



# JAPANTOWN

## COMMUNITY BENEFIT DISTRICT

2018 - 2019 Annual Report



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Photo credit: Chris Kilmann

# Working Together and Making a Difference

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Dear Community Members,

As one of the 3 remaining Japantowns in the United States, we all have the responsibility of being good stewards to ensure our communities' future.

When the Japantown Community Benefit District (JCBD) was formed in November of 2017, safety, cleanliness and economic well-being were top priorities that many of you, our stakeholders, addressed.

In the first fiscal year we partnered with Block by Block and through the hard work of our Community Ambassadors, the streets of Japantown have continued to see improvements. The beautification of Japantown goes hand in hand with it's economic health. Locals, as well as visitors from all around the world come here to experience and taste Japanese culture.

We also received a generous donation by an angel donor to fund the implementation of the Japantown SafeCity Camera Program. Currently in our final phase of mobilization, we are anticipating having 160 cameras in the network when completed. The SafeCity Camera Program not only allows the JCBD to assist law enforcement, but it has enabled us to build a better ongoing relationship with the San Francisco Police Department's Northern Station.

Through a grant from the Office of Economic Workforce Development (OEWD), the JCBD rolled out the new JapantownSF brand that has become a strong visual identity for Japantown.

We are most proud of the relationships we continue to build and strengthen, not only within our community, but with key City departments. Having a unified voice and visibility ensures that Japantown's concerns are recognized and addressed.

Moving forward, we will continue to be the resource for our community, especially the small businesses that make up the unique tapestry of Japantown. Working together we will keep Japantown safe, clean and thriving for all who live, work and visit our neighborhood.

With deep appreciation,

David Ishida  
President JCBD Board of Directors

Grace Horikiri  
Executive Director



## JapantownSF™

Taste & Experience the Culture of Japan

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### The Mission of the JCBD

Through economic business development for property owners and merchants, beautification of public spaces for all to enjoy and a safe livable environment –Japantown will continue to thrive as a culturally rich, authentic, and economically vibrant neighborhood which will continue to serve as the cultural heart of the Japanese and Japanese American communities for generations to come.

# Accomplishments in Our First Full Fiscal Year

In November of 2018 the Japantown Community Benefit District celebrated its first year of operation. Since its formation, our Board and Staff have implemented programs and services vital to Japantown.

## Keeping Japantown Safe

Japantown SafeCity Camera Program implementation. Upon completion Japantown will have approximately 160 cameras in the network.

Began active participation at SFPD Northern Station's Community Police Advisory Board monthly meetings as representative of Japantown.

Co-hosted API Council's SFPD Round Table held at the Japanese Cultural and Community Center of No. California.

Introduced the services of SF Safe to our community so we can all build a safer neighborhood.

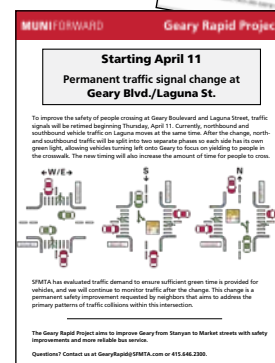
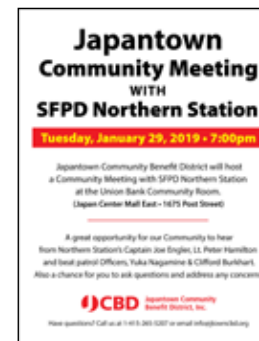
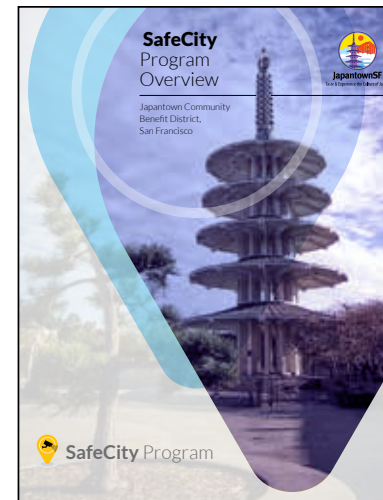
## Keeping Japantown Clean

Community Ambassadors provide daily cleaning services (from 7:30am - 4:00pm) on Japantown's sidewalks and public open spaces.

Participated in Mayor's Fix-It Team's District 5 Community Clean Up. Included replanting of new trees along Sutter Street and weed abatement in the Buchanan Mall.

Began discussion with the Chinatown Youth Council to provide steam cleaning service for Japantown.

Awarded OEWD grant for Bigbelly Trash Can Pilot Program.



Homeless and Encampment Who to Call for Assistance	
San Francisco region who has been helped and who they should call when they are concerned about a person experiencing homelessness or an encampment in the community. There are some circumstances where it would be appropriate to call 311. The Police Non-emergency number is 311. Some law enforcement agencies may call for assistance and who they should call.	
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## Keeping Japantown Informed

Produced and distributed newsletters, emailed to property owners and hand delivered to businesses and organizations in Japantown.

Hosted Community Meetings with the Department of Building Inspection and Office of Small Business to address the Accessible Business Entrance Program; Recology and SF Public Works to address trash issues and illegal dumping; SFPD Northern Station to discuss crime and homeless issues.

Launched the [www.jtowncbd.org](http://www.jtowncbd.org) website

Established presence on social media (Facebook, Twitter, Instagram) - #jtownsfcbd

Represented Japantown at the San Francisco Council of District Merchants & SFPD's 1st Small Business Security Summit.

Member of the SFMTA Small Business Working Group, that meets bi-monthly to discuss and advise SFMTA on a variety of issues facing the neighborhood merchant corridors.

Monthly attendance at the Japan Center Garage Board and Japantown Task Force meetings. Provide JCBD updates, cleaning highlights and crime report.

## Promoting Japantown

Formed the Greater Japantown Marketing and Communication Group, inviting key stakeholders. Presented a marketing plan so that we can work together to promote Japantown effectively.

Sponsored various community events including, the 3rd Annual Osaka Matsuri and the 45th Annual Nihonmachi Street Fair.

Helped organize SF Travel's Japantown Merchant Walk.

Ongoing coordination with NBC11 to promote the 2020 Tokyo Olympics in Japantown.



**JapantownSF**

Taste & Experience the Culture of Japan

### An Invitation to Join Us at the very first Greater Japantown Marketing & Communication Meeting

Thursday, April 11 • 10:00am - 11:00am  
Union Bank Community Room • Japan Center East Mall

Please RSVP by Thursday, April 4

The Japantown Community Benefit District (JCBD) not only works to foster a cleaner and safe community, but to enhance the area's economic vitality, so that our businesses and community can flourish.

At this first Greater Japantown Marketing & Communication Meeting, we'll be sharing with you what we have been working on to make Japantown a destination for repeat as well as new visitors and improve local lifestyle.

Working Together, Let's Make Japantown Thrive!

Making Japantown a place where one can taste & experience Japanese culture.

Kindly email Grace Horikiri at [grace@towncbd.org](mailto:grace@towncbd.org) to confirm your attendance.

Presented by **JCBD Japantown Community Benefit District, Inc.**  
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[www.japantowncbd.org](http://www.japantowncbd.org)



# Japantown SafeCity Camera Program

In August of 2018, the Japantown Community Benefit District received a generous donation of \$750,000 from an angel donor to implement a network of surveillance cameras within the Community Benefit District. The JCBD has been working closely with Applied Video Solutions, Inc., who has provided their expertise and guidance throughout the planning and implementation to make sure the network of cameras do their job to assist law enforcement.

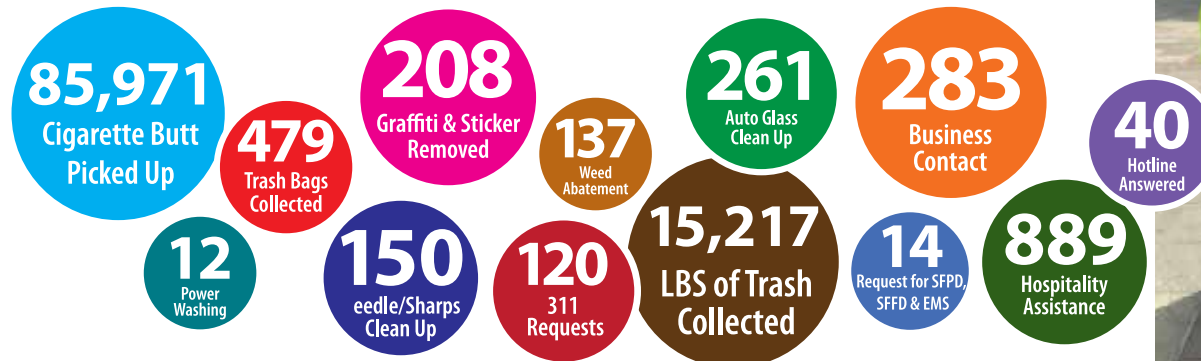
Joining the SafeCity Camera Program also enabled us to connect with other CBD/BIDs and City departments that have generously shared their first hand knowledge. The JCBD is grateful to the Union Square BID, Fisherman's Wharf CBD and SF Safe for their continued guidance. Working together to keep Japantown safe is a priority.



## Our Community Ambassadors

JapantownSF's Community Ambassadors not only keep our streets clean day in and day out, but they also serve as an important link in our community. Greeting visitors and business owners, listening to their concerns and providing them information.

They are our eyes and ears, alerting the JCBD of any issues, providing assistance to visitors as needed and making sure our streets remain clean and safe. It's not always an easy job, but they take great pride in their work to keep Japantown clean.



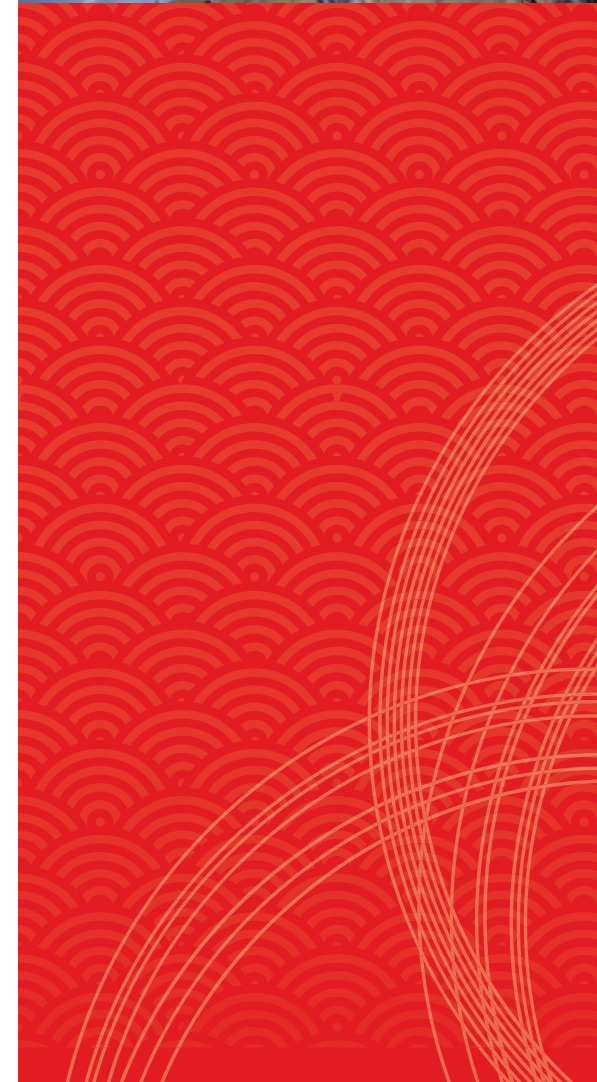
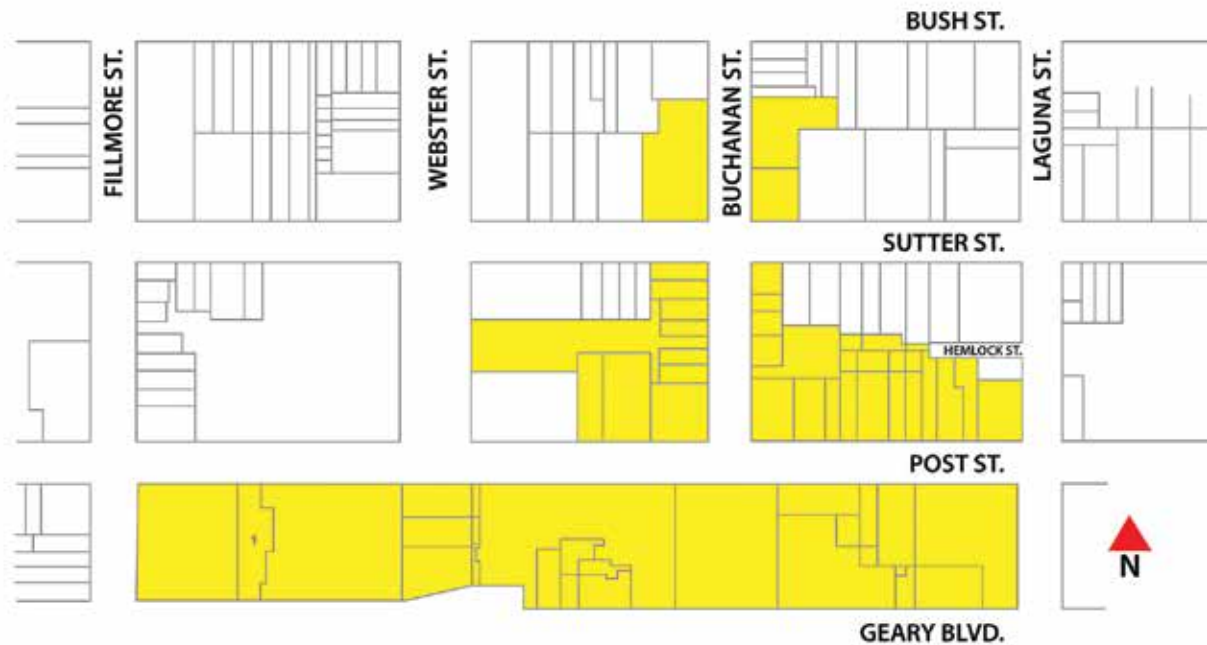
# Assessment Factors and Methodology

Each property within the JCBD's boundaries, as shown in the map, pays a special assessment proportional to the benefits received. Japantown property and business owners have emphasized that the assessment formula for the Japantown Community Benefit District be fair, balanced, and have a direct relationship to the district's services.

The Japantown Community Benefit District is funded through an annual assessment from businesses and property owners in the district. Estimated annual maximum assessment rates for all parcels, except Non-profit Parcels is as follows: \$0.1477 per square foot of lot, building + \$38.0166 per linear foot. Non-profit parcels is as follows: \$0.0739 per square foot of lot, building + \$19.0083 per linear foot.

Annual assessment rates may increase due to changes to the consumer price index (CPI), up to 3% each year. Assessments may also increase based on development in the District. JCBD assessments appear as a separate line item on the annual San Francisco County property tax bills.

For a complete list of 2018-2019 Japantown CBD property assessments, please visit [www.jtowncbd.org](http://www.jtowncbd.org)



# Financials

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## INCOME RESOURCES

	Amount	% of Total
Assessments*	\$ 396,045	34%
Donations	\$ 753,000	64%
General Benefits	\$ 20,500	2%
<b>TOTAL INCOME</b>	<b>\$ 1,169,545</b>	<b>100%</b>

\*includes late penalties

## EXPENSES BY PROGRAM

Japantown SafeCity	\$ 470,193	66%
Economic Enhancement	\$ 63,013	9%
Environmental Enhancement	\$ 127,884	18%
Advocacy/Administration	\$ 54,778	8%
<b>TOTAL EXPENSES</b>	<b>\$ 715,869</b>	<b>100%</b>

NET INCOME \$ 453,676

The net income will be carried over to fiscal year 2020.

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Email [info@jtowncbd.org](mailto:info@jtowncbd.org) to receive JCBD monthly district highlights and bi-monthly newsletters. Please visit our website at [jtowncbd.org](http://jtowncbd.org) for program information and other resources.

The Japantown Community Benefit District, Inc. is a 501c(3) nonprofit organization.

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## Board of Directors

President  
David Ishida, Community Member

Vice President  
Robert K. Sakai, Property Owner

Treasurer  
Mary Ishisaki, Property Owner

Secretary  
Jerry Ono, Director / Japantown Branch Manager -  
Union Bank

### Directors

Emily Glick, General Manager - The Buchanan

Steve Ishii, Executive Director - Kimochi Inc.

Dennis Kern, Director of Operations -  
San Francisco Recreation and Parks

Kimberly Kolbe, Business Owner - Shop MaruQ

Rob Malone, Off-Street Operations and CIP Manager -  
SFMTA

Lawrence Nakamura DDS, Business Owner

Kathy Nelson, Director - Kabuki Spring and Spa

Alex Prouty, General Manager - Hotel Kabuki

Abraham Sanez, Area Manager -  
Ramen Yamadaya Northern California

## Staff

Grace Horikiri, Executive Director  
[grace@jtowncbd.org](mailto:grace@jtowncbd.org)

Melissa Ayumi Bailey, Administrative Assistant  
[melissa@jtowncbd.org](mailto:melissa@jtowncbd.org)

Brandon Quan, Operations Manager  
[brandon@jtowncbd.org](mailto:brandon@jtowncbd.org)

 **Japantown Community  
Benefit District, Inc.**

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Financial Reporting

**BENCHMARK 1:** Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

Japantown CBD	FY 2018-2019											
	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	% Assessment Budget	FY 2018-19 Budget	General Benefit Dollars	FY 2018-19 Assessment Budget	% of Assessment Budget	% of Budget	Variance Assessment Budget	Variance Total Budget
Environmental Enhancements	\$ 125,000.00	\$ 1,950.00	\$ 123,050.00	31.25%	31.25%	\$ 142,833.23	\$ 20,500.00	\$ 122,333.23	32.10%	35.10%	0.85%	3.85%
Economic Enhancements	\$ 195,000.00	\$ 3,042.00	\$ 191,958.00	48.75%	48.75%	\$ 185,804.78	\$ -	\$ 185,804.78	48.75%	45.66%	0.00%	-3.09%
Advocacy/Administration	\$ 70,000.00	\$ 1,092.00	\$ 68,908.00	17.50%	17.50%	\$ 78,297.00	\$ 5,297.00	\$ 73,000.00	19.15%	19.24%	1.65%	1.74%
CBD Reserve	\$ 10,000.00	\$ 156.00	\$ 9,844.00	2.50%	2.50%	\$ -	\$ -	\$ -	0.00%	0.00%	-2.50%	-2.50%
	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%
	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%
	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%
<b>TOTAL</b>	<b>\$ 400,000.00</b>	<b>\$ 6,240.00</b>	<b>\$ 393,760.00</b>	<b>100.00%</b>	<b>100.00%</b>	<b>\$ 406,935.00</b>	<b>\$ 25,797.00</b>	<b>\$ 381,138.00</b>	<b>100.00%</b>	<b>100.00%</b>		

**BENCHMARK 2:** General Benefit Requirement

1.56%

Revenue Sources	FY 2018-19 Actuals	% of actuals	Source
Assessment Revenue	\$ 381,138.00		
<b>Total Assessment (Special Benefit) Revenue</b>	<b>\$ 381,138.00</b>	<b>32.94%</b>	
Contributions and Sponsorships	\$ 773,500.00	66.86%	
Grants	\$ -	0.00%	
Donations	\$ -	0.00%	
Interest Earned	\$ -	0.00%	
Earned Revenue	\$ -	0.00%	
Other	\$ 2,297.00	0.20%	
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$ 775,797.00</b>	<b>67.06%</b>	
<b>Total</b>	<b>\$ 1,156,935.00</b>	<b>100.00%</b>	

**BENCHMARK 3:** Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

Japantown CBD	FY 2018-19											
	FY 2018-19 Budget	Amount from Assessment	Amount from General Benefit	% of Budget (Assessment)	% Budget (Total Budget)	Actuals	Amount from Assessment	Amount from General Benefit	% of Actuals (Assessment)	% of Actuals (Total Budget)	Variance (Assessment)	Variance (Total Budget)
Environmental Enhancements	\$ 142,833.23	\$ 122,333.23	\$ 20,500.00	32.10%	35.10%	\$ 102,744.32	\$ 82,244.32	\$ 20,500.00	36.70%	41.12%	4.60%	6.02%
Economic Enhancements	\$ 185,804.78	\$ 185,804.78	\$ -	48.75%	45.66%	\$ 89,900.57	\$ 89,900.57	\$ -	40.12%	35.98%	-8.63%	-9.68%
Advocacy/Administration	\$ 78,297.00	\$ 73,000.00	\$ 5,297.00	19.15%	19.24%	\$ 57,247.20	\$ 51,950.20	\$ 5,297.00	23.18%	22.91%	4.03%	3.67%
CBD Reserve	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%
<b>TOTAL</b>	<b>\$ 406,935.00</b>	<b>\$ 381,138.00</b>	<b>\$ 25,797.00</b>	<b>100.00%</b>	<b>100.00%</b>	<b>\$ 249,892.09</b>	<b>\$ 224,095.09</b>	<b>\$ 25,797.00</b>	<b>100.00%</b>	<b>100.00%</b>		

**BENCHMARK 4:** Whether CBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

FY 2018-2019 Carryover Disbursement	\$ 157,042.91	Spenddown Timeline
<b>General Benefit Project</b>		
General Benefit Project 1	\$ -	3-6 Months
General Benefit Project 2	\$ -	3-6 Months
General Benefit Project 3	\$ -	3-6 Months
General Benefit Project 4	\$ -	3-6 Months
	\$ -	
	\$ -	
	\$ -	
<b>General Project Total</b>	<b>\$ -</b>	
<b>Special Assessment Project</b>		
Environmental Enhancements	\$ 55,121.69	3-6 Months
Economic Enhancements	\$ 71,705.12	3-6 Months
Advocacy/Administration	\$ 30,216.10	3-6 Months
CBD Reserve	\$ -	3-6 Months
0	\$ -	
0	\$ -	
0	\$ -	
<b>Special Project Total</b>	<b>\$ 157,042.91</b>	
<b>Total Designated Amount for FY 2019-2020</b>	<b>\$ 157,042.91</b>	