

# Community Benefit District Annual Reports

FY2020-2021

- Japantown
- Noe Valley
- Fisherman's Wharf Landside & Portside
- North of Market/Tenderloin

# Legislative Overview

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

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

# Review Process

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

# Basic Information

CBD Name	Type	Management Plan Assessment Budget	FY20-21 Assessment Roll Submission	Year(s) Formed and Renewed	Expires
<b>Japantown</b>	Property-based	\$393,750.00	\$393,750.30	2017	2027
<b>Noe Valley</b>	Property-based	\$255,000.00	\$248,541.48	2005, 2020	2035
<b>Fisherman's Wharf - Landside</b>	Property-based	\$1,346,000.00	\$1,218,900.68	2005, 2020	2036
<b>Fisherman's Wharf - Portside</b>	Business-based	\$187,113.00	-	2006	2020
<b>North of Market/Tenderloin</b>	Property-based	\$1,963,840.00	\$2,042,888.92	2005, 2019	2034

# Benchmarks

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

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

# Japantown CBD - Benchmarks

Benchmark	Question	Was This Met in FY2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 5.55\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	No
<b>Benchmark 4</b>	Were carryforward fund indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes

# Japantown CBD - Findings and Recommendations

- Recommendation: review their actual spending more frequently throughout the year to ensure they are on track to meet Benchmark 3
- Excelled in meeting Benchmark 2, raising nearly 12 times as much as the minimum required amount; the CBD raised \$510,600 to provide \$5,000 grants to 80 Japantown small businesses for the Heart of Japantown Resiliency Fund
- Worked with local businesses and community partners to improve public realm and activate the public space by adding murals, partially funding Shared Spaces for the Kinokuniya Building, and funding Picnic in the Plaza
- No reported violations of Brown Act within reporting period
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Active board and committee members
- Well positioned to carry on its mission

# Noe Valley Association - Benchmarks

Benchmark	Question	Was This Met in July - December 2020?	Was This Met in January - June 2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	No	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 5.0\%$	Yes	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	No	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes	Yes



# Noe Valley Association - Findings and Recommendations

- Successfully renewed on February 7, 2020 and began operating under a new management plan mid-year.
- Continued to be fiscal agent to activate and maintain the Noe Valley Town Square
- Installed benches in the commercial corridor for safe social distancing and adjusted cleaning services to ensure commercial corridor remained clean
- No reported violations of Brown Act within reporting period
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Active board and committee members
- Well positioned to carry on its mission

# Fisherman's Wharf Landside - Benchmarks

Benchmark	Question	Was This Met in July - December 2020?	Was This Met in January - June 2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	No	Yes
<b>Benchmark 2</b>	July-December 2020: Non-assessment revenue is $X \geq 5.0\%$ January-June 2021: Non-assessment revenue is $X \geq 9.08\%$	Yes	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	No	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes	Yes

# Fisherman's Wharf Portside - Benchmarks

Benchmark	Question	Was This Met in FY2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	No
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq X\%$	-
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes

# Fisherman's Wharf Landside and Portside - Findings and Recommendations

- FY2021 was a year of transition for both Fisherman's Wharf Landside and Portside.
  - Fisherman's Wharf Landside renewed on July 14, 2020 and began operating under a new management plan mid year
  - Fisherman's Wharf Portside to sunset on December 31, 2020. Portside worked with OEWD to ensure all laws were followed in the dissolution. The Affiliate Program was launched on the sunset of Portside CBD, so businesses still interested in receiving select services from FWCBD can pay a fee
- Continued to execute the Retail Strategy's 2 year goals
- Launched new SEO-enabled website combining the CBD's website with the Fisherman Wharf's Merchant Association to increasing their online presence significantly (more than 138,000 users on the site)
- Continued to be a valued partner in providing resources to its constituents, working with community partners and City agencies to promote their district's businesses, and serving on the San Francisco Economic Recovery Taskforce
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Active board and committee members
- Well positioned to carry on its mission

# North of Market/Tenderloin - Benchmarks

Benchmark	Question	Was This Met in FY2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 3.34\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes

# North of Market/Tenderloin - Findings and Recommendations

- High-capacity entity operating in the neighborhood with strong ties to its businesses, residents and other neighborhood and nonprofit partners and successfully addressed neighborhood specific initiatives and goals. Select highlights:
  - Developed an Economic Opportunity program to assist small businesses with technical assistance, disseminating grants, lease negotiation, and troubleshooting safety concerns
  - Developed a Parks and Open Spaces stewardship program to focus on improving public spaces through community-led activities
  - Continued assisting SFDPH in optimizing the district's parks and events for COVID testing and vaccination sites
- Struggled to provide OEWD with full and complete annual reports and financial statements for the past three reporting periods. Delays were caused by the absence of in-house finance and management knowledge and exacerbated by changing the bookkeeping and accounting services, incongruent manual processes and the pandemic
  - Delays have shortened with the hire of a senior director of finance and administration in October 2021
  - OEWD continues to monitor the CBD as they work to address the remaining internal processes that lead to the delay of full, complete annual reports and financial statements
- No reported violations of Brown Act within reporting period
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Active board and committee members
- Well positioned to carry on its mission



# JAPANTOWN COMMUNITY BENEFIT DISTRICT

San Francisco Board of Supervisors Government Audit & Oversight Committee

**FISCAL YEAR 20-21**



# District Map





# Keeping Japantown Clean

- Community Ambassadors
- Big Belly's
- Community Clean-Up
- Monthly Check-Ins with Recology & DPW



# Cleaning Stats






# Keeping Japantown Safe

- Walk through of Japantown with law enforcement
- Japantown Town Hall with SFPD
- Combatting Asian Hate




**SF Nihonmachi Community Coalition**  
PRESENTS  
**Japantown Community Town Hall with SFPD**  
**Thursday, June 24 • 5:00pm on Zoom**

   **SFPD**  
**Captain Paul Yep**  
Northern Police Station  
**A/C Lt. Willfred Williams**  
& **Sgt. Tina To**  
Community Engagement Division

Join us for a virtual townhall with SFPD.  
Learn about updates on recent APIA Hate Crimes and overall safety in our Japantown community.

**Registration will open Monday, June 21st at 9am.**

 This Town Hall is presented by the SF Nihonmachi Community Coalition. The SF Nihonmachi Community Coalition (NCC) was created in response to the rise of Asian hate violence and racism that has been occurring in San Francisco, in other parts of the Bay Area and the nation. NCC therefore pledges to take a proactive approach to promote initiatives that prevent harm in Japantown, the Japanese community and in all other communities of color. We will work with other organizations and entities to strive for a peaceful, hate-free community and pay particular attention to help and protect our senior residents.



# Promoting Japantown

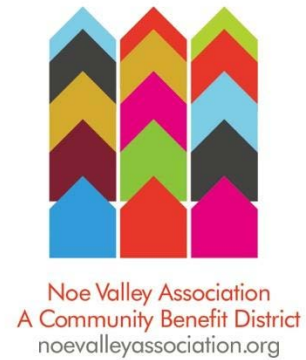
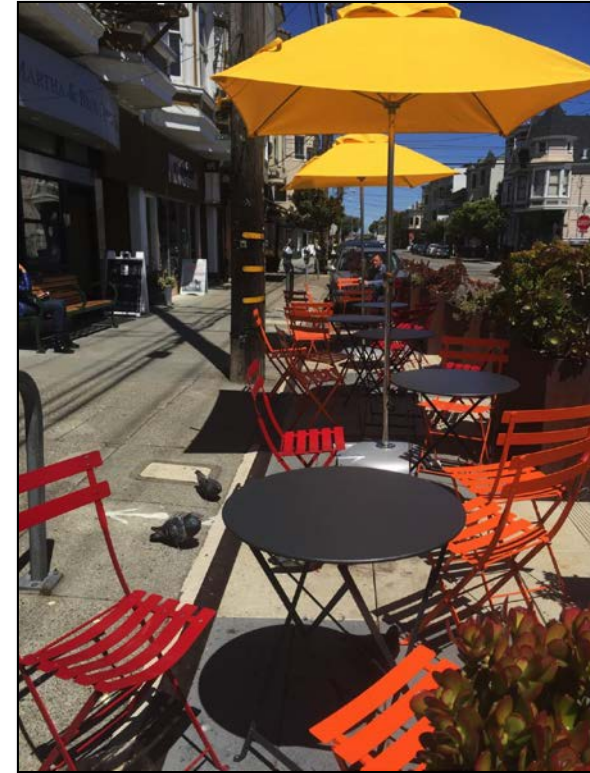
- Created marketing reelz
- Worked with SFMTA during Geary BRT work to promote Japantown
- Lighting Up Japantown



# Accomplishments in the Midst of a Crisis

- Keeping our small businesses & community connected through e-newsletter and social media
- Assisting small businesses through
  - Help completing grant applications/Shared Spaces Permits
  - Translated COVID information when not available
  - Hand delivered COVID informational materials
- Free COVID-19 PCR Testing 5 Days a Week
- Heart of Jtown Resiliency Fund
  - Provided 80 businesses with \$5,000 grants
  - Purchased additional PPE supplies
  - Partially funded Shared Spaces build outs
  - Commissioned artists to create murals
  - Logistical support for Restaurant in the Plaza





Noe Valley Association  
A Community Benefit District  
[noevalleyassociation.org](http://noevalleyassociation.org)

The NVA - we clean, green and improve public space in the 24th Street commercial corridor.

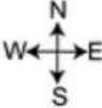
# Noe Valley CBD Area Map

(starting January 1, 2021)



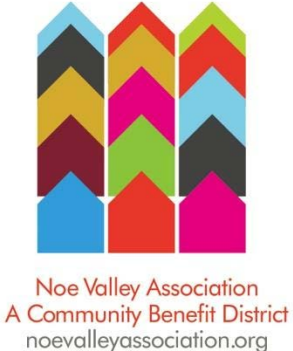
**LEGEND**

- CBD Boundary
- Lot Boundary
- Block Number
- Lot Number



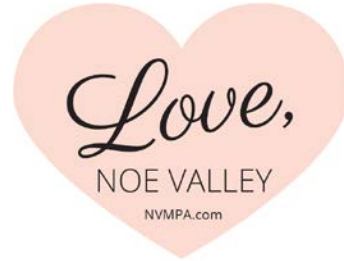
# Noe Valley Association – Clean & Green

The NVA provides two full-time street porters and a part-time gardener.



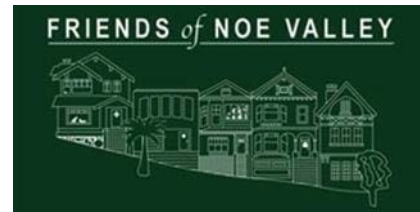


# NVA Partner Organizations



Noe Valley Merchants & Professionals Association

<http://www.noevalleymerchants.com>

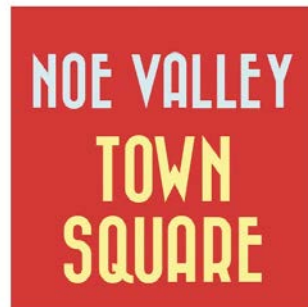


Friends of Noe Valley

<http://friendsofnoevalley.com>



Noe Valley Association  
A Community Benefit District  
[noevalleyassociation.org](http://noevalleyassociation.org)



Noe Valley Town Square

<http://noevalleytownsquare.com>

# Grants NVA as Fiscal Agent for the Noe Valley Town Square



The NVA was fiscal agent for \$35,000 in grants to activate the Noe Valley Town Square.

# Day to Day Operations FYE 2021



Removal of **199** bulky trash items, furniture, mattresses, tree limbs, etc.



Removal of **92** graffiti marks, stickers, etc.



**9** monthly sidewalk steam cleanings, March – November

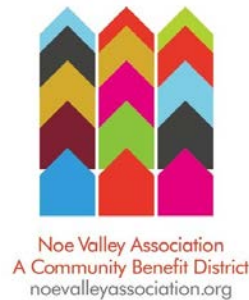
# Day to Day Operations FYE 2021



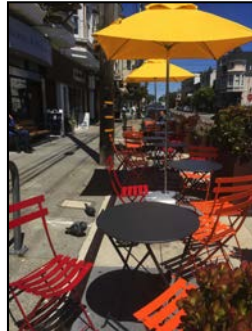
**201** tree wells weeded and watered by NVA gardener



**27** Planters/sidewalk gardens replanted, watered and maintained



Noe Valley Association  
A Community Benefit District  
noevalleyassociation.org



**84** Chairs and tables maintained in both public parklets on 24th Street  
**2** Public parklets maintained year-round with flowers/plants

# Day to Day Operations FYE 2021



**4** Bigbelly garbage receptacles installed and maintained



Maintenance of **27** community benches and **36** bike racks



**23** flower baskets hung every six months



Thank You.

[www.noevalleyassociation.org](http://www.noevalleyassociation.org)



Noe Valley Association  
A Community Benefit District  
[noevalleyassociation.org](http://noevalleyassociation.org)

*Government  
Audit & Oversight  
Committee*

Jul. 1, 2020 – Jun. 30, 2021



# New Website Build for Fishermanswharf.org

- Working with Simpleview, we launched a brand-new SEO-enabled website, [fishermanswharf.org](https://fishermanswharf.org) in May 2021. The new website combined both the **FWCBD site**, [visitfishermanswharf.com](https://visitfishermanswharf.com); and the **FWMA site**, [fishermanswharf.org](https://fishermanswharf.org), to ensure maximum SEO results for the Fisherman's Wharf brand.
- The augmented website features both CRM and CMS functionalities, a reporting suite detailing traffic to the website and individual business listings, and a beautiful new design featuring our latest brand refresh.
- The design elements of the website were rolled out in two phases, with the final design unveiled in February 2022.





# Website & Social Media Metrics

Jul. 1, 2020 – Jun. 30, 2021

- **133K users initiated at least one session** on the new destination website fishermanswharf.org.
  - This included **309K** page views, **157K** sessions, and an average duration of **00:01:33**.
- More than **75K users** viewed our business listings.
- We had **8K** users on our trip itinerary tool, Visit Widget.
  - This included **48K** pageviews, **770** iOS downloads, and **116** Android downloads.
- Our **Facebook reach** was **3.5M**, and our **Instagram reach** was **133K**.
  - This included **25K** page and profile visits on Facebook and **8.5K** on Instagram.
- Our Facebook Likes steadily increased to a total of **52K**, and our Instagram followers steadily increased to **6.4K**.
  - This included **1,650** new Facebook Likes.
- Our Twitter followers increased to **3.7K**.

# PR Metrics & Communications Initiatives

Jul. 1, 2020 – Jun. 30, 2021

- Fisherman's Wharf earned a potential media reach of **2 BILLION** viewers from Jul. 2020 to Jun. 2021 across Print + Online, Radio (Calif.), and TV (US).
  - There were **2.6K** instances of news media exposure.
  - **1.8K** mentions had **positive/neutral sentiments**, and **685** mentions had **negative sentiments**.
  - Publicity/media exposure had an equivalent value of **\$62.8M** as per Meltwater media monitoring.
- The "**News You Need**" newsletter was published **at least once a week**, sometimes multiple times a week depending on the content. As with the time-sensitive COVID-19 updates that began in March 2020, the FWCBD continued with the robust communications strategy that provided stakeholders with local, state, and national content.
- The FWCBD **engaged with local media outlets** to promote the businesses in Fisherman's Wharf. This proved to be a very effective strategy in the context of COVID-19 since our open spaces are perfect for social distancing outside.
- The FWCBD **successfully championed the earlier return of the cable cars** and generated positive media coverage in support of the cable cars as a sign that San Francisco is open for business.
- The FWCBD worked with the **Shine On SF Partnership** to create and roll out a communications strategy on behalf of the SF Benefit District Alliance, in advance of the city-wide Shine On SF launch.

# Advocacy

Jul. 1, 2020 – Jun. 30, 2021

- The FWCBD was the only CBD elected to participate in **Mayor Breed's COVID-19 Economic Recovery Task Force**.
  - The full Task Force met monthly and participated in many smaller working group meetings. Through this process, the Task Force developed **41 policy recommendations**, informed by the experience of Task Force members, research from city staff, as well as input from communities across San Francisco through surveys and focus groups.
  - The FWCBD advocated for and assisted with Wharf business to open as early as possible during the pandemic.

# Events & Holidays

Jul. 1, 2020 – Jun. 30, 2021

- Due to the pandemic, our annual Fisherman's Wharf events and sponsorships were canceled in the Fall and Winter of 2020.
  - **Fleet Week 2020**, which we regularly sponsor, and our popular **Wharf Fest 2020** were both canceled due to health and safety concerns.
  - As a result of the December 2020 lockdown, **Merry Time at the Wharf**, our annual holiday event, was repositioned as an invitation to safely enjoy shopping, outdoor dining, takeaway food, and outdoor activities while exploring the spacious northern waterfront.
  - Merry Time at the Wharf was promoted on the City's **Shop and Dine in the 49** website, through paid Instagram and Facebook ads, and in paid radio ads.

# Advertising

Jul. 1, 2020 – Jun. 30, 2021

- **Received a \$120,000 Google Grant for AdWords.** This annual grant allows the FWCBD to create ad campaigns and boost its search ranking on Google, which is our top referral search engine.
- **Social Media Advertising.** Facebook/Instagram (multiple campaigns during the fiscal year). For a total spend of \$449.92, our paid reach was 167,600 people, and we generated 287,200 paid impressions. This budget included ad campaigns for Merry Time at the Wharf in December 2020.
- **Radio Advertising for Holiday 2020 (Dec. 21 – Dec. 27, 2020).** With a total budget of \$2,500, the FWCBD negotiated 133 radio advertising spots on Radio Alice, KCBS, and Channel Q.
- **Radio Advertising for the Wharf's Reopening Campaign (Mar. 3 – Apr. 11, 2021).** With a total budget of \$7,500, the FWCBD negotiated 497 radio advertising spots on Radio Alice, KCBS, and Channel Q, plus two live reads per week on Radio Alice's "Sarah & Vinnie" Show. The approximate reach for this campaign was 934K listeners!

# Ambassador Program

Jul. 1, 2020 – Jun. 30, 2021

- 7 days a week, the FWCBD Ambassadors help keep Fisherman's Wharf clean by sweeping the streets and power washing; removing graffiti and stickers; and removing trash.

## Cleaning

Trash Collected (in lbs.)	37,902
Graffiti & Stickers Removed	4,887
Pan & Broom Block Faces Swept	16,132
Street Furniture Cleaned	1,554
Tree Grates Cleaned	3,152
Painting Projects Completed	667

## Visitor Hospitality

Hospitality	1,302
Assistance Given/Directions Given	927
Business Contacts Made	655

## Safety & Security

Sit/Lie Advisements Given	1,110
Aggressive Panhandling Addressed	179
Drinking in Public Addressed	101
Instances of Camping/Sleeping	597
Instances of Illegal Dumping	439
Requests for Police/Fire/EMS	13



# Portside & Landside Financials

Jul. 1, 2020 – Jun. 30, 2021

<i>July 1, 2020 to June 30, 2021</i>		<b>GRAND TOTAL</b>		
<b>REVENUE</b>	<b>ACTUAL</b>	<b>BUDGET</b>	<b>Variance</b>	<b>% of Variance</b>
<i>Prior Year Carryover</i>	\$ 450,299	\$ 450,299	\$ -	0%
Assessments	\$ 1,318,592	\$ 1,416,302	\$ (97,710)	-7%
Grants/Other	81,974	-	81,974	100%
Interest Savings	60	-	60	100%
Donations (Cash & In-Kind)	139,919	-	139,919	100%
<b>TOTAL REVENUE</b>	<b>\$ 1,540,545</b>	<b>\$ 1,416,302</b>	<b>\$ 124,243</b>	<b>9%</b>
<b>TOTAL REVENUE + PRIOR YEAR CARRYOVER</b>	<b>\$ 1,990,844</b>	<b>\$ 1,866,601</b>	<b>\$ 124,243</b>	<b>7%</b>
<b>EXPENSE</b>				
Sidewalk Operations & Beautification	\$ 138,094	\$ 143,997	\$ (5,903)	-4%
District Identity & Streetscape Improvement	330,489	208,770	121,719	37%
Clean and Safe Program	308,720	315,984	(7,264)	-2%
Marketing and Event Marketing Program	219,669	188,899	30,770	14%
Administration & Contingency	283,160	312,614	(29,454)	-10%
<b>TOTAL EXPENSES</b>	<b>\$ 1,280,132</b>	<b>\$ 1,170,264</b>	<b>\$ 109,868</b>	<b>9%</b>
<i>Fiscal Year 2020-2021 Carryover</i>	\$ 710,712	\$ 696,337	\$ 14,375	2%

# Portside & Landside Financials

Jul. 1, 2020 – Jun. 30, 2021

July 1, 2020 to June 30, 2021		LANDSIDE				PORTSIDE			
REVENUE	ACTUAL	BUDGET	Variance	% of Variance	ACTUAL	BUDGET	Variance	% of Variance	
<i>Prior Year Carryover</i>	\$ 514,237	\$ 514,237	\$ -	0%	\$ (63,938)	\$ (63,938)	\$ -	0%	
Assessments	\$ 1,209,617	\$ 1,209,617	\$ -	0%	\$ 108,975	\$ 206,685	\$ (97,710)	-90%	
Grants/Other	81,974	-	81,974	100%	-	-	-	0%	
Interest Savings	60	-	60	100%	-	-	-	0%	
Donations (Cash & In-Kind)	117,494	-	117,494	100%	22,425	-	22,425	100%	
<b>TOTAL REVENUE</b>	<b>\$ 1,409,145</b>	<b>\$ 1,209,617</b>	<b>\$ 199,528</b>	<b>16%</b>	<b>\$ 131,400</b>	<b>\$ 206,685</b>	<b>\$ (75,285)</b>	<b>-36%</b>	
<b>TOTAL REVENUE + PRIOR YEAR CARRYOVER</b>	<b>\$ 1,923,382</b>	<b>\$ 1,723,854</b>	<b>\$ 199,528</b>	<b>12%</b>	<b>\$ 67,462</b>	<b>\$ 142,747</b>	<b>\$ (75,285)</b>	<b>-53%</b>	
<b>EXPENSE</b>									
Sidewalk Operations & Beautification	\$ 138,094	\$ 143,997	\$ (5,903)	-4%	\$ -	\$ -	\$ -	0%	
District Identity & Streetscape Improvement	212,803	140,280	72,523	34%	117,686	68,490	49,196	42%	
Clean and Safe Program	308,720	315,984	(7,264)	-2%	-	-	-	0%	
Marketing and Event Marketing Program	219,669	188,899	30,770	14%	-	-	-	0%	
Administration & Contingency	235,007	270,555	(35,548)	-15%	48,153	42,059	6,094	13%	
<b>TOTAL EXPENSES</b>	<b>\$ 1,114,293</b>	<b>\$ 1,059,715</b>	<b>\$ 54,578</b>	<b>5%</b>	<b>\$ 165,839</b>	<b>\$ 110,549</b>	<b>\$ 55,290</b>	<b>50%</b>	
<i>Fiscal Year 2020-2021 Carryover</i>	\$ 809,089	\$ 664,139	\$ 144,950	22%	\$ (98,377)	\$ 32,198	\$ (130,575)	-406%	



*Thank You!*

# Tenderloin Community Benefit District

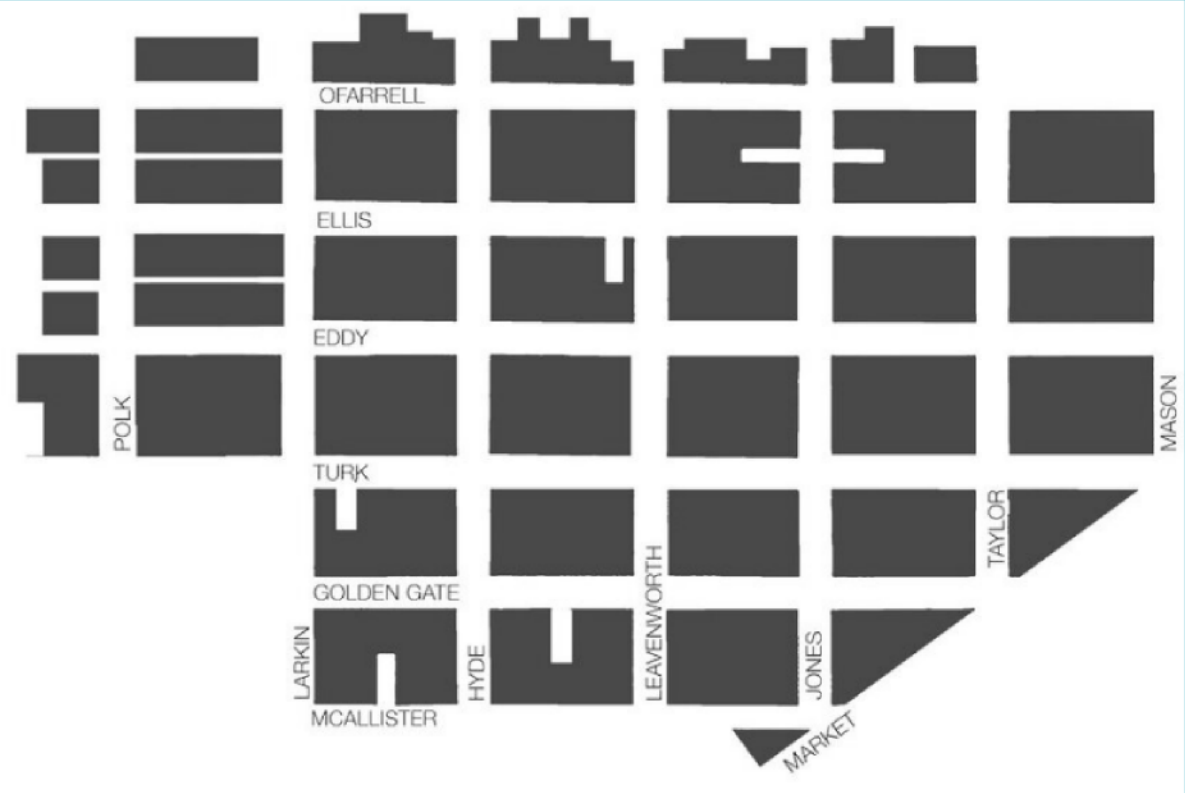
# ANNUAL REPORT

Fiscal Year 2020-2021

Leading the evolution of the Tenderloin.



# North of Market/ Tenderloin Community Benefit District Map



FY 2020 - 2021

# The TL is...

- over 30,000 residents
- 3,500+ children
- 675+ seniors
- Median Income = \$38,000
- 25% of housing is subsidized
- 68% immigrants
- Most racially and culturally diverse neighborhood in San Francisco
- Largest open-air drug market in North America



**UNIQUE**

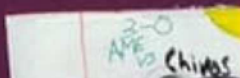
# The TLCBD is...

over  
81,521 escorts  
for residents,  
children &  
seniors

disrupts 1,000+  
incidents  
through positive  
intervention

stewards 3  
parks, 7 days a  
week, 365 days  
a year

**SAFE**



# The TLCBD is...

- over 250,000 lbs of trash
- 11,257 needles safely removed
- 26,920 instances of human/animal waste disposed of
- coordination with HSOC, PD & City Agencies for houseless connection to services and intervention



**CLEAN**



The TLCBD is...

more than  
**387** residents  
visit the parks  
daily

**243** events and  
activations took  
place in the  
parks

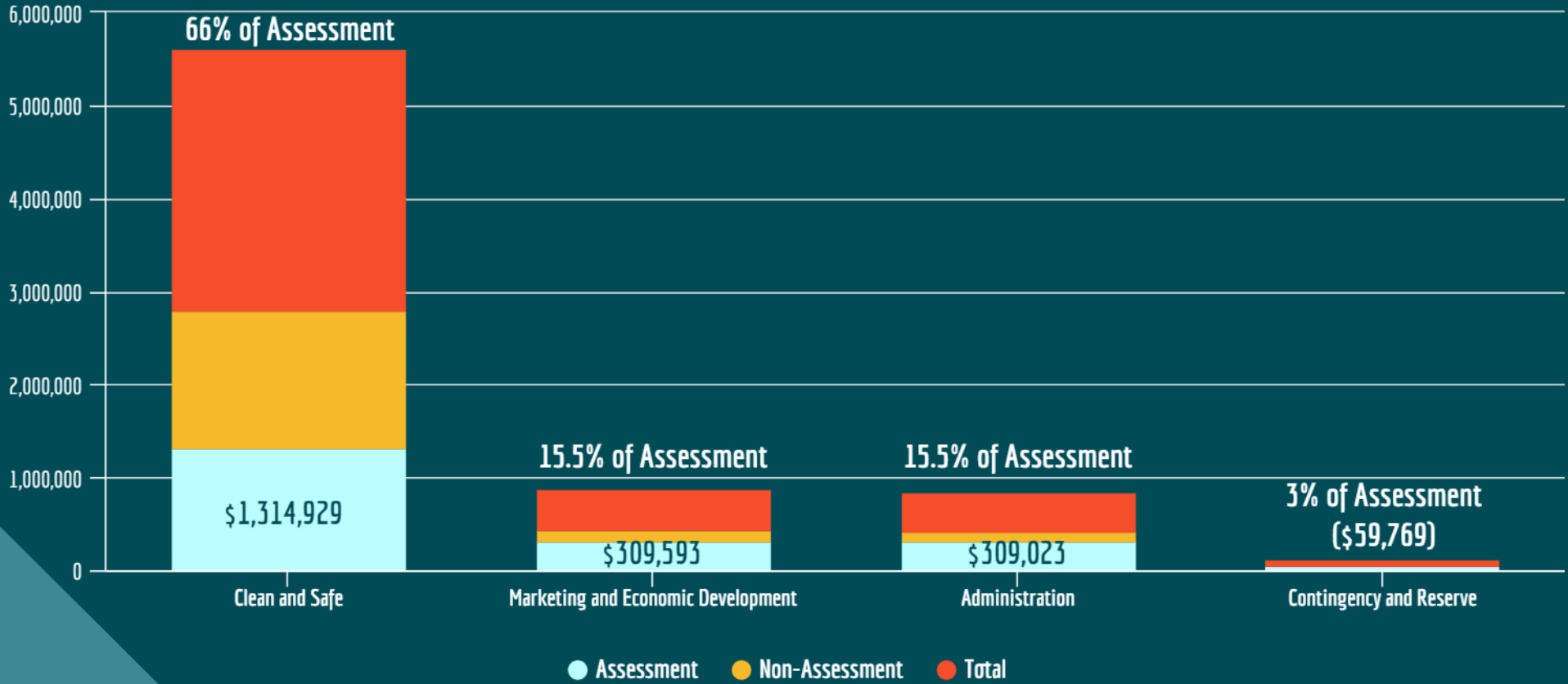
**\$30,000** for TL  
Restaurants to  
deliver more  
than 300 meals  
to residents

**ACTIVE**

# TLCBD is...

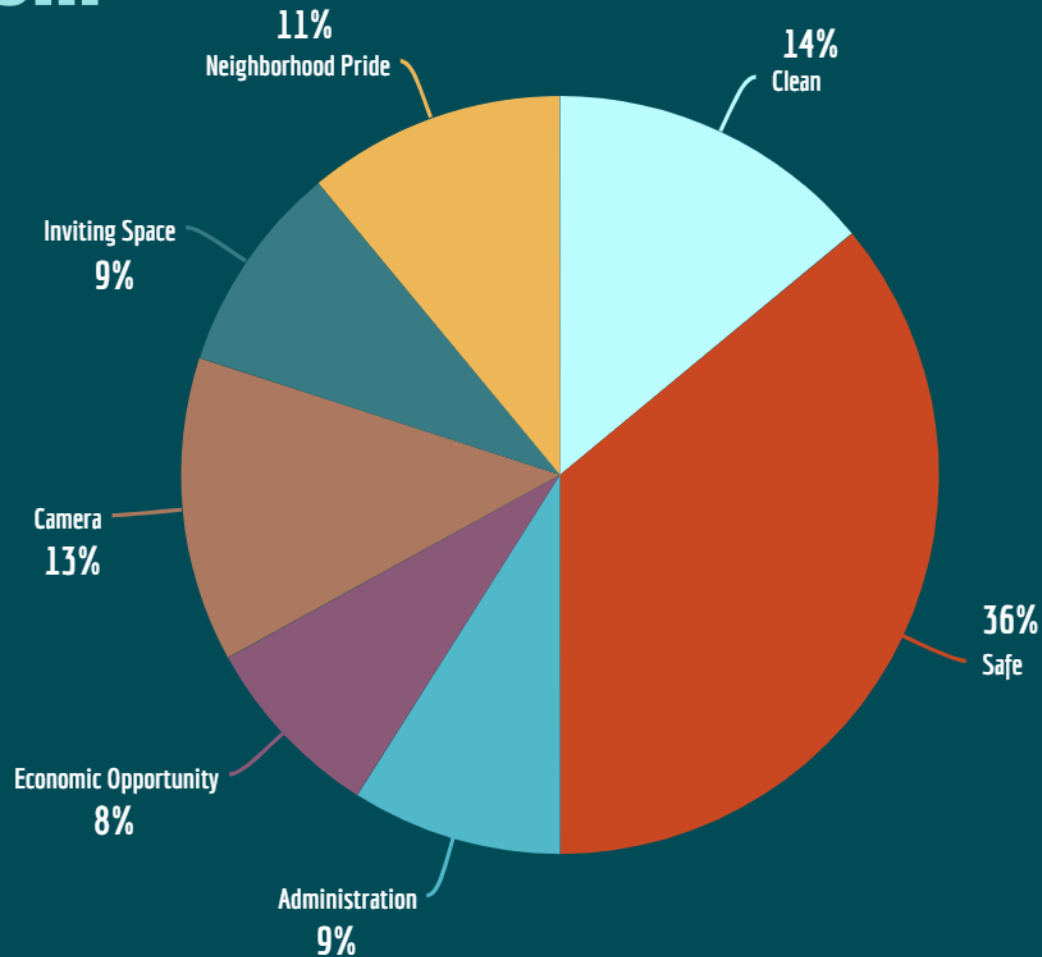
## FY21

**\$1,992,316 Assessment**  
**\$5,698,714 Total Budget**





# TLCBD is...



**MAKING  
AN  
IMPACT**

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