



# CENTRAL MARKET

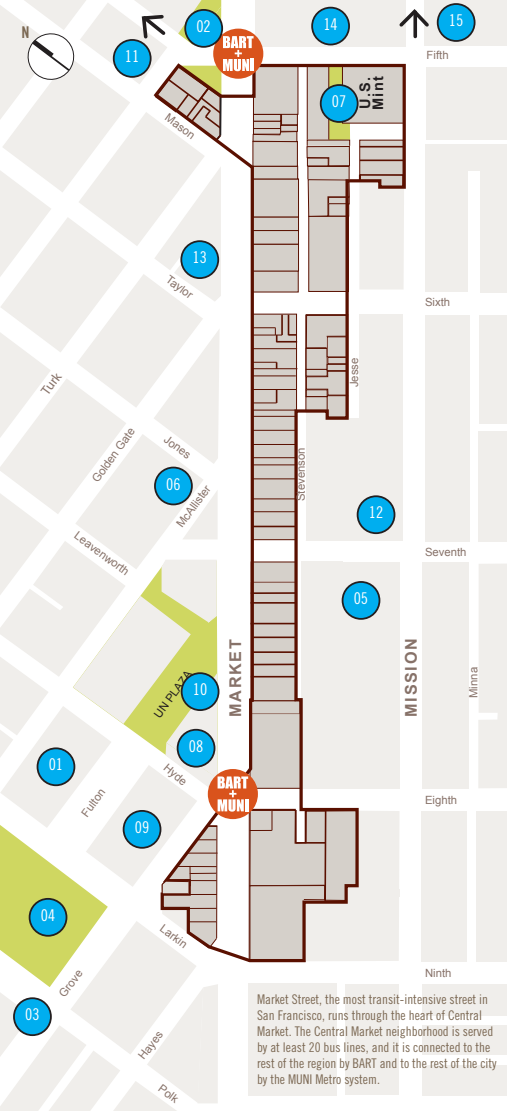


# COMMUNITY BENEFIT DISTRICT

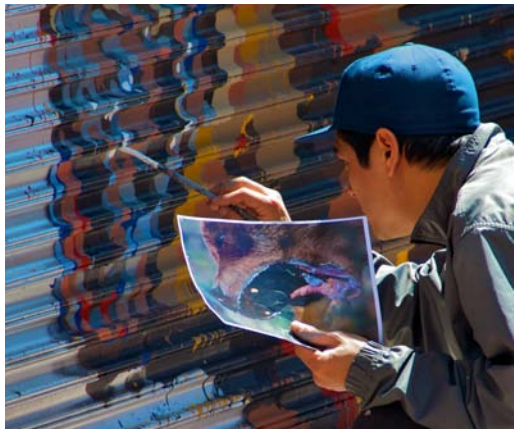


# ANNUAL REPORT 2011





Market Street, the most transit-intensive street in San Francisco, runs through the heart of Central Market. The Central Market neighborhood is served by at least 20 bus lines, and it is connected to the rest of the region by BART and to the rest of the city by the MUNI Metro system.



## Neighborhood Highlights and Area Attractions

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>01. Asian Art Museum (1 block)</li> <li>02. Cable Car Turnaround (1 block)</li> <li>03. City Hall (1 block)</li> <li>04. Civic Center Plaza</li> <li>05. General Services Administration Federal Building</li> <li>06. Golden Gate Theater</li> <li>07. Mint Plaza</li> <li>08. Orpheum Theater</li> </ul> | <ul style="list-style-type: none"> <li>09. Public Library</li> <li>10. The Art Institute of California, San Francisco</li> <li>11. Union Square (1 block)</li> <li>12. U.S. Court of Appeals</li> <li>13. Warfield Theater</li> <li>14. Westfield San Francisco Centre</li> <li>15. Yerba Buena Gardens (1 block)</li> </ul> |
|---|--|

# THE CENTRAL MARKET COMMUNITY BENEFIT DISTRICT

The Central Market Community Benefit District (CMCBD) is a non-profit, community-based organization that provides programs and services to improve the quality of life experienced in the public realm of San Francisco's Central Market.

The CMCBD believes that improving the overall cleanliness and safety of the district will increase pedestrian activity, strengthen existing small businesses and cultural institutions, attract new investment, and enhance the public right of ways for people of all incomes, ethnicities and ages, including residents, business and property owners, workers, and visitors in the area.

The CMCBD provides a range of services to help create a pedestrian environment that is cleaner, safer and more inviting. These services include public space beautification, pedestrian safety programs, social service outreach, marketing and community outreach, and public space programming.

## THE DISTRICT

Making its way through San Francisco's Central Market area is Market Street, the city's main thoroughfare. Central Market Street knits together existing transit, cultural, civic, academic and neighborhood assets.

The mixed-use district is a thriving destination for entertainment, with the Warfield Theater, Orpheum Theater, Golden Gate Theater and Mezzanine concentrated along these few blocks of Central Market Street. The district also has an active existing and rising arts scene: Luggage Store Gallery, Alonzo KING LINES Dance Center, KUNST-STOFF arts, the International Art Museum of America, Gray Area Foundation for the Arts, The Art Institute of California – San Francisco, Satellite 66, the American Conservatory Theater's Costume Shop, and Bindlestiff Studios can all be found in and around Central Market.

The Central Market Community Benefit District extends from Fifth Street to Ninth Street along Market Street and includes areas of Stevenson Street, Jessie Street and Mission Street. The community benefit district was established in 2006 to improve the mixed-use district and help create a neighborhood that is a clean, safe and an inviting place to be for residents, workers, merchants and visitors.



## PUBLIC SPACE BEAUTIFICATION & SAFETY

### Central Market Community Guides Program:

The Central Market Community Guides continued to provide a friendly and welcoming presence in the public realm of San Francisco's Central Market district.

The Community Guides provide wayfinding and customer service to visitors while supporting local law enforcement agencies, social service providers, residents, workers, merchants and property owners in creating a clean, safe and welcoming Central Market neighborhood.

The Community Guides program integrates a three-prong approach to crime prevention through public safety, social service outreach, and hospitality and customer service. The Community Guides Program continued to operate Monday through Friday, 9 a.m. to 6 p.m. The CMCBD maintains a service contract with MJ M Management Group.

### Sixth Street Community Guides Program:

The CMCBD continued to operate and manage the Sixth Street Community Guides Program for the Sixth Street corridor (from Market Street to Harrison Street) through a contract with the San Francisco Redevelopment Agency. The contract was renewed for an additional year through a unanimous decision by the San Francisco Redevelopment Commission and extends through June 30, 2012. The program provides two full-time Community Guides for the Sixth Street project area and Dispatch and Call Center service, Monday through Friday, 10 a.m. to 6 p.m. The CMCBD maintains a service contract with MJM Management Group.



### Central Market Clean Streets Program:

The CMCBD continued to provide enhanced cleaning and maintenance services within the public right of way and sidewalks in the Community Benefit District above and beyond the baseline level of service provided by the City of San Francisco.

The Clean Streets services include sidewalk sweeping; monitoring public trash receptacle overflow and trash removal; weeding of tree basins, sidewalk cracks and landscape planters; reporting of bulky items for removal by the Department of Public Works; spot cleaning; quarterly steam cleaning; and graffiti abatement on public and private properties. The CMCBD maintains a service contract with MJM Management Group.

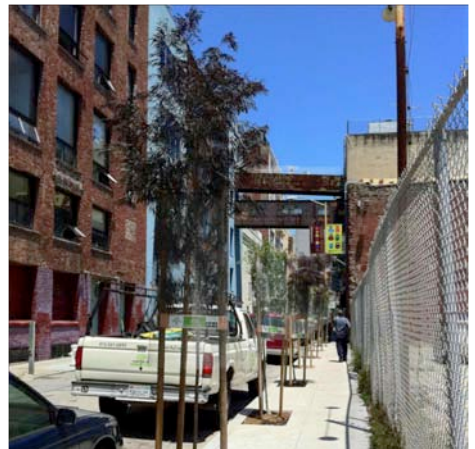


### Dispatch and Call Center Service:

The CMCBD continued to provide Dispatch and Call Center service to the Central Market and Sixth Street communities. The service provides the community with the means to call for non-emergency safety, social service outreach, and cleaning/maintenance issues in the public realm of the Community Benefit District, and to request services through the Clean Streets Program, Community Guides, or City services. The Dispatch and Call Center Service (415.543.5223) operates daily from 9 a.m. to 6 p.m. CMCBD services are limited to the hours of operation for each program.

### Central Market Tree Planting:

In 2011, the CMCBD partnered with Friends of the Urban Forest in the planting of 12 trees on Stevenson Street (between Sixth and Seventh Streets). The trees will be maintained by the CMCBD as part of its Clean Streets program. The project was intended to help beautify and green Stevenson Street, and help create a more inviting pedestrian passage.





## Vacant Kiosk Reuse Program:

The CMCBD partnered with the architecture community (HOK, American Institute of Architects - San Francisco, WSP Flack+Kurtz, and Public Architecture) in the fall of 2010 in a streetscape improvement exercise designed to identify potential solutions to improve Central Market that could be immediately actionable, scalable and sustainable. This exploration led to a proposal to reutilize and readapt vacant kiosks along Market Street in Central Market for micro-retail and arts/cultural uses.

The CMCBD and HOK guided and implemented this pilot program in 2011 to include a bike repair stop managed by Huckleberry Bicycles at Seventh and Market Streets. Future opportunities include an artist-in-residence, a public-space performance use, and a book-lending library.

## Central Market 10B Officer Program:

The safety of people who live, work and visit Central Market is a top priority of the CMCBD. In 2011, the CMCBD rallied and engaged neighborhood stakeholders to support and fund a 10B Officer Pilot Program for Central Market at Seventh and Market Streets. The intersection continues to be inundated with chronic safety issues and crime, and has become an elevated “hot spot” for the CMCBD.

While the Central Market Community Guides Program continues to be effective in serving as “eyes and ears” for the community, providing social service assistance, and reporting crime and safety concerns to the San Francisco Police Department (SFPD), the Community Guides do not have the authority or law enforcement capability of a police officer.

The establishment of a 10B Officer Pilot Program for Central Market would be incorporated into the CMCBD’s Central Market Community Guides Program and would augment the CMCBD’s pedestrian safety initiatives.

The 10B officer would address crime and quality of life issues within the neighborhood and within the purview of SFPD, such as issuing citations for drinking, trespassing, permit violations, littering, and pedestrian safety infractions, the authority to make arrests, and the ability to request additional police presence when necessary. The 10B officer would be hired by the CMCBD and dedicated to this area of Central Market.

The pilot program is targeted to begin January 2012 and, if funding and support allow, continue through August 2012. This duration would coincide with the beginning of planned tenant improvements on the ground floor of the Odd Fellows Building at Seventh and Market Streets.

## Pedestrian Safety and Quality of Life Initiatives:

In 2011, the CMCBD Services Committee led a series of meetings and discussions to improve efficient reporting of crime linked to the sale of alcohol to both inebriated individuals and minors by some liquor stores in the Central Market area. Meetings were held with the Department of Public Health, San Francisco Police Department (SFPD), Department of Building Inspection, the City Attorney's Office and the California Department of Alcohol Beverage Control (ABC).

Through continued efforts by merchants and the Central Market and Sixth Street Community Guides, the CMCBD will work closely with the community to continue to monitor and report violations to ABC, SFPD and the City Attorney's Office.



The CMCBD Services Committee also held a series of meetings to better understand and begin to develop a strategy to address public space pedestrian safety, cleanliness and social service outreach issues linked to the management of single-room occupancy (SRO) hotels along the Sixth Street corridor. The CMCBD held meetings with the Central City SRO Collaborative to discuss shared concerns regarding safety of residents in SRO hotels and to advocate for the improved management of SRO hotels in the Sixth Street area.

## CMCBD Services Committee:

The Services Committee Meetings are designed as a roundtable discussion, focusing on pedestrian safety, social service needs, quality of life concerns, and cleanliness issues that impact the Central Market district's public realm. The Services Committee meets bimonthly to develop strategies to address these issues as well as assist in monitoring and guiding the CMCBD's Clean Streets and Community Guides programs.

# DISTRICT IDENTITY & STREETScape IMPROVEMENTS

## Public Space Programming:

The CMCBD is a founding member of Central Market Arts (CMA), a coalition comprised of organizations dedicated to a common vision of promoting San Francisco's Central Market as a vital arts district. CMA serves as a unified voice for arts of every discipline through promotion of arts, cooperative marketing, programming coordination, and the production of a yearly capstone event ([www.CentralMarketArts.org](http://www.CentralMarketArts.org)).

In 2011, the CMCBD continued to provide marketing, design and media relations support for 24 Days of Central Market Arts, to be held September 23–October 16, 2011. The CMCBD also assisted in fundraising and securing sponsorships and in-kind contributions.

The CMCBD co-sponsored and promoted Bring Your Own Dog event, held on June 18, 2011 on Mint Plaza. Sponsors included PETCO, Friends of Mint Plaza, Northern California Family Dog Rescue, SF Puppy Prep, and Pets Are Wonderful Support.

For the fourth year, the CMCBD sponsored the Central Market Summer Concert Series on Mint Plaza through People in Plazas. The summer concert series was held every Friday, 12 p.m. to 1 p.m., on Mint Plaza from July 1–September 30, 2011.

The CMCBD also provided additional support and promotions for public space programming throughout the year, including the San Francisco Arts Market on United Nations Plaza, Art in Storefronts through the San Francisco Arts Commission, and the weekly farmers' market on Mint Plaza.



## Central Market Community Events Promotion:

The CMCBD enhanced its online events calendar ([www.Central-Market.org](http://www.Central-Market.org)) in 2011 to more effectively promote community events and arts/cultural opportunities taking place in Central Market. The CMCBD will continue to strengthen its online events calendar with the objective of becoming an online destination for Central Market. The CMCBD worked to synchronize its online events calendar with Facebook to better promote and feature neighborhood happenings and entertainment opportunities in the Central Market district. The CMCBD also committed to engaging in specific outreach to the arts publications and media outlets to promote the arts in Central Market.



## Cooperative Advertising Opportunities:

The CMCBD coordinated a cooperative advertising campaign for restaurants on Mint Plaza to promote dining opportunities in Central Market in conjunction with the summer concert series on the plaza. The full-page advertisement was included in the San Francisco Examiner and as part of a four-page insert for the People in Plazas-produced summer concert series. The advertisement was paid entirely by participating businesses.



**mint PLAZA menu**  
CHEZ PAPA RESTO | THERMIDOR | 54 MINT | BLUE BOTTLE CAFÉ

CENTRAL MARKET  
COMMUNITY MARKET SQUARE

friends of  
mint  
PLAZA

URBAN  
PRESERVATION  
FOUNDATION

Urban at Table  
Farmers Markets

**aknife aforka bottle + a cork**

mint plaza is hosting Free lunchtime concerts all summer. come for the music. stay for much more.  
check out mint plaza's enticing menu of restaurants: french, classic american, italian, and the finest, freshly roasted coffee, served right here in central market's mint plaza. dine in, al fresco or take it to go.  
weekly farmers' market, every friday starting july 22.

MintPlazaSF.org | CentralMarket.org

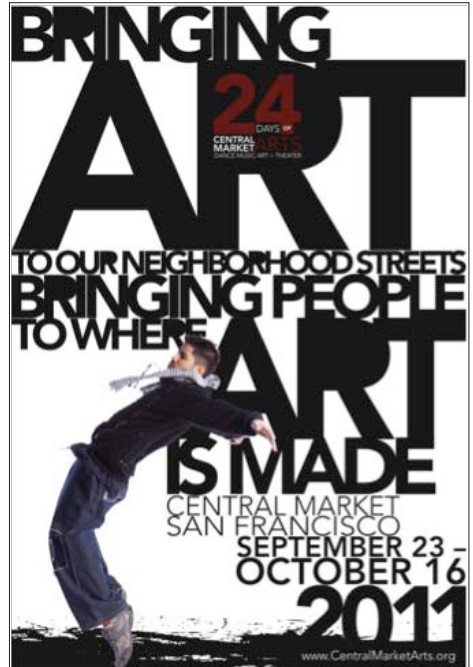
Mint Plaza - located in San Francisco's Central Market neighborhood at 97th Street between Market and Mission Streets. Take 98TH/MI to the Powell Street Station.

## CMCBD Website Redesign:

The CMCBD redesigned and upgraded the CMCBD website ([www.Central-Market.org](http://www.Central-Market.org)) with a new look, additional web pages, and improved organization of CMCBD documents such as meeting agendas, meeting minutes and monthly service reports. The CMCBD also improved its calendar feature to synchronize with Facebook events and postings for Central Market. The redesign of the CMCBD website also carried over to the organization's e-newsletter, Central Market Matters.

## CMCBD Identity Committee:

The CMCBD Identity Committee meets on an as-needed basis to develop and implement programs and projects to activate the public space. Current and past projects include a summer concert series, light pole banners, Art in Storefronts program, and streetscape improvement recommendations for Market Street. The Committee also assists with fundraising efforts for the CMCBD.



**BRINGING**  
**ART**  
24 DAYS OF  
CENTRAL MARKET  
ARTS, MUSIC, ART + THEATRE

TO OUR NEIGHBORHOOD STREETS  
BRINGING PEOPLE  
TO WHERE

**ART**  
**IS MADE**

CENTRAL MARKET  
SAN FRANCISCO

SEPTEMBER 23 -  
OCTOBER 16  
**2011**

[www.CentralMarketArts.org](http://www.CentralMarketArts.org)

# ADMINISTRATIVE OPERATIONS

## Business Attraction Program:

In 2011, the CMCBD supported business attraction efforts for Central Market by producing marketing materials to promote the district's assets, cultural attractions and resources. The CMCBD produced marketing pieces that showcased the diverse arts destinations, performance venues, cultural offerings, retail shops and restaurants in Central Market. The CMCBD also produced a marketing piece that highlights the development projects planned, underway or completed in the Central Market area. The Office of Economic and Workforce Development and Urban Solutions will incorporate these support materials as part of a business attraction and market strategy for the Central Market district.

The CMCBD also produced a 5-minute video to support business attraction efforts in Central Market. The video includes interviews with San Francisco City Mayor Ed Lee, Urban Solutions, the San Francisco Office of Economic and Workforce Development, and merchants and property owners in the Central Market area. The video highlights the opportunities and incentives available to prospective Central Market tenants.

## Central Market Street Merchants Meeting:

In 2010, the CMCBD received a grant from the Office of Economic and Workforce Development for the coordination of bimonthly Central Market Street Merchants Meetings (for merchants on both sides of



DEVELOPMENTS

## CENTRAL MARKET

San Francisco, CA

A number of residential and commercial development projects in the Central Market area have recently been completed or are under way. These projects include more than 2,500 new residential units and over 300,000 square feet of retail space. To ensure that this revitalization continues, the City is using a variety of tools, including:

- The M4-Market Redevelopment Plan could result in \$400 million of investment over 20 years.
- The Central Market Community Benefit District (CBD) and the North of Market CBD spend over \$1 million annually on cleaning, beautification, and safety activities. The North Center CBD launched in 2011.
- The Better Market Street Initiative will result in up to \$150 million of citywide improvements and contribute to a complete redesign of Market Street in 2015.

For more info contact:  
Ellynn Parker  
City of San Francisco  
Office of Economic and Workforce Development  
(415) 554-5185 [www.centralmarketpartnership.org](http://www.centralmarketpartnership.org)



<b>01</b>	 <p><b>Mixed-Use Theater Project</b></p> <ul style="list-style-type: none"> <li>• 200K SF of retail</li> <li>• American Conservatory Theater as potential anchor</li> </ul>
<b>02</b>	 <p><b>CityPlace Shopping Center</b></p> <ul style="list-style-type: none"> <li>• 200K SF of retail</li> <li>• 100 units over 400 beds</li> <li>• Breaks ground early 2012</li> </ul>
<b>03</b>	 <p><b>3M Project</b></p> <ul style="list-style-type: none"> <li>• Redevelopment of the Chronicle Building and former John Jay Innovation Center</li> <li>• Tenants now include PBS S&amp;M, TechStyle and International Paper</li> </ul>
<b>04</b>	 <p><b>1855 Market Street</b></p> <ul style="list-style-type: none"> <li>• 100K SF of retail</li> <li>• 100 units over 400 beds</li> <li>• Breaks ground early 2012</li> </ul>
<b>05</b>	 <p><b>SOMA Grand</b></p> <ul style="list-style-type: none"> <li>• 100K SF of retail</li> <li>• 100 housing units, 100 units</li> <li>• 100K SF of retail</li> <li>• 100 units over 400 beds</li> <li>• Breaks ground early 2012</li> </ul>
<b>06</b>	 <p><b>Trinity Place</b></p> <ul style="list-style-type: none"> <li>• 100K SF of retail</li> <li>• 100 housing units, 100 units</li> <li>• 100K SF of retail</li> <li>• 100 units over 400 beds</li> <li>• Breaks ground early 2012</li> </ul>
<b>07</b>	 <p><b>50 UN Plaza</b></p> <ul style="list-style-type: none"> <li>• 100K SF of retail</li> <li>• 100 housing units, 100 units</li> <li>• 100K SF of retail</li> <li>• 100 units over 400 beds</li> <li>• Breaks ground early 2012</li> </ul>
<b>08</b>	 <p><b>Argenta</b></p> <ul style="list-style-type: none"> <li>• 100K SF of retail</li> <li>• 100 housing units, 100 units</li> <li>• 100K SF of retail</li> <li>• 100 units over 400 beds</li> <li>• Breaks ground early 2012</li> </ul>
<b>09</b>	 <p><b>Crescent Heights</b></p> <ul style="list-style-type: none"> <li>• 100K SF of retail</li> <li>• 100 housing units, 100 units</li> <li>• 100K SF of retail</li> <li>• 100 units over 400 beds</li> <li>• Breaks ground early 2012</li> </ul>
<b>10</b>	 <p><b>Twitter</b></p> <ul style="list-style-type: none"> <li>• 100K SF of retail</li> <li>• 100 housing units, 100 units</li> <li>• 100K SF of retail</li> <li>• 100 units over 400 beds</li> <li>• Breaks ground early 2012</li> </ul>

[www.central-market.org](http://www.central-market.org)  
[www.nom-ticbd.org](http://www.nom-ticbd.org)  
[www.centralmarketpartnership.org](http://www.centralmarketpartnership.org)

C-C-N-T-R-A-L

COMMUNITY MARKET DISTRICT





Market Street, between Fifth and Ninth Streets). The CMCBD requested to extend the duration of the grant agreement through the end of 2011. The CMCBD coordinated with the North of Market/Tenderloin Community Benefit District on the discussion topics and merchant outreach efforts. The meetings are designed to provide valuable information to storefront business owners on matters that affect them as merchants on Central Market Street, including pedestrian safety, quality of life, social service outreach, and cleaning/maintenance issues.

### **Community Representation:**

The CMCBD participated on boards and committees in 2011 that shared similar goals to improve and revitalize the Central Market district. The CMCBD was represented on the Friends of Mint Plaza Board of Directors, the Market Street Association Board of Directors, the Central Market Arts, and the Mid-Market Project Area Committee. The CMCBD also regularly attended the Central Market Partnership and the South of Market Project Area Committee meetings, and other community meetings.

### **CMCBD Board of Directors Meetings:**

The CMCBD Board of Directors meetings are generally held on the second Tuesday of every month, from 3-5 p.m. at Hotel Whitcomb, 1231 Market Street, Mezzanine Level. The CMCBD Board of Directors meets to review and discuss CMCBD projects, programs and services as well as issues that impact the Central Market area. All CMCBD meetings are open to the public.

### **CMCBD Executive Committee:**

The CMCBD Executive Committee meets monthly with the CMCBD executive director to review upcoming board meeting agendas, imminent issues impacting the Central Market district, review and help track the CMCBD's action plan and annual initiatives, and to provide guidance to CMCBD staff. The CMCBD Executive Committee consists of the CMCBD Board President, Vice President, Treasurer and Secretary.

### **CMCBD Finance Committee:**

The CMCBD Finance Committee continues to meet monthly to ensure that the CMCBD operates in a fiscally responsible manner. The CMCBD Board Treasurer, accountant and staff review the organization's financials monthly, monitors the budget versus actuals, and prepares monthly financial reports. Additionally, the CMCBD undergoes an annual financial review by a Certified Public Accountant and the report is published on the CMCBD's website and submitted to the Office of Economic and Workforce Development.

# PREVIEW: 2012

## Public Space, Beautification & Safety: Initiatives

- Continue to provide excellent core services to improve the public space for residents, commercial tenants, property owners and visitors.
- Advocate for replacement of BART Wall at Seventh and Market Streets through strategic coordinated efforts with SOMA Grand, Alonzo King LINES Dance Center and other area stakeholders.
- Hold monthly coordinated safety meetings with CBDs/BIDs, and SFPD, DPW and other City departments that provide service on Central Market Street.
- Launch and provide a 10B Officer Program for Central Market (Seventh and Market Street areas).
- Establish and develop communication with SRO Property Management/Owners on Sixth Street through quarterly meetings.
- Continue to address crime and quality of life issues related to liquor stores.
- Hold networking events for merchants/tenants focused on pedestrian safety/cleanliness/quality of life issues and collaborative marketing opportunities.
- Continue to expand the vacant kiosk reutilization program for Central Market in partnership with HOK.
- Partner with HOK and San Francisco Beautiful in exploring and introducing strategic placement of public space seating in Central Market.
- Seek opportunities to partner with existing arts organizations and cultural institutions to program and activate the public spaces:
  - Central Market Arts Festival
  - Summer Concert Series on Mint Plaza
  - Additional public space programming through the San Francisco Arts Commission, Denia Dance, KUNST-STOFF arts and other Central Market dance organizations
- Facilitate the branding of the Central Market district as the premier performance and urban arts district in San Francisco and the Bay Area in partnership with San Francisco Arts Commission, Grants for the Arts, and Central Market-based arts organizations.

## Administration/Operations: Initiatives

- Enhance and expand communications with merchants, tenants, property owners, residents and the Central Market community by developing and improving the CMCBD's contact list.
- Develop a "neighborhood watch" and merchant communications program in partnership with San Francisco SAFE.
- Partner with and provide support for community-based arts organizations such as Central Market Arts in strengthening communication with arts and cultural groups in Central Market.
- Undergo the process for renewal and expansion of the CMCBD.
- Expand fundraising and sponsorship opportunities to fund DISI projects and programming.
- Continue to support business attraction efforts in Central Market in partnership with the Office of Economic and Workforce Development and Urban Solutions.

## District Identity & Streetscape Improvements: Initiatives

- Modify CMCBD's existing online calendar or develop a new district-wide calendar for Central Market in partnership with San Francisco Arts Commission, Central Market Partnership, Office of Economic and Workforce Development and other neighborhood community-based organizations to publicize neighborhood events, meetings and promotions.

## District Identity & Streetscape Improvements: Initiatives (continued)

- Expand cooperative advertising for merchants and neighborhood branding opportunities through sponsorships and joint projects.



# FINANCIALS

2011	BUDGET	ACTUALS
<b>Income</b>		
Assessments	\$526,471	\$473,771
Prior Year Assessments	\$0	\$0
Interest Income	\$0	\$0
Retained Revenue (carryover from previous year)	\$103,441	\$103,441
SFRA/Sixth Street Community Guides Contract	\$10,417	\$175,000
Donations & Grants	\$35,000	\$40,982
<b>Total</b>	<b>\$675,329</b>	<b>\$793,194</b>
<b>Expense</b>		
Administrative / Operations	\$139,766	\$128,088
Public Space Beautification & Safety	\$408,144	\$561,083
District Identity & Streetscape Improvements	\$39,960	\$72,017
<b>Total</b>	<b>\$587,870</b>	<b>\$761,187</b>
Contingency	\$102,043	\$32,006
<b>Total Cash</b>	<b>\$102,043</b>	<b>\$32,006</b>

## Assessment Methodology

The CMCBD is funded through an annual assessment from property owners within the district. The annual assessments are based on three property variables:

- 1) Linear frontage (sidewalk frontage)
- 2) Land area or lot size
- 3) Gross building square footage

Linear Frontage:           \$14.60 per linear foot  
 Lot Size:                    \$0.155 per square foot  
 Building Square Foot:    \$0.07 per square foot (not applicable to buildings owned or used by nonprofits)

## Assessment Calculation

For example, a 5,000 square foot lot, with 50 feet of frontage and 4,000 square feet of retail building use would yield an annual assessment of:

5000 x \$ .155 = \$775.00 in lot size  
 50 x \$14.60 = \$730.00 in linear square footage, and  
 4000 x \$ .07 = \$280.00 in building square footage

Total Assessment: \$1,785.00

# 2012

## BUDGET

### Income

Assessments	\$636,471
Retained Earnings (Carryover from previous FY)	\$32,006
Donations/Grants	\$27,400

### Total

**\$695,877**

### Expense

Administrative / Operations	\$127,310
Public Space Beautification & Safety	\$495,144
District Identity & Streetscape Improvements	\$30,960

### Total

**\$653,414**

### Contingency

Retained Revenue (Reserved for services in FY 2013)	\$42,463
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### Total

**\$42,463**

## Notes & Comments\*

Under 2011 "Actuals" for Public Space, Beautification & Safety, expenses were higher due to the Sixth Street Community Guides Services expense not having been factored into the initial operating budget. In 2011, The San Francisco Redevelopment Agency (SFRA) compensated the CMCBD for the administration of the Sixth Street Community Guides Program and services expenses for a total of \$185,500. The CMCBD will continue to be reimbursed monthly for this expense. The service contract continues through June 30, 2012.

#### Under 2011 Actuals, In-Kind Donations totaled \$17,874. This include:

- In-kind conference room space at Hotel Whitcomb for monthly CMCBD Board of Directors Meetings: \$5,274
- HOK consulting in-kind services for Central Market kiosk reutilization program and street furniture beautification project (280 hours @ \$45/hr): \$12,600

#### Under 2011 Actuals, Monetary Donations/Grants totaled \$40,982. This included:

- City & County of San Francisco/Office of Economic and Workforce Development Grant for Central Market Arts Festival: \$5,000
- Zellerbach Family Foundation Grant for Central Market Arts Festival: \$2,000
- City & County of San Francisco/OPG Grant for Central Market Arts Festival: \$7,200
- City & County of San Francisco/Grants for the Arts for Central Market Arts Festival: \$6,250
- Shorenstein Company LLC Sponsorship for Central Market Arts Festival: \$500
- Friends of Mint Plaza Sponsorship for Central Market Arts Festival: \$500
- Urban Solutions Sponsorship for Central Market Arts Festival: \$500
- Dick Blick Holdings, Inc. Sponsorship for San Francisco Arts Market MUNI/Titan Advertising Transit Campaign: \$10,000
- City & County of San Francisco/Office of Economic and Workforce Development Grant for Merchant & Property Owner Public Safety Organizing and Central Market Documentary Project: \$9,031.67

#### Additional Monetary Donations/Grants committed for and to be received by the CMCBD in 2012 for expenses incurred in 2011 include:

- City & County of San Francisco/OPG Grant for Central Market Arts Festival: \$4,800
- City & County of San Francisco/Grants for the Arts for Central Market Arts Festival: \$2,750

# THE LEADERSHIP

## CMCBD Executive Committee

**David Fariello**  
CMCBD President  
UCSF Citywide Case  
Management Program  
(Residents/Community-Based Organizations Board Seat)

**Ralph Lee**  
CMCBD Vice President  
Hotel Whitcomb  
(Property Owner Board Seat)

**Greg Johnson**  
CMCBD Treasurer  
CAC Real Estate Management  
(Property Owner Board Seat)

**Sylvia Yi**  
CMCBD Secretary  
Pearl's Deluxe Burgers  
(Merchant Board Seat)

## CMCBD Staff

**Daniel Hurtado**  
Executive Director

## CMCBD Board of Directors

**Steve Barton**  
28 Sixth Street/Passion Cafe  
(Property Owner Board Seat)

**Katherine Bernitt**  
Resident  
(Residents/Community-Based Organization Board Seat)

**Jason Kletter**  
BAART Programs  
(Residents/Community-Based Organizations Board Seat)

**Carrie Lane**  
SF Office Lofts  
(Property Owner Board Seat)

**Kyle Pickett**  
Resident  
(Property Owner Board Seat)

**Brian Smith**  
Huckleberry Bicycles  
(Merchant Board Seat)

**C·E·N·T·R·A·L**

**COMMUNITY BENEFIT DISTRICT**

901 Market Street, Suite 490, San Francisco, CA 94103  
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**CENTRAL MARKET COMMUNITY BENEFIT DISTRICT**  
**2011 BUSINESS IMPROVEMENT DISTRICT OF THE YEAR**

Many thanks to our Board of Directors, Community Guides, Clean Team, community partners, the City and County of San Francisco, and the Central Market community.