

Top of Broadway Community Benefit District (ToBCBD)

Presentation to San
Francisco Board of
Supervisors on the
Lifespan of the
ToBCBD

TOP OF
BROADWAY
COMMUNITY BENEFIT DISTRICT



November 17th, 2020

Top of Broadway CBD

ToBCBD District Boundary and Information

Top of Broadway CBD Map

May 2012

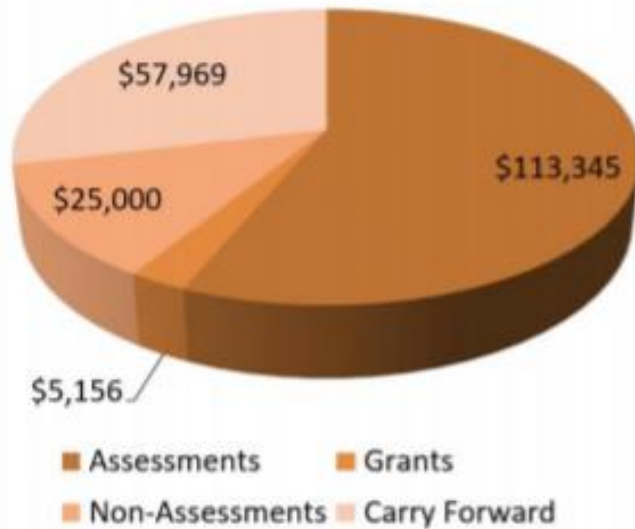


ToBCBD General Info

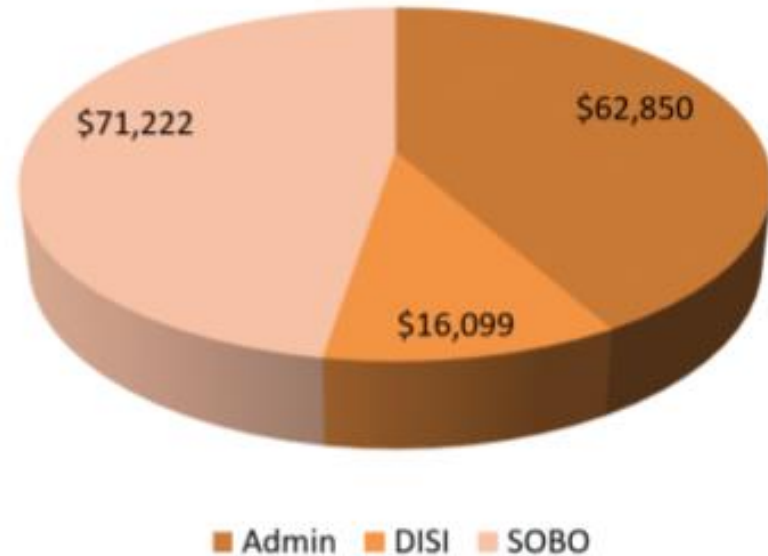
- Organization formed Nov 2013; Started Services Jan 2014.
- 39 Parcels, 100+ businesses
- \$Initial 107k Operating Budget w/ \$200k commitment from BECA to sustain the org. for first two years until expansion.
- End Operating Budget exceeded \$150k

Most Recent FY 18-19 Budget Breakdown

INCOME // \$201,470



EXPENSES // \$150,171



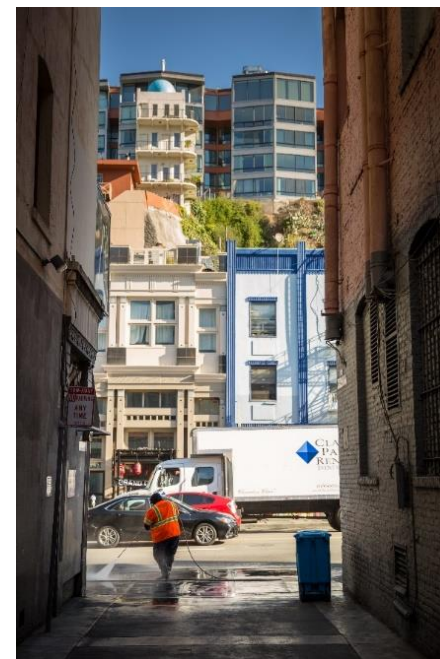
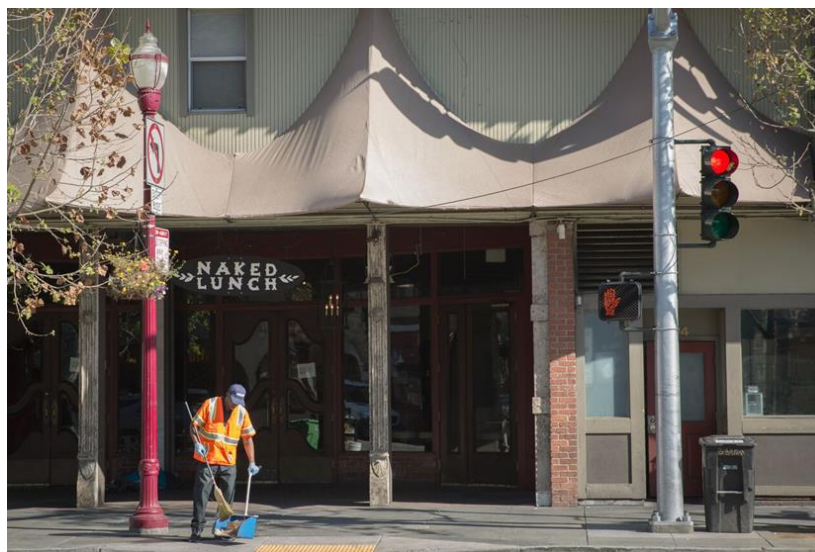
Advisory Committees

- ▶ Sidewalk Operations, Beautification & Order (SOBO) Committee
- ▶ District Identity & Streetscape Improvement (DISI) Committee
- ▶ Land Use Committee

Cleaning Operations Cumulative Highlights

Sidewalk Operations, Beautification & Order (SOBO)

- ▶ Provided sidewalk maintenance services **355** days out of the year for over **6** six years
- ▶ Removed approx. **40,000+** lbs. of litter/debris removed from the gutters and public rights-of-way.
- ▶ Painted over or removed **5000+** incidences of graffiti in-district
- ▶ Pressure washed Entire District over **72** times.

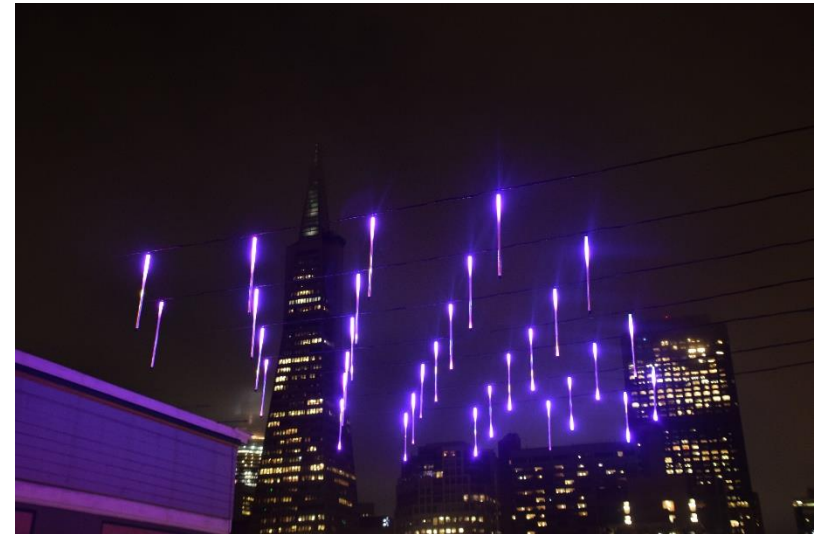


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Marketing & Branding Cumulative Highlights

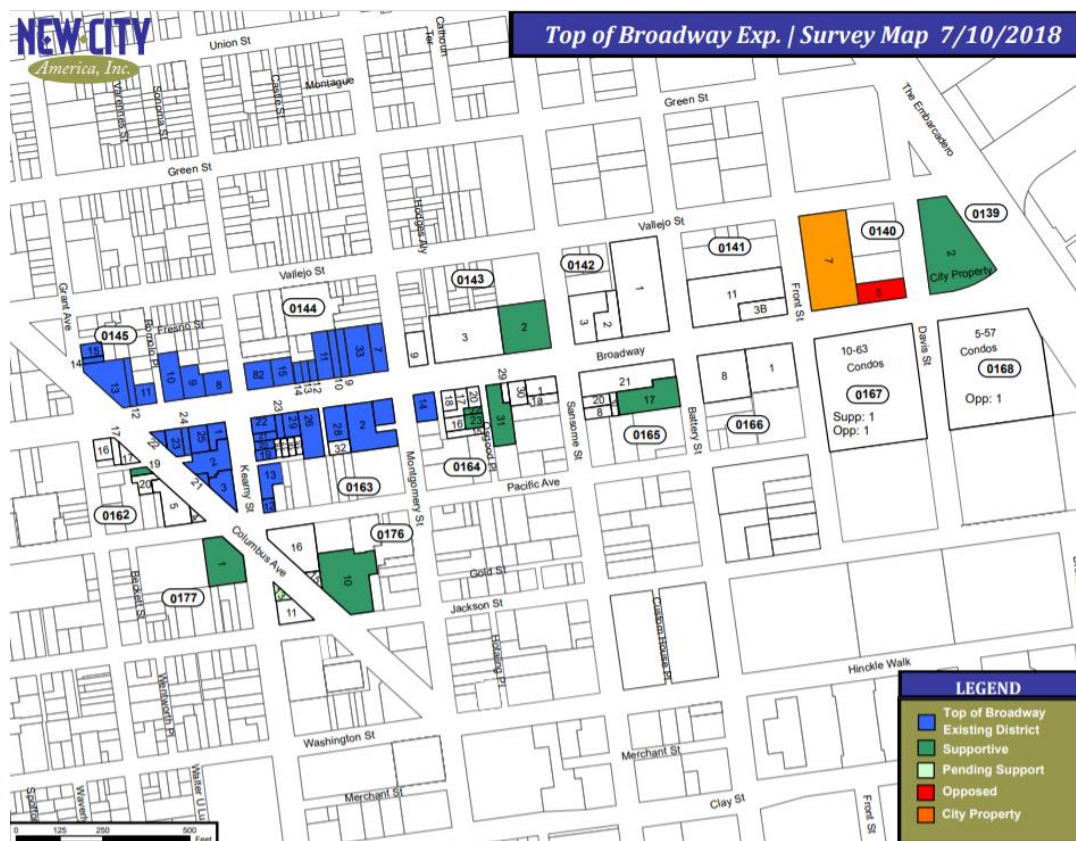
District Identity & Streetscape Improvement (DISI)

- ▶ Facilitated the placement of 10 Historical Markers in & around Broadway from an awarded Community Challenge Grant.
- ▶ Designed and installed a one-of-a-kind art installation (*Shimmer*) that runs autonomously and can be programmed to music, effects and local radio!
- ▶ Partnered with the Surfrider Foundation and North Beach Citizens to install and routinely service 10 cigarette butt cans around Broadway.
- ▶ Created a logo and sustained a functioning website for the duration of the district



Lack of Interest in Joining the Top of Broadway CBD

- ▶ In Spring 2016, the ToBCBD received a grant from OEWD to expand its district boundary and stabilize its budget.
- ▶ Over the course of 2 years, ToB Board & staff worked to engage adjacent stakeholders to join the district, but the area showed little interest.
- ▶ In Spring 2019, ToBCBD BoD made a last-ditch effort to expand the CBD but was unsuccessful.



District Disestablishment

- ▶ Faced with a chronic, structural deficit, the ToBCBD Board elected to petition to disestablish the district in July 2019, deciding to wind-down the corporation on existing funds until the end of the calendar year.
- ▶ Since electing to petition to disband, 47.29 % of weighted ToB stakeholders have signed and returned their petitions to disestablish the CBD.

Top of Broadway CBD Map CBD Parcel Owners Supporting Disestablishment As of 2/20/2020





Thank You