

File No. 150351 Committee Item No. 1  
 Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight Date April 16, 2015

Board of Supervisors Meeting Date \_\_\_\_\_  
 Cmte Board

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| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Introduction Form                            |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence                        |

**OTHER (Use back side if additional space is needed)**

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| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Referral FYI - 04/10/2015</u>                            |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Referral SBC - 04/10/2015</u>                            |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>OEWD Memo - 04/02/2015</u>                               |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Civic Center Annual Reports - FYs 2011-2014</u>          |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>CPA Financial Review Reports - FYs 2011-2014</u>         |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Civic Center Community Benefit District - 02/09/2015</u> |
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Completed by: Erica Major Date April 10, 2015  
 Completed by: \_\_\_\_\_ Date \_\_\_\_\_

1 [Civic Center Community Benefit District - Annual Reports for FYs 2011-2014]

2  
3 **Resolution receiving and approving annual reports for the Civic Center Community**  
4 **Benefit District for FYs 2011-2014, submitted as required by the Property and Business**  
5 **Improvement District Law of 1994 (California Streets and Highways Code, Sections**  
6 **36600, et seq.), Section 36650, and the District's Management Agreement with the City,**  
7 **Section 3.4.**

8  
9 WHEREAS, On November 2, 2010, pursuant to the Property and Business  
10 Improvement District Law of 1994 (the "Act"), California Streets and Highways Code, Sections  
11 36600 *et seq.*, as augmented by Article 15 of the San Francisco Business and Tax  
12 Regulations Code, the Board of Supervisors adopted Resolution No. 514-10, expressing the  
13 City's intention to establish the Civic Center Community Benefit District (the "Civic Center  
14 CBD"); and

15 WHEREAS, On January 4, 2011, the Board of Supervisors adopted Resolution  
16 No. 21-11 establishing the Civic Center CBD ("Resolution to Establish") for a period of 10  
17 years, commencing FY2011-2012; and

18 WHEREAS, On October 18, 2011, the Board of Supervisors adopted Resolution  
19 No. 443-11, authorizing an agreement with the owners' association for the  
20 administration/management of the Civic Center CBD, and a management agreement (the  
21 "Management Contract") with the owners' association, the Civic Center Community Benefit  
22 District, Inc., was executed accordingly; and

23 WHEREAS, A copy of the Management Contract is on file with the Clerk of the Board  
24 of Supervisors in File No. 110969; and

1           WHEREAS, The Civic Center CBD has submitted for the Board's receipt and approval  
2 the Civic Center annual reports for FYs 2011-2012, 2012-2013 and 2013-2014 (collectively,  
3 "Annual Reports") as required by Section 36650 of the Act and Section 3.4 of the  
4 Management Contract; and

5           WHEREAS, The Annual Reports are on file with the Clerk of the Board of Supervisors  
6 in File No. 150351, and are incorporated herein by reference as though fully set forth; and

7           WHEREAS, Supporting documents, including, but not limited to, a transmittal letter and  
8 memorandum report from the City's Office of Economic and Workforce Development, dated  
9 April 2, 2015, and documentation from the Civic Center CBD for the Annual Reports are on  
10 file with the Clerk of the Board of Supervisors in File No. 150351; now, therefore, be it

11           RESOLVED, That the Board of Supervisors hereby receives and approves the annual  
12 reports for the Civic Center Community Benefit District for FYs 2011-2012, 2012-2013, and  
13 2013-2014.

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. 554-5184  
Fax No. 554-5163  
TDD/TTY No. 554-5227

## MEMORANDUM

TO: Ben Rosenfield, City Controller, Office of the Controller  
Todd Rufo, Director, Office of Economic and Workforce Development

FROM: Erica Major, Assistant Committee Clerk, Government Audit and Oversight  
Committee, Board of Supervisors

DATE: April 10, 2015

SUBJECT: LEGISLATION INTRODUCED

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The Board of Supervisors' Government Audit and Oversight Committee has received the following proposed legislation, introduced by Supervisor Breed on April 7, 2015:

**File No. 150351**

**Resolution receiving and approving annual reports for the Civic Center Community Benefit District for FYs 2011-2014, submitted as required by the Property and Business Improvement District Law of 1994 (California Streets and Highways Code, Sections 36600, et seq.), Section 36650, and the District's Management Agreement with the City, Section 3.4.**

If you have any additional comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

C:  
Todd Rydstrom, Office of the Controller  
Crezia Tano, Office of Economic and Workforce Development

## **Major, Erica (BOS)**

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**From:** Major, Erica (BOS)  
**Sent:** Friday, April 10, 2015 11:27 AM  
**To:** Rosenfield, Ben (CON); Rufo, Todd (ECN)  
**Cc:** Tano, Crezia (ECN); Rydstrom, Todd (CON); Somera, Alisa (BOS); Evans, Derek  
**Subject:** REFERRAL FYI - (150351) Civic Center Community Benefit District - Annual Reports for FYs 2011-2014  
**Attachments:** 150351 FYI.pdf

Greetings:

This matter is being forwarded to your department for informational purposes. If you have any comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

Thank you.

### **Erica Major**

**Assistant Committee Clerk**

Board of Supervisors

1 Dr. Carlton B. Goodlett Place, City Hall, Room 244 San Francisco, CA 94102

Phone: (415) 554-4441 | Fax: (415) 554-5163

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
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TDD/TTY No. 554-5227

## MEMORANDUM

TO: Regina Dick-Endrizzi, Director  
**Small Business Commission, City Hall, Room 448**

FROM: Erica Major, Assistant Committee Clerk, Government Audit and Oversight  
Committee, Board of Supervisors

DATE: April 10, 2015

SUBJECT: REFERRAL FROM BOARD OF SUPERVISORS  
Government Audit and Oversight Committee

The Board of Supervisors' Government Audit and Oversight Committee has received the following legislation, which is being referred to the Small Business Commission for comment and recommendation. The Commission may provide any response it deems appropriate within 12 days from the date of this referral.

**File No. 150351**

**Resolution receiving and approving annual reports for the Civic Center Community Benefit District for FYs 2011-2014, submitted as required by the Property and Business Improvement District Law of 1994 (California Streets and Highways Code, Sections 36600, et seq.), Section 36650, and the District's Management Agreement with the City, Section 3.4.**

Please return this cover sheet with the Commission's response to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

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**RESPONSE FROM SMALL BUSINESS COMMISSION - Date:** \_\_\_\_\_

\_\_\_\_\_ **No Comment**

\_\_\_\_\_ **Recommendation Attached**

\_\_\_\_\_  
**Chairperson, Small Business Commission**

**Major, Erica (BOS)**

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**From:** Major, Erica (BOS)  
**Sent:** Friday, April 10, 2015 11:28 AM  
**To:** Dick-Endrizzi, Regina (ECN)  
**Cc:** Somera, Alisa (BOS); Evans, Derek  
**Subject:** REFERRAL SBC - (150351) Civic Center Community Benefit District - Annual Reports for FYs 2011-2014  
**Attachments:** 150351 SBC.pdf

Greetings:

This matter is being referred to the Small Business Commission for comment and recommendation. Please forward the Commission's response as soon as it is available.

Thank you.

**Erica Major**

**Assistant Committee Clerk**

Board of Supervisors

1 Dr. Carlton B. Goodlett Place, City Hall, Room 244 San Francisco, CA 94102

Phone: (415) 554-4441 | Fax: (415) 554-5163

**MEMO**

To: Supervisor London Breed, District 5; Supervisor Jane Kim, District 6

CC: San Francisco Board of Supervisors

From: Crezia Tano, OEWD Senior Project Manager

RE: Civic Center Community Benefit District

Date: April 2, 2015

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This is a memo summarizing the performance of the Civic Center Community Benefit District (CCCBD) and an analysis of their financial statements (based on their audit) for the period between July 1, 2011 and June 30, 2014.

Each year the CBD is required to submit a mid-year report, an annual report, and a CPA Financial Review or Audit. Civic Center CBD has complied with the submission of all these requirements. OEWD staff, with assistance from the Controller's Office, 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 Civic Center's Community Benefit District management contract with the City; and their Management Plan as approved by the Board of Supervisors in 2008.

Also attached to this memo are the following documents:

1. Annual Reports
  - a. FY 2011-2012
  - b. FY 2012-2013
  - c. FY 2013-2014
2. CPA Financial Review Reports
  - a. FY 2011-2012
  - b. FY 2012-2013
  - c. FY 2013-2014
3. Draft resolution from the Office of Economic and Workforce Development





### Background

The CCCBD includes both privately and publicly owned properties. The district covers 35 blocks and includes approximately 289 parcels.

- January 4, 2011, the Board of Supervisors approved the resolution that established the Civic Center Community Benefits District for 10 years (Resolution # 21-11).
- October 18, 2011, the Board approved the contract for the administration and management of the Civic Center Community Benefit District (Resolution # 443-11).

### Basic Info about Civic Center CBD

Year Established	January 2011
Assessment Collection Period	FY 2011-2012 to FY 2020-2021 (July 1, 2011 to June 30, 2021)
Services Start and End Date	February 1, 2012 – June 31, 2021
Initial Estimated Annual Budget	\$736,850
Fiscal Year	July 1 – June 30
Executive Director	Donald W. Savoie
Name of Nonprofit Entity	Civic Center Community Benefit District Corporation

The current CBD website, <http://sfciviccenter.org/>, includes all the pertinent information about the organization and their programs, a calendar of events, their Management Plan, Mid-Year Report, Annual Report and meeting schedules.

### Summary of Service Area Goals

#### **Safety Program**

The Safety Program supports both uniformed Ambassadors and activates the sidewalks and open space. CCCBD contracts with MJM Management Group to staff a team of Community Safety Ambassadors (CSAs). There is a daily assignment of four uniformed Community Service Ambassadors who support police and property owners in crime prevention, assist visitors with area information and provide street population/homeless with social services information and referrals. CSAs provide services for 12 hours a day, five days/week. The CBD also trains CSA team members to develop strong, supportive relationships with SFPD officers. The CCCBD Management Plan calls for 63.5% of the budget to be spent on the Safety Program.

**Additional Evening Public Safety (Zone 2 only)** -includes four uniformed Community Service Ambassadors to work for 200 evenings/year for 4 five hour shifts from 6:30pm - 11:30pm or the equivalent as deemed necessary by the district.

#### **Cleaning Program and On-Call Graffiti Removal**

This service area provides a uniformed maintenance worker to respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk 20 hours/week. This individual is supported by calls by the CBD staff to the Department of Public Works (DPW) to coordinate delivery of the maintenance services that the City provides. In addition, Zone 3 deploys one maintenance worker providing daily sidewalk sweeping or steam cleaning and graffiti removal between 7:30 a.m. – 4:00 p.m. The CCCBD Management Plan allocates 11% of their funds to this service area.

### **Beautification**

The Beautification program area includes streetscape improvements such as way finding signage and sidewalk lighting and capital enhancements. The program focuses on the greening of the streetscapes throughout district. One example of this effort is their hanging flower baskets at intersections and key entry points to the district. The CCCBD Management Plan allocates 11% of their funds to this service area.

### **Activation of Public Spaces (Zone 2)**

This service area implements programs that support Civic Center Plaza's night time activation. Civic Center CBD coordinates with municipal agencies, community based organizations and local business owners to develop and provide planned night time based events.

### **Staff – Executive Director**

CCCBD is staffed by a full-time Executive Director who serves as the focal point person and advocate for Civic Center CBD. In addition, the Executive Director produces a newsletter to district organizations, merchants, property owners, and members of the media. The CCCBD Management Plan calls for 15% of the budget to be spent on administration and corporate operations. The CCCBD board has fourteen (14) members, represented by residents, property owners, community organizations, non-profit arts organizations, government and educational institutions and businesses. The full board meets bi-monthly. All committees meet as needed. The six committees are detailed below:

- **Executive** – creates agendas for the board meetings and is comprised of the four corporate officers (Chair, Vice Chair, Treasurer, and Secretary).
- **Finance** - reviews financial reports, budgets and expenditures.
- **Capital Improvements and Planning** – discusses improvements, including signage beautification, furnishings, transportation and real estate development.
- **External Affairs** – reviews and comments on the policies, laws and the regulations that impact the CBD and the Civic Center. In addition, the committee manages and develops marketing strategies and public relations.
- **Safety** – discusses the overall safety of the district including police and criminal activity as well as data analysis of these statistics and news reports.
- **Services** – drafts the request for proposals for services contracts and manages the ongoing relationship between the CBD and their contracts.

## Summary of Accomplishments, Challenges, and Delivery of Service Areas

### FY 2011-2012

#### Safety Program/Community Service Ambassadors

- Safety & Security Services:
  - Emergency Services; Quality of Life Crimes; Quality of Life Issues; General Neighborhood Issues.**Total Safety & Security Services: 2,000**
- Visitor/Merchant Services:
  - Meet and Greet with merchants/residents; Assist Merchants; Directions.**Total Visitor/Merchant Services: 918**

#### Cleaning Program and On-Call Graffiti Removal

- Litter and Trash Removal:
  - Overflowing Trashcan Topped Off; Shopping Cart Removal; Illegal Dumping/Reported/Dispatched/Clean-Up.
- Graffiti Issues:
  - Removed Sticker/Flyer; Graffiti and Sighting Removal.
- Request for CBD Services:
  - Painting Request; Scrub Request; Steam Cleaning Request; Sweep Request.**Total Cleaning/Maintenance Services Completed: 1,046**

#### Activation of Public Places *Zone 2 Only*

- Civic Center Lighting Study – conducted a lighting survey to determine lighting levels and perceptions of safety.

#### Beautification

- Began the following programs:
  - Street Art Project, A Forest for the Trees
  - Partnership with Please Touch Community Garden
  - Civic Center Plaza Sustainability Project
  - Way finding Signage

#### Administration and Corporate Operations

- Created an updated website with information on transit, parking and visiting, events as well as the history and information on the arts groups in the district. Established a Facebook page, twitter feed, and Newsletter.
- Developed a brochure that outlined the CBDs formation and services. The brochure is distributed to all of the district stakeholders.

### FY 2012-2013

#### Safety Program/Community Service Ambassadors

- Total Safety & Security Services: **10,043**
- Total Visitor/Merchant Services: **3,233**

#### Cleaning Program and On-Call Graffiti Removal

- Total Cleaning/Maintenance Services Completed: **20,778**

#### **Activation of Public Places *Zone 2 Only***

- Civic Center Lighting Study – conducted a lighting survey to determine lighting levels and perceptions of safety.
- Community Lighting Grants Program – created a Community Lighting Grants Program as a tool for incentivizing property owners to increase the level of their buildings outdoor lighting. Property owners may apply for a grant of up to \$1,000 to pay for supplemental lighting.

#### **Beautification**

- Partnered with Civic Center property owners on 12<sup>th</sup> Street to create the SOMA Community Garden to revitalize the area through a community green-space that interconnects nature, aesthetics, and communal activities. The proposed project encompassed the dead-end of Stevenson Street at 12<sup>th</sup> and created a community garden for the area.

#### **Administration and Corporate Operations**

- Updated a mobile version of its website increasing accessibility to CCCBs services, information and events and enabling community stakeholders to send requests and address concerns via text and email to the CBD Dispatch Center.
- Worked with the District Attorney’s Office on initiatives such as the enforcing recycling scavenging and focusing on troubling “hotspots” in the Civic Center.
- Served as consultants for various property development companies regarding projects like the redevelopment of 100 Van Ness Avenue, the SFJAZZ entertainment license, and 101 Polk Street.

#### **FY 2013-2014**

#### **Safety Program/Community Service Ambassadors**

- Total Safety & Security Services: **13,600**
- Total Visitor/Merchant Services: **7,791**

#### **Cleaning Program and On-Call Graffiti Removal**

- Total Cleaning/Maintenance Services Completed: **30,481**

#### **Activation of Public Places *Zone 2 Only***

- Continuation of the Community Lighting Grants Program – created a Community Lighting Grants Program as a tool for incentivizing property owners to increase the level of their buildings outdoor lighting. Property owners may apply for a grant of up to \$1,000 to pay for supplemental lighting.

#### **Beautification**

- Presented its inaugural musical event – “Holiday Lights and Fanfare”. The event series included performances to activate neighborhood public right of ways and showcase the holiday season for the districts residents and visitors.

#### **Administration and Corporate Operations**

- Initiated meetings with SFMTA regarding parking conditions in the area. These meetings resulted in guarantees of improving both the Performing Arts Garage and the Civic Center Parking Garage. CCCBD also addressed the loss of small surface parking lots due to developments.
- Joined “The Better Market Street Project” Citizens Advisory Committee.

**CCCBD Annual Budget Analysis**

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

- **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 “Civic Center Community Benefit District”, Section 3.9 – Budget*).
- **BENCHMARK 2:** Whether five percent (5%) of actuals came from sources other than assessment revenue (*CA Streets & Highways Code, Section 36650(B)(6); Agreement for the Administration of the “Civic Center 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 “Civic Center Community Benefit District”, Section 3.9 – Budget*).
- **BENCHMARK 4:** Whether CCCBD 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 2011-2012**

**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:** CCCBD met this requirement. See table below.

Service Category	Management Plan Budget	% of Budget	FY 2011-2012 Budget	% of Budget	Variance Percentage Points
Safety/CSAs	\$357,495	51.7%	\$357,495	51.7%	0.0
Cleaning Program	\$139,890	20.2%	\$139,890	20.2%	0.0
Beautification	\$22,876	3.3%	\$22,876	3.3%	0.0
Activation of Public Places	\$24,081	3.5%	\$24,081	3.5%	0.0
Administration and Corporate Operations	\$140,702	20.3%	\$140,702	20.3%	0.0
Non-Assessment Funds	\$6,920	1.0%	\$6,920	1.0%	0.0
<b>TOTAL</b>	<b>\$691,964</b>	<b>100.0%</b>	<b>\$691,964</b>	<b>100.0%</b>	

**BENCHMARK 2:** Whether one percent (1%) of actuals came from sources other than assessment revenue

**ANALYSIS:** *CCCBD met this requirement. Assessment revenue was \$685,045 or 94.6% of actuals and non-assessment revenue was \$39,350 or 5.4% of actuals. See table below.*

Revenue Sources	FY 2011-2012 Actuals	% of Actuals
Special Benefit Assessments	\$685,045	
<b>Total assessment revenue</b>	<b>\$685,045</b>	<b>94.6%</b>
Sponsorships/Contributions	\$27,734	3.8%
Donations	\$11,550	1.6%
Other	\$66	0.01%
<b>Total non-assessment revenue</b>	<b>\$39,350</b>	<b>5.4%</b>
Total	\$724,395	100%

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

**ANALYSIS:** *CCCBD did not meet this requirement. FY 2011-12 was the first year of CCCBD operations, the CCCBD began service late in the fiscal year, which did not allow for the deployment of program in Beautification and Activation of Public Places. If these program areas were deployed, the CBD would have been within the 10% range. See table below.*

Service Category	FY 2011-2012 Budget	% of Budget	FY 2011-2012 Actuals	% of Actuals	Variance Percentage Points
Safety/CSAs	\$357,495	51.7%	\$181,569	50.5%	-1.2
Cleaning Program	\$139,890	20.2%	\$59,439	16.5%	-3.7
Beautification	\$22,876	3.3%	\$0	0.0%	-3.3
Activation of Public Places	\$24,081	3.5%	\$0	0.0%	-3.5
Administration and Corporate Operations	\$140,702	20.3%	\$118,719	33.0%	+12.7
Non-Assessment Funds	\$6,920	1.0%		0.0%	-1.0
<b>TOTAL</b>	<b>\$691,964</b>	<b>100.0%</b>	<b>\$359,727</b>	<b>100.0%</b>	

**BENCHMARK 4:** Whether CCCBD 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:** CCCBD indicated carryforward funds but did not allocate these funds in their Annual Report. OEWD requested that CCCBD provide a letter stating the carryover disbursement along with the designated projects. See attached letter from Civic Center CBD dated February 9, 2015. 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.

<b>FY 2011-2012 Carryover Disbursement</b>	<b>\$356,676</b>
Designated Projects for FY 2012-13	<b>\$0</b>
<b>Total Designated amount for FY 2012-13</b>	<b>\$0</b>

**FY 2012-2013**

**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:** CCCBD met this requirement. See table below.

<b>Service Category</b>	<b>Management Plan Budget</b>	<b>% of Budget</b>	<b>FY 2012-2013 Budget</b>	<b>% of Budget</b>	<b>Variance Percentage Points</b>
Safety/CSAs	\$357,495	51.7%	\$385,000	53.5%	+1.8
Cleaning Program	\$139,890	20.2%	\$145,000	20.2%	0.0
Beautification	\$22,876	3.3%	\$25,000	3.5%	+0.2
Activation of Public Places	\$24,081	3.5%	\$25,000	3.5%	0.0
Administration and Corporate Operations	\$140,702	20.3%	\$132,500	18.4%	-1.9
Non-Assessment Funds	\$6,920	1.0%	\$7,000	1.0%	0.0
<b>TOTAL</b>	<b>\$691,964</b>	<b>100.0%</b>	<b>\$719,500</b>	<b>100.0%</b>	

**BENCHMARK 2:** Whether one percent (1%) of actuals came from sources other than assessment revenue

**ANALYSIS:** *CCCBD did not meet this requirement. Assessment revenue was \$725,858 or 99.3% of actuals and non-assessment revenue was \$4,968 or 0.7% of actuals. See table below.*

Revenue Sources	FY 2012-2013 Actuals	% of Actuals
Special Benefit Assessments	\$725,858	
<b>Total assessment revenue</b>	<b>\$725,858</b>	<b>99.3%</b>
Sponsorships/Contributions		
Donations	\$4,902	
Other	\$66	
<b>Total non-assessment revenue</b>	<b>\$4,968</b>	<b>0.7%</b>
Total	\$730,826	100%

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

**ANALYSIS:** *CCCBD did not meet this requirement. See table below.*

Service Category	FY 2012-2013 Budget	% of Budget	FY 2012-2013 Actuals	% of Actuals	Variance Percentage Points
Safety/CSAs	\$385,000	53.5%	\$380,595	65.4%	+11.9
Cleaning Program	\$145,000	20.2%	\$125,970	21.7%	+1.5
Beautification	\$25,000	3.5%	\$0	0.0%	-3.5
Activation of Public Places	\$25,000	3.5%	\$8,000	1.4%	-2.1
Administration and Corporate Operations	\$132,500	18.4%	\$67,142	11.5%	-6.9
Non-Assessment Funds	\$7,000	1.0%		0.0%	-1.0
<b>TOTAL</b>	<b>\$719,500</b>	<b>100.0%</b>	<b>\$581,707</b>	<b>100.0%</b>	



**BENCHMARK 4:** Whether CCCBD 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:** CCCBD indicated carryforward funds but did not allocate these funds in their Annual Report. OEWD requested that CCCBD provide a letter stating the carryover disbursement along with the designated projects. See attached letter from Civic Center CBD dated February 9, 2015. 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.

<b>FY 2011-2012 Carryover Disbursement</b>	<b>\$505,827</b>
Designated Projects for FY 2012-13	<b>\$0</b>
<b>Total Designated amount for FY 2012-13</b>	<b>\$0</b>

**FY 2013-2014**

**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:** CCCBD met this requirement. See table below.

<b>Service Category</b>	<b>Management Plan Budget</b>	<b>% of Budget</b>	<b>FY 2013-2014 Budget</b>	<b>% of Budget</b>	<b>Variance Percentage Points</b>
Safety/CSAs	\$357,495	51.7%	\$385,000	53.5%	+1.8
Cleaning Program	\$139,890	20.2%	\$145,000	20.2%	+0.0
Beautification	\$22,876	3.3%	\$25,000	3.5%	+0.2
Activation of Public Places	\$24,081	3.5%	\$25,000	3.5%	+0.0
Administration and Corporate Operations	\$140,702	20.3%	\$132,500	18.4%	-1.9
Non-Assessment Funds	\$6,920	1.0%	\$7,000	1.0%	0.0
<b>TOTAL</b>	<b>\$691,964</b>	<b>100.0%</b>	<b>\$719,500</b>	<b>100.0%</b>	

**BENCHMARK 2:** Whether one percent (1%) of actuals came from sources other than assessment revenue

**ANALYSIS:** CCCB met this requirement. Assessment revenue was \$714,467 or 98.2% of actuals and non-assessment revenue was \$13,360 or 1.8% of actuals. See table below.

Revenue Sources	FY 2013-2014 Actuals	% of Actuals
Special Benefit Assessments	\$714,467	
<b>Total assessment revenue</b>	<b>\$714,467</b>	<b>98.2%</b>
Sponsorships/Contributions	\$9,800	
Donations		
Other	\$3,560	<b>1.8%</b>
<b>Total non-assessment revenue</b>	<b>\$13,360</b>	<b>100%</b>
<b>Total</b>	<b>\$727,827</b>	

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

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

Service Category	FY 2013-2014 Budget	% of Budget	FY 2013-2014 Actuals	% of Actuals	Variance Percentage Points
Safety/CSAs	\$385,000	53.5%	\$381,808	52.7%	-0.8
Cleaning Program	\$145,000	20.2%	\$124,990	17.2%	-2.9
Beautification	\$25,000	3.5%	\$0	0.0%	-3.5
Activation of Public Places	\$25,000	3.5%	\$15,270	2.1%	-1.4
Administration and Corporate Operations	\$132,500	18.4%	\$202,974	28.0%	+9.6
Non-Assessment Funds	\$7,000	1.0%		0.0%	-1.0
<b>TOTAL</b>	<b>\$719,500</b>	<b>100.0%</b>	<b>\$725,042</b>	<b>100.0%</b>	

**BENCHMARK 4:** Whether CCCBD 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:** CCCBD indicated carryforward funds but did not allocate these funds in their Annual Report. OEWD requested that CCCBD provide a letter stating the carryover disbursement along with the designated projects. See attached letter from Civic Center CBD dated February 9, 2015. 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.

<b>FY 2013-14 Carryover Disbursement</b>	<b>\$508,612</b>	<b>To be used in FY 2014-2015</b>	<b>To be used in Future Years</b>
Designated Projects			
10B Officers Program		\$25,000	\$280,000
Renewal Expenses			\$200,000
Other			\$612
<b>Total Designated Amount</b>	<b>\$508,612</b>	<b>\$25,000</b>	<b>\$480,612</b>

**Findings and Recommendations**

CCCBD has generally met all of the benchmarks as defined on page 6 of this memo, with the exception of benchmark three for FY 2011-2012 and FY 2012-13.

For all of the years in review except for one, in which CCCBD was shy of .03 percentage points, CCCBD passed its general benefit requirement of one percent (1%). The CCCBD has acquired a significant amount of funding, in the form of grant dollars and in-kind as well as volunteer services.

It is noted that in its first year Civic Center CBD had a large carryforward and currently intends to utilize these funds for a 10B Officer Program in the remaining term of the district and allocated funds toward renewal expenses in the final year of the term. OEWD is currently researching allowable uses of these funds that would comply both with State and Local laws.

**Conclusion**

CCCBD has performed well in implementing its service plan. CCCBD has continued to successfully sponsor and help implement events and programs in the district. CCCBD is a well-run organization with active board and committee members and will continue to successfully carryout its mission as a community benefit district.



**Board of Directors and Officers**

Chair

**Bill Whitfield**  
Shorenstein Realty Services

Vice Chair

**Tim Vrabel**  
Emerald Fund

Treasurer

**John Updike**  
San Francisco Real Estate

Secretary

**Jennifer Norris**  
San Francisco War Memorial  
and Performing Arts Center

**Sarah Ballard**

Dept. of Recreation and Parks

**Anthony Boas**

San Francisco Honda

**Mary Conde**

Another Planet Entertainment

**Jim Haas**

Neighborhood Advocate/Resident

**Roberto Lombardi**

San Francisco Public Library

**Katie Nicely**

San Francisco Symphony

**Janan New**

San Francisco Apartment  
Association

**Ruth Nott**

San Francisco Opera

**Sam Smith**

San Francisco Conservatory  
of Music

**Annette Turner**

Judicial Council of California

**Patricia Unterman**

Hayes Street Grill

Past Chair

**David Harrison**

Patson Companies

**Donald W. Savoie**

Executive Director

**234 Van Ness Avenue**

**Suite 1**

**San Francisco, CA 94102**

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**F: (415) 626-4029**

**info@sfciviccenter.org**

**www.sfciviccenter.org**

February 9, 2015

Ms. Crezia Tano

Senior Project Manager

Mayo's Office of Economic and Workforce Development

1 Dr. Carlton B Goodlett Place

City Hall, Room 448

San Francisco CA 94102

Dear Ms. Tano,

While not mentioned in the auditors' notes:

**FY 2011-2012**

Contingency/Carryforward – The \$20 was deposited by our treasurer into the bank to open our account. It was then turned into a donation.

**FY 2012-2013**

The financial numbers included in all the Annual Reports are always estimates and will change when our audit is completed because there is depreciation, and bad debt (for assessments not collected) that we cannot know until the audit is done.

We were not breaking expenses into their functional areas, or including much detail in the financials, but I was doing a manual calculation to better fill in the categories.

For example, assesses in Zone 2 pay an extra amount for the nighttime ambassadors, which work near the arts venues. We would get a bill from our vendors, MJM Services, for total ambassadors service and I would break down the hours to show how much we spent on the night team.

Our auditor noted this and we changed for FY 2103-2104 to better separate the line items, which is why this year's matches.

Also, we started "collecting" funds as of July 1, 2011, but did not have any expenses until December 2011, which was for small amounts for admin. We started services on February 1, 2012, which was 8 months after formation. So we started with a very large carryover due to the timing. Each year, we have been incrementally upgrading the services, so that they can be sustainably incorporated into the plan going forward. This has resulted in a smaller carryover that is added each year.

Carryover 2012:	\$356,676
Carryover 2013:	\$149,151
Carryover 2014:	\$2,785

This year, our board is budgeting for this large carryover by incrementally adding services and also budgeting for the end of the contract, in 2020, for when we will



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Executive Director

have expenses whether we seek renewal (election, consultants, etc.) or close down the CBD.

The \$7,144.00 in "Non-assessment funds" is part of the public benefit requirement and should be in a line item called "non-assessment funds" as listed in the management plan.

There is a total carryover at the end of FY 2013 of \$505,827.00, as listed in the audit.

**FY 2013-2014**

The \$7,580 in expenses for "Epicenter SF Project" is for "non-assessment fund expenses." A project that benefits the greater community and not just assessed properties.

The contingency/carryover for FY 2014 was \$508,612.00. It is general funds. Same explanation and plan to address it as stated above.

Since we had the large carryover, we did not believe in asking for the cost of living increase so we had the same budget for FY 2012-2013 and FY 2013-2104. We also worked on delinquent assessments and got the state on board to pay theirs.

I hope this all helps.

Sincerely,

A handwritten signature in black ink that reads 'Donald W. Savoie'.

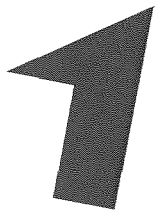
Donald W. Savoie, Executive Director  
Civic Center Community Benefit District

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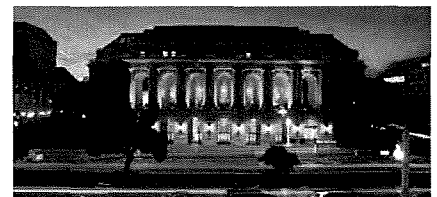
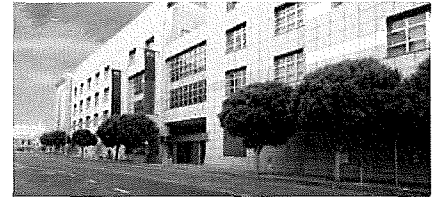
**Civic Center CBD Spend-down Budget**

Project or Program	At end of FY 2014	FY 2014-2015	Fy 2015-2016	Fy 2016-2017	FY 2017-2018	FY 2018-2019	FY 2019-2020	FY 2020-2021	TOTAL
<b>10 B Officers Program</b>		\$ 25,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 30,000.00	\$ 305,000.00
<b>CBD Renewal Expenses</b>		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200,000.00	\$ 200,000.00
<b>TOTAL</b>	<b>\$508,612.00</b>	<b>\$483,612.00</b>	<b>\$ 433,612.00</b>	<b>\$ 383,612.00</b>	<b>\$ 333,612.00</b>	<b>\$ 283,612.00</b>	<b>\$ 233,612.00</b>	<b>\$ 3,612.00</b>	<b>\$3,612.00</b>



# Civic Center

Community Benefit District



## Annual Report 2011-2012

The Civic Center Community Benefit District (CBD) is a special assessment district conceived and organized by a group of concerned Civic Center property owners, arts organizations, government entities, and other stakeholders. The goal of the CBD is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district.

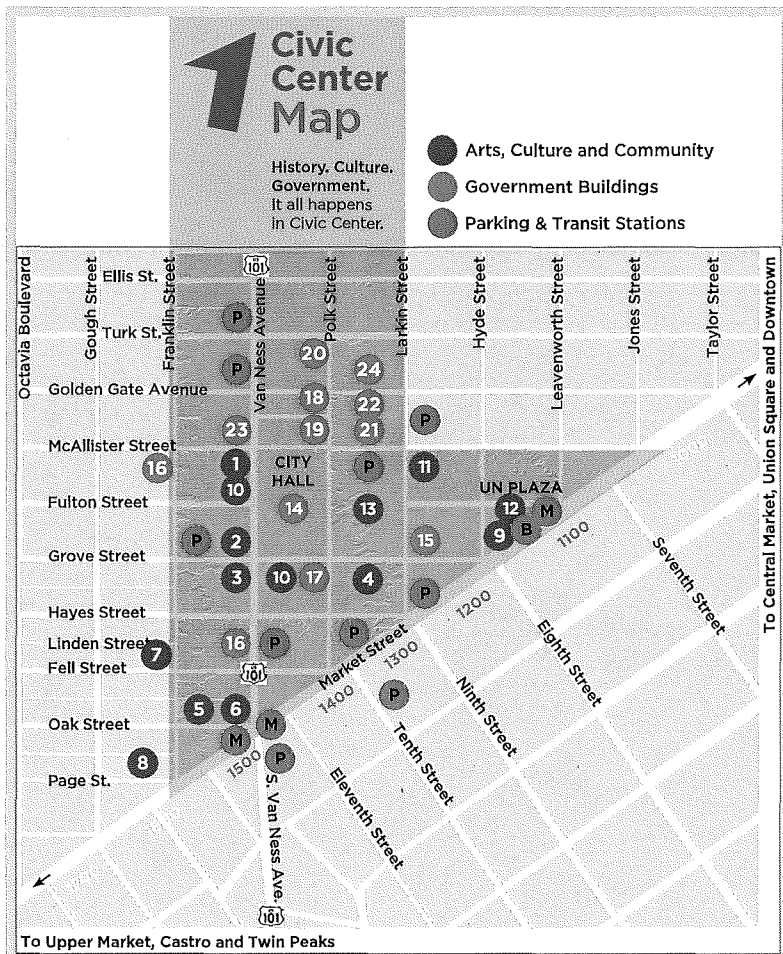
# History. Culture. Government. It all happens in Civic Center.



The San Francisco Civic Center neighborhood is the center of government and culture in San Francisco and is visited by thousands of people every day – by patrons of the arts and cultural institutions, by members of the public participating in local, state and federal government, by employees of those institutions, by other office workers and increasingly, residents, and by tourists and visitors from around the world.

The Civic Center itself is an Historic District, the most extensive and complete Beaux Arts ensemble in North America and the most magnificent complex of buildings in San Francisco. Events that have transpired in Civic Center Plaza and on the steps of City Hall have a rich history of political action and community involvement.

The Civic Center serves as the ceremonial and functional center of San Francisco’s City Government as well as a regional center for state and federal governmental agencies and a major center for employment. Its role as the premiere regional performing arts district for the entire San Francisco Bay Area merits a high level of management and coordination. Civic Center Plaza itself is a site of both planned and unplanned activities that need to be coordinated with the institutions around it. The district’s growing residential population has special needs that must be coordinated with the other needs of the district.



## Civic Center Neighborhood Map

1. War Memorial, Herbst Theatre,
  2. War Memorial Opera House
  3. Louise M. Davies Symphony Hall
  4. Bill Graham Civic Auditorium
  5. San Francisco Conservatory of Music
  6. New Conservatory Theatre Center
  7. SF Jazz (under construction)
  8. Kanbar Performing Arts Center
  9. Orpheum Theatre
  10. San Francisco Arts Comm. Galleries
  11. Asian Art Museum
  12. Heart of the City Farmer’s Market
  13. Civic Center Plaza
  14. San Francisco City Hall
  15. San Francisco Public Library
  16. San Francisco Unified School District
  17. Department of Public Health
  18. San Francisco Public Utilities Comm.
  19. Superior Court of California, San Francisco
  20. Community Justice Center
  21. Earl Warren State Building, Supreme Court of CA
  22. Hiram W. Johnson State Building
  23. Edmund G. Brown State Office Building
  24. Phillip Burton Federal Building
- B. BART System  
M. Muni Metro  
P. Parking Garages and Lots



# Administration and Governance

## Overview

The Civic Center Community Benefit District (CCCBD) has established itself in the community and had implemented the objectives set out in the management plan. This report will summarize the activities.

## Administration

### Legal Status

The Civic Center Community Benefit District, Inc. adopted its bylaws and submitted its articles of incorporation in June 2011. An interim board of directors was appointed to carry out the tasks of the corporation.

### Federal Non-Profit Status

The CCCBD received its non-profit status determination letter as a 501-c-3 corporation from the Internal Revenue Service on September 19, 2011; with Federal Tax ID number 45-2800348.

### State of California

The CCCBD is registered with the State of California Secretary of State's Office as a domestic nonprofit corporation C3385872.

### City and County of San Francisco

The CCCBD is registered as a business with the City and County of San Francisco, Office of the Treasurer and Tax Collector. Certificate number 461887.

### Civic Center Community Benefit District Interim Board

The interim board has managed the activities of the CCCBD since July 1, 2011. The board has adhered to the rules and regulations of the Ralph M. Brown Act in posting notices and agendas of all committee and board meetings, and providing for public comment at all meetings.

### Election of Permanent Board

At the board meeting on December 15, 2011, the interim board passed a motion to create a nominating committee.

The nominating committee met, interviewed interested candidates and presented a slate for election.

Official ballots were mailed to the 203 property owners that are part of the district with a deadline to return ballots to the CCCBD office by Friday, April 27, 2012. Ballots were received by representatives of 52 parcels that represent 65 percent of the assessed properties in the District.

The new board for installed on June 28, 2012 and assumed their duties on July 1, 2012.

### Standing and Ad-Hoc Committees Formed

The interim board created the following committees:

- Executive Committee, comprised of the four corporate officers (Chair, Vice Chair, Treasurer, Secretary), which creates agendas for the board meetings.
- Finance Committee, chaired by the Treasurer, to review financial reports, budgets and expenditures.
- Services Committee, initially tasked with developing the request for proposal for the services contracts and also the review, vetting and implementation of the contracts.
- Capital Improvements Committee, to discuss improvements to the district.
- Ad-Hoc - Hiring Committee, tasked with the search process for the CCCBD's first executive director.
- Ad-Hoc - Nominating Committee, tasked with the election process.

### Hiring of Executive Director

After a search and interview process, the Hiring Committee made a recommendation to the board to hire Donald Savoie, as it's executive director. He started on November 21, 2011.

## Fiscal Management

The CCCBD's treasurer, John Updike, established a checking account with Bank of America, at the branch in the district at 1525 Market Street, San Francisco. We are also using Bank of America's online payroll service for all payroll and reports.

## CCCBD Contracts with Third Parties

### Services Contract

The CCCBD Services Committee issued a request for proposal for services based on the Management Plan on October 28, 2011. The completed proposals were due back by end of day November 10, 2011.

The CCCBD received three proposals in total, one from Block by Block, one from MJM Management Group, and the third from Service Group, Inc. (SGI).

After discussion, the committee recommended to the board of directors that CCCBD enter into negotiations with MJM Management to provide the services. The contract was finalized and the CCCBD started services on February 1, 2012.

### Attorney

The CCCBD hired attorney Michael Futterman to assist the CCCBD in its contract negotiation with MJM Management.

### Accountants

The CCCBD entered into an agreement with PKF to provide accounting, auditing and tax preparation services.

### Office Space for CCCBD

The CCCBD negotiated an office lease for the CCCBD's office at 234 Van Ness Avenue, Suite 1, San Francisco, CA 94102.

The lease commenced December 1, 2011. The rent paid is lowered, due to a \$3,600 in-kind donation from the property owner.

# Services Provided by the CCCBD



The Civic Center Community Benefit District (CCCBD) started community services on February 1, 2012. These services were the culmination of many years of planning to create the CCCBD, and the many community members who volunteered countless hours to achieve this goal. For the daily schedule of services, please visit our website: [www.sfcivic-center.org](http://www.sfcivic-center.org) and click on "Services."

## Community Service Ambassadors



Bayardo and Elester, two of the CCCBD daytime ambassadors

The team of Community Service Ambassadors (CSAs) assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues and businesses, transportation systems, and other useful information. The CSAs are goodwill ambassadors who assist the public in navigating the district with a welcoming and informed presence.

They also play a vital role in promoting the Civic Center area as safe and friendly. They are easily visible and identifiable by their orange and gray uniforms. Their presence are a deterrent to misdemeanor crime, and they have a communication system to enable them to report conditions or observations of criminal activity immediately through the CBD dispatch to the San Francisco Police Department.

In 2011-2012, the ambassadors worked Tuesday through Saturday, 7:30 am to 7:30 pm.



CCCBD nighttime ambassadors assist tourists in the Civic Center

## Nighttime Ambassador Schedule

CSAs work on select evenings in shifts from 6:30pm - 11:30pm. The CSAs walk throughout Zone 2, the central area of the District near the arts venues, to enhance the pedestrian experience before and after evening performances, events and meetings.

## Cleaning Teams and Graffiti Abatement



CCCBD Clean Team staff perform a scrub request on Market Street

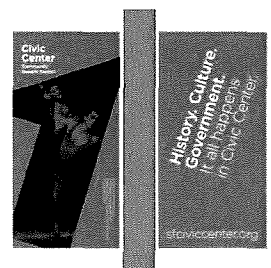
The Clean Teams work seven days a week and respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk. They are aided by calls by the CBD staff to the Department of Public Works (DPW) to coordinate delivery of the services that the City of San Francisco provides.

## Beautification Programs

The CCCBD was fortunate to have district banners donated during the 2011-2012 year to promote the Civic Center CBD and the neighborhood.

The CCCBD has also begun beautification efforts in 2011-2012, which are expected to be realized in 2012-2013 and beyond, including:

- Street Art Project, A Forest for the Trees
- Partnership with Please Touch Community Garden
- Civic Center Plaza Sustainability Project
- Wayfinding Signage



CCCBD Banner artwork

# Service Accomplishments and Results



Month	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Totals	Monthly Average
<b>Safety &amp; Security Services</b>							
<b>Emergency Services</b>							
Ambulance	2	1	4	2	7	16	3
Fire	0	0	0	0	0	0	0
Police	1	1	3	2	15	22	4
<b>Quality of Life Crimes</b>							
Aggressive Panhandling	80	26	13	33	30	182	36
Sleeping/Camping/Trespassing	246	159	190	247	226	1,068	214
Drunk and Disorderly	67	65	66	147	135	480	96
Illegal Vendors	11	10	5	5	9	40	8
Suspicion of Drug Deal	1	3	5	16	9	34	7
<b>Quality of Life Issues</b>							
Mentally Disturbed	8	8	7	8	16	47	9
Indecent Exposure	2	1	0	4	10	17	3
Social Services Referrals	14	1	8	3	2	28	6
(HOT TEAM)	0	0	1	0	0	1	0
(MAP)	1	8	7	2	10	28	6
<b>General Neighborhood Issues</b>							
Demonstration	5	0	5	3	4	17	3
Noise Complaint	0	0	0	2	0	2	0
Safety Hazard	1	1	1	2	3	8	2
Construction	0	2	2	4	2	10	2
<b>Total Safety &amp; Security Services</b>	<b>439</b>	<b>286</b>	<b>317</b>	<b>480</b>	<b>478</b>	<b>2,000</b>	<b>400</b>
<b>Visitor/Merchant Services</b>							
Meet & Greet with Merchants/Residents	41	12	41	79	67	240	48
Assist Merchants	28	29	47	31	64	199	40
Directions	30	11	83	188	167	479	96
<b>Total Visitor/Merchant Services</b>	<b>99</b>	<b>52</b>	<b>171</b>	<b>298</b>	<b>298</b>	<b>918</b>	<b>184</b>
<b>Cleaning/Maintenance Services</b>							
<b>Litter and Trash Removal</b>							
Overflowing Trashcan Topped Off	2	2	3	4	10	21	4
Shopping Cart Removal	1	1	5	6	26	39	8
Illegal Dumping Reported/Dispatched/Clean-Up	22	22	35	26	26	131	26
<b>Graffiti Issues</b>							
Removed Sticker/Flyer	21	21	11	16	24	93	19
Graffiti Sighting/Removal	67	67	56	33	69	292	58
<b>Request for CBD Services</b>							
Painting Request Completed	24	24	65	1	10	124	25
Scrub Request Completed	89	89	77	6	49	310	62
Steam Cleaning Request Completed	1	0	2	1	1	5	1
Sweep Request Completed	85	60	52	49	83	329	66
<b>Total Cleaning/Maintenance Services</b>	<b>312</b>	<b>286</b>	<b>306</b>	<b>142</b>	<b>298</b>	<b>1,046</b>	<b>209</b>
<b>Overall Totals</b>	<b>850</b>	<b>624</b>	<b>794</b>	<b>920</b>	<b>1,074</b>	<b>3,188</b>	<b>638</b>
<b>Non-Classified Activities</b>							
Cardboard	4	1	5	7	6	23	5
311	12	13	26	10	45	106	21
Shoplifting	0	0	0	0	1	1	0
Needles Sighting/Removal	5	1	12	137	70	225	45
Non-emergency	20	16	27	17	26	106	21
Other	0	0	0	0	0	0	0
Trash Liners	1	1	8	7	0	17	3
<b>Total Non-Classified Activities</b>	<b>42</b>	<b>32</b>	<b>78</b>	<b>178</b>	<b>148</b>	<b>478</b>	<b>96</b>
<b>GRAND TOTALS</b>	<b>892</b>	<b>656</b>	<b>872</b>	<b>1,098</b>	<b>1,222</b>	<b>3,666</b>	<b>733</b>

# Community Outreach and Advocacy



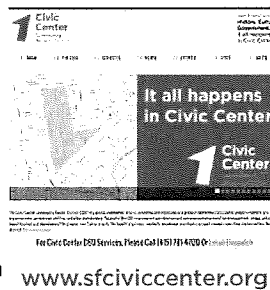
## Staff Outreach and Advocacy

The CCCBD's executive director and various board members meet regularly with various members of the community - property owners, residents, merchants, community organizations - as well as city departments, and regional organizations:

- Supervisor Jane Kim and staff
- Supervisor Christina Olague and staff
- Central Market Partnership
- Community Justice Center Advisory Board
- CBD/BID Consortium of San Francisco
- Hayes Valley Neighborhood Association
- Epicenter Group (Central Market, Tenderloin and Civic Center CBDs)
- Office of Economic and Workforce Development
- Recreation and Parks Staff
- San Francisco Police Department
- Community Housing Partnership and Mercy Housing

## CCCBD Website

The CCCBD created an updated website, [sfciviccenter.org](http://sfciviccenter.org), with information about the CBD, its meeting times, agendas, notices and minutes. Visitors can see the daily schedule of services, report incidents, and learn more and get involved with the CBD. A calendar of area events, information on transit, parking and visiting the Civic Center, as well as the history and information on arts groups, can also be found on the website.



## Social Media

The CCCBD has also established a Facebook page and Twitter feed to start communication streams with the public.

[www.facebook.com/sfciviccenter](http://www.facebook.com/sfciviccenter)  
[www.twitter.com/sfciviccenter1](http://www.twitter.com/sfciviccenter1)



## CCCBD Newsletter

The first CCCBD newsletter is scheduled to go out in mid-February and describe the district services to the property owners and the public and give them info on accessing them.

The CCCBD also established an electronic version that is emailed to the master list twice a month. Each issue highlights upcoming CBD and community meetings, and also announces major news, such as the expansion of daytime services in July 2012. Anyone can subscribe through our website or Facebook page.



## CCCBD Brochures and Calling Cards

A CCCBD brochure and was designed and produced highlighting the CBD, its formation, the area covered and the services offered. It has been mailed to all property owners and given out to merchants and security personnel at properties throughout the neighborhood. Also, calling cards with the CBD Dispatch information is handed out regularly in the area.

## Community Meeting

The board of directors held a Community Meeting and Mixer on March 1, 2012, from 5:30 to 7:30pm at 25 Van Ness Avenue.

At the mixer, over 70 people attended to meet some of the people who live and work in the area and learn more about what the CBD was doing to improve the Civic Center neighborhood.

CCCBD staff and ambassadors were also on-hand to answer questions and promote the new services available in the neighborhood.

## Annual Meeting

**Civic Center Community Benefit District**  
The Board of Directors of the Civic Center Community Benefit District Invites You to the  
Civic Center CBD Annual Meeting,  
Installation of 2012-2014 Board of Directors  
& Election of 2012-2013 Officers  
Thursday, June 28, 2012 | 2:00 to 3:30 pm.  
25 Van Ness Avenue, San Francisco  
Lower Level Conference Room  
More info: [www.sfciviccenter.org](http://www.sfciviccenter.org)

As required in the bylaws, he CCCBD held its Annual Meeting on June 28, 2012, where the newly elected board was installed and assumed their duties.

The board also elected officers for the new year. The following officers were elected to a one-year term for 2012-2013:

Chair  
**Bill Whitfield**  
Shorenstein Realty Services

Vice Chair  
**Anthony Boas**  
San Francisco Honda

Treasurer  
**John Updike**  
San Francisco Real Estate

Secretary  
**Jennifer Norris**  
San Francisco War Memorial

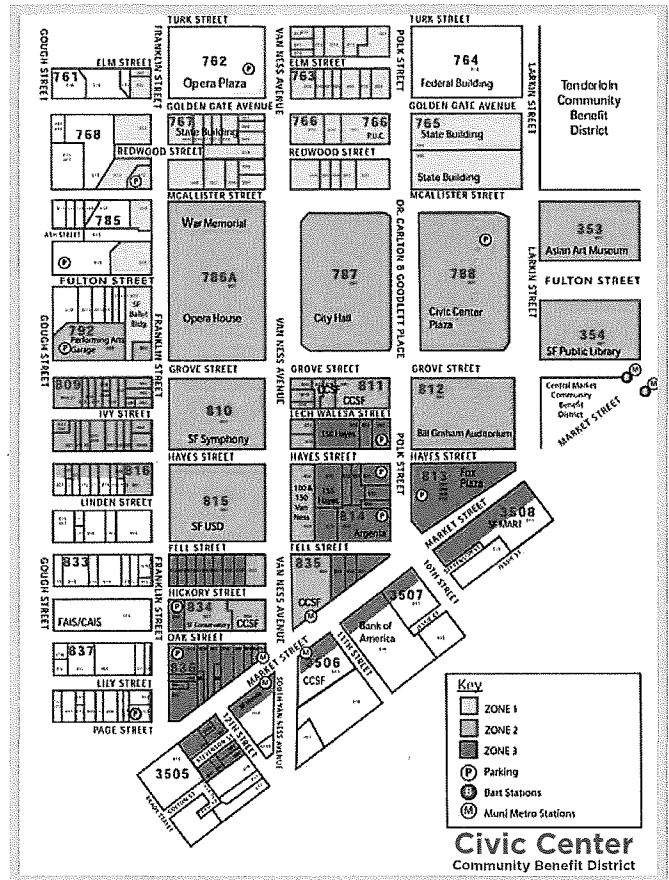
# Assessment Methodology

The Civic Center CBD has three zones with differing levels of services:

**Zone 1.** This is the area generally from the north side of McAllister Street to the south side of Golden Gate between Larkin and Polk and from the south side of Turk from Polk to Van Ness. The Eastern boundary is from Larkin Street in the east where it adjoins the Tenderloin Community Benefit District, to the properties on the west side of Franklin Street, extending south to include parcel 792-031 “the Ballet building” midway in the block between Fulton and Grove streets and extending to the North to Elm Street.

**Zone 2.** This zone generally includes the Civic Center Plaza, the Asian Art Museum, the Main Library, Bill Graham Auditorium, Symphony Hall, the Opera House, the War Memorial Building, the Performing Arts Garage, and properties along Grove, Ivy, and Hayes streets west to Gough Street, and properties on both sides of Van Ness Avenue extending south to Market Street.

**Zone 3.** This zone includes the areas along Polk Street south of Lech Walesa Street, Fox Plaza, Fell, Hickory, and Oak streets west to Franklin Street, and both sides of Market Street from Ninth Street to Franklin Street.



## Assessment Method

The special benefits of the Civic Center CBD will be assessed to parcels based on a combination of a parcel’s linear front footage (that is served by and within the boundaries of the CBD) and building square footage. The entire CBD budget is split 50/50, so that 50% is assessed proportionately based on a parcel’s linear frontage with the remaining 50% assessed proportionately based on a parcel’s improved building square footage, modified by a building size classification multiplier.

## Building Size Classification

Some benefits, such as sidewalk sweeping, are directly proportional to linear frontage. Thus every parcel is assessed based on its linear frontage. Other benefits, such as the Community Service Ambassadors, are related to the number of people using a building, the number of trips generated by those people. This relationship is not linear, but rather is expressed in a “Building Size Classification Multiplier.” The table shows the classification of building square footage and the translation to the Building Size Classification Multiplier. Within each benefit zone, a parcel’s assessment is the combination

## Building Size Classification and Multipliers

Building Size Class.	Parcel Land Use	Building Square Footage	BSC Multiplier
1	Residential	All Sizes	0.50
2	Non-Residential	Less than 10,000	1.00
3	Non-Residential	10,000-19,999	1.50
4	Non-Residential	20,000-49,999	3.00
5	Non-Residential	50,000-99,999	6.00
6	Non-Residential	100,000-299,999	20.00
7	Non-Residential	300,000-499,999	40.00
8	Non-Residential	500,000 & Greater	60.00

For Zone 1 parcels, the calculation is as follows:

$$\begin{matrix} \text{Linear Street} \\ \text{Frontage X} \\ \$7.05 \end{matrix} + \begin{matrix} \text{Building} \\ \text{Size Class.} \\ \text{Multiplier} \end{matrix} \times \$178.86 = \begin{matrix} \text{Total first} \\ \text{year annual} \\ \text{assessment} \end{matrix}$$

For Zone 2 parcels, the calculation is as follows:

$$\begin{matrix} \text{Linear Street} \\ \text{Frontage X} \\ \$10.09 \end{matrix} + \begin{matrix} \text{Building} \\ \text{Size Class.} \\ \text{Multiplier} \end{matrix} \times \$283.59 = \begin{matrix} \text{Total first} \\ \text{year annual} \\ \text{assessment} \end{matrix}$$

For Zone 3 parcels, the calculation is as follows:

$$\begin{matrix} \text{Linear Street} \\ \text{Frontage X} \\ \$13.46 \end{matrix} + \begin{matrix} \text{Building} \\ \text{Size Class.} \\ \text{Multiplier} \end{matrix} \times \$308.31 = \begin{matrix} \text{Total first} \\ \text{year annual} \\ \text{assessment} \end{matrix}$$

# Budgets and Balance Sheet



The annual operating budget for the year July 1, 2011 to June 30, 2012 is \$ 691,964. The proposed service plan budget was developed based on the priorities that the stakeholders expressed through the surveys and Steering Committee meetings. All improvements and activities are allowed under the 1994 California Property and Business Improvement Act. The CCCBD will have the financial reports audited by PKF Accountants.

Income Categories	2011-2012 Budget	Actual	Variance	2012-2013 Budget
Assessments	\$685,044.00	\$600,301.67	\$(84,742.33)	\$699,272.00
Donations/Grants	\$6,920.00	\$27,633.64	\$20,713.64	\$7,000.00
Interest	\$0.00	\$46.11	\$46.11	\$400.00
Other/Contingency/Carry-Over	\$0.00	\$20.00	\$20.00	\$322,388.75
<b>TOTALS:</b>	<b>\$691,964.00</b>	<b>\$628,001.42</b>	<b>\$(63,962.58)</b>	<b>\$1,029,060.75</b>

Expense Categories	2011-2012 Budget	Actual	Variance	2012-2013 Budget
Staff				
Salary, Taxes, workers compensation, benefits,	\$90,702.00	\$41,663.18	\$(49,038.82)	\$91,000.00
Administration				
Rent		\$6,287.50		\$10,000.00
Office Expenses		\$4,730.44		\$7,500.00
Insurance		\$3,387.04		\$4,000.00
Equipment		\$1,990.00		\$2,000.00
Legal & Accounting		\$8,437.35		\$8,000.00
Printing		\$2,247.04		\$6,000.00
Other		\$3,850.00		\$4,000.00
Subtotal: Administration	\$50,000.00	\$30,929.37	\$(19,070.63)	\$41,500.00
Safety Program				
Ambassadors	\$268,104.00	\$140,215.12	\$(127,888.88)	\$285,000.00
Night Ambassadors	\$89,391.00	\$40,320.00	\$(49,071.00)	\$100,000.00
Cleaning Program and On-Call Graffiti Removal	\$139,890.00	\$52,485.00	\$(87,405.00)	\$145,000.00
Beautification	\$22,876.00	\$0.00	\$(22,876.00)	\$25,000.00
Activation of Public Places Zone 2 Only	\$24,081.00	\$0.00	\$(24,081.00)	\$25,000.00
Non assessment funds	\$6,920.00	\$0.00	\$(6,920.00)	\$7,000.00
<b>EXPENSE TOTALS:</b>	<b>\$691,964.00</b>	<b>\$305,612.67</b>	<b>\$(386,351.33)</b>	<b>\$719,500.00</b>

## Statement of Financial Position as of June 30, 2012

### Current Assets

Cash ..... \$348,724  
 Prepaid Expenses ..... \$0  
 Furniture, fixtures and equipment, net ..... \$1,990

**Total assets ..... \$350,714**

### Liabilities and Net Assets

Current liabilities ..... \$0  
 Accounts payable ..... \$0

**Total Liabilities.....\$0**

**Total liabilities and net assets ..... \$350,714**



**Civic Center Community Benefit District**

234 Van Ness Avenue, Suite 1  
San Francisco, CA 94102

Phone: (415) 626-1819  
Fax: (415) 626-4029

## 2011-2012 Board of Directors

Chair  
**David Harrison**  
Patson Companies

Vice Chair  
**Bill Whitfield**  
Shorenstein Realty Services

Treasurer  
**John Updike**  
San Francisco Real Estate

Secretary  
**Jennifer Norris**  
San Francisco War Memorial

**Jerry Bernstein**  
Lighthouse for the Blind

**Nan Keeton**  
San Francisco Symphony

**Anthony Boas**  
San Francisco Honda

**Lev Kushner**  
Recreation and Parks Department

**Alexander Brose**  
San Francisco Conservatory of Music

**Roberto Lombardi**  
San Francisco Public Library

**Mary Conde**  
Another Planet Entertainment

**James McCrea**  
State of California

**Jim Haas**  
Neighborhood Advocate

**Janan New**  
San Francisco Apartment Association

### Civic Center CBD Committees

**Standing: Executive, Finance, Capital Improvements and Planning, Marketing/PR, Services**

**Ad-Hoc: Hiring, Nominating**

### Civic Center CBD Staff

**Donald W. Savoie**  
Executive Director

**CBD Dispatch for Services**  
For non-emergency cleaning and ambassador services, please call (415) 781-4700, or email [dispatch@sfciviccenter.org](mailto:dispatch@sfciviccenter.org)

**Emergency services:**  
Call 9-1-1.

Learn more about Civic Center CBD programs and services at:  
[www.sfciviccenter.org](http://www.sfciviccenter.org)

#### Special Thanks!

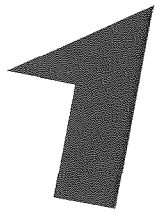
The Civic Center CBD would like to thank the following for their support of the CBD and its programs:

**MJM Management**  
Services provider for the Civic Center CBD

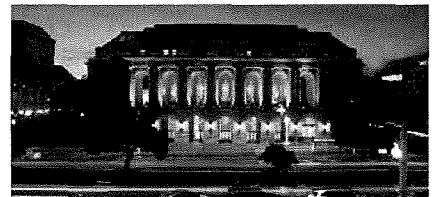
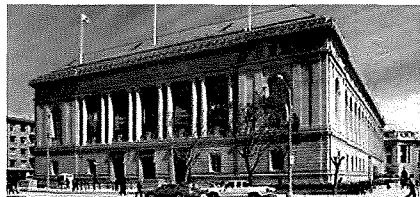
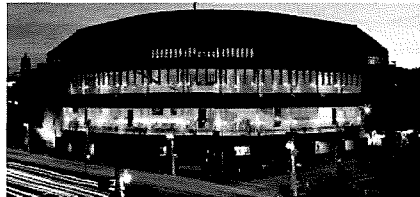
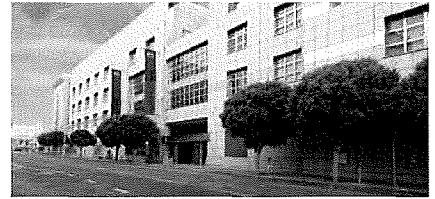
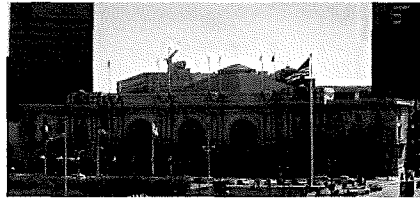
**Emerald Fund and Transwestern**  
Staff space for ambassadors and clean team.

**Dowling | Duncan**  
Design and identity work for the Civic Center CBD.

**West Coast Property Management**  
Discounted office space for the CBD office.



**Civic  
Center**  
Community  
Benefit District



**Annual  
Report  
2012-2013**

**History. Culture.  
Government.  
It all happens  
in Civic Center.**



# History. Culture. Government. It all happens in Civic Center.

The San Francisco Civic Center neighborhood is the center of government and culture in San Francisco and is visited by thousands of people every day:

- **Patrons of the arts and cultural institutions;**
- **Tourists and visitors from around the world;**
- **Members of the public participating in local, state and federal government;**
- **Employees of those institutions and other office workers, and,**
- **Increasingly, residents as more residential housing continues to be constructed and approved.**

The Civic Center itself is a Historic District, the most extensive and complete Beaux Arts ensemble in North America and the most magnificent complex of buildings in San Francisco. Events that have transpired in Civic Center Plaza and on the steps of City Hall have a rich history of political action and community involvement.

The Civic Center serves as the ceremonial and functional center of San Francisco's City Government as well as a regional center for state and federal governmental agencies and a major center for employment. Its role as the premiere regional performing arts district for the entire San Francisco Bay Area merits a high level of management and coordination.

Civic Center Plaza itself is a site of both planned and unplanned activities that need to be coordinated with the institutions around it. The district's growing residential population has special needs that must be coordinated with the other needs of the district.

The Civic Center Community Benefit District (CCCBD) started its second year of operations on July 1, 2012, with a goal to build on our strengths from the first year, improve and evaluate existing programs, and embark in new programming areas set out in the management plan. This report summarizes those activities.

## Administration and Governance

### Board Election and Strategic Planning Session

Following a nomination and election process outlined in the Management Plan, the newly elected board of directors and officers assumed their duties on July 1, 2012.

The board embarked on a half-day strategic plan session in late July 2012. The goal of the strategic planning session was to educate and update newly elected members, evaluate goals and committee structures, and develop short-term and long-term goals for each committee and initiative.

During the planning session, the board decided to revamp the

committee structure into the following categories:

- **Executive Committee**
- **Finance Committee**
- **Services Committee**
- **Capital Improvements and Planning Committee**
- **External Affairs Committee**
- **Safety Committee**

### Financial Audit

The CCCBD entered into an agreement with PKF Accountants to provide accounting, auditing and tax preparation services. The audit process included an evaluation of all income and expenses, all missing parcel assessments and all expenditures. The audit was submitted to the Mayor's Office of Economic and Workforce Development in August.

### CCCBD Contracts with Third Parties

#### Services Contract

The CCCBD is in the second year of its contract with MJM Management to provide cleaning and safety services. The CCCBD started services on February 1, 2012. We expanded the contract in August 2012 to allow for seven-day safety services.

#### Accountants

The CCCBD entered into an agreement with PKF Accountants to provide accounting, auditing and tax preparation services for the 2012-2013 year.

#### Office Space for CCCBD

The CBD is in the space it has occupied since December 1, 2012, at 234 Van Ness Avenue, Suite 1, San Francisco, CA 94102.

# Administration and Governance



The annual operating budget for the year July 1, 2012 to June 30, 2013 was \$721,610.82. The proposed service plan budget was developed based on the priorities that the stakeholders expressed through the surveys and Steering Committee meetings. All improvements and activities are allowed under the 1994 California Property and Business Improvement Act. The CCCBD will have the financial reports audited by PKF Accountants.

Income Categories	2012-2013 Budget	Actual	Variance
Assessments	\$714,466.82	\$708,899.26	\$(5,567.56)
Donations/Grants	\$7,144.00	\$4,254.23	\$(2,889.77)
Interest	\$0.00	\$297.59	\$297.59
Other/Contingency/Carry-Over	\$0.00	\$0.00	\$0.00
<b>TOTALS:</b>	<b>\$721,610.82</b>	<b>\$713,451.08</b>	<b>\$(8,159.74)</b>

Expense Categories		2012-2013 Budget	Actual	Variance
Staff	Salary, Taxes, workers compensation, benefits,	\$94,466.82	\$78,821.10	\$(15,645.72)
<b>Administration</b>				
	Rent		\$9,750.00	
	Office Expenses		\$4,306.06	
	Insurance		\$5,399.00	
	Equipment		\$5,061.64	
	Legal & Accounting		\$6,552.52	
	Printing		\$1,275.91	
	Other		\$2,171.77	
	Subtotal: Administration	\$50,000.00	\$32,345.13	\$(17,654.87)
<b>Safety Program</b>				
	Ambassadors	\$300,000.00	\$295,075.30	\$(4,924.70)
	Night Ambassadors	\$90,000.00	\$84,306.00	\$(5,694.00)
	Cleaning Program and On-Call Graffiti Removal	\$130,000.00	\$125,970.00	\$(4,030.00)
	Beautification	\$25,000.00	\$5,000.00	\$(20,000.00)
	Activation of Public Places	\$25,000.00	\$5,000.00	\$(20,000.00)
	Non assessment funds	\$7,144.00	\$0.00	\$(7,144.00)
<b>EXPENSE TOTALS:</b>		<b>\$721,610.82</b>	<b>\$628,689.30</b>	<b>\$(92,921.52)</b>

## Statement of Financial Position as of June 30, 2013

### Current Assets

Cash .....\$436,166.03  
 Prepaid Expenses ..... \$(750)  
 Furniture, fixtures and equipment, net ..... \$1,990

**Total assets .....\$437,406.63**

### Liabilities and Equity

Unrestricted net assets ..... \$342,644.86  
 Net Income ..... \$94,761.77

**Total liabilities and equity .....\$437,406.63**

# Services Provided by the CCCBD



In August 2012, the CCCBD board voted to expand its daytime ambassador services to seven days a week. Previously, the schedule for daytime services was Tuesday through Saturdays. The board voted to increase the contact with MJM Management.

The number of requests coming into the CBD Dispatch Center for cleaning, graffiti and removal of illegally dumped items has increased as the public has become more aware of the CBD and its services.

## Community Service

### Ambassadors

The team of Community Service Ambassadors (CSAs) assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues and businesses, transportation systems, and other useful information. The CSAs are goodwill ambassadors who assist the public in navigating the district with a welcoming and informed presence.

The ambassadors have also developed close ties with the many social services that are available in the City such as Project Homeless Connect, the HOT Team, sobering centers, shelters, and places to obtain meals and clothing. Everyday, the ambassadors make referrals to these agencies.

### Nighttime Ambassadors

The nighttime ambassadors have been very popular with the patrons of the many Civic Center area events. They assist people with directions to the transit stations, parking lots and other needs.

The contract with MJM Management provides for 200 service nights a year, as per the Management Plan. CCCBD staff created the schedule in order to evenly spread the nights throughout each quarter. For example, there were fewer activities in August, than in December during the holidays.

## Cleaning Teams and Graffiti

### Abatement

The Clean Teams work seven days a week and respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk. They are aided by calls by the

CBD staff to the Department of Public Works (DPW) to coordinate delivery of the services that the City of San Francisco provides. They also carry special containers for the collection of discarded needles and other hazardous items, such as pet waste.

## Beautification and Activation Programs

### SOMA Community Garden

The SOMA Community Garden project is a collaboration between the CCCBD and the property owners on 12th Street to revitalize the area through a community green-space that weaves nature, beauty, and communal activities. The proposed project will encompass the dead-end of Stevenson Street at 12th, and create a community garden for the area.

The CCCBD Board of Directors has endorsed this project and has instructed staff to work with the property owners as a nonprofit partner in order to initiate the process to beautify and activate the area. The CBD's goal is to beautify and activate an area of the district that uses up a great deal of the safety and cleaning services.

### Civic Center Lighting Study

The Safety Committee conducted a lighting survey to determine lighting levels in different blocks of the district, as it pertains to pedestrian safety and people's perceptions. While street lighting in the area is fairly uniform, trees and other factors, such as the amount of lighting on exteriors of buildings, can affect the amount of light at the pedestrian level.

## Community Lighting

### Grant Program

As a way to incentivize property owners to increase outdoor lighting on their properties, the Safety Committee created the Community Lighting Grants Program. Property owners in the Civic Center Community Benefit District (CCCBD) area may apply for a grant of up to \$1,000 to pay for the addition of outdoor lighting.

The goal is to increase pedestrian level lighting in the Civic Center to create a warmer and more inviting pedestrian experience, and enhance safety. The lighting can be for any side of the property if it fronts on a publicly accessible alley or street.

# Service Accomplishments and Results



Month	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Totals	Monthly Average
<b>Safety &amp; Security Services</b>														
<b>Emergency Services</b>														
Ambulance	5	0	1	2	2	0	1	2	8	0	1	2	24	2
Fire	1	5	1	1	3	0	0	1	0	0	2	0	14	1
Police	19	2	7	8	3	1	2	4	5	2	5	2	60	5
<b>Quality of Life Crimes</b>														
Aggressive Panhandling	23	28	31	48	31	41	32	35	28	40	53	49	439	37
Sleeping/Camping/Trespassing	392	518	908	964	1,059	1,136	845	741	782	816	847	667	9,675	806
Drunk and Disorderly	184	175	167	305	128	112	133	114	100	62	116	48	1,644	137
Illegal Vendors	3	3	9	15	4	2	3	8	5	8	9	12	81	7
Suspicion of Drug Deal	14	8	16	12	13	3	15	19	18	20	21	17	176	15
<b>Quality of Life Issues</b>														
Mentally Disturbed	10	28	24	18	22	15	19	21	32	19	39	22	269	22
Indecent Exposure	3	1	3	2	0	0	1	3	8	12	10	10	53	4
Social Services Referrals	9	14	4	13	16	20	5	22	20	8	14	10	155	13
(HOT TEAM)	1	1	2	0	0	0	0	2	0	0	0	0	6	1
(MAP)	8	2	1	3	1	2	2	4	0	0	0	0	23	2
<b>General Neighborhood Issues</b>														
Demonstration	4	1	1	2	2	0	3	2	12	9	11	3	50	4
Noise Complaint	3	0	0	3	0	0	0	1	2	2	16	9	36	3
Safety Hazard	77	18	8	31	1	21	36	78	40	49	60	44	463	39
Construction	2	5	4	6	1	2	0	1	8	2	7	7	38	3
<b>Total Safety &amp; Security Services</b>	<b>758</b>	<b>809</b>	<b>1,187</b>	<b>1,433</b>	<b>1,286</b>	<b>1,355</b>	<b>1,097</b>	<b>1,057</b>	<b>1,061</b>	<b>1,055</b>	<b>1,206</b>	<b>902</b>	<b>10,043</b>	<b>1,101</b>
<b>Visitor/Merchant Services</b>														
Meet & Greet with Merchants/Residents	78	95	133	212	167	100	115	168	450	650	616	631	3,415	285
Assist Merchants	78	49	20	30	73	83	65	147	78	79	61	104	867	72
Directions	130	204	176	180	134	86	73	59	50	69	59	49	1,269	106
<b>Total Visitor/Merchant Services</b>	<b>286</b>	<b>348</b>	<b>329</b>	<b>422</b>	<b>374</b>	<b>269</b>	<b>253</b>	<b>374</b>	<b>578</b>	<b>798</b>	<b>736</b>	<b>784</b>	<b>3,233</b>	<b>463</b>
<b>Cleaning/Maintenance Services</b>														
<b>Litter and Trash Removal</b>														
Overflowing Trashcan Topped	7	3	7	6	5	8	2	1	1	1	3	5	49	4
Shopping Cart Removal	15	28	24	21	12	5	5	3	7	2	3	3	128	11
Illegal Dumping Reported/Dispatched/Clean-Up	243	46	22	337	22	9	18	121	14	3	9	2	846	71
<b>Graffiti Issues</b>														
Removed Sticker/Flyer	33	46	17	52	75	34	14	21	12	20	71	10	405	34
Graffiti Sighting/Removal	155	312	106	84	88	88	107	106	94	35	44	50	1,269	106
<b>Request for CBD Services</b>														
Painting Request Completed	0	1	0	0	1	1	2	8	0	0	1	1	15	1
Scrub Request Completed	124	232	240	283	270	324	286	255	237	221	187	126	2,785	232
Steam Cleaning Request Comp.	0	0	0	0	0	0	0	0	0	19	0	19	38	3
Sweep Request Completed	203	184	163	231	505	445	452	269	350	391	307	335	3,835	320
<b>Total Cleaning/Maintenance Services</b>	<b>780</b>	<b>852</b>	<b>579</b>	<b>1,014</b>	<b>978</b>	<b>914</b>	<b>886</b>	<b>784</b>	<b>715</b>	<b>692</b>	<b>625</b>	<b>551</b>	<b>7,502</b>	<b>781</b>
<b>Overall Totals</b>	<b>1,824</b>	<b>2,009</b>	<b>2,095</b>	<b>2,869</b>	<b>2,638</b>	<b>2,538</b>	<b>2,236</b>	<b>2,215</b>	<b>2,354</b>	<b>2,545</b>	<b>2,567</b>	<b>2,237</b>	<b>20,778</b>	<b>2,344</b>
<b>Non-Classified Activities</b>														
Cardboard	16	1	3	11	70	87	81	64	76	70	45	28	552	46
311	31	48	29	26	28	17	34	17	14	10	24	10	288	24
Shoplifting	3	0	1	3	2	3	0	0	1	2	2	3	20	2
Needles Sighting/Removal	68	47	69	56	24	38	12	28	28	79	40	51	540	45
Non-emergency	31	2	7	7	26	38	14	33	8	26	15	7	214	18
Other	1	4	6	7	72	54	50	41	35	48	60	38	416	35
Trash Liners	0	1	0	0	0	0	0	1	0	0	1	0	3	0
<b>Total Non-Classified Activities</b>	<b>150</b>	<b>103</b>	<b>115</b>	<b>110</b>	<b>222</b>	<b>237</b>	<b>191</b>	<b>184</b>	<b>162</b>	<b>235</b>	<b>187</b>	<b>137</b>	<b>1,474</b>	<b>169</b>
<b>GRAND TOTALS</b>	<b>1,974</b>	<b>2,112</b>	<b>2,210</b>	<b>2,979</b>	<b>2,860</b>	<b>2,775</b>	<b>2,427</b>	<b>2,399</b>	<b>2,516</b>	<b>2,780</b>	<b>2,754</b>	<b>2,374</b>	<b>22,252</b>	<b>2,513</b>

The CCCBD's executive director and various board members have met regularly with various members of the community—property owners, residents, merchants, community organizations—as well as city departments, and regional organizations.

## Annual Outreach Community Meeting

The CBD combined its Annual Meeting with a Community Mixer and Reception for Supervisor London Breed on March 11, 2013. The staff of the Warm Memorial donated the Green Room and the event was attended by close to 100 people.

As part of the evening, the CBD released its mid-year report, provided light refreshments and held a get-to-know-you Q&A session with Supervisor Breed. The CBD also provided free community tables to local organizations such as the Hayes Valley Neighborhood Association, the Please Touch Community Garden, and the EpicenterSF Arts Calendar.

## CBD Safety Survey

This CBD Safety Committee created and distributed an online safety survey. We asked property owners, business owners, employees, residents and visitors to tell us about their safety concerns and priorities. The results helped identify hot spots and problem issues, such as lighting.

## Public Safety Advocacy

In addition to working with the local police stations, the CBD staff and committees have been working with several initiatives with the District Attorney's Office.

These initiatives include the illegal recycling scavenging and collection activity that happens in the Civic Center area every evening. It also includes working with the neighborhood district attorney with troubling hotspots in the Civic Center.

## Parking Inventory for Employees and Patrons

In consultation with representatives of the major arts groups in the area, the CBD initiated meetings with the SFMTA regarding parking conditions in the Civic Center.

These meetings resulted in guarantees of improvements to both the Performing Arts Garage and the Civic Center parking garage. The CBD also alerted the MTA to the fact that a lot of the small surface parking lots in the area are disappearing due to development.

## Civic Center BART Station Safety

The External Affairs Committee, working with interested parties from all major arts and cultural groups in the area, held two meetings with representatives from BART to discuss the Civic Center Station. Patrons of the arts groups have indicated that they feel uncomfortable and unsafe using the Civic Center BART station and also walking to and from the station on Grove Street.

The first meeting involved over 40 people including representatives from BART, the City departments of real estate and public works, CBDs in Central Market, Civic Center and Tenderloin/North of Market area, as well as representatives from all the major arts groups.

## Development Proposals

Through its Capital Improvements and Planning Committee, the CBD has met with various property development companies seeking our approval and support for their projects. Some of these projects include the redevelopment of 100 Van Ness Ave., the SFJAZZ entertainment license, and a new development at 101 Polk St. Advocacy efforts have included testimony at planning commission meetings and other public venues, as well as writing endorsement letters.

## Business Outreach

CBD staff met with potential or new business owners who are coming into the Civic Center area. Our ambassador teams met with building security and business owners and informed them about the CBD and its services.

## Stakeholders

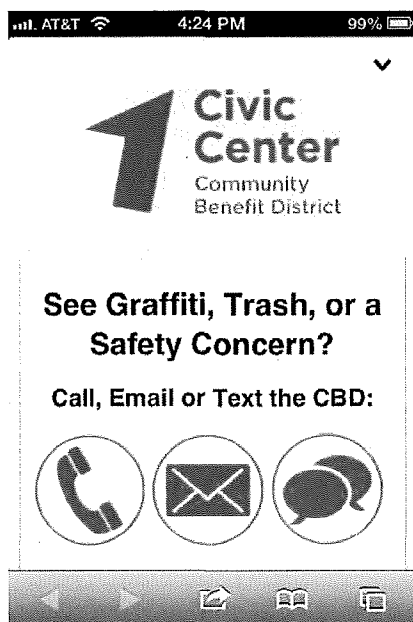
In addition to the various committees, CCCBD staff and board members also worked with important stakeholders:

- Supervisor Jane Kim and staff
- Supervisor London Breed and staff
- Mayor's Office of Economic and Workforce Development
- Central Market Partnership
- Community Justice Center
- CBD/BID Consortium of San Francisco
- Hayes Valley Neighborhood Association
- Market/Van Ness Neighborhood Association
- Recreation and Parks Staff
- San Francisco Police Department
- Office of the District Attorney

## CCCBD Website

The CCCBD continues to update and refine its website, [sfciviccenter.org](http://sfciviccenter.org), with information about the CBD, its meeting times, agendas, notices and minutes. Visitors can see the daily schedule of services, report incidents, and learn more about the CBD. We have also created and expanded our site to highlight new programming enacted over the past year, such as the lighting grants program.

## CCCBD Mobile App



The CCCBD updated a mobile version of its website so that people can access CCCBD information, its services, and events on a mobile device such as an iPhone. It also allows people, from the main screen, to send a service request or address concerns via text message or email to the CCCBD Dispatch Center. One can also take pictures and attach them to the messages.

## Social Media

The CCCBD has expanded its Facebook page and Twitter feed to enhance communication

streams with the public. The CBD was selected by the Twitter community partners program to be the recipient of free marketing assistance to help develop a Twitter audience.

[facebook.com/sfciviccenter](https://facebook.com/sfciviccenter)  
[twitter.com/civiccenter](https://twitter.com/civiccenter)

## CCCBD E-Newsletter

The CCCBD established an electronic version of its newsletter that is emailed twice a month. Each issue highlights upcoming CBD and community meetings, and announces major news. We also highlight a topic that might be of interest. Anyone may subscribe through our website or Facebook page.

## CCCBD Brochures

The CCCBD brochure was updated with new service hours and social media information. It has been mailed to all property owners and given out to merchants and security personnel at properties throughout the neighborhood.

## CBD Calling Cards

The calling cards were updated to include a QR code (Quick Response Code) that mobile users can scan to go directly to the CCCBD mobile app.

## Partnerships

### EpicenterSF Arts Calendar

Epicenter-SF is a community calendar and directory website for San Francisco's Central Market, Civic Center and Tenderloin neighborhoods. The site project is brought to the community through the collaboration of three neighborhood benefit districts - Central Market, Civic Center,

and North of Market-Tenderloin, and the San Francisco Arts Commission and the Mayor's Office of Economic and Workforce Development.

## Central Market Partnership

In January 2010, the Office of Economic & Workforce Development launched this public-private initiative to revitalize San Francisco's Central Market district which includes Market Street between 5th Street and Van Ness Avenue and surrounding areas including parts of the Tenderloin and South of Market.

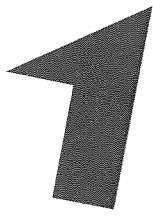
## San Francisco Travel Partnership Program

The SF Travel Community Partnership Grant Program provides training, information and resources to the CBD to promote the district and our services. The CBD's executive director, Donald Savoie, also serves on SF Travel's Community Engagement Council, which is tasked with ensuring that SF Travel's neighborhood outreach efforts are aligned with the mission of the organization and to identify and take advantage of opportunities to expand the benefits of tourism to San Francisco's diverse neighborhoods.

## CBD Consortium

The purpose of the CBD Consortium is to:

- **Serve as a collective voice for the interests of CBD/BID/TIDs in San Francisco and their constituents**
- **Serve as a professional development mechanism for CBD/BID/TIDs in San Francisco**
- **Encourage collaboration and coordination among CBD/BID/TIDs**



**Civic  
Center**  
Community  
Benefit District

**Civic Center Community  
Benefit District**

234 Van Ness Avenue, Suite 1  
San Francisco, CA 94102

Phone: (415) 626-1819  
Fax: (415) 626-4029  
info@sfciviccenter.org

**2012-2013 Board of Directors**

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**Bill Whitfield**  
Shorenstein Realty Services

Treasurer  
**John Updike**  
San Francisco Real Estate

**Jerry Bernstein**  
Lighthouse for the Blind

**Mary Conde**  
Another Planet Entertainment

**Jim Haas**  
Neighborhood Advocate

**Darius Kayhan**  
Dept. of Public Works

**Nan Keeton**  
San Francisco Symphony

**Roberto Lombardi**  
San Francisco Public Library

Vice Chair  
**Anthony Boas**  
San Francisco Honda

Secretary  
**Jennifer Norris**  
San Francisco War Memorial

**James McCrea**  
State of California

**Janan New**  
San Francisco Apartment  
Association

**Sam Smith**  
San Francisco Conservatory of  
Music

**Patricia Unterman**  
Hayes Street Grill

**Tim Vrabel**  
Emerald Fund

**Civic Center CBD Committees**

Standing: Executive, Finance, Capital Improvements and  
Planning, External Affairs, Services, Safety

**Civic Center CBD Staff**

**Donald W. Savoie**  
Executive Director

**Special Thanks!**

The Civic Center CBD would like to thank the following for  
their support of the CBD and its programs:

**MJM Management**  
Services provider for the Civic Center CBD

**Emerald Fund and Transwestern**  
Staff space for ambassadors and clean team

**Dowling | Duncan**  
Design and identity work for the Civic Center CBD

**West Coast Property Management**  
Discounted office space for the CBD office

**San Francisco Ballet**  
Photo for CCCBD street pole banners

**Joel Puliatti**  
Photos of the San Francisco War Memorial and Performing Arts Center

**CBD Dispatch for  
Services**

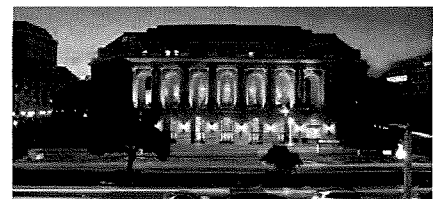
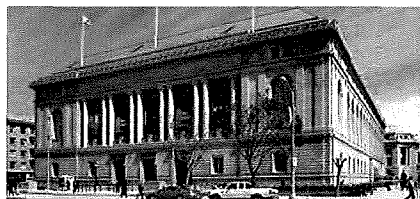
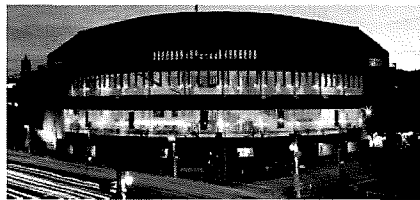
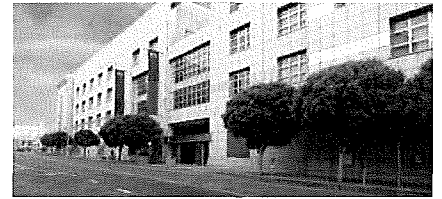
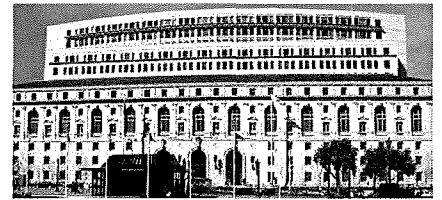
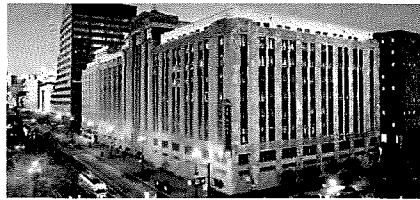
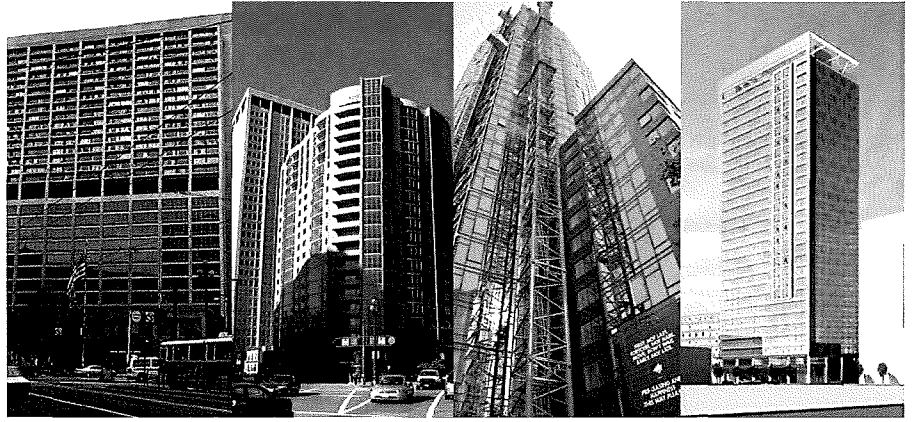
For non-emergency  
cleaning and ambassador  
services, please call  
(415) 781-4700, or email  
dispatch@sfciviccenter.org

**Emergency services:**  
Call 9-1-1.

Learn more about Civic  
Center CBD programs and  
services at:  
[www.sfciviccenter.org](http://www.sfciviccenter.org)

# Civic Center

Community Benefit District



**Annual  
Report  
2013-2014**

**History. Culture.  
Government.  
It all happens  
in Civic Center.**

**And Now Tech!**



## Overview

The Civic Center Community Benefit District (CBD) started its third year of operations with a goal to build on our strengths from the first two years, improve and evaluate existing programs, and embark in new areas set out in the management plan. This report summarizes those activities.

## Board of Directors Present Civic Star Awards

The Civic Center CBD held its 2014 Annual Meeting on June 26, 2014, at Market Square, 1355 Market Street. As a new addition, the CBD presented the inaugural "Civic Star Awards."

Civic Star Award recipients were distinguished members in our community identified by the CCCBD Community Ambassadors for their contributions to improving the image, safety, beautification, and cleanliness of our neighborhood.

As representatives of the residents, merchants, employees, property owners and visitors to our area, the CBD board thanked them for their outstanding citizenship this year.

The first four recipients of the Civic Star Awards received a crystal trophy and a basket of fresh produce from the Heart of the City Farmer's Market:

- Dolan Law Firm
- Resul Dincer of Park Services
- Rob Terlizzi, Bay Area Combat Sambo
- The Staff of the Bill Graham Civic Auditorium

## Election of New Officers

Following a nomination and election process outlined in the Management Plan, the board elected officers who assumed their duties on July 1, 2013. They are:

**Chair - Bill Whitfield**  
Shorenstein Realty Services

**Vice Chair - Anthony Boas**  
San Francisco Honda

**Treasurer - John Updike**  
San Francisco Real Estate

**Secretary - Jennifer Norris**  
San Francisco War Memorial

## Civic Center CBD Committees

- Executive - Bill Whitfield, Chair
- Finance - John Updike, Chair
- Capital Improvements & Planning - Jim Haas, Chair
- External Affairs - Nan Keeton and Sam Smith, Co-Chairs
- Safety - Anthony Boas and Tim Vrabel, Co-Chairs
- Services - Mary Conde and Tim Vrabel, Co-Chairs

## Board Succession Planning

The board created a nominating committee to look at the current roster of the board and who will be retiring at the end of June 2014. We are looking at expanding the board's reach in both the arts community and the residents of community.

## CCCBD Financial Audit

After receiving three different proposals, the finance committee selected PKF consulting firm for the audit and tax returns. The audit process included an evaluation of all income and expenses, all missing parcel assessments and all expenditures. The audit was submitted to the Mayor's Office of Economic and Workforce Development. PKF also completed the CCCBD tax returns.

## CBD Financial Report and Contingency Fund

The fiscal year began on July 1, 2013. At the end of June 30, 2013, the CBD had a large carry-over from its first two years of assessments, due to the fact that there were no expenses until the CBD staff was hired in November 2011 and services started in February 2012. This carryover is used as a **contingency fund** to ensure that the CBD has cash flow and can operate until it receives its assessments in January 2014.

## Contracts with Third Parties

### Services Contract

The CCCBD is in the second year of its contract with MJM Management to provide cleaning and safety services. The CCCBD started services on February 1, 2012. We expanded the contract in August 2012 to allow for seven-day safety services.

### Accountants

The CCCBD entered into an agreement with PKF Accountants to provide accounting, auditing and tax preparation services for the 2013-2014 year.

### Office Space for CCCBD

The CBD is in the space it has occupied since December 1, 2012, at 234 Van Ness Avenue, Suite 1, San Francisco, CA 94102.

# Administration and Governance

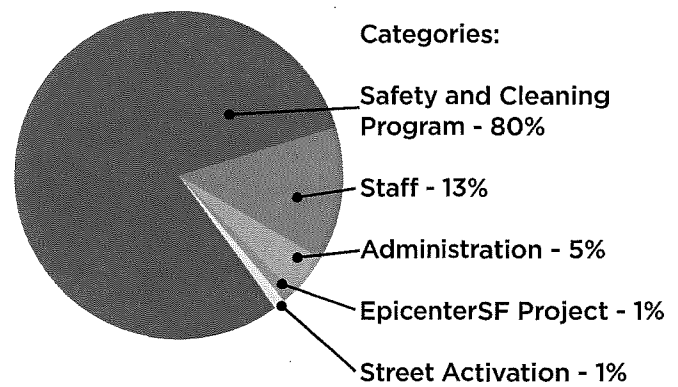
The annual operating budget for the year July 1, 2013 to June 30, 2014 was \$721,610.82. The proposed service plan budget was developed based on the priorities that the stakeholders expressed through the surveys and Steering Committee meetings. All improvements and activities are allowed under the 1994 California Property and Business Improvement Act. The CCCBD will have the financial reports audited by PKF Accountants.

## Statement of Profit and Loss July 1, 2013 through June 30, 2014

Income Categories	Actual
Assessments	\$633,474.65
Donations/Grants	\$13,672.84
Interest	\$234.27
Misc. Income	\$3,239.00
<b>INCOME TOTALS:</b>	<b>\$650,620.76</b>

Expense Categories	Actual
Staff - Salary, Taxes	\$83,593.48
<b>Administration</b>	
Rent	\$9,000.00
Insurance	\$3,628.00
Equipment	\$1,917.79
Legal & Accounting	\$6,721.00
Postage	\$204.62
Printing	\$1,765.85
Supplies	\$256.99
Telephone, Telecommunications	\$713.34
Advertising	\$899.92
Memberships, Subscriptions	\$1,087.00
Other	\$342.40
Subtotal: Administration	<b>\$26,536.91</b>
<b>Safety Program</b>	
Ambassadors	296,492.23
Night Ambassadors	\$84,710.83
Cleaning & Graffiti Removal	\$126,574.90
Subtotal: Safety and Cleaning	<b>\$507,777.96</b>
Street Activation	\$7,018.15
EpicenterSF Project	\$7,580.00
<b>EXPENSE TOTALS:</b>	<b>632,506.50</b>
<b>NET INCOME (Covered w/Contingency)</b>	<b>\$18,114.26</b>

## CBD Expense Categories by Percentage



## CBD Assets/Liabilities on June 30, 2014

### Current Assets

Checking Account .....	\$3,702.32
Savings Account .....	\$450,577.97

### Fixed Assets

Furniture, fixtures and equipment, net .....	\$1,900.60
Other Assets & Deposits.....	\$(750.00)

**Total assets .....\$455,520.89**

### Liabilities and Equity

Current liabilities .....	\$437,406.63
Net Income .....	\$18,114.26
<b>Total Equity.....</b>	<b>\$455,520.89</b>

**Total Liabilities and Equity .....\$455,520.89**

These figures do not include funds that have been allocated for certain programs, but have not been expended as of June 30, 2014, such as:

- Allocation of \$10,000 toward SOMA Community Garden
- Allocation of \$10,000 for Community Lighting Grants Program

## Safe and Clean

The number of requests coming into the CBD Dispatch Center for cleaning, graffiti and removal of illegally dumped items has increased as the public has become more aware of the CBD and its services.

### Community Service Ambassadors

The team of Community Service Ambassadors (CSAs) assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues and businesses, transportation systems, and other useful information. The CSAs are goodwill ambassadors who assist the public in navigating the district with a welcoming and informed presence.

The ambassadors have also developed close ties with the many social services that are available in the City such as Project Homeless Connect, the HOT Team, sobering centers, shelters, and places to obtain meals and clothing. Everyday, the ambassadors make referrals to these agencies.

### Nighttime Ambassadors

The nighttime ambassadors have been very popular with the patrons of the many Civic Center area events. They assist people with directions to the transit stations, parking lots and other needs.

The contract with MJM Management provides for 200 service nights a year, as per the Management Plan. CCCBD staff created the schedule in order to evenly spread the nights throughout each quarter. For example, there were fewer activities in August, than in December during the holidays.

### Cleaning Teams and Graffiti Abatement

The Clean Teams work seven days a week and respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk. They are aided by calls by the CBD staff to the Department of Public Works (DPW) to coordinate delivery of the services that the City of San Francisco provides. They also carry special containers for the collection of discarded needles and other hazardous items, such as pet waste.

## Beautification and Activation

The CBD's board members and executive director embarked on several new projects to beautify and activate the district. From lighting, to music, to gardens, the CBD worked to improve various corners of the district.

### Community Lighting Grants Program

The Safety Committee realized that a large concern for residents and visitors was street level lighting in the district.

As a way to incentivize property owners to increase outdoor lighting on their properties, the Safety Committee created the Community Lighting Grants Program.

Property owners (or residential or commercial tenants) may apply for a grant of up to \$1,000 by submitting an application with a plan to improve lighting on the public facing sides of their property.

### SOMA Community Garden

In meetings with property owners on 12th Street near Stevenson Alley, a proposal has been developed and submitted to the City and County of San Francisco to block off the dead-end of Stevenson Street and create a community garden for the area.

### Holiday Concerts and Activation

The CBD presented its inaugural musical event, "Holiday Lights and Fanfare," on the weekends in December. Spearheaded by the External Affairs Committee, "Holiday Lights and Fanfare" was a series of performances meant to activate neighborhood streets and bring holiday cheer to the residents and the thousands of visitors and arts patrons.

Performances featured the San Francisco Conservatory of Music Brass Quintet at various outdoor locations and times on the weekends in December. Each performance was meant to highlight cultural assets in the neighborhood, from the historic War Memorial Opera House, to the new SFJazz Center.

# Service Accomplishments and Results



Month	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Totals	Aver.
<b>Safety &amp; Security Services</b>														
<b>Emergency Services</b>														
Ambulance	5	1	2	0	2	0	0	1	0	6	4	0	21	2
Fire	0	2	0	0	0	0	1	1	1	0	4	0	9	1
Police	35	33	21	21	12	5	22	11	2	46	8	0	216	18
<b>Quality of Life Crimes</b>														
Aggressive Panhandling	69	69	97	135	80	47	41	207	59	31	50	21	906	76
Sleeping/Camping/Trespassing	913	718	678	844	1,083	877	659	866	740	837	666	480	9,361	780
Drunk and Disorderly	71	149	92	109	92	89	54	120	146	107	100	73	1,202	100
Illegal Vendors	9	18	11	8	14	5	7	0	13	17	11	3	116	10
Suspicion of Drug Deal	23	20	11	11	21	0	20	43	47	18	95	77	386	32
<b>Quality of Life Issues</b>														
Mentally Disturbed	19	23	23	19	30	16	17	34	19	11	23	23	257	21
Indecent Exposure	11	12	12	12	4	15	1	7	6	1	1	0	82	7
Social Services Referrals	57	53	40	43	30	10	12	16	6	11	6	12	296	25
(HOT TEAM)	1	1	0	4	8	4	4	6	0	3	0	4	35	3
(MAP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>General Neighborhood Issues</b>														
Demonstration	7	3	3	3	8	3	1	3	0	2	1	0	34	3
Noise Complaint	7	8	5	7	3	7	7	1	5	8	0	0	58	5
Safety Hazard	37	97	83	132	11	136	14	19	12	6	5	6	558	47
Construction	12	10	3	8	6	4	3	5	4	2	2	4	63	5
<b>Total Safety &amp; Security Services</b>	<b>1,276</b>	<b>1,217</b>	<b>1,081</b>	<b>1,356</b>	<b>1,404</b>	<b>1,218</b>	<b>863</b>	<b>1,340</b>	<b>1,060</b>	<b>1,106</b>	<b>976</b>	<b>703</b>	<b>13,600</b>	<b>1,219</b>
<b>Visitor/Merchant Services</b>														
Meet & Greet with Merchants/Residents	826	738	611	726	504	336	302	177	295	322	309	310	5,456	455
(Calls) Assist Merchants	74	191	82	113	142	38	51	141	24	73	10	165	1,104	92
Directions	82	140	126	154	103	45	73	116	143	86	112	51	1,231	103
<b>Total Visitor/Merchant Services</b>	<b>982</b>	<b>1,069</b>	<b>819</b>	<b>993</b>	<b>749</b>	<b>419</b>	<b>426</b>	<b>434</b>	<b>462</b>	<b>481</b>	<b>431</b>	<b>526</b>	<b>7,791</b>	<b>649</b>
<b>Cleaning/Maintenance Services</b>														
<b>Litter and Trash Removal</b>														
Overflowing Trashcan Topped Off	0	1	4	2	4	2	8	4	8	1	2	2	38	3
Shopping Cart Removal	6	16	7	5	11	32	13	6	17	9	12	9	143	12
Illegal Dumping Reported/Dispatched/Clean-Up	6	24	37	67	39	32	22	60	44	20	60	33	444	37
<b>Graffiti Issues</b>														
Removed Sticker/Flyer	30	59	80	60	66	115	59	37	22	51	65	76	720	60
Graffiti Sighting/Removal	126	245	187	224	190	90	185	191	112	190	118	131	1,989	166
<b>Request for CBD Services</b>														
Painting Request Completed	3	4	3	1	8	18	51	78	92	7	85	32	382	32
Scrub Request Completed	136	133	97	122	180	169	189	158	188	173	244	176	1,965	164
Steam Cleaning Request Completed	25	30	23	4	27	12	4	27	4	6	5	3	170	14
Sweep Request Completed	355	359	281	367	382	329	229	166	272	272	406	350	3,768	314
<b>Total Cleaning/Maintenance Services</b>	<b>687</b>	<b>871</b>	<b>719</b>	<b>852</b>	<b>907</b>	<b>799</b>	<b>760</b>	<b>727</b>	<b>759</b>	<b>729</b>	<b>997</b>	<b>812</b>	<b>9,619</b>	<b>802</b>
<b>Overall Totals</b>	<b>2,945</b>	<b>3,157</b>	<b>2,619</b>	<b>3,201</b>	<b>3,060</b>	<b>2,436</b>	<b>1,520</b>	<b>2,501</b>	<b>2,281</b>	<b>2,316</b>	<b>2,404</b>	<b>2,041</b>	<b>30,481</b>	<b>2,604</b>
<b>Non-Classified Activities</b>														
Cardboard	36	36	33	53	38	24	46	47	38	27	39	4	421	35
311	19	27	77	99	107	88	57	33	51	73	10	52	693	63
Shoplifting	9	3	2	3	8	4	3	3	3	0	1	0	39	3
Needles Sighting/Removal	84	156	176	241	129	120	169	360	134	232		117	1,918	174
Non-emergency	25	37	25	17	105	31	55	20	44	46	5	32	442	37
Other	54	43	23	52	53	36	23	5	8	6	3	5	311	26
Trash Liners	0	0	0	0	0	0	1	1	0	2	0	0	4	0
<b>Total Non-Classified Activities</b>	<b>227</b>	<b>302</b>	<b>336</b>	<b>465</b>	<b>440</b>	<b>303</b>	<b>354</b>	<b>469</b>	<b>278</b>	<b>386</b>	<b>58</b>	<b>210</b>	<b>3,828</b>	<b>319</b>
<b>GRAND TOTALS</b>	<b>3,172</b>	<b>3,459</b>	<b>2,955</b>	<b>3,666</b>	<b>3,500</b>	<b>2,656</b>	<b>2,403</b>	<b>3,125</b>	<b>2,559</b>	<b>2,702</b>	<b>2,462</b>	<b>2,251</b>	<b>34,910</b>	<b>3,117</b>

## Public Safety Initiatives

In addition to working with the local police stations, the CBD staff and committees have been working with the security teams at larger buildings. The CBD team met with the City's 911 Operators and Dispatchers to learn more about each other and how they could be most effective working together.

The CBD has worked with the District Attorney's Office on quality of life issues and other topics that impact the area.

## Parking Inventory for Employees and Arts Patrons

In consultation with representatives of the major arts groups in the area, the CBD initiated meetings with the SFMTA regarding parking conditions in the Civic Center.

These meetings resulted in guarantees of improvements to both the Performing Arts Garage and the Civic Center parking garage. The CBD also highlighted the fact that a lot of the small surface parking lots in the area are disappearing due to development.

In recent months, the committee has met with MTA staff to assess parking and traffic patterns on busy evenings when several venues are hosting events. Several streets, including Van Ness, Franklin, and Gough, with cross streets Fell, Hayes, Grove and McAllister continue to see gridlock from 6:00 pm until curtain times.

The committee is concerned about pedestrian safety at busier intersections and is working with MTA staff on special parking promotions to encourage parking at Civic Center Garage.

## The Better Market Street Project

The Better Market Street Project is an initiative between city agencies and community partners to improve and enhance one of the oldest streets in San Francisco. Market Street cuts across the City for three miles from the waterfront at the Ferry Building to hills of Twin Peaks at the base of Castro. This project aims to improve the overall experience for residents, merchants, shoppers, and people visiting Market Street. Staff is on the Citizens Advisory Committee.

## Van Ness BRT

The Van Ness Avenue Bus Rapid Transit (BRT)

is a signature project of the SFCTA's Prop K transportation sales tax program. The project calls for dedicated bus lanes separated from traffic from Lombard to Mission streets which will be used by Muni's 49 and 47 lines and Golden Gate Transit. The dedicated lanes will flank center landscaped medians along Van Ness Avenue. Staff is on the Citizens Advisory Committee.

## Business Outreach

CBD staff met with potential or new business owners who are coming into the Civic Center area. Our ambassador teams met with building security and business owners and informed them about the CBD and its services.

## Residential Outreach

CBD staff met with residential groups and homeowners associations. We met with the team from Nema prior to its opening and continue to work with them to address any of the residents' issues. The CBD has been involved with the Market/Van Ness Residents Association since that group began in 2012.

## Partnering with Community Stakeholders

In addition to the various committees, CCCBD staff and board members also worked with important stakeholders in the Civic Center:

- Supervisor Jane Kim and staff
- Supervisor London Breed and staff
- Mayor's Office of Economic and Workforce Development
- Central Market Partnership
- Community Justice Center Advisory Board
- CBD/BID Consortium of San Francisco
- San Francisco Ballet
- San Francisco Opera
- San Francisco Symphony
- San Francisco Conservatory of Music
- Hayes Valley Neighborhood Association
- EpicenterSF Group
- Recreation and Parks Staff
- San Francisco Police Department
- San Francisco Travel

## CCCBD Website

The CCCBD continues to update and refine its website, [sfvccivcenter.org](http://sfvccivcenter.org), with information about the CBD, its meeting times, agendas, notices and minutes. Visitors can see the daily schedule of

services, report incidents, and learn more about the CBD. You will also find a calendar of area events, information on transit, parking and visiting the Civic Center, as well as the Civic Center history and information on arts groups and performance venues.

## CCCBD Mobile App

The CCCBD has enhanced its mobile version of the website so that people can access CBD information, its services, and events on a mobile device such as an iPhone or Android.

It also allows people, from the main screen, to send a service request or address concerns via text message or email to the CBD Dispatch Center. One can also take pictures and attach them to the messages.



## Social Media

The CBD has expanded its Facebook page and Twitter feed to enhance communication streams.

We have also established Instagram, Pinterest and Google+ accounts and look for new ways to promote the positive aspects of the Civic Center.

- [www.facebook.com/sfciviccenter](http://www.facebook.com/sfciviccenter)
- [www.twitter.com/civiccenter](http://www.twitter.com/civiccenter)
- [www.instagram.com/sfciviccenter](http://www.instagram.com/sfciviccenter)
- [www.pinterest.com/sfciviccenter](http://www.pinterest.com/sfciviccenter)
- 

## CCCBD E-Newsletter

The CCCBD established an electronic version of its newsletter that is emailed twice a month. Each issue highlights upcoming CBD and community meetings, and announces major news. We also highlight a topic that might be of interest. Anyone may subscribe through our website or Facebook page.

## CCCBD Brochures

The CCCBD brochure was updated with new service hours and social media information. It has been mailed to all property owners and given out to merchants and security personnel at properties throughout the neighborhood.

## CBD Calling Cards

The calling cards were updated to include a QR code (Quick Response Code) that mobile users can scan to go directly to the CCCBD mobile app.

## Partnerships

### EpicenterSF Website

With a change in leadership at the Central Market CBD, the Civic Center CBD acquired management duties for the EpicenterSF community calendar and directory website.

This site is a collaboration of three neighborhood benefit districts - Central Market, Civic Center, and North of Market-Tenderloin - working with the San Francisco Arts Commission and the Mayor's Office of Economic and Workforce Development. A new mobile version of the site was launched in May.

### Central Market Partnership

In January 2010, the Office of Economic & Workforce Development launched this public-private initiative to revitalize San Francisco's Central Market district which includes Market Street between 5th Street and Van Ness Avenue and surrounding areas including parts of the Tenderloin and South of Market.

### San Francisco Travel Program

The SF Travel Community Partnership Grant Program provides training, information and resources to the CBD to promote the district and our services. The CBD's executive director, Donald Savoie, also served on SF Travel's Community Engagement Council, which is tasked with ensuring that SF Travel's neighborhood outreach efforts are aligned with the mission of the organization and to identify and take advantage of opportunities to expand the benefits of tourism to San Francisco's diverse neighborhoods.

### CBD Consortium

The purpose of the CBD Consortium is to:

- Serve as a collective voice for the interests of CBD/BID/TIDs in San Francisco and their constituents
- Serve as a professional development mechanism for CBD/BID/TIDs in San Francisco
- Encourage collaboration and coordination among CBD/BID/TIDs



**Civic  
Center**  
Community  
Benefit District

**Civic Center Community  
Benefit District**

234 Van Ness Avenue, Suite 1  
San Francisco, CA 94102

Phone: (415) 626-1819  
Fax: (415) 626-4029  
info@sfciviccenter.org

**2013-2014 Board of Directors**

Chair  
**Bill Whitfield**  
Shorenstein Realty Services

Treasurer  
**John Updike**  
San Francisco Real Estate

**Jerry Bernstein**  
Lighthouse for the Blind

**Mary Conde**  
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Association

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of Music

**Patricia Unterman**  
Hayes Street Grill

**Tim Vrabel**  
Emerald Fund

CBD Staff  
**Donald W. Savoie**  
Executive Director

**Civic Center CBD Committees**

- Executive - Bill Whitfield, Chair
- Finance - John Updike, Chair
- Capital Improvements and Planning - Jim Haas, Chair
- External Affairs - Nan Keeton and Sam Smith, Co-Chairs
- Safety - Anthony Boas and Tim Vrabel, Co-Chairs
- Services - Mary Conde and Tim Vrabel, Co-Chairs

**Special Thanks!**

The Civic Center CBD would like to thank the following for their support of the CBD and its programs:

**MJM Management**  
• Services provider for the Civic Center CBD

**AAA Flag and Banner**  
• Production and installation of street poll banners

**Dowling | Duncan**  
• Design and identity work for the Civic Center CBD

**West Coast Property Management**  
• Discounted office space for the CBD office

**San Francisco Ballet**  
• Photo for CCCBD street pole banners

**Joel Puliatti**  
• Photos of the San Francisco War Memorial and Performing Arts Center

**CBD Dispatch for  
Services**

For non-emergency cleaning and ambassador services, call (415) 781-4700, or email [dispatch@sfciviccenter.org](mailto:dispatch@sfciviccenter.org)

Learn more about Civic Center CBD programs and services at:

[sfciviccenter.org](http://sfciviccenter.org)

CIVIC CENTER  
COMMUNITY  
BENEFIT DISTRICT

FINANCIAL STATEMENTS  
JUNE 30, 2012

**PKF**



CIVIC CENTER COMMUNITY BENEFIT DISTRICT

June 30, 2012

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Independent Auditor's Report

Board of Directors  
Civic Center Community Benefit District  
San Francisco, California

We have audited the accompanying statement of financial position of Civic Center Community Benefit District ("District") as of June 30, 2012, and the related statements of activities and changes in net assets, and cash flows from June 1, 2011 (inception) through June 30, 2012. These financial statements are the responsibility of the District's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Civic Center Community Benefit District at June 30, 2012, and the changes in its net assets and its cash flows from June 1, 2011 (inception) through June 30, 2012 in conformity with accounting principles generally accepted in the United States of America.

A stylized, handwritten-style logo for PKF, consisting of the letters "PKF" in a bold, black, sans-serif font.

Certified Public Accountants  
A Professional Corporation

September 12, 2012

## Statement of Financial Position

June 30, 2012

Assets	
Current assets	
Cash	\$ 341,592
Accounts receivable, net of allowance for doubtful accounts	46,880
Security deposit	750
	<hr/>
Total current assets	389,222
	<hr/>
Furniture and equipment, net	10,178
	<hr/>
Total assets	\$ 399,400
	<hr/> <hr/>
Liabilities and Net Assets	
Current liabilities	
Accounts payable	\$ 41,101
Accrued expenses	1,623
	<hr/>
Total liabilities	42,724
	<hr/>
Net assets - unrestricted	356,676
	<hr/>
Total liabilities and net assets	\$ 399,400
	<hr/> <hr/>

## Statement of Activities and Changes in Net Assets

From June 1, 2011 (inception) through June 30, 2012

Revenue	
Assessments	\$ 685,045
Contributions	27,734
Donated services	11,550
Other	<u>66</u>
Total revenue	<u>724,395</u>
Expenses	
Program services	
Contract services - ambassador and janitorial	233,020
Operating supplies	7,988
Other	7,406
Supporting services	
Facilities and equipment	8,038
Payroll and related	45,647
Legal and accounting	8,401
Bad debt expense	55,607
Depreciation	<u>1,612</u>
Total expenses	<u>367,719</u>
Change in net assets	<u>356,676</u>
Net assets - June 1, 2011 (inception)	<u>-</u>
Net assets - end of year	<u>\$ 356,676</u>

## Statement of Cash Flows

From June 1, 2011 (inception) through June 30, 2012

Cash flows from operating activities	
Change in net assets	\$ 356,676
Adjustments to reconcile change in net assets to net cash provided by operating activities	
Bad debt expense	55,607
Depreciation	1,612
(Increase) decrease in operating assets	
Accounts receivable	(102,487)
Security deposit	(750)
Increase (decrease) in operating liabilities	
Accounts payable	41,101
Accrued expenses	1,623
	<hr/>
Net cash provided by operating activities	353,382
	<hr/>
Net cash used in investing activities	
Purchase of furniture and equipment	(11,790)
	<hr/>
Net increase in cash	341,592
Cash - June 1, 2011 (inception)	<hr/>
Cash - end of year	<u>\$ 341,592</u>

See notes to the financial statements

## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2012

## Note 1 - Summary of significant accounting policies

Description of business

The Civic Center Community Benefit District ("District"), a not-for-profit organization formed on June 1, 2011, is a special assessment district conceived and organized by a group of concerned Civic Center property owners, arts organizations, government entities, and other stakeholders ("Members"). Funding is provided primarily from special assessments from Members that are collected by the City and County of San Francisco and remitted to the District, pursuant to an administration agreement, dated July 1, 2011.

The goal of the District is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district. The District provides community service ambassadors to assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues, businesses, transportation systems, and other useful information. They also play a vital role in promoting the Civic Center as safe and friendly. The District also provides teams to respond to maintenance calls to remove graffiti, wash sidewalks or pick up an accumulation of debris on the sidewalk, seven days a week.

Basis of accounting

The financial statements of the District have been prepared on the accrual basis of accounting and accordingly reflect all significant receivables, payables, and other liabilities. Revenues and gains are recognized when earned and realized, and expenses and losses are recognized when incurred.

Concentration of credit risk

The District maintains non-interest bearing deposit accounts with a bank that is fully insured by the Federal Deposit Insurance Corporation ("FDIC"). The District also maintains interest bearing bank deposit accounts insured by the FDIC up to \$250,000 and, at times, may exceed federally insured limits. The District has not experienced any losses in such accounts. Management believes the District is not exposed to any significant risk related to cash.

Contributions and donated services

The District accounts for contributions and donated services in accordance with FASB ASC Topic 958 for Not-for-Profit entities. In accordance with these provisions, contributions and donated services received are recorded as increases in unrestricted or restricted net assets depending upon the existence or nature of any donor restrictions. For the year ended June 30, 2012, the District recorded \$11,550 in donated services.

All donor restrictions are reported as increases in temporarily restricted or permanently restricted net assets depending on the nature of the restriction. When restrictions expire (that is, when a stipulated time restriction ends or a purpose restriction is accomplished), temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions.

## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2012

## Note 1 - Summary of significant accounting policies (continued)

Revenue recognition

Member assessments are invoiced in advance, deferred on the statement of financial position and recognized monthly on a straight-line basis. Contributions and donated services are recognized when the donor makes the promise to give to the District that is, in substance, unconditional.

Accounts receivable and allowance for doubtful accounts

Accounts receivable generally consists of amounts due from members and are stated at the amount the District expects to collect. When necessary, the District provides for probable uncollectible amounts through a provision for bad debt expense and an adjustment to the allowance for doubtful accounts based on its assessment of the current status of individual accounts. Balances still outstanding after management has used reasonable collection efforts are written off through a charge to the allowance for doubtful accounts and a credit to accounts receivable. The allowance for doubtful accounts was \$55,607 at June 30, 2012.

Furniture and equipment

Furniture and equipment are stated at cost, if acquired, and fair value at the time of contribution, if contributed to the District. Depreciation is provided by the straight-line method based on the estimated useful lives of the depreciable assets ranging from 2 to 3 years. Accumulated depreciation at June 30, 2012 was \$1,612. Repairs and maintenance are charged to expense as incurred.

Use of estimates

The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from these estimates.

Subsequent events

Subsequent events are events or transactions that occur after the statement of financial position date but before the financial statements are available to be issued. The District evaluates all subsequent events and transactions to determine whether any transaction needs to be recognized or disclosed. The District has evaluated all subsequent events through September 12, 2012, which is the date the financial statements are available to be issued, and has determined no events or transactions need to be recognized or disclosed in these financial statements.

## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2012

## Note 2 - Income taxes

The District is classified as a Section 501(c)(3) organization under the Internal Revenue Code. The District anticipates receiving exemption under Section 13.2210(e) of the State Revenue and Taxation Code in fiscal year 2013. As a result, the District is exempt from federal income and state franchise taxes. However, income from activities not directly related to the District's tax-exempt purpose is subject to taxation as unrelated business income. There was no income tax expense for 2012.

Uncertain tax positions

The District identifies and evaluates all uncertain tax positions and believes that all positions taken by the District are more-likely-than-not to be sustained upon examination for all open tax years.

## Note 3 - Operating lease

The District rents office space subject to an operating lease beginning December 1, 2011, for \$750 per month, plus common area maintenance charges ("CAM"). The lease term is month-to-month, subject to termination by either party. Rent expense, including CAM charges totaled \$6,288 for the period ended June 30, 2012, and is included with facilities and equipment expense on the statement of activities and changes in net assets.

## Note 4 - Outside service contract

The District contracts with MJM Management Group ("MJM") to provide ambassador, janitorial, maintenance and other services on the District's behalf. MJM charges the \$41,102 per month. The contract expires on January 31, 2014. Expense incurred under the contract for the period ended June 30, 2012 was \$233,020.

## Note 5 - Administration agreement

The District and the City and County of San Francisco entered into an administration agreement whereas, on the District's behalf, the City and County of San Francisco will levy and collect the assessments from the Members through the Members' secured property tax bills. For payments received in conjunction with the first and second installments of secured property taxes, the City and County of San Francisco will remit those funds to the District on or before January 10th and May 10th, respectively. Delinquent assessments will be remitted to District at least once during the final quarter of the fiscal year and from time to time, at the discretion of the Controller of the City and County of San Francisco.



CIVIC CENTER COMMUNITY  
BENEFIT DISTRICT



FINANCIAL STATEMENTS  
JUNE 30, 2013

**PKF**

CIVIC CENTER COMMUNITY BENEFIT DISTRICT

June 30, 2013

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Accountants and  
business advisers

## Independent Auditor's Report

Board of Directors  
Civic Center Community Benefit District  
San Francisco, California

We have audited the accompanying statements of financial position of Civic Center Community Benefit District ("District") as of June 30, 2013 and 2012 and the related statements of activities and change in net assets and cash flows for the year ended June 30, 2013 and from June 1, 2011 (inception) through June 30, 2012 and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

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

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the District's preparation and fair presentation of the financial statements 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 the District's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Civic Center Community Benefit District at June 30, 2013 and 2012, and the change in its net assets and its cash flows for the year ended June 30, 2013 and from June 1, 2011 (inception) through June 30, 2012 in conformity with accounting principles generally accepted in the United States of America.

Certified Public Accountants  
A Professional Corporation

October 22, 2013

**PKF, Certified Public Accountants, A Professional Corporation.**  
425 California Street, Suite 1600, San Francisco, California 94104 Telephone (415) 421-5378 Facsimile (415) 956-7708  
Email: [pkf@pkfsf.com](mailto:pkf@pkfsf.com) | Website: [www.pkfcalifornia.com](http://www.pkfcalifornia.com)

The PKF International Limited is a network of legally independent firms.

## Statements of Financial Position

June 30, 2013

	June 30	
	2013	2012
Assets		
Current assets		
Cash	\$ 436,343	\$ 341,592
Accounts receivable, net of allowance for doubtful accounts	111,043	46,880
Security deposit	750	750
Total current assets	<u>548,136</u>	<u>389,222</u>
Furniture and equipment, net	<u>4,615</u>	<u>10,178</u>
Total assets	<u>\$ 552,751</u>	<u>\$ 399,400</u>
Liabilities and Net Assets		
Current liabilities		
Accounts payable	\$ 43,915	\$ 41,101
Accrued expenses	3,009	1,623
Total liabilities	<u>46,924</u>	<u>42,724</u>
Net assets - unrestricted	<u>505,827</u>	<u>356,676</u>
Total liabilities and net assets	<u>\$ 552,751</u>	<u>\$ 399,400</u>

## Statements of Activities and Change in Net Assets

For the Year Ended June 30, 2013 and From June 1, 2011 (inception) through June 30, 2012

	June 30	
	2013	2012
Revenue		
Assessments	\$ 725,956	\$ 685,045
Contributions	-	27,734
Donated services	-	11,550
Other	4,902	66
Total revenue	<u>730,858</u>	<u>724,395</u>
Expenses		
Program services		
Contract services - ambassador and janitorial	506,565	233,020
Operating supplies	7,233	7,988
Other	5,461	7,406
Supporting services		
Facilities and equipment	16,484	8,038
Payroll and related	80,954	45,647
Legal and accounting	6,553	8,401
Bad debt expense (recovery)	(47,106)	55,607
Depreciation	5,563	1,612
Total expenses	<u>581,707</u>	<u>367,719</u>
Change in net assets	<u>149,151</u>	<u>356,676</u>
Net assets - beginning of year	<u>356,676</u>	<u>-</u>
Net assets - end of year	<u>\$ 505,827</u>	<u>\$ 356,676</u>

## Statements of Cash Flows

For the Year Ended June 30, 2013 and From June 1, 2011 (inception) through June 30, 2012

	June 30	
	2013	2012
Cash flows from operating activities		
Change in net assets	\$ 149,151	\$ 356,676
Adjustments to reconcile change in net assets to net cash provided by operating activities		
Bad debt expense (recovery)	(47,106)	55,607
Depreciation	5,563	1,612
(Increase) decrease in operating assets		
Accounts receivable	(17,057)	(102,487)
Security deposit	-	(750)
Increase (decrease) in operating liabilities		
Accounts payable	2,814	41,101
Accrued expenses	386	1,623
	<u>94,751</u>	<u>353,382</u>
Net cash provided by operating activities		
Net cash used in investing activities		
Purchase of furniture and equipment	-	(11,790)
	<u>94,751</u>	<u>341,592</u>
Net increase in cash		
Cash - beginning of year	341,592	-
	<u>341,592</u>	<u>-</u>
Cash - end of year	<u>\$ 436,343</u>	<u>\$ 341,592</u>

## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2013

## Note 1 - Summary of significant accounting policies

Description of business

The Civic Center Community Benefit District ("District"), a not-for-profit organization formed on June 1, 2011, is a special assessment district conceived and organized by a group of concerned Civic Center property owners, arts organizations, government entities, and other stakeholders ("Members"). Funding is provided primarily from special assessments from Members that are collected by the City and County of San Francisco and remitted to the District, pursuant to an administration agreement, dated July 1, 2011.

The goal of the District is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district. The District provides community service ambassadors to assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues, businesses, transportation systems, and other useful information. They also play a vital role in promoting the Civic Center as safe and friendly. The District also provides teams to respond to maintenance calls to remove graffiti, wash sidewalks or pick up an accumulation of debris on the sidewalk, seven days a week.

Basis of accounting

The financial statements of the District have been prepared on the accrual basis of accounting and accordingly reflect all significant receivables, payables, and other liabilities. Revenues and gains are recognized when earned and realized, and expenses and losses are recognized when incurred.

Concentration of credit risk

The District maintains bank deposit accounts insured by the Federal Deposit Insurance Corporation up to \$250,000 and, at times, may exceed federally insured limits. The District has not experienced any losses in such accounts. Management believes the District is not exposed to any significant risk related to cash.

Contributions and donated services

The District accounts for contributions and donated services in accordance with FASB ASC Topic 958 for Not-for-Profit entities. In accordance with these provisions, contributions and donated services received are recorded as increases in unrestricted or restricted net assets depending upon the existence or nature of any donor restrictions. For the years ended June 30, 2013 and 2012, the District recorded \$0 and \$27,734 in contributions, respectively. For the years ended June 30, 2013 and 2012, the District recorded \$0 and \$11,550 in donated services, respectively.

All donor restrictions are reported as increases in temporarily restricted or permanently restricted net assets depending on the nature of the restriction. When restrictions expire (that is, when a stipulated time restriction ends or a purpose restriction is accomplished), temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions.

## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2013

## Note 1 - Summary of significant accounting policies (continued)

Revenue recognition

Member assessments are invoiced in advance, deferred on the statements of financial position and recognized monthly on a straight-line basis. Contributions are recognized when the donor makes an unconditional promise to give.

Accounts receivable and allowance for doubtful accounts

Accounts receivable generally consists of amounts due from members and are stated at the amount the District expects to collect. When necessary, the District provides for probable uncollectible amounts through a provision for bad debt expense and an adjustment to the allowance for doubtful accounts based on its assessment of the current status of individual accounts. Balances still outstanding after management has used reasonable collection efforts are written off through a charge to the allowance for doubtful accounts and a credit to accounts receivable. The allowance for doubtful accounts was \$8,501 and \$55,607 at June 30, 2013 and 2012, respectively.

Furniture and equipment

Furniture and equipment are stated at cost, if acquired, and fair value at the time of contribution, if contributed to the District. Depreciation is provided by the straight-line method based on the estimated useful lives of the depreciable assets ranging from 2 to 3 years. Accumulated depreciation at June 30, 2013 and 2012 was \$7,176 and \$1,613, respectively. Repairs and maintenance are charged to expense as incurred.

Use of estimates

The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from these estimates.

Subsequent events

Subsequent events are events or transactions that occur after the statement of financial position date but before the financial statements are available to be issued. The District evaluates all subsequent events and transactions to determine whether any transaction needs to be recognized or disclosed. The District has evaluated all subsequent events through October 22, 2013, which is the date the financial statements are available to be issued, and has determined no events or transactions need to be recognized or disclosed in these financial statements.



## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2013

Note 2 - Income taxes

The District is classified as a Section 501(c)(3) organization under the Internal Revenue Code. The District anticipates receiving exemption under Section 13.2210(e) of the State Revenue and Taxation Code in fiscal year 2013. As a result, the District is exempt from federal income and state franchise taxes. However, income from activities not directly related to the District's tax-exempt purpose is subject to taxation as unrelated business income. There was no income tax expense for 2013 and 2012.

Uncertain tax positions

The District identifies and evaluates all uncertain tax positions and believes that positions taken are more-likely-than-not to be sustained upon examination for all open tax years. The District's tax returns are subject to examination by Federal taxing authorities for a period of three years from the date they are filed and a period of four years for California taxing authorities.

Note 3 - Operating lease

The District rents office space subject to an operating lease beginning December 1, 2011, for \$750 per month, plus common area maintenance charges ("CAM"). The lease term is month-to-month, subject to termination by either party. Rent expense, including CAM charges totaled \$9,000 and \$6,288 for the years ended June 30, 2013 and 2012, respectively, and is included with facilities and equipment expense on the statement of activities and change in net assets.

Note 4 - Outside service contract

The District contracts with MJM Management Group ("MJM") to provide ambassador, janitorial, maintenance and other services on the District's behalf. At June 30, 2013 and 2012, MJM charges \$42,315 and \$41,102 per month, respectively. The contract expires on January 31, 2014. Expense incurred under the contract for the years ended June 30, 2013 and 2012 was \$506,565 and \$233,020, respectively.

Note 5 - Administration agreement

The District and the City and County of San Francisco entered into an administration agreement whereas, on the District's behalf, the City and County of San Francisco will levy and collect the assessments from the Members through the Members' secured property tax bills. For payments received in conjunction with the first and second installments of secured property taxes, the City and County of San Francisco will remit those funds to the District on or before January 10th and May 10th, respectively. Delinquent assessments will be remitted to District at least once during the final quarter of the fiscal year and from time to time, at the discretion of the Controller of the City and County of San Francisco.

CIVIC CENTER COMMUNITY  
BENEFIT DISTRICT

FINANCIAL STATEMENTS  
JUNE 30, 2014

**PKF**

CIVIC CENTER COMMUNITY BENEFIT DISTRICT

June 30, 2014

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Accountants and  
Business Advisers

## Independent Auditor's Report

Board of Directors  
Civic Center Community Benefit District  
San Francisco, California

We have audited the accompanying statements of financial position of Civic Center Community Benefit District ("District") as of June 30, 2014 and 2013 and the related statements of activities and change in net assets and cash flows for the years ended June 30, 2014 and 2013 and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

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

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the District's preparation and fair presentation of the financial statements 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 the District's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Civic Center Community Benefit District at June 30, 2014 and 2013, and the change in its net assets and its cash flows for the years ended June 30, 2014 and 2013 in conformity with accounting principles generally accepted in the United States of America.

Certified Public Accountants  
A Professional Corporation

January 6, 2015

PKF, Certified Public Accountants, A Professional Corporation  
425 California Street, Suite 1600, San Francisco, CA 94104 Telephone: (415) 421-5378 Facsimile: (415) 956-7708  
Email: [pkf@pkfsf.com](mailto:pkf@pkfsf.com) | Website: [www.pkfcalfornia.com](http://www.pkfcalfornia.com)

The PKF International Limited is a network of legally independent firms.

## Statements of Financial Position

	June 30	
	2014	2013
Assets		
Current assets		
Cash	\$ 454,457	\$ 436,343
Accounts receivable, net of allowance for doubtful accounts	95,230	111,043
Security deposit	750	750
Total current assets	<u>550,437</u>	<u>548,136</u>
Furniture and equipment, net	<u>5,993</u>	<u>4,615</u>
Total assets	<u>\$ 556,430</u>	<u>\$ 552,751</u>
Liabilities and Net Assets		
Current liabilities		
Accounts payable	\$ 43,419	\$ 43,915
Accrued expenses	4,399	3,009
Total liabilities	<u>47,818</u>	<u>46,924</u>
Net assets - unrestricted	<u>508,612</u>	<u>505,827</u>
Total liabilities and net assets	<u>\$ 556,430</u>	<u>\$ 552,751</u>

See notes to the financial statements

## Statements of Activities and Change in Net Assets

	Year Ended June 30	
	2014	2013
Revenue		
Assessments	\$ 714,467	\$ 725,956
Contributions	9,800	-
Other	3,560	4,902
Total revenue	<u>727,827</u>	<u>730,858</u>
Expenses		
Program services		
Cleaning and graffiti removal	124,990	380,595
Safety	381,808	125,970
Activation	15,270	-
Supporting services		
Facilities and equipment	9,000	16,484
Payroll and related	85,810	80,954
Legal and accounting	6,721	6,553
Bad debt expense (recovery)	83,132	(47,106)
Other	9,889	12,694
Depreciation	8,422	5,563
Total expenses	<u>725,042</u>	<u>581,707</u>
Change in net assets	2,785	149,151
Net assets - beginning of year	<u>505,827</u>	<u>356,676</u>
Net assets - end of year	<u>\$ 508,612</u>	<u>\$ 505,827</u>

## Statements of Cash Flows

	Year Ended June 30	
	2014	2013
Cash flows from operating activities		
Change in net assets	\$ 2,785	\$ 149,151
Adjustments to reconcile change in net assets to net cash provided by operating activities		
Bad debt expense (recovery)	83,132	(47,106)
Depreciation	8,422	5,563
(Increase) decrease in operating assets		
Accounts receivable	(67,319)	(17,057)
Increase (decrease) in operating liabilities		
Accounts payable	(496)	2,814
Accrued expenses	1,390	1,386
Net cash provided by operating activities	<u>27,914</u>	<u>94,751</u>
Net cash used in investing activities		
Purchase of furniture and equipment	<u>(9,800)</u>	<u>-</u>
Net increase in cash	18,114	94,751
Cash - beginning of year	<u>436,343</u>	<u>341,592</u>
Cash - end of year	<u>\$ 454,457</u>	<u>\$ 436,343</u>

See notes to the financial statements

## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2014

## Note 1 - Summary of significant accounting policies

Description of business

The Civic Center Community Benefit District ("District"), a not-for-profit organization formed on June 1, 2011, is a special assessment district conceived and organized by a group of concerned Civic Center property owners, arts organizations, government entities, and other stakeholders ("Members"). Funding is provided primarily from special assessments from Members that are collected by the City and County of San Francisco and remitted to the District, pursuant to an administration agreement, dated July 1, 2011.

The goal of the District is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district. The District provides community service ambassadors to assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues, businesses, transportation systems, and other useful information. They also play a vital role in promoting the Civic Center as safe and friendly. The District also provides teams to respond to maintenance calls to remove graffiti, wash sidewalks or pick up an accumulation of debris on the sidewalk, seven days a week.

Basis of accounting

The financial statements of the District have been prepared on the accrual basis of accounting and accordingly reflect all significant receivables, payables, and other liabilities. Revenues and gains are recognized when earned and realized, and expenses and losses are recognized when incurred.

Concentration of credit risk

The District maintains bank deposit accounts insured by the Federal Deposit Insurance Corporation up to \$250,000 and, at times, may exceed federally insured limits. The District has not experienced any losses in such accounts. Management believes the District is not exposed to any significant risk related to cash.

Contributions and donated services

The District accounts for contributions and donated services in accordance with FASB ASC Topic 958 for Not-for-Profit entities. In accordance with these provisions, contributions and donated services received are recorded as increases in unrestricted or restricted net assets depending upon the existence or nature of any donor restrictions. For the years ended June 30, 2014 and 2013, the District recorded \$9,800 and \$0 in contributions and donated services, respectively.

All donor restrictions are reported as increases in temporarily restricted or permanently restricted net assets depending on the nature of the restriction. When restrictions expire (that is, when a stipulated time restriction ends or a purpose restriction is accomplished), temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities and change in net assets, as net assets released from restrictions.



## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2014

## Note 1 - Summary of significant accounting policies (continued)

Revenue recognition

Member assessments are invoiced in advance, deferred on the statements of financial position and recognized monthly on a straight-line basis. Contributions are recognized when the donor makes an unconditional promise to give.

Accounts receivable and allowance for doubtful accounts

Accounts receivable generally consists of amounts due from members and are stated at the amount the District expects to collect. When necessary, the District provides for probable uncollectible amounts through a provision for bad debt expense and an adjustment to the allowance for doubtful accounts based on its assessment of the current status of individual accounts. Balances still outstanding after management has used reasonable collection efforts are written off through a charge to the allowance for doubtful accounts and a credit to accounts receivable. The allowance for doubtful accounts was \$0 and \$8,501 at June 30, 2014 and 2013, respectively.

Furniture and equipment

Furniture and equipment are stated at cost, if acquired, and fair value at the time of contribution, if contributed to the District. Depreciation is provided by the straight-line method based on the estimated useful lives of the depreciable assets ranging from 2 to 3 years. Accumulated depreciation at June 30, 2014 and 2013 was \$5,797 and \$7,176, respectively. Repairs and maintenance are charged to expense as incurred.

Use of estimates

The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from these estimates.

Subsequent events

Subsequent events are events or transactions that occur after the statement of financial position date but before the financial statements are available to be issued. The District evaluates all subsequent events and transactions to determine whether any transaction needs to be recognized or disclosed. The District has evaluated all subsequent events through January 6, 2015, which is the date the financial statements are available to be issued, and has determined no events or transactions need to be recognized or disclosed in these financial statements.

## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2014

## Note 2 - Income taxes

The District is classified as a Section 501(c)(3) organization under the Internal Revenue Code. The District anticipates receiving exemption under Section 13.2210(e) of the State Revenue and Taxation Code in fiscal year 2013. As a result, the District is exempt from federal income and state franchise taxes. However, income from activities not directly related to the District's tax-exempt purpose is subject to taxation as unrelated business income. There was no income tax expense for 2014 and 2013.

Uncertain tax positions

The District identifies and evaluates all uncertain tax positions and believes that positions taken are more-likely-than-not to be sustained upon examination for all open tax years. The District's tax returns are subject to examination by Federal taxing authorities for a period of three years from the date they are filed and a period of four years for California taxing authorities.

Reclassifications

Certain amounts in the 2013 financial statements were reclassified to conform to the presentation used in the current year. There was no change on 2013 change in net assets.

## Note 3 - Operating lease

The District rents office space subject to an operating lease beginning December 1, 2011, for \$750 per month, plus common area maintenance charges ("CAM"). The lease term is month-to-month, subject to termination by either party. Rent expense, including CAM charges totaled \$9,000 for the years ended June 30, 2014 and 2013, and is included with facilities and equipment expense on the statement of activities and change in net assets.

## Note 4 - Outside service contract

The District contracts with MJM Management Group ("MJM") to provide ambassador, janitorial, maintenance and other services on the District's behalf. At June 30, 2014 and 2013, MJM charges \$42,315 per month. The initial contract term expired on January 31, 2014 and a one year extension was exercised. Expense incurred under the contract for the years ended June 30, 2014 and 2013 was \$507,778 and \$506,565, respectively.

## CIVIC CENTER COMMUNITY BENEFIT DISTRICT

Notes to the Financial Statements  
June 30, 2014

Note 5 - Administration agreement

The District and the City and County of San Francisco entered into an administration agreement whereas, on the District's behalf, the City and County of San Francisco will levy and collect the assessments from the Members through the Members' secured property tax bills. For payments received in conjunction with the first and second installments of secured property taxes, the City and County of San Francisco will remit those funds to the District on or before January 10th and May 10<sup>th</sup>, respectively. Delinquent assessments will be remitted to District at least once during the final quarter of the fiscal year and from time to time, at the discretion of the Controller of the City and County of San Francisco.

# Introduction Form

By a Member of the Board of Supervisors or the Mayor

Time stamp  
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion, or Charter Amendment)
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning "Supervisor [ ] inquires"
- 5. City Attorney request.
- 6. Call File No. [ ] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. [ ]
- 9. Reactivate File No. [ ]
- 10. Question(s) submitted for Mayoral Appearance before the BOS on [ ]

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission       Youth Commission       Ethics Commission
- Planning Commission       Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative Form.**

**Sponsor(s):**

Breed; Kim

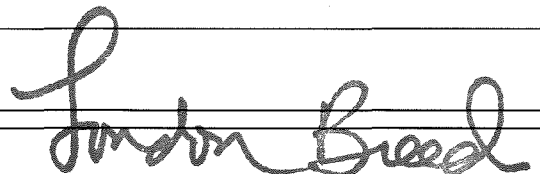
**Subject:**

Ocean Avenue Community Benefit District – Annual Reports to the City – FYs 2011-2014

**The text is listed below or attached:**

Resolution receiving and approving annual reports for the Ocean Avenue Community Benefit District for fiscal years 2011-2012, 2012-2013, and 2013-2014, submitted as required by the Property and Business Improvement District Law of 1994 (California Streets and Highways Code, Sections 36600, et seq.), Section 36650, and the District's management agreement with the City, Section 3.4.

Signature of Sponsoring Supervisor: \_\_\_\_\_



For Clerk's Use Only: