



Top of Broadway Community Benefit District



Legislative Overview

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

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



Review Process

This resolution covers the Annual Report for FY 2015-2016

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



ToBCBD Formation

ToBCBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ 106,567	2013	June 30, 2021

**budget identified in management plan*



ToB Operations

- **Staff**

- Executive Director – Marco Li Mandri
- District Director – Dominic Li Mandri

- **Service Areas**

- **District Identity**

- This program includes marketing, public relations, special events, and street enhancements, such as signage, historical markers, and banners, for the district.

- **Street Operations, Beautification and Order (SOBO)**

- This service area includes street maintenance and beautification – including but not limited to graffiti removal, sidewalk cleaning, periodic steam cleaning, trimming trees, and cleaning tree wells.

- **Administration, Organization and Corporate Operations**

- Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.



BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for ToB:

Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.

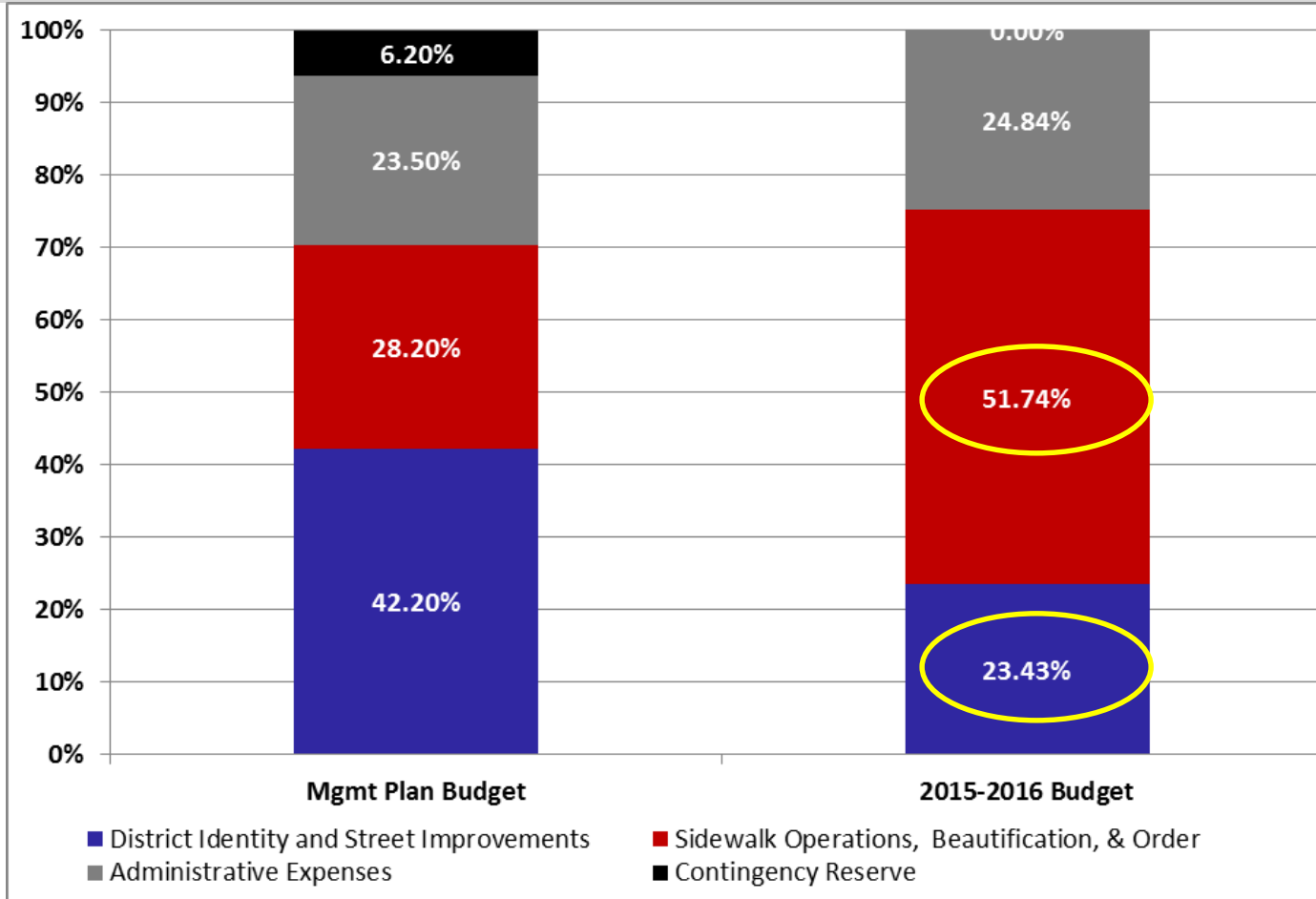
Benchmark 2 – Whether one percent (1%) of ToB's actuals came from sources other than assessment revenue.

Benchmark 3 - Whether the variance between the budget amounts for each service category was within 10 percentage points from the actuals.

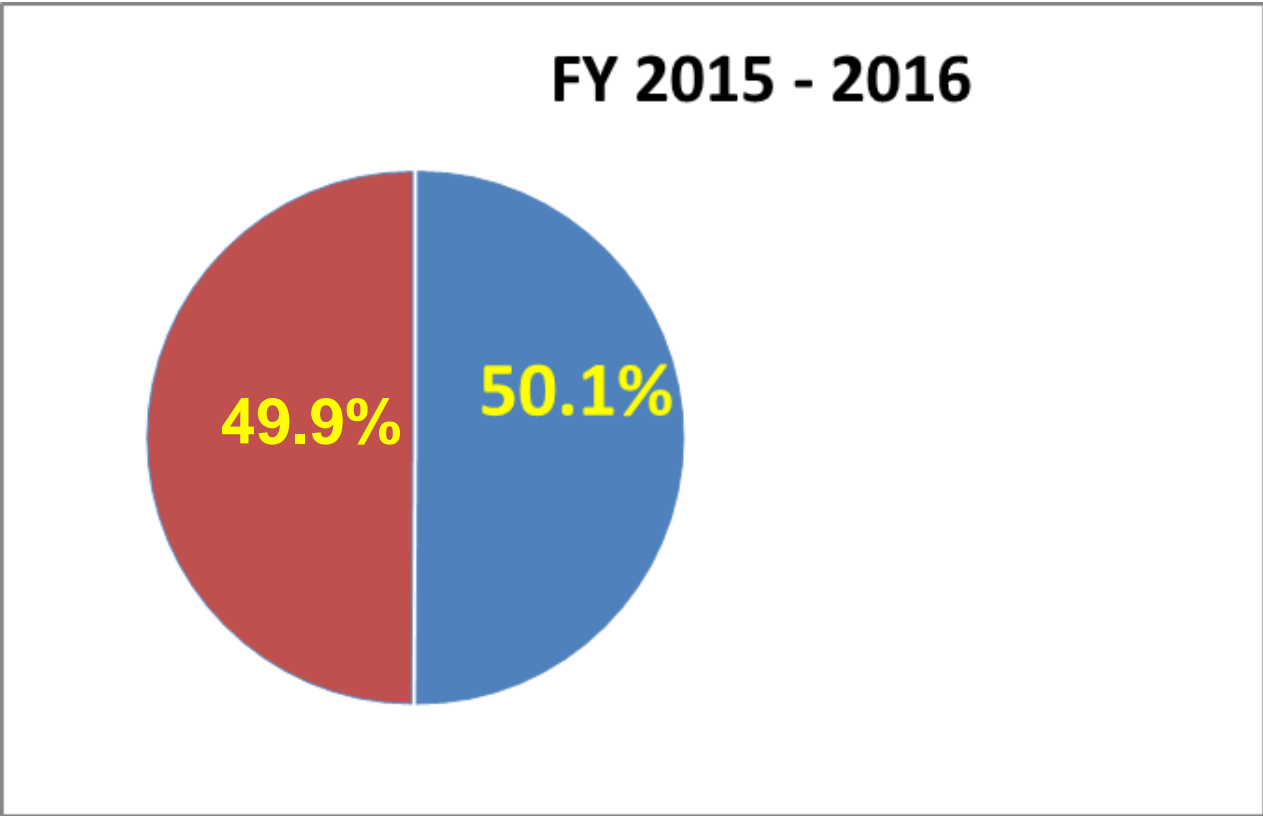
Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.



Management Plan vs. Annual Budgets



Assessment Revenue & Other Income



Budget vs Actuals

Service Category	FY 2015-2016 Variance % Points
District identity	-.02%
Sidewalk Operations, Beautification & Order	-7.11%
Administration, Organization & Corporate Operations	+7.13%
Contingency Reserve	-



FY 15-16 Carryover

Designated Projects for FY 16-17	Amount	Spenddown Timeline
District Identity and Streetscape Improvement (Streetscape Projects)	\$15,000.00	FY 2016 -17
District Identity and Streetscape Improvement (Events)	\$5,000.00	FY 2016 -17
Sidewalk Operations, Beautification, and Order (Security)	\$35,000.00	FY 2016 -17
Sidewalk Operations, Beautification, and Order (Cleaning Services)	\$20,000.00	FY 2016 -17
Administration	\$7,129.00	FY 2016 -17
Total Designated Amount	\$82,129.00	



Findings and Recommendations for ToB

In completing the review of the ToB CBD's annual report and financials, OEWD sets forth the following findings and recommendations:

- TOB CBD did not meet two benchmarks, due to significant donations and not including a spenddown plan in their annual report. OEWD recommends the CBD include the spenddown plan in their annual report and separate their budget by assessment dollars as other CBDs have done
- Awarded IIN feasibility grant to pursue expansion in designated areas
- OEWD reviewed district website and found it to be in compliance
- In early FY 16-17, CBD webpage went down – OEWD recommends the CBD determine if these web issues were caused by internal errors, if so OEWD recommends hiring a web page manager to ensure the site is constantly reachable. These issues were addressed and fixed by the CBD
- Increased their opportunities in partnering with community stakeholders and numerous municipal agencies in its planning and advocacy around district lighting & security cameras.
- Maintained an active board of directors and committee members.



Top of Broadway Community Benefit District (ToBCBD)

Presentation to San
Francisco
Government Audit
& Oversight
Committee
Fiscal Year 2015-
2016



July 19th, 2017

Top of Broadway, CBD

ToBCBD District Boundary and Information

Top of Broadway CBD Map

May 2012



ToBCBD Info (15-16FY)

- Organization formed Nov 2013; Started Services Jan 2014.
- 39 Parcels, 100+ businesses
- \$299K Operating Budget, \$110K spent on cleaning and public safety
- Provides 7 day/week sidewalk cleaning and monthly pressure washing services
- Continued to collaborate with local agencies to administer the area and audit bad actors.

Mission

The Top of Broadway CBD mission statement is quite simple:

“To make the area around Broadway a safe, beautiful, diverse, and enjoyable place to live, work and visit, with a commitment to promoting economic vitality, improving livability and promoting area identity and history.”

To this end, ToBCBD directors and members deliberate and strategize initiatives via three advisory committees, endorsing directives which are then facilitated by staff.



Advisory Committees

- ▶ Sidewalk Operations, Beautification & Order (SOBO) Committee
- ▶ District Identity & Streetscape Improvement (DISI) Committee
- ▶ Land Use Committee

SOBO Committee Highlights

Sidewalk Operations, Beautification & Order (SOBO)

- ▶ Provided sidewalk maintenance services 266 days out of the year
- ▶ Removed approx. 6,600 lbs. of litter from the gutters and public rights-of-way.
- ▶ Removed 1,040 incidences of graffiti.
- ▶ Decreased Calls for Service to Broadway by an additional 79% from FY14-15.
- ▶ Conducted Approximately 8,867 Merchant Check-ins



DISI Committee Highlights

District Identity & Streetscape Improvement (DISI)

- ▶ Continued work and refinement of the Historical Marker Project, expected to be installed in Summer 2017.
- ▶ Collaborated with OEWD, SFDPW, and the CBD Consortium to draft policy to secure a more autonomous, expeditious process of deployment for pedestrian amenities.
- ▶ Re-evaluated certain programs under the DISI Committee, with a qualitative emphasis on longevity, impact, and fiscally responsible projects.



Challenges

- Illegal dumping and graffiti concentration; a 49% reported increase.
- Blighted properties and vacancies
- Problem businesses; security and maintenance.
- Diversity of Reputation



Prospective Projects

- ▶ Kearny Steps Improvement Projects—Lighting & Greening
- ▶ Historical markers project finalization and installation
- ▶ District expansion down Broadway and Columbus Ave.



Vision & Plan

The Top of Broadway CBD strategic plan and vision going forward will emphasize the following directives:

- ▶ Expand district to have larger mission impact and financially sustainable organization
- ▶ Further integrate into the surrounding community and coordinate resources among the various local entities
- ▶ Create a safe atmosphere for locals, residents and business owners alike
- ▶ Promote the diversity of the district brand and cultural history of the area
- ▶ Increase the walkability of the district through further streetscape enhancements and cleanliness/safety initiatives.



Partner Organizations

- ▶ OEWD
- ▶ SFDPW
- ▶ SFPD—Central Station
- ▶ Broadway Entertainment & Cultural Association (BECA)
- ▶ North Beach Citizens
- ▶ District 3 Supervisor's Office



Thank You