



A view from top of Kearny Street

T O P O F

BROADWAY

COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT
2016

A RICH HISTORY IN THE PROCESS OF BEING RE-INVENTED, TOP OF BROADWAY IS THE HEART OF NORTH BEACH

Message from the President, Oliver Mar

As one of the oldest, continuous business districts in the City of San Francisco, the Top of Broadway is undergoing a reinvention. Great cities all throughout the world are successful and dynamic because they are constantly re-inventing themselves – San Francisco is one of the best examples of the redefinition trend in the United States. This City has constantly been a beacon for social, economic, technological, and cultural change since its inception.

The Top of Broadway Community Benefit District is based at the intersection of Broadway and Columbus, which is the heart of North Beach. Though it has taken a few years to get its bearings straight, the District is poised for great things in the next few years. We have evolved from problem businesses and crime into a clean and historically significance community at the top of Broadway and Columbus, with renewed emphasis on our contributions to San Francisco.

Taking a passage from **“Broadway, North Beach, the Golden Years,”** written by Dick Boyd, we embrace the following description of this district...

“The forties and fifties were heady times in San Francisco. It was a different time, a different era. The euphoria of winning WWII was still in the air....The Cold War was heating up but was glossed over in typical San Francisco style, alcoholic denial. Sputnik! So what? Let’s have a drink! Party time!....North Beach was unique. In North Beach the beatniks still ruled from Vesuvio’s Café and across Broadway and along Grant Avenue to Union. Lesbian bar “Twelve Adler” was in full swing. Along Broadway from Columbus to Montgomery there were an abundance of quality family restaurants. People came from all over the Bay Area to eat and wander the streets...Within a four block stretch of Broadway there was something for everyone.”



Busy sidewalks of Columbus Avenue

Whether it be iconic bars like Vesuvio's; family restaurants like Tommaso's, Tosca's and Enrico's; City Lights Books; the Beat Museum; the adult nightclubs; or the various coffee shops and espresso cafes— North Beach and the businesses in the Top of Broadway CBD in particular, still have something for everyone. The area is the heart and soul of much of the City's culture and entertainment, as it has been for the last 50 years.

So here we are in the 21st century, and where do we go from here? Your CBD Board has many new projects underway to promote the re-invention of the heart of North

Beach. They include:

- Improvements and new lighting at the foot of the Macchiarini (Kearney) steps next to Broadway;
- Installation of historical markers throughout the district telling the story of this great area;
- Efforts to attract more restaurants to the area, particularly to some of the vacant storefronts near Montgomery and Broadway;
- Promoting new public spaces and parklets to take advantage of the areas great views and historic buildings;
- Contracting with SFPD 10 B officers to promote safety and

order particularly on Friday and Saturday nights along Broadway;

- Beautification of the district for customers, visitors and surrounding residents alike;
- Investigating the expansion of district services to the Greater North Beach businesses heading east on Broadway to the Embarcadero and south on Columbus to Washington street.

We have a very ambitious budget and our district consists of only 39 property owners. With our ongoing funding from the CBD assessments and the ongoing generosity of the Broadway Economic and Cultural District nonprofit (BSC Management), we believe that this district will again be the heart of North Beach and the focal point of our historic community revitalization.

2017 TOP OF THE BAY CBD BOARD OF DIRECTORS

PROPERTY DIRECTORS

Oliver Mar
President

Joe Carouba
Vice President

Carmen Crotti
Secretary

Calvin Louie
Treasurer

Payam Arvin

BUSINESS DIRECTORS

Samson Shirakhon

Matias Drago

Ryan Maxey

Jerry Cimino

Gordon Leung

TOP OF THE BAY CBD STAFF

Marco Li Mandri
Executive Director

Dominic Li Mandri
District Manager

Shirley Zawadzki
Financial Manager



- Altercations: 34 (-15%)
- Loitering: 1227 (+124%)
- Consumption: 154 (-17%)
- Parking Lot: 8 (+33%)
- SFPD: 55 (-42%)
- Agencies: 53 (-33%)

District Identity/Marketing FY15 - 16 Review

Highlights

In FY15-16, the Top of Broadway DISI Committee took on a notably different role than it had in previous years, gravitating towards more collaborative, local partnerships that concentrated on more acute marketing strategies and beautification projects that are expected to see fruition in 2017. Encapsulating the historic and cultural diversity of the area has been a mainstay of the Committee's deliberations on programs and projects over the past year, with a qualitative emphasis on neighborhood versatility informing our path forward. Some highlights of this past year's progress and projects include:

- Continued work and refinement of the Historical Marker Project, expected to be installed in and around the Broadway corridor in

Sidewalk Operations FY15 - 16 Review

Highlights

In FY 15-16, the Top of Broadway SOBO Committee furthered its campaign for a cleaner, safer, and more vibrant Broadway district, accomplishing much through collaborative, coordinated efforts with our community contacts and City agencies. The Clean and Safe Program continues to be a top priority for the voluntary Committee as we work to build upon the progress we've made over the last year, developing strategies and relationships intended to further enhance the quality of life and economic vitality around the Broadway/Columbus corridor. Some outcomes of this past year's maintenance and safety services include:

- Graffiti incidents removed: 1040 (-18%)
- Pressure-washing of District: 13.25 times (42,545.75 total linear footage)

Security Patrol Services—Security Intelligence Specialists (SIS)

- Merchant Check-ins: 8,867 (+346%)
- Calls for Service: 17 (-79%)

Cleaning & Maintenance — Dome Cleaning

- District cleaning and litter removal: 266 days (~6650 lbs. removed)
- Illegal dumping reports: 902 (+49%)
- Human/animal waste clean-up: 574 (+492%)



Famous Beat Museum in the heart of the District



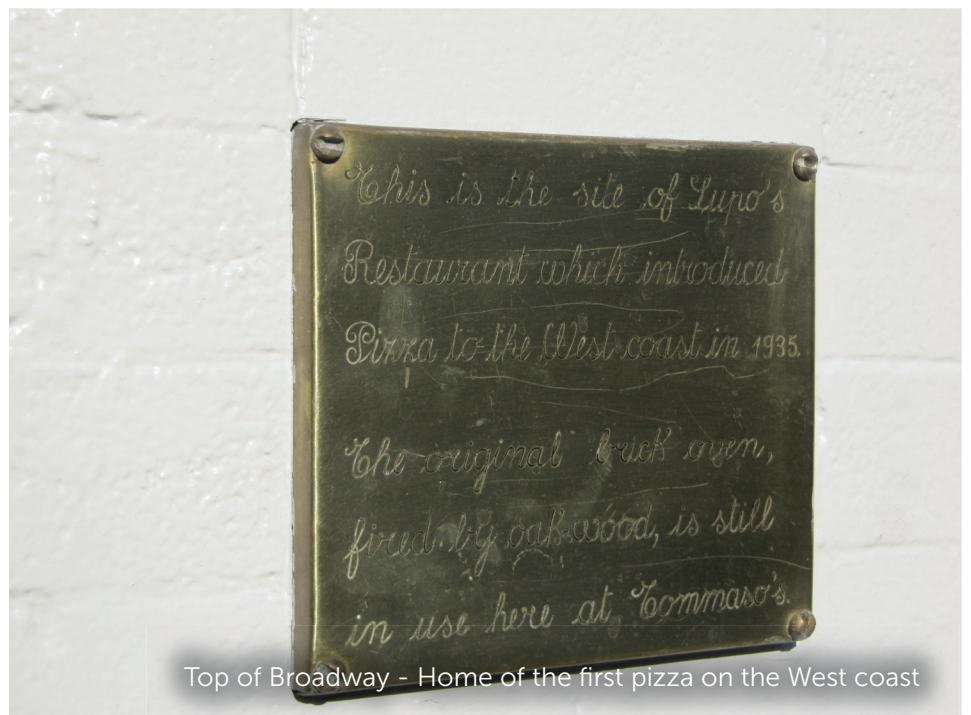
Looking east on Broadway

- Spring 2017.
- Advanced numerous beatification project plans intended to accentuate the scheduled improvements to Kearny Street i.e. the Kearny Streetscape Improvement Project. Projects are expected to be deployed in Spring 2017.
- Developed new directions for district-wide ornamental landscaping expected to be exhibited in Spring 2017.
- Collaborated with the Office of Economic Workforce Development, SF Department of Public Works, and the CBD Consortium to draft policy to secure a more autonomous, expeditious process of deployment for pedestrian amenities (themed banners, sidewalk seating, decorative lighting, etc.).
- Continued developing strategic partnerships in and around the North Beach community, both with community members and organizations alike.

In early 2016, the Board restructured its Committee system to accommodate more ideas and implement projects more quickly. We have three standing committees: Executive, Sidewalk Operations, and District Identity and a fourth, as-needed, Land Use Committee. All

CBD property owners and business tenants are encouraged to work on one or more of the committees.

Active Committees Allow Us to Make Changes



Top of Broadway - Home of the first pizza on the West coast

TOBCBD Committee Name

Functions and Duties

Executive & Organization Committee

Chair: Oliver Mar, President

Oversees staff, district administration and consulting contracts; corporate budget and finances; insurance; grants and fundraising; Board agendas and meeting; correspondences and outreach; bylaws and Board policies; public relations with the Board of Supervisor’s office, political reps and government agencies. Oversees annual election of Board members. Consists of all of the officers of the corporation.

Sidewalk Operations, Beautification and Order (SOBO)

Chair: Payam Arvin

Oversees maintenance and security service provider contracts involved in the improvement of the public rights-of-way, including sidewalk sweeping, steam cleaning, landscaping expenses. Coordinates with existing private security companies hired by private property owners within the district. Maintains relations with SFPD and contracting with 10B officers.

District Identity and Streetscape Improvements (DISI)

Chair: Jerry Cimino

Oversees the projects that market and promote the District or promote positive aspects of the Top of Broadway. Projects may include: branding of the district, Macchiarini Steps project, public relations, website maintenance, streetscape issues related to landscaping design, street light standards, visual linkages, new public-space projects, improvements to public spaces in the district, social media, Twitter and Facebook management.

Land Use

Chair: Joe Carouba

Oversees parking; transportation and mobility; planning and zoning; code enforcement; new developments, Entertainment Commission; alcohol permits and outdoor dining encroachments; review of new tenant improvements and their impacts; etc.

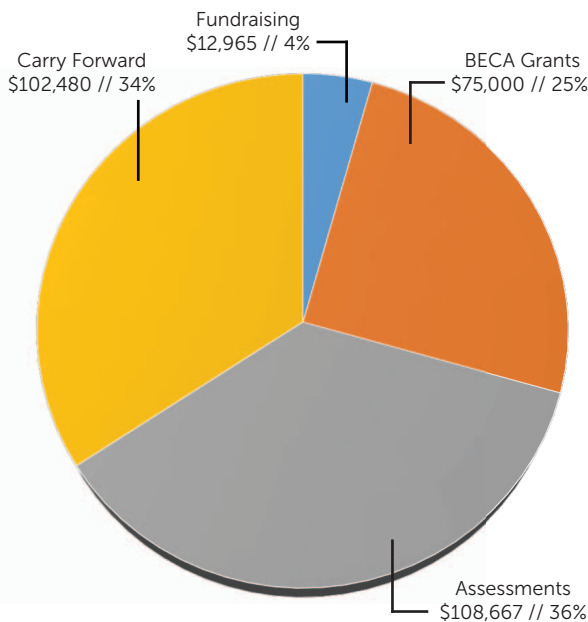
Expansion Task Force

Chair: Joe Carouba

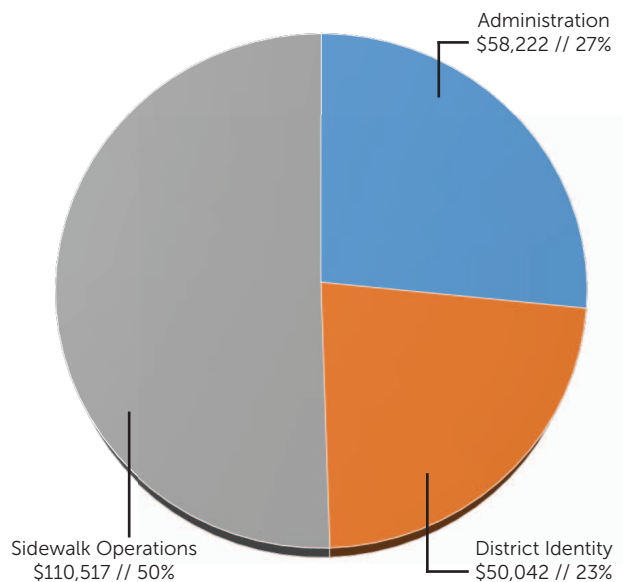
Oversees the boundaries, survey and other steps involved in the possible expansion of the Top of Broadway CBD. This Task Force will advise the Executive Committee on the results of its finding and the Executive Committee will bring the issues to the Board for review and concurrence. Created by Board action and advisory to the Executive Committee.

FY15-16 TOP OF BROADWAY CBD BUDGET

Income: \$299,112



Expense: \$218,781



TOP OF BROADWAY CBD BOUNDARIES



250 Columbus Avenue
Suite 207
San Francisco, CA 94133