



Castro / Upper Market Community Benefit District



ANNUAL REPORT --- 2011



OUR MISSION: The mission of the Castro/Upper Market Community Benefit District is to provide services that improve the quality of life in the neighborhood, emphasizing clean, safe, beautiful streets. The CBD also promotes the area's economic vitality, fosters the Castro's unique district identity, and honors its diverse history.

Harvey Milk Plaza Beautification Completed

After spending recent years looking unkempt and forlorn, Harvey Milk Plaza is sporting new plants, fresh color and public seating, making the community space more inviting to neighbors and visitors alike.

After area residents stressed the need for plaza improvements during community feedback sessions held in 2008, the Castro/Upper Market Community Benefits District (CBD) took action.

The resulting CBD Neighborhood Beautification and Safety Plan proposed upgrading Harvey Milk Plaza, and the CBD began exploring various planting possibilities and ways to beautify the plaza. Landscape architect Scott Cataffa, of CMG Landscape Architecture, contributed his services pro bono to develop a landscape plan, design seating, and assist the CBD in shepherding the project through the city's approval process.

Two-thirds of the funding for the plaza improvements came from a \$58,147 Community Challenge Grant obtained by the CBD, which also contributed \$28,246 to the project. In April and May

of 2010, the concrete planter boxes surrounding the plaza were replanted with a variety of succulents and other drought tolerant plants.

A curvaceous, purple metal bench was installed in the plaza in June 2010, making it a welcoming spot for those who want to catch some sun, meet friends there, or people-watch. A new bike rack was also installed nearby.



Castro Ambassadors Slated to Welcome Tourists

A new volunteer program of Castro Ambassadors, providing neighborhood information, helpful directions, and tips on resources to visitors and residents alike, will be launched in June 2011, just in time for the summer tourist season.

Sponsored by the Castro/Upper Market Community Benefit District (CBD), the pilot Ambassador Program is scheduled to run from June 1 through October.

Prior to June, the volunteer Ambassadors will receive basic training about the Castro area, its amenities and history. The pilot

calls for them to be deployed in pairs in the central business district on Fridays,



Saturdays and Sundays. They will each wear a logo item (for example, a jacket or vest) identifying them as volunteer Castro Ambassadors. They will be equipped with street maps, a Castro guide, and current information on events and attractions in the neighborhood.

Approximately 15 people have volunteered to participate so far. The CBD is looking for more local residents who want to welcome visitors, provide pedestrians with directions, and show pride in the Castro community. If you are interested, email the CBD's Executive Director, Andrea Aiello, at: execdirector@castrocbd.org.



GLBT History Museum Opens in Castro

With fanfare and TV lights blazing, the first U.S. museum dedicated to the history of gay, lesbian, bisexual and transgender people premiered in the heart of the Castro district in January.

The GLBT History Museum, located at 4127 18th Street, showcases items from the GLBT Historical Society's archives, such as Harvey Milk's bullhorn, historical photos, posters, clothing, and other significant artifacts from a century of GLBT life.

The Historical Society anticipates the museum will attract thousands of visitors each month. Funding for the museum came from a \$100,000 grant from the City of San Francisco, and a \$50,000 grant from Levi Strauss, the San Francisco-based jeans manufacturer. Additionally, the Historical Society has received a discounted lease from the Walgreen's Corporation.

**The museum's hours are:
Wednesday-Saturday,
11:00 a.m. to 7:00 p.m., and
Sunday, noon to 5:00 p.m.**

Changes in Membership of Board of Directors

The Castro/Upper Market CBD welcomes the following new Board members: Joel Bubeck, a residential property owner in the district; Blake Smith, manager of Gold's Gym; and Jim Laufenberg, a realtor at Coldwell Banker.

The Board of Directors also thanks for their service on the board the following departing members: club owner Greg Bronstein and service station owner DeJuana Joseph.

CBD Annual Report 2011

Editor: Andrea Aiello, Executive Director, Castro/Upper Market CBD
Writer: Pauline Scholten, Secretary, Castro/Upper Market CBD
Design/layout: www.clubcardprinting.com

STATEMENT OF FINANCIAL POSITION
June 30, 2010

ASSETS	\$ 193,732
Cash and cash equivalents	110,123
Certificate of deposit	47,609
Assessments receivable	56,851
Grants receivable	
Prepaid expenses	
Total Current Assets	\$ 408,315
LIABILITIES AND NET ASSETS	
Current Liabilities	
Accounts Payable and accrued expenses	\$ 30,127
Total Liabilities	30,127
Contingencies*	
Unrestricted Net Assets	
**Board designated	365,900
Other unrestricted	13,188
Total Net Assets	378,188
Total Liabilities & Net Assets	\$ 408,315

* **Contingencies-** Special benefit assessments are received under a contract with the City and County of San Francisco and represent approximately 75% of the Organization's total revenues. Under the terms of the contract, the City and County can suspend distributions and ultimately terminate the contract if the Organization fails to provide adequate services to the District or fails to perform other responsibilities. The contract expires on December 31, 2020 and could be terminated at an earlier date if the Castro/Upper Market Community Benefit District is disestablished by a vote of more than 50% of the assessed owners.

** **Board designated net assets** - Board designated net assets represent unrestricted net assets allocated by the Board of Directors for the following purposes at June 30, 2010:

Total Available	\$ 378,188
Mandated 6 Month Reserve	\$ 165,000
Streetscape FY 2010-11	\$ 11,506
Unforeseen Expense FY 2010-11	\$ 5,000
Streetscape Improvement (<i>public art, greening throughout district</i>)	\$ 196,682

STATEMENT OF ACTIVITIES
For the year ended June 30, 2010

Support and Revenue	
Support	
Government Grants	\$114,666
In-kind support	\$16,120
Public support	\$7,600
Total Support	\$138,386
Revenue	
Assessment revenue	\$428,325
Interest income	\$2,671
Total Revenue	\$430,996
Total Support and Revenue	\$569,382
EXPENSES	
Program Services	\$536,910
General and administrative	\$28,204
Fund-raising	\$2,178
Total Expenses	\$567,292
Change in Net Assets	\$2,090
Net Assets, beginning of year	\$376,098
Net Assets, end of year	\$378,188

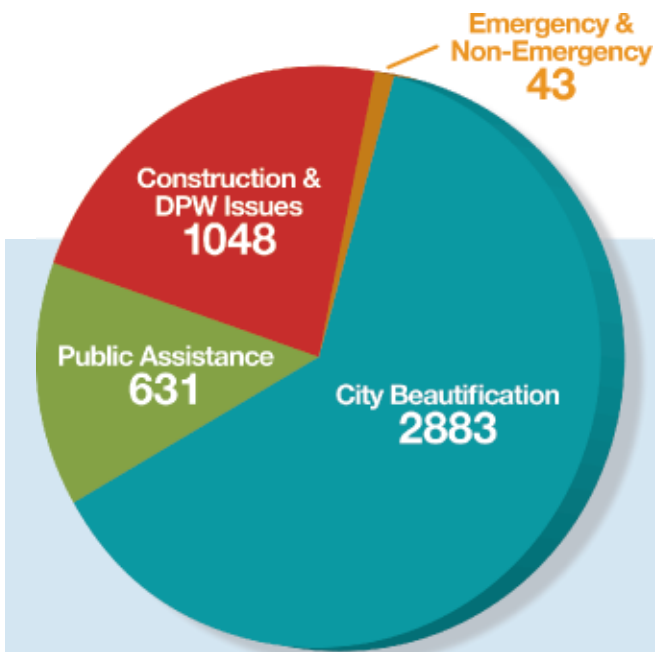
Assessment Methodology

The Castro CBD is funded through an annual assessment on the property in the district. Castro CBD assessments, paid by individual property owners, are based on the following factors:

- Linear frontage
- Lot size (land area)
- Building square feet
- Building use

Property Variable	Annual Costs
Linear Frontage	\$8.55203 per linear foot
Lot Size	\$0.075282 per square foot
Building Square Feet (retail space, hotels, motels, visitor related; office and commercial uses, independent, free standing parking structures; plus ground floor residential)	\$0.133882 per square foot

2010 Reported Sidewalk Beautification and Cleaning Related Services



This pie chart depicts the reported efforts by the CBD's clean team to keep the Castro/Upper Market District a clean and welcoming environment. **City Beautification** efforts include graffiti removal, flyer and sticker removal, topping off overflowing trash cans, repainting public property, minor landscaping, requests for scrubs, debris removal and sweeping. **Public Assistance** efforts include cleaning up after overnight campers, asking those who are trespassing to move along (only when no trespassing signs are posted and valid), removal and disposal of dirty needles. **Construction and DPW** efforts include working closely with DPW on removal of shopping carts, illegal dumping, safety hazards and extreme vandalism, construction related debris, cardboard and pallets. **Emergency/Non-Emergency** efforts refers to calls made by the clean team.

17th Street Mini-Plaza Lauded, Rededicated and Named

The Castro's trend-setting 17th Street mini-plaza received lots of attention in 2010, including laudatory articles, colorful landscaping improvements, fresh new furniture, a transition to permanent park status, and a new name, Jane Warner Plaza.

The Castro's mini-park was one of four San Francisco pedestrian plazas noted in a May 2010 article in national *Parade* magazine that reported more cities, including New York and Atlanta, were encouraging 'loitering' by creating outdoor seating areas, mini-parks, and plazas. The article stated, according to research by New York non-profit Transportation Alternatives, that outdoor seating areas "boost foot traffic by 20%, leading to 10% more retail sales," and increase property values by 7%. San Francisco's mini-park trend also received a "marvelous" in the February 2011 *Sunset* magazine.

Located at the busy intersection of 17th, Castro and Market Streets, the green space has been enthusiastically embraced by the community, and earned kudos from the *S.F. Chronicle's* Urban Design Critic John King, since its launch in May 2009 as a pilot park project. Many of its fixtures, however, were not built to be permanent and began disintegrating as months passed.

When the plaza received city approval to become permanent in 2010, Seth Boor of Boor Bridges Architecture contributed his services pro bono to redesign the plaza as a

permanent space, contributing the technical drawings and overseeing the work. Working with the City and the Castro/Upper Market Community Benefit District (CBD), Boor designed improvements including new concrete planter boxes filled with shrubs and flowers, dozens of large glazed jars filled with green plants, and special surfacing of the plaza area.

New plants were purchased at a discount from Flora Grubb Gardens. Planting days were held in April and May, with over 50 volunteers helping from local groups such as the CBD, Friends of the Urban Forest, and the S.F. Great Streets Project. The finishing touch on the upgrade was a new plant-laden gate on the Castro Street side of the plaza.

The plaza was rededicated with music and speeches on May 22, 2010. It was praised as a successful urban space greening project by a variety of speakers including S.F. Supervisor Bevan Dufty, Assemblyman Tom Ammiano, and Andrea Aiello, Executive Director of the Castro/Upper Market Community Benefits District. The S.F. Lesbian/Gay Freedom Band and San Francisco Cheer provided music and entertainment preceding the festivities.

The majority of the plaza improvements were funded by a \$56,500 Catalytic Commercial District Capital Grant received in 2009 from the Office of Economic and

Workforce Development. The Castro/Upper Market Community Benefit District (CBD), which oversees and pays for maintenance of the space, also contributed funds for new tables and chairs throughout the plaza.

In October 2010, the S.F. Board of Supervisors unanimously approved a resolution naming the popular community space Jane Warner Plaza, in honor of the well-known Patrol Special police officer. Warner, often called simply "Officer Jane" by residents during her almost 20 years patrolling the Castro and neighboring areas, died in May 2010 of cancer. Supervisor Dufty sponsored naming of the plaza in her honor.



Castro Farmers Market Means Healthy Meals For District



Its official: for more opportunities to buy farm-fresh fruits and vegetables and eat nourishing meals, live in the Castro/Upper Market neighborhood. According to a Community Vital Signs in San Francisco study released in September 2010 by a consortium of health groups, Castro/Upper Market residents have a greater chance to eat healthy meals because:

- There are fewer fast food restaurants in the Castro than most other S.F. areas
- There is higher percentage of fresh produce stores, supermarkets and farmers markets in the district
- More than 80 percent of Castro/Upper Market residents live within half a mile of a farmer's market

The two-year-old Castro Farmers Market, located on Noe Street between Market and Beaver, has proved so popular that instead of ending in October it was extended into December and will start up again a month earlier than last year. The 2011 Castro Farmers Market will run **March 16 through December 21, every Wednesday from 4 PM to 8 PM.**

District Celebrates 1st Milk Day

San Francisco's Castro district, the neighborhood that gay civil rights pioneer Harvey Milk championed and called home, celebrated California's first annual Harvey Milk Day on May 22, 2010, with disco music, many speeches, a new sidewalk plaque, historical displays, a street fair, and a variety of other events. May 22, 2010, would have been Milk's 80th birthday.

Dedication of New Harvey Milk Sidewalk Plaque – A new bronze sidewalk plaque, featuring Harvey Milk's profile and a quote from Milk, was dedicated on May 22nd with music, confetti and speeches outside of Milk's former camera store and residence at 575 Castro Street. The creation and installation of the plaque was funded and overseen by the Castro/Upper Market Community Benefit District.

Milk & Cookies Street Fair and Civil Rights Mural Dedication – The Harvey Milk Civil Rights Academy, the Castro's local public elementary school, dedicated on May 22nd a colorful, hand painted mural of Milk (located on the front of the school on 19th and Diamond Streets).

Milk Day Historical Window Displays and Promotions – The first annual Harvey Milk Day was celebrated throughout the district with the public showing of historical memorabilia and pictures from the 1970's, Milk-themed window displays, and special promotions by many merchants.



S.F. Patrol Specials Provide Extra Policing for Castro Plazas

Dealing with “quality of life” issues in the Castro's popular plazas, the Castro/Upper Market Community Benefit District piloted a program in early 2010 with S.F. Patrol Special Police to provide policing in Jane Warner Plaza and Harvey Milk Plaza during specified late afternoon and evening hours.

The monthly reports provided by the Patrol Specials showed that top issues in the district included fights, illegal food carts, aggressive panhandling, shoplifting, and a number of medical emergencies. The Patrol Specials' pilot, dealing with crime prevention and quality of life issues during the plazas' most active hours, was given a six-month extension by the CBD board in August.

After extensive discussions with the Castro's late night entertainment venues, the board agreed in February 2011 to also contribute towards an extension of late night hours for Patrol Special officers in the district. The focus of the additional policing will be to address concerns about noise, late night activity, and similar issues that emerge around the 2 a.m. bar closing time. The CBD contributes at total of \$800 per month towards S.F. Patrol Special coverage in the Castro area.

Become a Castro Block Captain

Do you want to help keep the Castro Clean and Safe?
Become a Castro Block Captain!

Block Captains serve as the eyes of their block, alerting the CBD of:

- Spills and debris dumping on the sidewalk
 - Graffiti or tagging
 - Human or animal feces
 - Hazardous situations
- People in need on the street

To report an issue during the day: call Castro CBD Dispatch 415-559-8698 and tell them about it (Monday – Sunday 9:00 a.m. – 6:00 p.m.)

To report an issue after hours: call Castro CBD Dispatch 415-559-8698 and leave a voice mail
After hours urgent issues: Call 311 – tell them this is URGENT

THANK YOU!

The Castro/Upper Market CBD Board of Directors thanks the following community members and property owners for their commitment to the neighborhood:

- **Kent and Edna Jeffrey** for generously donating to the CBD garage space at their Noe Center property for storage of our cleaning equipment and supplies. This centrally located space has proven to be invaluable. We could not maintain the cleaning services we do without this generous donation from the Jeffrey family.
- **Paul Smith and John Meranda** for their volunteer work watering plants and general cleaning at the Jane Warner Plaza
- **David Kearney and the Herth Real Estate Volunteers** for their work at Harvey Milk Plaza, performing watering, weeding and general cleaning tasks.
- **Robert Miller**, Founder of the Bring Baskets to Castro St., for spearheading a campaign to bring hanging flower baskets to the neighborhood.
- **Dennis Ziebel and Bill Pung**, co-owners of Orphan Andy's restaurant for the outstanding support, many hours of work, and in-kind donations they put into maintaining the Jane Warner Plaza area. Their contributions include water to keep the plants alive, electricity for the decorative lighting, weeding and watering plants, cleaning and maintaining the tables and chairs, and acting as the eyes and ears of the Plaza.

Rainbow Honor Walk Moves Forward

The names of the first 20 historical GLBT figures to be celebrated with sidewalk plaques installed throughout the Castro district were announced in February by the Rainbow Honor Walk steering committee. The 14 men and six women to be honored with plaques included Tennessee Williams, Oscar Wilde, and San Francisco disco diva Sylvester James.

The non-profit Rainbow Honor Walk organization is currently in the design and fundraising stage of the project. The proposed walk, which would eventually contain hundreds of names, would run up Market from Octavia Boulevard to Castro Street and down Castro to 19th. The organization plans to begin installing plaques this year.

The Castro/Upper Market Community Benefit District is serving as Fiscal Agent for the Rainbow Honor Walk. Tax deductible donation checks may be made to the "Castro Community Benefit District" (please note "Rainbow Honor Walk" on the check). Send donation checks to: Rainbow Honor Walk, 584 Castro Street - #113, San Francisco, CA 94114. Alternatively, you can go to the Castro/Upper Market CBD's website at www.castrocdb.org and click the Rainbow Honor Walk link to make a tax deductible donation through Pay Pal.

Flower Baskets in the Castro

The CBD, working with volunteer and designer, Robert Miller, has developed a Hanging Flower Basket program to bring colorful flower baskets to the Castro district.

Funded by private donations, the program would enable any neighborhood or block in the district to raise money to have flower baskets installed and maintained for two years. The CBD will act as fiscal sponsor for the tax deductible donations and will provide administrative support for the program, working with a local vendor who will produce, hang, and water the baskets.

The CBD's flower basket program does require that, before a basket can be hung, enough funds be raised up front for two years of maintenance of the basket. Fundraising for Flower Baskets on Castro Street is going on now. To make a tax deductible contribution to Flower Baskets on Castro Street, please see the Castro CBD website at www.castrocdb.org

Do You Have Questions About the Castro CBD or the Neighborhood?

The CBD's website can answer them!

Our website includes:

- Contact information for CBD, and for our cleaning services
- Description of our services.
- Contact information for our cleaning services.
- Property owner information: complying with City policies, links and phone numbers to important City agencies.
- Board of Director's meeting notices, minutes, agendas.
- History of the neighborhood.
- Neighborhood Beautification and Safety Plan.
- CBD documents.
- Report an issue e-form.
- Special neighborhood events.

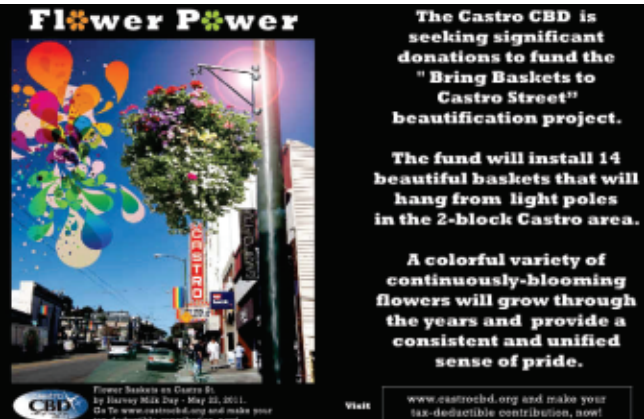
visit www.castrocdb.org

Email Addresses Needed!

Help us communicate with you more often.

The Castro CBD is collecting email addresses to enable us to send out an e-newsletter and other communication to you. Please go to www.castrocdb.org and sign-up to receive electronic communication from the CBD.

Your information will be kept confidential. The CBD will **NOT** share any electronic or phone contact information with any other organizations, agencies or individuals.



Flower Power

The Castro CBD is seeking significant donations to fund the "Bring Baskets to Castro Street" beautification project.

The fund will install 14 beautiful baskets that will hang from light poles in the 2-block Castro area.

A colorful variety of continuously-blooming flowers will grow through the years and provide a consistent and unified sense of pride.

Flower Baskets on Castro St. by Harvey Milk Day - May 21, 2011. Go To www.castrocdb.org and make your tax-deductible contribution, now!

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CBD Community Partner Awards

Every few months, the Castro/Upper Market CBD recognizes a person or a business that through its exemplary actions has made a positive impact on the Castro/Upper Market community. Along with awarding each Community Partner a certificate of thanks, the CBD publicizes the awardee by buying an ad commending them in the Bay Area Reporter. The CBD also publicly acknowledges the Community Partner awardees at various events. In doing so, the CBD encourages others to make improvements in their part of the neighborhood and be a community partner. The Community Partner awardees for Summer/Winter 2010 were:

CMG Architecture for working closely with the CBD to beautify Harvey Milk Plaza. CMG Architecture provided pro bono landscape and architectural design services at Harvey Milk Plaza.

Boor Bridges Architecture for their pro bono architectural services in creating the Jane Warner Plaza (mini-plaza at 17th and Castro St.).

Harvey's (500 Castro St) for their work in keeping their iconic corner clean and welcoming. Every morning Harvey's hoses down their sidewalk, building and windows, maintaining a clean and welcoming environment.



April Start Date for Duboce/Church Rail Improvement Project

A quieter and safer J-Church line is coming to the busy transit corridor at Church and Duboce streets. Work will begin in April 2011 on Church St. and progress westward on Duboce. The transit improvements will include:

- CBD funded artwork at the sidewalk bulb out on the northeast corner of Church & Market.
- New streetscape and pavement designs to make it safer for pedestrians, bike riders and transit users to use this busy corridor.
- New and improved transit platforms.
- New pedestrian lighting on both Duboce and Church Streets.
- A sidewalk bulb-out on Noe Street.
- A new cross-walk between the northeast corner of Market and Church (by the "Safeway stairs") and the northwest corner of Market and Church (at the corner between 14th and Market and Church St).
- Artwork that doubles as seating at the bus stop on the north east corner of Church and Duboce and on the outbound J-Church stop on Duboce Street.

Stop Graffiti, Earn Cash

Seeking help from the public in abating graffiti, S.F.'s Department of Public Works (DPW) is offering a \$250 reward to residents who provide information leading to the arrest and conviction of graffiti vandals. To be eligible for the reward, participants must file a police report, provide information that leads to an arrest, and cooperate with law enforcement during the investigation and any trial proceedings. Graffiti remains a persistent and expensive problem not only in the Castro but throughout the City. The DPW estimates it spent \$3.6 million on graffiti removal in 2010.

To report an act of graffiti vandalism in progress:

Dial 9-1-1 and file a police report

To report to the police an act of graffiti vandalism that has already occurred:

Call the Police Non-Emergency telephone number at 415-553-0123 and request to meet with an officer and file a police report

To have graffiti in the CBD painted out: Dial 415-559-8492 and report the graffiti to the CBD's Dispatch Service.

For information on the Graffiti Rewards program: visit www.sfdpw.org

CASTRO CBD DISPATCH SERVICE

415-559-8698

Monday – Sunday

9:00 a.m – 6:00 p.m.

You can help.

Call the CBD's Dispatch Service if you notice:

- Debris dumped or bad spills on the sidewalk
- City trash receptacles emptied on sidewalk
- Unsafe conditions on the sidewalk
- Dirty needles (Don't pick up dirty needles yourself!)
- People in need of City services

CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

584 Castro Street #336; San Francisco CA 94114
415-500-1181 • www.CastroCBD.org

Maintenance Dispatch Office 415/559-8698

Board of Directors

President Dominic Campodonico, JD • **Vice President** Tim Patriarca • **Secretary** Pauline Scholten
Treasurer Herb Cohn, CPA • Joel Bubeck • Jim Laufenberg • Pat Sahagun • Gustavo Serina
Blake Smith • Richard A. Sollitto, M.D. • Kenneth Wingard • **Executive Director** Andrea Aiello

Castro CBD Board of Directors meetings are open to the public and are held at 6:00 pm on the second Thursday of each month at 501 Castro St. Castro Community Room (above the Bank of America).

The Castro/Upper Market Community Benefit District is an IRS-approved 501c3 tax-exempt organization. The CBD can accept both unrestricted and restricted donations that are tax deductible to the donor. Donations and grants are welcomed from individuals, businesses, other tax-exempt entities, foundations, and government agencies. Checks can be sent to Castro/Upper Market Community Benefit District, 584 Castro Street #336; San Francisco CA 94114

Bringing Vitality to Our Streets and Plazas



The Castro/Upper Market CBD brought music and dancing to the district this past year. Small concerts, bands and theatre could be found on weekends in the Jane Warner Plaza (aka 17th St. Plaza) and two street closure, Dancing in the Streets, events were held on Noe Street in September and October 2010. The entertainment was enjoyed by all.



Castro/Upper Market Community Benefit District
584 Castro Street #336
San Francisco CA 94114