

File No. 231139

Committee Item No. 6
Board Item No. 16

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight
Board of Supervisors Meeting:

Date: February 1, 2024
Date: February 13, 2024

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- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU - FY2022-2024 - Clean
- MOU - FY2022-2024 - Redline
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract / DRAFT Mills Act Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER

- LPCBD Annual Report 2021-2022
- Financial Report FY 2021-2022
- Surveillance Technology Report
- LPCBD Memo 092723
- OEWD Memo 102423
- Annual Report CBD OEWD Presentation
- _____
- _____

Prepared by: Monique Crayton
Prepared by: _____
Prepared by: _____

Date: February 9, 2024
Date: _____
Date: _____

1 [Lower Polk Community Benefit District - Annual Report - FY2021-2022]

2

3 **Resolution receiving and approving an annual report for the Lower Polk Community**
4 **Benefit District for Fiscal Year (FY) 2021-2022, submitted as required by the Property**
5 **and Business Improvement District Law of 1994 (California Streets and Highways**
6 **Code, Sections 36600, et seq.), Section 36650, and the District’s management**
7 **agreement with the City, Section 3.4.**

8

9 WHEREAS, On June 3, 2014, pursuant to the Property and Business Improvement
10 District Law of 1994 (the “Act”), California Streets and Highways Code, Sections 36600 *et*
11 *seq.*, as augmented by Article 15 of the San Francisco Business and Tax Regulations Code,
12 the Board of Supervisors adopted Resolution No. 177-14, expressing the City’s intention to
13 establish the Lower Polk Community Benefit District (the “Lower Polk CBD”); and

14 WHEREAS, On July 29, 2014, the Board of Supervisors adopted Resolution
15 No. 314-14 establishing the Lower Polk CBD (“Resolution to Establish”) for a period of 15
16 years, commencing FY 2014-2015; and

17 WHEREAS, On July 28, 2015, the Board of Supervisors adopted Resolution
18 No. 297-15, authorizing an agreement with the owners' association for the
19 administration/management of the Lower Polk CBD, and a management agreement (the
20 “Management Contract”) with the owners' association, the Lower Polk Community Benefit
21 District, was executed accordingly; and

22 WHEREAS, A copy of the Management Contract is on file with the Clerk of the Board
23 of Supervisors in File No. 150735; and

24

25

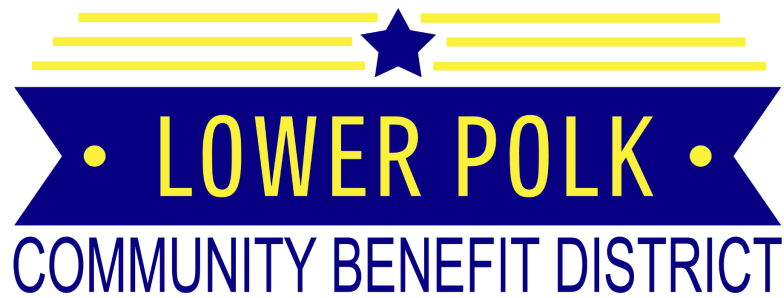
1 WHEREAS, On November 29, 2022, the Board of Supervisors approved the Lower
2 Polk CBD’s annual report for Fiscal Year 2021-2022 in Resolution No. 515-22; and

3 WHEREAS, The Lower Polk CBD has submitted for the Board’s receipt and approval
4 the Lower Polk annual report for fiscal year 2021-2022 as required by Section 36650 of the
5 Act and Section 3.4 of the Management Contract; and

6 WHEREAS, The Annual Report is on file with the Clerk of the Board of Supervisors in
7 File No. 231139, and is incorporated herein by reference as though fully set forth; and

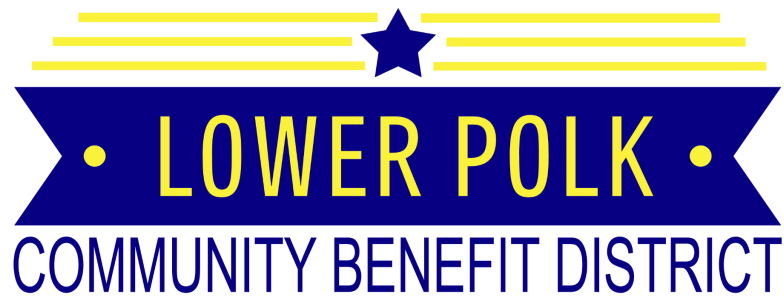
8 WHEREAS, Supporting documents, including, but not limited to, a transmittal letter and
9 memorandum report from the City's Office of Economic and Workforce Development, dated
10 October 24, 2023, and documentation from the Lower Polk CBD for the FY 2021-2022 Annual
11 Report is on file with the Clerk of the Board of Supervisors in File No. 231139; now, therefore,
12 be it

13 RESOLVED, That the Board of Supervisors hereby receives and approves the annual
14 report for the Lower Polk Community Benefit District for fiscal year 2021-2022.

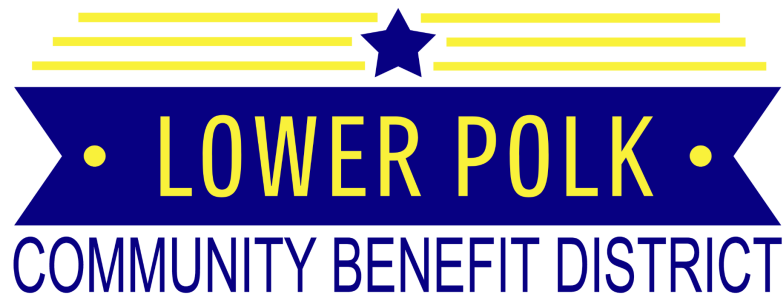


□
LOWER POLK
COMMUNITY BENEFIT DISTRICT

2021-2022 Annual Report



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Executive Summary

We are pleased to submit this annual report on our organizational accomplishments and financial status for the 2021-2022 Fiscal Year. During a continued and prolonged period of great challenge and change, our diverse and active Board of Directors continued to demonstrate outstanding leadership and commitment to our vibrant District.

As a growing CBD, our organization has been extremely busy. Some of our initiatives have included, but are not limited to:

- COVID-19 response: We continued to increase District cleaning and sanitizing public fixtures, train staff on personal protective equipment (PPE) use, and provide business support services to merchants and renters affected by the pandemic.
- Business support: We transitioned our placemaking and arts program from an events and arts focus to a *business support activation focus* to support businesses facing COVID-19 losses and impacts. As FY 21-22 regulations shifted and the LPCBD assisted businesses in keeping up in an ever changing regulatory environment.
- Community engagement: We continued to serve on the Lower Polk Neighbors stakeholder group, the Lower Polk TAY Navigation Center CAC, and the San Francisco Community Benefit District Consortium.

We have accomplished much in our first years, but we still have much to do. We look forward to working in partnership with the City of San Francisco and our constituents to improve the quality of life for everyone who lives, works, and visits our District.

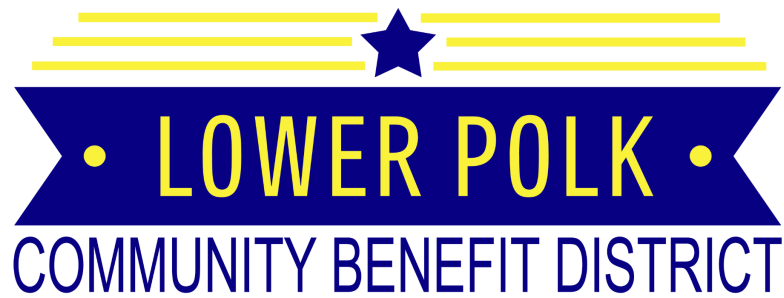
Status and Progress of Programs

Some additional highlights of our accomplishments for the 2021-2022 fiscal year are outlined below.

Management & Operations

Board & Staff

- Elected new board members, new officers and community chairs. Renewed the terms of current board members.
- Kept up with new developments in the Lower Polk District, including the post-pandemic shift to hybrid and remote work, and their effect on quality of life and other issues. The district has been negatively impacted and the nightlife economy has suffered, and the LPCBD has shifted resources accordingly.
- Stayed involved in leadership positions with many community and City organizations, including Lower Polk Neighbors and the Lower Polk TAY Navigation Center CAC, among others.



Finance and Fund Development

- Completed our organizational annual audit and received an unmodified opinion, which shows approval.
- Prepared budget projections, taking into account the changing economic landscape of San Francisco.
- Reviewed our organizational investments and insurance.

Cleaning and Maintenance

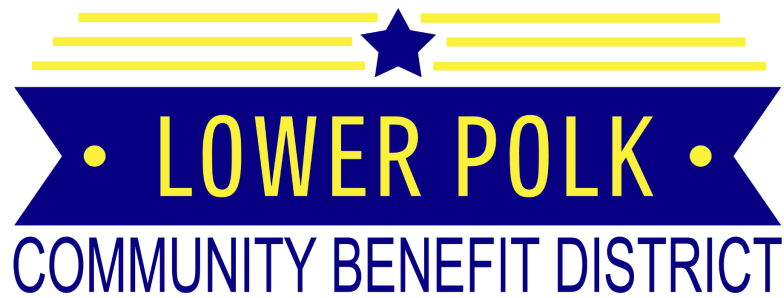
- Continued to provide regular cleaning and maintenance services throughout the District, with a focus on keeping public spaces clean and safe.
- Expanded the LPCBD Ambassador Clean Team to meet the increased needs of the District.
- Implemented new performance measures and goals for neighborhood cleanliness.
- Hired a contracted pressure washing/steam company to clean the district in its entirety and specific areas as needed.

Corridor Safety

- Worked closely with the San Francisco Police Department and the Department of Homelessness and Supportive Housing to address issues around quality of life and safety, including homelessness and drug use.
- Brought the OEWD-funded Hospitality Ambassador team on board during Q3 and Q4.
- Provided funding for presence at Sgt. Macaulay park to provide both a safety/stewardship presence at the park and resources for individuals experiencing homelessness and other social service needs.
- Participated in multiple neighborhood safety and security groups to discuss and take action on issues and trends, with a special focus on the safety and condition of alleyways.

Neighborhood Support

- Collaborated with the Department of Public Health to address homelessness and the neighborhood street population.
- Continued to operate the award-winning Lower Polk Tenant Landlord Clinic, which helps landlords, small merchants and tenants resolve issues that may lead to tenant or merchant displacement.
- Advocated to city Departments and Elected Officials and others for needs of the District.



Marketing, Streetscape Improvements, and Beautification

Marketing / Advocacy / Newsletters

- Continued to update and market the District website at www.lowerpolkcbd.org.
- Sent out email newsletters to more than 500 subscribers.
- Used social media to keep constituents informed of special events in Lower Polk, and to seek feedback on our delivery of services.
- Used social media to share COVID-19 resources to our District community.
- Used the Tenant Landlord Clinic to mail out thousands of multilingual flyers to people in the District.
- Planned upcoming Festivals, Art Walks, and other special events
- Continued to sponsor the popular Lower Polk Art Walk.
- Worked with the City to help establish business activation in Austin Alley.

Streetscape Improvements

- Maintained nine Bigbelly SMART waste receptacles and worked with the City to identify more robust trash receptacles that could better accommodate the needs of the District.
- Improved the streetscape of Fern Alley West in conjunction with the City.
- Developed activation plans for Austin Alley.
- Partnered with LPN and Discover Polk CBD to complete the California Cable Car Turnaround Vision Plan.
- Continued community planning and design for the Barklet on Myrtle Alley.

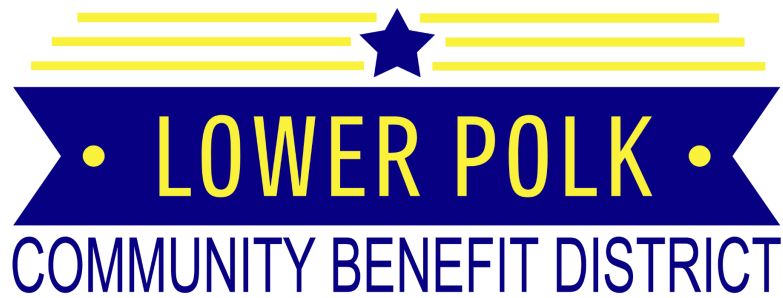
Other Accomplishments

- Maintained liaison positions with Lower Polk Neighbors and the San Francisco Community Benefit District Consortium.
- Participated with Vision Zero Coalition.

Post-pandemic considerations

The COVID-19 pandemic has had a significant impact on San Francisco, including the Lower Polk District. The LPCBD has adapted its programs and services to meet the needs of the community during this challenging time. For example, the LPCBD has expanded its cleaning and maintenance services to keep public spaces clean and safe, and it has worked with the City to help businesses reopen and recover.

The LPCBD is also working to address the post-pandemic shift to hybrid and remote work. The LPCBD is working with businesses and community organizations to develop strategies to attract and retain visitors and residents. The LPCBD is also working to promote the



District as a vibrant and welcoming place to live, work, and play.

The LPCBD is committed to working with the community to build a better future for the Lower Polk District.

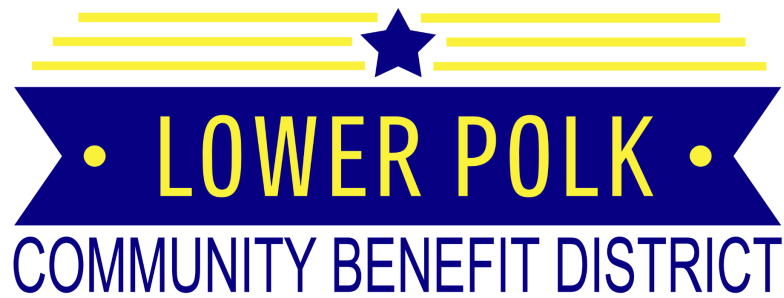
Cleaning Ambassador Metrics

Even with the damage of COVID-19, our base cleaning metrics have not changed substantially compared with the last fiscal year except for needles and graffiti. The City has implemented significant program(s) to pick up needles in the community. This number thus continues to drop. Our graffiti program has faced challenges due to hiring and the loss of our long time ambassador and we are rebuilding the program. We base our metrics on weekly sampling and daily visual counts. We are proud to present these estimated metrics. They help illustrate the continued impact of our Cleaning and Maintenance services.

- “Bags picked up” counts the number of large, full trash bags we picked up.
- “Weight of trash picked up” is the weight of that trash, in pounds.
- “Other paper picked up” is the number of large cardboard boxes we recovered.
- “Needles picked up” refers to the number of hypodermic needles we have picked up.
- “Graffiti remediations” is the number of instances of graffiti we have removed or painted over.

| Item Count | Average Per Month | Total |
|-------------------------------------|-------------------|---------|
| Bags Picked Up ¹ | 540 | 6,480 |
| Weight of Trash Picked Up in Pounds | 13,500 | 162,000 |
| Other Paper Picked Up | 205 | 2,460 |
| Needles Picked Up | 110 | 1320 |
| Graffiti Remediations | 90 | 1,080 |

¹ Some of these metrics may be best-estimates. We had unexpected employee turnover, due to post-pandemic changes, and some data was lost due to this. We also lost a key employee to a Fentanyl overdose in Q3 2021.



Outreach Ambassador Metrics

An Overview Of The Selected Vendor

In mid-late 2021, LPCBD made public its Hospitality Ambassador Program RFP and also shared it on our website, and with our industry peers at the International Downtown Association (IDA).

Surprisingly, only a few vendors showed interest and only one vendor submitted a full proposal.

That vendor was NexStreet, and they met all of the qualifications in our RFP. Furthermore, NexStreet's principle is someone who has great familiarity with the Lower Polk.

We are proud to work with them, and here is their background information:

Inspired by the events of 2020, NexStreet Inc. ("NexStreet") made history by becoming the first Black-owned place management company in the United States. NexStreet founders Christian Martin and Matt Allen have over a decade of experience in design and management of ambassador programs.

NexStreet has recently implemented similar programs that welcome people back to San Francisco's SOMA West Community Benefit District; founded, scaled up, and managed multiple business improvement districts and community benefit districts here in the Bay Area, and on the East Coast; and won numerous local, national and international awards including the IDA Pinnacle Award.

Final Metrics for Q3 and Q4 2021-2022

Total monthly Practitioner hours logged

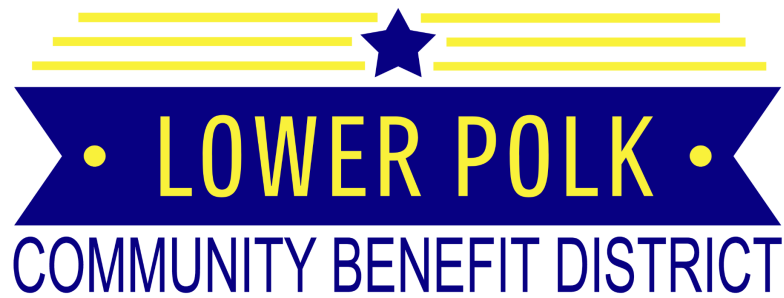
Total hours logged during Q3 and Q4, 2022 were 1670.

Number and location of block faces with Practitioner presence

Our practitioners are trained to canvass the neighborhood in order to actively seek out people who may need help. Therefore they are not sited on any one block. Rather, they work throughout the entire LPCBD.

Number of positive engagements with neighbors

16003 escorts (primarily Redding Elementary School children/families,) , 3038 business checks, 1795 directions



Number of Practitioner de-escalation events; number of Practitioner inviting spaces Intervention

73 deescalations, 70 inviting spaces interventions.

Number of Practitioner overdose reversals

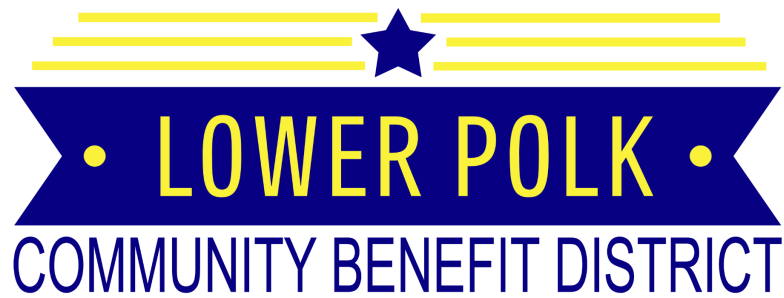
33 overdose reversals

Number of Practitioner requests for 911 help

17 requests for 911 help.

Number of Practitioner 311 requests

Our Practitioners made 13 311 requests during Q3 & Q4. However, they made 6285 internal requests to the LPCBD Clean Team.



Summary Financial Data

Our Management Plan (<https://bit.ly/3kH5a4O>) generally calls for the following budget breakdown:

1. Cleaning, Maintenance and Safety Program - 57%
2. Marketing, Streetscape Improvements and Beautification Program - 11%
3. Management and Operations - 28%
4. Contingency and Reserves - 4%

As with last year, our reported budget expenditures were different from the above because we were able to leverage aggressive fundraising, grants received and fiscal discipline. Our assessment expenditures however, were in line with these percentages.

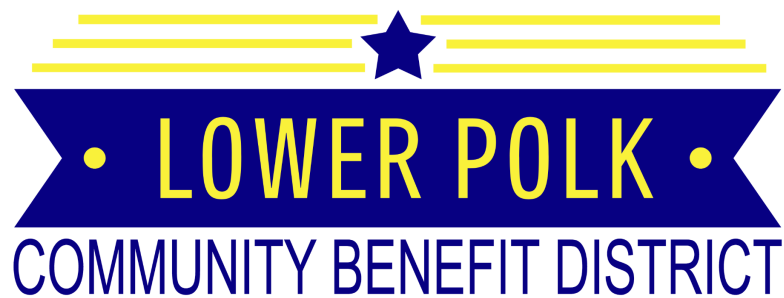
This powerful combination allowed us to render a substantially higher level of crucial services to our District, while at the same time following the assessed budget percentage breakdowns. We ended the year with a deficit however, which was explained by grant receivables that had not yet been paid as of 6/30/22.

Financial Data*

Statement of Operations (Actual vs. Budget)

for the fiscal year ended June 30, 2022

| | Actual | Budget | Variance Positive/(Negative) | Variance % |
|--|------------------|------------------|---------------------------------|-------------|
| REVENUE AND SUPPORT | | | | |
| Assessment revenue | 926,992 | 982,784 | (55,792) | -6% |
| Grant revenue | 859,469 | 173,102 | 686,367 | 397% |
| Contributions | 68,208 | 57,199 | 11,009 | 19% |
| Interest | 30 | - | 30 | 100% |
| TOTAL REVENUE AND SUPPORT | 1,854,699 | 1,213,085 | 641,614 | 53% |
| EXPENSES | | | | |
| Cleaning, Maintenance, and Safety | 781,955 | 666,154 | (115,802) | -17% |
| Marketing, Streetscape, and Beautification | 659,183 | 290,782 | (368,400) | -127% |
| Management and Operations | 124,347 | 217,527 | 93,180 | 43% |
| TOTAL EXPENSES | 1,565,485 | 1,174,463 | (391,023) | -33% |
| Change in Net Assets | 289,214 | 38,622 | (250,591) | -649% |
| Prior Year Net Assets (Carryover) | 732,993 | 732,993 | - | 0% |
| TOTAL NET ASSETS | 1,022,207 | 771,616 | (250,591) | -32% |



Statement of Financial Position

As of 06/30/2022

ASSETS

| | |
|----------------------------------|------------------|
| Cash and Cash Equivalents | 925,166 |
| Grants Receivables | 575,887 |
| Assessment and Other Receivables | 21,520 |
| Prepaid Expenses | 105,021 |
| Equipment, net | 64,890 |
| TOTAL ASSETS | 1,692,484 |

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LIABILITIES & NET ASSETS

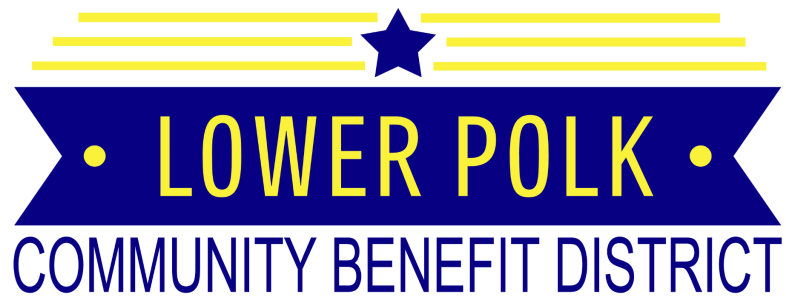
LIABILITIES

| | |
|--------------------------|----------------|
| Accounts Payable | 410,896 |
| Accrued Liabilities | 57,214 |
| Unearned Revenue | 18,750 |
| CARES Act PPP Loan | 183,417 |
| TOTAL LIABILITIES | 670,277 |

NET ASSETS

| | |
|---|------------------|
| Without Donor Restrictions | 446,320 |
| With Donor Restrictions | 575,887 |
| TOTAL NET ASSETS (CARRYOVER) | 1,022,207 |
| TOTAL LIABILITIES & NET ASSETS | 1,692,484 |

-



Budget

FY 2022-23

REVENUE AND SUPPORT

| | |
|----------------------------------|------------------|
| Assessments | 1,012,268 |
| Grants | 280,000 |
| Contributions | 0 |
| Interest | 0 |
| TOTAL REVENUE AND SUPPORT | 1,292,268 |

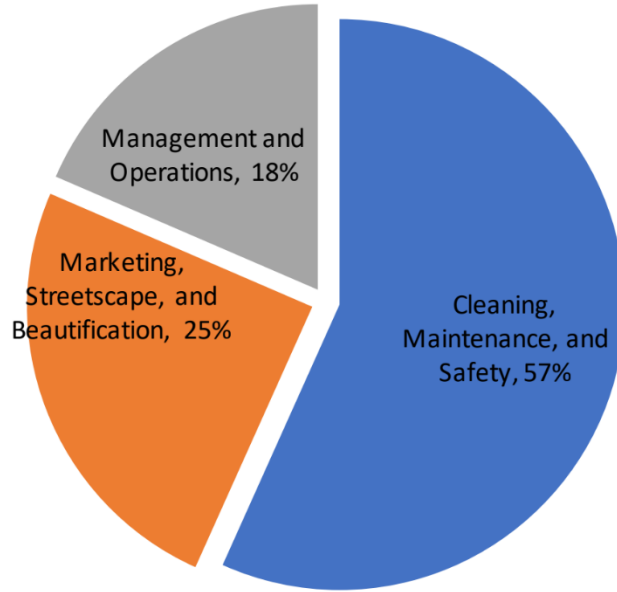
EXPENSES

| | |
|--|------------------|
| Cleaning, Maintenance, and Safety | 883,597 |
| Marketing, Streetscape, and Beautification | 233,178 |
| Management and Operations | 160,276 |
| TOTAL EXPENSES | 1,277,052 |

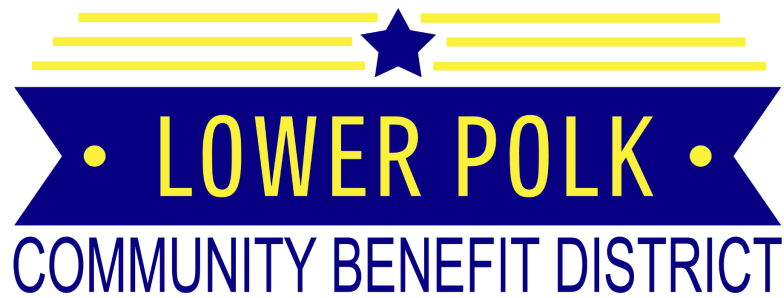
| | |
|----------------|---------------|
| DEFICIT | 15,216 |
|----------------|---------------|

• LOWER POLK •
COMMUNITY BENEFIT DISTRICT

2022-2023 Budget



*Financial data from the audited financial statements is available upon request. Percentages are for overall budget, including grant revenue.



Manner of Calculating Assessments

Each property owner pays a share of the cost of the LPCBD, based on a simple formula. That formula is explained in detail in Section 6-1 of our Engineer's Report at: <https://bit.ly/2V0EiSw>. That formula is also summarized on pages 20 to 23 of our Management Plan, at: <https://bit.ly/3kH5a4O>.

In general, each parcel within the District is assigned:

1. **A linear factor** that is equal to the parcel's linear street frontage that receives ongoing District cleaning and public safety improvements.
2. **A lot factor** is calculated for each parcel based upon the assigned lot square footage divided by 2,500.
3. **A building factor** is calculated for each parcel based upon the assigned building square footage divided by 2,500.

Each parcel is also assigned **benefit points**, based on the use of the building:

1. Non-Residential Property = 18 points
2. Residential Property = 2.25 points
3. Non-Profit / Public Property = 2.65 points

Each parcel's assessment is then calculated using this formula:

(Linear Factor + Lot Factor + Building Factor) x Benefit Points

The payment for this assessment is collected twice yearly through the property tax bill. The CBD assessment, including the collection and enforcement of any delinquent assessment and imposition of interest and penalties per City and County of San Francisco Business and Tax Regulations Code Article 6, and related law as it may be amended from time to time, is collected and enforced by the City's Treasurer and Tax Collector. The Treasurer and Tax Collector then transfers the assessment payments to the CBD for the improvements, services, and activities as described both in this Annual Report, and in our Management Plan, which is linked above.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

FINANCIAL STATEMENTS

**For the Years Ended
June 30, 2022 and 2021**

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INDEPENDENT AUDITOR'S REPORT

Board of Directors
Lower Polk Community Benefit District
San Francisco, California

Opinion

We have audited the accompanying financial statements of the Lower Polk Community Benefit District ("LPCBD") (the "Corporation"), (a California nonprofit public benefit corporation) which comprise the statements of financial position as of June 30, 2022 and 2021, and the related statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of LPCBD as of June 30, 2022 and 2021, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of LPCBD and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about LPCBD's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

INDEPENDENT AUDITOR'S REPORT (continued)

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of LPCBD's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about LPCBD's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Bunker & Company LLP

July 6, 2023

Bunker & Company LLP

San Rafael, CA

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

STATEMENTS OF FINANCIAL POSITION
June 30, 2022 and 2021

| | 2022 | 2021 |
|---|--------------|--------------|
| ASSETS | | |
| Current assets | | |
| Cash and cash equivalents (Note 2) | \$ 925,165 | \$ 971,211 |
| Grants receivable | 575,887 | 156,497 |
| Assessments receivable | 21,521 | 26,519 |
| Prepaid expenses | 90,771 | 20,019 |
| Total current assets | 1,613,344 | 1,174,246 |
| Deposits | 14,250 | 14,250 |
| Equipment, net of accumulated depreciation and amortization of \$520,763 in 2022 and \$457,563 in 2021 (Notes 2 and 3) | 64,890 | 128,090 |
| Total assets | \$ 1,692,484 | \$ 1,316,586 |
| LIABILITIES AND NET ASSETS | | |
| Current liabilities | | |
| Accounts payable | \$ 410,896 | \$ 141,197 |
| Accrued liabilities | 57,214 | 56,810 |
| Refundable advance | 18,750 | 18,750 |
| Total current liabilities | 486,860 | 216,757 |
| Long-term liabilities | | |
| CARES Act PPP Loan (Note 10) | 183,417 | 366,834 |
| Total liabilities | 670,277 | 583,591 |
| Net assets | | |
| Net assets without donor restrictions | 446,320 | 576,498 |
| Net assets with donor restrictions (Note 4) | 575,887 | 156,497 |
| Total net assets | 1,022,207 | 732,995 |
| Total liabilities and net assets | \$ 1,692,484 | \$ 1,316,586 |

The accompanying notes are an integral part of these financial statements.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

STATEMENT OF ACTIVITIES
For the year ended June 30, 2022

| | Net Assets without Donor Restrictions | Net Assets with Donor Restrictions | Total |
|---|---|--|---------------------|
| REVENUE AND SUPPORT | | | |
| Assessment revenue | \$ 926,990 | \$ - | \$ 926,990 |
| Grant revenue | 283,582 | 575,887 | 859,469 |
| Contributions | 2,000 | - | 2,000 |
| In-kind contributions | 66,208 | - | 66,208 |
| Interest | 30 | - | 30 |
| Total revenue, gains and other support | <u>1,278,810</u> | <u>575,887</u> | <u>1,854,697</u> |
| Net assets released from restrictions | <u>156,497</u> | <u>(156,497)</u> | <u>-</u> |
| | <u>1,435,307</u> | <u>419,390</u> | <u>1,854,697</u> |
| EXPENSES | | | |
| Program | | | |
| Cleaning, maintenance and safety | 781,955 | - | 781,955 |
| Marketing, streetscape and beautification | 659,183 | - | 659,183 |
| Total program services | <u>1,441,138</u> | <u>-</u> | <u>1,441,138</u> |
| Supporting services | | | |
| Management and general | 111,630 | - | 111,630 |
| Fundraising | 12,717 | - | 12,717 |
| Total supporting services | <u>124,347</u> | <u>-</u> | <u>124,347</u> |
| Total expenses | <u>1,565,485</u> | <u>-</u> | <u>1,565,485</u> |
| Change in net assets | (130,178) | 419,390 | 289,212 |
| Net assets, beginning of year | <u>576,498</u> | <u>156,497</u> | <u>732,995</u> |
| Net assets, end of year | <u>\$ 446,320</u> | <u>\$ 575,887</u> | <u>\$ 1,022,207</u> |

The accompanying notes are an integral part of these financial statements.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

STATEMENT OF ACTIVITIES
For the year ended June 30, 2021

| | Net Assets without Donor Restrictions | Net Assets with Donor Restrictions | Total |
|---|---|--|------------|
| REVENUE AND SUPPORT | | | |
| Assessment revenue | \$ 899,328 | \$ - | \$ 899,328 |
| Grant revenue | - | 361,464 | 361,464 |
| Contributions | 11,695 | 3,665 | 15,360 |
| Interest | 30 | - | 30 |
| Total revenue, gains and other support | 911,053 | 365,129 | 1,276,182 |
| Net assets released from restrictions | 365,129 | (365,129) | - |
| | 1,276,182 | - | 1,276,182 |
| EXPENSES | | | |
| Program | | | |
| Cleaning, maintenance and safety | 485,507 | - | 485,507 |
| Marketing, streetscape and beautification | 573,202 | - | 573,202 |
| Total program services | 1,058,709 | - | 1,058,709 |
| Supporting services | | | |
| Management and general | 131,830 | - | 131,830 |
| Fundraising | 16,053 | - | 16,053 |
| Total supporting services | 147,883 | - | 147,883 |
| Total expenses | 1,206,592 | - | 1,206,592 |
| Change in net assets | 69,590 | - | 69,590 |
| Net assets, beginning of year | 636,865 | 26,540 | 663,405 |
| Net asset reclassification | (129,957) | 129,957 | - |
| Net assets, end of year | \$ 576,498 | \$ 156,497 | \$ 732,995 |

The accompanying notes are an integral part of these financial statements.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

STATEMENTS OF CASH FLOWS
For the years ended June 30, 2022 and 2021

| | 2022 | 2021 |
|--|--------------------------|--------------------------|
| CASH FLOWS FROM OPERATING ACTIVITIES | | |
| Change in net assets | <u>\$ 289,212</u> | <u>\$ 69,590</u> |
| Adjustments to reconcile change in net assets to net cash provided (used) by operating activities | | |
| Depreciation and amortization | 63,200 | 128,200 |
| Changes in assets and liabilities: | | |
| Assessments and other receivables | 4,998 | 113,707 |
| Grants receivable | (419,390) | (156,497) |
| Prepaid expenses | (70,752) | (399) |
| Deferred revenue | - | 18,750 |
| Accounts payable | 269,699 | 104,117 |
| Accrued expenses | 404 | (38,130) |
| Total adjustments | <u>(151,841)</u> | <u>169,748</u> |
| Net cash provided by operating activities | <u>137,371</u> | <u>239,338</u> |
| CASH FLOWS FROM FINANCING ACTIVITIES | | |
| CARES Act PPP Loan | <u>(183,417)</u> | <u>183,417</u> |
| Net cash (used) provided by financing activities | <u>(183,417)</u> | <u>183,417</u> |
| Net change in cash and cash equivalents | (46,046) | 422,755 |
| Cash and cash equivalents, beginning of year | <u>971,211</u> | <u>548,456</u> |
| Cash and cash equivalents, end of year | <u><u>\$ 925,165</u></u> | <u><u>\$ 971,211</u></u> |
| Supplemental disclosures | | |
| Cash paid for interest and fees | <u><u>\$ 653</u></u> | <u><u>\$ 4,448</u></u> |

The accompanying notes are an integral part of these financial statements.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

STATEMENT OF FUNCTIONAL EXPENSES
For the year ended June 30, 2022

| | Program Services | | | Support Services | | |
|--|-------------------------------|---|---------------------|------------------------|------------------|---------------------|
| | Cleaning, Maintenance, Safety | Marketing, Streetscape Improvements, Beautification | Total Programs | Management and General | Fundraising | Total |
| Grant expenses | - | 50,000 | 50,000 | - | - | 50,000 |
| Salaries and wages | 224,388 | 132,983 | 357,371 | 13,476 | 3,369 | 374,216 |
| Payroll taxes | 14,061 | 13,152 | 27,213 | 1,924 | 481 | 29,618 |
| Employee benefits | 27,479 | 21,818 | 49,297 | 2,246 | 553 | 52,096 |
| Contract services | 29,224 | - | 29,224 | - | - | 29,224 |
| Professional services | 295,298 | 135,332 | 430,630 | 28,482 | 4,142 | 463,254 |
| Rent and other occupancy | 64,285 | 16,071 | 80,356 | 26,785 | - | 107,141 |
| Insurance | 39,376 | 13,234 | 52,610 | 12,051 | 2,726 | 67,387 |
| Marketing and advertising | - | 30 | 30 | - | - | 30 |
| Postage and printing | - | 26,166 | 26,166 | 14 | - | 26,180 |
| Repairs and maintenance | 1,491 | 200,000 | 201,491 | - | - | 201,491 |
| Software, subscriptions, licenses and fees | 3,757 | 10,017 | 13,774 | 5,712 | 626 | 20,112 |
| Supplies and equipment | 13,937 | 2,179 | 16,116 | 1,147 | 11 | 17,274 |
| Travel, training, conferences and meals | 17 | 1,183 | 1,200 | 3,844 | - | 5,044 |
| Utilities | 28,363 | 4,722 | 33,085 | 3,596 | 428 | 37,109 |
| Vehicle operations | 6,164 | - | 6,164 | - | - | 6,164 |
| Interest expense | - | - | - | 653 | - | 653 |
| Depreciation and amortization | 34,115 | 17,004 | 51,119 | 11,700 | 381 | 63,200 |
| Bad debt | - | 15,292 | 15,292 | - | - | 15,292 |
| Total Expenses | \$ 781,955 | \$ 659,183 | \$ 1,441,138 | \$ 111,630 | \$ 12,717 | \$ 1,565,485 |

Percent of Total

50%

42%

92%

7%

1%

100%

The accompanying notes are an integral part of these financial statements.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

STATEMENT OF FUNCTIONAL EXPENSES
For the year ended June 30, 2021

| | Program Services | | | Support Services | | | Total |
|---|-------------------------------|---|---------------------|------------------------|------------------|---------------------|-------|
| | Cleaning, Maintenance, Safety | Marketing, Streetscape Improvements, Beautification | Total Programs | Management and General | Fundraising | Total | |
| Grant expenses | \$ - | \$ 74,232 | \$ 74,232 | \$ - | \$ - | \$ 74,232 | |
| Salaries and wages | 167,120 | 195,599 | 362,719 | 23,497 | 5,200 | 391,416 | |
| Payroll taxes | 14,633 | 15,367 | 30,000 | 1,866 | 469 | 32,335 | |
| Employee benefits | 27,201 | 20,141 | 47,342 | 2,343 | 474 | 50,159 | |
| Contract services | 7,900 | 9,000 | 16,900 | - | - | 16,900 | |
| Professional services | 28,864 | 160,203 | 189,067 | 18,868 | 3,854 | 211,789 | |
| Rent and other occupancy | 62,471 | 15,724 | 78,195 | 26,091 | - | 104,286 | |
| Insurance | 40,410 | 12,695 | 53,105 | 13,110 | 3,073 | 69,288 | |
| Marketing and advertising | - | 3,159 | 3,159 | - | - | 3,159 | |
| Postage and printing | 254 | 14,345 | 14,599 | 40 | - | 14,639 | |
| Repairs and maintenance | 1,325 | 6,253 | 7,578 | - | - | 7,578 | |
| Software, subscriptions, license and fees | 5,199 | 11,410 | 16,609 | 6,551 | 1,930 | 25,090 | |
| Supplies and equipment | 17,784 | 1,660 | 19,444 | 4,308 | - | 23,752 | |
| Travel, training, conference, meals and entertainment | 308 | 19 | 327 | 885 | - | 1,212 | |
| Utilities | 28,161 | 5,130 | 33,291 | 4,077 | 488 | 37,856 | |
| Vehicle operations | 10,251 | - | 10,251 | - | - | 10,251 | |
| Interest expense | 808 | 1,212 | 2,020 | 2,294 | 135 | 4,449 | |
| Depreciation amortization | 72,818 | 27,053 | 99,871 | 27,900 | 430 | 128,201 | |
| Total Expenses | \$ 485,507 | \$ 573,202 | \$ 1,058,709 | \$ 131,830 | \$ 16,053 | \$ 1,206,592 | |
| Percent of Total | 40% | 48% | 88% | 11% | 1% | 100% | |

The accompanying notes are an integral part of these financial statements.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

NOTES TO FINANCIAL STATEMENTS
For the years ended June 30, 2022 and 2021

NOTE 1 DESCRIPTION OF ORGANIZATION

Organization - Lower Polk Community Benefit District (“LPCBD”) is a not-for-profit community-based organization. LPCBD was formed in 2014 and began operations in 2016. Property owners of the business district formed LPCBD to improve the quality of life in the area by making the area cleaner, safer, and well maintained. The LPCBD has a contract with the City and County of San Francisco for a term of 15 years, expiring on June 30, 2029. LPCBD is generally 22 whole or partial blocks from approximately the south side of California Street to the east side of Van Ness Avenue and from the north side of Myrtle Street to the west side of Larkin Street.

LPCBD exists to implement programs to create a neighborhood that is safer, cleaner and a better place to conduct business and live. These programs and services are funded by district property owners in the Lower Polk Neighborhood, contributions from donors, and grants from the City and County of San Francisco.

Lower Polk Community Benefit District will advance the quality of life for residents, workers and visitors by fostering a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of the area’s economic base.

Programs and services provided by the LPCBD include:

Cleaning and Maintenance – Includes regular sidewalk sweeping, alley cleaning, refuse removal, regularly scheduled steam cleanings, pressure washing, graffiti removal, tree pruning and watering, tree well weeding with crushed granite replenishment. On April 30, 2018 LPCBD terminated its contract with an outside vendor to provide the majority of these services and hired a work force to bring these services in-house.

Safety Ambassadors – The program works with residents, merchants and youth on a variety of safety programs and strategies. Safety Ambassadors on Foot Patrol provide a reassuring presence, who continually engage members of the public, interact with merchants to share safety related information, and report any observed illegal behaviors to the police.

Marketing, Streetscape and Beautification Program – This program is designed to augment existing city services to ensure new marketing initiatives designed to promote both stability and growth within the area.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

NOTES TO FINANCIAL STATEMENTS
For the years ended June 30, 2022 and 2021

NOTE 2 SIGNIFICANT ACCOUNTING POLICIES

Method of Accounting – The financial statements of the LPCBD are prepared using the accrual basis of accounting in accordance with U.S. generally accepted accounting principles, which reflects revenue when earned and expenses as incurred.

Cash and Cash Equivalents - Cash is defined as cash in demand deposit accounts as well as cash on hand. Cash equivalents are short term, highly liquid investments that are readily convertible to known amounts of cash and investments so near their maturity that the risk of changes in value due to changes in interest rates is negligible. These are generally investments with maturity dates within three months of the acquisition date.

Basis of Presentation – The LPCBD is required to report information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions.

Net assets without donor restrictions - Net assets that are not subject to any donor-imposed restrictions.

Net assets with donor restrictions – Net assets that are restricted by a donor for use for a particular purpose or in a particular period. Some donor imposed restrictions are temporary in nature, and the restriction will expire when the resources are used in accordance with the donor’s instructions or when the stipulated time has passed. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. When a donor’s restriction is satisfied, either by using the resources in the manner specified by the donor or by the passage of time, the expiration of the restriction is reported in the financial statements by reclassifying the net assets from net assets with donor restrictions to net assets without donor restrictions.

As of June 30, 2022 and 2021, there were no net assets with permanent donor restrictions.

Fair Value Measurements – The LPCBD carries certain assets and liabilities at fair value. Fair value is defined as the price that would be received if selling an asset or paid if transferring a liability in an orderly transaction between market participants at the measurement date. Fair value measurement standards also require the LPCBD to classify these financial instruments into a three-level hierarchy. The LPCBD classifies its financial assets and liabilities according to the below three levels, and maximizes the use of observable inputs and minimizes the use of unobservable inputs when measuring fair value.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

NOTES TO FINANCIAL STATEMENTS
For the years ended June 30, 2022 and 2021

NOTE 2 SIGNIFICANT ACCOUNTING POLICIES (continued)

Level 1 – Quoted prices in active markets that are accessible at the measurement date for identical, unrestricted assets or liabilities, without adjustment.

Level 2 – Quoted prices in markets that are not considered to be active for identical or similar assets or liabilities, quoted prices in active markets of similar assets or liabilities, and inputs other than quoted prices that are observable or can be corroborated by observable market data.

Level 3 – Inputs that are both significant to the fair value measurement and unobservable, including inputs that are not derived from market data or cannot be corroborated by market data.

The LPCBD’s carrying amounts of its assets and liabilities, approximate fair value under Level 1 for the years ended June 30, 2022 and 2021.

Property, Equipment, and Leasehold Improvements - The LPCBD records property, equipment, and leasehold improvements at cost of acquisition, or, if donated, the fair market value at the date of donation. Depreciation is recognized using the straight-line method over the useful lives of the assets, which range from three to fifteen years. The LPCBD capitalizes all property, equipment, and improvements with a cost in excess of \$2,500.

Contributions and Revenue Recognition – LPCBD receives its support primarily from a special assessment levied by the City and County of San Francisco (“CCSF”) on properties located within the business district in accordance with CCSF Ordinance. The assessment is recorded by LPCBD when earned. CCSF remits the assessments to LPCBD as they are collected from the property owners. Interest is not charged on late assessments; however, late penalties are charged in accordance with the CCSF’s policy.

Assessments and other receivables represent amounts due from the City and County of San Francisco (“CCSF”) for obligations of local property owners collected on the behalf of LPCBD, and other amounts due to LPCBD for other grants. Unpaid receivables do not accrue interest.

Contributions consist of cash contributions as well as in-kind goods and services provided to the Corporation. Contributed services are recognized at their fair value if the services received (a) create or enhance long-lived assets, or (b) require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation. Donated securities are recorded at their fair value at the date of donation.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

NOTES TO FINANCIAL STATEMENTS
For the years ended June 30, 2022 and 2021

NOTE 2 SIGNIFICANT ACCOUNTING POLICIES (continued)

All donor-restricted contributions are reported as increases in net assets with donor restrictions depending on the nature of the restrictions. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions.

Accounts Receivable - Contributions receivable are reviewed for collectability, and reserves for uncollectible amounts are established as needed. It is the practice of the Corporation to expense uncollectibles only after exhausting all efforts to collect the amounts due. LPCBD considers all unconditional promises to give fully collectible and therefore, there was no allowance for doubtful accounts at June 30, 2022 and 2021.

Assessments Receivable – Assessments receivable are considered to be fully collectible because they are levied upon properties within the Lower Polk area and have been approved through the ballot process and the San Francisco Board of Supervisors.

Advertising Costs – It is the policy of the LPCBD to expense advertising costs as incurred.

Functional Allocation of Expenses - The costs of providing the various programs, supporting services and other activities have been summarized on a functional basis in the Statements of Activities and Statements of Functional Expenses. Accordingly, certain costs have been allocated among the programs and supporting services benefited based on management's estimates and analysis of personnel time spent on each program and activity.

Estimates - The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual future results could differ from those estimates.

Income Taxes - LPCBD is exempt from federal and state taxes under Section 501(c) (3) of the Internal Revenue Code (IRC) and Section 23701d of the California Revenue and Taxation Code, and is considered by the IRS to be a Corporation other than a Private Foundation. In the opinion of management, there is no unrelated business income.

Recent Accounting Pronouncements

In February 2016, the Financial Accounting Standards Board ("FASB") issued Accounting Standards Update ("ASU") 2016-02, Leases (Topic 842). The new standard establishes a right-of-use model (ROU) that requires a lessee to recognize a ROU asset and lease liability on the statement of financial position for all leases with a term longer than 12 months. Leases are classified as finance or operating, with classification affecting the pattern and classification of expense recognition in the statement of activities and changes in net assets. In accordance with this ASU, the Corporation deems the effective date of July 1, 2023, to be in compliance with ASU 842.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

NOTES TO FINANCIAL STATEMENTS
For the years ended June 30, 2022 and 2021

NOTE 2 SIGNIFICANT ACCOUNTING POLICIES (continued)

Recent Accounting Pronouncements (continued)

In September 2020, the FASB issued ASU 2020-07, Presentation and Disclosures by Not-for-Profit Entities for Contributed Nonfinancial Assets. Under this ASU, a not-for-profit entity is required to present contributed nonfinancial assets as a separate line-item in the statement of activities, apart from contributions of cash and other financial assets as well as include enhanced disclosures surrounding the nature and valuation techniques of the contributed nonfinancial assets. This ASU is effective for fiscal years beginning after June 15, 2021 and the Corporation has implemented this ASU.

NOTE 3 PROPERTY AND EQUIPMENT

Property and equipment consist of the following:

| | <u>2022</u> | <u>2021</u> |
|---|------------------|-------------------|
| Furniture, equipment and vehicles | \$ 149,357 | \$ 149,357 |
| Leasehold improvements | 370,436 | 370,436 |
| Website and mobile app | <u>65,860</u> | <u>65,860</u> |
| Total property and equipment | 585,653 | 585,653 |
| Accumulated depreciation and amortization | <u>(520,763)</u> | <u>(457,563)</u> |
| Property and equipment, net | <u>\$ 64,890</u> | <u>\$ 128,090</u> |

Depreciation and amortization expense was \$63,200 and \$128,200 for the years ended June 30, 2022 and 2021, respectively.

NOTE 4 NET ASSETS WITH DONOR RESTRICTIONS

Net assets with donor restrictions as of June 30, 2022 and 2021, consisted of the following time restricted grants:

| | <u>2022</u> | <u>2021</u> |
|-------------------|-------------------|-------------------|
| Grants receivable | <u>\$ 575,887</u> | <u>\$ 156,497</u> |

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

NOTES TO FINANCIAL STATEMENTS
For the years ended June 30, 2022 and 2021

NOTE 5 RETIREMENT PLAN

Effective January 1, 2016, LPCBD established a defined contribution retirement plan (the “Plan”) for employees over 21 years of age. All employees employed on or after April 27, 2016 are considered eligible. The Plan allows eligible employees to make voluntary contributions by salary reduction up to 92% of compensation but not to exceed the limits allowed by the IRC.

Any eligible employee who does not make voluntary contribution election or elects out of the Plan, will be automatically enrolled in the Plan with a 2% deferral. LPCBD will match employee’s contributions 100% on the first 3% deferred and then 50% of deferrals from 3%-5%. LPCBD may also make discretionary profit sharing contributions.

During the years ended June 30, 2022 and 2021, LPCBD made \$12,036 and \$11,693, respectively, in matching contributions, which are included in employee benefits expense on the statements of functional expenses.

NOTE 6 COMMITMENTS

Funding - LPCBD’s revenue, which is derived from government grants and contracts, is subject to audit by the government agencies. In accordance with the terms of the CCSF’s contracts, an audit may be performed by an authorized CCSF representative. Should such an audit disclose any unallowable costs, LPCBD may be liable to the CCSF for reimbursement of such costs.

In the opinion of LPCBD’s management the effect of any disallowed costs would be immaterial to the financial statements as of June 30, 2022.

Lease - LPCBD leases space in San Francisco, California under an operating lease that commenced on November 1, 2016 and expired October 31, 2021 and was renewed for an additional 3 years. The lease calls for monthly payments at \$8,439.

| | |
|--------------------|-------------------|
| Fiscal year ended, | |
| <u>June, 30</u> | |
| 2023 | \$ 101,268 |
| 2024 | <u>75,951</u> |
| | <u>\$ 177,219</u> |

During the years ended June 30, 2022 and 2021, LPCBD paid rent in the amount of \$101,268 and \$99,905, respectively.

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

NOTES TO FINANCIAL STATEMENTS
For the years ended June 30, 2022 and 2021

NOTE 7 IN-KIND CONTRIBUTIONS

Services - Contributed services are assessed at the fair value of the services received. During the year ended June 30, 2022, \$66,208 of pro-bono architectural services were recorded because the service met requirements outlined in Note 2.

NOTE 8 LIQUIDITY MANAGEMENT

As part of LPCBD's liquidity management strategy, LPCBD structures its financial assets to be available as its general expenditures, liabilities and other obligations come due. LPCBD's working capital and cash flows have cyclical variations during the year attributable to the cash receipts of contributions, grants, and assessments. LPCBD has sufficient cash and cash equivalents to meet its current needs and investments which can be converted to cash for periods when cash is not available.

The Statement of Financial Position shows liquid assets as follows:

| | |
|--|-------------------|
| Cash and cash equivalents | \$ 925,165 |
| Accounts receivable | 575,887 |
| Assessments receivable | 21,521 |
| Net assets with donor restrictions | <u>(575,887)</u> |
| Financial assets available for current needs | <u>\$ 946,686</u> |

NOTE 9 FUNDRAISING REQUIREMENTS

The CCSF's contract requires LPCBD to annually raise not less than 5.5% of its annual budget from sources other than CCSF's assessments. For the years ended June 30, 2022 and 2021, LPCBD satisfied this requirement.

NOTE 10 THE CORONAVIRUS AID, RELIEF, AND ECONOMIC SECURITY (CARES) ACT

During the year ended June 30, 2020, LPCBD participated in the Paycheck Protection Plan under the Coronavirus Aid, Relief and Economic Security Act ("CARES Act") due to the Coronavirus Pandemic and received \$183,417 from the federal government. On September 22, 2021, the PPP loan had been granted forgiveness by the Small Business Association (SBA).

On March 24, 2021, LPCBD received a second PPP loan in the amount of \$183,417. On July 25, 2022, subsequent to the year end, the second PPP loan had been granted forgiveness by the Small Business Association (see Note 13).

LOWER POLK COMMUNITY BENEFIT DISTRICT
(A California Nonprofit Public Benefit Corporation)

NOTES TO FINANCIAL STATEMENTS
For the years ended June 30, 2022 and 2021

NOTE 11 CONCENTRATIONS OF RISK

Geographic – During the years ended June 30, 2022 and 2021, LPCBD received 98% of its total income from the City and County of San Francisco in the form of assessments and revenue from other programs.

Bank balance risk - As of June 30, 2022, LPCBD had cash balances with financial institutions which exceeded the Federal Deposit Insurance Corporation insured limit of \$250,000 by approximately \$594,000.

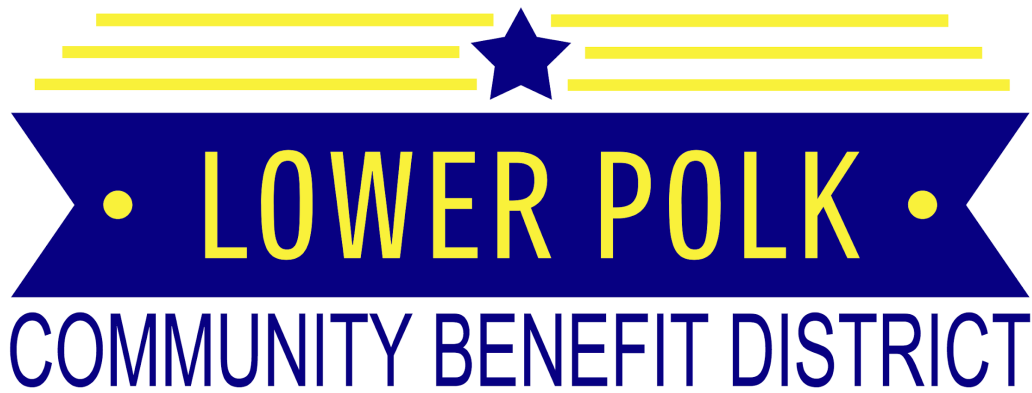
NOTE 12 RECLASSIFICATION OF PRIOR YEAR PRESENTATION

Certain prior year amounts have been reclassified for consistency with the current year presentation. These reclassifications had no effect on the reported results of operations. These changes in classification do not affect previously reported cash flows from operating activities in the Statements of Cash Flows.

NOTE 13 SUBSEQUENT EVENTS

Subsequent to the year end, on July 25, 2022, the Small Business Administration had granted LPCBD complete forgiveness of the Paycheck Protection Plan loan in the amount of \$183,417.

Management has evaluated all material subsequent events through the Auditor's Report date, the date the financial statements were available to be issued, and are asserting there are no additional subsequent events.



Surveillance Surveillance Technology Report Technology Report FY 2021-2022

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TECHNOLOGY

- 4x AV-12W-H3-4MH-DP1-B 3 MP, Pendant Multisensor Camera (1 Camera in unit)
- 3x AV-9W-H3-3MH-DP1-B 3 MP, Pendant Multisensor Camera (4 Cameras in unit)
- AV-HD-NVR3-STD-24TB-NA HD NVR3 STD 24TB NA 2U Rack Mnt WES7E (DVR)
- AV-2MN-HD-RMWS Avigilon Control Center Professional high performance onsite remote monitoring workstation for up to two monitors.
- Avigilon Control Center Software
- Additional equipment includes a monitor, keyboard, mouse, etc. Equipment also includes related camera mounts, cables, etc.
- Our technology has not changed since the prior FY.

ACCESS LOG

| Date of Request | Agency / Department | Person | Nature of Request |
|-----------------|---|----------------|--|
| 7/29/2021 | SFPD | Sgt. Selinger | Robbery that occurred on Sutter at Larkin 7/16/21. Requesting cameras on Sutter 0300 hours to 0329 hours. |
| 8/19/2021 | SFPD | Ofc. Pheng | Vehicle Theft 8/14/21. Requesting footage eastbound Bush 2am to 210am. |
| 9/14/2021 | SFPD | Ofc. Pheng | Kidnapping/Theft of vehicle 1115 Polk 9/13/21. Requested footage 9:20pm to 9:30pm. Also connected SFPD officer Aaron Ballonado with neighboring buildings for camera footage. |
| 11/30/2021 | SFPD | Ofc. Grande | Assault Sutter/Polk 11/26/21 8am. Video request. |
| 12/16/2021 | Public Defender | Jill Schroader | Request for footage 500 block Turk. Do not have, conveyed. |
| 1/28/2022 | SFPD via Supervisor Peskin Office and Constituent | Capt. Jackson | Bicycle Injury/suspected collision Post/Polk. There was a severe injury. Constituent request for camera footage. Provided to SFPD and Supervisor Peskin/Constituent (with approval from SFPD.) |
| 5/11/2022 | SFPD | Ofc. Ballonado | Fatal Pedestrian/Automobile Accident 5/11/22 12:30am Sutter/Polk. |

SURVEILLANCE TECHNOLOGY POLICY

The Lower Polk Community Benefit District, hereinafter “CBD” values the civil rights and civil liberties of all people. This Surveillance Technology Policy thus aims to ensure the responsible and ethical use of our Security Camera System.

This policy is subject to change. The most current version will always be located at our website at: <https://lowerpolkcbd.org/documents/>

PURPOSE AND SCOPE

This Surveillance Technology Policy (“Policy”) defines the manner in which our Security Camera System will be used to (1) benefit the general public, and (2) support our CBD operations.

This Policy applies to all CBD personnel that use, plan to use, or plan to secure our Security Camera Systems, including employees, contractors, and volunteers.

POLICY STATEMENT

The CBD will limit our use of our Security Camera system to the following authorized use cases and requirements listed in this Policy.

Authorized Use(s):

- | |
|--|
| <ol style="list-style-type: none">1. Live monitoring.2. Recording of video and images.3. Reviewing camera footage in the event of an incident.4. Providing video footage/images to law enforcement or other authorized persons following an incident or upon request. |
|--|

Prohibited use cases include any uses not stated in the Authorized Use Case section.

Notwithstanding the above, analysis of, and/or the intentional gathering of aggregate or individual data revealing statistics related to any and all legally protected categories, including racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, gender, gender identity, disability status, or an individual person’s sex life or sexual orientation, shall be a prohibited use.

BUSINESS JUSTIFICATION

Security Cameras will help the general public with:

| Benefit to Public: | Explanation: |
|---------------------------|---|
| Community Development | The CBD will be able to determine what areas may require additional attention, such as increased street lighting. |
| Health | The CBD will be able to determine what areas may require outreach and assistance. |
| Environment | The CBD will be able to determine what areas may be sites of illegal dumping, or waste disposal. |
| Criminal Justice | After violent crimes, the CBD may share camera data with pertinent law enforcement, on a case-by-case basis. |
| Safety | Benefit to public safety |

Security Cameras will help the CBD with:

| Benefit to CBD: | Explanation: |
|--------------------------|--|
| Staff Safety | The CBD will be able to proactively monitor situations that may be unsafe for employees. |
| Increased Service Levels | The CBD will be able to increase service levels. |

POLICY REQUIREMENTS

This Policy defines the responsible data management processes and safeguards required by the CBD to ensure transparency, oversight, and accountability measures. CBD use of surveillance technology and information collected, retained, processed or shared by surveillance technology must be consistent with this Policy; must comply with all City, State, and Federal laws and regulations; and must protect all state and federal Constitutional guarantees.

Software:

The software and/or firmware used to operate security cameras must be kept up-to-date, patched, and maintained.

Data Collection:

Our CBD shall only collect the data that is necessary to execute authorized use cases.

Data Types:

Video and images that we collect may include MP4, AVI, MPEG, date and time data may be contained in MP4 or other formats, and geolocation data may be contained in TXT, CSV, DOCX files.

Notification:

We will notify the public that they are under surveillance at the places where the cameras are located.

Training and Access:

Prior to accessing or using data, authorized individuals receive training in system access and operation, and instruction regarding authorized and prohibited uses.

Access to live views and recorded footage is restricted to specific trained personnel. Recorded footage is accessed only in response to an incident.

Details on CBD staff and specific access are available in **Appendix A**.

Data Sharing:

No live (in real time) camera footage shall be shared outside of the CBD.

Before sharing data with any recipients, the CBD will use the following procedure to ensure appropriate data protections are in place:

- Confirm the purpose of the data sharing aligns with the CBD's mission.
- Consider alternative methods other than sharing data that can accomplish the same purpose.

- Review of all existing safeguards to ensure shared data does not increase the risk of potential civil rights and liberties impacts on residents.
- Evaluation of what data can be permissibly shared with members of the public should a request be made in accordance with San Francisco’s Sunshine Ordinance.
- Ensure data will be shared in a cost-efficient manner and exported in a clean, machine-readable format.

CBD will comply with the California Public Records Act, the San Francisco Sunshine Ordinance, the requirements of the federal and State Constitutions, and federal and State civil procedure laws and rules.

Data Security:

CBD shall secure all technology and data obtained with that technology against unauthorized or unlawful processing or disclosure; unwarranted access, manipulation or misuse; and accidental loss, destruction, or damage.

The general safeguards that protect information from unauthorized access, including encryption and access control mechanisms include:

- Physical security and software security measures.

Data Disposal:

Upon completion of the data retention period, CBD shall dispose of data in the following manner:

Automatic overwrite of all existing files when standard data retention period ends. This may take the form of a delete/reformat, wipe, overwrite of existing data, or degaussing.

Audits:

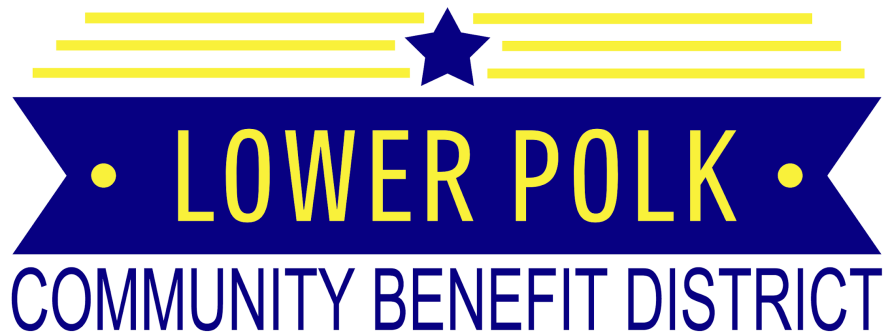
A data access log will be maintained by the CBD for all Security Camera data that is shared. This log will include but is not limited to the following: date/time data was originally obtained/collected, reasons/intended use for data, Department requesting data, date/time of access of raw data, outcome of data processing, as well as date processed data was delivered to users.

Data Retention:

CBD may store and retain data only as long as necessary to accomplish a lawful and authorized purpose. Generally, we store camera and related data for 30 days, but we may retain it for longer or shorter periods of time in specific situations. For example, we may run out of storage space for the data, or a given file may be at issue in a legal case.

Appendix A

1. The specific categories and titles of individuals who are authorized by the CBD to access or use the collected information
 - a. CBD Management and CBD Board
 - b. Authorized law enforcement
 - c. Authorized public defenders
 - d. Authorized district attorneys
 - e. Authorized insurance companies
 - f. Others, only as allowed by our Data Sharing policy
2. What procedures will be put in place by which members of the public can register complaints or concerns, or submit questions about the deployment or use of a specific Surveillance Technology, and how the Department will ensure each question and complaint is responded to in a timely manner.
 - a. Public can inquire by contacting the CBD directly (listed below) or through the City's Public Records Request process.
 - i. Email the CBD at info@lowerpolkcbd.org
3. Specific details on where data will be stored (local, DT, SaaS, Cloud Storage) including name of vendor and retention period.
 - a. Local storage
4. Is a subpoena required before sharing with law enforcement?
 - a. No



| | |
|--------------|--|
| To: | Jacqueline Hazelwood, Office of Economic and Workforce Development, (OEWD) |
| From: | Chris Schulman, Lower Polk Community Benefit District (LPCBD) |
| CC: | Christopher Corgas, OEWD, File |
| Date: | September 27, 2023 |
| Re: | LPCBD Annual Report 2021-2022 (AR) |

The primary objective of this memo is to address the delayed submission of our AR and provide related insights into our activities, grant financials, and surplus revenue.

1. Explanation for Late Submission:

Our AR is late because of delayed completion of our financial statements and the subsequent audit. This unexpected delay was set in motion due to a significant late billing for the fiscal year by a Lower Polk Tenant Landlord Clinic subcontractor. This unexpected delay had a cascading effect on all our end-of-year processes. As a result of this delay, we have been in close coordination with the grantor (MOHCD), and the subcontractor, and our accountant to ensure that such delays will never happen again.

2. Activities and Achievements:

Despite the challenges presented by the ongoing Pandemic, LPCBD has been dedicated to addressing the needs of our unique interstitial District. Our report emphasizes our unwavering commitment to business support, community safety, cleanliness, and overall community well-being — both during the Pandemic, and after the Pandemic

3. Grants and Other Funding

Several grants and other funding sources were received after our budget passage, contributing to financials that may appear to misrepresent our planned budget. These include the Community Ambassador grants, Tenant Landlord Clinic grants, and PPP loan forgiveness. While these were not initially in our budget, they have strengthened our financial position and service delivery for our District.

4. Surplus and Planned Allocation:

Thanks to our receipt of two rounds of PPP loans and fiscal prudence during the Pandemic, we are carrying forward a surplus this fiscal year and anticipate next fiscal year as well. PPP loans are not reflected as income until the year forgiven. We have a board endorsed plan in place to utilize this surplus over the next 3-5 fiscal years. This plan aims to ramp up services and augment our staff budget.

In conclusion, while this fiscal year presented an anomaly in our grant budgeting, we remain steadfast in our commitment to fiscal responsibility and transparency. We are proactively engaging with OWED and our financial advisors to ensure that our ratepayers and the City have absolute confidence in budgeting and our financial stewardship.

Thank you for your understanding and ongoing support.

Sincerely,

Christopher Schulman
Director

MEMORANDUM

TO: Supervisor Aaron Peskin, District 3 Supervisor

CC: San Francisco Board of Supervisors
Chris Corgas; Deputy Director, Community Economic Development Division, OEWD

FROM: Jackie Hazelwood, Community Benefit District Program Director, OEWD

DATE: October 24, 2023

SUBJECT: Lower Polk Community Benefit District; FY 2021-2022 Annual Report

This is a memo summarizing the performance of the Lower Polk Community Benefit District (LPCBD) and an analysis of their financial statements (based on their audit) for the period between July 1, 2021 and June 30, 2022.

Each year the CBD is required to submit a mid-year report, an annual report, and a CPA Financial Review or Audit. Lower Polk CBD did not comply with the submission of all these requirements in a timely manner. The FY 21-22 annual report was submitted 11 months later than anticipated, marking the fourth consecutive year that the CBD has provided a late submission for this report. OEWD staff reviewed these financial documents to monitor and report on whether they have complied with the rules per the Property and Business Improvement District Law of 1994, California Streets and Highways Code Sections 36600 Et Seq.; San Francisco's Business and Tax Regulations Code Article 15; the Lower Polk Community Benefit District's management contract with the City; and their Management Plan as approved by the Board of Supervisors in 2014.

Also attached to this memo are the following documents:

1. LPCBD Annual Report
 - a. FY 2021-2022
2. LPCBD Financial Statements
 - a. FY 2021-2022
3. Draft resolution from the Office of Economic and Workforce Development



Background

The Lower Polk Community Benefit District includes 307 property-based parcels.

- On July 29, 2014, the Board of Supervisors approved the resolution that established the property-based district called the Lower Polk Community Benefit District for 8 years (Resolution #314-15).
- On July 28, 2015, the Board of Supervisors approved the contract for the administration and management of the Lower Polk Community Benefit District (Resolution #297-15).
- On August 17, 2015, CBD received first assessment payment.
- On October 24, 2017, the Board of Supervisors approved the Annual Report for FY 2015-2016 (Resolution #392-17).
- On November 13, 2018, the Board of Supervisors approved the Annual Report for FY 2016-2017 (Resolution #401-18).
- On November 19, 2019, the Board of Supervisors approved the Annual Report for FY 2017-2018 (Resolution #510-19).
- On January 1, 2022, the Board of Supervisors approved the Annual Report for FY 2018-2019 and FY 2019-2020 (Resolution #24-22).
- On November 29, 2022, the Board of Supervisors approved the Annual Report for FY 2020-2021 (Resolution #515-22).

Basic Information about the Lower Polk Community Benefit District:

| | |
|-----------------------------------|--|
| Year Established | July 2014 |
| Assessment Collection Period | FY 2014-15 to FY 2028-29 (July 1, 2014 to June 30, 2029) |
| Services Start and End Date | January 1, 2014 – December 31, 2029 |
| Initial Estimated Annual Budget | \$799,093.00 |
| FY 2021-22 Assessment Submission: | \$926,992.00 |
| Fiscal Year | July 1 – June 30 |
| Executive Director | Chris Schulman |
| Name of Nonprofit Owners' | Lower Polk Community Benefit District Association |

The current CBD website, www.lowerpolkcbd.com, includes all the pertinent information about the organization and their programs, meeting agendas, and their Management Plan.

Summary of Program Areas

Cleaning, Maintenance, and Safety

Cleaning, Maintenance, and Safety program area includes regular sidewalk sweeping, alley cleaning, refuse removal, regularly scheduled steam cleaning, pressure washing, graffiti removal, tree maintenance, and weeding. LPCBD Management Plan calls for 57% of the budget to be spent in this service area.

Marketing, Streetscape Improvement, and Beautification

Street Operations, Beautification and Order service area includes street maintenance and beautification. This service area calls for increased district marketing in order to create neighborhood identity and contribute to the economic vitality of the area. Additionally, this service area will support the district with events meant to draw visitors to the Lower Polk neighborhood throughout the year. The LPCBD Management Plan calls for 11% of the budget to be spent on this service area.



Management and Operations

The LPCBD Management Plan calls for 28% of the budget to be spent on management and operations. LPCBD is staffed by a full-time Executive Director who serves as the focal point person and advocate for Lower Polk CBD. LPCBD board has seven (7) board members that represent the diverse property owners and businesses in the district. Notice of meetings of the CBD's Board of Directors and CBD Advisory Committees are posted to the website calendar and at the SF Main Library. All Board of Directors meetings are open to the public, and public comment is welcome.

Summary of Accomplishments, Challenges, and Delivery of Service Areas

FY 2021-2022

Cleaning, Maintenance, and Safety Program

- Continued to sweep and steam clean District sidewalks.
- Continued to clean and weed tree wells.
- Continued to monitor public trash receptacles and continued reporting large items to the City for removal.
- Continued adding and training additional members to the LPCBD Clean Team.
- Continued to implement performance measures and goals for neighborhood cleanliness;
- Continued to analyze service trends over time to better understand the geographic.
- 162,000 lbs of trash removed from public rights of way, a 9.6% increase from the previous year.
- Removed 1,320 needles.
- Removed 1,080 instances of graffiti.
- Participated in multiple neighborhood safety and security groups to discuss and take actions on issues, trends, etc. with a special focus on Lower Polk alleyways.
- Collaborated with the San Francisco Police Department, the Department of Homelessness and Supportive Housing, and Department of Public Health to address issues around quality of life and safety, including as it related to homelessness and the neighborhood street population.
- With support and funding from the City of San Francisco, continued to operate the award-winning Lower Polk Tenant Landlord Clinic, which helps landlords, small merchants, and tenants resolve issues that may lead to tenant or merchant displacement.

Marketing, Streetscape Improvements, and Beautification Program

- Continued to send out email newsletters to over 500 subscribers.
- Used social media to keep constituents informed of special events in Lower Polk and to solicit feedback on service delivery models.
- Used social media to share pandemic related resources with the community.
- The Tenant Landlord Clinic mailed over 34,000 multilingual flyers to people in the District to explain service offerings and targeted folks with limited to no access to the Internet and/or phones.
- Over 1300 visitors visited the Tenant Lord Clinic website during the fiscal year and the Clinic triaged 86 potential eviction matters.
- Maintained nine Bigbelly waste receptacles (nearly double the number of receptacles from the prior year's five)

Management and Operations



- Elected new board members, renewed the terms of current board members and elected new officers and committee chairs
- Continued to stay abreast of new developments in the Lower Polk District and their overall impact on quality of life, and other issues.
- Continued to be involved in leadership positions with many community and City organizations, including Lower Polk Neighbors and Lower Polk TAY Navigation Center CAC

LPCBD Annual Budget Analysis

OEWD’s staff reviewed the following budget related benchmarks for LPCBD:

- **BENCHMARK 1:** Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan (*Agreement for the Administration of the “Lower Polk Community Benefit District”, Section 3.9 – Budget*)
- **BENCHMARK 2:** Whether five and fifty-five hundredths percent (5.55%) of actuals came from sources other than assessment revenue (*CA Streets & Highways Code, Section 36650(B)(6); Agreement for the Administration of the “Lower Polk Community Benefit District”, Section 3.4 - Annual Reports*)
- **BENCHMARK 3:** Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percent (*Agreement for the Administration of the “Lower Polk Community Benefit District”, Section 3.9 – Budget*)
- **BENCHMARK 4:** Whether LPCBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year (*CA Streets & Highways Code, Section 36650(B)(5)*)

FY 2021-2022

BENCHMARK 1: Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan.

ANALYSIS: *LPCBD met this requirement. See tables below. Note: The FY budget includes both general benefit and special assessment dollars. When separating the two the CBD’s variance percentage points did not change.*

| Service Category | Management Plan Budget (Percentage) | FY 2021-2022 Budget – Asst (Percentage) | FY 2021-2022 Budget – Total (Percentage) | Variance Percentage Point – Asst. | Variance Percentage Points - Total |
|----------------------------------|--|--|---|-----------------------------------|------------------------------------|
| Clean & Safe | \$592,791.00 (57.00%) | \$560,187.00 (57.00%) | \$666,154.00 (54.80%) | 0.00% | -2.12% |
| Marketing & Economic Development | \$114,398.00 (11.00%) | \$108,106.00 (11.00%) | \$290,782.00 (23.96%) | 0.00% | +12.96% |
| Administration | \$291,195.00 (28.00%) | \$275,180.00 (28.00%) | \$217,527.00 (17.92%) | 0.00% | -10.08% |
| Contingency/ Reserve/City Fees | \$41,599.00 (4.00%) | \$39,311.00 (4.00%) | \$39,311.00 (3.24%) | 0.00% | -0.76% |



| | | | | | |
|--------------|-----------------------|---------------------|-----------------------|--|--|
| TOTAL | \$1,039,983.00 | \$982,784.00 | \$1,213,774.00 | | |
|--------------|-----------------------|---------------------|-----------------------|--|--|

BENCHMARK 2: Whether five and fifty-five hundredths percent (5.55%) of actuals came from sources other than assessment revenue

ANALYSIS: *LPCBD met this requirement. Assessment revenue was \$926,992.00 or 49.98% of actuals and non-assessment revenue was \$927,707.00 or 50.02% of actuals. See table below.*

| Revenue Sources | FY 2021-2022 actuals | % of actuals |
|---|-----------------------|----------------|
| Assessment Revenue | \$926,992.00 | |
| Total Assessment (Special Benefit) Revenue | \$926,992.00 | 49.98% |
| Contributions and Sponsorships | \$68,208.00 | 3.68% |
| Grants | \$859,469.00 | 46.34% |
| Interest Earned | \$30.00 | 0.00% |
| Total Non-Assessment (General Benefit) Revenue | \$927,707.00 | 50.02% |
| Total | \$1,854,699.00 | 100.00% |

BENCHMARK 3: Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

ANALYSIS: *LPCBD met this requirement. See table below.*

| Service Category | FY 2021-2022 Budget – Asst (Percentage) | FY 2021-2022 Budget – Total (Percentage) | FY 2021-2022 Actuals – Asst (Percentage) | FY 2021-2022 Actuals – Total (Percentage) | Variance Percentage Points – Asst | Variance Percentage Points – Total |
|----------------------------------|---|--|--|---|-----------------------------------|------------------------------------|
| Clean & Safe | \$560,187.00 (57.00%) | \$666,154.00 (54.88%) | \$490,518.00 (52.92%) | \$881,231.00 (47.51%) | -4.08% | -7.37% |
| Marketing & Economic Development | \$108,106.00 (11.00%) | \$290,782.00 (23.96%) | \$138,825.00 (14.98%) | \$673,789.00 (36.33%) | +3.98% | +12.37% |
| Administration | \$275,180.00 (28.00%) | \$217,527.00 (17.92%) | \$260,628.00 (28.12%) | \$262,658.00 (14.16%) | 0.12% | -3.76% |
| Contingency/ Reserve/City Fees | \$39,311.00 (4.00%) | \$39,311.00 (3.24%) | \$37,021.00 (3.99%) | \$37,021.00 (2.00%) | -0.01% | -1.24% |
| TOTAL | \$982,784.00 | \$1,213,774.00 | \$926,992.00 | \$1,874,699.00 | | |



BENCHMARK 4: Whether LPCBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

ANALYSIS: LPCBD met this requirement. Please note: There is a period between when the City collects assessment payment and when the City disburses the funds to the CBD. As a result, a CBD typically has a fund balance at the end of the fiscal year that is equal to about 6 months of their annual budget. See table below.

| Carryover Disbursement | FY 2022-2023 |
|---|-----------------------|
| Special Assessment Project | |
| Cleaning, Maintenance, and Safety Program | \$582,658.00 |
| Marketing, Streetscape Improvements, and Beautification | \$112,443.00 |
| Management and Operations | \$286,218.00 |
| Contingency and Reserve | \$40,888.00 |
| Special Project Total | \$1,022,207.00 |

Findings and Recommendations

LPCBD met all four benchmarks as defined on page 4 of this memo for FY2021-2022 as set by the California Street and Highways Code Section 36650-36651; and the Agreement for the Administration of the Lower Polk Community Benefit District.

The Lower Polk CBD continues to struggle to submit the annual reports and necessary financial documents for annual reporting in a timely manner for the fourth consecutive year. Annual reporting is required under both state law and the CBD’s management agreement with the City and County of San Francisco. The annual reports are important tools to educate policymakers, OEWD, and CBD stakeholders on the actions, financial health, and achievements of the organization over the reporting period; additionally, it is required by state law. Delays in prior years were caused by CBD staff and financial professional changes, whereas this period’s late submission was due to a delayed completion of financial statements and subsequent audit. This delay had a cascading effect on all end-of-year processes thus resulting in their late submission of the annual report. The CBD is in close contact with their subcontractors and accountant to ensure these delays won’t happen again. OEWD echoes its own strong recommendation from prior years that the CBD prioritize annual reporting deadlines to maintain full compliance with state law and the organization’s management agreement with the City and County of San Francisco. Given that late submission of this report has become an unfortunate routine for this CBD, OEWD is in regular communication with them most immediately surrounding the submission of their FY 22-23 Annual Report and financials to halt this cycle.



During this reporting period, the Lower Polk CBD Board held three board meetings, slightly improving from just two the prior year, but still faced issues with the ability of board members to regularly attend scheduled meetings. The Lower Polk CBD has made efforts to improve its board engagement from prior years as they prioritize scheduling fixed board meetings throughout the fiscal year (on the third Thursday of every other month at 5pm). Starting in April 2022, CBD reported that they were working with a consultant and, at the time of this memo submission, continues to work with them to improve overall Board engagement. Further, the CBD plans to amend their bylaws to increase board attendance requirements. OEWD will continue to monitor the CBD's board engagement encouraging a sense of urgency for progress and notes that while the CBD maintained seven board members in this reporting period, they are continuing to build out their board in an effort to consistently meet quorum and currently have nine members.

Though the organization continues to grapple with administrative challenges, it also continues to perform well in delivering services to the community that align with their management plan and the evolving needs of their community. During this review period, the Lower Polk CBD continued their COVID-19 response work of the prior years, expanding their Ambassador Clean Team thus also increasing district cleaning and sanitizing of public fixtures, training staff on personal protective equipment (PPE) use, and providing business support services to merchants and renters affected by the pandemic. Notably, responding to most pressing needs in the district, the CBD transitioned their placemaking and arts program from an events and arts focus to a business support activation focus to support businesses facing COVID-19 losses and impacts. The CBD also complied with its requirements for surveillance technology reporting.

OEWD recommends that the CBD continue to focus on its administrative challenges through more regular communication with stakeholders to understand when and why delays may be coming. Should the CBD be made aware of any potential delays to reporting throughout the year, OEWD expects that the CBD will communicate these accordingly so next steps can be taken promptly to address impacts.

Conclusion

LPCBD has performed well in carrying out its service plan, successfully implementing programs in the district and maintaining strong community partnerships, but must reverse its continued negative trajectory as it relates to its administrative capacity. There needs to be a concerted effort from management to build this through on-time submission of annual reporting materials, expedient progress of increased board member engagement, and generally addressing the root causes of these administrative challenges. Despite these challenges, the CBD continues to demonstrate the ability to carry out its core mission functions as a community benefit district.





Community Benefit District Annual Reports

FY 2021-2022

- Ocean Avenue Association
- SOMA West
- Fisherman's Wharf
- Lower Polk
- Union Square Alliance
- TID/MED
- Downtown Partnership



Legislative Overview

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

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

Review Process

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

Basic Information

| CBD Name | Type | Management Plan Assessment Budget | FY21-22 Assessment Roll Submission | Year(s) Formed and Renewed | Expires |
|-------------------------------------|----------------|-----------------------------------|------------------------------------|----------------------------|---------|
| Ocean Avenue | Property-based | \$239,578.00 | \$339,580.72 | 2010 | 2025 |
| SOMA West | Property-based | \$3,741,943.94 | 3,996,910.40 | 2019 | 2034 |
| Fisherman's Wharf | Property-based | \$1,218,907.64 | \$1,204,734.20 | 2005, 2020 | 2035 |
| Lower Polk | Property-based | \$799,093.54 | \$926,992.00 | 2014 | 2029 |
| Union Square Alliance | Property-based | 6,036,111.00 | \$6,328,080.80 | 1999, 2009, 2019 | 2029 |
| Tourism Improvement District | Business-based | \$27,000,000.00 | - | 2008 | 2023* |
| Moscone Expansion District | Business-based | \$19,332,000.00 | - | 2013 | 2045 |
| Downtown Partnership | Property-based | \$3,873,491.14 | \$4,007,035.84 | 2019 | 2034 |

Benchmarks

OEWD's staff reviewed the following budget related benchmarks for each CBD/BID:

- **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 the CBD met its non-assessment revenue source requirement.
- **Benchmark 3** - Whether the variance between the budget amounts for each service category was within 10 percentage points from the fiscal 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.

Ocean Avenue - Benchmarks

| Benchmark | Question | Was This Met in FY2022? |
|--------------------|--|-------------------------|
| Benchmark 1 | Variance between management plan budget and fiscal year budget is $X < 10\%$? | Yes |
| Benchmark 2 | Non-assessment revenue is $X \geq 1.00\%$ | Yes |
| Benchmark 3 | Variance between fiscal year budget and fiscal year actuals is $X < 10\%$ | No |
| Benchmark 4 | Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on? | No |

Ocean Avenue - Findings and Recommendations (Part 1 of 2)

Missed Benchmarks (3 & 4)

- OAA budget amount and actual expenses for fiscal year were not within 10 percentage points as they overspent in their Cleaning, Maintenance, and Public Safety category by 0.53%.
 - **Analysis & Recommendation:** OEWD believes this could have been prevented had the CBD followed through on planned spending in the Marketing, Streetscape Improvements, and Beautification service area and through the solicitation of committee/board feedback before making a proposal.
- For the second year in a row, OAA did not provide carryforward amount and spenddown plan in their annual report; provided the information in supplemental documentation
 - **Recommendation:** Utilize the OEWD provided annual reporting template to ensure they include all required reporting fields

Ocean Avenue - Findings and Recommendations (Part 2 of 2)

- **Strategic Plan & Progress:** Throughout this reporting period, OEWD extensively tracked the success of this organization as it aimed to follow **organization, operational, and financial** recommendations included in the OEWD-funded Ocean Avenue Strategic Plan (the Plan) which aimed to fix systemic and structural issues within the organization
 - **Analysis & Recommendation:** Due to slow progress on many recommendations, OEWD did plan to utilize budget to have the Office of Controller audit the organization in FY 22-23 (an action also requested by Supervisor Melgar)
- **Leadership Changes:** New Executive Director (Mr. Pierre Smit) was hired in spring 2021 - Mr. Smit resigned shortly after the end of this reporting period
- **Brown Act Compliance:** OEWD received multiple complaints regarding Brown Act violations during this reporting period and provided complainants with remedies set forth in the Brown Act itself.
- **Service Delivery:** OEWD received multiple complaints regarding core service delivery of the CBD toward the end of the fiscal year which it passed on to the organization.

Though not in this reporting period, OEWD acknowledges significant strides through and beyond FY 22-23

SOMA West - Benchmarks

| Benchmark | Question | Was This Met in FY2022? |
|--------------------|--|-------------------------|
| Benchmark 1 | Variance between management plan budget and fiscal year budget is $X < 10\%$? | Yes |
| Benchmark 2 | Non-assessment revenue is $X \geq 5.22\%$ | No |
| Benchmark 3 | Variance between fiscal year budget and fiscal year actuals is $X < 10\%$ | Yes |
| Benchmark 4 | Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on? | No |

SoMa West- Findings and Recommendations (Part 1 of 2)

Missed Benchmarks (2 & 4)

- 5.22% of SOMA West actuals *did not* come from sources other than assessment revenue as required. This missed requirement is likely due to a combination of it being the first true year of operations for the CBD and general impacts to donor solicitations caused by the COVID-19 pandemic.
 - **Recommendation:** The CBD can meet this goal through a combination of grants, donations, as well as in-kind services provided to it.
- SOMA West did not provide a carryforward amount and spenddown plan in their annual report as is required by state law. *The CBD did provide enough financial information through financial statements for OEWD to have an understanding of these figures*
 - **Recommendation:** Inclusion of this chart field in future annual reports.

SoMa West- Findings and Recommendations (Part 2 of 2)

- **Service Delivery:** SoMa West CBD performed extraordinary implementation of services in its first full fiscal year of operations - **completed 1,549 (27.12%) of 311 service requests within their geographic boundaries.**
 - OEWD believes the CBD would be able to handle a greater amount of these requests with non-assessment dollars (either via city grant dollars or donations) to hire additional staff to fulfill the scale of 311 requests that come in.
- **Strong Community Partner:** During the pandemic, the CBD allowed use of its facilities to store PPE for use by all other CBDs throughout the City allowing OEWD to better coordinate logistics for PPE deliveries to all of our geographic-based CBDs.
 - Further, one of the initial partners in the 311 Connected Worker pilot program (also known as integrated 311).
- **Surveillance Technology:** SoMa West CBD *did not* employ surveillance technology in this reporting period.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.

• **Overall, the CBD is well-positioned to carry on its mission.**

Fisherman's Wharf - Benchmarks

| Benchmark | Question | Was This Met in FY2022? |
|--------------------|---|-------------------------|
| Benchmark 1 | Variance between management plan budget and fiscal year budget is X < 10%? | Yes |
| Benchmark 2 | Non-assessment revenue is X \geq 9.08% | Yes |
| Benchmark 3 | Variance between fiscal year budget and fiscal year actuals is X < 10% | Yes |
| Benchmark 4 | Were carryforward funds indicated from on fiscal year to the next fiscal and were projects designated to be spent on? | Yes |

Fisherman's Wharf - Findings and Recommendations

- **Transition Year:** FY 21-22 marks the first year that the CBD operated solely as the Landside portion of the district (due to the failure of the Portside's renewal in the previous fiscal year)
- **Optimizing Digital Presence:** In late FY 20-21, FWCBD launched a joint website partnership with the Fisherman's Wharf Merchants Association. **The first full fiscal year saw a 143% increase in the number of users and a 247% increase in the number of page views compared to the previous fiscal.** The combined website ensures the maximum search engine optimization for the Fisherman's Wharf brand.
- **Surveillance Technology:** The CBD does employ surveillance technology and did comply with OEWD's memo regarding this technology.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.
- Overall, the CBD is well-positioned to carry on its mission.

Lower Polk - Benchmarks

| Benchmark | Question | Was This Met in FY2022? |
|--------------------|--|-------------------------|
| Benchmark 1 | Variance between management plan budget and fiscal year budget is $X < 10\%$? | Yes |
| Benchmark 2 | Non-assessment revenue is $X \geq 5.55\%$ | Yes |
| Benchmark 3 | Variance between fiscal year budget and fiscal year actuals is $X < 10\%$ | Yes |
| Benchmark 4 | Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on? | Yes |

Lower Polk CBD - Findings and Recommendations

- **Service Delivery:** During this review period, the CBD continued their COVID-19 response work of the prior years, expanding their Ambassador Clean Team - increasing district cleaning, trained staff on PPE use, and provided business support services to merchants and renters.
- **Surveillance Technology:** The CBD does employ surveillance technology and did comply with OEWD's memo regarding this technology.
- **Board Attendance Challenges:** The CBD held three board meetings (up from two in the prior year); the CBD has made efforts to improve attendance - prioritizing fixed meetings throughout the fiscal year and hiring of a consultant to improve engagement
 - **Recommendation:** Continue to prioritize board engagement efforts (both through consultant and internally via Executive Director communications).
- **Administrative Challenges:** Continued struggles to submit their annual report in a timely manner.
 - **Recommendation:** Prioritize reporting deadlines with staff and financial partners.

Union Square - Benchmarks

| Benchmark | Question | Was This Met in FY2022? |
|--------------------|---|-------------------------|
| Benchmark 1 | Variance between management plan budget and fiscal year budget is $X < 10\%$? | Yes |
| Benchmark 2 | Non-assessment revenue is $X \geq 8.00\%$ | Yes |
| Benchmark 3 | Variance between fiscal year budget and fiscal year actuals is $X < 10\%$ | Yes |
| Benchmark 4 | Were carryforward funds indicated from on fiscal year to the next fiscal and were projects designated to be spent on? | Yes |

Union Square Alliance - Findings and Recommendations

- **Activations & Marketing of District:** Continued to identify/prioritize needs and solutions to bring both local and international visitors to the area to support local businesses.
 - Installed an array of pink and purple lanterns at Maiden Lane, Union Square Park, and Hallidie Plaza & activated Union Square Park with a regular music series.
 - Spurred by holiday success, light displays were made permanent throughout the year
 - Activated Hallidie Plaza with a series of colorful improvements, including holiday décor, lanterns, wayfinding banners, a mural, café tables and seating, and landscaping maintenance.
 - Completed a district rebrand and developed a social media strategy as well as ad campaigns throughout the fiscal year.
- **Smooth Leadership Transition:** In this year, Karin Flood - longtime executive director - left the position and was replaced by former Head of the Office of Cannabis and Assistant District Attorney, Marisa Rodriguez early in FY 21-22.
- **Surveillance Technology:** The CBD does employ surveillance technology and did comply with OEWD's memo regarding this technology.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.
- Overall, the CBD is well-positioned to carry on its mission.

Tourism Improvement District (TID) & Moscone Expansion District (MED) - Benchmarks

| Benchmark | Question | TID: Was This Met in FY2022? | MED: Was This Met in FY2022? |
|--------------------|--|------------------------------|------------------------------|
| Benchmark 1 | Variance between management plan budget and fiscal year budget is X < 10%? | Yes | Yes |
| Benchmark 2 | Variance between fiscal year budget and fiscal year actuals is X < 10% | Yes | Yes |
| Benchmark 3 | Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on? | Yes | Yes |

TID/MED - Findings and Recommendations

- **Pandemic Impact on Revenue:** Both districts' special assessment revenues were significantly impacted by the Covid-19 pandemic. The formula for both districts is based on a percentage of revenue generated from hotel room purchases in the City and County of San Francisco.
 - This impact can be seen with both districts' respective actuals for the reporting period.
- **Successful TID Renewal/Expansion:** Though just outside of this reporting period, the TID completed its renewal and expansion process in Fall 2022. With this, the District is now set to expire in December 2038.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.
- The Districts continue to succeed at their primary purpose of attracting tourism and conventions to San Francisco and renovating the Moscone Convention Center.

Downtown Partnership - Benchmarks

| Benchmark | Question | Was This Met in FY2022? |
|--------------------|--|-------------------------|
| Benchmark 1 | Variance between management plan budget and fiscal year budget is $X < 10\%$? | Yes |
| Benchmark 2 | Non-assessment revenue is $X \geq 3.20\%$ | Yes |
| Benchmark 3 | Variance between fiscal year budget and fiscal year actuals is $X < 10\%$ | Yes |
| Benchmark 4 | Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on? | Yes |

Downtown SF Partnership - Findings and Recommendations

- **First Annual Report Submission:** The Downtown SF Partnership was formed in 2019 and its first full year of operation was FY 20-21. In accordance with state statute, this is the organization's first annual report submitted to the City and County of San Francisco.
- **Service Delivery:** Although new, the Downtown SF Partnership quickly emerged as a thought and best practice leader.
 - In FY 21-22, they were able to respond and complete a total of 300 unique 311 tickets, or 47.24% of those generated within their service area (recorded through their participation in the Connected Worker app)
 - The CBD prioritized attracting folks into the downtown core and back to the office with new public space activations (inaugural Let's Glow SF light show) and working to enhance and support timeless traditions (such as Bastille Day)
- **Surveillance Technology:** The Downtown Partnership *did not* employ surveillance technology in this reporting period.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.
- Overall, the CBD is well-positioned to carry on its mission.

ANNUAL REPORT
Fiscal Year 2021-2022
OCEAN AVENUE ASSOCIATION

The Ocean Avenue Community Benefit District consists of a 12-block retail business corridor in the southern part of San Francisco.

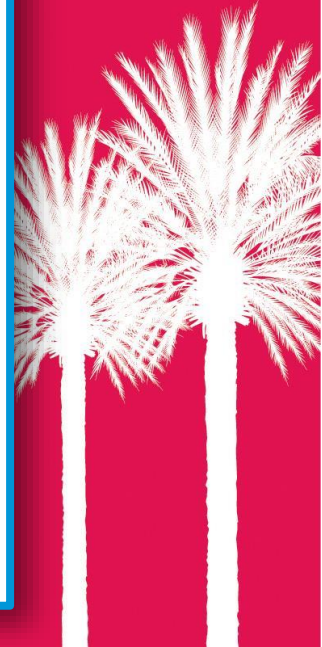
It is at the center of a quiet residential area easily accessible by BART, MUNI, 280 Freeway, Junipero Serra or 19th Avenue, and is a place of unity for businesses serving people of all backgrounds.



Intro

FY 2021-2022 was a time of great progress for OAA, for example:

- ★ We reviewed and updated our contracts.
- ★ We worked with Cleanscapes to make sure Ocean Avenue was clean and graffiti free.
- ★ We worked with DPW to add five trash cans at critical locations.
- ★ Our “*Respect New 20 MPH on Ocean Avenue*” prints were posted on windows of businesses, and our posters appeared on social media with politicians and law enforcement officers.
- ★ We developed and participated in a series of events to bring neighbors to Ocean Avenue.



Cleaning-Graffiti Data:

- ★ Trash Collected: 25,000 lbs.
- ★ Graffiti cleaned-up: 1,300 occurrences
- ★ Blocks power washed: 200
- ★ #311 Calls (big items removal): 340
- ★ Palm Trees Cleaned: 50
- ★ Other Trees Thinning: +/- 40
- ★ Feces cleaning: 600

By The Numbers

Spreading The Word

Marketing:

- ★ OAA developed a database of all businesses, and produced the Ocean Avenue Business Directory that can be found at multiple locations on Ocean Avenue,
- ★ OAA has increased its email list by 38% during the FY 21/22. Emails with Community Updates are sent out 2 to 3 times monthly.
- ★ OAA is active on Facebook, Twitter, and Instagram.
- ★ Posting happened 2 to 3 times weekly.
- ★ In FY 21/22, we showed a 300% increase in Instagram followers telling us that a young audience is very involved on Ocean Avenue.
- ★ We saw an average increase of 40% in Email / Facebook / Twitter / Instagram for FY 21/22.

San Francisco adopted a speed reduction of 5 MPH along Ocean Avenue, and:

- ★ OAA promptly started a public campaign to promote the new 20 MPH speed limit by passing window signs to businesses, stickers to kids, and posing at events with posters promoting the new speed limit of 20 MPH.
- ★ All intersections on the Ocean Avenue business corridor have a traffic light signal except at Granada.
- ★ OAA collected about 400 signatures asking our district supervisor to install a STOP sign on Ocean at Granada Avenue.

Street Safety

Examples:

- ★ Thanks to a grant from Paint the Void, a free temporary artwork was painted by artist Andrea Perreira on the front of the NEMS building (1441 Ocean) in January 2022.
- ★ Bows were installed on all palm trees of the district at the end of November 2021 giving a cheerful Holiday welcome to the visitors.
- ★ OAA worked with the property owner SFMTA to regularly steam clean the plaza. OAA also worked with their team to keep up the landscape around the plaza.

Beautification



Helping Merchants:

- ★ OAA has diligently encouraged businesses to apply for the Vandalism Relief Grant. An instruction pamphlet was designed in English/Chinese to help affected businesses.
- ★ OAA is working with the Office of Small Business to resolve ADA issues with retail stores who need to update their entrances to qualify for grants.
- ★ We worked with merchants that qualified for the OEWD Rent Relief Pilot Program.
- ★ In March 2022, our vacancy report showed a 25% vacancy. By June, this report showed vacancies had fallen to about 12%.

Business Assistance



Events and Activations

Examples:

- ★ “National Night Out”: a community-building that promotes police-community partnerships.
- ★ “Ocean After Hour”: a business owners & neighbors gathering (Jul, Aug & Sept 21); past Executive Director Dan Weaver was presented with a Mayor’s Proclamation.
- ★ “Open The Gate”: Ingleside Library Gateway Grand Opening in September 2021.
- ★ “MuSix September”: featured musicians on Ocean Avenue between Miramar and Faxon. Sponsors included Whole Foods Market (4 Gift Certificates), Ocean Paws/The Plant Lady.
- ★ “Gotta Love Ocean Avenue” Art Show: organized by community member Kate Favetti, OAA sponsored this well attended event in October 2021.



- ★ Community Cleanup of Unity Plaza on National Public Lands Day – with community volunteers, Whole Foods Market employees, OAA Board Directors & staff (Sept 2021). 25 bags of weeds and trash were collected.
- ★ 20 dedicated students from Lick-Wilmerding volunteered to clean-up the walkway known as 699 Ocean Avenue and collected 40 bags of trash and weeds.
- ★ A group of 15 students from Lick-Wilmerding volunteered to make noise on Ocean & Granada Avenues to make drivers aware of the new 20 MPH speed limit.
- ★ OAA sponsored the SF Turkey Drive who collects turkeys to feed the poor and homeless coming to St. Anthony's Dining Room to get fed.

Events and Activations

From the FY 20/21 Strategic Plan, the following accomplishments were made:

- ★ Board Member Handbook
- ★ Personnel Policies and Procedures
- ★ Financial Policies

Looking Forward



2022 and Beyond:

- ★ The process for the renewal of OAA started with the signing of the contract with the consulting firm NBS in July 2021.
- ★ The Renewal & Expansion working group met with new stakeholders including a Lakeside Village group, Mayor's Office of Housing and Community Development, Municipal Transportation Authority, Parks & Rec, and BART.

Looking Forward



Budget

o Comparing Totals FY 21/22 Budget

| Service Category | Assessment \$ | % of Budget from Assessment | Non-Assessment \$ | % of Budget from Non-Assessment | Total Amount \$ | % of Total Budget |
|--|------------------|-----------------------------|-------------------|---------------------------------|------------------|-------------------|
| Cleaning, Maintenance & Safety Program | \$192,155 | 45.03% | - | - | \$192,155 | 30.57% |
| Marketing, Streetscape Improvements & Beautification Program | \$88,945 | 20.85% | \$11,988 | 5.94% | \$100,933 | 16.05% |
| Management & Operations | \$130,560 | 30.60% | \$190,000 | 94.06% | \$320,560 | 50.99% |
| Contingency & Reserves | \$15,000 | 3.52% | - | - | \$15,000 | 2.39% |
| Total Budget | \$426,660 | 100% | \$201,988 | 100% | \$628,648 | 100% |

o Comparing Totals FY 21/22 Actual

| Service Category | Assessment \$ | % of Budget from Assessment | Non-Assessment \$ | % of Budget from Non-Assessment | Total Amount \$ | % of Total Budget |
|--|------------------|-----------------------------|-------------------|---------------------------------|------------------|-------------------|
| Cleaning, Maintenance & Safety Program | \$190,882 | 55.56% | - | - | \$190,882 | 40.68% |
| Marketing, Streetscape Improvements & Beautification Program | \$41,380 | 12.05% | \$11,968 | 9.52% | \$53,348 | 11.37% |
| Management & Operations | \$111,255 | 32.39% | \$113,749 | 90.48% | \$225,004 | 47.95% |
| Contingency & Reserves | - | - | - | - | - | - |
| Total Budget | \$343,517 | 100% | \$125,717 | 100% | \$469,234 | 100% |





OPERATIONS

July 1st, 2021 - June 30th, 2022

2021 - 2022

SERVICES

SOMA West Community Benefit provides the following service with an in-house team of full-time employees with full benefits, as well as contractors on an as-needed basis.

- **Cleaning & Maintenance**
- **SOMA West Night Crew**
- **Outreach**
- **Public Realm and Streetscape Improvements**
- **Neighborhood Identity and Marketing**
- **Advocacy**



CLEANING & MAINTENANCE OPERATIONS



SOMA West CBD ambassadors' hard work is driven by real-time data collected through multiple channels, including 311 and daily walk-through of our district's ten cleaning zones. As a district of our size, this data-driven approach allows us to track tasks and provide services to the far reaches of our district more efficiently. Cleaning and maintenance services include sidewalk and gutter sweeping, sticker and handbill removal, pressure washing, graffiti removal, trash and bulk removal, greening and maintenance, and more.

SOMA West Community Benefit District Mid-Year Report 2022

CLEANING & MAINTENANCE OPERATIONS

- Micro neighborhood approach (10 zones) 21 ambassadors
- 6 trucks
- 1 Street Vacuum
- 1 Dump Truck
- 1 Pressure Washer
- Landscaper
- contractor
- Jia (location-based field management software for ambassadors)
- Performance incentives and Hazard pay
- Employee support and professional development opportunities
- Employee wellness program including once a month group meetings, gatherings, and trainings



NIGHT TEAM AMBASSADOR PROGRAM



Beginning in March 2021, we have operated a small but mighty Night Crew Ambassador Program. The Night Crew program's key priority is maintaining a welcoming and vibrant neighborhood by directly interacting with neighborhood stakeholders and providing our cleaning and maintenance services in the evening. Since its launch, the Night Crew has been successful and popular, especially with businesses that have worked with the night shift to help their customers and employees feel safer with their presence. Our 'eyes on the street' approach have helped deter crime, including arson and vehicular break-ins.

While our small team of night ambassadors does a lot, we have been advocating to expand this group to improve the overall feeling of safety in the neighborhood.

Growing this team is our organization's and neighbors' priority for 2023 and beyond.

OUTREACH

We are incredibly proud of our outreach efforts in the district, primarily through the leadership of Outreach Director Hanif Hakeem. Hanif walks and bikes the streets of SOMA West each day - connecting people to services, handing out food, water, sanitary items, and warm accessories, including ponchos on those rainy days we have been experiencing- all while building relationships and trust with the local community of individuals experiencing homelessness. Quantifying our team's work under his leadership is challenging, but his impact is felt throughout the neighborhood.

We continue to partner with City Departments to help address these issues, including Healthy Streets Operation Center (HSOC unit), the S.F. HOT team, the Encampment Resolution Team, Health-Right 360, Food Runners S.F. AIDS foundation, DPW, and SFPD.

As a bright spot this year, we receive hundreds of donations of ponchos, new socks, gloves, beanies, snacks, and sanitary items to support our unhoused neighbors.



CLEANING &
MAINTENANCE
STATS

825,173

POUNDS OF GARBAGE REMOVED*



*Not including bulk items

SOMA West Community Benefit
District Mid-Year Report 2022
Maintenance Data

COVERAGE MAP



OPERATIONS DATA BY THE NUMBERS

825,173

LBS OF GARBAGE
REMOVED

328,935

CLEANING TASKS

101,447

SWEEPING TASKS

64,318

HAZARDOUS
TASKS

82,443

TRASH BAGS
COLLECTED

16,985

LANDSCAPING
TASKS

18,198

GRAFFITI
REMOVAL TASKS

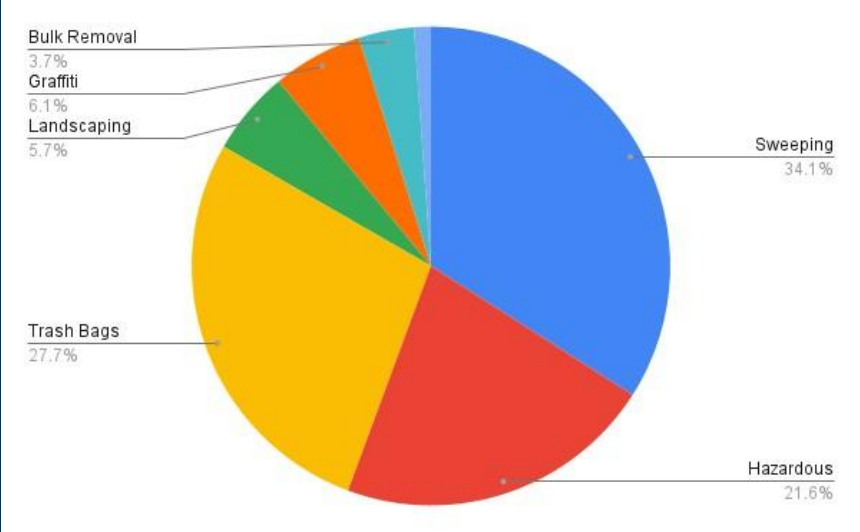
11,150

BULK ITEM TASKS

3,386

MISCELLANEOUS
TASKS

OPERATIONS TASK BREAKDOWN



STREETSCAPES & PUBLIC REALM

Hanging Baskets

We piloted a hanging flower basket program that we plan on continuing and expanding. We selected the 11th Street nightlife corridor and Eagle Plaza and the feedback was overwhelmingly positive. The bright bursts of color were welcomed by neighbors in all of SOMA's diverse communities.

Joshua Hubert, Glimmer, Clementina & 8th Partnered with Bay Area lighting artist Josh Hubert to install an LED artwork between two buildings at 8th and Clementina. Glimmer features are programmable with infinite patterns and daytime optical effects. Glimmer is not just a cutting-edge sculpture but the first in multiple light-art sculptures to be brought to the SOMA West neighborhood, making it an attractive destination to benefit the local community and businesses alike. The goal of Glimmer is to bring art to the area and create a beautiful illumination to improve the safety of our community.



STREETSCAPES & PUBLIC REALM

Planters We rolled out and maintain over 150 planters throughout the district, bringing more green into our neighborhood. This is an ongoing program that will continue and expand.



STREETSCAPES & PUBLIC REALM

Velia de Iulis Mural, Folsom and 7th Street

Commissioned San Francisco-born artist Velia De Iulis to paint California Native flowers on a wall that has a long record of being regularly tagged with graffiti.



Ringold Alley Maintenance

Ringold Alley Maintenance was completed in Spring of 2022 in partnership with the SF Leather and LGBTQ Cultural District. Ringold Alley is a historic location for the Leather community in SOMA. Leather pride colored paving, bronze boot prints, stone plinths, and more were all implemented in 2012 and have been in serious need of maintenance. SOMA West CBD funded the maintenance work and the celebration for the completion of the work.



STREETSCAPES & PUBLIC REALM

Hot Off the Press Mural by 1AM Projects

Sponsored mural by acclaimed neighborhood mural artists
1AM in collaboration with The Box SF and SF parks
Alliance as part of the Moss Metamorphosis Project.



COMMUNITY EVENTS

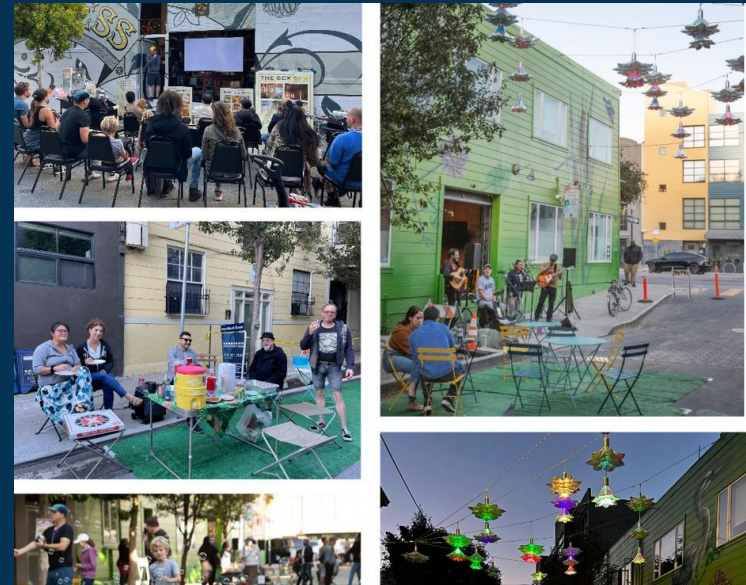
Ringold Revival Event

Ringold Revival Block Party to celebrate the completion of maintenance with history tour with renowned historian Gayle Rubin, a caricature artist, boot blacking, and a artist boot auction to benefit the Leather Cultural District.



Moss Metamorphosis Community Block Party

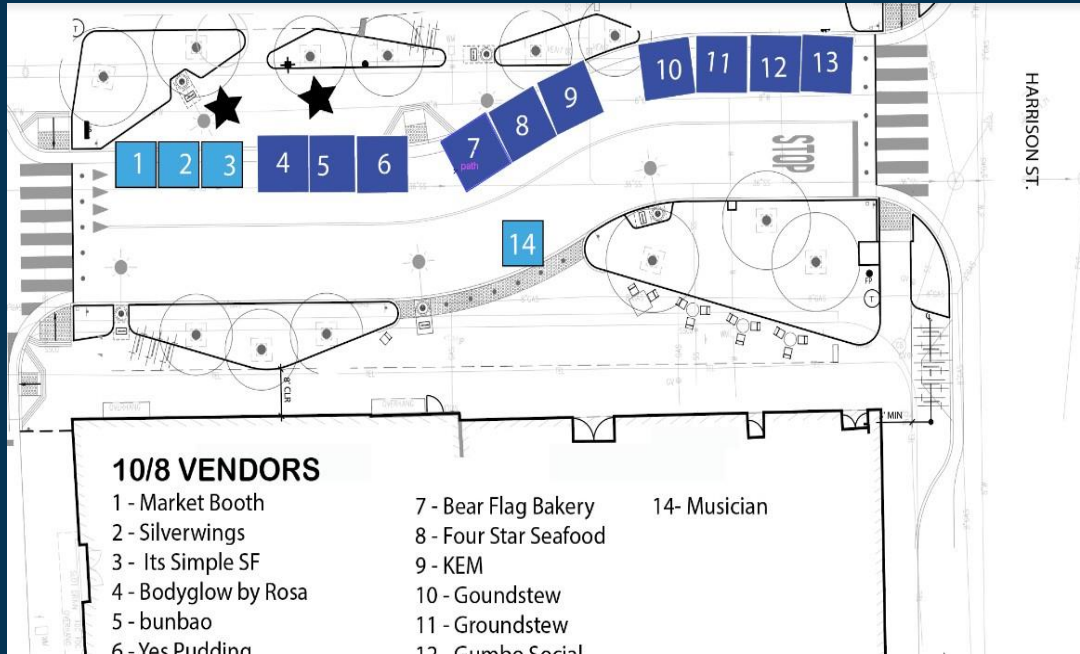
In celebration of installation of lights, planting, and murals that have recently been completed as part of the SF Parks Alliance's Moss Metamorphosis, we hosted a gathering of neighbors and community members to enjoy the enhanced streetscape on Moss.



COMMUNITY EVENTS

SOMA West Farmers Market Planning

Planning for the SOMA West Farmers Market Pilot ongoing. Location analysis, stakeholder and community engagement, vendor outreach, marketing and communications, and permitting all in preparation for a July 16th 2022 launch. The pilot program will run from July 16th - October 29th, 2022 at Eagle Plaza.



COMMUNITY EVENTS

Sockgiving

With the Support of the Sisters of Perpetual Indulgence and SF Cat Club, donations of socks, beanies, and sanitary items were donated for SOMA West CBD's outreach efforts.

PLAYLAND X SOCKSGIVING!

SOCK DRIVE TO SUPPORT SOMA WEST CBD OUTREACH

PRESENTED BY: THE SISTERS OF PERPETUAL INDULGENCE

AT PLAYLAND: SF'S WEEKLY FETISH SOCIAL & DANCE PARTY IN THE HEART OF SOMA!



SOMA Sings

Event with SOMA Pilipinas where Russ Street was closed to traffic for SOMA Sings, a holiday event centered around music with the TNT Traysikel Karaoke machine and the Holly Jolly Trolley, a cable car decked out with holiday decorations and holiday carolers, in collaboration with SFOEWD.



Heron Arts

SOMA West CBD sponsored an event at Heron Arts featuring a dance performance choreographed for one of the artworks. We look forward to partnering with them in the coming year!



SOMA Second Saturdays

A monthly leather and kink craft fair that takes place at Eagle Plaza on Saturdays after the Farmers Market in partnership with the SF Leather and LGBTQ Cultural District and Folsom Street



SOMArts Gala

SOMA West CBD has sponsored events from our neighbors at SOMArts, supporting their endeavors to bring more people into the South of Market neighborhood through dynamic, exciting program highlighting diverse local artists. Most recently we sponsored their annual fundraising gala.

COMMUNITY EVENTS



Cleanup days on Russ and Moss Streets

Partnered with SOMA Pilipinas, SF Parks Alliance, partnered twice to host a neighborhood cleaning around Russ and Moss Streets.



Sunday Streets Folsom

SOMA West CBD participated in the Sunday Streets SOMA - handing out flyers and surveys for the neighborhood, as well as meeting neighbors. SOMA West CBD also sponsored local food businesses to participate in Sunday Streets by covering the cost of Health Department Permitting.



Moss Street Block Party

In partnership with SOMA Pilipinas and Parks Alliance, a community block party with live music, performing arts, food vendors, and play structures for families, July 2021.

ADVOCACY



ADVOCACY ACTIVITIES BY SOMA WEST STAFF AND BOARD

- International Downtown Association Federal Policy Committee Policy Priorities: Homelessness
- Economic Development and Placemaking Housing
- Public Safety
- California Downtown Association Our legislative voice in Sacramento
- San Francisco CBD Alliance
- City Hall policy reform
- SF Rail yards Project Community Advisory Committee SOMA Community Advisory Committee
- District Six Representation for the San Francisco Public Space Advisory Committee (CBD Board Member)
- SOMArts Board
- Friends of Eagle Plaza Board WalkSF

MARKETING & COMMUNICATIONS

District 360

SOMA West CBD took a big step in organizing our operations by getting the entire district's property data onto District360, a software built on the Salesforce platform. District360 brings all of our property, business, and stakeholder information into one system giving our team a 360-degree view of all operations in SOMA West.

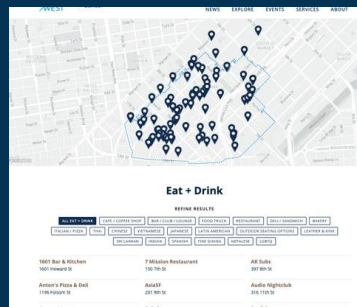
Monthly Newsletter

We are continuing to produce a monthly newsletter that highlights our internal operations, City resources and announcements, neighborhood news, events, and more!



New Website

Development of a new website with Geocentric, who specialize in building beautiful websites for districts and corridors. We selected Geocentric because of their emphasis on celebrating the uniqueness of a place: highlighting small businesses, community organizations, and local events. We aim to be a hub of information for SOMA residents and businesses, a space to learn about the neighborhood and support local businesses. The website was completed in spring of 2021.



MARKETING & COMMUNICATIONS

SOMASAPIENS Film Series

SOMA Sapiens is a series of ongoing short films by Grant Thompson in partnership with SOMA West Community Benefit District that offers a snapshot of people’s lives in the South of Market neighborhood in San Francisco. We aim to celebrate and uplift the stories of the individuals that make this diverse neighborhood into a vibrant community.



Spot Design

[READ MORE >](#)



Elmira

[READ MORE >](#)



Biro & Sons

[READ MORE >](#)



1AM Gallery

[READ MORE >](#)



SOMA WEST CBD BOARD MEMBERS

James Spinello
President

Alex Ludlum
Vice President

Ryan Dick
Secretary

Brendan Tobin
Treasurer

Adam Mesnick, Deli Board (Small Business Owner)
Barry Synoground, DNA Lounge (Small Business)
Beth Stokes, Episcopal Community Services (Non-Profit Housing Organization)
Brandon McGanty, (Property Owner & Resident)
Brian Pepin, (Property Owner)
Carla Laurel, West Bay Filipino Center (Community Organization)
DeeDee Crosset, San Francisco Institute of Esthetics and Cosmetology (Education)
Eric Lopez, (Property Owner & Resident)
Harold Hoogasian, Hoogasian Flowers (Small Business)
Henry Karnilowicz, (Small Business Owner and Resident)
Jason Cinq-Mars, LGBTQ+Leather District (Cultural Organization)
Maria Jenson, SOMArts (Cultural Organization)
Randy Maupin, Cat Club (Small Business Owner and Resident)
Tim Figueras, (Resident)
Kevin Bixler, (Property Owner & Resident)
Lisa Creed, (Property Owner & Resident)
Stuart Collins, (Property Owner & Resident)
Tova Lobatz, (Cultural Organization)
Laura Kudritzki, (Small Business Owner)
Jesse Tepfl, (Resident)
Patrick Eggan, (Resident)

Committees

Executive

Safety & Services

Nominations

Finance & Governance

Neighborhood Identity

The logo features the text 'SO/MA WEST' in a white, sans-serif font. A blue diagonal slash is positioned between 'SO' and 'MA'. Below 'WEST' is the text 'COMMUNITY BENEFIT DISTRICT' in a smaller, white, sans-serif font. The background is a dark blue field with a repeating pattern of lighter blue 'X' shapes.

SO/MA
WEST COMMUNITY
BENEFIT
DISTRICT

2021/22 GAO Presentation

Jul. 1, 2021 – Jun. 30, 2022



Website Launch Results

Jul. 1, 2021 – Jun. 30, 2022

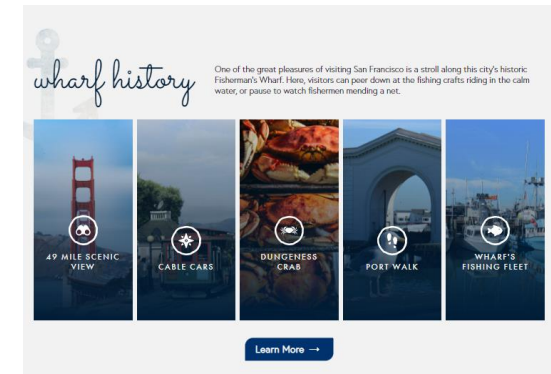
The first full fiscal year saw a

143%

increase in users

247%

increase in pageviews from the 2020/21 fiscal year.



Events & Holidays

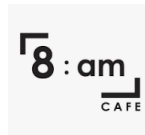
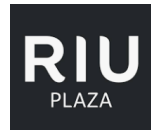
Jul. 1, 2021 – Jun. 30, 2022

- For **Fleet Week 2021**, FWCBD hosted a band at the Fisherman's Wharf plaza and facilitated the command post, working closely with SFPD and the Academy of Arts to safely communicate in case of an emergency.
- The FWCBD partnered with a vendor to install **Christmas lights on the Fisherman's Wharf Sign**, offering visitors the perfect Holiday photo destination.
- Due to COVID-19 and public safety concerns, **Merry Time at the Wharf**, our annual holiday event, was canceled.
- In March 2022, the FWCBD partnered with the head of San Francisco tourism, the Chamber of Commerce, and 8 other civic entities in San Francisco to launch a "high-end" cannabis festival **Evergreen San Francisco** for guests looking for alternatives to Hippie Hill (more on next slide).
- In April 2022, the FWCBD partnered with KPFA, SF Public Library, Green Apple Books, and Seaweed for a **special book signing event** at the Fisherman's Wharf plaza with one of San Francisco's most renowned writers Alia Voltz, author of Home Baked: My Mom, Marijuana, and the Stoning of San Francisco.

Affiliate Marketing

Jul. 1, 2021 – Jun. 30, 2022

- The District is funded through an annual assessment for 15 years from the property owners for both the Landside and Portside boundaries of the district. In 2021, the Portside CBD elected not to renew. The FWCBD Affiliate Program was relaunched in February 2022 to champion this financial setback by regaining those businesses on the Northside of Jefferson who still want to receive selected services from the FWCBD for a fee.
- From February to June 2022, **15 new affiliates:**



Pier 41 Location



Committed to Participate in
May; Signed Up in August



Renewal

Advertising

Jul. 1, 2021 – Jun. 30, 2022

- Received a **\$120,000** Google Grant for AdWords. This annual grant allows the FWCBD to create ad campaigns and boost its search ranking on Google, which is our top referral search engine. The FWCBD partnered with Nonprofit Megaphone to increase overall clicks and optimize Google Ads.
 - This included **18** ads that generated **60,636** clicks, **599,854** impressions, and an average CTR of **10.11%**.
- From July 2021 to June 2022, we ran two campaigns highlighting Fleet Week and the What's Up Wharf blog program for a total spend of **\$1,014.99**.
 - This included a paid reach of **96,507** people and **6,010** clicks, and **209,944** impressions.

Ambassador Program

Jul. 1, 2021 – Jun. 30, 2022

- 7 days a week, the **FWCBD Ambassadors** help keep Fisherman's Wharf clean by sweeping the streets and power washing; removing graffiti and stickers; and collecting trash.

- Cleaning Highlights:**

- Pounds of Trash Collected **28,890**
- Graffiti & Stickers Removed **5,547**
- Pan & Broom Block Faces Swept **14,815**
- Sidewalk Outreach **2,854**
- Street Furniture Cleaned **4,009**
- Painting Projects Completed **494**



Financials

Jul. 1, 2021 – Jun. 30, 2022

2021-2022 Year-End Financials

July 1, 2021 to June 30, 2022

| REVENUE | ACTUAL | BUDGET | Variance |
|---------------------------------------|---------------------|---------------------|-------------------|
| Assessments | \$ 1,223,784 | \$ 1,223,784 | \$ - |
| Grants/Other | 183,313 | 82,000 | 101,313 |
| Donations (Cash & In-Kind) | 132,017 | - | 132,017 |
| Total Revenue | \$ 1,539,114 | \$ 1,305,784 | \$ 233,330 |
| EXPENSES | | | |
| Clean and Safe Program | \$ 723,975 | \$ 655,700 | \$ 68,275 |
| Marketing and Event Marketing Program | 497,174 | 377,480 | 119,694 |
| Administration & Contingency | 228,957 | 272,604 | (43,647) |
| Total Expenses | \$ 1,450,106 | \$ 1,305,784 | \$ 144,322 |
| Revenue over Expenses | \$ 89,008 | \$ - | \$ 89,008 |
| Prior Year Carryover | \$ 710,713 | \$ 710,713 | \$ - |
| 2021-2022 Year-End Carryover | \$ 799,721 | \$ 710,713 | \$ 89,008 |

2022-2023 Budget

July 1, 2022 to June 30, 2023

| REVENUE | BUDGET |
|---------------------------------------|---------------------|
| Assessments | \$ 1,284,990 |
| Grants/Other | 69,000 |
| Total Revenue | \$ 1,353,990 |
| EXPENSES | |
| Clean and Safe Program | \$ 636,200 |
| Marketing and Event Marketing Program | 421,030 |
| Administration & Contingency | 296,760 |
| Total Expenses | \$ 1,353,990 |
| Revenue over Expenses | \$ - |

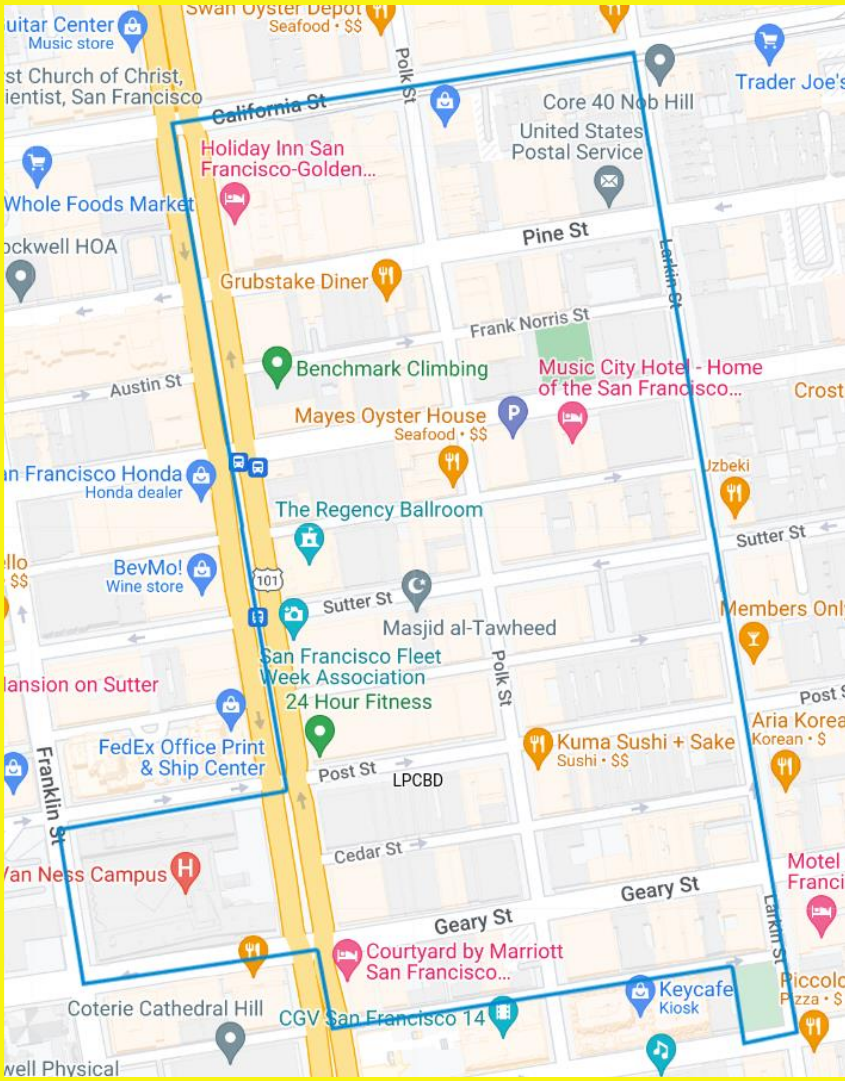
Thank You!



• **LOWER POLK** •

COMMUNITY BENEFIT DISTRICT

2021-2022 Annual Report



The Lower Polk CBD encompasses 22 whole or partial blocks on lower Polk street. It is a diverse and challenging District, due to its proximity to the Tenderloin, and to the high traffic Van Ness corridor.

The tail end of the pandemic continued to be challenging, yet the members of our local, diverse, and active Board of Directors continued to collectively demonstrate outstanding leadership and commitment to our unique and vibrant District.



In 2021-2022:

Cleaning: We continued to increase District cleaning and sanitizing public fixtures, train staff on personal protective equipment (PPE) use, and provide business support services to merchants and renters affected by the pandemic.

Business support: We transitioned our placemaking and arts program from an events and arts focus to a business support activation focus to support businesses facing COVID-19 losses and impacts. As FY 21-22 regulations shifted and the LPCBD assisted businesses in keeping up in an ever changing regulatory environment.

Community engagement: We continued to serve on the Lower Polk Neighbors stakeholder group, the Lower Polk TAY Navigation Center CAC, and the San Francisco Community Benefit District Consortium.



Elected new board members, new officers and community chairs. Renewed the terms of current board members.

Kept up with new developments in the Lower Polk District, including the post-pandemic shift to hybrid and remote work, and their effect on quality of life and other issues. The district has been negatively impacted and the nightlife economy has suffered, and the LPCBD has shifted resources accordingly.

Stayed involved in leadership positions with many community and City organizations, including Lower Polk Neighbors and the Lower Polk TAY Navigation Center CAC, among others.



With respect to finance and fund development:

Completed our organizational annual audit and received an unmodified opinion, which shows approval.

Prepared budget projections, taking into account the changing economic landscape of San Francisco.

Reviewed our organizational investments and insurance.



We Continued To:

Continued to provide regular cleaning and maintenance services throughout the District, with a focus on keeping public spaces clean and safe.

Expanded the LPCBD Ambassador Clean Team to meet the increased needs of the District.

Implemented new performance measures and goals for neighborhood cleanliness.

Hired a contracted pressure washing/steam company to clean the district in its entirety and specific areas as needed.

We Continued To:

Worked closely with the San Francisco Police Department and the Department of Homelessness and Supportive Housing to address issues around quality of life and safety, including homelessness and drug use.

Brought the OEWD-funded Hospitality Ambassador team on board during Q3 and Q4.

Provided funding for presence at Sgt. Macaulay park to provide both a safety/stewardship presence at the park and resources for individuals experiencing homelessness and other social service needs.

Participated in multiple neighborhood safety and security groups to discuss and take action on issues and trends, with a special focus on the safety and condition of alleyways.

We Continued To:

Collaborate with the Department of Public Health to address homelessness and the neighborhood street population.

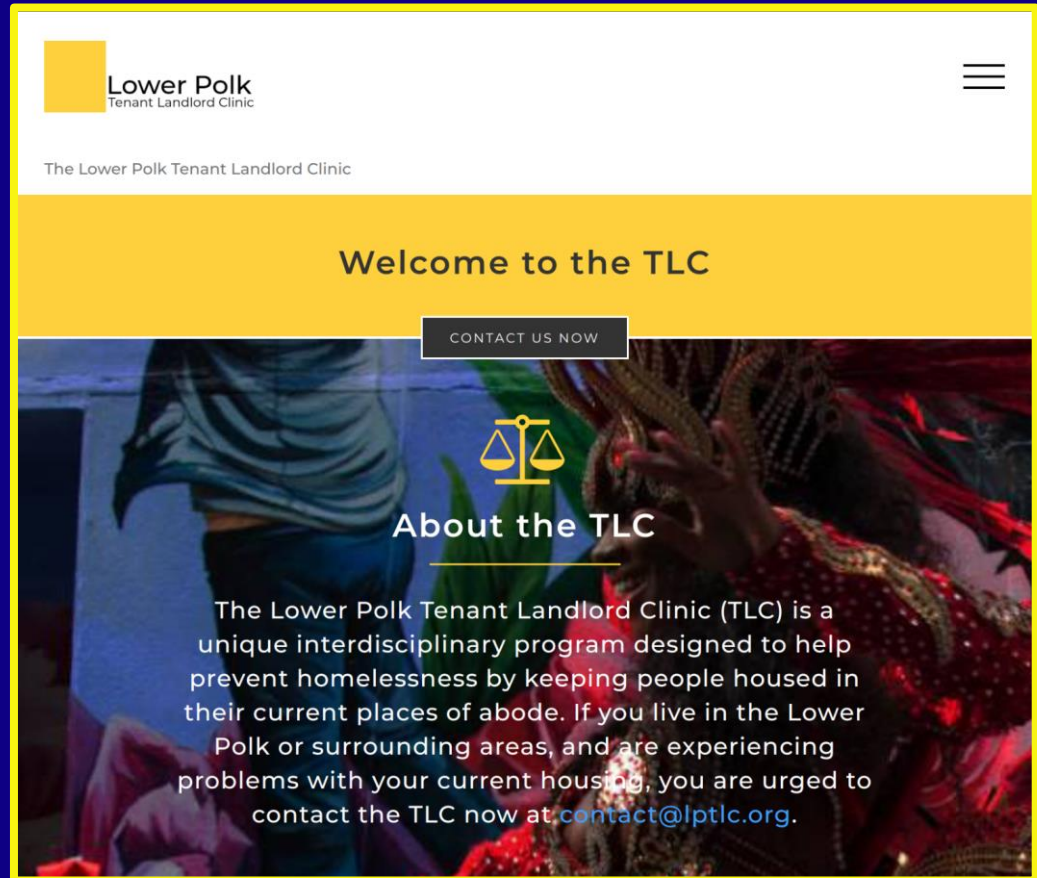
Continued to operate the award-winning Lower Polk Tenant Landlord Clinic, which helps landlords, small merchants and tenants resolve issues that may lead to tenant or merchant displacement.

Advocated to city Departments and Elected Officials and others for needs of the District.



The Lower Polk Tenant Landlord Clinic (TLC) is a unique interdisciplinary program designed to keep residential tenants and small businesses stably sited. It works with people who live in the Lower Polk or surrounding areas, or operate a small business in the Lower Polk or surrounding areas.

Its coalition members include the Bar Association of San Francisco and UC Hastings.




Lower Polk
Tenant Landlord Clinic

The Lower Polk Tenant Landlord Clinic

Welcome to the TLC

CONTACT US NOW



About the TLC

The Lower Polk Tenant Landlord Clinic (TLC) is a unique interdisciplinary program designed to help prevent homelessness by keeping people housed in their current places of abode. If you live in the Lower Polk or surrounding areas, and are experiencing problems with your current housing, you are urged to contact the TLC now at contact@lptlc.org.

Financial Data*

Statement of Operations (Actual vs. Budget)

for the fiscal year ended June 30, 2022

| | Actual | Budget | Variance Positive/(Negative) | Variance % |
|--|------------------|------------------|---------------------------------|-------------|
| REVENUE AND SUPPORT | | | | |
| Assessment revenue | 926,992 | 982,784 | (55,792) | -6% |
| Grant revenue | 859,469 | 173,102 | 686,367 | 397% |
| Contributions | 68,208 | 57,199 | 11,009 | 19% |
| Interest | 30 | - | 30 | 100% |
| TOTAL REVENUE AND SUPPORT | 1,854,699 | 1,213,085 | 641,614 | 53% |
| EXPENSES | | | | |
| Cleaning, Maintenance, and Safety | 781,955 | 666,154 | (115,802) | -17% |
| Marketing, Streetscape, and Beautification | 659,183 | 290,782 | (368,400) | -127% |
| Management and Operations | 124,347 | 217,527 | 93,180 | 43% |
| TOTAL EXPENSES | 1,565,485 | 1,174,463 | (391,023) | -33% |
| Change in Net Assets | 289,214 | 38,622 | (250,591) | -649% |
| Prior Year Net Assets (Carryover) | 732,993 | 732,993 | - | 0% |
| TOTAL NET ASSETS | 1,022,207 | 771,616 | (250,591) | -32% |

Statement of Financial Position

As of 06/30/2022

ASSETS

| | |
|----------------------------------|------------------|
| Cash and Cash Equivalents | 925,166 |
| Grants Receivables | 575,887 |
| Assessment and Other Receivables | 21,520 |
| Prepaid Expenses | 105,021 |
| Equipment, net | 64,890 |
| TOTAL ASSETS | 1,692,484 |

-

LIABILITIES & NET ASSETS

LIABILITIES

| | |
|--------------------------|----------------|
| Accounts Payable | 410,896 |
| Accrued Liabilities | 57,214 |
| Unearned Revenue | 18,750 |
| CARES Act PPP Loan | 183,417 |
| TOTAL LIABILITIES | 670,277 |

NET ASSETS

| | |
|---|------------------|
| Without Donor Restrictions | 446,320 |
| With Donor Restrictions | 575,887 |
| TOTAL NET ASSETS (CARRYOVER) | 1,022,207 |
| TOTAL LIABILITIES & NET ASSETS | 1,692,484 |

-

Note: Our AR is late because of delayed completion of our financial statements and the subsequent audit. This unexpected delay was set in motion due to a significant late billing for the fiscal year by a Lower Polk Tenant Landlord Clinic subcontractor. This unexpected delay had a cascading effect on all our end-of-year processes.



Budget

FY 2022-23

REVENUE AND SUPPORT

| | |
|----------------------------------|------------------|
| Assessments | 1,012,268 |
| Grants | 280,000 |
| Contributions | 0 |
| Interest | 0 |
| TOTAL REVENUE AND SUPPORT | 1,292,268 |

EXPENSES

| | |
|--|------------------|
| Cleaning, Maintenance, and Safety | 883,597 |
| Marketing, Streetscape, and Beautification | 233,178 |
| Management and Operations | 160,276 |
| TOTAL EXPENSES | 1,277,052 |

| | |
|----------------|---------------|
| DEFICIT | 15,216 |
|----------------|---------------|



San Francisco Government Audit & Oversight Committee (GAO)

Union Square Alliance Fiscal Year 2021 – 2022
February 1, 2024

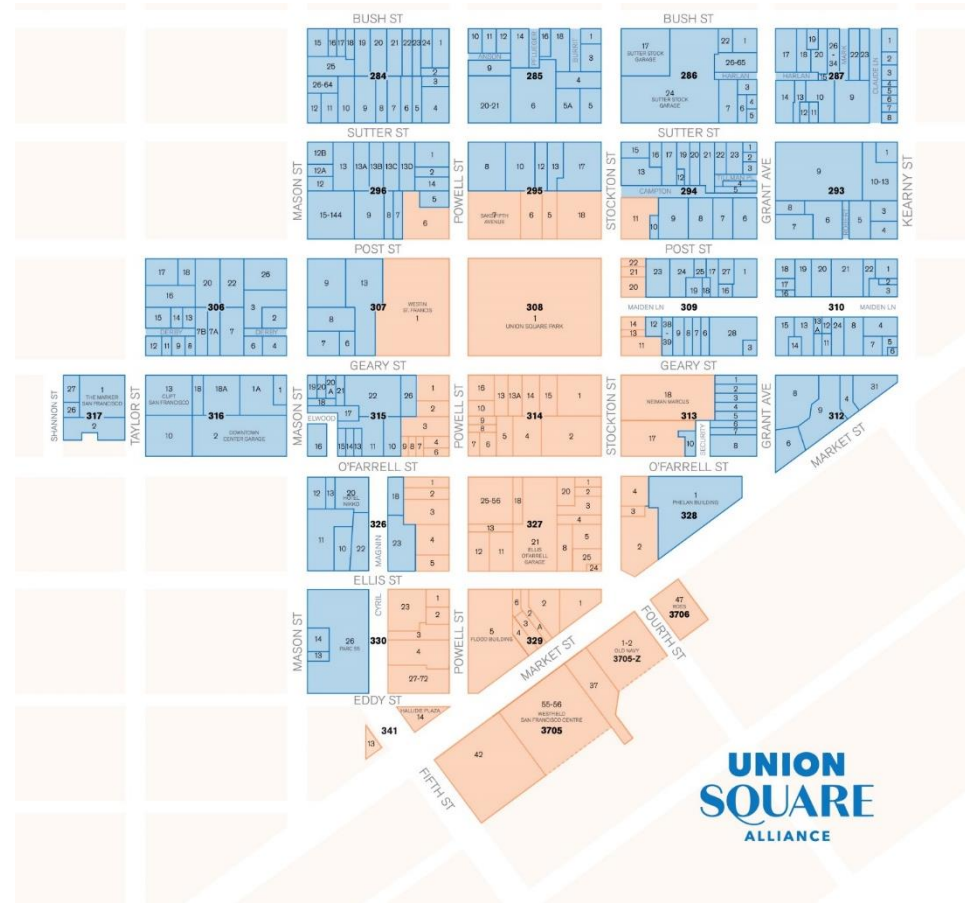
Marisa Rodriguez, Union Square Alliance

Introduction

Mission

The Union Square Alliance (formerly known as the Union Square Business Improvement District) serves members and creates a high visitor experience by managing and activating public spaces, attracting new investment, and advocating for the District's future success.

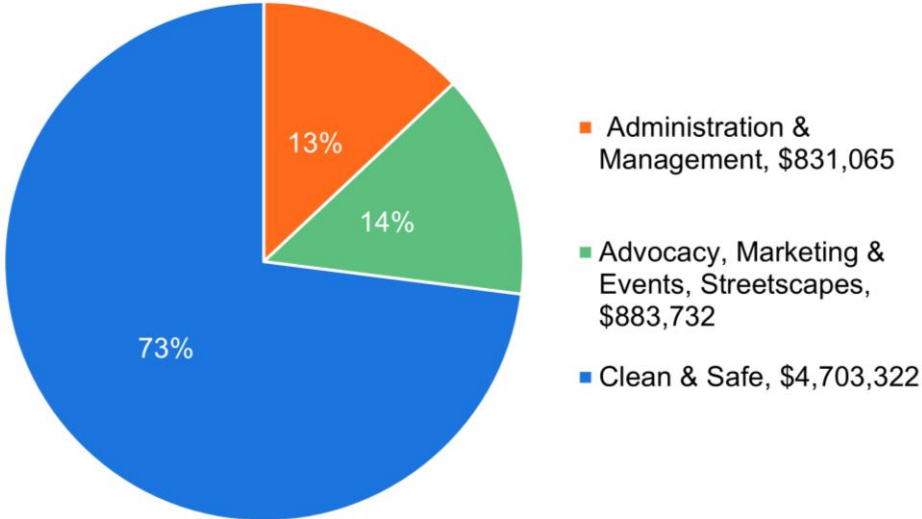
The Alliance oversees a 27-block area surrounding Union Square Park in the heart of San Francisco. It is generally boarded on the north by Bush Street, on the east by Kearny Street, on the south by Market Street and on the west by Taylor Street.



Assessment Methodology 21-22

Assessments based on the following variables

- Linear (sidewalk) frontage
- Lot square footage
- Building square footage
- Type of land use
- Zone
- Total Assessments in 21-22 FY
\$6.3million



Cleaning & Safety Services

Clean and Safe services include a 24/7 staffed dispatch hotline, round the clock cleaning staff, ambassadors and overnight security

New services programs:

- New Leadership
- 24/7 Member Services
- Union Square Plaza Services
- Additional Security Cameras
- Legion Security and Patrol Vehicle
- Miracle Messages
- SFPD Community Ambassador Program



Cleaning

by the Numbers

453,075 Pounds of trash removed from street

21,740 Hazardous Waste Removed

18,741 Graffiti Tags Removed

8,969 Cleaning Requests Received

910,052 Feet of Block Fronts Pressure Washed

9,765 Overflowing Cans Leveled

Safety

by the Numbers

39,913 Quality of Life Incidents Addressed

9,357 Incidents Addressed by 10B Officers

421 Video Footage Requests

472 Public Safety Request Received

8,168 Incidents Addressed by Private Security

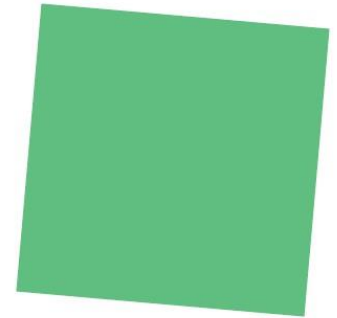
29 Additional Cameras Installed

District Marketing

We educate the community about the Alliance and promote Union Square as a world class destination

- New Leadership
- Website redesign
- Union Square Dance & Music Series
- Union Square in Bloom
- Ad Campaigns
- Social Media Strategy

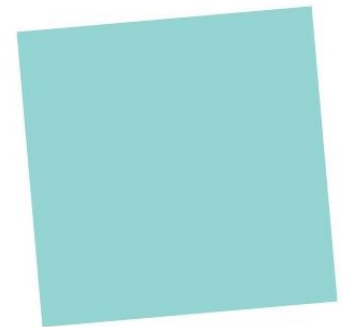
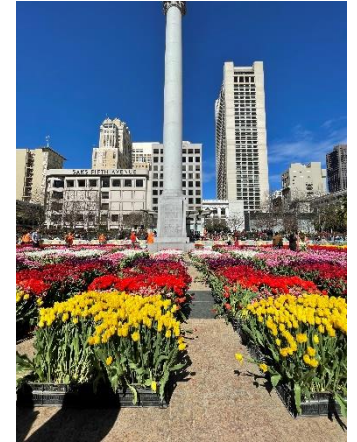
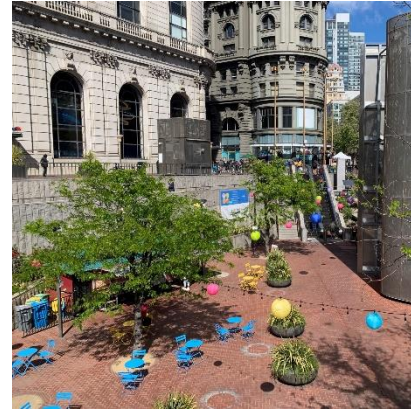
Accounts are @UnionSquareSF on Facebook, Instagram, Twitter and LinkedIn



Public Realm & Streetscapes

We create an active and attractive public realm by activating public spaces with food, art, entertainment

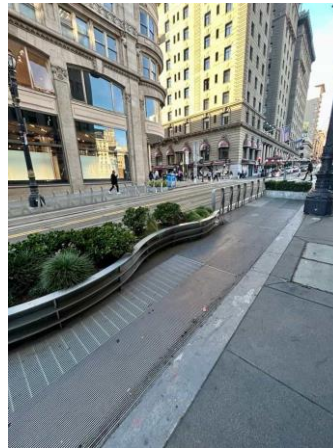
- Lantern Project
- Maiden Lane
- Permanent Lighting
- BloomSF
- Hallidie Plaza
- Ornament Project



Advocacy

We advocate for clean, safe, attractive, and vibrant Union Square to City officials and stakeholders

- Retail Summits
- Mobile Command Center
- Powell Street Promenade
- Economic Recovery Grant



Marisa Rodriguez
named the new
Executive Director,
Union Square Alliance
October 2021

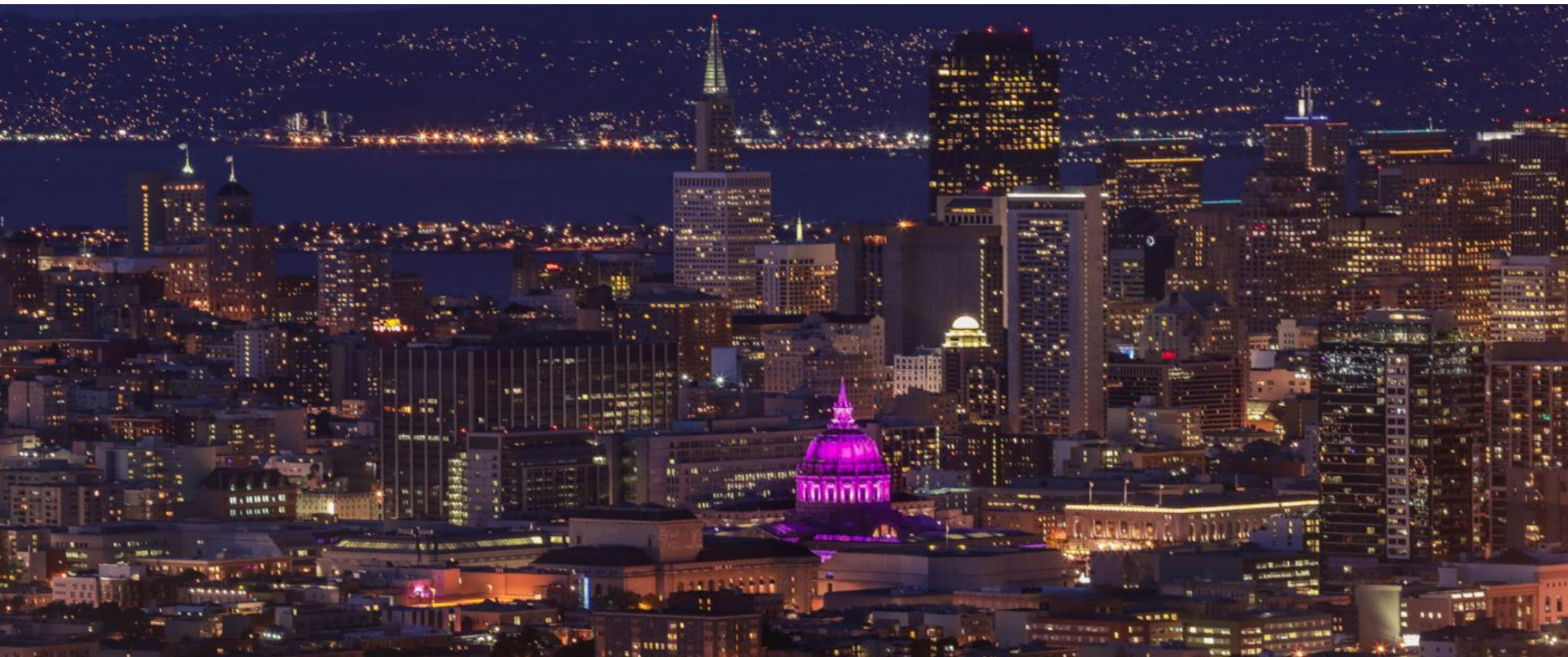




Thank You

CITY & COUNTY OF SAN FRANCISCO GOVERNMENT AUDIT & OVERSIGHT COMMITTEE

FEBRUARY 1, 2024



TOURISM IMPROVEMENT DISTRICT 2021 – 2022

TOURISM IMPROVEMENT DISTRICT

Convention Sales

- Meetings and Conventions generated over 850 meetings (7 Moscone Events) with \$222.2 million in direct spending
- Sales team booked over 641,700 rooms nights in 2021 for all future years
- Attended 72 virtual meetings and 18 in-person meetings

Marketing and Promotion

- Leisure visitors compromised 81% of all visitors
- The Visitor Information Center is closed due to lack of funding.



TOURISM IMPROVEMENT DISTRICT

MARKETING EFFORTS

- 17.0 Million Visitors
- 1.2 billion media impressions which equates to more than \$96+ million in value
- www.sftravel.com
 - 3.1 million unique visitors
 - \$106.9 million in economic impact
- Instagram @onlyinSF 295,000 followers
- Twitter @onlyinSF 201,000 followers
- Facebook @onyinSF 698,000 followers



MOSCONE EXPANSION DISTRICT 2021 – 2022

MOSCONE EXPANSION DISTRICT

- \$551+ million-dollar expansion and renovation continues to be front and center for attracting new and repeat business to San Francisco. The center is much more competitive in total space and meeting planner accommodations related to set-up and configuration
- Moscone Center preparing for the upcoming MPI (Meeting Professionals International) Western Conference in June 2022. Over 2000 planners and suppliers attended this prestigious event.



MOSCONE EXPANSION DISTRICT

Moscone Expansion Incentive Fund Balance as of June 30, 2022 | \$1,047,743

- Used to attract new clients
- Retain current clients during Moscone shut-down due to Covid-19 and into the future



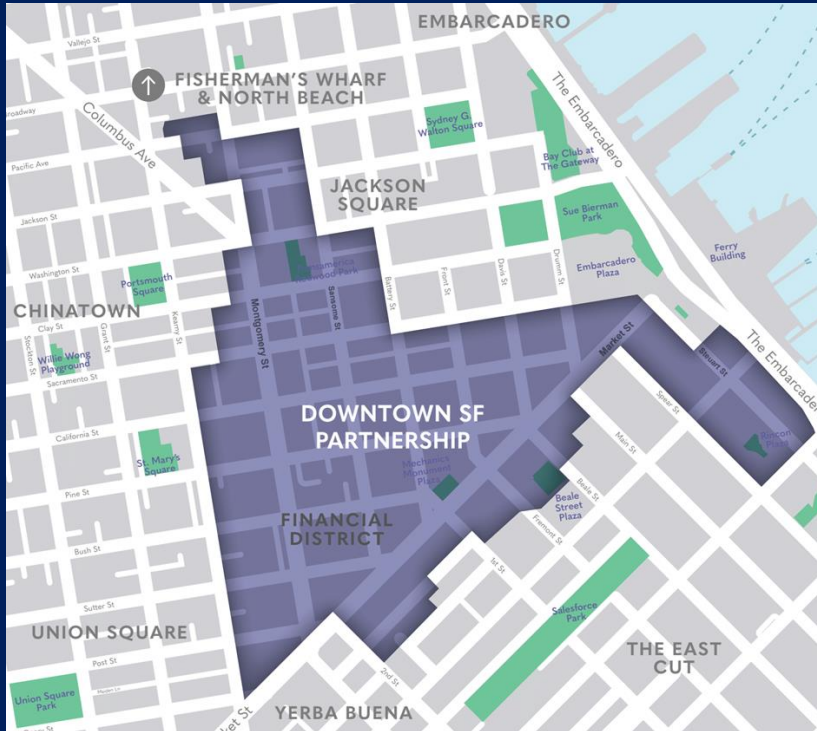
SF GAO: 2/1/24 for FY 21-22



DOWNTOWN SF 
PARTNERSHIP

DISTRICT MAP

43-blocks serving the Financial District & Jackson Square



MISSION: We lead the way in building a thriving downtown where business gets done, people feel welcome, come to explore, and make memories.

DOWNTOWN SF
PARTNERSHIP

ABOUT US (DSFP)

Our Vision: Downtown San Francisco is an economic powerhouse and historic core, redefining what makes our city vibrant, resilient, and welcoming.



Started: January 2020

Term: 15 years (2034)

Budget: \$4.4M

Staff: 7 FTEs

Clean & Safe Team: 30

Board of Directors: 15



DAY ONE
ON THE JOB



Front Street & Halleck Alley

RESULTS MATTER



53%

Decrease in Quality-of-Life Issues



85%

Reduction in the Number of Graffiti Incidents



78%

Reduction in the Amount of Hazardous Waste



94%

Reduction of Litter on the Streets

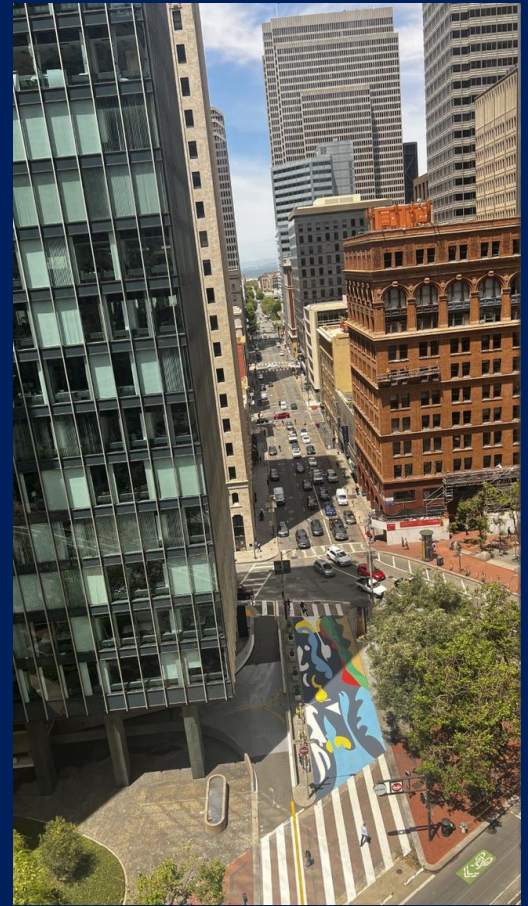
Clean & Safe Metrics

PUBLIC REALM ACTION PLAN



Fast Company's Pandemic Innovation Award

“BATTERY BRIDGE”



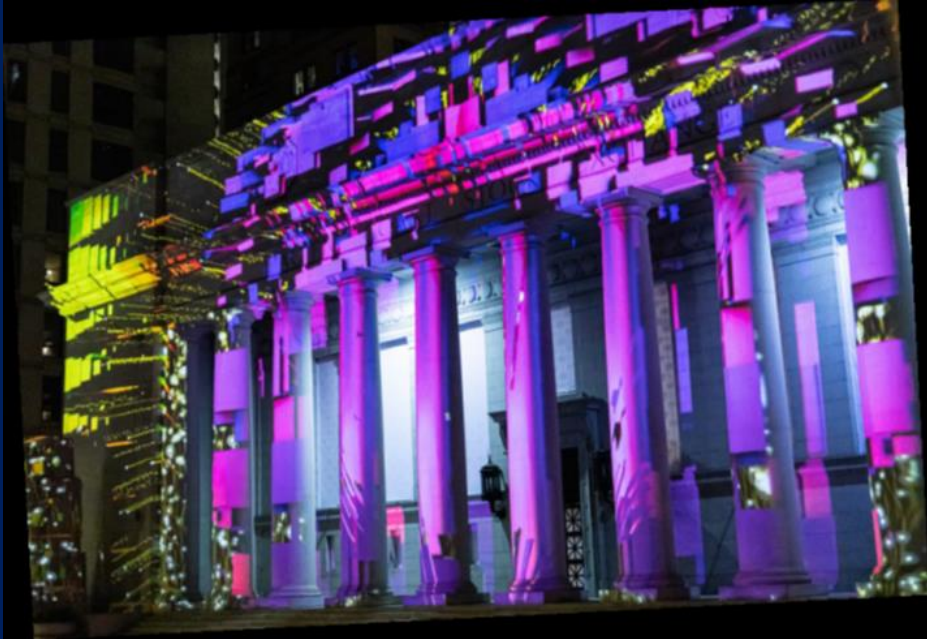
1,900 sq ft mural by Claudio Talavera Ballon

BELDEN PLACE



Bastille on Belden increased business by 20%

LET'S GLOW SF



The largest projection arts festival in the U.S.

WHERE ARE WE HEADING

- Implementation of the Public Realm Action Plan
- Additional Events & Activations
- Enhanced Cleaning & Safety Services
- Economic Development Program





THANK YOU!

Robbie Silver | rsilver@downtownsf.org
Executive Director, Downtown SF Partnership