



Civic Center Community Benefit District FY 2018-2019 Annual Report



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 2018-19

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



Civic Center CBD Formation

Civic Center CBD	Type	Initial Assessment Budget*	FY 2018-2019 Assessment Budget	Year Established	Expires
	Property-Based	\$ 691,964	\$ 871,668.92	2011	June 30, 2021

**budget identified in management plan*



Civic Center CBD Operations

- **Staff**

- Executive Director – Tracy Everwine

- **Service Areas**

- **Safety Program/CSAs**

- This program supports both uniformed Ambassadors and activates the sidewalks and open space.

- **Cleaning Program**

- This program area is allocated for cleaning and on-call graffiti removal.

- Provides a uniformed maintenance worker to respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk 20 hours/week

- **Beautification**

- This program area includes streetscape improvements such as way finding signage and sidewalk lighting and capital enhancements.

- **Activation of Public Places**

- This service area implements programs that support Civic Center Plaza's nighttime activation.



BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for Civic Center CBD:

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 (1.00%) of Civic Center CBD'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.



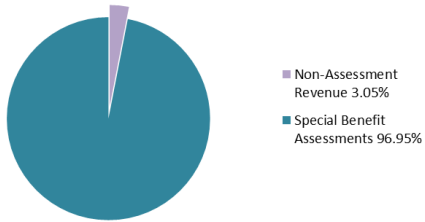
Management Plan vs. Annual Budgets

Service Category	FY 2015-2016 Variance % Points	FY 2016-2017 Variance % Points	FY 2017-2018 Variance % Points	FY 2018-2019 Variance % Points
Safety	+1.55%	+1.46%	+2.44%	-2.81%
Cleaning and Maintenance	-1.55%	+0.98%	-1.39%	-1.24%
Beautification	+0.39%	-0.18%	+0.43%	-3.34%
Activation of Public Places	+0.21%	-0.17%	+0.48%	+1.98%
Administration	-0.59%	-2.10%	-1.96%	+5.54%

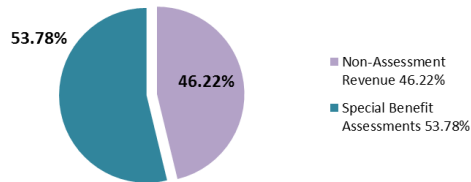


Assessment Revenue & Other Income

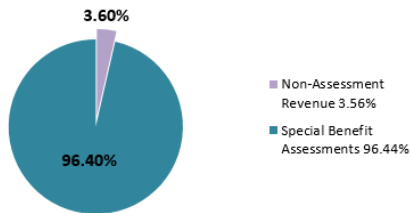
FY 2015 -2016



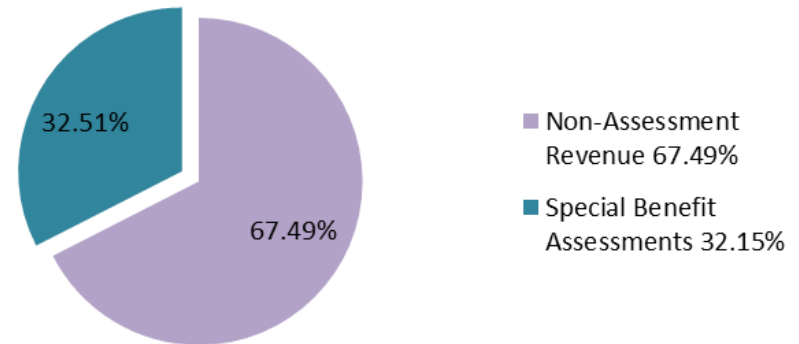
FY 2017 -2018



FY 2016 -2017



FY 2018-2019



Budget vs Actuals

Service Category	FY 2015- 2016 Variance % Points	FY 2016-2017 Variance % Points	FY 2017-2018 Variance % Points	FY 2018-2019 Variance % Points
Safety	+6.81%	-2.94%	-0.72%	-2.85%
Cleaning and Maintenance	+0.17%	-4.30%	+0.09%	-0.82%
Beautification	-3.65%	-1.86%	-1.21%	+1.27%
Activation of Public Places	+1.77%	+1.65%	-2.29%	-0.08%
Administration and Corporate Operations	-4.15%	+7.54%	-0.50	+2.48%



Carryover

<u>FY 2018-2019 Carryover Disbursement</u>	
DESIGNATED PROJECTS	
Management Plan Services	\$183,916.45
TOTAL DESIGNATED AMOUNT	\$183,916.45



Conclusion

- **Civic Center CBD has met all benchmarks placed on it through State code and the CBD's Management Agreement with the City.**
- **Civic Center CBD began a renewal campaign in FY 18-19, which ended in July 2019.**
 - **93.59% weighted vote in favor of renewal; 6.41% weighted vote against the renewal**
 - **The Civic Center CBD was renewed through 2034.**
- **Civic Center CBD has an active and engaged board of directors.**
- **Civic Center CBD is in a good position to carry out its mission working alongside public and private sector partners.**





**1 Civic
Center**
Community Benefit District

FY 2018-2019 Annual Report

**San Francisco Board of Supervisors
Government Audit and Oversight Committee**

CLEANING • MAINTENANCE • PUBLIC SAFETY



Clean Team



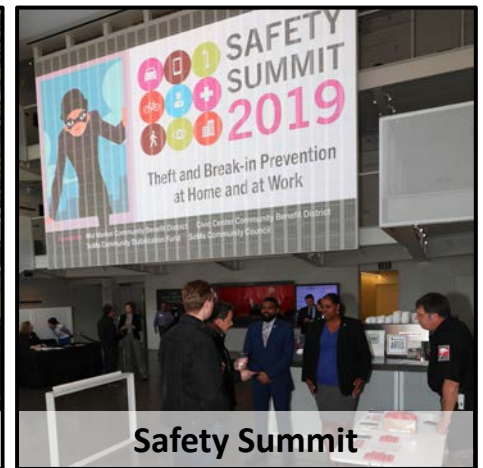
Ambassadors



Parking Garage Greeter



Playground Safety



Safety Summit

ANNUAL CLEANING & MAINTENANCE STATISTICS



46,000

Linear Ft.
Pressure Washed



60,000

Pounds of Trash Removed



11,000

Needles Removed



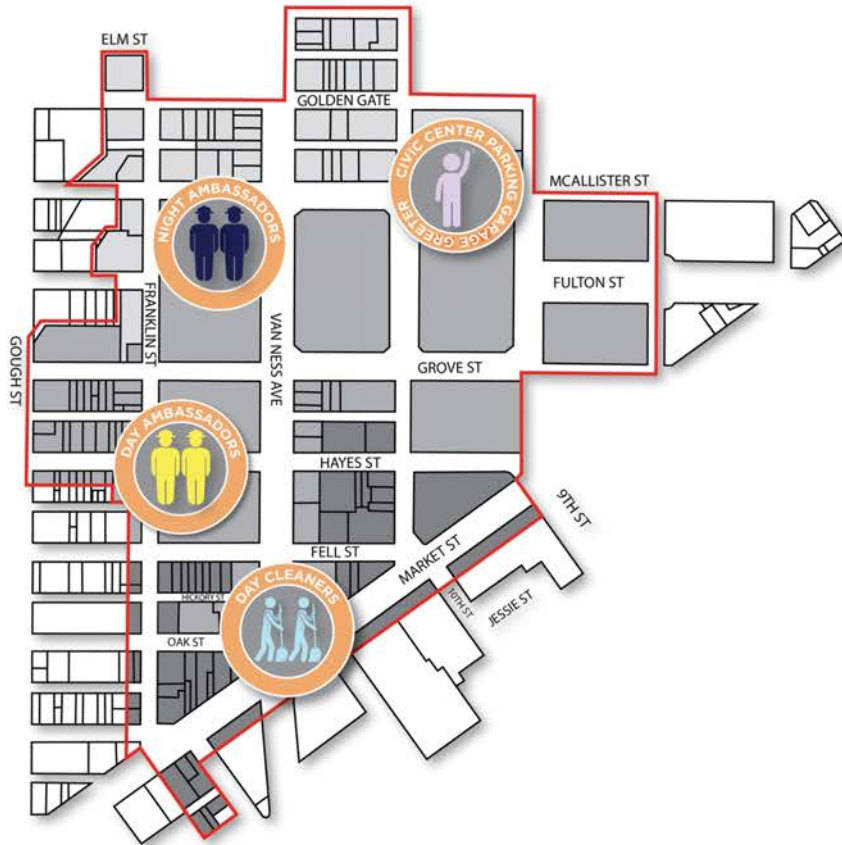
5,000

Instances of Graffiti Removed

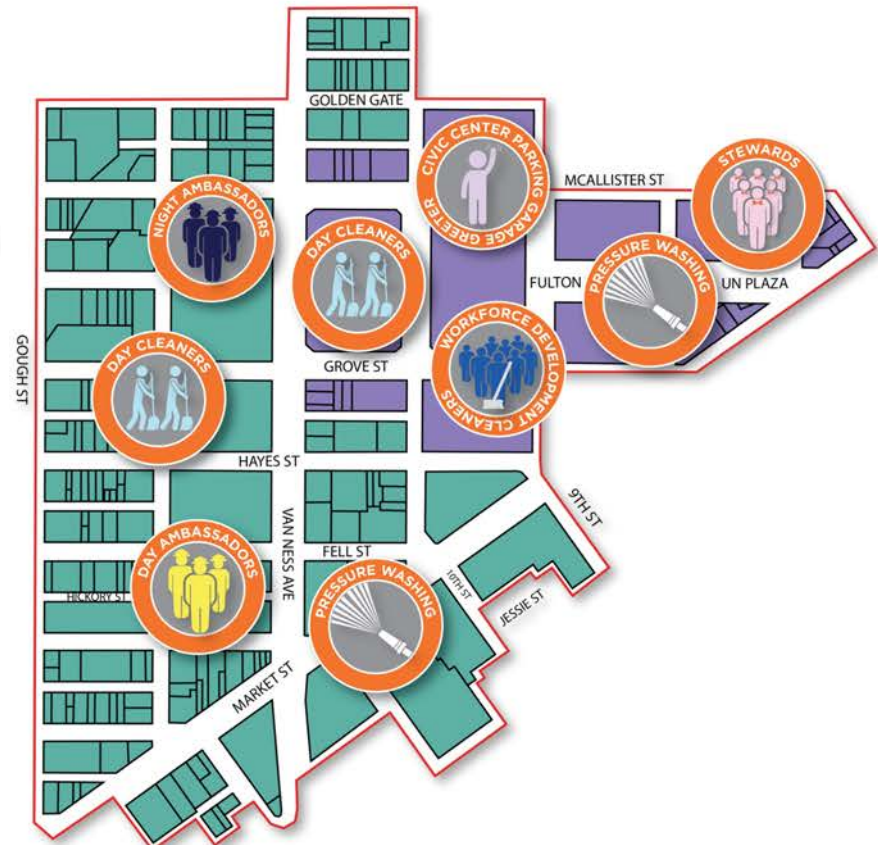


RENEWAL AND EXPANSION CAMPAIGN

2011 Established District
329 Parcels / \$750K Budget



2019 Renewed District
716 Parcels / \$3.2M Budget



Renewal & Expansion Outreach 2018-2019

RENEWAL TASK FORCE (Feb 2018-April 2018)

Board, Staff & Renewal Consultant meet to understand process

1. Preliminary evaluation of District boundaries for next term

- effectiveness in existing boundaries
- additional areas in need
- requests from new properties to join

2. Outreach begins to all properties within the proposed boundary map

- via mail (best for offsite owners & those living in condos/apartments)
- by phone (when contact number is available)
- door-to-door outreach (where permitted)
- information on CCCBD website
- Board & staff networking
- individual meetings
- public open house events



RENEWAL STEERING COMMITTEE (May 2018-Jun 2019)

Owners join Steering Committee and start attending meetings

3. Evaluate District boundaries for next term

- effectiveness in existing boundaries
- additional areas in need
- requests from new properties to join

4. Outreach continues to all properties within the proposed boundary map

- via mail (best for offsite owners & those living in condos/apartments)
- by phone (when contact number is available)
- door-to-door outreach (where permitted)
- information on CCCBD website
- information sent out in CCCBD quarterly newsletter articles
- Board & staff networking
- individual meetings
- public open house events



Open House

Wednesday, April 3, 2019 | 5:30 - 6:30pm

San Francisco Ballet
455 Franklin Street (at Fulton)
In the Board Room
San Francisco, CA 94102

Please join us to learn more about the Civic Center Community Benefit District and our renewal plans.

Hosted wine & light hors' d'oeuvres!
RSVP at info@sfciviccenter.org

sfciviccenter.org | 415-658-7979

ACTIVATION - Civic Center Plaza Café Kiosk



ACTIVATION - Civic Center Initiative Events



7 Free Community Events in 2018-2019



SAN FRANCISCO
CIVIC CENTER PLAZA

Tree Lighting

WEDNESDAY

DECEMBER 4, 2019 | 4-7 PM

MUSICAL PERFORMANCES

FREE HOLIDAY ACTIVITIES

ICE SKATING

GRINCH, SANTA CLAUS &
OTHER HOLIDAY CHARACTERS

TAP DANCING
CHRISTMAS TREES

TOY GIVEAWAY

HOLIDAY TREATS
...AND MUCH MORE

SFCIVICCENTER.ORG/EVENTS/



ANOTHER PLANET





Thank you

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Text or Email:
dispatch@sfciviccenter.org