



2010-2011 ANNUAL REPORT

YERBA BUENA COMMUNITY BENEFIT DISTRICT

SEE WHAT COMES TOGETHER



When I joined the YBCBD Board of Directors I made a commitment to represent everyone who lives, works and visits Yerba Buena. It has been gratifying to see the progress made to improve the quality of life in our neighborhood for all segments of our district since we began implementing programs two years ago.

Our ability to advance our mission is a direct result of the collaborative effort between our residents, community leaders, local businesses and the YBCBD team. Thank you to the more than 70 volunteers who have given their time and expertise to our Board and committees, to YBCBD's Executive Director Cathy Maupin and staff, and to the many community members involved in our programs to improve Yerba Buena.

By harnessing our shared enthusiasm for and commitment to the district, YBCBD achieved several milestones last year. We provided our first contributions to nonprofit organizations that improve our district through our Community Benefit Fund. We launched our neighborhood branding strategy to establish Yerba Buena as a destination — like North Beach, Union Square and the Castro. This program included a new neighborhood logo, website (www.visityerbabuena.org), map and banners featuring our See What Comes Together campaign depicting the diversity of offerings in Yerba Buena. We also unveiled the Yerba Buena Street Life Plan — a community-based vision and road map for improving 36 public spaces in Yerba Buena during the next decade.

We implemented programs to bring our community together. Our first Neighborhood Fair was held at Yerba Buena Gardens. We hosted block parties and kept the district informed about neighborhood news with our monthly e-newsletter, quarterly updates, services brochures and other communications.

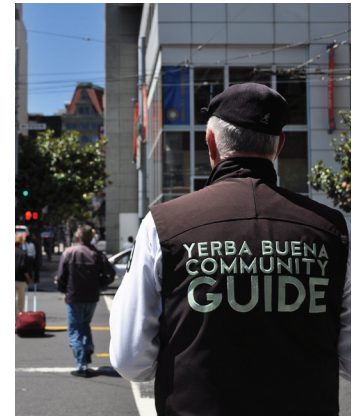
Ongoing efforts by our Clean Team, Community Guides and bike patrol officers are contributing to a cleaner, friendlier, safer and more enjoyable neighborhood.

As a proud resident of Yerba Buena, I look forward to an exciting year as we continue to build neighborhood connections, strengthen our business and cultural foundation, and improve district safety and our public spaces. Our See What Comes Together campaign not only highlights Yerba Buena's dynamic character, it sends a determined message that by working together we can continue to take our neighborhood to new heights.

Sincerely,

A handwritten signature in blue ink that reads 'Regina Flanagan'. The signature is fluid and cursive, with the first name 'Regina' being larger and more prominent than the last name 'Flanagan'.

Regina Flanagan
Chair, YBCBD Board of Directors



MISSION

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

SERVICES + PROGRAMS

- **DISPATCH SERVICES.** Call 415-543-9223 for non-emergency services, such as public area cleaning and maintenance issues, and social services outreach. Staffed every day, 24 hours a day.
- **COMMUNITY GUIDES.** Our goodwill ambassadors help tourists, provide information on local businesses, and report maintenance and safety concerns. Up to six guides work every day from 6 a.m. to midnight.
- **POLICE DEPARTMENT BIKE PATROL.** An officer dedicated to the area supplements existing police services for 10 hours daily.
- **CLEAN TEAM.** Our team steam cleans and sweeps sidewalks, removes graffiti, and paints poles, mail boxes and fire plugs. We sweep gutters, weed tree wells, and empty overflowing public trash receptacles. The Clean Team is staffed every day from 6:30 a.m. to 9:00 p.m.
- **MARKETING AND BRANDING.** Programs promote the neighborhood to create a sense of place to support our economic base and help improve quality of life.
- **COMMUNITY SUPPORT AND CONNECTIONS.** Grants from our Community Benefit Fund are awarded biannually to support nonprofits that improve quality of life in the district.
- **BEAUTIFICATION.** The Streets & Public Space Committee focuses on short- and long-term neighborhood streetscape improvements.
- **DISTRICT MANAGEMENT.** A non-profit management corporation administers the YBCBD and is governed by a Board that represents a diversity of stakeholders and areas of the neighborhood.

BUILDING COMMUNITY

Yerba Buena is an amazing tapestry of contrasts and connections coming together in one neighborhood. The YBCBD stretches from Second to Fifth and Market to Harrison Streets with world-class museums, shopping, dining, convention space, hotels, nightlife, and educational institutions. Senior housing blends with live/work lofts and luxury condominiums. During the last fiscal year, we introduced plans and programs to build a sense of community for residents, workers, students, businesses and visitors.

YERBA BUENA STREET LIFE PLAN.

YBCBD formed the Streets & Public Space Committee. This group, working with the community, City agencies and CMG Landscape Architecture, led the creation of the Yerba Buena Street Life Plan. The plan is a vision and road map for public space in Yerba Buena that will be used by YBCBD during the next decade to direct projects that facilitate vibrant social interaction and promote pedestrian life, safety, beauty, and community pride. In 2011, the YBCBD placed the City's first Parkmobiles— mobile gardens with landscaping and seating — in our neighborhood.

NEIGHBORHOOD BRANDING.

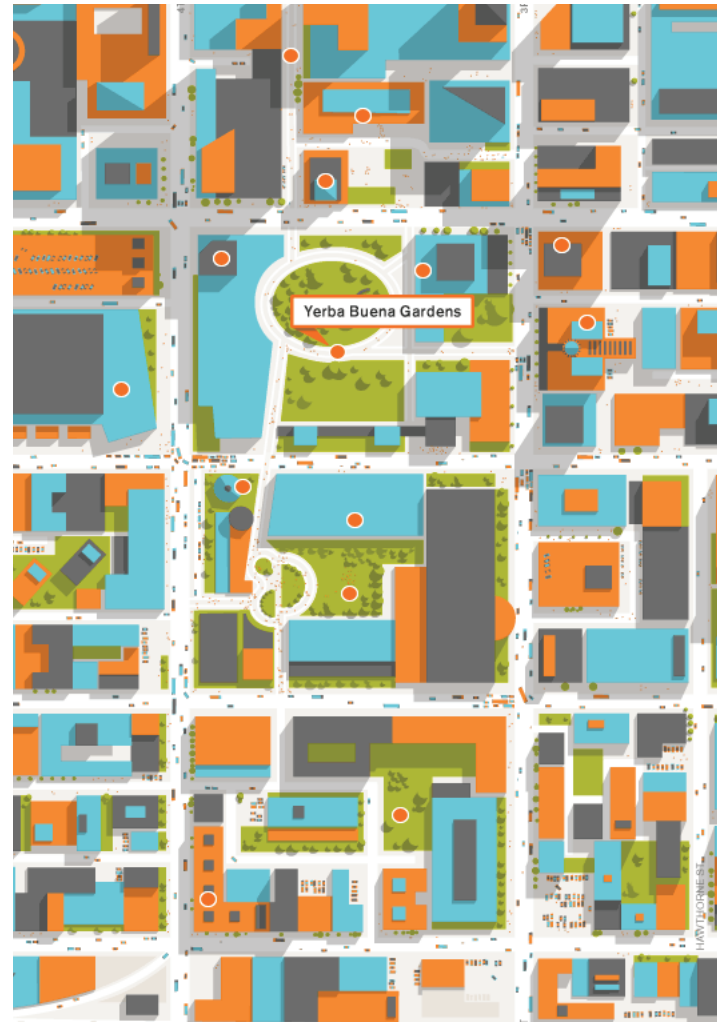
By promoting Yerba Buena, we create an identifiable destination to support our business base and improve quality of life in the district. Our campaign elements include a new neighborhood logo, website (www.visityerbabuena.org), and map. Also, 100 banners identify the neighborhood and tout its diversity of activities with the tagline of See What Comes Together.

COMMUNITY CONNECTIONS.

YBCBD hosted its first annual Yerba Buena Neighborhood Fair in October, held four neighborhood block parties, sponsored neighborhood events and co-hosted a District 6 Supervisorial Candidate Forum. We established and promoted the Community Benefit Fund grant program focused on public art, greening/streetscape, public safety, youth engagement, and mini-grants for resident projects. News bulletins, promotional rack cards about our services and programs, and a monthly e-newsletter kept people informed and encouraged them to use and participate in YBCBD offerings.

IMPROVING OUR CAPABILITIES.

In addition to our ongoing services described on page two of this report, we implemented programs to improve our operations. We developed performance measures for neighborhood cleanliness, and began the development of a public safety plan. The YBCBD completed an organizational audit and implemented a new investment policy, fundraising plan, and annual budget. Cathy Maupin was retained as executive director. We hired a new Administrative Manager and we engaged summer interns. We also hired a new Director of Neighborhood Partnerships.



BUDGET + BALANCE SHEET

JULY 2010-JUNE 2011 ACTUALS

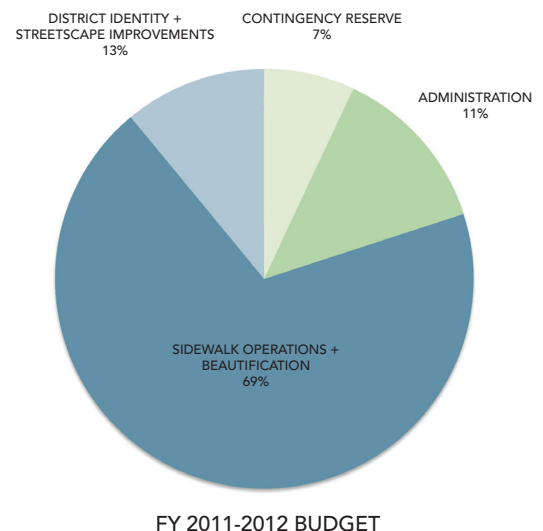
INCOME	ACTUALS	BUDGET	OVER/(UNDER) BUDGET
Assessments	\$2,345,842	\$2,412,952	\$(67,110)
Fundraising/In-Kind	\$37,911	\$125,476	\$(87,565)
Interest Income	\$1,721	\$5,000	\$(3,279)
Released From Restriction	\$101,197	\$772,330	\$(671,133)
TOTAL INCOME	\$2,486,671	\$3,315,758	\$(829,087)
EXPENSES	ACTUALS	BUDGET	OVER/(UNDER) BUDGET
Administration	\$405,184	\$529,564	\$(124,380)
SOBO	\$1,564,006	\$1,998,862	\$(434,856)
DISI	\$372,257	\$542,108	\$(169,851)
Contingency	\$145,224	\$245,224	\$(100,000)
TOTAL EXPENSES	\$2,486,671	\$3,315,758	\$(829,087)
NET INCOME	—	—	—

JULY 2010-JUNE 2011 BALANCE SHEET

ASSETS	
Cash In Bank	\$2,077,697
Accounts Receivable, Net	\$358,454
Other	\$8,607
TOTAL ASSETS	\$2,444,758
LIABILITIES	
Accounts Payable	\$6,091
Other Liabilities	\$150,794
TOTAL LIABILITIES	\$156,885
TOTAL NET ASSETS (CARRYOVER)	\$2,287,873
TOTAL LIABILITIES & EQUITY	\$2,444,758

JULY 2011-JUNE 2012 BUDGET

INCOME	
Assessments	\$2,345,852
Fundraising/In-Kind	\$125,476
Interest Income	\$5,000
Release from Restriction	\$776,764
TOTAL INCOME	\$3,253,092
EXPENSES	
Administration	\$354,586
Sidewalk Operations & Beautification	\$2,244,909
District Identity & Streetscape Improvement	\$433,373
Contingency/Reserve	\$220,224
TOTAL EXPENSES	\$3,253,092



PROJECTED CARRYOVER DISBURSEMENT

CARRYOVER	TOTAL	TO BE USED IN FY 2011-2012	TO BE USED IN FUTURE YEARS
Administration	—	—	—
Sidewalk Operations & Beautification	\$1,585,209	\$563,116	\$1,022,093
District Identity & Streetscape Improvement	\$278,201	\$213,648	\$64,553
Contingency/Reserve	\$424,463	—	\$424,463
TOTAL CARRYOVER DISBURSEMENT	\$2,287,873	\$776,764	\$1,511,109

ASSESSMENT ANALYSIS

ASSESSMENT METHODOLOGY

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

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

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

ASSESSMENT CALCULATION

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

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

Zone 1 Commercial property fee (\$0.076) x 1,000 square feet = \$76.00

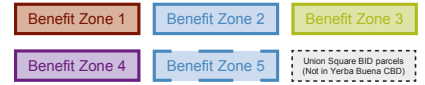
Zone 1 Frontage fee (\$15.30) x 10 linear feet = \$153.00

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

	CONDO FEE / FT2	COMMERCIAL PROP. FEE / FT2	FRONTAGE FEE / LINEAR FT.
Zone 1	\$0.215	\$0.076	\$15.30
Zone 2	\$0.215	\$0.045	\$10.30
Zone 3	\$0.215	\$0.022	\$5.20
Zone 4	—	—	\$38.40
Zone 5	—	—	\$10.30

AREA MAP OF THE YERBA BUENA COMMUNITY BENEFIT DISTRICT

Yerba Buena bustles with world-class museums, shopping, dining, convention space, hotels, and educational institutions. Senior housing blends with live/work lofts and luxury condominiums. It is the most dynamic neighborhood in the City – a celebration of San Francisco's eclectic backbone stretching from Second to Fifth and Market to Harrison Streets.





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w www.ybcbd.org

IMPORTANT NUMBERS AND LETTERS

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

EMERGENCY SERVICES:
Call 9-1-1.

Learn more about YBCBD
programs and services at
www.ybcd.org and about
our neighborhood
offerings at
www.visityerbabuena.org.

YBCBD BOARD OF DIRECTORS

BOARD CHAIR:

Regina Flanagan, Resident

BOARD VICE-CHAIR:

Matt Field, TMG Partners

SECRETARY/TREASURER:

Lawrence Li, SPUR

Heather Almond, Westfield San Francisco Centre

Ray Bobbitt, City Nights

John Brown, Fifth and Mission Garage

Joe Brennan, SFMOMA

Denise Childs, Contemporary Jewish Museum

Geoffrey Cousineau, San Francisco Marriott Marquis

David Crosson, California Historical Society

Carolyn Diamond, Market Street Association

John Elberling, TODCO

Saul Feldman, Resident

Paul Lamb, Rocket Postcards & Nomad Printing

Tim Leonoudakis, City Park

Rhiannon MacFadyen, Catharine Clark Gallery

Noushin Mofakham, South of Market Child Care Center

John Noguchi, The Moscone Center

Carol Perry, San Francisco Travel Association

Herman Perez, W Hotel

Cathy Pickering, San Francisco Redevelopment Agency

Rick Smith, Resident

Eric Tao, AGI Capital

Audrey Yamamoto, ZEUM

Benjamin Yu, Forest City Development

YBCBD COMMITTEES

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

YBCBD STAFF

Cathy Maupin, Executive Director

Paolo Cosulich-Schwartz, Director of Neighborhood Partnerships

Richard Ciccarone, Administration Manager

THANK YOU!

Paolo Cosulich-Schwartz, our Director of Neighborhood Partnerships, left YBCBD in August for a new adventure overseas. A special thank you to Paolo for his infectious optimism, dedication and professionalism as a major contributor to launching and building the YBCBD during the past two years.