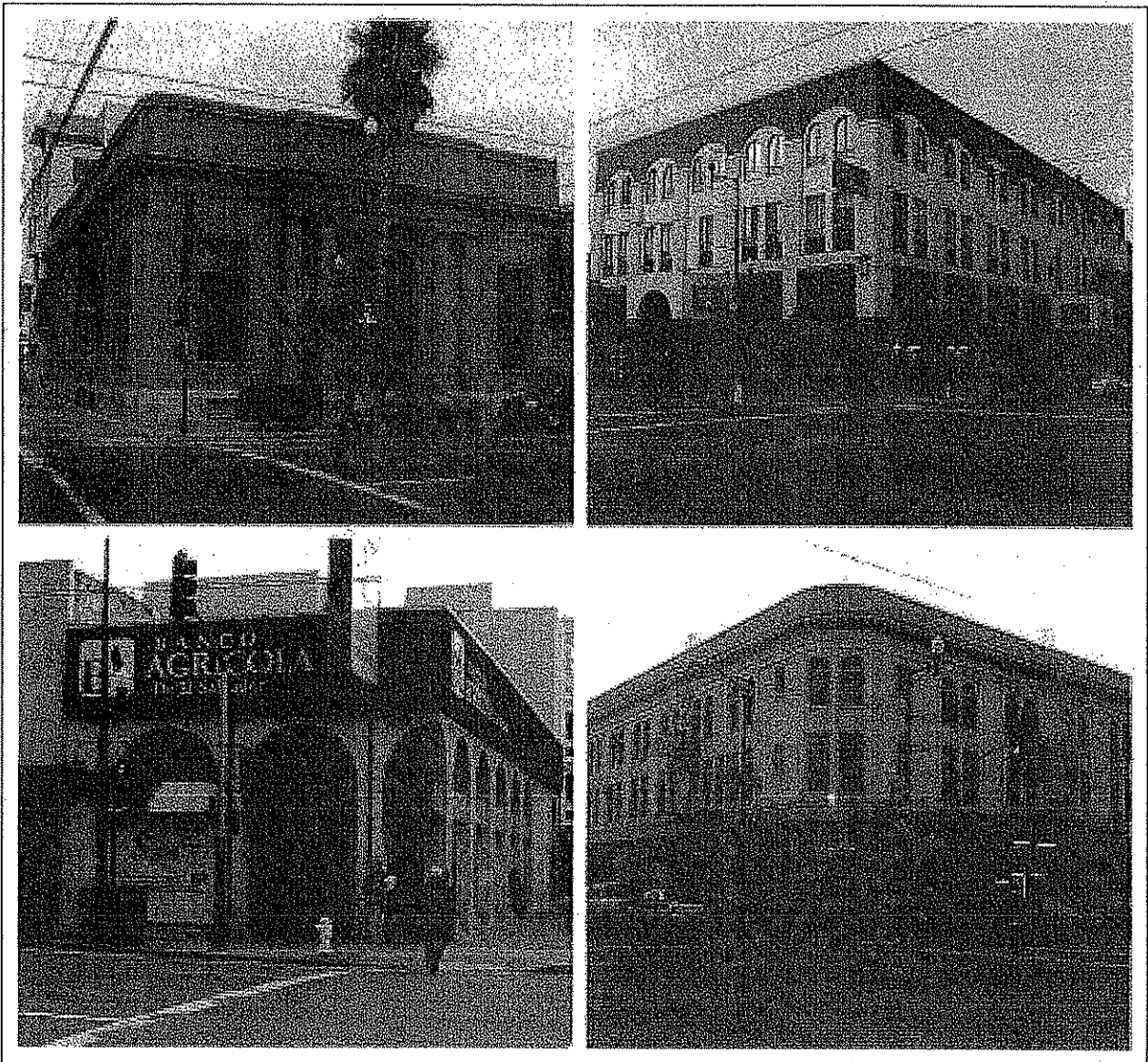


Print Name of Owner or Authorized Representatives

MISSION MIRACLE MILE BUSINESS IMPROVEMENT DISTRICT

Management Plan

July 2010



PREPARED PURSUANT TO:

Rev. 7.20.10

THE PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994,
CALIFORNIA STREETS AND HIGHWAYS CODE SECTIONS 36600 ET SEQ.,
AND SAN FRANCISCO BUSINESS AND TAX REGULATIONS CODE ARTICLE 15

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I. Executive Summary: The Mission Miracle Mile Business Improvement District (BID) at a glance

Renewal/ Renaming:	During the period starting on July 1, 2005 and ending on June 30, 2010, all property owners on the 2500 block of Mission Street, San Francisco, California participated in the "2500 Block of Mission Street Business Improvement District." After experiencing success in attaining the principal goals of that BID, which were to make the block more safe, more clean and more green, a majority of these property owners have petitioned to renew the BID for another five years and six months beginning July 1, 2010 and concluding on December 31, 2015. They have also petitioned to rename it: "Mission Miracle Mile Business Improvement District."
Location/size:	East and west sides of Mission Street from 21st Street to 22nd Street and both exposed sides of the four corner properties on 21st Street and 22nd Street. The BID spans 1,473.17 linear feet of sidewalk frontage. There are 20 parcels within the district.
Services:	<p>Beautification, cleaning and maintenance: Litter and general cleaning of sidewalks, gutters, doorways, and public right of way; graffiti abatement; removal of posters, foreign attachments and bulky items; sidewalk weed removal and tree and plant maintenance; steam cleaning/power washing of all sidewalks every week and as needed. Beautification, cleaning and maintenance services will be provided three hours per day.</p> <p>Public safety: Community Ambassadors with cell phones to support police and property owners in crime prevention and provide street population with social services information three hours per day. Seven surveillance cameras operating 24/7 to record street activities.</p> <p>Greening: Twenty hanging floral baskets with new flowers every six months, cared for daily.</p>
Sources of financing:	The annual operating costs for the district will be financed by assessments levied on all parcels of property within the district and voluntary donations (cash, payment of district administrative overhead expenses and in-kind services) from property owners within the district. Property will be assessed on linear footage of sidewalk frontages. (The linear footage of the four corner properties will include the length of sidewalk frontages on Mission Street and side-streets.)
2011 budget:	\$85,861: \$50,000 for beautification, cleaning, and maintenance; \$20,000 for greening; \$15,000 for safety and administrative, and \$861 for contingencies and reserve.
Duration:	<p>The BID would be renewed and established for a period of five years and six months, with assessments collected for the first five years only and completion of services and activities through the five years plus six months.</p> <p>The BID services will be extended for an additional five (5) and a half years, starting January 1, 2011 and concluding on December 31, 2015, unless the Board of Supervisors dissolves the district at the initiative of at least eight members of the Board of Supervisors.</p>

During the first six months of the renewed district, carryover assessment funds assessed between July 1, 2009 and June 30, 2010 (the previous assessment year) will be used to provide services within the district from July 1, 2010 to December 31, 2010 per the original management plan that was approved in 2005. During the last six months of the district's term, assessment funds assessed during July 1, 2014 to June 30, 2015 will be used to fund services during the fifth and a half year of the district's duration between July 1, 2015 and December 31, 2015.

Assessments:

In Year 1 of the renewed district, each assessment will be calculated at \$57.70 per linear foot of street frontage for each parcel in the district. The annual assessments in years 2-5 of the district may be increased over the prior year assessment by the lesser of the change in the most recent 12-month Consumer Price Index (CPI) for the San Francisco Bay Area (All Urban Consumers), or 3%, but only following an annual vote of the Board of Directors of the non-profit management corporation.

During the first six months of the renewed district, carry over assessment funds assessed between July 1, 2009 and June 30, 2010 (the previous assessment year), will be used to provide services within the district from July 1, 2010 to December 31, 2010 per the original management plan that was approved in 2005. During the last six months of the district's term, assessment funds assessed during July 1, 2014 to June 30, 2015 will be used to fund services during the fifth and a half year of the district's duration between July 1, 2015 and December 31, 2015.

Annual budget:

During years 2-5, the Board of Directors must submit an annual report and proposed budget for the next year to the Board of Supervisors as required by state law. The annual assessments in years 2-5 of the district may be increased over the prior year assessment by the lesser of the change in the most recent 12-month Consumer Price Index (CPI) for the San Francisco Bay Area (All Urban Consumers), or 3%, but only following an annual vote of the Board of Directors of the non-profit management corporation.

City services:

The Board of Supervisors of the City and County of San Francisco, by establishing this BID, may not reduce or eliminate city services for public safety, beautification, cleaning and maintenance services currently being provided to the 2500 block of Mission Street (so-called "baseline services") due to the addition of BID services, except in proportion to reduction in such services in comparable areas of the City.

Governance:

The Mission Miracle Mile BID will be governed by Mission Miracle Mile Inc., a non-profit corporation whose responsibility it is to manage programs for the Mission Miracle Mile BID. The non-profit management corporation will have a five-member Board of Directors elected annually by property owners within the BID, whose votes are to be weighted according to financial obligation in the same manner as for district formation.

II. Introduction

A. Successes of the Business Improvement District from 2006 through 2010

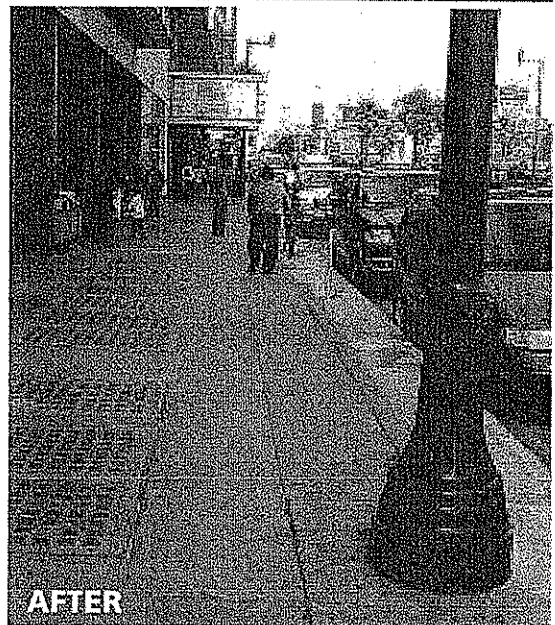
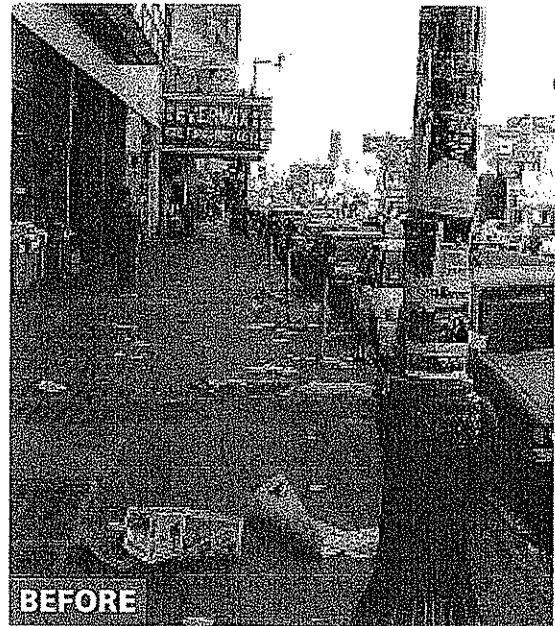
Accomplishments

The 2500 Block of Mission Street BID in 2006 immediately set forth to bring about a clean, safe and attractive "oasis" in the midst of the Mission shopping corridor. In so doing, it initiated activities to improve business, property values and the quality of life for all who live, work, invest and/or come to enjoy the "Heart of the Mission."

- graffiti is continuously removed from all buildings, public fixtures, and sidewalks;
- unauthorized posters, stickers and other illegal foreign attachments are continuously removed from public and private property;
- grime is routinely pressure washed from sidewalks;
- litter is routinely swept up;
- service providers are adequately insured, trained and responsive;
- the property owners and businesses within the BID have a unified voice with government departments such as SFPDW and SFPD, and with community-based organizations such as the Mission Merchants Association and Mission Neighborhood Centers.
- The street has been "softened" and "greened" with twenty hanging floral baskets.
- Crime on the street has been largely eradicated with the presence of seven conspicuous surveillance cameras.

The management corporation has entered into and enforced contracts to provide the beautification, cleaning, maintenance, public safety and community relations services within the district.

The board of directors has diligently maintained fiscal controls and accountability. BID owners receive audited financial statements for the most recently completed fiscal year along with a pro forma of the upcoming year. The board has also submitted the annual reports and proposed annual budgets to the Board of Supervisors as required by Streets and Highways Code §36650.



B. Laws governing the creation and operation of a Business Improvement District

Business Improvement Districts (BIDs)

In California, business improvement districts (BIDs) are governed by the Property and Business Improvement District Law of 1994 (California Streets and Highways Code §§36600 *et seq.*) Proposition 218, approved by the California voters on November 6, 1996, which became part of the California Constitution (Articles XIII C and XIII D) and the Proposition 218 Omnibus Implementation Act (Government Code §§53750 *et seq.*) regulate and limit the imposition of special assessments by requiring that property owners be given notice and the opportunity to vote on assessments, and requires that votes be weighted according to the financial obligation imposed on their properties. State law allows chartered cities to adopt local procedures for the imposition of assessment, which are subject to the requirements in the California Constitution and Proposition 218 Omnibus Implementation Act.

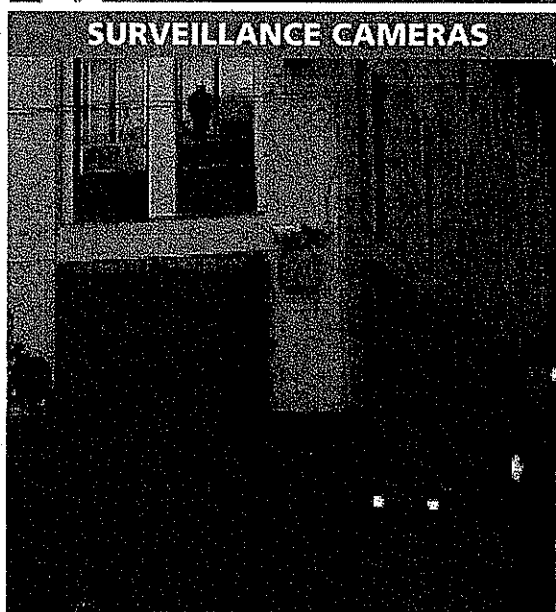
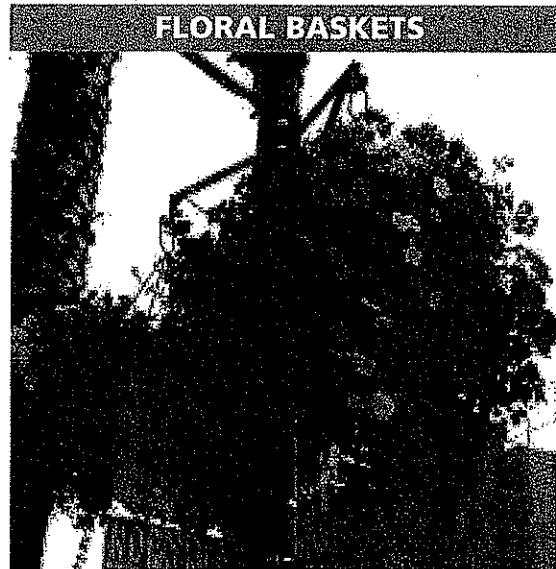
The formation of BIDs in California

The "Property and Business Improvement District Law of 1994 is contained in the California Streets and Highways Code Sections 36600 *et seq.* Steps required within this Code to form a Business Improvement District include:

1. "Receive signed copies of the petition circulated as above from property owners who will pay more than 50 percent of the assessments proposed to be levied;
2. Adopt a resolution of intention to establish the BID. This must include (a) a brief description of the proposed activities and improvements, the amount of the proposed assessment, and a description of the exterior boundaries of the district, and (b) a time and place for a public hearing on the establishment of the BID within 90 days of the resolution's adoption;
3. Notice its intention to establish the BID in accordance with Section 53753 of the Government Code;
4. Hold a public hearing on the establishment of the BID within 90 days of the resolution's adoption; and
5. Adopt a proposed resolution of adoption (if the Board makes substantial changes to the originally proposed assessment) or a resolution establishing the district (if the Board does not make substantial changes). This resolution must contain all information included in paragraphs (1) to (8) of Section 36625 (including descriptions of the proposed activities, assessment type, and boundaries as well as a copy of the engineer's report)."

The formation of BIDs in San Francisco

In 2004, The Board of Supervisors of the City and County of San Francisco adopted an ordinance that incorporates the state law and then specifies how the Board of Supervisors may choose to augment the state law provisions by choosing to: (1) reduce the percentage of petitions required from owners in order to initiate formation; (2) have the district encompass and assess residential property; or (3) extend the term of the district to a maximum of 15 years, unless a longer term is authorized by state law; or (4) authorize the district to recover through assessments the costs incurred in its formation. In addition, this Article augments state law by authorizing the Board of Supervisors to disestablish a district upon a



supermajority vote of the Board, requiring the Clerk of the Board to notify business owners in English, Cantonese and Spanish when a petition for district formation is received, and setting minimum levels of representation by business owners on the governing body of the proposed district.

III. Proposal for the renewal of the Mission Miracle Mile Business Improvement District

The 2500 Block of Mission Street Business Improvement District has been formed as a business improvement district under the Property and Business Improvement District Law of 1994. The information required by Section 36622 for this management district plan for the district are as follows:

A. Map of the proposed district

A map showing each parcel of property within the proposed district is set forth on page 7 of this Management Plan.

B. Name of the district

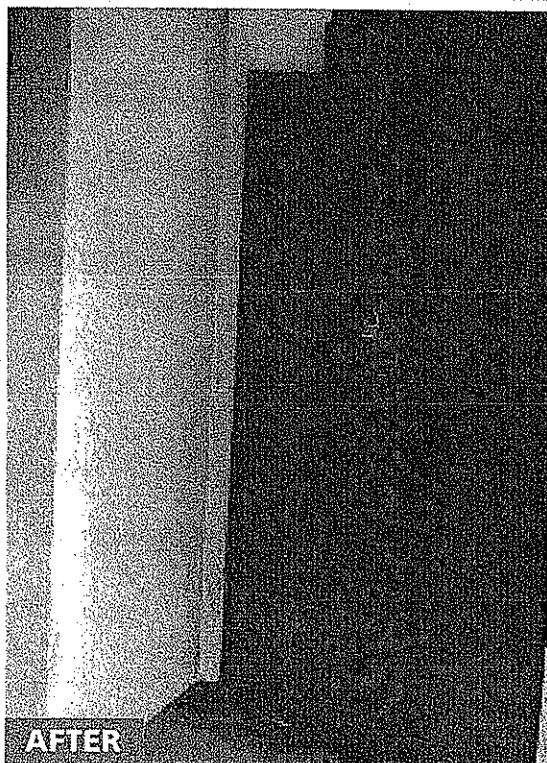
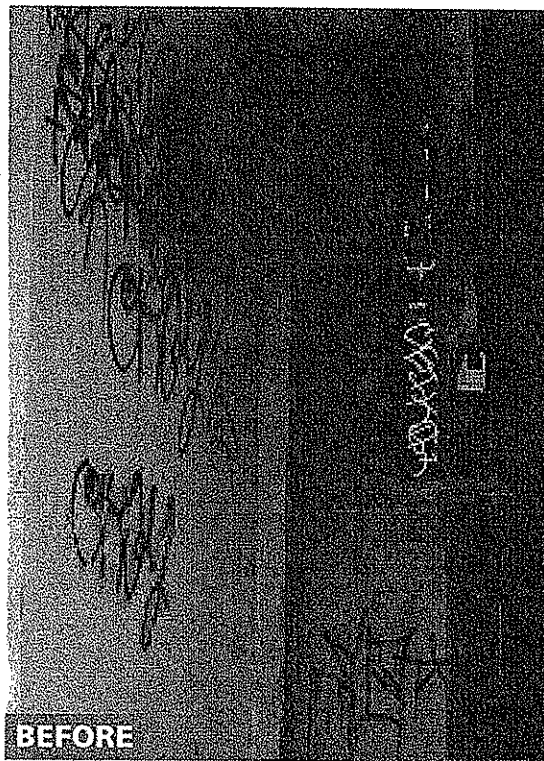
The district shall be renamed the "Mission Miracle Mile BID."

C. Description of district boundaries

The Mission Miracle Mile Business Improvement District (BID) will contain 20 parcels. Seven of these parcels are located on the west side of Mission Street between 21st and 22nd Streets. The other 13 parcels are located on the east side of Mission Street between 21st and 22nd Streets.

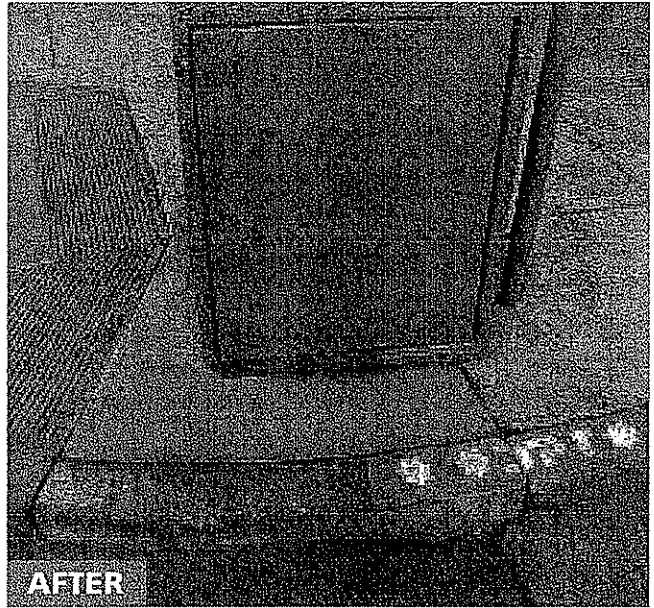
The seven parcels on the west side of Mission Street are located on the Assessor-Recorder's Office Block 3616. The 13 parcels on the east side of Mission Street are located on the Assessor-Recorder's Office Block 3615.

All parcels on the Mission Street side of Blocks 3616 and 3615 will comprise the BID. Should a parcel be located on a corner, the side of the parcel perpendicular to Mission Street will also be in the BID. Accordingly, THE BID will incorporate 1,473.17 linear feet. These boundaries and participating properties are depicted on the map on page 7.





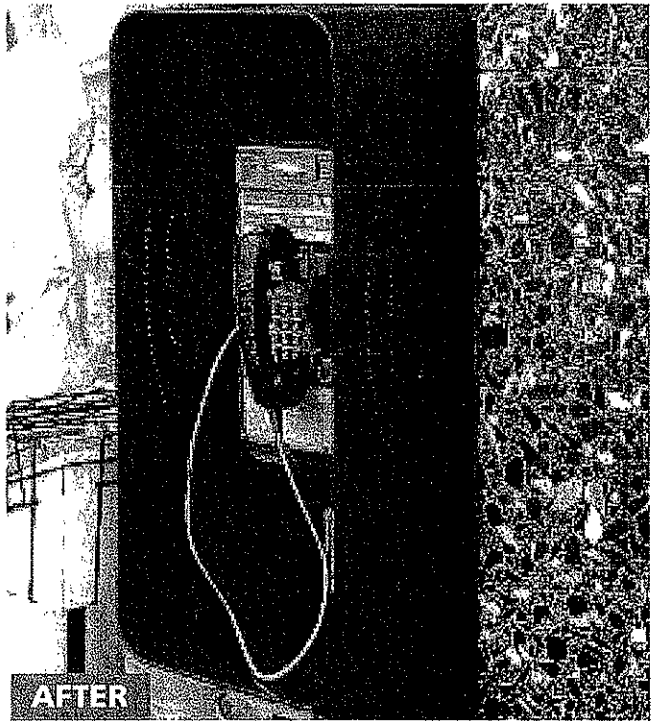
BEFORE



AFTER



BEFORE



AFTER

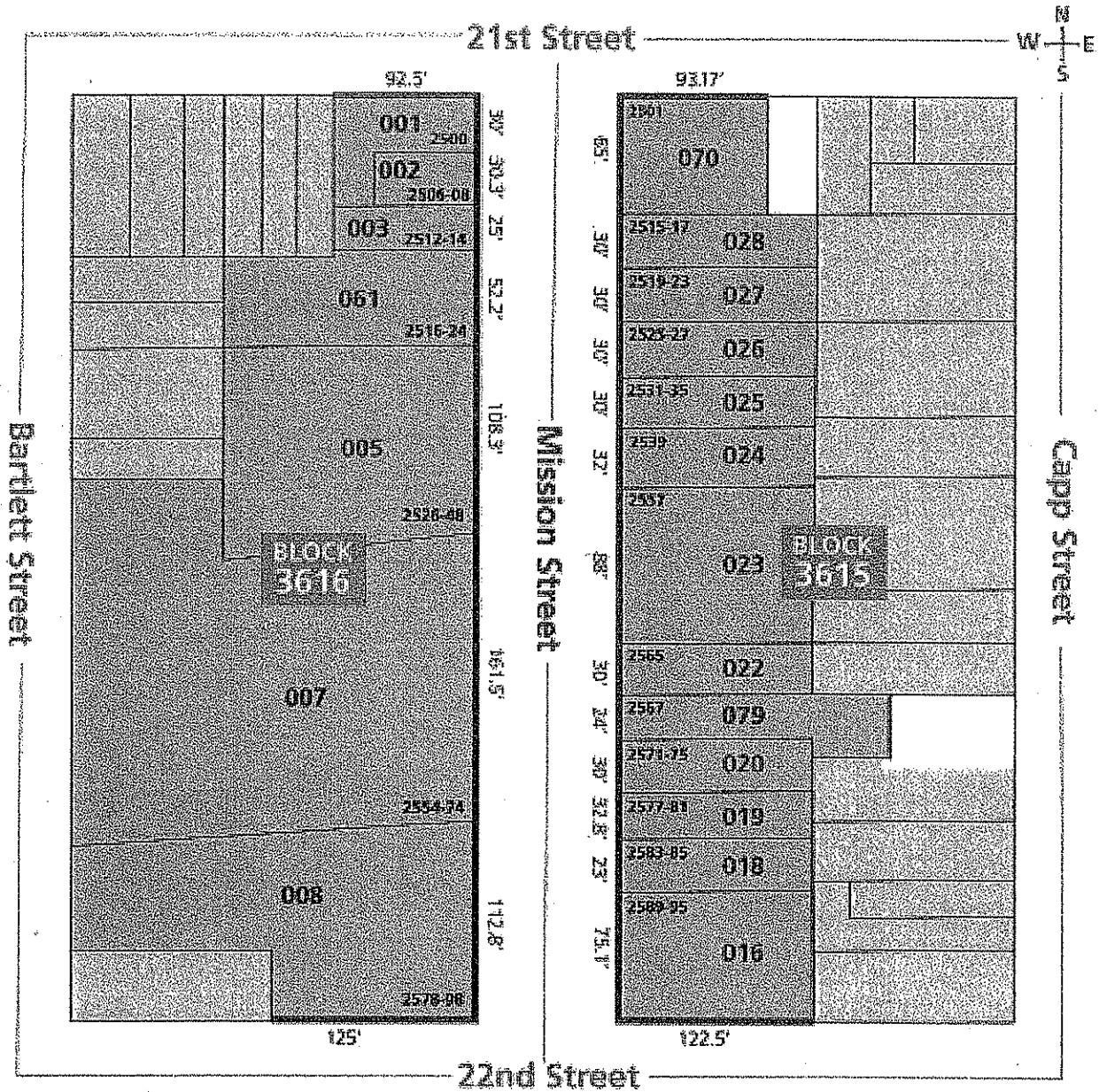


BEFORE



AFTER

Boundaries and participating properties in the 2500 Block of Mission Street BID



Parcel dimensions

Parcel No.	Linear ft.	Parcel No.	Linear ft.	Parcel No.	Linear ft.
3616 001	30' + 92.5'	3615 070	65' + 93.17'	3615 022	30'
3616 002	30.25'	3615 028	30'	3615 079	24'
3616 003	25'	3615 027	30'	3615 020	30'
3616 061	52.167'	3615 026	30'	3615 019	32.833'
3616 005	108.313'	3615 025	30'	3615 018	23.042'
3616 007	161.531'	3615 024	32'	3615 016	75.125' + 122.5'
3616 008	112.75' + 125'	3615 023	88'		

Due to limited space, parcel dimensions shown on above map are rounded up to the nearest decimal point. Dimensions in the table are given to three decimal places as per San Francisco Assessor-Recorder's Office documents.

D. The improvements and activities to be funded by the assessments

During the period of 2006 through 2010, the City maintained existing services at verifiable "baseline" service levels. By adopting this plan, the Board of Supervisors will confirm and guarantee a continued baseline level of service equivalent to that being provided in similar areas of the City from 2011 through 2016.

Safe/clean/green services			
Existing city services	Frequency	Additional BID services	Frequency
Mechanical street sweeping	7 days/week		
Manual street sweeping	DPW crew daily sweeping	Additional manual sweeping of sidewalks and curbs; litter patrol	twice daily, 7 days/week
Removal of weeds on sidewalks, curbs and in storm drains	Infrequent as needed	Additional removal of weeds on sidewalks, curbs and in storm drains	7 days/week
Sidewalk steamcleaning	Infrequent as needed	Additional sidewalk steamcleaning	12 times/year
Graffiti removal services	Infrequent; only graffiti on public property	Rapid response graffiti removal services	7 days/week
Street tree maintenance including removal of weeds and debris around trees	infrequent (tree pruning every seven years)	Additional removal of weeds and debris around trees and maintenance of tree wells	7 days/week
Emptying of public litter receptacles	7 days/week	BID vendor notifies DPW if litter receptacle requires emptying	7 days/week
Repair/maintenance/cleaning/repainting of public fixtures	Infrequent as needed	Repair request called into DPW to ensure rapid resolution; fixture cleaning and repainting done by BID vendor	7 days/week
Environmental code enforcement	Infrequent and non-systematic	Long term code compliance fostered by BID patrol which documents violations, reports to DPW & follows up	7 days/week
Police service levels at the discretion of the Captain of Mission Police Station		Community Ambassadors augment services by SFPD by providing additional eyes and ears, safety presence, reporting illegal activities, and deterring crime.	7 days/week
		<ul style="list-style-type: none"> • Provide assistance to visitors • Maintain excellent relations with merchants and property owners • Maintain excellent communications with SFPD, DPW and other relevant city agencies • Refer street population to available city homeless services • Maintain 20 floral baskets • Maintain and back up seven surveillance cameras 	7 days/week 7 days/week 7 days/week

E. Total annual amount proposed to be expended

The maximum annual budget presented below represents the costs for providing the improvements, services, and activities that are in addition to those services provided by the City.

Beginning in Fiscal Year 2010/11, the maximum annual budget amount for the Mission Miracle Mile BID is as follows:

Description of expenditures	2011 maximum budget amount ¹	Percent of total budget
Beautification, cleaning, and maintenance program	\$50,000	58%
Greening program	\$20,000	23%
Public safety and administrative program	\$15,000	18%
Contingency and reserves	\$861	1%
Total 2010-2011 maximum budget:	\$85,861	100%

¹ Annual cost and budget category allocations determined by the Owners' Association.

Annual revenue description	2011 annual revenue amount ¹	Percent of total annual revenue
Assessment revenue	\$85,002	99%
Other revenue ¹	\$859	23%
Total 2010-2011 annual revenue:	\$85,861	100%

¹ Comprised of additional funds generated from sources such as grants, donations, and fees for service contracts and in kind donations.

During any future year of operation, the Owners' Association may re-allocate funds from one budget to another budget category. However, the annual re-allocation of budget category amounts shall not exceed or decrease more than 10% of the previous Fiscal Year's approved budget category amount.

One percent of the Beautification, Cleaning, and Maintenance Program provides a general benefit to the public; see the Basis of Assessment section of the Engineer's Report for further information. Properties can be assessed for the special benefits received from the programs and activities, but not the general benefits received by the public at large. Therefore, the portion of the total budget designated as general benefit will be supplemented from other sources. The funds needed (\$859) to cover the costs associated with the general benefits received will be contributed through grants, donations, fees for service contracts, and fundraising events.

The Fiscal Year 2010/11 total maximum assessment revenue is subject to an annual increase beginning July 1, 2011. The maximum annual assessment revenue increase will reflect the change in the most recent 12-month Consumer Price Index for All Urban Consumers in San Francisco-Oakland-San Jose, or 3%, whichever is less. In no event shall the annual assessment revenue be less than zero (i.e., decreases). Note however, that this is the maximum annual assessment revenue and the actual amount assessed to properties may be less than this maximum, depending on the desires of the Mission Miracle Mile BID and its stakeholders.

Based upon a maximum annual assessment increase of 3%, beginning July 1, 2011, the total annual maximum assessment revenue each year for each of the five years is as shown in the table at right.

Fiscal Year	Total maximum annual assessment revenue ¹
FY 2010/11	\$85,002
FY 2011/12	\$87,552
FY 2012/13	\$90,179
FY 2013/14	\$92,884
FY 2014/15	\$95,671
Total maximum assessment revenue	\$451,288

¹ The total maximum assessed to property owners within the Mission Miracle Mile BID each Fiscal Year.

F. The proposed source(s) of financing, including proposed method and basis of levying the assessments

The annual operating costs for the district will be financed by assessments levied on all parcels of property within the district and voluntary donations (cash, payment of district administrative overhead expenses and in-kind services) from property owners within the district.

Issuance of bonds or debt service: No bonds, nor related bond indebtedness will result from the formation of this district. If debt does occur, it would only be in the form of acquisition or services or equipment related to the implementation of the special benefits called for in this management district plan.

The annual assessments in years 1-5 of the renewed district may be increased over the prior year assessment, at the election of the Board of Directors of the non-profit management corporation, by the lesser of the change in the most recent 12-month Consumer Price Index (CPI) for the San Francisco Bay Area (All Urban Consumers), or three percent (3%).

G. The time and manner of collecting the assessments

The assessments for the Mission Miracle Mile BID will appear as a separate line item on the annual property tax bills prepared by San Francisco Tax Collector. Property tax bills are generally distributed in the fall. Payment may be made in two installments due on November 1 and February 1, and the bill is delinquent if not paid by December 10 and April 10, respectively. The assessments collected by the City and County of San Francisco will then be forwarded to the management corporation to fund the improvements and activities authorized under this plan. Existing laws for enforcement of property taxes apply to the Management District assessments.

H. The term of the district and disestablishment procedures

The term of the Mission Miracle Mile BID will be five years and six months, starting July 1, 2010 and concluding on December 31, 2015. The procedures for disestablishment of the district prior to the end of the five-year term are summarized in the Appendix on page 17 of this Management Plan.

I. Proposed rules and regulations to be applicable in the district

The rules and regulations will be determined by the board of directors of the non-profit corporation governing the Mission Miracle Mile BID (see Section K below).

J. Timeline for implementation and completion of management district plan

Following is the timeline for renewal of this management district plan:

Task:	Completed by:
Submit petitions to renew District to Board of Supervisors	July 16, 2010
Board of Supervisors adopts Resolution of Intent to renew District	August 10, 2010
Notice, ballots and other documents distributed to property owners	August 16, 2010
Ballots due, public hearing, ballots counted, district formed	October 5, 2010
Property owners elect board of directors for non-profit Management Corporation	November 2010
Contracts with Service Providers signed	December 2010
First assessments paid to City	December 2010
First installment of assessments transferred from City to Mission Miracle Mile BID management corporation	January 2011
Services commence	January 1, 2011

K. Management of the district

The Mission Miracle Mile BID will be governed by a non-profit corporation whose responsibility it is to manage programs for the Mission Miracle Mile BID. The non-profit management corporation will have a five-member Board of Directors elected annually by property owners within the BID, whose votes are to be weighted according to financial obligation in the same manner as for district formation. The board will oversee contracts to provide the beautification, cleaning, greening, safety, and maintenance services, the public safety program and community relations services authorized under this plan. The board of directors will file a report with all members of the BID and the Clerk of the Board of Supervisors for each fiscal year of operation after the first year of operation. This report will address (a) any proposed boundary changes, (b) the improvements and activities to be provided for that year as well as associated costs, (c) the method and basis of levying the assessment, (d) the amount of any surplus or deficit revenues to be carried over from the prior year, and (e) the amount of any contributions to be made from sources other than assessments.

The name of the non-profit management corporation is Mission Miracle Mile, Inc. Its over-arching principles of governance are:

- Create and manage programs that best respond to the needs of the property owners on the 2500 block of Mission Street.
- Find and manage programs that will augment—and not duplicate—services already provided by City agencies.
- Purchase services cost-effectively.
- Provide total accountability to assessed property owners.

IV. Appendix

A. First-year assessments for special BID services by owner/block-lot

Mission St. address	Block/lot	Owner	Percentage of voting rights & assessments	First-year assessment
2501	3615-070	M-J SF Investments LLC	10.74%	\$9,126.40
2515-2517	3615-028	Cabrera Manuel A & Maria M	2.04%	\$1,731.00
2519-2523	3615-027	Winter Greta	2.04%	\$1,731.00
2525-2527	3615-026	Nasrah Development LLC	2.04%	\$1,731.00
2531-2535	3615-025	Brent Richard L	2.04%	\$1,731.00
2539	3615-024	Ly Quoc Quang & Lee Wai-King	2.17%	\$1,846.40
2551-2557	3615-023	Vera Cort Survivors Trust	5.97%	\$5,077.60
2565	3615-022	Maury Josette M Revoc Trust 20	2.04%	\$1,731.00
2567	3615-079	Skyline Mission Block LLC	1.63%	\$1,384.80
2571-2575	3615-020	Survivors Trust	2.04%	\$1,731.00
2577-2581	3615-019	KV Lee Properties LLC	2.23%	\$1,894.46
2583-2585	3615-018	Patel Pradeep J & Varsha P	1.56%	\$1,329.52
2589-2595	3615-016	2595 Mission Street LLC	13.41%	\$11,402.96
2500	3616-001	Metropolitan Life Insurance Co.	8.32%	\$7,068.24
2506-2508	3616-002	Stamper Bruce D	2.05%	\$1,745.42
2512-2514	3616-003	Yeung Kai Fai	1.70%	\$1,442.50
2516-2524	3616-061	Murkelley LLC	3.54%	\$3,010.02
2526-2548	3616-005	Feed Bag Inc	7.35%	\$6,249.66
2554-2574	3616-007	Gus Murad & Associates LLC	10.96%	\$9,319.76
2578-2598	3616-008	Hawk & Carmen Lou	16.14%	\$13,718.16
Totals:			100.00%	\$85,001.90

B. Contact Information: BID property owners/managers

Mission St. Address	Current tenant(s)	Property owner(s)
2501	Vanguard Properties	M-J SF Investments LLC c/o James Nunemacher/Mike Cassidy 2501 Mission St., S.F. CA 94110 (415) 321-7007 jn@vanguardsf.com
2515-2517	Lola Gallery (2517)	Cabrera Manuel A & Maria M 7 West Way South San Francisco, CA 94080
2519-2523	Crazy Fashions (2519)	Winter Greta 49 Peninsula Road Belvedere, CA 94920 (415) 519-0155
2525-2527	A-Foto Video (2525) Payless Optical (2527)	Nasrah Development LLC
2531-2535	Pan American Travel (2531) R. Brent Chiropractor (2535)	Brent Richard L S.F. CA 94110 (415) 826-1000
2539	Evergreen Market	Ly Quoc Quang & Lee War King 2539 Mission St, S.F. CA 94110 (415) 641-4506, Fax: (415) 641-4523 evergreenmk187@aol.com
2557	Vacant (formerly Cine Latino)	Vera Cort Survivors Trust 757 3rd Avenue, S.F., CA 94118 (415) 751-1505, Fax: (415) 933-9510
2565	Blue Macaw	Maury Josette M Revoc Trust 20 516 Missouri St. # D, S.F., CA 94107 *82 (415) 821-2868 jmaury08@yahoo.com
2567	Joanna's Bridal	Skyline Mission Block LLC c/o Centerstone, attn: Ron Erickson 1965 Market St., S.F. CA 94103 (415) 626-9944/626-9942 jerickson@sbcglobal.net
2571-2575	Residence/office (2571) Lipstick Beauty Supply (2573) Doc's Clock (2575)	Survivors Trust 49 Peninsula Road Belvedere, CA 94920 (415) 519-0155
2577-2581	Jay C. Fashions (2577) Hou's Jewelry Co. (2581)	KV Lee Properties LLC 265 5th Ave., #2, S.F. CA 94118 (415) 668-7178 (evenings)

Contact Information-BID property Owners/Managers (continued)

Mission St. Address	Current tenant(s)	Property owner(s)
2583-2585	King of Fashions	Patel Pradeep J & Varsha P 2583 Mission St., S.F., CA 94110 (415) 641-4634
2589-2595	Notary/Insurance (2589) Swiss Jewelers (2591) Wells Fargo Bank (2595)	2595 Mission Street LLC John P. Brennan, Manager 50 Everson St., S.F., CA 94131 (415) 587-9936
2500	Banco Agricola Comercial de El Salvador	Metropolitan Life Insurance Co. c/o Frederica Gordon Facilities Manager, CB Richard Ellis 7600 Dublin Blvd., Suite 305 Mailstop 1127CBCA Dublin, CA 94568 (925) 551-6332, fgordon@cbre.com
2506-2508	Dr. Bruce D. Stamper Optometry	Stamper Bruce D. 508 Mission St., S.F., CA 94110 (415) 461-1400
2512-2514	Bonita Footwear	Yeung Kai Fai 15 Walnut St., S.F., CA 94118
2516-2524	Elements Youth Hostel Medjool Cafe	Murkelly LLC 971 Alabama Street, S.F., CA 94110 (415) 314-8157, gusmurad@aol.com
2526-2548	Foreign Cinema (2526) Oasis Optometry (2540) Restaurant under constr. (2544) Sports Trends (2548)	Feed Bag Inc. c/o Colleen Meharry 2548 Mission St., # 2, S.F., CA 94110 cell (415) 260-4288 Annie (415) 970-9032 mzbfeedbag@aol.com oasisoptometry@aol.com
2554-2574	Vacant (2554) - formerly New Mission Theater Value Giant (2574)	Gus Murad & Associates LLC 971 Alabama Street, S.F., CA 94110 (415) 314-8157, gusmurad@aol.com
2578-2598	Offices (2578-88) New Mission Market (2590-98)	Hawk & Carmen Lou (415) 606-9863 & (415) 648-8643 hwklou@yahoo.com

C. Voting rights in descending order of magnitude

Mission St. address	Block/lot	Owner	Percentage of voting rights & assessments	By quintile
2578-2598	3616-008	Hawk & Carmen Lou	16.14%	
2589-2595	3615-016	2595 Mission Street LLC	13.41%	
2501	3615-070	M-J SE Investments LLC	10.74%	
2554-2574	3616-007	Gus Murad & Associates LLC	10.96%	51.25%
2500	3616-001	Metropolitan Life Insurance Co.	8.32%	
2526-2548	3616-005	Feed Bag Inc.	7.35%	
2551-2557	3615-023	Vera Cort Survivors Trust	5.97%	
2516-2524	3616-061	Murkelley LLC	3.54%	25.18%
2577-2581	3615-019	KV Lee Properties LLC	2.23%	
2539	3615-024	Ly Quoc Quang & Lee Wai King	2.17%	
2506-2508	3616-002	Stamper Bruce D	2.05%	
2515-2517	3615-028	Cabrera Manuel A & Maria M	2.04%	8.49%
2519-2523	3615-027	Winter Greta	2.04%	
2525-2529	3615-026	Nasrah Development LLC	2.04%	
2531-2535	3615-025	Brent Richard L	2.04%	
2565	3615-022	Maurry Josette M Revoc Trust 20	2.04%	8.16%
2571-2575	3615-020	Survivors Trust	2.04%	
2512-2514	3616-003	Yeung Kai Fai	1.70%	
2567	3615-079	Skyline Mission Block LLC	1.63%	
2583-2585	3615-018	Patel Pradeep J & Varsha P	1.56%	6.93%
Totals:			100.00%	100.00%

D. Mechanisms for modifying or disestablishing the Mission Miracle Mile BID

Modification of boundaries, assessments, improvements or activities

Request for modification of management district plan. The management corporation may, at any time, request that the Board of Supervisors modify the management district plan. Any modification of the management district plan shall be made pursuant to this Modification by Adoption of Resolution—Written Request for Hearing.

1. Upon written request of the management corporation, the Board of Supervisors may modify the management district plan by adopting a resolution after holding hearings on the proposed modification.
2. The Board of Supervisors shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than sixty (60) days after the adoption of the resolution of intention.

Modification of improvements and activities funded—adoption of resolution and hearing

The Board of Supervisors may modify the improvements and activities to be funded with the revenue derived from the levy of assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. (Section 36636 CA Streets & Highways Code)

Dissolution of district

A. Any district established or extended pursuant to the provisions of this chapter, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be dis-established by resolution of the Board of Supervisors in either of the following circumstances:

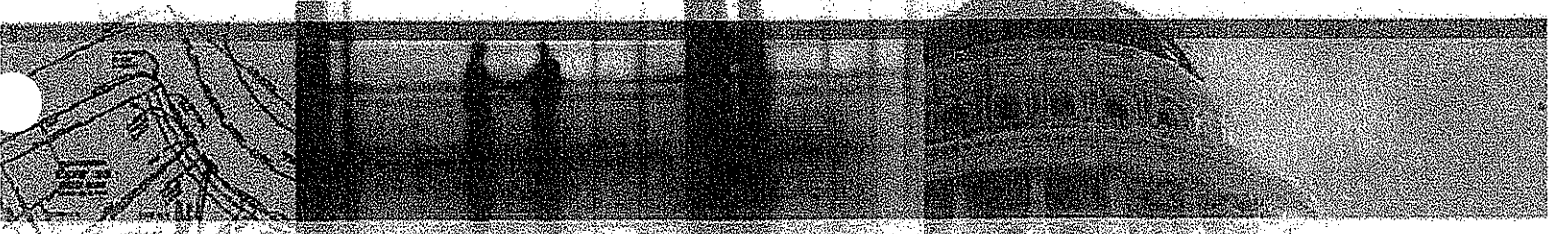
1. If the Board of Supervisors finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.
2. During the operation of the district, there shall be a thirty (30) day period each year in which the assessed property owners may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for a thirty (30) day period. The next thirty (30) day period shall begin two years after the date of establishment of the district. Each successive year of operation of the district shall have such a thirty (30) day period. Upon the written petition of the owners of real property in the area who pay thirty (30) percent or more of the assessments levied, the Board of Supervisors shall notice a hearing of disestablishment.

B. The Board of Supervisors shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The public hearing shall be held no less than thirty (30) days or more than sixty (60) days after the adoption of the resolution of intention. Notice of the public hearing shall be published.

C. Upon the disestablishment of a district, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be refunded to the owners of the property then located and operating within the district in which assessments were levied by applying the same method as basis that was used to calculate the assessments levied in the fiscal year in which the district was disestablished. If the disestablishment occurs before the assessment is levied for the fiscal year, the method and basis that was used to calculate the assessment levied in the immediate prior fiscal year shall be used to calculate the amount of refund.

D. Notice of disestablishment of a district shall be published once in a newspaper of general circulation in the city, not later than fifteen (15) days after the resolution disestablishing the district is established.

In addition, under Section 1511 of the San Francisco Business and Tax Regulations Code, the Board of Supervisors may initiate disestablishment proceedings for any reason, at the initiative of at least eight of its members, and shall adopt a resolution of intention and comply with the notice, public hearing, sale and refund and publication procedures described above.



City and County of San Francisco

**Mission Miracle Mile
Business Improvement District**

Engineer's Report

July 2010

Submitted by

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ENGINEER'S LETTER

WHEREAS, The Board of Supervisors of the City and County of San Francisco previously formed the 2500 Block of Mission Street Business Improvement District in 2006 pursuant to the Property and Business Improvement District Law of 1994 (the "1994 Act") with assessments levied for a term of five years, expiring June 30, 2010. A portion of the Fiscal Year 2009/10 carry-over assessment revenue will provide funding for the improvements, services, and activities from July 1, 2010 through December 31, 2010.

WHEREAS, pursuant to the 1994 Act, it is proposed that the 2500 Block of Mission Street Business Improvement District rename to the Mission Miracle Mile Business Improvement District and be reauthorized for a term of five years, commencing July 1, 2010 and expiring June 30, 2015. Assessments levied and collected during this term will provide funding for the improvements, services, and activities from January 1, 2011 through December 31, 2015.

WHEREAS, this Engineer's Report presents the plans and specifications describing the improvements, services, and activities, an estimate of the costs of the improvements, services, and activities for the Mission Miracle Mile Business Improvement District for the referenced fiscal years, a diagram showing the area and properties to be assessed, and an assessment of the estimated costs of the improvements, services, and activities, assessing the net amount upon all assessable lots and/or parcels within the Mission Miracle Mile Business Improvement District in proportion to the special benefit received; and

NOW THEREFORE, the following assessment is to be authorized in order to pay the estimated costs of the improvements, services, and activities to be paid by the assessable real property within the boundaries of the Mission Miracle Mile Business Improvement District in proportion to the special benefit received. The following table summarizes the assessment.

FISCAL YEAR 2010/11 SUMMARY OF ASSESSMENT

Estimated Fiscal Year 2010/11 Revenue:	
Estimated Revenue to be Funded by Assessments	\$85,002
Estimated Revenue to be Funded by Non-assessment Sources	859
Total Estimated Fiscal Year 2010/11 Revenue	\$85,861
Total Estimated Fiscal Year 2010/11 Expenditures	\$85,861
Fiscal Year 2010/11 Maximum Assessment:	
Linear Street Frontage for all Assessor's Parcels	\$57.70 per Linear Street Foot

In making the assessments contained herein pursuant to Proposition 218, the "Right to Vote on Taxes Act" approved by California voters in 1996, which added Articles XIII C and XIII D to the California State Constitution (the "Assessment Law"):

1. I have identified all parcels which will have a special benefit conferred upon them from the improvements, services, and activities described in the Description of Improvements, Services, and Activities section of this Engineer's Report (the "Specially Benefited Parcels"). For particulars as to the identification of said parcels, reference is made to the Assessment Diagram, a copy of which is included in Appendix A of this Engineer's Report.

2. I have evaluated the costs and expenses of the improvements, services, and activities upon the Specially Benefited Parcels. In making such evaluation:

- a. The proportionate special benefit derived by each Specially Benefited Parcel from the improvements, services, and activities was determined in relationship to the entirety of the costs of the improvements, services, and activities;
- b. No assessment has been imposed on any Specially Benefited Parcel which exceeds the reasonable cost of the proportional special benefit conferred on such parcel from the improvements, services, and activities; and
- c. Any general benefits from the improvements, services, and activities have been separated from the special benefits and only special benefits have been assessed.

I, the undersigned, respectfully submit the enclosed Engineer's Report and, to the best of my knowledge, information and belief, the Engineer's Report, Assessments, and the Assessment Diagram herein have been prepared and computed in accordance with the order of the Board of Supervisors of the City and County of San Francisco and the Assessment Law.

K. Dennis Klingelhofer, P.E., Assessment Engineer

INTRODUCTION

This Engineer's Report has been prepared to support the reauthorization of the Mission Miracle Mile Business Improvement District within the 2500 block of the Mission Street area of the City and County of San Francisco ("City"). The business improvement district will provide beautification, cleaning, maintenance, public safety, and greening services throughout the 2500 block of the Mission Street area. If reauthorized, the City will levy assessments annually against real property, for a term of five years, within the boundaries of the district.

Official Name Designation

The name designation of this proposed district is the Mission Miracle Mile Business Improvement District ("MMM BID").

Type of Business Improvement District

The MMM BID is being reauthorized pursuant to the Property and Business Improvement District Law of 1994, California Streets and Highway Code Sections 36600 et seq. ("1994 Act").

MMM BID Boundaries

The MMM BID contains 20 parcels located along Mission Street. The boundaries of the MMM BID include those properties that front Mission Street from 21st Street south to 22nd Street. The MMM BID will not provide services and activities to those properties lying outside of the MMM BID.

Appendix A of this Engineer's Report provides an assessment diagram that more fully details the boundaries of the MMM BID and identifies each parcel.

DESCRIPTION OF IMPROVEMENTS, SERVICES, AND ACTIVITIES

Under the leadership of the Mission Miracle Mile Inc., a non-profit corporation ("Owners' Association"), the MMM BID plans to implement and fund three principal programs; a Beautification, Cleaning and Maintenance program, a Greening program, and a Public Safety and Administrative program.

Beautification, Cleaning and Maintenance

The MMM BID plans to supplement services already provided by the Department of Public Works ("DPW") and other relevant City agencies. The comprehensive program aims to ensure owner, merchant, and visitor safety; and provide for the maximum possible cleanliness of sidewalks, curbs, fixtures, landscaping, and buildings throughout the MMM BID boundaries. Through the utilization of managed services, the Beautification, Cleaning and Maintenance program is designed to strive for a safe, clean, and litter-free area that is absent of graffiti or other signs of decay. The goal is for property owners and merchants alike to maintain a sense of pride in the Mission Miracle Mile area. Further, perceptions of cleanliness lend itself as an important contribution to the establishment and growth of an aesthetically pleasing, safe, and vibrant community.

The MMM BID's managed Beautification, Cleaning and Maintenance program includes continuous litter removal and general cleaning of sidewalks, gutters, doorways and public right of way; graffiti abatement; removal of posters, foreign attachments and bulky items; sidewalk weed removal and tree and plant maintenance; steam cleaning/power washing of all sidewalks; and a variety of safety services efforts.

A list of eligible services includes, but is not limited to:

- Regular sweeping of sidewalks and curbs; litter patrol – Twice daily, 7 days per week
- Removal of weeds on sidewalks, curbs and in storm drains – Daily, 7 days per week
- Sidewalk steam cleaning – 12 times per year
- Rapid-response graffiti removal – Daily, 7 days per week
- Removal of weeds and debris around trees and maintenance of tree wells – Daily, 7 days per week
- MMM BID vendor notification to DPW if litter receptacle requires emptying – Daily, 7 days per week
- Repair request calls into DPW to ensure rapid resolution; fixture cleaning and repainting done by MMM BID vendor – Daily, 7 days per week
- Long-term code compliance fostered by MMM BID patrol, which documents violations, reports to DPW and follows up – Daily, 7 days per week

Greening Program

In an effort to provide a more vibrant area along the 2500 block of Mission Street, the MMM BID provides planting and maintenance service for 20 hanging floral baskets along Mission Street. The hanging floral baskets provide a softened and greened up look to the MMM BID area.

A list of eligible services includes, but is not limited to:

- Maintain 20 floral baskets – Daily, 7 days per week
- Replacement of flowers in floral baskets – Every 6 months

Public Safety and Administrative Program

The MMM BID views the goal of the public safety efforts as producing an environment in which property owners, merchants, and visitors feel comfortable and secure. An objective of the MMM BID is to improve the quality of life for property owners and businesses within the district, as well as continually improve the experience of visitors by providing a safe and welcoming presence throughout the area.

A list of eligible services includes, but is not limited to:

- Community Ambassadors augment services by the San Francisco Police Department (“SFPD”) by providing additional eyes and ears, safety presence, reporting illegal activities, and deterring crime – Daily, 7 days per week
- Provide assistance to visitors – Daily, 7 days per week
- Maintain excellent relationships with merchants and property owners – Daily, 7 days per week
- Maintain excellent communications with SFPD, DPW, and other relevant City agencies – Daily, 7 days per week
- Refer street population to available City homeless services – Daily, 7 days per week
- Maintain and back up seven surveillance cameras – Daily, 7 days per week

Existing City Services

The City currently provides services in the MMM BID area. The improvements, services, and activities funded by the MMM BID assessment revenue are in addition to those services currently provided by the City.

A list of existing services provided by the City, is included as part of the Mission Miracle Mile Business Improvement District Management District Plan.

ESTIMATED COSTS

Total Annual Amount Proposed to be Expended

The maximum annual budget presented below represents the costs for providing the improvements, services, and activities that are in addition to those services already provided by the City from January 1, 2011 through December 31, 2015. Fiscal Year 2009/10 carry-over assessments provide the necessary assessment revenue to fund the improvements, services, and activities from July 1, 2010 through December 31, 2010.

Beginning in Fiscal Year 2010/11, the maximum annual budget amount for the MMM BID is as follows:

Description of Expenditures	2010/11 Maximum Budget Amount(1)	% of Total Budget
Beautification, Cleaning, and Maintenance Program	\$50,000	58%
Greening Program	20,000	23%
Public Safety and Administrative Program	15,000	18%
Contingency and Reserves	861	1%
Total 2010/11 Maximum Budget:	\$85,861	100%

(1) Annual cost and budget category allocations determined by the Owners' Association.

Description of Revenue	2010/11 Revenue Amount	% of Total Annual Revenue
Assessment Revenue	\$85,002	99%
Other Revenue(1)	859	1%
Total 2010/11 Annual Revenue	\$85,861	100%

(1) Comprised of additional funds generated from sources such as grants, donations, and fees for service contracts and in kind donations.

During any future year of operation, the Owners' Association may re-allocate funds from one budget category to another budget category. However, the annual re-allocation of budget category amounts shall not exceed or decrease more than 10% of the previous Fiscal Year's approved budget category amount.

One percent of the MMD BID's annual expenditures provides a general benefit to the public; see the Basis of Assessment section of this Engineer's Report for further information. Properties can be assessed for the special benefits received from the programs and activities, but not the general benefits received by the public at large. Therefore, the portion of the total budget designated as general benefit will be supplemented from other sources. The funds needed (\$859) to cover the costs associated with the general benefits received will be contributed through grants, donations, fees for service contracts, and fundraising events.

The Fiscal Year 2010/11 total maximum assessment revenue is subject to an annual increase beginning July 1, 2011. The maximum annual assessment revenue increase will reflect the change in the most recent 12 month Consumer Price Index for All Urban Consumers in San Francisco-Oakland-San Jose or 3%, whichever is less. In no event shall the annual assessment revenue increase be less than zero (i.e., decreased). Note however, that this is the maximum annual assessment revenue and the actual amount assessed to properties may be less than this maximum, depending on desires of the MMM BID and its stakeholders.

Based upon a maximum annual assessment increase of 3%, beginning July 1, 2011, the total annual maximum assessment revenue each year for each of the five years is:

Fiscal Year	Total Maximum Annual Assessment Revenue (1)
2010/11	\$85,002
2011/12	87,552
2012/13	90,179
2013/14	92,884
2014/15	95,671
Total Maximum Assessment Revenue	\$451,288

(1) The total maximum amount assessed to property owners within the MMM BID each Fiscal Year.

METHOD OF ASSESSMENT

Statutory Considerations

Proposition 218, the "Right to Vote on Taxes Act" was approved by California voters in 1996, which added Articles XIIC and XIID to the California State Constitution. The primary results of Proposition 218 were stricter definitions of assessments, special taxes, fees, and charges, and a general mandate for some type of voter approval for any new or increased tax, assessment, or property-related fee. The Proposition 218 Omnibus Implementation Act ("Implementation Act") was approved July 1, 1997. The Implementation Act provided for procedures throughout the notice, protest and hearing process. It should be noted that this report has been prepared to be consistent with current practices and the California State Constitution. In the meantime, there are a number of pending court cases related to special assessments that could alter current practices and procedures.

Special Benefit

Pursuant to Proposition 218, or more specifically Article XIID, Section 2(i) "Special benefit means a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large. General enhancement of property value does not constitute special benefit."

All parcels that have special benefit conferred upon them as a result of the services and activities provided shall be identified, and the proportionate special benefit derived by each identified parcel shall be determined in relationship to the entire cost of the services and activities.

In accordance with Article XIID §4(a) "No assessment shall be imposed on any parcel which exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and an agency shall separate the general benefits from the special benefits conferred on a parcel." Article XIID also provides that publicly owned properties must be assessed unless there is clear and convincing evidence that those properties receive no special benefit from the assessment. Exempted from the assessment would be the areas of public streets, public avenues, public lanes, public roads, public drives, public easements and rights-of-ways.

General Benefit

Proposition 218 requires that any local agency proposing to increase or impose a special assessment to "separate the general benefits from the special benefits conferred on a parcel." The rationale for separating special and general benefits is to ensure that the property owners are not charged with an assessment that pays for general benefits. Thus, a local agency carrying out projects or services that provide both special and general benefits may levy an assessment to pay for the special benefits but must acquire separate funding to pay for those general benefits.

General benefit is an overall and similar benefit to the public at large resulting from the improvements, services, and activities to be provided by the assessments levied. All of the services and activities more fully presented in the Description of Improvements, Services, and Activities section of this Engineer's Report are provided within the MMM BID boundaries only. There will be no improvements, services, or activities provided outside of the boundaries.

Source(s) of Financing

The levy and collection of annual assessments upon property within the MMM BID provides the primary funding source for the improvements, services, and activities previously outlined. The Owners' Association can generate additional funds from sources other than annual assessments on properties within the MMM BID. These funds may include grants, donations, and fees for service contracts and in kind donations.

The MMM BID will not issue bonds to fund any of the improvements, services, and activities provided by the MMM BID.

Definitions

"Assessor's Parcel" - A lot or parcel of land designated on an Assessor's Parcel Map with an assigned Assessor's Parcel number within the boundaries of the MMM BID.

"Assessor's Parcel Map" - An official map of the Assessor of the County designating Assessor's Parcels by Assessor's Parcel number.

"County" - The City and County of San Francisco, State of California.

"Fiscal Year" - The period commencing on July 1 of any calendar year and ending June 30 of the following calendar year.

"Linear Street Frontage" or "Linear Street Foot(Feet)" - The street frontage of the Assessor's Parcel located on Mission Street within the District plus the street frontage along 21st Street for the two corner Assessor's Parcels located at Mission Street and 21st Street and the street frontage along 22nd Street for the two corner Assessor's Parcels located at Mission Street and 22nd Street. The street frontage shall be based upon information as shown on the Assessor's Parcel Map, or other sources deemed reliable.

Basis of Assessment

The benefits provided to real property within the MMM BID relate to the improvements, services, and activities carried out by the MMM BID Owners' Association and more fully described in the "Description of the Improvements, Services, and Activities" section of this Engineer's Report.

Assessor's Parcels within the MMM BID display a unique usage (combined retail, commercial, etc.) that comes in a wide variety of parcel sizes, building sizes, shapes, and formats. These configurations make it difficult to use a standardized formulaic approach in assigning special benefit and determining the proportional assessment. In an effort to enhance the ongoing image and desirability of the MMM BID area, the Owners' Association intends to provide additional levels, above the existing services already provided by the City, of cleaning, maintenance, and safety services along the 2500 block of the Mission Street area. Currently, any desired services and activities above the City's baseline levels are the financial responsibility of the existing district, expiring June 30, 2010. Any desired services and activities above the City's baseline levels will be the responsibility of the individual property owners after June 30, 2010.

To combine property owner efforts and achieve certain economies of scale, assessment revenue collected from MMM BID property owners will provide the necessary funding for the proposed MMM BID program services and activities. Given the linear nature of each program's activities, such as sidewalk maintenance and safety services, the direct benefit assignment basis for each Assessor's Parcel is the Linear Street Frontage along Mission Street, plus that portion of Linear Street Frontage

maintained along 21st Street and 22nd Street for the four corner Assessor's Parcels within the MMM BID boundaries.

All Assessor's Parcels within the MMM BID boundaries have frontage along Mission Street. In addition, the four corner Assessor's Parcels have frontage along 21st and 22nd Streets that is within the MMM BID's boundaries. Therefore, the benefit for each program is apportioned to each Assessor's Parcel based upon the Linear Street Frontage assigned to each Assessor's Parcel.

County Assessor Parcel Maps provided the Linear Street Frontage for each Assessor's Parcel. The property owner will confirm the Linear Street Frontage assigned to his or her property. The assessment notice and petition provided to each benefitting property owner will include each Assessor's Parcel's assigned information.

Based upon the County Assessor Parcel Maps, the total Linear Street Frontage for the MMM BID is 1,473.171. The Assessment Roll in Appendix B provides a breakdown of the Linear Street Frontage assigned for each Assessor's Parcel.

Although the improvements, services, and activities provided throughout the MMM BID incorporates public streets and rights of way, it is clear that the improvements, services, and activities provided are directed towards, and necessary for, the cleanliness and maintenance of the 2500 block area of Mission Street, the safety of commercial tenants, property owners, visitors, as well as, the enhancement of the business environment, and the increased opportunities of the properties throughout the MMM BID. The MMM BID will not provide any of these improvements, services, and activities to properties located outside of the MMM BID boundaries. The Owners' Association will use collected assessment revenue to pay for the enhanced improvements, services, and activities that are over and above the baseline services currently provided by the City. However, in assigning direct benefit, public access, use, or availability of these improvements, services, and activities by others was considered.

The general benefits to the public at large are minimal. Various community benefit districts around the City conducted surveys¹ to determine the likelihood of individuals passing through their boundaries without the intention of engaging in any type of commerce activity in the district. Of those surveyed, less than 1% indicated that they do not nor do they ever have the intention of engaging in any type of commerce regardless of any future district programs and services provided. To account for this activity, 1% of the total annual budget is considered general benefit. Properties within the MMM BID are not assessed this 1% general benefit. Further, the City will continue to provide the general baseline services within the MMM BID, consistent with the provision of baseline services in other similar areas of the City.

¹ In 2009, the City along with the Greater Union Square BID and the proposed West Portal CBD conducted streets surveys to determine the level of general benefit received from the improvements, services, and activities. Specifically, David Binder Research conducted an intercept survey in the Union Square area from April 23-26, 2009 and found that less than 1% of those surveyed had no intention of engaging in any commercial activity.

Assessment Calculation

The Fiscal Year 2010/11 assessment calculation rate is:

Assessment Category Description	Fiscal Year 2010/11 Assessment Rate
Linear Street Frontage for all Assessor's Parcels	\$57.70 per Linear Street Foot

Annual Assessment Calculation:

$$\text{Linear Street Frontage Assessment} = \text{Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate}$$

Assessor's Parcel Annual Assessment:

$$\text{Assessor's Parcel Annual Assessment} = \text{Linear Street Frontage Assessment}$$

Maximum Annual Assessments

The Fiscal Year 2010/11 maximum annual assessment rate is as follows:

- Per Linear Street Foot: \$57.70

Maximum Annual Assessment Increases

Beginning July 1, 2011, the maximum assessment rate is subject to an annual increase. The maximum annual assessment revenue increase will reflect the change in the most recent 12 month Consumer Price Index for All Urban Consumers in San Francisco-Oakland-San Jose or 3%, whichever is less. In no event shall the annual assessment revenue increase be less than zero (i.e., decreased).

The maximum increase of 3% to the maximum assessment rate for the next five years is:

Fiscal Year	Maximum Assessment Rate per Linear Foot
2010/11	\$57.70
2011/12	59.43
2012/13	61.21
2013/14	63.05
2014/15	64.94

Regardless of the assessment amount actually levied each year (assessments may be levied at less than the maximum assessment rate), the maximum allowable assessment rates will increase as described above. Any increase in the actual amount of the assessment levied, as long as it does not exceed the maximum assessment for that Fiscal Year, is not considered an increase of the assessment as defined by Proposition 218.

Time and Manner of Collecting Assessments

The City will levy and collect MMM BID assessments in the same manner and at the same time as ordinary *ad valorem* property taxes.

Delinquent Payments

The City and County will place the MMM BID assessments on the County annual secured property tax bills for regular collection at the standard due dates (due twice per year on November 1 and February 1). The MMM BID assessment will appear as a separate line item on the property tax bill. The City will directly bill any Assessor's Parcels which do not regularly receive a property tax bill from the City.

All delinquent payments, including penalties and accrued interest, will be identified in the budgeted categories outlined in the Estimated Costs section of this Engineer's Report. The Owners' Association will determine the budget allocation.

Assessment Roll

Appendix B of this Engineer's Report provides a listing of all of the Assessor's Parcels, including the Assessor's Parcel number, Owner, and Linear Street Frontage subject to the MMM BID annual assessment.

Resolution of Disputes

The stakeholders formed the MMM BID after considerable outreach and careful research, based on information and sources deemed to be reliable. If a property owner thinks that the assessment has been calculated or applied in error, he or she must contact the Owners' Association to correct the property information used to calculate the assessment.

Disestablishment

Each year that the MMM BID is in existence, there will be a 30-day period during which the property owners will have the opportunity to request disestablishment of the MMM BID. This 30-day period begins each year on the anniversary date the Board of Supervisors established the MMM BID. Within that 30-day period if a written petition is submitted by the owners of real property who pay 50% or more of the assessments levied, the MMM BID may be disestablished by the Board of Supervisors.

A majority (six members) of the Board of Supervisors may initiate disestablishment proceedings at any time based on improper actions by the MMM BID management corporation, such as misappropriation of funds, malfeasance, or violation of law.

A supermajority (eight members) of the Board of Supervisors may initiate disestablishment proceedings for any reason.

All outstanding indebtedness must be paid prior to disestablishment of the MMM BID.

APPENDICES

Assessment Diagram

A

Assessment Roll

B

APPENDIX A – ASSESSMENT DIAGRAM

The following page provides the Assessment Diagram that outlines the boundaries of the MMM BID, as well as the identification of each parcel subject to the annual assessment.

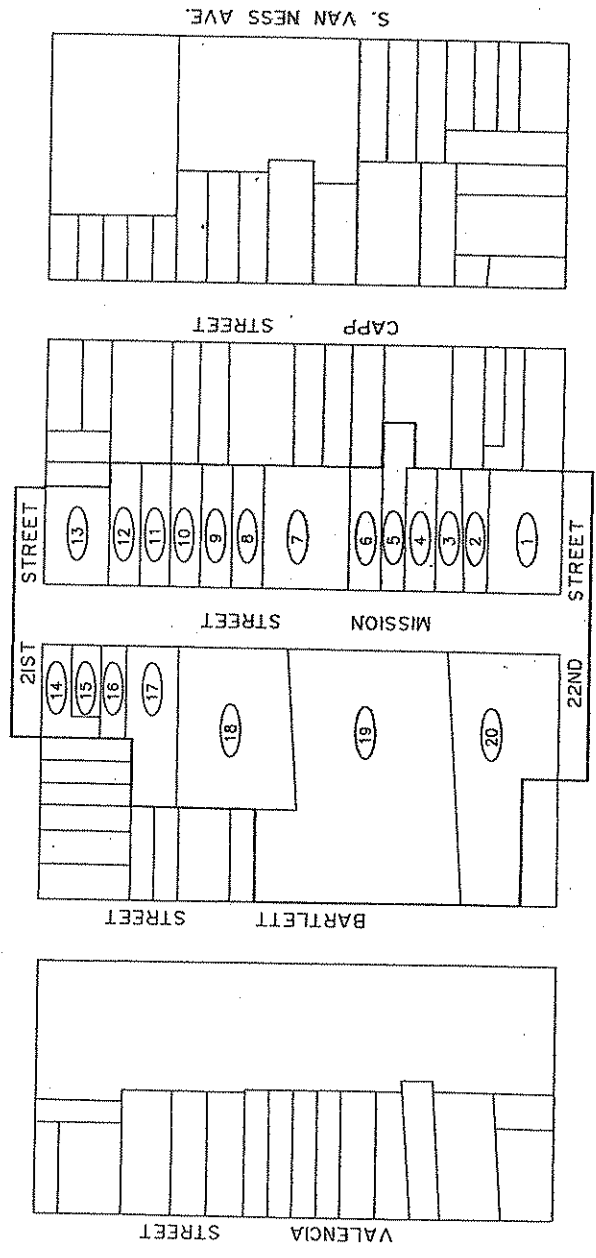
ASSESSMENT DIAGRAM

FOR THE

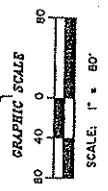
MIRACLE MISSION MILE BUSINESS IMPROVEMENT DISTRICT

A PROPERTY AND BUSINESS IMPROVEMENT DISTRICT ESTABLISHED IN THE CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA; UNDER PART 7 OF THE CALIFORNIA STREETS AND HIGHWAY CODE AND ARTICLE 15 OF THE SAN FRANCISCO BUSINESS AND TAX REGULATIONS CODE

APN	Assessment Number
3615-016	1
3615-018	2
3615-019	3
3615-020	4
3615-079	5
3615-022	6
3615-023	7
3615-024	8
3615-025	9
3615-026	10
3615-027	11
3615-028	12
3615-070	13
3616-001	14
3616-002	15
3616-003	16
3616-061	17
3616-005	18
3616-007	19
3616-008	20



NBS
 Local Government Solutions
 2005 Trenches Parkway, Suite 100
 Fremont, CA 94522



LEGEND

- IMPROVEMENT DISTRICT BOUNDARY
- PARCEL LINES
- ASSESSMENT NUMBER

FILED IN THE OFFICE OF THE CLERK OF THE BOARD OF SUPERVISORS FOR THE CITY AND COUNTY OF SAN FRANCISCO THIS _____ DAY OF _____, 2010.

ANGELA CALVELLO, CLERK OF THE BOARD OF SUPERVISORS, CITY AND COUNTY OF SAN FRANCISCO
 RECORDED IN THE OFFICE OF THE ASSESSOR-RECORDER FOR THE CITY AND COUNTY OF SAN FRANCISCO THIS _____ DAY OF _____, 2010.

FRANK THING, ASSESSOR-RECORDER, CITY AND COUNTY OF SAN FRANCISCO

AN ASSESSMENT WAS LAYED BY THE BOARD OF SUPERVISORS FOR THE CITY AND COUNTY OF SAN FRANCISCO ON THE LOTS, PIECES, AND PARCELS OF LAND SHOWN ON THIS MAP AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA, AND THE ASSESSMENT WAS APPROVED BY THE BOARD OF SUPERVISORS ON _____, 2010, RESOLUTION NO. _____ AND THE ASSESSMENT WAS RECORDED IN THE OFFICE OF THE ASSESSOR-RECORDER FOR THE CITY AND COUNTY OF SAN FRANCISCO ON _____, 2010, AT THE HOUR OF _____ O'CLOCK _____ M., IN THE OFFICE OF THE ASSESSOR-RECORDER, CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA.

ANGELA CALVELLO, CLERK OF THE BOARD OF SUPERVISORS, CITY AND COUNTY OF SAN FRANCISCO

FILED THIS _____ DAY OF _____, 2010, AT THE HOUR OF _____ O'CLOCK _____ M., IN THE OFFICE OF THE ASSESSOR-RECORDER, CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA.

NOTE: THE PARTICULARS OF THE LINES AND DIMENSIONS OF THE ASSESSMENTS ARE REFERRED TO AS MADE TO THE MAPS OF THE ASSESSOR OF THE CITY AND COUNTY OF SAN FRANCISCO.

APPENDIX B – ASSESSMENT ROLL

Following is a list of all of the Assessor's Parcels, including the Assessor's Parcel number, Owner, and Linear Street Frontage subject to the MMM BID annual assessment.

City and County of San Francisco
 Mission Miracle Mile Business Improvement District
 2010/11 Assessment Roll

APN	Owner	Situs	Linear Street Frontage	Total Assessment	% of Total Assessment
3615-016	2595 MISSION STREET LLC	3180 22ND ST	197.625	\$11,402.96	13.41%
3615-018	PATEL PRADEEP J & VARSHA P	2583 MISSION ST	23.042	1,329.52	1.56%
3615-019	KV LEE PROPERTIES LLC	2577 MISSION ST	32.833	1,894.46	2.23%
3615-020	SURVIVORS TRUST	2571 MISSION ST	30.000	1,731.00	2.04%
3615-022	MAURY JOSETTE M REVOC TRUST 20	2565 MISSION ST	30.000	1,731.00	2.04%
3615-023	VERA CORT SURVIVORS TRUST	2551 MISSION ST	88.000	5,077.60	5.97%
3615-024	LY QUOC QUANG & LEE WAI-KING	2539 MISSION ST	32.000	1,846.40	2.17%
3615-025	BRENT RICHARD L	2531 MISSION ST	30.000	1,731.00	2.04%
3615-026	NASRAH DEVELOPMENT LLC	2525 MISSION ST	30.000	1,731.00	2.04%
3615-027	WINTER GRETA	2519 MISSION ST	30.000	1,731.00	2.04%
3615-028	CABRERA MANUEL A & MARIA M	2515 MISSION ST	30.000	1,731.00	2.04%
3615-070	M-J SF INVESTMENTS LLC	2501 MISSION ST	158.170	9,126.40	10.74%
3615-079	SKYLINE MISSION BLOCH LLC	2567 MISSION ST	24.000	1,384.80	1.63%
3616-001	WASHINGTON MUTUAL BANK	2500 MISSION ST	122.500	7,068.24	8.32%
3616-002	STAMPER BRUCE D	2506 MISSION ST	30.250	1,745.42	2.05%
3616-003	YEUNG KAI FAI	2512 MISSION ST	25.000	1,442.50	1.70%
3616-005	FEED BAG INC	2526 MISSION ST	108.313	6,249.66	7.35%
3616-007	GUS MUNRAD & ASSOCS LLC	2554 MISSION ST	161.521	9,319.76	10.96%
3616-008	LOU ABRAHAM	2578 MISSION ST	237.750	13,718.16	16.14%
3616-061	MURKELLEY LLC	2516 MISSION ST	52.167	3,010.02	3.54%
Totals:			1,473.171	\$85,001.90	100.00%



**Ballot on Assessment for Renewal of the
2500 Block of Mission Street Business Improvement District , to be known as
the "Mission Miracle Mile Business Improvement District" (BID)**

«Barcode»

Assessor's Parcel Number: _____ Address of Parcel: _____

Property Owner's Name: _____

Property Owner's Address: _____

Proposed Assessment for this Parcel Beginning 2010-2011 Fiscal Year: _____ of Total: \$ _____

Proposed Range or Inflation Adjustment Formula Year 2 through 5 assessments may be subject to annual adjustments based upon changes in the Bay Area Consumer Price Index (CPI) for all urban consumers, not to exceed 3% per year.

Instructions for Completing and Delivering this Ballot

*To express your view on the proposed assessment and the proposed range or inflation adjustment, check above the line before the word "YES" or "NO" below, then sign and date the ballot.

_____ Yes, I approve the proposed annual assessment described above on the parcel identified in this ballot, and I understand that my assessment could be subject to the inflation adjustment formula.

_____ No, I do not approve the proposed annual assessment, nor the inflation adjustment formula described above on the parcel identified in this ballot.

I hereby declare by penalty of perjury that I am a record owner or authorized agent for the record owner of the parcel listed above.

Signature of Record Owner or Authorized Agent Date

*After completing your ballot, please mail to:
Director
Department of Elections
P.O. Box _____
San Francisco, CA 94142-2189

To hand deliver, please use the following address:
Director
Department of Elections
City Hall
1 Dr. Carlton B. Goodlett Place, Room 48
San Francisco, CA 94102

Ballots may also be delivered to the Director at the Public Hearing prior to the close of public testimony.

*Ballots may be sent or delivered to the Director at any time, but MUST be received in the mail not later than 12 P.M. (noontime) on the day of the public hearing or in person before the conclusion of the public testimony portion of the public hearing on the proposed assessment and assessment range. That hearing is set for 3:00 p.m. on _____, 2010. Ballots received after that time will only be counted if the Board elects to continue public comment until a later date.

No. «Parcel_Count»



NOTICE OF PUBLIC HEARING
AND ASSESSMENT BALLOT PROCEEDING

TO: «Name»
 Assessor's Parcel No. «BlockLot»
 «Situs»
 «No»

FROM: John Arntz, Director
 Department of Elections
 City and County of San Francisco

SUBJECT: Notice of Public Hearing and Assessment Ballot Proceeding to Consider Renewing the property-based 2500 Block of Mission Street Business Improvement District, to be known as the "Mission Miracle Mile Business Improvement District"

The purpose of this notice is to provide you with information about an assessment ballot proceeding and public hearing being conducted by the Board of Supervisors and its effect on real property that you own. This notice is being sent to you in accordance with Resolution No. ___-10, passed by the Board of Supervisors (a copy of which is enclosed), California Government Code Section 53753, and California Constitution Article XIII D Section 4(c).

Please be advised of the following:

- The Board of Supervisors will hold a public hearing on the proposed assessment at 3:00 p.m. on _____, 2010 or as soon thereafter as the matter may be heard, in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. At this hearing, the Board will hear testimony regarding the proposed assessment. The reason for the assessment is to renew the property-based 2500 Block of Mission Street Business Improvement District, to be known as the "Mission Miracle Mile Business Improvement District". The annual assessments would last for 5 years, the services will be implemented through December 31, 2015. The boundaries of the Mission Miracle Mile Business Improvement District are described in the enclosed Resolution passed by the Board of Supervisors.
- The Mission Miracle Mile Business Improvement District will fund the following services:
 - 1) Beautification, Cleaning and Maintenance
 - 2) Public Safety
 - 3) Greening
- Examples of services and improvements to be funded under the budget category Beautification, Cleaning and Maintenance includes: Regular sweeping of sidewalks and curbs; litter patrol, removal of weeds on sidewalks, curbs and in storm drains, sidewalk steam cleaning, rapid-response graffiti removal, removal of weeds and debris around trees and



maintenance of tree wells, notification to DPW if litter receptacle requires emptying, repair request calls into DPW including documentation of violations.

- Examples of services and improvements to be funded under the budget category Public Safety includes: Community Ambassadors to provide additional eyes and ears, safety presence, reporting illegal activities, and deterring crime while providing assistance to visitors. Maintenance of relationships with merchants and property owners, maintenance of excellent communications with SFPD, DPW, and other relevant City agencies. Maintenance and back up of seven surveillance cameras
- Examples of services to be funded under the budget category Greening includes: Maintenance of twenty hanging floral baskets with new flowers every six months.
- The proposed fiscal year 2010-2011 assessment for your parcel is ~~is~~ «Voter Proportional». The duration of the assessment district is 5 ½ years, the authority to levy assessments on your property would be five (5) years, the services will be implemented January 1, 2011 through December 31, 2015. The first assessment would be collected on your property tax bill for fiscal year 2010-2011, and the final assessment would be collected on your property tax bill for fiscal year 2014-2015. The amount of the annual assessment for years 2 through 5 would be subject to annual adjustment by an amount not to exceed the change in the Consumer Price Index for All Urban Consumers in the San Francisco-Oakland-San Jose Consolidated Metropolitan Statistical Area, or a maximum of 3%, whichever is less. The amount of your assessment could also be reduced in a subsequent fiscal year if the amount collected during the prior fiscal year exceeded the costs incurred of providing authorized services in the district. In such a case, your assessment for the subsequent year would be reduced by the share of the excess funds collected that is allocable to your property.
- The total amount chargeable to the entire assessment district would be \$85,002 in the first year. The total amount assessed to the entire assessment district over the life of the district (*assuming the maximum annual CPI adjustment of 3% in years 2 through 5*) would be \$451,288. The maximum amount assessed to the entire assessment district for each of the five fiscal years is set forth in the following table.

TOTAL MAXIMUM AMOUNT OF ASSESSMENTS ON ALL PARCELS INCLUDED IN THE PROPOSED DISTRICT FOR EACH FISCAL YEAR, ASSUMING MAXIMUM ANNUAL CPI INCREASE OF 3%

<i>Fiscal Year</i>	<i>Maximum Total Annual Assessment, Adjusted with Maximum Annual CPI Increase of 3%</i>
2010-2011	\$85,002
2011-2012	\$87,552
2012-2013	\$90,179
2013-2014	\$92,884
2014-2015	\$95,671
 Total Maximum	 \$451,288



- The first year annual assessment rate for each parcel is calculated at \$57.70 per linear foot of the property sidewalk frontage for all properties.

Assessment Category Description	Fiscal Year 2010/2011 Assessment Rate
Linear Street Frontage	\$57.70

- In accordance with Section 67.7-1 of the San Francisco Administrative Code, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made a part of the official public record in this matter, and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, San Francisco Board of Supervisors, Room 244, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102.

ASSESSMENT BALLOT PROCEDURES

Enclosed with this notice, you will find an assessment ballot. Please follow the directions on the assessment ballot to express your view on the proposed assessment. The following is a summary of the procedures governing the return and tabulation of ballots. More detailed information concerning the ballot procedures is set forth in the enclosed "Procedures for the Completion, Return and Tabulation of Ballots," which is also available on the City's website at www.sfelections.org.

1. You may mail or deliver your ballot to the Director of Elections at the Post Office Box location shown on the ballot, or submit the ballot in person at the Department of Elections, located at City Hall Room 48.
2. Ballots may be sent or delivered to the Director of Elections at any time, but MUST be received by the Director of Elections not later than the conclusion of the public input portion of the public hearing on _____ in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102, scheduled to commence at 3 p.m. or as soon thereafter as the matter may be heard. Depending on the nature and extent of public testimony, the public input portion of the hearing may not be concluded on that date, but may instead be continued to a later date. At any time prior to the conclusion of the public input portion of the hearing, you may withdraw your ballot and submit a new or changed ballot in place of the ballot previously submitted. If the public input portion of the hearing is continued to a later date, the deadline for submission of ballots will likewise be extended until the close of public input on that date.



3. The Director of Elections will pick up mailed ballots at 12 o'clock noon from the designated Department of Elections Post Office box on the date scheduled for the public hearing. To ensure that mailed ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing, mailed ballots must be received by the Director of Elections by 12 o'clock noon on _____. Mailed ballots received after 12 o'clock noon on the date scheduled for the public hearing will only be counted if the public input portion of the hearing is continued to a later date and the ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing.
4. Only ballots with original signatures - not photocopies of signatures - will be accepted.
5. The Director of Elections will not accept or tabulate a ballot:
 - which is a photocopy without an original signature;
 - which is unsigned;
 - which lacks an identifiable "yes" or "no" vote; or
 - which appears to have been tampered with based upon its appearance or method of delivery.
6. The assessment ballot shall be treated as a disclosable public record during and after the tabulation of the assessment ballots.
7. At the conclusion of the public input portion of the public hearing, the Director of Elections will tabulate the ballots, including those received during the public input portion of the public hearing. If the number of ballots received at the hearing is such that it is not feasible to accurately tabulate the ballots that day, the Board of Supervisors may continue the meeting to a later date for the purpose of obtaining the final tabulation.
8. The Board of Supervisors will not impose the assessment if there is a majority protest. A majority protest exists if, upon the conclusion of the hearing, ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. Ballots shall be weighted according to the proposed financial obligation of the affected property.

Should you have any questions, please call or write to: Mr. Cuong Quach, Department of Elections, Room 48, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. Telephone: (415) 554-4342.

