



Central Market Community Benefit District



Legislative Overview

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

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

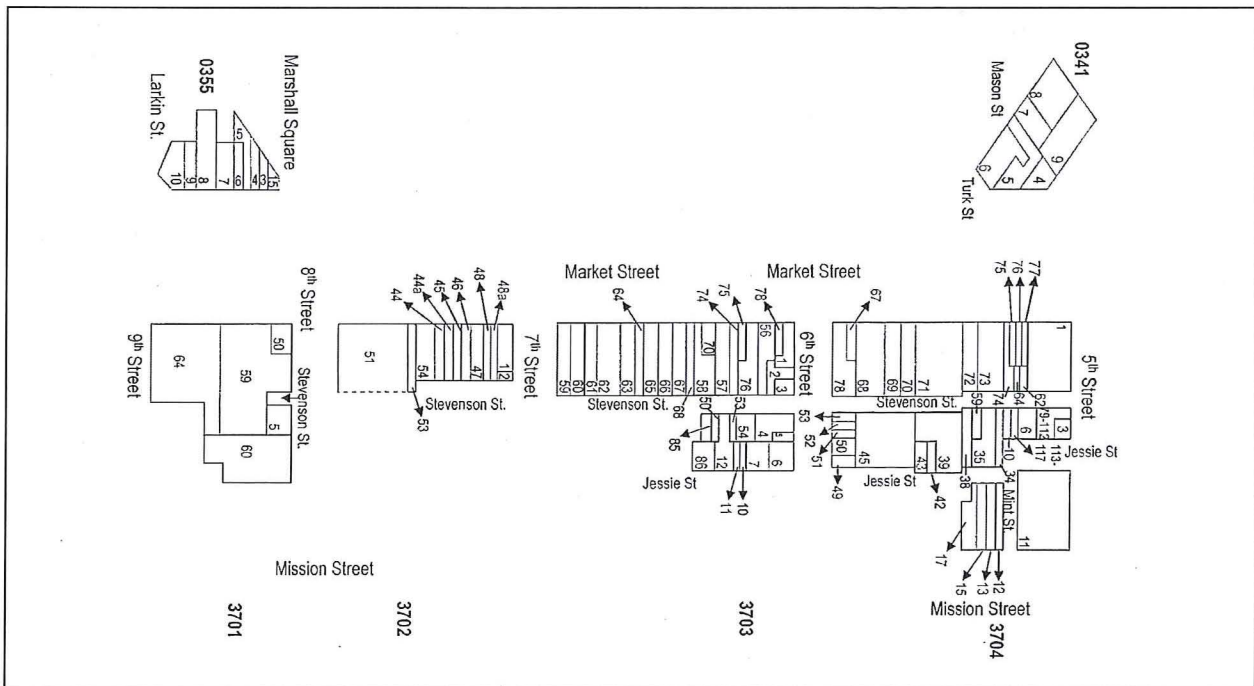
Review Process

This resolution covers Annual Reports for CY 2011, 2012, and 2013

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



Parcel Map



CMCBD Formation

CMCBD	Type	Assessment Budget*	Year Established	Expired
	Property-Based	\$ \$653,586	2006	June 30, 2013

**budget identified in management plan*



CMCBD Operations

Staff

- Executive Director – Tracy Everwine (current) [Daniel Hurtado (former)]

Service Areas

- **Public Space Beautification and Safety (PSBS)**

- This program includes street maintenance, beautification, and safety services.
 - Contracts with MJM Management Group to staff a "Clean Team" and Community Guides.
 - Hires 10 SFD 10B Officers.

- **District Identity and Street Improvements (DISI)**

- This service area includes marketing, public relations and street enhancements in the Central Market district.

- **Administration and Corporate Operations**

- Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.



BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for CMCBD:

Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.

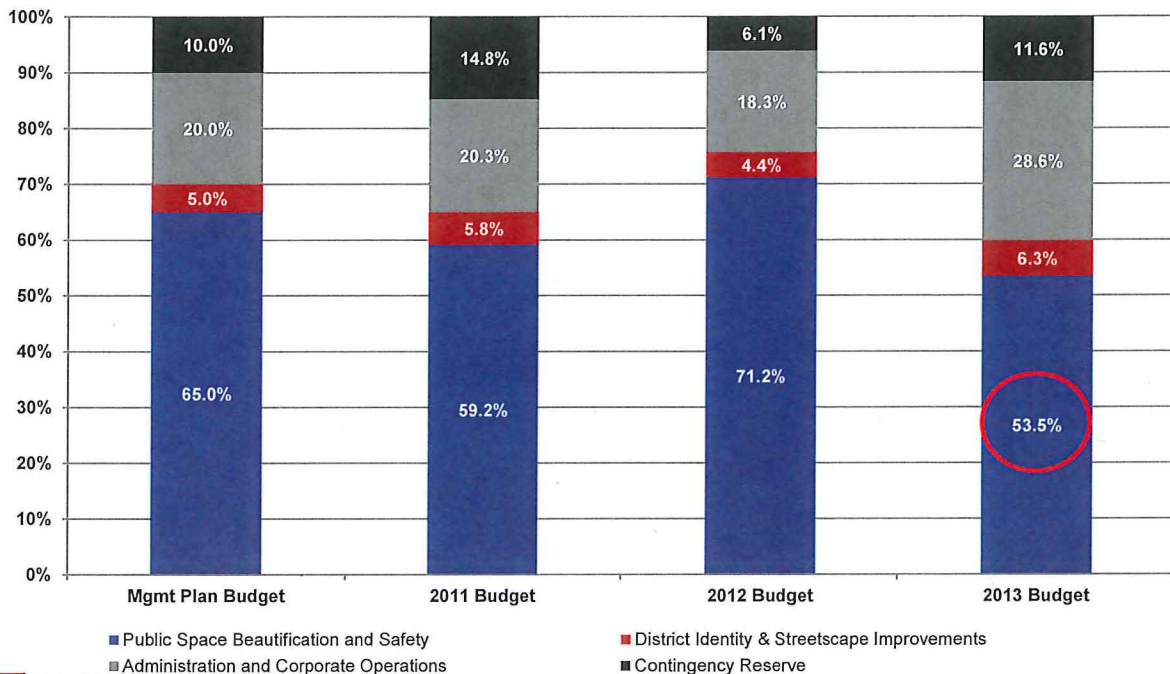
Benchmark 2 – Whether five percent (5%) of CMCBD's actuals came from sources other than assessment revenue.

Benchmark 3 - Whether the variance between the budget amounts for each service category was within 10 percentage points from the actuals.

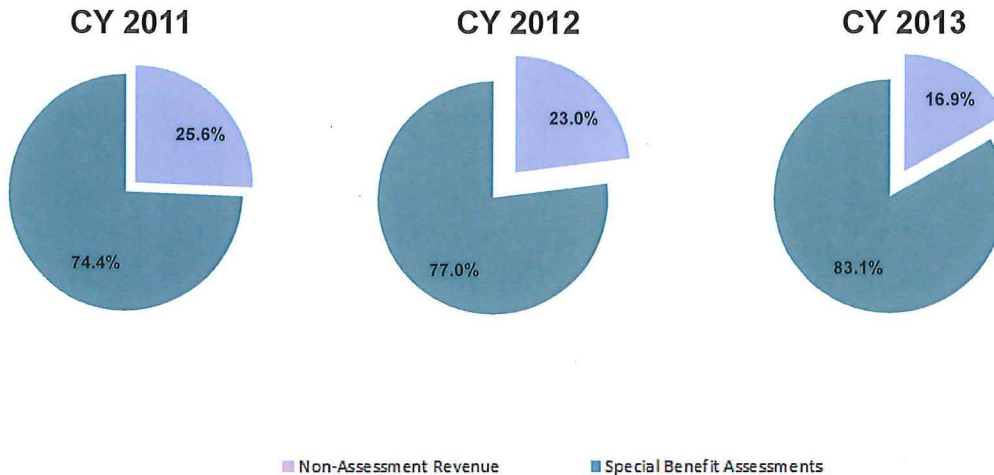
Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.



Management Plan vs. Annual Budgets



Assessment Revenue & Other Income



Budget vs Actuals

Service Category	CY 2011 Variance Percentage Points	CY 2012 Variance Percentage Points	CY 2013 Variance Percentage Points
Public Space Beautification & Safety	+21.7%	+2.7%	+14.7%
District Identity and Street Improvements	+5.0%	+2.0%	+3.1%
Administrative Expenses	-11.9%	+1.4%	+0.6%



Carryover

Designated Projects	CY 2011	CY 2012	CY 2013
Administration			
PSBS	\$32,006	\$43,519	
DISI		\$46,479	
General Fund			
Total Designated Amount	\$32,006	\$89,998	-\$3,068

Recommendations for CMCBD

- CMCBD should ensure that the CBD's annual budget is reasonably aligned with the budget originally outlined in the approved management plan
- CMCBD should ensure that no deficits are carried forward into the following fiscal year

Conclusion

CMCBD has performed well in implementing the service plan in the district:

- Central Market CBD has continued to successfully market and produce events and projects such as Epicenter.org, Vacant Kiosk Reuse pilot program, and the San Francisco Arts Market on UN Plaza.
- Increased their opportunities in partnering with community stakeholders and numerous municipal agencies for the implementation of the Central Market Economic Strategy Evaluation.
- Maintained an active board of directors and robust subcommittees



CENTRAL MARKET COMMUNITY BENEFIT DISTRICT

Presentation to the San Francisco Board of Supervisors
Government Audit and Oversight Committee
January 22, 2015

CMCBD Ongoing Services 2011-2013



Clean Team

9 a.m. – 6 p.m.
Monday-Friday
+ Dispatch Call Center

- *Graffiti Abatement
- *Trash Removal
- *Landscape Maintenance
- *Pressure Washing



Community Guides

9 a.m. – 6 p.m.
Monday-Friday
+ Dispatch Call Center

- *Wayfinding
- *Social Service Assistance
- *Crime Deterrence
- *Event Monitoring



10B Officers

Uniformed SFPD
officers walking
the District with a focus
on high crime areas

- *Drug Dealing
- *Illegal Vending
- *Illegal Camping

C·E·N·T·R·A·L
COMMUNITY BENEFIT DISTRICT

2011 Special Programs



Summer Concert Series

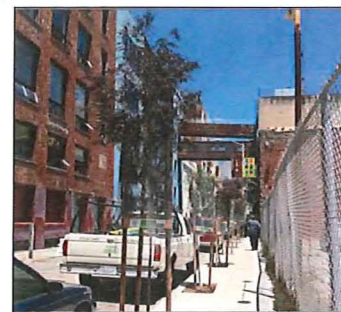
Produced FREE noon
concerts in Mint Plaza
every Friday
July – September.



Kiosk Activation

Activated 2 vacant
newspaper kiosks:

- *FREE Bicycle repair
- *Art Publisher

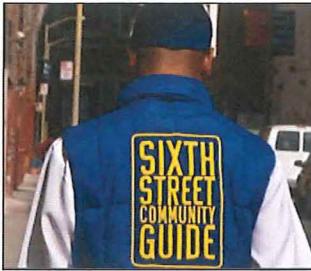


Stevenson Street Tree Planting

Planted 12 trees in
Stevenson alley
(between Sixth and
Seventh).

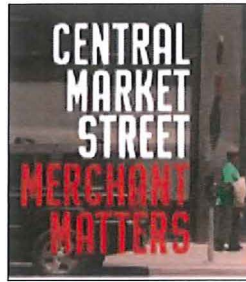
C·E·N·T·R·A·L
COMMUNITY BENEFIT DISTRICT

2011



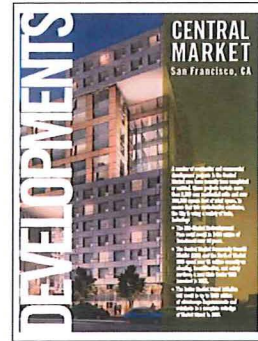
6th Street Community Guides Program

Provided Community Guides for 6th Street (Market to Howard) under contract with the San Francisco Redevelopment Agency.



Central Market Merchants Meetings

Convened merchant meetings with Market Street businesses in collaboration with the Tenderloin CBD.



Central Market Marketing

Supported business attraction by producing a marketing brochure highlighting District offerings.



2011 Business Improvement District of the Year Award

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2012 Special Programs



Summer Concert Series

Produced FREE noon concerts in Mint Plaza every Friday July – September.



Central Market Networking Mixers

Hosted a series of neighborhood networking mixers in partnership with merchants and arts organizations.



SRO Hotel Support

Strengthened communications with hotel owners and managers to better work together.

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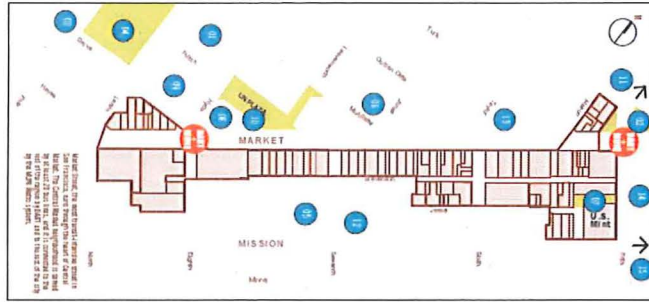
2012



Central Market Design Charrette

Facilitated design charrette with OEWD, design firm OMA and Central Market stakeholders to develop strategies for Market Street:

- *Streetscape re-design
- *Public space activation
- *Signage strategies
- *Public art



Renewal Expansion Process

The CMCBD began planning for renewal and possible expansion and appointed a Steering Committee to provide support and guidance throughout the process.

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2013 Special Programs



Summer Concert Series

Produced FREE noon concerts in Mint Plaza every Friday July – September.



Epicenter SF

Launched new website and community calendar in collaboration with Civic Center and Tenderloin CBD's to promote Central Market arts and cultural events.

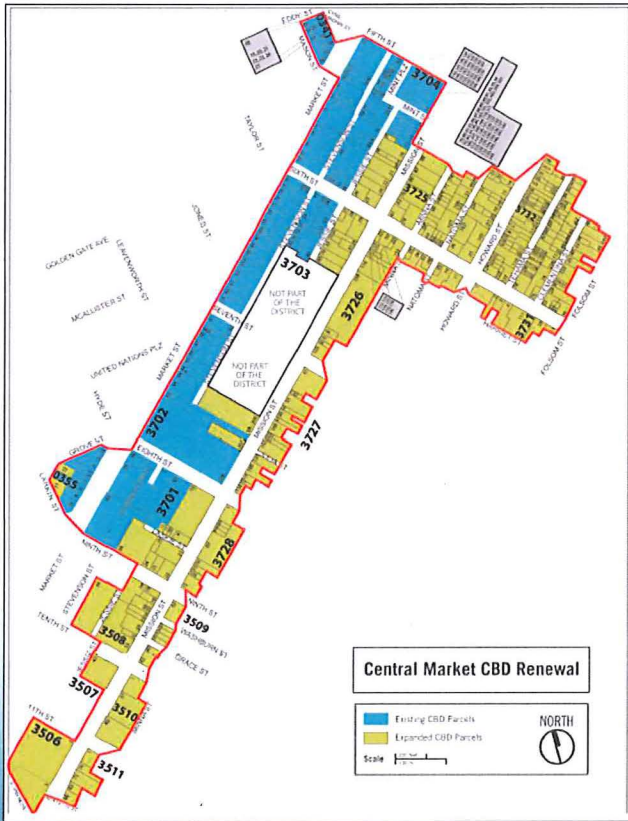


SRO Hotel Support

Created informational Manager's Guide to help improve conditions in and around SRO Hotels.

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2013



District Renewal & Expansion APPROVED July 13, 2013

- 29 Steering Committee and Community Meetings
- District expanded for a total of 98 acres/819 parcels
- Community Guide & Cleaning Crew services expanded to 12 hours a day 7 days per week
- Economic Development added to assist with business attraction, retention and expansion