

YERBA BUENA MOVING FORWARD.

YBCBD ANNUAL REPORT
2014–2015

YERBA BUENA
COMMUNITY
BENEFIT
DISTRICT

YBCBD





MOVING FORWARD.

Dear Neighbors,

The Yerba Buena Community Benefit District's forward thinking, creativity and commitment to improving the neighborhood have defined it during its seven-year history. In 2015, district property owners and the San Francisco Board of Supervisors renewed the YBCBD and its services for a 15-year period. Because of the dedication, time and talent of so many who care deeply about improving the quality of life in Yerba Buena, the YBCBD is able to move forward with beneficial services that make the district cleaner, safer and more inviting. Thank you for supporting the YBCBD!

The success of our year-long campaign to renew the district can be viewed with pride. Eighty-four percent of the property owner ballots cast voted "yes." The tally was the highest ever level of support for any community benefit district formation or renewal in San Francisco. By listening — through a robust community outreach process — we learned even more about what is important to property owners and to the people that live, work and visit here. As a result, in January 2016, we'll launch additional cleaning services and pedestrian safety programs. Also, more Community Guides will be on duty to help those in need and to address cleaning, safety and quality of life issues.

We continue to move forward with new ideas from our talented staff and volunteer board or directors and committee members in addition to many other dedicated neighbors living and working in Yerba Buena. In 2016, we will refresh our award winning Yerba Buena Street Life Plan and continue with high priority projects. We will continue to shepherd neighborhood public art projects, promote the neighborhood in support of business and cultural institutions, and provide grants to nonprofits in the neighborhood that support our mission.



During the last fiscal year, the YCBCD advanced exciting new programs and projects. With neighborhood and city partners we opened a new temporary pedestrian plaza — Annie Street Plaza — at Mission Street and brought it to life with music, performance, movies and other activities. Our board approved a new public art plan. We installed 60 additional custom-designed bike racks and 100 new street banners to welcome people to the neighborhood in support of all of our attractions. Our “Be a Superhero” campaign inspired people to contact us to keep our neighborhood cleaner. More than 10,000 people, our largest crowd so far, attended the 4th annual Yerba Buena Night to celebrate our cultural heartbeat as part of a free evening of music, dance, art and more.

At the same time, we remain focused on our core clean and safe services, which are essential to maintaining and improving Yerba Buena. Last year, our Clean Team addressed 12,400 sweep requests, removed 4,000 graffiti tags, flyers and stickers and worked 365 days a year on beautifying our neighborhood. YCBCD’s Community Guides and San Francisco Police Department Bike Patrol officer dedicated to Yerba Buena addressed 1,250 aggressive panhandling incidences and provided information and assistance to tens of thousands of visitors and merchants.

As the neighborhood grows and evolves, the YCBCD’s work will be more important as more people come to the district with the reopening of SFMOMA, the Moscone Center Expansion Project and Central Subway project. By renewing the YCBCD, we are able to sustain the positive momentum of our many services and programs. We will continue to move forward with excitement and an unwavering commitment to improving Yerba Buena.



Sincerely,

Lance Burwell
Chair, YCBCD Board of Directors





ANNIE STREET PLAZA,
YBCBD CLEAN TEAM,
AND YERBA BUENA NIGHT



MISSION

The YBCBD is proud to partner with the community working to elevate the quality of life in the neighborhood to even greater heights. We were formed in 2008 and renewed in 2015 for a 15-year period by district property owners and the San Francisco Board of Supervisors to provide services and programs covering the area of Second to Fifth and Market to Perry streets. Today, Yerba Buena is a thriving hub of cultural charisma, entrepreneurship, and diversity. The area bustles with more than 400 shopping, dining and entertainment venues, world-class museums, convention space, hotels, and educational institutions. Technology companies, retailers and culinary artists incubate the next big thing. Senior housing blends with live/work lofts, family homes and condominiums. The YBCBD works every day to sustain and improve the quality of life for everyone in the neighborhood. Our Mission: "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 AND PROGRAMS

CLEAN TEAM. Every day our Clean Team sweeps and steam-cleans sidewalks, removes graffiti, picks up litter, and responds to immediate neighborhood cleaning needs. In 2016, additional staff will be added to the Clean Team.

SFPD PATROL AND SAFETY. In addition to existing police services, the YBCBD funds an SFPD bike patrol officer to keep us safer – 10 hours a day, 7 days a week. In 2016, based on your feedback, we'll begin pedestrian safety and traffic enforcements initiatives to make it safer for everyone to traverse the neighborhood.

COMMUNITY GUIDES. The Guides help everyone in the district and are our eyes on the street. They direct visitors to local businesses, contact our dispatcher to have areas cleaned and report safety issues, and help those in need. In 2016, additional Guides will be on the streets helping the public.

MARKETING & EVENTS. We market Yerba Buena with websites, events, social media, street banners, and more to keep our economic engine humming.

COMMUNITY BENEFIT FUND. We provide grants to neighborhood nonprofits that support efforts like family programs, public art projects and cultural exhibits, and public safety.

STREETScape IMPROVEMENTS. Streetscape programs – large and small — are improving our public spaces with artful bike racks, seating, alley designs, public art plans, and more.

Anyone can report neighborhood cleanliness and non-emergency issues to YBCBD's dispatcher by calling (415) 543-9223, texting (415) 559-1362, and emailing dispatch@ybcdb.org, using our free mobile app, YBCBD Assist, or on our website, www.YBCBD.org.

YERBA BUENA

BIENVENIDO
MALIGAYANG
BIENVENUE
WELCOMED
DOBRO DOBR
POZHALOVAT
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RAGDATING
WILLKOMMEN

WELCOME TO THE NEIGHBORHOOD

STREET BANNER,
CUSTOM-DESIGNED BIKE RACK,
AND OPENING OF ANNIE STREET PLAZA



ACCOMPLISHMENTS

2014-2015: WHAT WE'VE ACCOMPLISHED TOGETHER.

PROPERTY OWNERS SAID "YES" TO RENEWAL

- Yerba Buena property owners and the San Francisco Board of Supervisors voted overwhelmingly in July 2015 to renew the YBCBD for 15 years. More than 84 percent of the property owner ballots cast voted "yes."
- The renewal campaign was a success because of the strong commitment of our Steering Committee, Board of Directors, City leaders, staff and many community members.
- A comprehensive community outreach program informed us about neighborhood priorities to include in our updated Management Plan. New in 2016 are pedestrian safety and traffic enforcement initiatives and additional Clean Team members and Community Guides to help keep the neighborhood clean and safe.
- Our new Management Plan with detailed information about the renewed district is at www.YBCBD.org.

CLEAN & SAFE SERVICES MAKE A DIFFERENCE

YBCBD CLEAN TEAM. They responded to more than 12,400 requests for sidewalk sweeping, steam cleaning and spot cleaning; removed more than 4,000 graffiti tags, stickers and flyers; and addressed more than 675 overflowing trashcans and 700 instances of illegal dumping.

YERBA BUENA COMMUNITY GUIDES. They conducted meet and greets with more than 5,000 merchants and residents and assisted tens of thousands of visitors, merchants, and residents with directions, neighborhood advice, cleanliness and safety issues, and more.

SFPD BIKE PATROL OFFICER. They worked 10-hour shifts daily to address quality of life issues and provide a reassuring presence in the district.

TEAMWORK. The Guides and our dedicated SFPD bike patrol officer worked together to address more than 1,200 incidents of aggressive panhandling, issued about 3,100 violations of the City's Sit-Lie ordinance, and assisted 200 people in need.

NEW WAYS TO REQUEST SERVICE

everyone to get involved in keeping the neighborhood clean and safe.

LAST BULLET POINT DOES NOT FIT

IMPROVING THE NEIGHBORHOOD

YERBA BUENA STREET LIFE PLAN. We continued to implement our plan with 30+ projects, both large and small, to improve our pedestrian experience, alleys, streets, and open spaces.

ANNIE STREET PLAZA. The temporary pedestrian plaza along Mission Street opened late 2014 thanks to support from the Friends of Annie Alley, businesses and the City. The YCBCD and the community bring the plaza to life with music, food trucks, movie nights, kids programs, performance art and art exhibits for all to enjoy.

PUBLIC ART. Our board approved a neighborhood public art plan to inspire more public art, including a focus on neighborhood alleys and by serving on panels to select art for the Moscone Expansion Project and the Yerba Buena/Moscone Central Subway Station. We also kicked-off Sites Unseen, a public art project with a focus on art in Yerba Buena alleys.

COMMUNITY BENEFIT FUND. We provided grants that last year supported 13 exhibits, programs and events, such the Martin Luther King Jr. Birthday Celebration, Halloween Hoopla family event, 12th Annual Parol Lantern Festival and Parade, and Children's Creativity Museum's Creativity Day 2015.

WELCOME! SUPPORT FOR CULTURAL ORGANIZATIONS, BUSINESSES & MERCHANTS

NEIGHBORHOOD MARKETING. We populate a visitor website with great neighborhood information, produce monthly newsletter, promote an events calendar, reach out on social media, and hand out maps with information about businesses and attractions. With partners, we projected thousands of animated personalized holiday cards onto two 100-foot-high buildings on Market Street.

BRANDING YERBA BUENA. We promote the district as a cultural destination, and hold events that are oriented to arts and culture to bring people together. New street pole banners welcoming people to the district in five languages were installed.

BRINGING PEOPLE TOGETHER. We promoted events for everyone in the community at Annie Street Plaza. More than 10,000 people attended the fourth annual Yerba Buena Night to celebrate our cultural heartbeat.



COMMUNITY BENEFIT FUND GRANTEES.



NEED HIGHER RES OF PHOTO



"THE YCBCD BOARD OF DIRECTORS AT THE 2015 ANNUAL MEETING"

BUDGET + BALANCE SHEET

JULY 2014–JUNE 2015 ACTUALS

INCOME	ACTUALS	BUDGET	OVER/(UNDER BUDGET)
Assesments	\$2,411,976.00	\$2,391,586.00	\$20,390.00
Fundraising/In Kind	\$213,385.00	\$125,476.00	\$87,909.00
Interest Income	\$6,096.00	\$500.00	\$5,596.00
TOTAL INCOME	\$2,631,457.00	\$2,517,562.00	\$113,895.00
EXPENSES	ACTUALS	BUDGET	OVER/(UNDER BUDGET)
Admin	\$428,460.00	\$413,225.38	\$15,234.62
SOBO	\$1,741,151.00	\$2,111,051.67	(\$369,900.67)
DISI	\$443,371.00	\$572,442.47	(\$29,071.47)
Fiscally Sponsored Projects	\$60,411.00	-	\$60,411.00
Contingency	-	\$220,224.00	(\$220,224.00)
TOTAL EXPENSES	\$2,673,393.00	\$3,316,943.52	(\$643,550.52)
NET INCOME/(CARRY OVER USED)	(\$41,936.00)	(\$799,381.52)	\$757,445.52

JULY 2014–JUNE 2015 BALANCE SHEET

ASSETS	
Cash in Bank	\$2,332,158.00
A/R, Net	\$534,486.00
Other	\$54,069.00
TOTAL ASSETS	\$2,920,713.00
LIABILITIES	
Accounts Payable	\$179,208.00
Other Liabilities	\$17,425.00
TOTAL LIABILITIES	\$196,633.00
TOTAL NET ASSETS (CARRYOVER)	\$2,724,080.00
TOTAL LIABILITIES & NET ASSETS	\$2,920,713.00

BUDGET + BALANCE SHEET

JULY 2015–JUNE 2016 BUDGET

INCOME

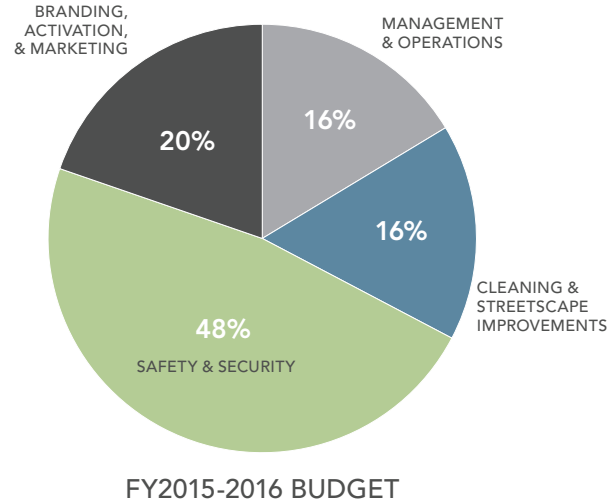
Assessments	\$2,991,723
Fundraising/In-Kind	\$160,113
Interest Income	\$500
Carryover Used	\$504,965
Fiscally Sponsored Projects/Released from Restriction	\$39,589
TOTAL INCOME	\$3,696,890

EXPENSES

Management & Operations	\$411,058
Cleaning & Streetscape Improvements	\$411,058
Safety & Security	\$1,196,102
Branding, Activation, & Marketing	\$495,580
Fiscally Sponsored Projects	\$39,589
TOTAL EXPENSES	\$2,553,387

PROJECTED CARRYOVER DISBURSEMENT

CARRYOVER	AS OF 6.30.15	TO BE USED IN FY16	TO BE USED IN FUTURE YEARS
Management & Operations	\$594,659.00	\$56,651.75	\$538,007.25
Cleaning & Streetscape Improvements	\$1,072,020.00	\$292,813.11	\$779,206.89
Safety & Security	\$856,036.00	\$145,000.00	\$711,036.00
Branding, Activation, & Marketing	\$161,776.00	\$10,500.00	\$151,276.00
Fiscally Sponsored Projects - Restricted Funds	\$39,589.00	\$39,589.00	-
TOTAL	\$2,724,080.00	\$544,553.86	\$2,179,526.14



NEW 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 condominiums.

New district boundaries shown here were approved as part of the YBCBD renewal, but generally remain the same as before. The district includes parcels from Second to Fifth streets and Market to Harrison streets. Specific changes to YBCBD's boundaries are in the District Management Plan at www.YBCBD.org.



ASSESSMENT METHODOLOGY AND CALCULATION

The YBCBD is funded through an annual assessment from district property owners. A new methodology for annual assessments was approved as part of the district renewal. The calculation for each property assessment is based on a formula that weighs the benefit of the YBCBD's services for all types of properties in the district.

The formula assigns values to Land Use, Benefit Zone, Linear Street Frontage and Building Square Footage to determine benefit points for each parcel. The parcel benefit point total is then multiplied by \$9.38 based on the FY15-16 YBCBD Budget to calculate the assessment.

For example, a commercial property (Land Use, 4) in Benefit Zone 1 (Zone Factor, 1.5) that has 50 feet of linear frontage (Linear Frontage, 50) and 5,000 building square footage (Building Factor, 2) would calculate their assessment as follows:

[(Linear Frontage + Building Factor) x Zone Factor] x Land Use = Total # of Benefit Points

[(50 + 2) x 1.5] x 4 = 300 Benefit Points

300 x \$9.38 = \$2,814.00 Total Assessment

As a result, properties like hotels, office buildings, museums, and retailers with substantial street frontage, higher volumes of pedestrian traffic, and more overall building square footage have different assessments than residential units because they benefit more from the YBCBD's services. Details of the annual assessment calculation are in the District Management Plan at www.YBCBD.org.

PHOTO CREDITS

INSIDE FRONT COVER

Courtesy of the Yerba Buena Gardens Festival

PAGE 9

Courtesy of the Yerba Buena Gardens Festival, Peter Prato Photography, and the San Francisco Bicycle Coalition

PAGE 10 AND 11

I'll send you these once we know which images are being used

MOSCONE IMAGES

Courtesy of SOM with Mark Cavagnero Associates

YBCBD BOARD OF DIRECTORS

BOARD CHAIR

Lance Burwell, St. Regis Hotel & Residences**
Lawrence Li, SPUR*

BOARD VICE CHAIR:

John Noguchi, Moscone Center*
Candace Sue, SFMTA**

SECRETARY/TREASURER:

Scott Rowitz, Yerba Buena Center for the Arts

BOARD MEMBERS

Laurel Arvanitidis, Resident**
Catherine Bartels/Alan Svensen, Bloomingdale's
Amy Benson/Shelly Schembre, Westfield San Francisco Centre*
Michelle Delaney, 111 Minna Gallery**
John Elberling, TODCO
Lynn Farzaroli, Tourism Improvement District
Regina Flanagan, Resident*

COMMUNITY SUPPORT

The YBCBD 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.

Blick Art Materials/Utrecht, Boston Properties, California Historical Society, Cathy Maupin, Children's Creativity Museum, City Park, Contemporary Jewish Museum, Drusie Davis Family Fund, Fieldwork San Francisco, Inc., Lisa and Douglas Goldman Fund, Hearst Corporation, Intercontinental Hotel, Dheeraj Kakar, Dodge & Cox, Kilroy Realty Corporation, La Boulange, Lautze & Lautze, The Libra Foundation MaSo, Mr. Nion T. McEvoy, METREON, MJM Management Group, Moolicious, Moscone Center, Nordstrom, Novela, Off the Grid, Pincus Family Fund, Salesforce, Rick Smith, San Francisco Bay Guardian, San Francisco Bicycle Coalition, San Francisco Chronicle, San Francisco Examiner, San Francisco Marriott Marquis, San Francisco Travel Association, SF Weekly, SPUR, St. Regis Hotel, supperclub, Target, TODCO, Webcor Builders, Westfield San Francisco Centre, The Westin Market Street, 'wichcraft, Whole Foods, Yerba Buena Alliance, Yerba Buena Center for the Arts, Yerba Buena Gardens Festival, Yerba Buena Ice Skating and Bowling Center, Zero Zero.

Kristin Gonsar, Millennium Partners
Helen Han, Boston Properties
Peter Hartman, Resident
Maria Jenson/Katie Tamony, SFMOMA*
Brian Jess, Target

Dheeraj Kakar, Resident
Summerlea Kashar, Cartoon Art Museum
Kerry King, Contemporary Jewish Museum**
Lisa Kirvin, Renaissance Entrepreneurship Center
Vincent Latigue, InterContinental Hotel
Jesse Leite, Related Properties
Frank Miskus, Brookfield Office Properties**
Michael Nobleza, Children's Creativity Museum*
Misty Rasche, B Restaurant & Bar
Rebeka Rodriguez/Randy Rollison, Intersection for the Arts
Spencer Sechler, City Park*
Dan Soine, Dugoni School of Dentistry
Christopher Sullivan, San Francisco Marriott Marquis
David Weinstein, Kilroy Realty

*Board term ended January 2015

**Board term started January 2015

YBCBD COMMITTEES

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

YBCBD STAFF

Cathy Maupin, Executive Director
Andrew Robinson, Director of Neighborhood Partnerships
Richard Ciccarone, Events & Administrative Manager (joined March 2015)
Kim Mercado, Events & Administrative Manager (departed March 2015)
Tom Kolbeck, Administrative Assistant (departed December 2014)



YERBA BUENA
COMMUNITY
BENEFIT
DISTRICT

YBCBD

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San Francisco, CA 94103
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F 415.644.0751
E info@ybcbd.org
W www.ybcbd.org

IMPORTANT NUMBERS AND LETTERS

There are five ways to report cleanliness and non-emergency safety issues to our dispatcher.

PHONE: 415-543-9223

EMAIL: dispatch@ybcbd.org

TEXT: 415-559-1632

MOBILE APP: YBCBD Assist for iPhones and Androids

ONLINE: www.YBCBD.org

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.ybcbd.org and about neighborhood offerings and happenings at www.visityerbabuena.org.