

Top of Broadway Community Benefit District



Office of Economic and Workforce Development



COMMUNITY RESOURCES
160074 2/25/16

Legislative Overview

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

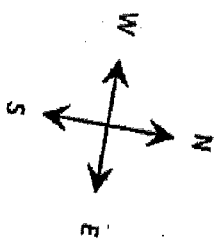
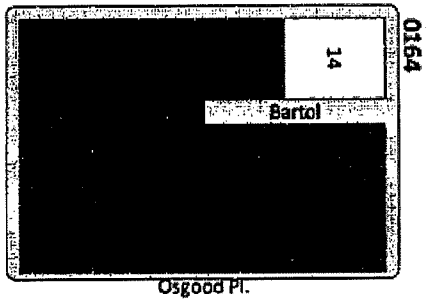
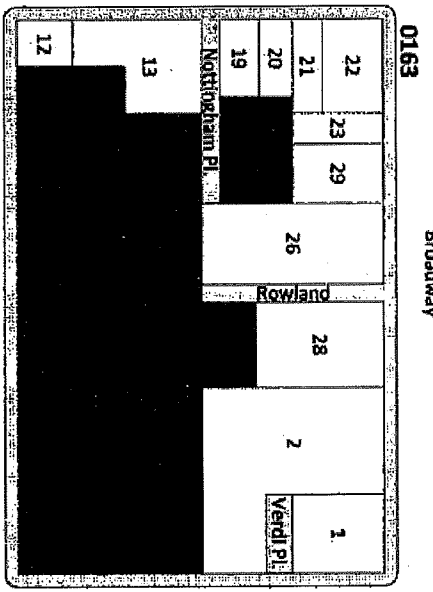
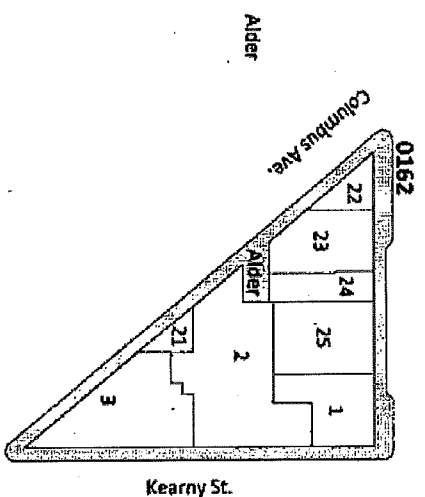
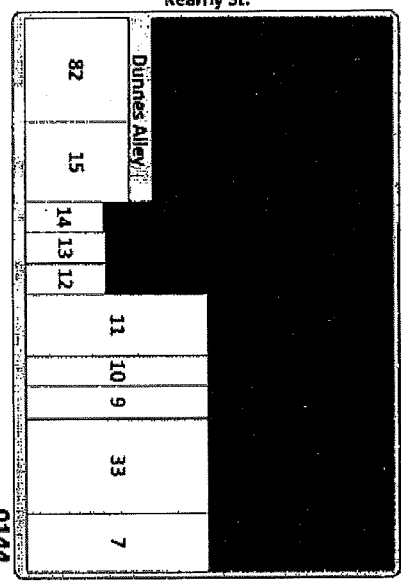
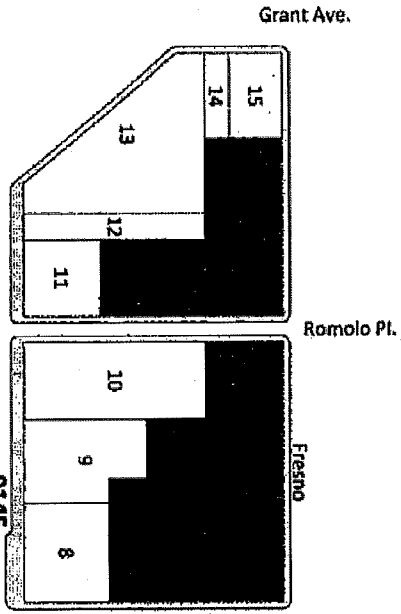
- State law**
 - “1994 Act”
- Local law**
 - “Article 15”

Review Process

**This resolution covers the Annual Report for
FY 2014-2015**

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

Parcel Map



TOBCBD Formation

TOBCBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ 106,567	2013	June 30, 2021

**budget identified in management plan*

TOB Operations

- **Staff**
 - Executive Director – Ben Horne *
- **Service Areas**
 - **District Identity**
 - This program includes marketing, public relations, special events, and street enhancements, such as signage, historical markers, and banners, for the district.
 - **Street Operations, Beautification and Order (SOBO)**
 - This service area includes street maintenance and beautification – including but not limited to graffiti removal, sidewalk cleaning, periodic steam cleaning, trimming trees, and cleaning tree wells.
 - **Administration, Organization 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.

**as of the midway point of FY 14-15 Dominic Li Mandri is the District Manager*

BENCHMARKS

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

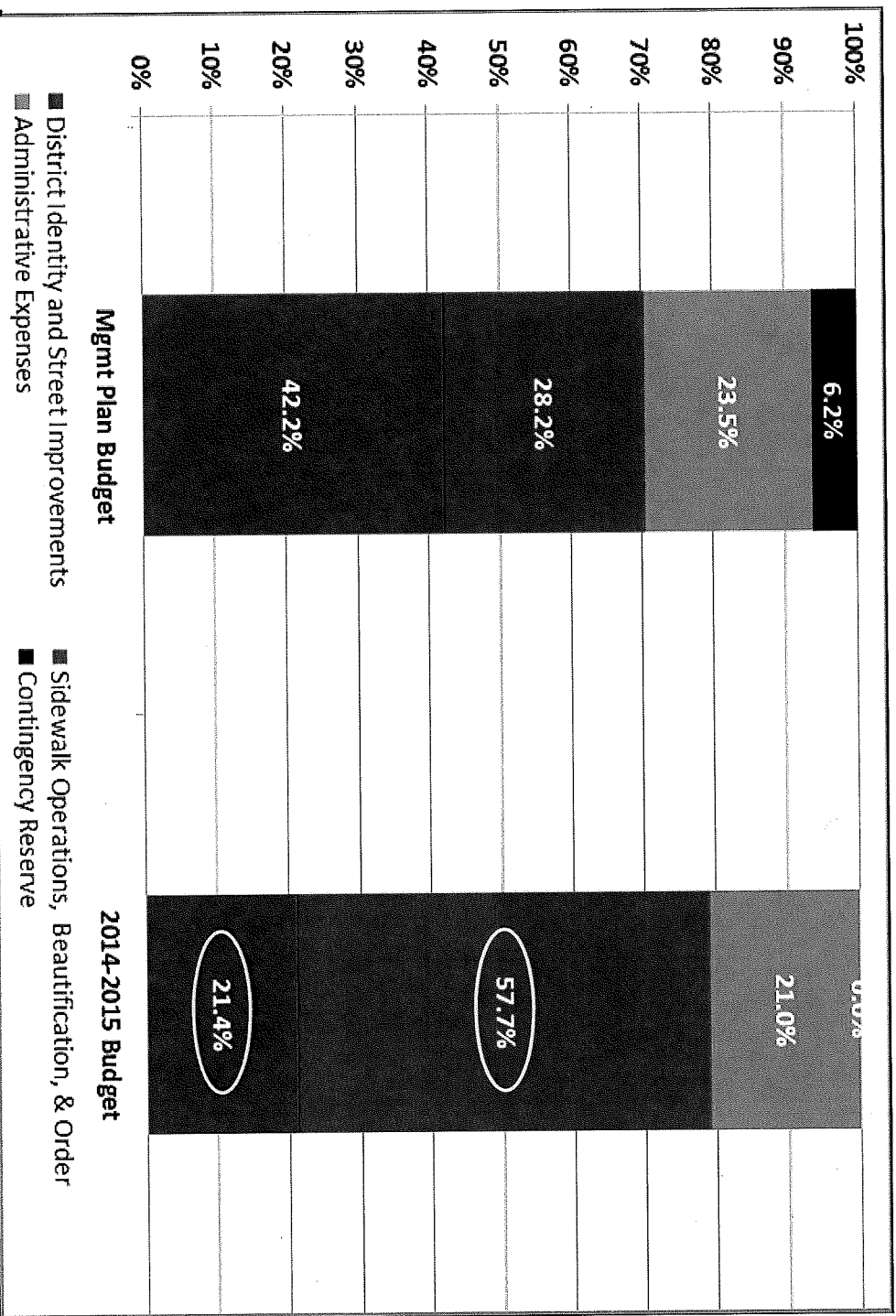
Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.

Benchmark 2 – Whether one percent (1%) of TOB's actuals came from sources other than assessment revenue.

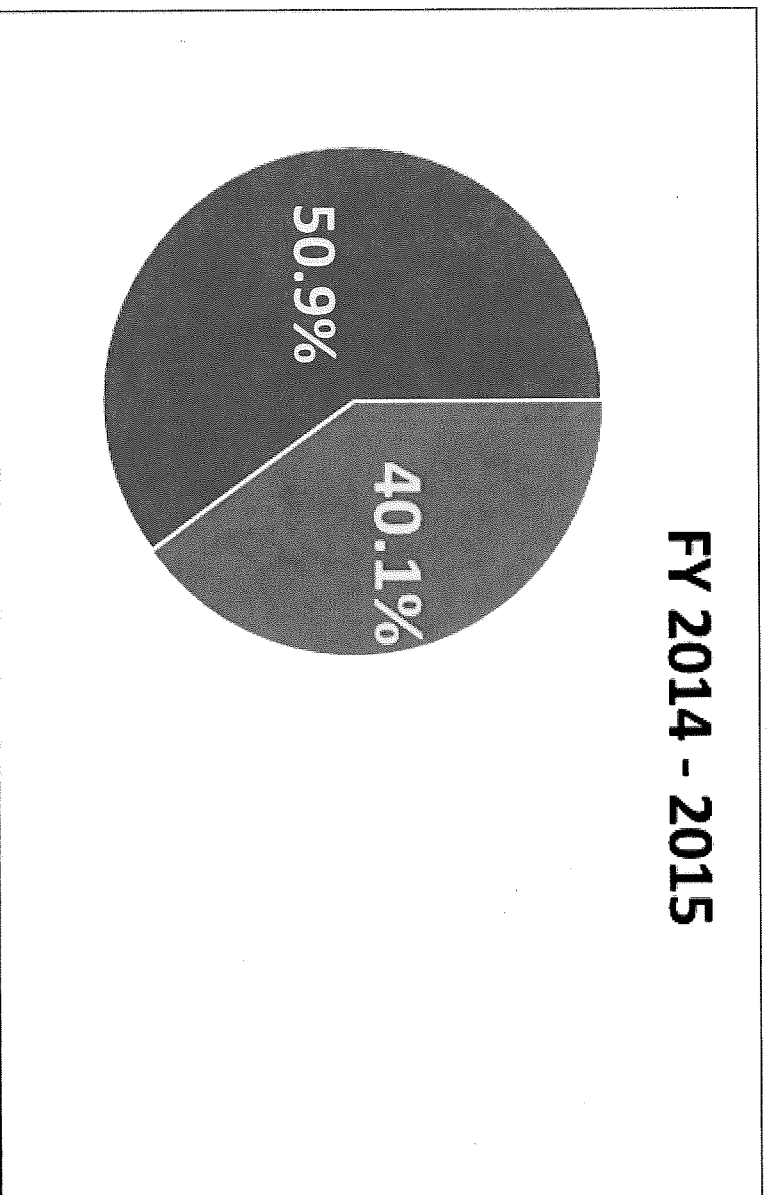
Benchmark 3 - Whether the variance between the budget amounts for each service category was within 10 percentage points from the actuals.

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	FY 2014-2015 Variance % Points
District identity	+4.89
Sidewalk Operations, Beautification & Order	-7.25
Administration, Organization & Corporate Operations	+2.36
Contingency Reserve	-

Carryover

Designated Projects

FY 2014-2015

CCGP Historical Markers

\$30,000

Sidewalk Operations, Beautification, & Order

\$19,180

Administration & General Fund

\$79,711

Total Designated Amount

\$143,793

Recommendations for TOB

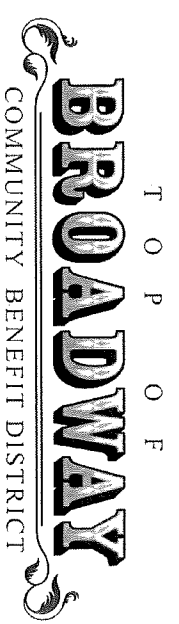
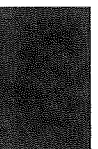
In completing the review of the TOB CBD's annual report and financials, OEWD sets forth the following recommendations:

- Although the FY 14-15 budget exceeds the allowable variance for SOBO and DISI, further research shows that this variance in program area budget allocation is explained by their high performance in raising non-assessment revenue.
- As a result of these high non-assessment revenues, the percentages do not provide an accurate assessment of fund allocation. Separating the non-assessment dollars from the review of those benchmarks, the amount allocated to each program year is in fact appropriate, and meet the benchmarks.
- OEWD will work with Top of Broadway CBD to develop a framework that identifies assessment fund allocation and non-assessment expenditures.

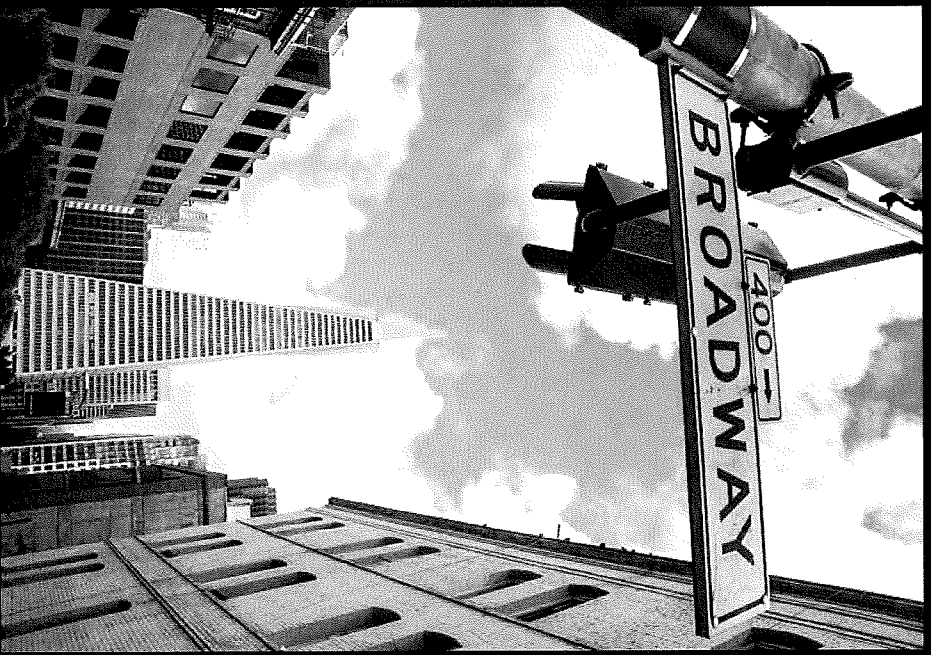
Conclusion

TOB CBD has performed well in implementing the service plan in the district:

- Developed and implemented branding and marketing materials.
- Increased their opportunities in partnering with community stakeholders and numerous municipal agencies in its planning and advocacy around district lighting & security cameras.
- Maintained an active board of directors and committee members.



**Top of Broadway
Community Benefit
District (TOBCBD)
Presentation to San
Francisco
Government Audit
& Oversight
Committee
Fiscal Year 2014-
2015**



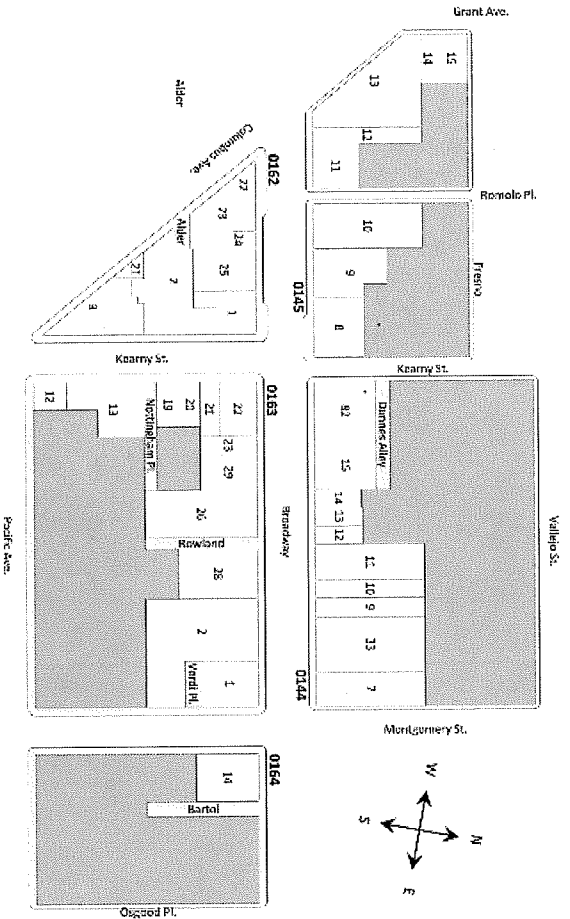
February 25th, 2016

Top of Broadway, CBD

TOBCBD District Boundary and Information

Top of Broadway CBD Map

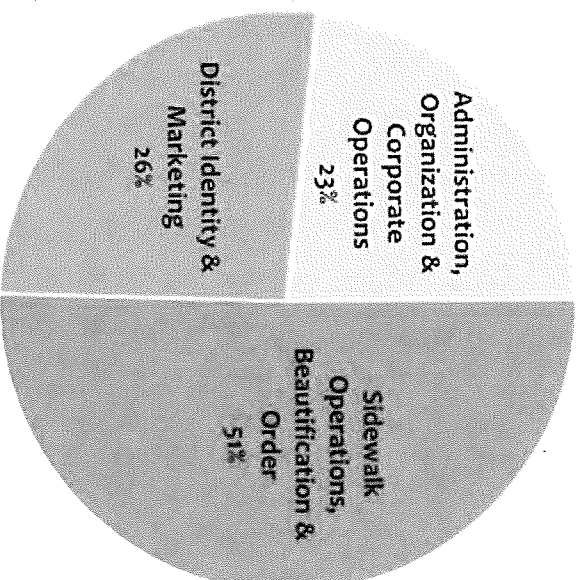
May 2012



- TOBCBD Info (14-15FY)**
- Organization formed Nov 2013; Started Services Jan 2014.
 - 39 Parcels, 100+ businesses
 - \$177K Operating Budget, \$125K spent on cleaning and public safety
 - Provide 5 day/week sidewalk cleaning (Thurs – Mon)
 - Provide weekly Thurs-Sat safety patrols

Grants and Donations

- ▶ \$100,000 2-year pledge from the Broadway Entertainment & Cultural Association (\$100K/year)
- ▶ \$30,000 Community Challenge Grant Program for Historical Marker Project



ACTUAL EXPENSES
2014-2015 Fiscal Year

Mission

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The Top of Broadway CBD mission statement is quite simple:

“To make the area around Broadway a safe, beautiful, diverse, and enjoyable place to live, work and visit, with a commitment to promoting economic vitality, improving livability and promoting area identity and history.”

To this end, TOBCBD directors and members deliberate and strategize initiatives via three advisory committees, endorsing directives which are then facilitated by staff.



Advisory Committees

- ▶ Services & Safety Committee
- ▶ Marketing & Identity Committee
- ▶ Finance Committee

Safety & Services Committee Highlights

Sidewalk Operations, Beautification & Order (SOBO)

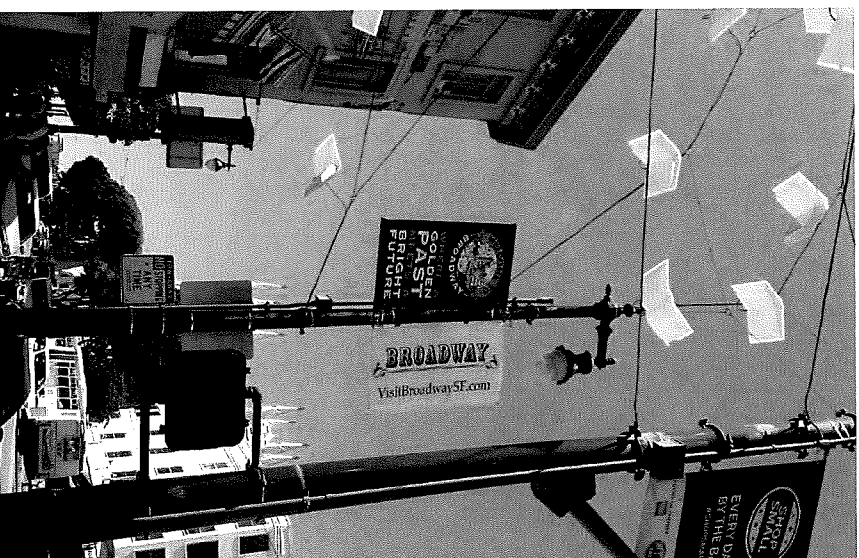
- ▶ Decreased SFPD interactions by over 70% year over year
- ▶ Engaged visitors to the district with 1,250 hospitality interactions
- ▶ Conducted over 2,000 merchant check-ins
- ▶ Removed 1,274 graffiti incidents and 606 illegal dumping incidents
- ▶ Monthly district-wide pressure washing



Marketing & Identity Committee Highlights

Marketing & Identity

- ▶ Hired new Marketing manager in March 2015
- ▶ Launched new website and acquired branded uniforms for contracted personnel
- ▶ Developed street banners w/ local artists and installed in June 2015
- ▶ Hung and maintained over 20 hanging flower baskets
- ▶ Applied for and received \$30K from OEWD for historical marker project.



Events + Highlights FY14-15

- ▶ Raised \$71,000 in new grants and donations during 14-15 FY
- ▶ Expanded Board of Directors to 11 members
- ▶ Hosted the August 2015 off-Broadway Summer Pop-Up event
- ▶ Participated and helped plan an International Downtown Association conference tour for October 2015
- ▶ Participated in Bold Italic Microhood event bringing over 1,300 SF locals to the area
- ▶ Implemented security camera pilot with 4 security cameras



Challenges

- Illegal dumping and graffiti concentration
- Property owner engagement
- Blighted properties and vacancies
- Persistent security concerns
- Diversity of district identity



Opportunities & Projects

- ▶ Kearny Street improvement project
- ▶ Art installations/increased landscaping in and around the North Beach Broadway corridor
- ▶ Partnership with North Beach Citizens
- ▶ Historical markers project finalization and installation
- ▶ Develop a rotation of identity-based special events
- ▶ District expansion into Jackson Square



Vision & Plan

The Top of Broadway CBD strategic plan and vision going forward will emphasize the following directives:

- ▶ Expand district to have larger mission impact and financially sustainable organization
- ▶ Further integrate into the surrounding community and coordinate resources among the various local entities
- ▶ Create a safe atmosphere for locals, residents and business owners alike
- ▶ Promote the diversity of the district brand and cultural history of the area
- ▶ Increase the walkability of the district through further streetscape enhancements and cleanliness/safety initiatives.



Partner Organizations

- ▶ OEWD
- ▶ SFPW
- ▶ SFPD
- ▶ Chinatown Community Development Center (CCDC)
- ▶ North Beach Business Association
- ▶ Broadway Entertainment & Cultural Association (BECA)
- ▶ North Beach Citizens

T O P O F

BROADWAY

COMMUNITY BENEFIT DISTRICT

Thank You

February 25, 2016

Top of Broadway, CBD