

# COMMUNITY IMPROVEMENT. FORWARD MOVEMENT.

ANNUAL REPORT 2012

CENTRAL MARKET COMMUNITY BENEFIT DISTRICT





# THE CENTRAL MARKET COMMUNITY BENEFIT DISTRICT

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

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

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

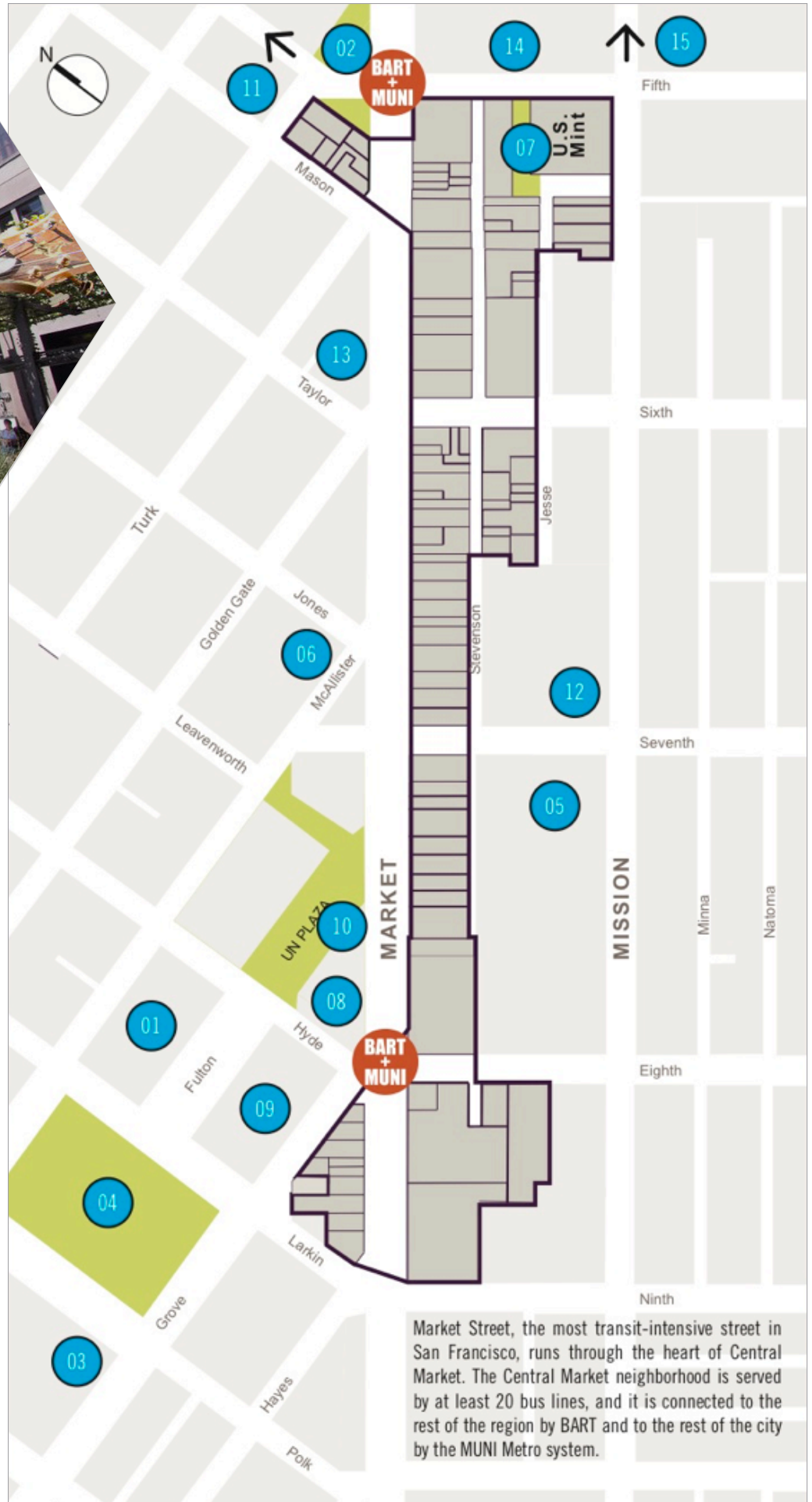


## THE DISTRICT

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

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

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



### Neighborhood Highlights and Area Attractions

- 01 Asian Art Museum\*
- 02 Cable Car Turnaround\*
- 03 City Hall \*
- 04 Civic Center Plaza
- 05 General Services Administration Federal Building
- 06 Golden Gate Theater
- 07 Mint Plaza
- 08 Orpheum Theater
- 09 Public Library
- 10 The Art Institute of California, San Francisco
- 11 Union Square\*
- 12 U.S. Court of Appeals
- 13 Warfield Theater
- 14 Westfield San Francisco Centre
- 15 Yerba Buena Gardens\*

\*occupies 1 block

# PUBLIC SPACE BEAUTIFICATION & SAFETY

## Central Market Community Guides Program

The Central Market Community Guides provide a friendly and welcoming presence in the public realm of San Francisco's Central Market district. The Community Guides focus on social service outreach, wayfinding and customer service, and pedestrian safety support.

Through their service to the district, the Community Guides support and work in partnership with local law enforcement agencies, social service providers, residents, workers, merchants and property owners in creating a clean, safe and welcoming Central Market neighborhood.

The Community Guides Program operates Monday through Friday, 9 a.m. to 6 p.m. The CMCBD maintains a service contract with MJM Management Group for this program.

## Sixth Street Community Guides Program

The CMCBD operated and managed the Sixth Street Community Guides Program for the Sixth Street corridor (from Market Street to Harrison Street) through a contract with the San Francisco Redevelopment Agency. The program operated from September 2009 through June 2012, following the dissolution of redevelopment agencies statewide.

The program provided two full-time Community Guides for the Sixth Street project area and Dispatch and Call Center service, Monday through Friday, 10 a.m. to 6 p.m. The CMCBD maintained a service contract with MJM Management Group for this program.

## Central Market Clean Streets Program

The CMCBD provides enhanced cleaning and maintenance services within the public right of way, including sidewalks and plazas, in the district above and beyond the baseline level of service provided by the City of San Francisco.

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

# 1,998

number of cleaning  
and maintenance  
service requests  
completed\*

Many merchants, residents and property owners support the work of the CMCBD. Check out how we're working with our community to improve the quality of life and livability of San Francisco's Central Market area.

"The services provided by the CMCBD are vital in ensuring the safety and cleanliness of Central Market. The Community Guides are responsive, professional, and courteous whenever we call on them. I have yet to see graffiti on our windows because they take care of it promptly. The CMCBD's reaching out to us was a key factor in our decision to open at Sixth and Market Streets."

## SYLVIA YI

Pearl's Deluxe Burgers



## Dispatch Service

Through its dispatch service, the CMCBD provides the community with the means to call for non-emergency safety, social service outreach, and cleaning/maintenance issues in the public realm of the district, and to request services through the Clean Streets Program, Community Guides, or City services. The dispatch service (415.543.5223) operates daily from 9 a.m. to 6 p.m. CMCBD services are limited to the hours of operation for each program. The CMCBD maintains a service contract with MJM Management Group for this program.

## Vacant Kiosk Reuse Program

The CMCBD and architectural firm HOK expanded the Vacant Kiosk Reuse Program in 2012 to include arts and cultural uses at two additional kiosk locations in Central Market.

The CMCBD and HOK initiated the program in 2011 in partnership with JC Decaux and the Department of Public Works as a mechanism for reutilizing and readapting vacant kiosks within the district for a community-serving purpose and to help enhance the pedestrian experience in Central Market.

The program includes: a bike repair stop managed by Huckleberry Bicycles on Market Street near Seventh Street; an artist-in-residence kiosk called “Edicola” managed by Colpa Press at Sixth and Market Streets; and an artist-in-residence kiosk on Fifth Street between Market and Mission Streets managed by Intersection for the Arts.

## 10B Officer Program

The CMCBD provided a 10B Officer Program through the San Francisco Police Department (SFPD) in 2012 with the support of neighborhood stakeholders. The service, which operated from January through August, focused on the Seventh and Market Streets intersection within the district.

The CMCBD provided the 10B Officer Program in response to chronic safety issues and crime at the entrance to the Civic Center BART/MUNI station at Seventh and Market Streets.





# 1,998

number of cleaning  
and maintenance  
service requests  
completed\*

“As an arts organization in the Central Market district, KUNST-STOFF arts has been incredibly supported by the CMCBD. We have felt tremendous benefits through the CMCBD’s programs, such as the Community Guides service, cleaning of our streets and plazas where we perform, and business support. We have also partnered with the CMCBD in producing special events for the public. Daily we see a difference in our neighborhood because of the work they do.”

## YANNIS ADONIOU

KUNST-STOFF arts



**As an arts organization that has over 300 dancers coming into our studios on a daily basis, safety and cleanliness are key to our success.**

Robin Anderson,  
Alonzo King LINES  
Dance Center

The 10B officer addressed crime and quality of life issues within the neighborhood and within the purview of SFPD, such as issuing citations for drinking, trespassing, permit violations, littering, and pedestrian safety infractions, the authority to make arrests, and the ability to request additional police presence when necessary.

## Community Outreach

### SINGLE-ROOM OCCUPANCY HOTELS

The CMCBD partnered with Urban Solutions to strengthen communication with and engage property owners and managers of Single-Room Occupancy (SRO) Hotels in Central Market and, in particular, along the Sixth Street Corridor. The CMCBD, in partnership with Urban Solutions, held a series of meetings with property owners and staff of SRO hotels to begin dialogue concerning safety, cleanliness and quality of life issues impacting the public spaces in the areas bordering residential hotels. These meetings were also open to and attended by social service providers, the Central City SRO Collaborative, and residents of SRO hotels.

The CMCBD seeks to develop strategies to address shared safety, cleanliness and quality of life concerns of SRO hotel staff, residents, social service providers, property owners and merchants along the Sixth Street corridor and Central Market.

### MERCHANT OUTREACH

The CMCBD continued to provide merchant outreach and safety presentations in coordination with San Francisco SAFE. These safety presentations and meetings were provided to commercial tenants in the Central Market area, including Burning Man staff and employees at McGinnis Chen Associates.

### CENTRAL MARKET MIXERS

The CMCBD hosted a series of Central Market Mixers in partnership with area merchants and arts organizations in Central Market. The mixers presented a networking opportunity for community members. The mixers were co-hosted by the ACT Costume Shop, Central Market Arts, International Art Museum of America, KUNST-STOFF arts, and MIDMA Media Artists at the Odd Fellows Building.

# 4,691

number of merchant and  
visitor assistance services\*

“As an arts organization that has over 300 dancers coming into our studios on a daily basis, safety and cleanliness are key to our success. The CMCBD has been instrumental in addressing the needs of Seventh and Market. They have always been our advocate, supporting the power of arts to transform the neighborhood. We are grateful for their holistic approach to neighborhood revitalization and the sense of community they have created in Central Market.”

## ROBIN ANDERSON

Alonzo King LINES Dance Center



## Public Safety Advocacy

### CIVIC CENTER BART STATION ENTRANCES

The CMCBD partnered with the Central Market community - including SOMA Grand residents, Alonzo King LINES Dance Center, Odd Fellows Building, BAART Programs and other community stakeholders – in a letter-writing campaign to advocate for the replacement of the concrete wall at the entrance to the Civic Center BART station at Seventh and Market Streets.

The southwest corner of this intersection has for many years been beleaguered by blatant criminal activity and unsanitary conditions. This area had been ridden with apparent and observable illegal activity including drug dealings and an open-air market of buying and selling of stolen property.

Support letters were directed to the Office of the Mayor, Department of Public Works, the Office of Economic and Workforce Development, BART, San Francisco Police Department, San Francisco Metropolitan Transportation Agency and District Six Supervisor Jane Kim.

The CMCBD and the Central Market community strongly believe that replacing the concrete walls encircling the entrances to the Civic Center BART station with railing would significantly aid efforts to improve safety and cleanliness at these entrances. This type of public right-of-way improvement has proven successful in strengthening safety and enhancing the pedestrian environment at the Civic Center transit entrance at United Nations Plaza and at Eighth and Market Streets. The railing allows for a clear view surrounding these entrances, allowing for safer access in and out of the transit stations while deterring criminal activity and behavior in the surrounding environment.

## PREVIEW 2013

### Public Space Beautification & Safety: Initiatives

- Community Guides/Clean & Maintenance/Dispatch Services: Continue to provide excellent core services to improve the public space for residents, commercial tenants, property owners and visitors.
- Civic Center BART Entrances: Advocate for the replacement of the BART walls on the south side of Market Street between Seventh and Eighth Streets through strategic coordinated efforts with area stakeholders and in coordination with the City.
- Community Partnership Meetings: Hold monthly coordinated meetings with Civic Center and North of Market Community Benefit Districts, San Francisco Police Department, Department of Public Works and other City departments in the improvement of the Central Market area.
- SRO Property Owner/Management Outreach: Establish and develop communication with SRO Property Management/Owners on Sixth Street through quarterly meetings.
- Central Market Mixers: Hold networking events for merchants/tenants focused on pedestrian safety/cleanliness/quality of life issues.

# 30

number of community events produced and sponsored by the CMCBD\*

“People in Plazas and the CMCBD have been focused on revitalizing the Central Market area. Certainly bringing live music events to the area is one way to revitalize it. We want people to come out and use the public plazas, which creates an atmosphere of community as well as supports local businesses near the plazas.”

## LYNN VALENTE

People in Plazas



# DISTRICT IDENTITY & STREETScape IMPROVEMENTS

## Public Space Programming

### CENTRAL MARKET ARTS

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

In 2012, the CMCBD provided marketing, website development, advertising, design, and fundraising support for the third annual 24 Days of Central Market Arts, held September 28–October 21. The festival featured free live performances and art produced by multiple artistic and community groups from Central Market.

### SUMMER CONCERT SERIES

The CMCBD co-sponsored the fifth annual summer concert series on Mint Plaza with Friends of Mint Plaza. Produced by People in Plazas, the free noontime summer concerts were held every Friday from July through September, for a total of 13 shows. The concerts featured live performances by local artists, with music ranging from blues to jazz, and improvisational rap to rock.

### Community Calendar & Directory Website

The CMCBD began developing an online community calendar and merchant directory for the region that includes Central Market, Civic Center, Tenderloin and SOMA neighborhoods. Through the website ([www.Epicenter-SF.org](http://www.Epicenter-SF.org)), the CMCBD seeks to provide a valuable service to the community to promote the diverse range of events, special programs, community meetings and opportunities that happen in this area daily, and to strengthen the coordination of meetings and events among community partners.

The website will be maintained by a calendar and website coordinator funded in part by the CMCBD, the Civic Center Community Benefit District (CBD) and the North of Market/Tenderloin CBD.

The project is a partnership with the Civic Center and North of Market/Tenderloin CBDs, the Office of Economic and Workforce Development, and the San Francisco Arts Commission. The first phase of the website, which includes the online community calendar, is scheduled to launch in the first quarter of 2013. The second phase of the project, which includes the online merchant directory, will launch in the second quarter of the year.

# 1,172

number of social service outreach and assistance provided\*

“We moved to SOMAGrand five years ago because we wanted to be in the middle of everything, and we have not been disappointed! We walk to the symphony, live theater and the movies, take MUNI to the ballpark and BART to Berkeley. The walk from our home down Market Street to downtown keeps getting better every month, and the renewal has been led by the CMCBD. The art festivals and noontime concerts, the Central Market Community Guides, and the cleaning crews all help make our neighborhood a fabulous place to live! Thank you CMCBD.”

## JANE WEIL

Central Market Resident



## Cooperative Merchant Advertising Campaigns

### CENTRAL MARKET MERCHANTS

The CMCBD also coordinated a 13-week advertising campaign, from September through November, in partnership with the San Francisco Bay Guardian. The campaign allowed individual merchants to stretch their marketing dollars by collaborating with other merchants while also helping to strengthen neighborhood branding and promote Central Market as a destination for arts, theater, dining and shopping. In addition, the campaign aligned with six weeks of extensive advertising and press opportunities through the 24 Days of Central Market Arts Festival. The advertisements were sponsored by participating businesses.

### MINT PLAZA MERCHANTS & SUMMER CONCERTS

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

## PREVIEW 2013

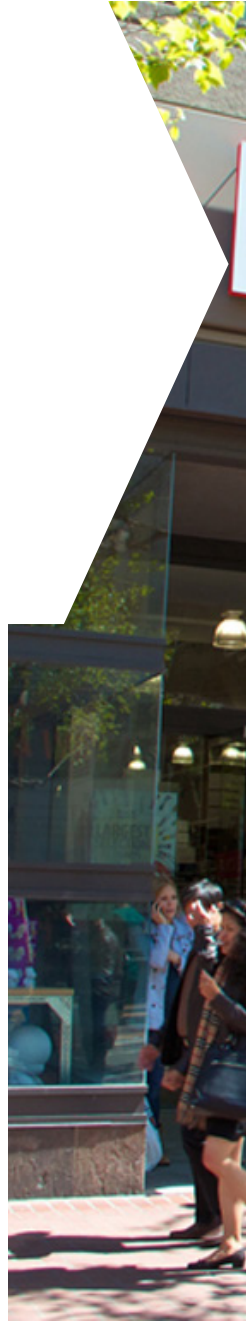
### District Identity & Streetscape Improvements: Initiatives

- Community Calendar and Merchant Directory Website: Launch, promote and maintain Epicenter-SF.org, the online community calendar and merchant directory for Central Market, Civic Center and Tenderloin districts.
- Cooperative Advertising Campaigns: Expand cooperative advertising for merchants and neighborhood branding opportunities through sponsorships focusing on social media.
- Streetscape Improvements: Partner with HOK in development of uniform chess tables/seating for Central Market Street chess players.
- Public Space Programming: Seek opportunities to partner with existing arts organizations and cultural institutions to program and activate the public spaces:

*Summer Concert Series on Mint Plaza: July – September*

*Central Market Arts Festival (funded through grants and sponsorships): September – October*

*Additional public space programming through the San Francisco Arts Commission, Denia Dance, KUNST-STOFF arts and other Central Market dance organizations (in-kind support, grants, and sponsorships)*





# 881

number of graffiti tags and stickers removed from public and private property\*

“Being a Fine Arts Painter, I am passionate about art, so when I take a hike down Market Street and see the CMCBD is there doing a great job of cleaning the streets and contributing support to the artistic expression on the sidewalks, walls of buildings and construction barricades along Market Street, it’s exciting.”

## **RICHARD L. PERRI**

Central Market Artist



# ADMINISTRATIVE & OPERATIONS

## CMCBD Renewal/Expansion Process

Since 2006, the CMCBD has funded and facilitated an array of activities that have made our neighborhood a cleaner, safer, and more welcoming place for everyone.

The CMCBD was established for a seven-year term that expires June 2013. The CMCBD began a campaign to ensure this Community Benefit District continued to provide the same valuable programs and services to the community just as it has over the last six years. Through a steering committee consisting of members of the Central Market community, the CMCBD is undergoing a process to renew and expand the district and its neighborhood programs and services for a subsequent term. The process will continue in 2013 to include ongoing monthly steering committee meetings, stakeholder meetings, petition and ballot phases, public hearings, and approval by the San Francisco Board of Supervisors.

## Business Attraction Support

In 2012, the CMCBD produced and maintained marketing materials to support business attraction efforts in Central Market and to promote the district's assets, cultural attractions and resources. The CMCBD produced marketing pieces that showcased the diverse arts destinations, performance venues, cultural offerings, retail shops and restaurants in Central Market. The CMCBD also produced a marketing piece that highlights the development projects planned, underway or completed in the Central Market area.

## Central Market Initiatives

### CENTRAL MARKET ECONOMIC STRATEGY EVALUATION

The Central Market Economic Strategy Evaluation (CMES) is part of a longitudinal assessment of economic and community development efforts in the Central Market area. The five-year evaluation will review efforts and progress made toward objectives and action items established in the 2011 Central Economic Development Strategy, a collaboratively developed document led by the Office of Economic and Workforce Development (OEWD) and economic consultants AECOM. At this time, CMCBD consultants Noe Noyola and Claude Imbault are collecting year-one baseline data. The project timeframe is from late December 2012 to late June 2013 and involves conducting resident, merchant, pedestrian, and stakeholder surveys and analysis and culminating in a final report and presentations to city officials, the Central Market Partnership and the Central Market/Tenderloin Community Advisory Committee from May to June 2013. The CMCBD received a grant through OEWD for this project.

# 321

number of clean-ups and public trash receptacles topped off\*

# 167

number of needles removed\*

“I appreciate all the services the CMCBD provides. The CMCBD has played a big role in the revitalization of Central Market. The neighborhood is more welcoming. They also have tremendous support for small businesses. The staff is truly dedicated to improving Central Market.”

## MOHAMED ALHAKIM

Mo'z Cafe



## **CENTRAL MARKET DESIGN CHARRETTE**

The internationally acclaimed New York-based design firm OMA, the urban design arm of Rem Koolhaas' architecture firm AMO, was requested by the Office of Economic and Workforce Development (OEWD) to facilitate two, two-day stakeholder meetings in September and October with city officials, property owners, and invited guests. OMA was tasked with developing strategies for activating public space, creating streetscape activation recommendations within the Central Market area, and providing new signage strategies for the innovative integration of public art. OMA's work resulted in a final concept report with streetscape activation recommendations to be presented to OEWD and community stakeholders in January 2013. The CMCBD served as the project fiscal agent, worked with OEWD and OMA providing logistical support, and also served a participative role in the stakeholder process. The CMCBD received a grant from OEWD for this project.

## **Community Representation**

The CMCBD participated on boards and committees in 2012 that shared similar goals to improve and revitalize the Central Market district. The CMCBD was represented on the Friends of Mint Plaza Board of Directors, KUNST-STOFF arts Board of Directors, the Market Street Association Board of Directors, and Central Market Arts. The CMCBD staff and board members also regularly attended the Central Market Partnership, the South of Market Project Area Committee and other community meetings.

## **CMCBD Board and Committees**

### **CMCBD BOARD OF DIRECTORS**

The CMCBD Board of Directors meetings are generally held on the second Tuesday of every month, from 3-4:30 p.m. at Hotel Whitcomb, 1231 Market Street. The CMCBD Board of Directors meets to review and discuss CMCBD projects, programs and services as well as issues that impact the Central Market area. All CMCBD meetings are open to the public.

### **CMCBD EXECUTIVE COMMITTEE**

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

### **CMCBD FINANCE COMMITTEE**

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

# 5,863

number of pedestrian  
safety services  
provided\*

“I moved to Market Street 16 years ago. Through the years, with the focused efforts of the CMCBD and the Community Guides, the neighborhood is now a much cleaner and healthier place. Though there is still work to be done, the CMCBD has been responsible for much of the improvement and should be very proud. As a resident, I am grateful.”

## **KATHERINE BERNITT**

Central Market Resident



## CMCBD RENEWAL/EXPANSION STEERING COMMITTEE

As part of the renewal and expansion process for the CMCBD, a Steering Committee was established to assist in creating a common vision for the development and management of the district and providing support and guidance in the renewal/expansion of the CMCBD. The CMCBD invited any interested members of the public both within the boundaries of the existing district to participate on the committee. The CMCBD seeks to form a steering committee that is broadly representative of the Central Market neighborhood

The steering committee will: develop a vision statement that will mobilize the community and help prioritize the work of the CMCBD; consider and propose boundaries for the district; provide recommendations for planned programs, services and improvements to the district; aid in the development of a project plan, and in meeting target dates for the completion of action items; and assist in community outreach (including public meetings and distribution of assessment surveys).

## PREVIEW 2013

### Administration & Operations: Initiatives

- CMCBD Renewal/Expansion Process: Continue the process for renewal and expansion of the CMCBD through completion
- Preparation for New CMCBD: Prepare for the renewed/expanded CMCBD to include:

*Development of a five-year strategic action plan*

*Preparation of bylaws and other governance documents*

*Staff support*

*Additional board member recruitment*

*Selection process of service providers*

*Economic development services development*

*Services plan development and implementation*

*Updated website and collateral materials*

- Business Attraction Support: Maintain and update business attraction support materials.
- Database Development & Maintenance: Enhance and expand communications with merchants, tenants, property owners, residents and the Central Market community by developing and improving the CMCBD's contact lists.

# FINANCIALS

2012	BUDGET	ACTUALS
<b>Income</b>		
Assessments	\$636,471	\$699,044
Prior Year Assessments	\$0	\$0
Interest Income	\$0	\$0
Retained Revenue (carryover from previous year)	\$32,006	\$31,750
Donations & Grants	\$27,400	\$175,828
<b>Subtotal</b>	<b>\$695,877</b>	<b>\$903,582</b>
<b>Expense</b>		
Administrative / Operations	\$127,310	\$179,847
Public Space Beautification & Safety	\$495,144	\$531,123
District Identity & Streetscape Improvements	\$30,960	\$31,003
<b>Subtotal</b>	<b>\$587,870</b>	<b>\$761,187</b>
CMCBD Renewal/Expansion Expenses*	—	\$71,611
<b>Total</b>	<b>\$653,414</b>	<b>\$813,584</b>
Contingency	\$42,463	\$89,998
<b>Total Cash</b>	<b>\$42,463</b>	<b>\$89,998</b>

2013	BUDGET
<b>Income</b>	
Assessments	\$550,822
Retained Earnings (Carryover from previous FY)	\$89,998
Donations/Grants	\$155,394
<b>Total</b>	<b>\$796,214</b>
<b>Expense</b>	
Administrative / Operations	\$173,687
Public Space Beautification & Safety	\$425,744
District Identity & Streetscape Improvements	\$50,214
<b>Subtotal</b>	<b>\$619,645</b>
CMCBD Renewal/Expansion Expenses	\$53,933
<b>Total</b>	<b>\$673,578</b>
Contingency Retained Revenue (Reserved for services in FY 2014)	\$92,636
<b>Total Cash</b>	<b>\$92,636</b>

## Notes & Comments\*

Under 2012 Actuals, Monetary Donations/Grants totaled \$136,618. This included:

- AvalonBay Communities Inc.: \$5,000
- City & County of San Francisco: \$9,968
- City & County of San Francisco: \$6,250
- City & County of San Francisco: \$3,000
- CRP/Cypress Market Street LLC: \$2,500
- Group 1: \$2,500
- Hudson 222 Kearney LLC: \$2,500
- Intersection for the Arts: \$2,000
- Forest City Enterprises: \$2,500
- North of Market/Tenderloin Community Benefit District: \$1,500
- Pacific Gas & Electric Co.: \$10,000
- Raintree Evergreen Mgmt LLC: \$1,000
- San Francisco Redevelopment Agency: \$75,000
- Shorenstein Realty: \$2,000
- Tenth and Market LLC: \$10,000
- Urban Solutions Sponsorship for Central Market Arts Festival: \$900

Under 2012 Actuals, In-kind Donations totaled \$33,314. This included:

- In-kind conference room space at Hotel Whitcomb for monthly CMCBD Board of Directors Meetings and Committee Meetings: \$8,350.
- HOK consulting in-kind services for Central Market streetscape improvement projects (260 hours @ \$45/hr): \$11,700.
- San Francisco Bay Guardian sponsorship of Central Market Merchant and Central Market Arts Advertising Campaigns: \$8,264.
- BaciPix (Rick Bacigalupi, Owner/Director) in-kind production of CMCBD/HOK video promoting Central Market streetscape improvements/beautification: \$5,000.

Under 2012 Actuals, the budget includes a line item for expenses related to the CMCBD Renewal/Expansion Process. The CMCBD proposed operating budgeted was designed to factor in the cost of expenses related to the renewal/expansion of the CMCBD, including, but not limited to, consulting services, mailing/postage, promotion/marketing, printing/reproduction, design, and community relations/outreach meetings.

## Assessment Methodology

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

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

Linear Frontage:

\$14.60 per linear foot Lot Size:  
 \$155 per square foot Building Square Foot:  
 \$.07 per square foot (not applicable  
 to buildings owned or used by nonprofits)

## Assessment Calculation

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

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

Total Assessment: \$1,785.00

# THE LEADERSHIP

## CMCBD Executive Committee

### David Fariello

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

### Ralph Lee

CMCBD Vice President  
Hotel Whitcomb  
(Property Owner Board Seat)

### Katherine Bernitt

CMCBD Secretary  
Resident  
(Residents/Community-Based  
Organization Board Seat)

### Brian Smith

CMCBD Treasurer  
Huckleberry Bicycles  
(Merchant Board Seat)

## CMCBD Staff

### Daniel Hurtado

Executive Director

## CMCBD Board of Directors

### Jason Kletter

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

### Carrie Lane

SF Office Lofts  
(Property Owner Board Seat)

### Kyle Pickett

Property Owner/Resident  
(Property Owner Board Seat)

### Jim Sangiacomo

Trinity Properties/Trinity Management  
(Property Owner Board Seat)

### William Thatcher

Federal Realty Company  
(Property Owner Board Seat)

### Sylvia Yi

Pearl's Deluxe Burgers  
(Merchant Board Seat)

As of December 31, 2012

## For further information

Central Market Community Benefit District  
901 Market Street, Suite 490, San Francisco, CA 94103  
415.957.5985 | info@central-market.org

[www.Central-Market.org](http://www.Central-Market.org)

  CentralMarketSF

**CENTRAL**  
COMMUNITY BENEFIT DISTRICT