



Presented in Committee - May 16, 2018

Top of Broadway Community Benefit District

Legislative Overview

**Community Benefit Districts (CBDs) /
Business Improvement Districts (BIDs) are
governed by:**

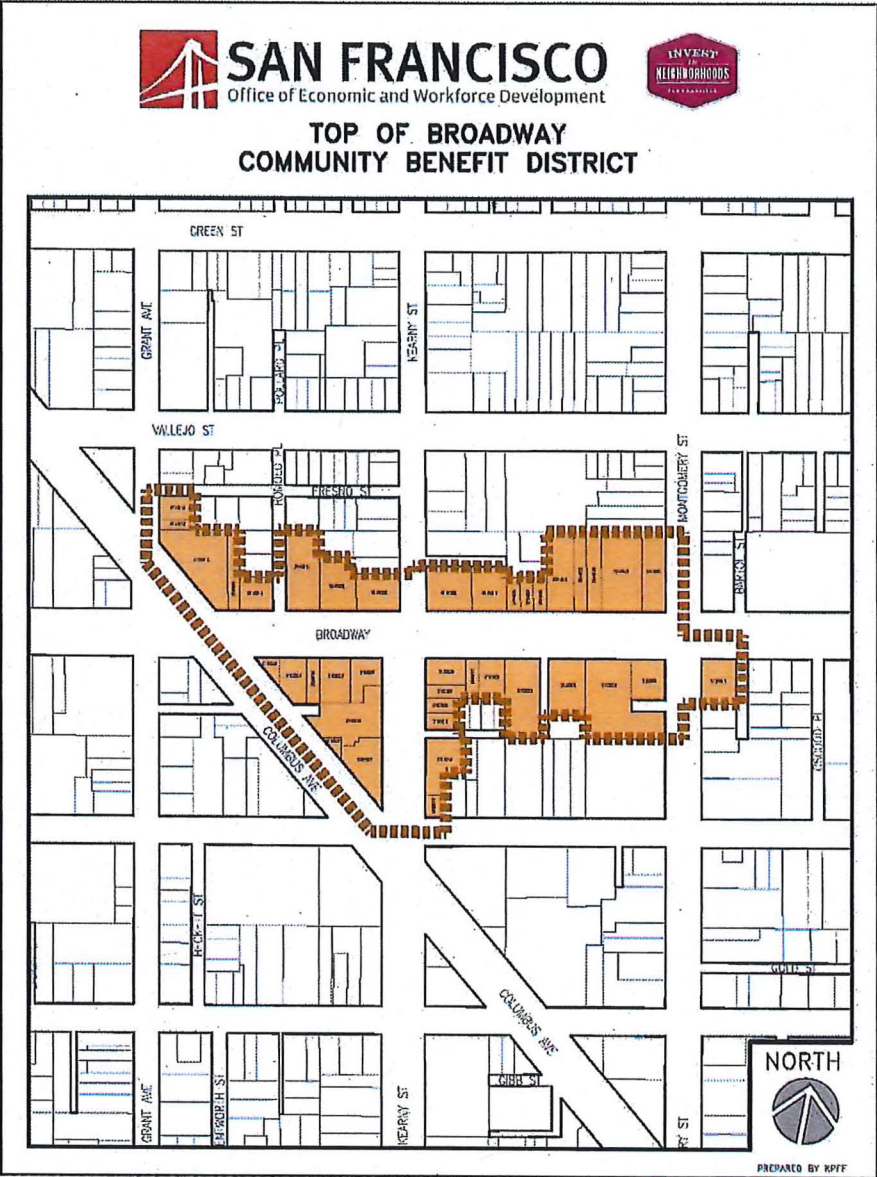
- **State law**
 - “1994 Act”
- **Local law**
 - “Article 15”

Review Process

This resolution covers the Annual Report for FY 2016-2017

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

Parcel Map



ToBCBD Formation

ToBCBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ 106,567	2013	June 30, 2021

**budget identified in management plan*

ToB Operations

- **Staff**

- Executive Director – Marco Li Mandri
- District Director – Dominic Li Mandri

- **Service Areas**

- **District Identity**

- This program includes marketing, public relations, special events, and street enhancements, such as signage, historical markers, and banners, for the district.

- **Street Operations, Beautification and Order (SOBO)**

- This service area includes street maintenance and beautification – including but not limited to graffiti removal, sidewalk cleaning, periodic steam cleaning, trimming trees, and cleaning tree wells.

- **Administration, Organization and Corporate Operations**

- Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.

BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for ToB:

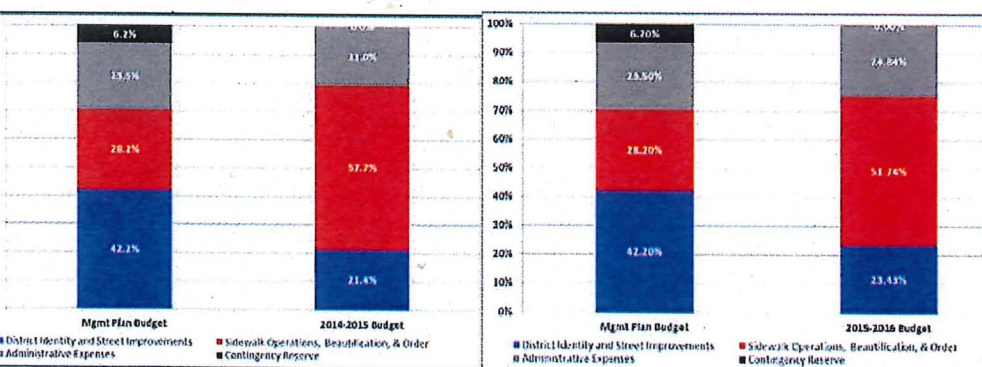
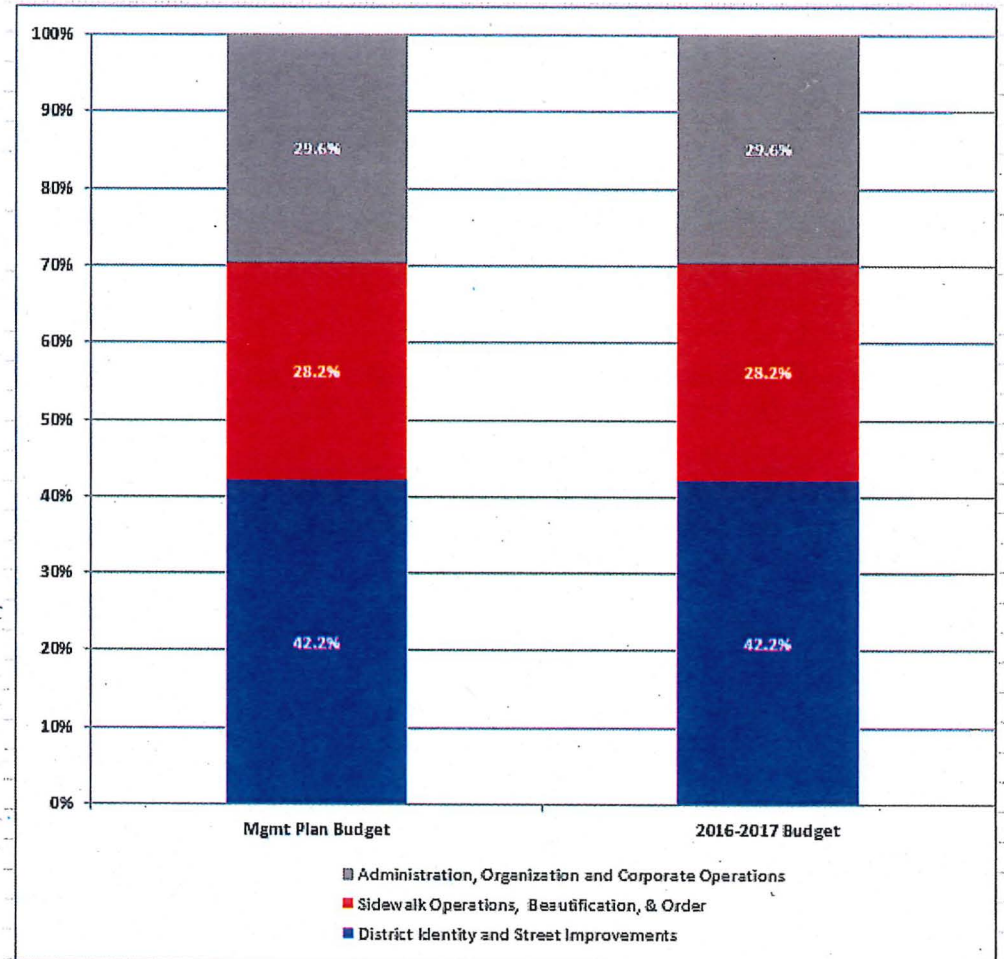
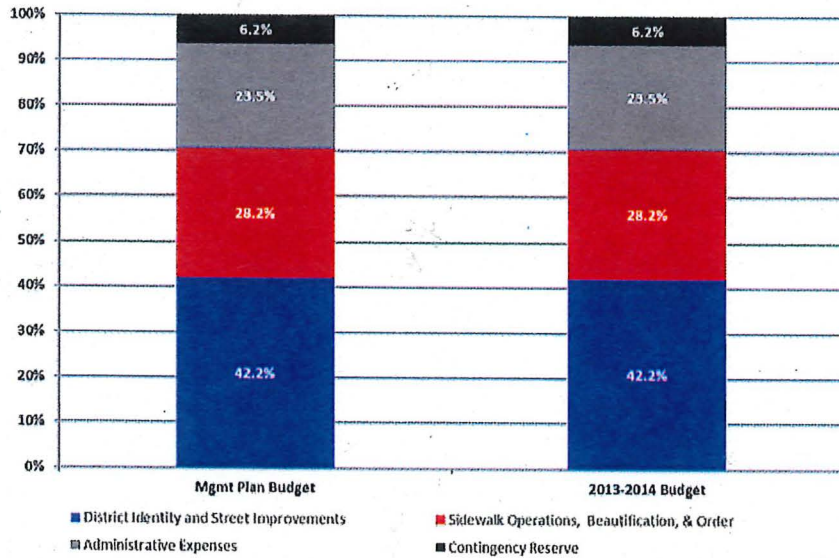
Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.

Benchmark 2 – Whether one percent (1%) of ToB'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.

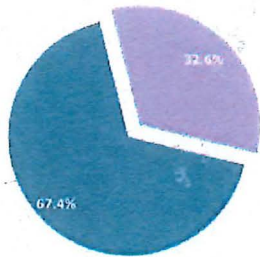
Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.

Management Plan vs. Annual Budgets

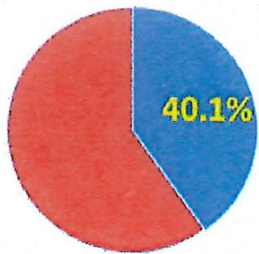


Assessment Revenue & Other Income

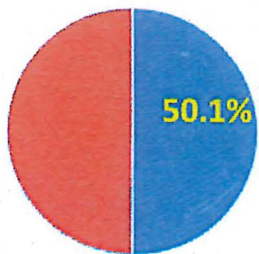
FY 2013 - 2014



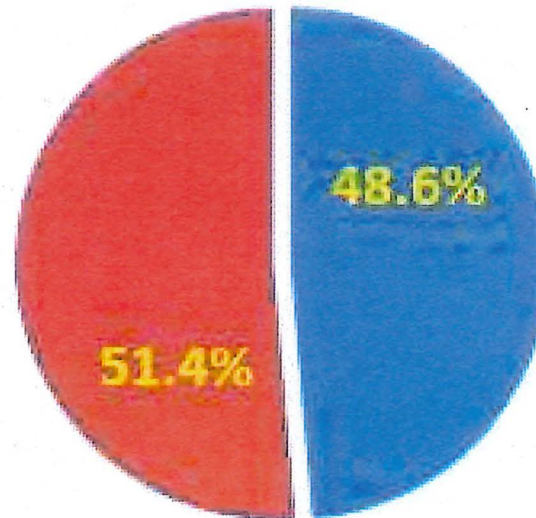
FY 2014 - 2015



FY 2015 - 2016



FY 2016 - 2017



- Non-Assessment Revenue 48.65%
- Special Benefit Assessments 51.35%

Budget vs Actuals

Service Category	FY 2013-2014 Variance % Points	FY 2014-2015 Variance % Points	FY 2015-2016 Variance % Points	FY 2016-2017 Variance % Points
District identity	-6.9	+4.89	-0.02%	0%
Sidewalk Operations, Beautification & Order	+16.7	-7.25	-7.11%	0%
Administration, Organization & Corporate Operations	-3.7	+2.36	+7.13%	0%
Contingency Reserve	-6.2%	0%	0%	0%

FY 16-17 Carryover

Designated Projects for FY 16-17	Amount	Spenddown Timeline
District Identity and Streetscape Improvement	\$47,500.00	FY 2017 -18
Sidewalk Operations, Beautification, and Order	\$142,000.00	FY 2017 -18
Administration, Organization, and Corporate Operations	\$57,900.00	FY 2017 -18
Total Designated Amount	\$247,400.00	

Findings and Recommendations for ToB

In completing the review of the ToB CBD's annual report and financials, OEWD sets forth the following findings and recommendations:

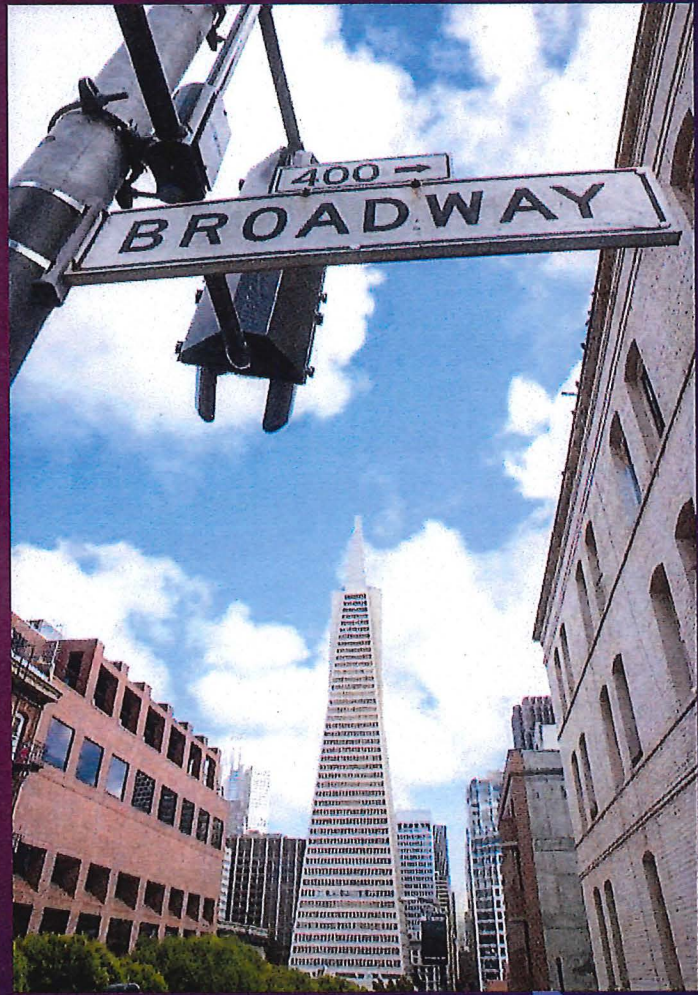
- ToB CBD met all 4 benchmarks
- OEWD reviewed district website and found it to be in compliance
- In early FY 16-17, CBD webpage went down – OEWD recommended the CBD determine if these web issues were caused by internal errors, if so OEWD recommended hiring a web page manager to ensure the site is constantly reachable. These issues were addressed and fixed by the CBD
- ToB CBD was successful in obtaining approximately 49% of total budget from non-assessment sources
- Maintained an active board of directors and committee members



TOP OF
BROADWAY
COMMUNITY BENEFIT DISTRICT

**Top of Broadway
Community Benefit
District (ToBCBD)**

Presentation to San
Francisco
Government Audit
& Oversight
Committee
Fiscal Year 2016-
2017



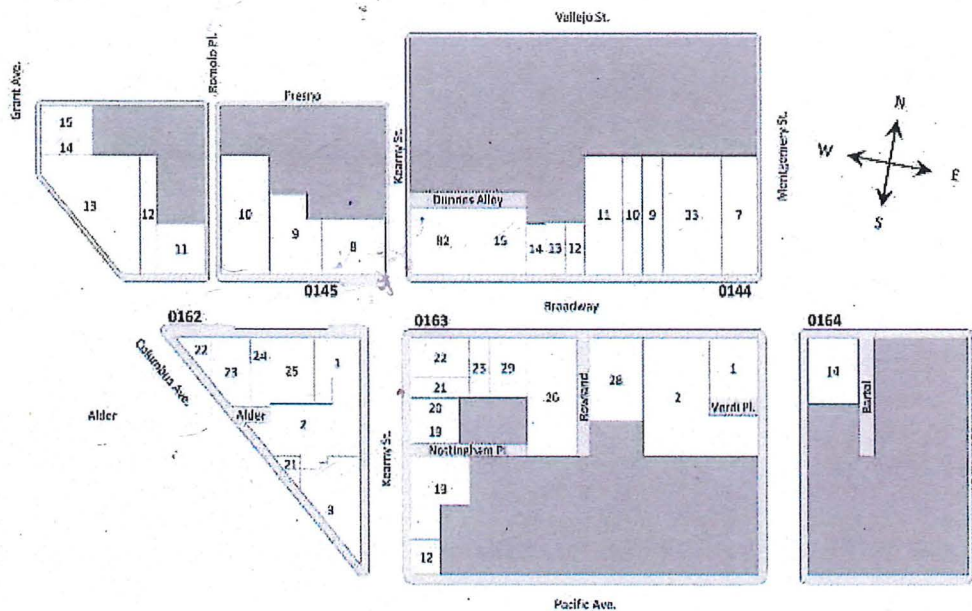
May 16th, 2018

Top of Broadway, CBD

ToBCBD District Boundary and Information

Top of Broadway CBD Map

May 2012



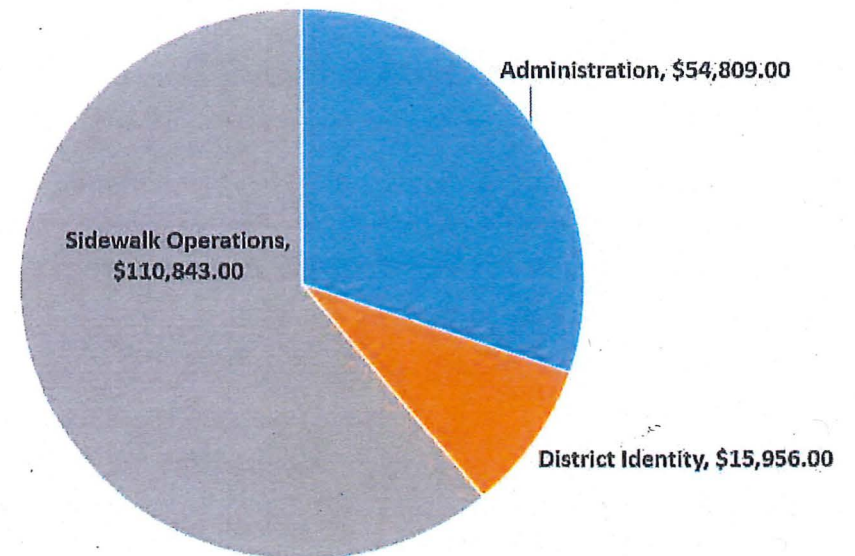
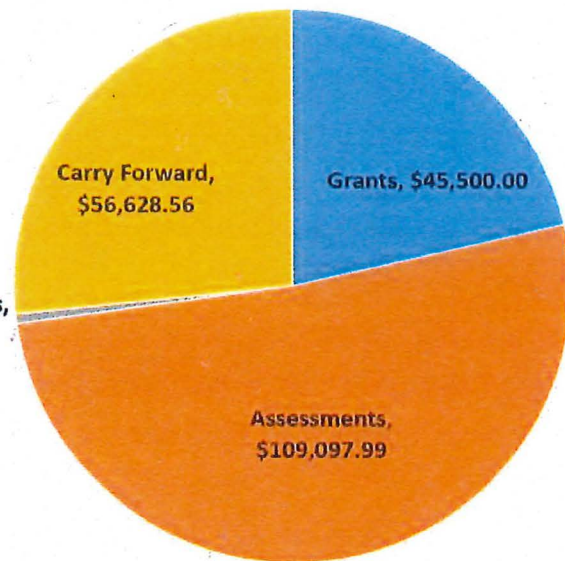
ToBCBD Info (16-17FY)

- Organization formed Nov 2013; Started Services Jan 2014.
- 39 Parcels, 100+ businesses
- \$212K Operating Budget, \$110K spent on cleaning and public safety
- Provides 7 day/week sidewalk cleaning and monthly pressure washing services
- Continued to collaborate with local agencies to administer the area and audit bad actors.

FY 16-17 Budget Breakdown

TOP OF BROADWAY CBD
INCOME \$212,454.55

EXPENSES
\$185,277.00



Mission

The Top of Broadway CBD mission statement is quite simple:

“To make the area around Broadway a safe, beautiful, diverse, and enjoyable place to live, work and visit, with a commitment to promoting economic vitality, improving livability and promoting area identity and history.”

To this end, ToBCBD directors and members deliberate and strategize initiatives via three advisory committees, endorsing directives which are then facilitated by staff.



Advisory Committees

- ▶ Sidewalk Operations, Beautification & Order (SOBO) Committee
- ▶ District Identity & Streetscape Improvement (DISI) Committee
- ▶ Land Use Committee

SOBO Committee Highlights

Sidewalk Operations, Beautification & Order (SOBO)

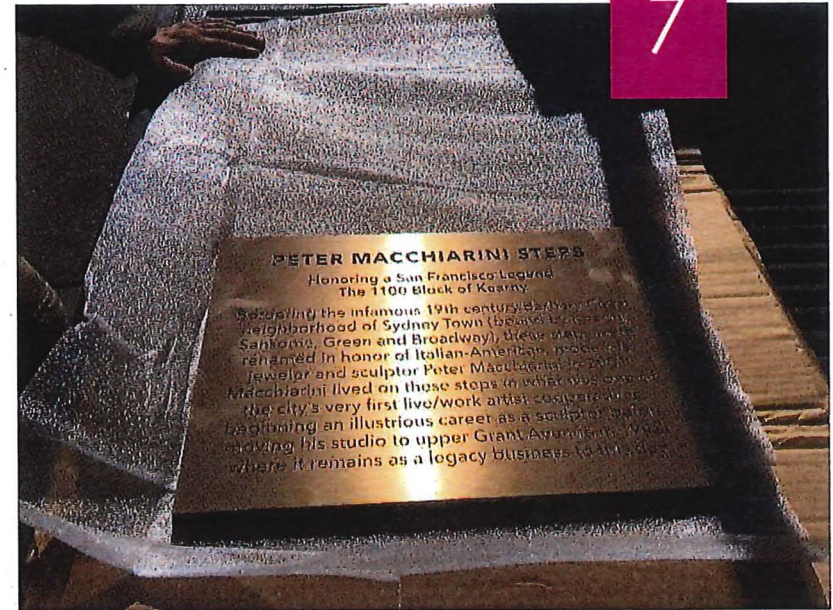
- ▶ Provided sidewalk maintenance services **349** days out of the year
- ▶ Removed approx. **8,725** lbs. of litter from the gutters and public rights-of-way.
- ▶ Removed **1,078** incidences of graffiti.
- ▶ Reported over **400** incidences of illegal dumping (52% decrease)
- ▶ Pressured Washed Entire District **13** times



DISI Committee Highlights

District Identity & Streetscape Improvement (DISI)

- ▶ Resolution to approve historical marker project script passed Board of Supervisors.
- ▶ Conceptualized and contracted with an SF LED design vendor to install a temporary art installation over the Peter Macchiarini Steps in Spring 2018.
- ▶ Developed new branding strategies for expansion bid.



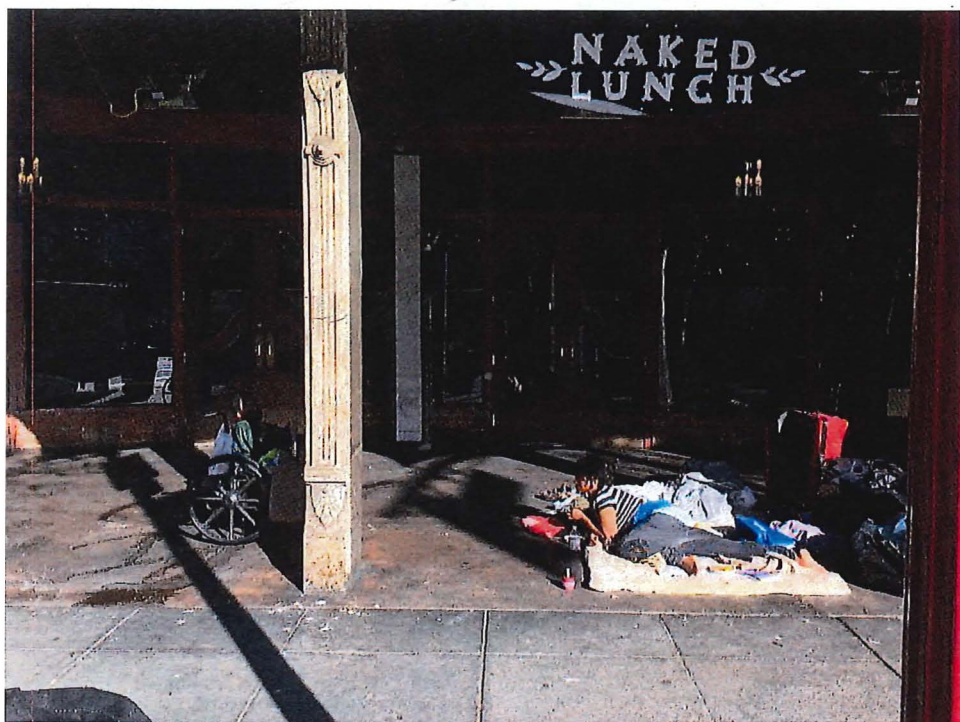
Vision & Plan

The Top of Broadway CBD strategic plan and vision going forward will emphasize the following directives:

- ▶ Expand district to have larger mission impact and financially sustainable organization
- ▶ Further integrate into the surrounding community and coordinate resources among the various local entities
- ▶ Create a safe atmosphere for locals, residents and business owners alike
- ▶ Promote the diversity of the district brand and cultural history of the area
- ▶ Increase the walkability of the district through further streetscape enhancements and cleanliness/safety initiatives.

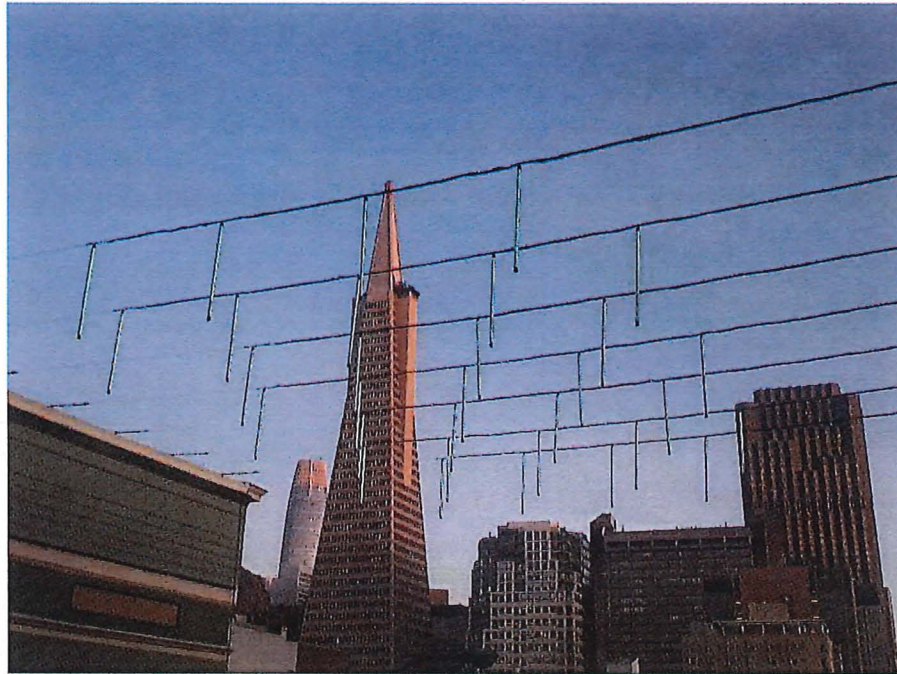


District Challenges



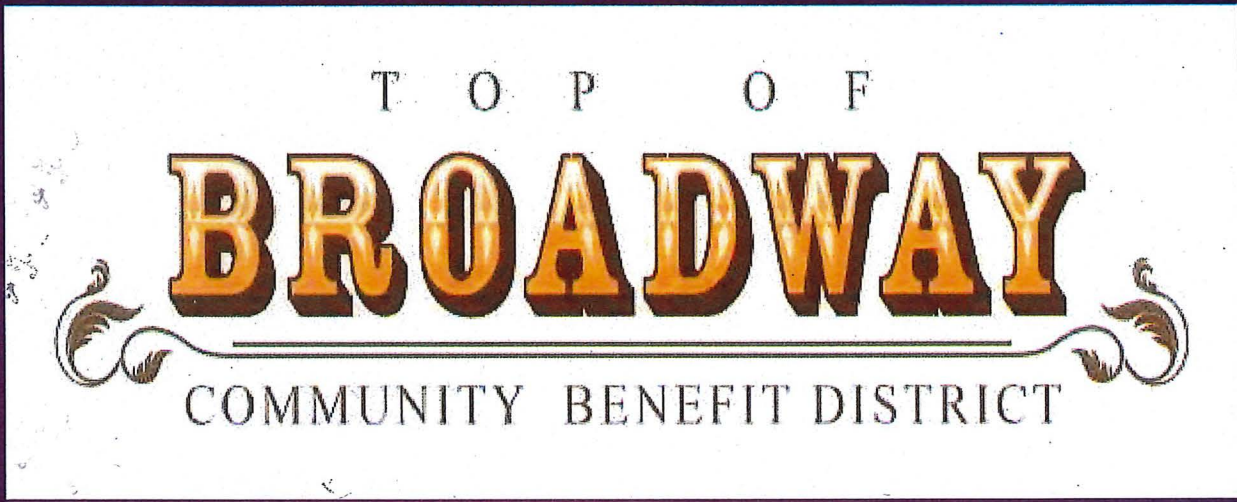
Potential Projects/Events

- ▶ Kearny Steps Lighting Project (KSLP)
- ▶ Supplemental Historical Markers
- ▶ North Beach Legends Banner Project
- ▶ District Jazz Walk



Partner Organizations

- ▶ OEWD
- ▶ SFDPW
- ▶ SFPD—Central Station
- ▶ Broadway Entertainment & Cultural Association (BECA)
- ▶ North Beach Citizens
- ▶ District 3 Supervisor's Office



Thank You