



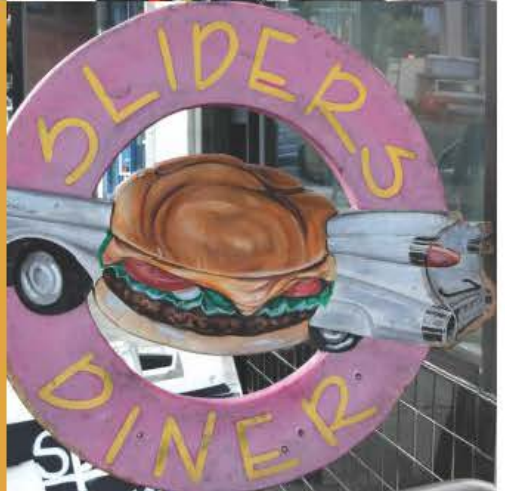
# Castro / Upper Market Community Benefit District



## ANNUAL REPORT

---

### FY 2010-11



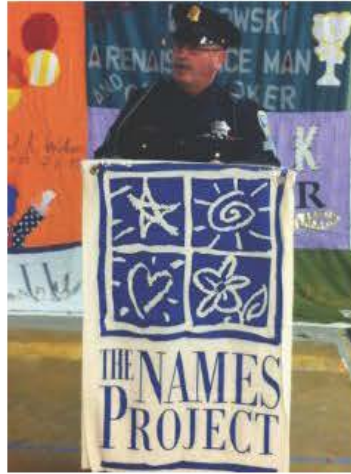
**OUR MISSION:** The mission of the Castro/Upper Market Community Benefit District is to provide services that improve the quality of life in the neighborhood, emphasizing clean, safe, beautiful streets. The CBD also promotes the area's economic vitality, fosters the Castro's unique district identity, and honors its diverse history.



## AIDS QUILT RETURNS TO THE CASTRO

The AIDS Quilt marked its 25th birthday in February 2012 by returning to the Castro for its largest showing in San Francisco since it left its Castro home on Market St. in 1999. The display opened on February 12th with a moving flag unfolding and "reading of the names" ceremony. Over 10,000 names were read over several days. The Jeffrey family donated the former Tower Records space at 2278 Market St. to show 35 quilt panels for eight days. Handmade quilt panels were also hung in four other locations in the Castro: Bank of America, Under One Roof, Body clothing shop, and Catch Restaurant. The display of quilts reminded many of the individuals lost and the continuing impact of AIDS in our lives.

Sponsors of / contributors to the quilt exhibition included: The Castro/Upper Market CBD; Catch Restaurant; Petyr Kane, owner of Body and Citizen clothing shops; Bank of America; Merchants of Upper Market Castro; Club Card; and the Jeffrey family.

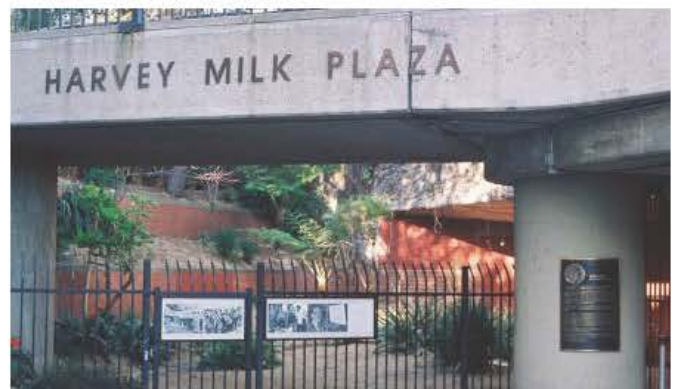


## Stolen Milk Plaza Plaque to be Replaced

A large brass plaque honoring San Francisco supervisor and gay rights activist Harvey Milk that was stolen from the Castro's Harvey Milk Plaza in October 2011 will be replaced this spring.

Monies for a replacement plaque were provided as a community grant by Pacific Gas and Electric Company in response to a grant request submitted by the Castro/Upper Market Community Benefit District.

The 3-by-2-foot brass plaque, bolted to a cement pillar near the entrance of the Castro Muni Station, features a picture of Milk and profile of his work. The plaque disappeared over the weekend of October 15th and has not been recovered. San Francisco police investigating the theft speculated that metal recyclers might have stolen the heavy plaque to cut it up and sell it for profit.



## Changes In Membership of CBD Board of Directors

The Castro/Upper Market CBD welcomes five new Board members:

**Scott Cataffa**, landscape architect and resident; **Mark Giberson**, manager Under One Roof; **Tom Owens**, architect, property owner in the district; **Bruce Smith**, IT Consultant, resident; **Dennis Ziebell**, co-owner Orphan Andy's and resident.

The Board of Directors thanks and remembers Board member **Dr. Richard A. Sollitto** who passed away in November 2011 after a short illness.

## Hanging Flower Baskets

Funded through donations spearheaded by volunteers Emery Bushong and Bob Miller, the hanging flower baskets on Castro St. continue to bloom and bring color to the street. Tax deductible donations can be made to the Castro CBD (note flower baskets on the check) or through paypal via our website at [www.castrocbd.org](http://www.castrocbd.org).



## CBD Annual Report 2012

Editor: Andrea Aiello, Executive Director,  
Castro/Upper Market CBD

Writer: Pauline Scholten, Secretary,  
Castro/Upper Market CBD

Design/layout: [www.clubcardprinting.com](http://www.clubcardprinting.com)



**STATEMENT OF FINANCIAL POSITION**  
June 30, 2011

<b>ASSETS</b>	
Cash and cash equivalents	\$
Assessments receivable	372,798
	64,941
<b>Total Current Assets</b>	<b>\$ 437,739</b>
<b>LIABILITIES AND NET ASSETS</b>	
<b>Current Liabilities</b>	
Accounts Payable and accrued expenses	
<b>Total Liabilities</b>	<b>\$ 28,254</b>
	<b>28,254</b>
<b>Contingencies*</b>	
Unrestricted Net Assets	
**Board designated	409,485
<b>Total Net Assets</b>	<b>409,485</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 437,739</b>

**STATEMENT OF ACTIVITIES**  
For the year ended June 30, 2011

<b>Support and Revenue</b>	
Support	
Contributions / Grants	\$9,119
In-kind support	\$3,500
<b>Total Support</b>	<b>\$12,619</b>
Revenue	
Assessment revenue	\$404,381
Interest income	\$1,139
<b>Total Revenue</b>	<b>\$405,520</b>
<b>Total Support and Revenue</b>	<b>\$418,139</b>
<b>EXPENSES</b>	
Program Services	\$351,602
General and administrative	\$33,841
Fund-raising	\$1,599
<b>Total Expenses</b>	<b>\$386,842</b>
<b>Change in Net Assets</b>	<b>\$31,297</b>
<b>Net Assets, beginning of year</b>	<b>\$378,188</b>
<b>Net Assets, end of year</b>	<b>\$409,485</b>

\* Contingencies- Special benefit assessments are received under a contract with the City and County of San Francisco and represent approximately 97% of the Organization's total revenues. Under the terms of the contract, the City and County can suspend distributions and ultimately terminate the contract if the Organization fails to provide adequate services to the District or fails to perform other responsibilities. The contract expires on December 31, 2020 and could be terminated at an earlier date if the Castro/Upper Market Community Benefit District is disestablished by a vote of more than 50% of the assessed owners.

\*\* Board designated net assets - Board designated net assets represent unrestricted net assets allocated by the Board of Directors for the following purposes at June 30, 2011:

Total Available	\$ 409,484
Mandated 6 Month Reserve	\$ 165,000
Streetscape Improvement (public art, greening throughout district)	\$ 244,484

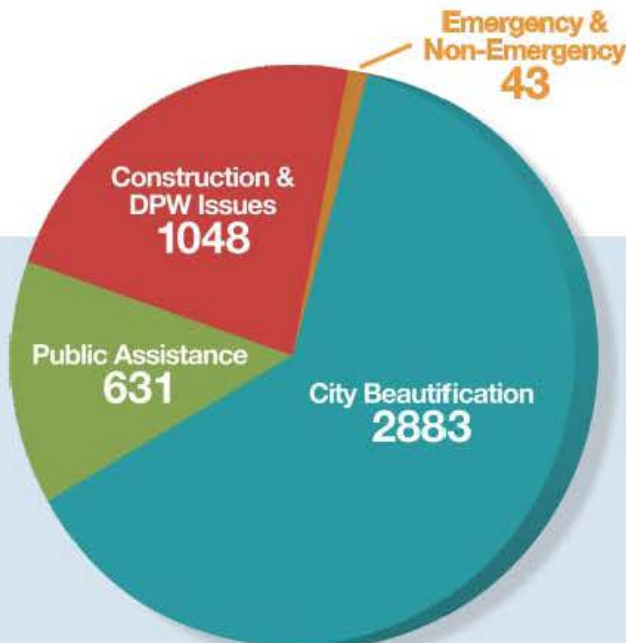
**Assessment Methodology**

The Castro CBD is funded through an annual assessment on the property in the district. Castro CBD assessments, paid by individual property owners, are based on the following factors:

- Linear frontage
- Lot size (land area)
- Building square feet
- Building use

Property Variable	Annual Costs
Linear Frontage	\$8.8963 per linear foot
Lot Size	\$0.08017 per square foot
Building Square Feet (retail space, hotels, motels, visitor related; office and commercial uses, independent, free standing parking structures; plus ground floor residential)	\$0.11278 per square foot

**2011 Reported Sidewalk Beautification and Cleaning Related Services**



This pie chart depicts the reported efforts by the CBD's clean team to keep the Castro/Upper Market District a clean and welcoming environment. **City Beautification** efforts include graffiti removal, flyer and sticker removal, topping off overflowing trash cans, repainting public property, minor landscaping, requests for scrubs, debris removal and sweeping. **Public Assistance** efforts include cleaning up after overnight campers, asking those who are trespassing to move along (only when no trespassing signs are posted and valid), removal and disposal of dirty needles. **Construction and DPW** efforts include working closely with DPW on removal of shopping carts, illegal dumping, safety hazards and extreme vandalism, construction related debris, cardboard and pallets. **Emergency/Non-Emergency** efforts refers to calls made by the clean team.



## Castro/Upper Market Names in the News

The Castro "has been my favorite place for a long time," enthused **Jane Wiedlin**, member of the Go-Go's pop group, in a February 26, 2012, profile in the *S.F. Chronicle*. She said she moved to the Castro two years ago for the sunny weather and local hangouts like **Castro Tarts** ("Try the Philly Cheesesteak.") and **Café Flore** ("The perfect place to meet someone and for people-watching in the Castro.").

According to a Spring 2011 *New York Times* article, San Francisco's "Pavement to Parks" program has been an inspiring success on many levels, but "there are some challenges," reported **Andrea Aiello**, executive director of the **Castro/Upper Market Community Benefits District**. The CBD helped to create and manages the two-year old **Jane Warner Plaza** at 17th and Castro Streets. Aiello described the plaza as one of the most successful collaborations between the Castro CBD and the City. She noted some of the issues posed by running a public space – but said of the plaza, "Generally, I think we're really happy with it."

In a "Best in the City" article featured in the June issue of *7x7* magazine, several Castro/Upper Market businesses were highlighted, including: **Books, Inc.** (275 Market), an Independent bookstore that holds free weekly readings by local and

national authors; **Flat Lux** (218 Church Street), a cozy boutique offering one-of-a-kind jewelry, clothing and accessories by local designers; and **Cliff's Variety** (479 Castro Street), for 75 years the place to find everything from plumbing parts to purple wigs.

**The Castro Theatre** (429 Castro Street) served as the inspiration for the recently released art book *Lost in the Dark: Portraits of San Francisco Movie Theatres*. In 2001, photographer R.A. McBride had the opportunity to spend days capturing on film the 1922 Art Deco movie palace. Entranced by the Castro, he spent the next several years making vivid portraits of historic and beautiful San Francisco movie theatres that have now been collected in a book.

"After only a year in existence, **Chef Melissa Perello's Frances** (3870 17th Street) has already acquired a *Michelln* star," reported *Foodism* magazine in its Summer 2011 issue. Describing the intimate Castro restaurant as a showcase for the young chefs "enormous talent," the magazine enthused over her crusty chickpea fritters and sumptuous Lumberjack Cake with walnut ice cream.

## Orphan Andy's Wins Award for Service

In May 2011, **Orphan Andy's** (3991 17th St.) received the Small Business Commission Award for District 8. The S.F. Small Business Commission teamed up with the Board of Supervisors and the Mayor to recognize small businesses which have made significant contributions to the fabric of their neighborhood. **Supervisor Wiener** congratulated **Dennis Ziebell** and **Bill Pung**, co-owners of Orphan Andy's, for being the eyes and ears for the **Jane Warner Plaza 24/7**. Orphan Andy's not only watches the Plaza, they keep it clean, provide critical gardening services, take care of the furniture and generally help ensure that the Plaza is a pleasant and welcoming place for residents and visitors.



**Dennis Ziebell, Bill Pung, Supervisor Wiener**

### S.F. Patrol Specials Provide Extra Policing

Through a collaborative relationship between the Castro/Upper Market CBD and businesses in the heart of the commercial district, the S.F. Patrol Special Police walk a beat 7 nights a week.



**Sunday – Wednesday**  
4:00 p.m. – 1:00 a.m.  
**Thursday – Saturday**  
4:00 p.m. – 3:00 a.m.

**Phone #:**  
415-559-9955

**Patrol Special Officers John Fitzinger, and Antquan Taswell**

### Email Addresses Needed!

**Help us communicate with you more often.** The Castro CBD is collecting email addresses to enable us to send out an e-newsletter and other communication to you. Please go to [www.castrocbd.org](http://www.castrocbd.org) and sign-up to receive electronic communication from the CBD.

Your information will be kept confidential. The CBD will **NOT** share any electronic or phone contact information with any other organizations, agencies or individuals.

### Sunday Music in the Castro

Look for Sunday concerts and other outdoor performances this summer at the **Jane Warner Plaza!**



## Community Partner Awards

Every few months, the Castro /Upper Market CBD recognizes a business or a person that through its exemplary actions has made a positive impact on the Castro/Upper Market community. Along with awarding each Community Partner a certificate of thanks, the CBD publicizes the awardee by buying an ad commending them in Bay Area Reporter. The CBD also publicly acknowledges the Community Partner Awardees at various events. In doing so, the CBD encourages others to make improvements in their part of the neighborhood and be a community partner. The Community Partner awardees for 2011 were:



*As unique as San Francisco*

For organizing and providing volunteers for "Harvey Milk Luvin".  
A monthly volunteer clean-up effort at Harvey Milk Plaza.

**Our Partners in the Castro Ambassadors Program were:**



### Harvey Milk Family and Friends Celebrate 2nd Milk Day

Stuart Milk, nephew of slain gay rights pioneer Harvey Milk, encouraged a crowd of approximately 200 assembled at Jane Warner Plaza to keep fighting for their rights during a rally and march celebrating California's second annual Harvey Milk Day on May 22nd. Other speakers included Dustin Lance Black, the writer of the Academy Award winning movie "Milk," local elected officials, and several close friends of Milk, who was assassinated in 1978.

Following the rally, the crowd and speakers marched two blocks down Castro Street to assemble in front of Milk's former camera store and residence at 575 Castro Street. Surrounding a memorial bronze sidewalk plaque funded and installed in 2010 by the Castro/Upper Market Community Benefit District, the crowd heard more speakers laud Milk's work and recall his love for the neighborhood he championed.

### CBD's Vision for Church St. Moves Forward with Church-Duboce Rail Improvement Project

Construction work on the Church & Duboce Rail Improvement Project will continue through 2012, with project completion slated for March 2013.

The Castro/Upper Market CBD has been working closely for several years with MTA and the Duboce Triangle Neighborhood Association to ensure necessary community improvements are included into this major transit improvement project. Some of these improvements include:

- The new crosswalk recently installed at Church and Market, enabling pedestrians to safely cross this intersection (north side of Market St.).
- Transit riders in this area will soon notice improved transit platforms and clearly demarcated pedestrian crossing areas between the transit platforms and the sidewalk.
- Additional pedestrian lighting will be installed on the 100 block of Church St.



## Jane Warner Plaque Dedication

A plaque honoring S.F. Patrol Special Officer Jane Warner, "Officer Jane", was unveiled on February 4, 2012. Supervisor Scott Wiener said: "Today, we dedicated the Jane Warner Plaza with a beautiful plaque honoring and remembering the work of the amazing Officer Jane Warner. For many years, Jane kept our neighborhood safe and made it a better place. We all miss her, and it's fitting for all who use this plaza to learn about Jane's life and significance."

Officer Warner, who passed away in May 2010 after a battle with ovarian cancer, patrolled the Castro for 18 years on behalf of local merchants. She was the CBD's first Patrol Special Officer.



## Keeping the District Clean – New CBD Dispatch Number: 415-402-0522

The CBD has a new phone number (415-402-0522) for its most important and visible service: Cleaning and Maintenance.

### Services the CBD provides include:

- Sweeping the sidewalk and gutters for every parcel in the district at least once every day, 365 days a year.
- Removing graffiti on public and private property as soon as possible after it is reported. (*\*Property owners need to sign a waiver so we can go on your property to remove graffiti.*)
- Dispatch services. Call 415-402-0522 to report any cleaning related, graffiti or safety hazards that you notice in the district. This includes dog poop, spilled food, human excrement, remnants of a homeless encampment, overflowing or dumped City trashcans, etc.
- Weeding and cleaning the tree wells in the district.
- Reporting instances of homeless encampments.



The Castro/Upper Market CBD removes graffiti from private property up to 9 feet high. \*To ensure we can remove graffiti on your property, you must complete a graffiti waiver, call 415-500-1181 for the form or go to [www.castrocbd.org/content/Images/stories/misc/Graffiti\\_waiver\\_2-2012.pdf](http://www.castrocbd.org/content/Images/stories/misc/Graffiti_waiver_2-2012.pdf)

## Rainbow Honor Walk Seeks History Plaque Designs

The Rainbow Honor Walk's board of directors has launched an International contest seeking design proposals for Castro district sidewalk plaques celebrating historical GLBT figures.

The design competition, which will run through May 1, seeks proposals for 3-by-3 foot bronze or terrazzo plaques that display the name, birth and death dates, and a brief description of the man or woman being honored. A judging committee of art and design specialists will select four final designs from the entries submitted. The Honor Walk's board will choose the competition's winner, who will be awarded \$1000.

A full set of guidelines on how to submit entries to the competition can be found at the non-profit project's website: [rainbowhonorwalk.org](http://rainbowhonorwalk.org).

The names of the first 20 historical GLBT figures to be honored were announced one year ago and included nine writers,

two artists, a handful of activists, one scientist, and San Francisco disco diva Sylvester James.

The educational walk, which would eventually contain hundreds of names, is planned to run up Market from Octavia Boulevard to Castro Street and down Castro to 19th. The organization hopes to begin installing plaques this year.

The Castro/Upper Market Community Benefit District is serving as Fiscal Agent for the Rainbow Honor Walk. Tax deductible donation checks may be made to the "Castro Community Benefit District" (please note "Rainbow Honor Walk" on the check). Send donation checks to: Rainbow Honor Walk, 584 Castro Street - #113, San Francisco, CA 94114. Alternatively, donors can use the Castro/Upper Market CBD's website at [www.castrocbd.org](http://www.castrocbd.org) (click the Rainbow Honor Walk link) to make tax deductible donations through Pay Pal.

## Do You Have Questions About the Castro CBD or the Neighborhood?

The CBD's website can answer them!  
Our website includes:

- Contact information for CBD, and for our cleaning services
- Description of our services.
- Property owner information: complying with City policies, links and phone numbers to Important City agencies.
- Board of Director's meeting notices, minutes, agendas.
- History of the neighborhood.
- Neighborhood Beautification and Safety Plan.
- CBD documents.
- Report an issue e-form.
- Special neighborhood events.

visit [www.castrocbd.org](http://www.castrocbd.org)



## Volunteer Ambassadors Welcome 6000 Tourists to the Castro

Providing maps, helpful directions, sightseeing tips, and a warm welcome, the Castro Ambassadors volunteer group spent the summer of 2011 introducing their neighborhood to approximately 6000 tourists from around the world.

The Ambassador Program, organized and funded by the Castro/Upper Market Community Benefit District (Castro CBD), received highly positive reviews from visitors and local residents during its pilot run from mid-June to early October. Castro merchant leader Steve Adams lauded the Ambassadors as "one of the best things ever to happen to the neighborhood."

The focus of the program is to help visitors find their way and feel welcome in the community. In early June, approximately 30 volunteer Ambassadors received training in greeting visitors, street safety, and providing information about the area's amenities and history. Issued photo ID badges, "Castro Ambassador" jackets

and satchels full of tourist information, the volunteers were deployed in the central business district on Fridays, Saturdays and Sundays.

For many weekend visitors, stepping off the F-Line streetcar at its 17th street stop or exiting the MUNI station at Castro and Market, their first impression of the Castro was one of the friendly Ambassadors, asking them if they needed directions or information. Some of the most popular tourist questions:

- How do I get to...the top of Twin Peaks, Golden Gate Park, the beach, Harvey Milk's Store, the Golden Gate Bridge, the Haight?
- What is a good place to get... ice cream, coffee, donuts, fresh juice, breakfast, lunch, a meal outside?
- Where can I find...the nearest bathroom, an ATM, sunglasses, a MUNI pass, a phone charger, the lesbians?

Most of those assisted were very grateful. "You fell like an angel from heaven!" an Italian tourist told Ambassador Mari Olund when she offered help.

The Ambassadors kept track of their tourist encounters on tally sheets. Statistics compiled in October by Okan Sengun, the program's Volunteer Coordinator, included:

- Visitors Assisted – approximately 6000
- Busiest Month – August
- Total Hours Volunteered – 451 hours
- Most Hours by a Volunteer – 31 hours by Ambassador John Meranda

The CBD plans to continue the program in Summer 2012 and is looking for more local residents who want to welcome visitors to the Castro community and can commit to volunteering four hours a month.

**If you are interested, email the CBD's Executive Director, Andrea Aiello, at: [execdirector@castrocdb.org](mailto:execdirector@castrocdb.org) or call 415-500-1181.**



## Harvey Milk Call Center for LGBTQ Youth Launched

A new suicide prevention call center for lesbian, gay, bisexual, transgender, and questioning youth began operating in May 2011 in Harvey Milk's former camera store at 575 Castro Street, continuing the gay rights pioneer's legacy of responding to LGBT young people in need.

The Harvey Milk Call Center operates seven days a week, receiving phone calls from 11 PM to 11 AM. It is staffed by volunteers who are trained to provide free counseling to young people who are feeling lonely and isolated, questioning their sexuality or thinking about suicide.

The call center is a joint partnership of The

Trevor Project, a national organization providing crisis intervention and suicide prevention to LGBT youth, and the Human Rights Campaign (HRC), a leading civil rights organization advocating equality for LGBT Americans.

The HRC has an HRC Action Center and Store at the site of Milk's former store and donated space for the call center in a back room that used to be Milk's office. They also will be making an annual \$10,000 donation to support the ongoing costs of the call center, which is staffed and run by The Trevor Project. The suicide prevention lifeline's number is 855-4-U-TREVOR

(866-488-7386).

A ribbon untying ceremony officially launching the call center was held on May 22nd, Milk's birthday and California's official day of recognition for the gay activist. Assassinated in 1978, Milk spoke before he died of receiving late night phone calls from closeted and suicidal young gays.

"You have to give them hope," Milk said, speaking of "young gay people" in a speech that year. "Hope for a better world, hope for a better tomorrow, hope for a better place to come to if the pressures at home are too great."



## **CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT**

584 Castro Street #338; San Francisco CA 94114  
415-500-1181 • [www.CastroCBD.org](http://www.CastroCBD.org) • [facebook.com](https://www.facebook.com/CastroCBD)

**Cleaning Related Dispatch #: 415-402-0522**  
call with cleaning related problems in the district 24 hours a day.

### **Board of Directors**

**President** Gustavo Sorina • **Secretary** Pauline Schotten  
**Treasurer** Dennis Ziebell • **Board Members** Joel Bubeck • Dominic Campodonico • Scott Catzoffa • Herb Cohn • Mark Giberson • Jim Laufenberg • Tom Owens • Tim Peblarca • Pat Sahagun • Bruce Smith  
**Kenneth Wingard** • **Executive Director** Andrea Aiello

**Castro CBD Board of Directors meetings are open to the public and are held at 6:30 pm on the second Thursday of each month at 801 Castro St. Castro Community Room (above the Bank of America).**

The Castro/Upper Market Community Benefit District is an IRS-approved 501(c)3 tax-exempt organization. The CBD can accept both unrestricted and restricted donations that are tax deductible to the donor. Donations and grants are welcomed from individuals, businesses, other tax-exempt entities, foundations, and government agencies. Checks can be sent to Castro/Upper Market Community Benefit District, 584 Castro Street #338; San Francisco CA 94114.

## **Get Help – Free Graffiti Removal - Sign a Graffiti Waiver**

If the City of San Francisco paints out your graffiti, it can cost you up to \$500, but we'll clean it up for free!

The Castro/Upper Market CBD's cleaning team removes graffiti at no charge. To take advantage of this service, all you need to do is fill out the enclosed graffiti waiver form and return it to the CBD. We do the rest.

The CBD's cleaning team patrols the district 365 days a year, sweeping the sidewalks and looking for graffiti on public and private property. Our cleaners remove graffiti from private property up to nine feet high.

But they will not clean off your graffiti unless you have a waiver on file with the CBD. We recently changed cleaning services and need a new waiver from all property owners. Even if you sent us a waiver in the past, you must complete a new one and send it to us so we can help you keep your building graffiti-free.

Don't let taggers and graffiti vandals deface your property and cost you money. Send in a CBD graffiti waiver today! Go to: [www.castrocbd.org/content/images/stories/misc/Graffiti\\_waiver\\_2\\_2012.pdf](http://www.castrocbd.org/content/images/stories/misc/Graffiti_waiver_2_2012.pdf) and download the graffiti waiver, or call the Castro CBD at 415-500-1181 to have graffiti waiver sent to you.



**Castro/Upper Market Community Benefit District**  
584 Castro Street #338  
San Francisco CA 94114