



YERBA BUENA

EVERYONE'S

NEIGHBORHOOD

2012-2013 ANNUAL REPORT

YERBA BUENA
COMMUNITY
BENEFIT
DISTRICT

YBCBD



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YBCBD UNVEILS NEW BIKE RACKS

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The mosaic of Yerba Buena's people and places animate San Francisco's most dynamic neighborhood. On any given day, families, conventioners, seniors, tech workers, artists and countless others enliven our cultural venues, parks and businesses. Yerba Buena today is a vibrant neighborhood with a strong identity that truly offers something for everyone.

I'm proud to be part of the Yerba Buena Community Benefit District and the work we do to enhance the quality of life for those who live, work and visit here. Yerba Buena continues its rapid evolution and improvement because of the wide range of programs and projects implemented through the collaboration of our staff, volunteers on our Board and committees, and a community that believes in the neighborhood. Thank you for your support.

During the last fiscal year, we implemented a variety of programs and projects that demonstrate what we can accomplish working together. Some of these are large in scale, while others are more subtle on a human scale. For example, a major achievement in establishing our neighborhood identity involved the successful negotiation to name the new Central Subway stop "Yerba Buena/Moscone Station." In October, 8,000 people attended Yerba Buena Night, an event we organize to draw interest to the district and bring neighbors together. On a more human scale, we implemented programs for street furniture and bike racks with designs that reflect the creativity of the neighborhood. Sixty artistic bike racks unique to Yerba Buena were installed and we completed a design for benches that will be installed in 2013.

The bike racks and benches are projects underway from our award-winning Yerba Buena Street Life Plan. In other efforts to improve street life, we are working to identify and develop a dog run or dog park, install a clean energy docking station, and plant more trees throughout the district. We also conducted community outreach meetings for the redesign of Annie Alley. Because of our collective work on implementing bicycle projects through this plan, the San Francisco Bicycle Coalition honored YBCBD with its Golden Wheel Award in 2013.

To support our mission, the YCBCD made grants to 11 local nonprofits through our Community Benefit Fund. These grants funded new exhibits, children's programs, free concerts, and family education, health and bicycle safety programs.

We know that a clean and safe neighborhood is important to businesses, residents and visitors. In support of that goal, this year we will launch an educational campaign to encourage everyone in our district to contact the YCBCD dispatch center to address cleanliness and non-emergency safety issues. Our core programs continue to make a major difference in the quality of life in the district and remain a focal point of what we do. During the past year, the YCBCD Clean Team removed thousands of graffiti tags, picked up litter, steam cleaned and painted. Imagine how the neighborhood would appear if this wasn't done each day. Our Community Guides interacted with thousands of residents and visitors to help provide directions and keep an eye on their well being and that of the neighborhood.

In the year ahead, our core services and new programs will continue to help Yerba Buena evolve, thrive and be the best that it can be. Please join me in working together to improve Yerba Buena — everyone's neighborhood.



Sincerely,

A handwritten signature in black ink, appearing to be 'M. Field', written in a cursive style.

Matt Field

Managing Director, TMG Partners
Chair, YCBCD Board of Directors



YERBA BUENA NIGHT 2012



BOARD CHAIR MATT FIELD WITH A YCBCD COMMUNITY GUIDE AND SFPD/YCBCD BIKE PATROL OFFICER

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 or email dispatch@ybcdbd.org 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 weekdays 6 a.m. to midnight, seven days a week.

POLICE DEPARTMENT BIKE PATROL. An officer dedicated to the area supplements existing police services for ten hours daily and focuses on quality of life issues.

CLEAN TEAM. Sidewalk steam cleaning; sidewalk and gutter sweeping; graffiti removal; painting poles, mail boxes and fire plugs; cleaning and weeding tree wells; and public trash receptacle overflow. Every day from 6:00 a.m. to 9:30 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 support nonprofits that improve quality of life in the district and are awarded biannually.

BEAUTIFICATION. The Streets & Public Space Committee focuses on short- and long-term neighborhood streetscape improvements.

DISTRICT MANAGEMENT. A nonprofit management corporation administers the YBCBD and is governed by a Board that represents a diversity of stakeholders and areas of the neighborhood.



YERBA BUENA STREET LIFE PLAN PROJECTS

2012-2013 FISCAL YEAR

ACCOMPLISHMENTS

The Yerba Buena Community Benefit district encompasses Second to Fifth and Market to Harrison streets with more than 400 shopping, dining and entertainment venues, world-class museums, convention space, hotels, and educational institutions. Thousands of new residences have been built in the last decade, from live/work lofts and senior housing to luxury housing and mid-rise apartments, that blend together to add diversity and vibrancy. During the last fiscal year, YCBCD continued to implement core services and new efforts to improve the neighborhood.

IMPLEMENTING THE YERBA BUENA STREET LIFE PLAN

We continued to implement our Yerba Buena Street Life Plan, a vision and road map of over 30 ideas for public space being used during the next decade to direct projects that facilitate vibrant social interaction and promote pedestrian life, safety, beauty, and community pride. In late 2012, 60 artful new bike racks were installed and more will be placed in the district this year. A student competition to design a portable bicycle corral for neighborhood events included entries from more than 100 teams from across the globe. Fabrication of a prototype will be unveiled in 2013. New seating with a unique cast iron mosaic design that complements the look of our bike racks will appear this fall. In partnership with the Friends of Annie Alley, adjacent businesses and the San Francisco Planning Department, we began exploring design options to make a new public space

that invites people into the block. In partnership with the City and the Exploratorium, we launched plans for an interactive installation to draw people into the neighborhood to be located at Yerba Buena Lane and Market Street. We also plan to unveil a public art plan in 2013, plant more trees and install a clean energy docking station.

BUILDING COMMUNITY AND BRANDING THE NEIGHBORHOOD

YCBCD programs market the neighborhood and build a sense of community. In 2012, we reached an agreement with the San Francisco Municipal Transportation Agency to name the new Central Subway station at Fourth and Folsom streets "Yerba Buena/Moscone Station." We promoted our website VisitYerbaBuena.org and communicated through Facebook and Twitter to help people find events, programs,

shopping, dining and recreation in the district. We partnered with neighborhood businesses and museums to host Yerba Buena Family Day, which attracted more than 20,000 people of all ages to the area. YBCBD's second annual Yerba Buena Night, an outdoor event of free art, music and food, brought 8,000 people to the neighborhood. The second year of Arts & Dialogue attracted audiences for monthly performances, discussions and workshops. These programs are helping to reinforce the district as a vibrant destination and place to live. Monthly e-newsletter and quarterly news bulletins encourage participation in YBCBD offerings. "Welcome" packets have been created for new residents and businesses with information about the neighborhood and how to access YBCBD clean and safe and other services

PROVIDING COMMUNITY GRANTS

Our Community Benefit Fund is supporting public art, greening and streetscape improvements, community building efforts, and public safety enhancements. Eleven grants were provided in the last fiscal year. For example, we funded Yerba Buena Magic – a series of nine free outdoor performances as part of the Yerba Buena Gardens

Festival; the SOMA Family Resource Center for its SOMA Family Science and Health Workshop; San Francisco SAFE (Safety Awareness For Everyone) for a series of public safety presentations, trainings and assessments tailored to district residents and businesses; and, the Contemporary Jewish Museum for a temporary outdoor public art exhibit in Jessie Square, titled Nomadic Grove. A complete list is at YBCBD.org.

NEW CLEAN AND SAFE CAMPAIGN

In 2013, YBCBD will launch a public campaign to support our efforts to keep Yerba Buena clean and safe. The campaign will encourage everyone in the district — visitors, residents and businesses — to pitch in or to call or email our dispatch center if they see something that needs to be cleaned or a non-emergency safety issue. It will also provide safety reminders, such as being smart about securing cell phones while walking in the neighborhood. Given the millions of visitors to our neighborhood, we believe that raising the level of awareness about keeping Yerba Buena clean and safe will help to achieve that goal.



COMMUNITY BENEFIT FUND GRANTEES

CORE CLEAN AND SAFE PROGRAMS

Yerba Buena's cleanliness and safety programs occur from early morning to late in the evening every day of the year. Our service providers work as a team to address issues that impact the well being of the people and economic viability of the district.

- Our Clean Team works from 6:00 a.m.-9:30 p.m. every day. In the last fiscal year, they responded to more than 7,500 requests for sidewalk sweeping, steam cleaning and spot cleaning. The Clean Team also removed more than 2,500 graffiti tags, stickers and flyers, and addressed more than 675 overflowing trashcans.
- Our Community Guides, who work from 6 a.m.-midnight, report maintenance and security issues, and serve as goodwill ambassadors to connect individuals in need to social services, help tourists and provide information on local businesses. In the fiscal year, they conducted meet and greets with more than 7,300 business people and residents, assisted nearly 3,300 visitors and residents, and addressed more 1,600 incidents of aggressive panhandling.

- YBCBD provides funding for a San Francisco Police Department bike patrol officer dedicated to the |district. The officer works 10-hour shifts daily and provides an important response to quality of life issues and a reassuring presence in the district.

PHOTO CREDITS

THE YBCBD WOULD LIKE TO THANK THE FOLLOWING INDIVIDUALS AND ORGANIZATIONS FOR PROVIDING PHOTOS FOR THIS REPORT :

- ARTURO RIERA
- CALIFORNIA HISTORICAL SOCIETY
- CHILDREN'S CREATIVITY MUSEUM
- CONTEMPORARY JEWISH MUSEUM
- DREW ALTIZER
- GEORGE NIKITIN
- MLK, JR. COMMUNITY FOUNDATION
- METREON
- MOSCONE CENTER
- MUSEUM OF THE AFRICAN DIASPORA
- NOAH CHRISTMAN
- PAULA POORTINGA
- PHOCASSO/JOHN WHITE
- SFMOMA
- SERGIO RUIZ
- SOMA FAMILY RESOURCE CENTER
- SPUR
- WESTFIELD
- YERBA BUENA CENTER FOR THE ARTS



SFMOA EXPANSION
GROUNDBREAKING CEREMONY



YERBA BUENA AT NIGHT FROM CITY VIEW/METREON

BUDGET + BALANCE SHEET

JULY 2012–JUNE 2013 ACTUALS

INCOME	ACTUALS	BUDGET	OVER/(UNDER) BUDGET
Assessments	\$2,387,107	\$2,387,107	—
Fundraising/In-Kind	\$143,447	\$125,476	17,971
Interest Income	\$898	\$1,000	-102
Carryover	-	\$589,159	
TOTAL INCOME	\$2,531,452	\$3,102,742	\$ 17,869
EXPENSES	ACTUALS	BUDGET	OVER/(UNDER) BUDGET
Administration	\$310,100	\$344,938	-\$34,838
SOBO	\$1,590,970	\$2,149,364	-\$558,394
DISI	\$440,112	\$388,216	\$51,896
Contingency	\$30,030	\$220,224	-\$190,194
TOTAL EXPENSES	\$2,371,212	\$3,102,742	\$(731,530)
NET INCOME	\$160,240	—	—

JULY 2012–JUNE 2013 BALANCE SHEET

ASSETS

Cash In Bank	\$2,536,885
Accounts Receivable, Net	243,833
Other	94,899
TOTAL ASSETS	\$2,875,617

LIABILITIES

Accounts Payable	\$166,213
Other Liabilities	\$21,377
TOTAL LIABILITIES	\$187,590
TOTAL NET ASSETS (CARRYOVER)	\$2,688,027
TOTAL LIABILITIES & NET ASSETS	\$2,875,617

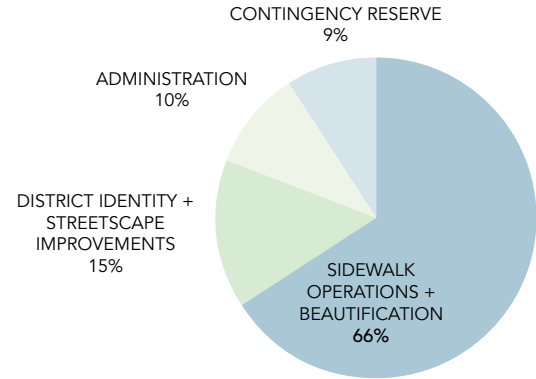
JULY 2013–JUNE 2014 BUDGET

INCOME

Assessments	\$2,387,107
Fundraising/In-Kind	\$125,476
Interest Income	\$1,000
Release from Restriction	\$638,365
TOTAL INCOME	\$3,151,948

EXPENSES

Administration	\$321,355
Sidewalk Operations & Beautification	\$2,071,192
District Identity & Streetscape Improvement	\$489,177
Contingency/Reserve	\$270,224
TOTAL EXPENSES	\$3,151,948



FY 2013–2014 BUDGET

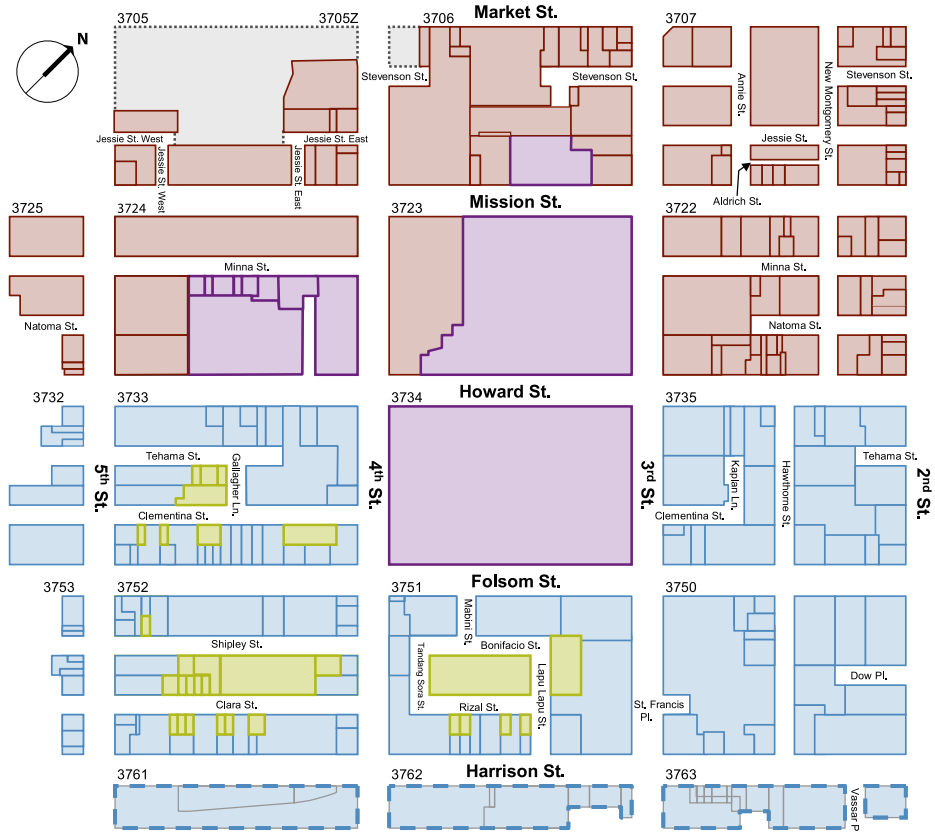
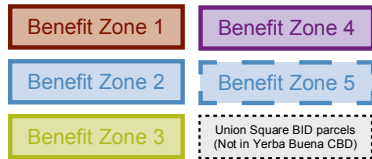
PROJECTED CARRYOVER DISBURSEMENT

CARRYOVER	AS OF 6.30.13	TO BE USED IN FY 2014	TO BE USED IN FUTURE YEARS
Administration	\$284,980	\$8,600	\$276,380
Sidewalk Operations & Beautification	\$1,358,442	\$523,780	\$834,662
District Identity & Streetscape Improvement	\$83,424	\$55,985	\$27,439
Contingency/Reserve	\$961,181	\$50,000	\$911,181
TOTAL CARRYOVER DISBURSEMENT	\$2,688,027	\$638,365	\$2,049,662

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.



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 FT² = \$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 / FT ²	COMMERCIAL PROP. FEE / FT ²	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

YCBCD BOARD OF DIRECTORS

BOARD CHAIR:

Matt Field, TMG Partners/
Boston Properties

BOARD VICE-CHAIR:

Lawrence Li, SPUR

SECRETARY/TREASURER:

John Noguchi, Moscone Center

BOARD MEMBERS

Kevin Best, B Restaurant

Ray Bobbitt, City Nights*

John Brown, Fifth and Mission
Garage*

Lance Burwell, St. Regis
Residences**

Angela Carrier, California Historical
Society

Denise Childs, Contemporary
Jewish Museum*

Geoffrey Cousineau, San Francisco
Marriott*

Deborah Cullinan, Intersection for
the Arts**

Carolyn Diamond, Market Street
Association

David Dore, City College of San
Francisco*

John Elberling, TODCO

Saul Feldman, Resident

Regina Flanagan, Resident

Kristin Gonsar, Millennium Partners**

Brian Jess, Target**

Dheeraj Kakar, Resident

Juan Pablo Laginia,
InterContinental Hotel**

Paul Lamb, Rocket Postcards

Jesse Leite, Related Properties

Rhiannon MacFadyen, Catharine
Clark Gallery*

Noushin Mofakham, South of
Market Child Care, Inc.*

Michael Nobleza, Children's
Creativity Museum

Akop Paronyan, W Hotel*

Carol Perry, San Francisco Travel
Association

Scott Rowitz, Yerba Buena Center
for the Arts**

Shelly Schembre, Westfield San
Francisco Centre

Spencer Sechler, City Park

Rick Smith, Resident*

Dan Soine, Dugoni School of
Dentistry**

Katie Tamony, SFMOMA

Benjamin Yu, Forest City*

*Board term ended January 2013

**Board term started January 2013

YCBCD COMMITTEES

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

YCBCD STAFF

Cathy Maupin, Executive Director

Andrew Robinson, Director
of Neighborhood Partnerships

Richard Ciccarone, Administration
Director

COMMUNITY SUPPORT

The YCBCD would like to thank the individuals and organizations below for their financial contributions and in-kind support. Their generosity allowed us to exceed our fundraising goals and improve the district.

Angela Carrier, B Restaurant, Barbara McMillin, BitMover, Boston Properties, California Historical Society, Cathy Maupin, City of San Francisco/Community Challenge Grant, City Park, CMG Landscape Architecture, Contemporary Jewish Museum, EEFG, John Noguchi, KDFC, METREON, MJM Management Group, Plant Construction, Press Club, Recology, Rick Smith, San Francisco Arts Quarterly, San Francisco Bay Guardian, San Francisco Chronicle, San Francisco Examiner, San Francisco Marriott Marquis, San Francisco Travel Association, SPUR, Target, TMG Partners, Westfield San Francisco Centre, Westin Market Street, Whole Foods SOMA, Yerba Buena Center for the Arts, Yerba Buena Gardens Festival.



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IMPORTANT NUMBERS AND LETTERS

YCBCD 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 YCBCD
programs and services at
www.yCBCD.org and about
our neighborhood offerings at
www.visityerbabuena.org.

