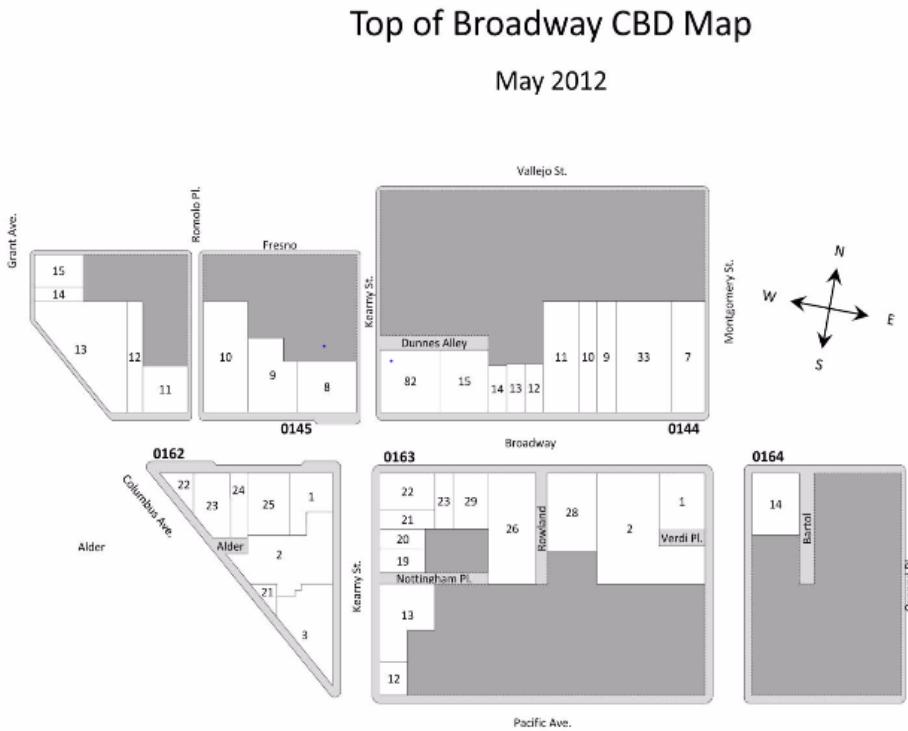


# Top of Broadway Community Benefit District (ToBCBD)

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



# ToBCBD District Boundary and Information

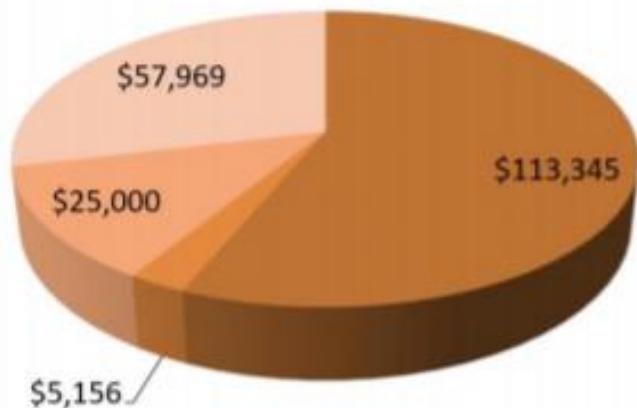


## ToBCBD General Info

- 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)

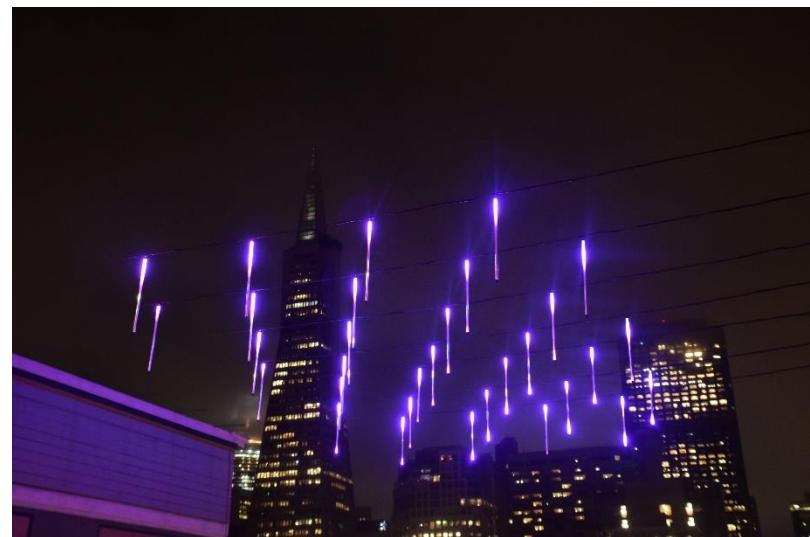
- ▶ Provided sidewalk maintenance services **355** days out of the year for over **6** six years
- ▶ Removed approx. **40,000+** lbs. of litter/debris removed from the gutters and public rights-of-way.
- ▶ Painted over or removed **5000+** incidences of graffiti in-district
- ▶ Pressure washed Entire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



# Marketing & Branding Cumulative Highlights

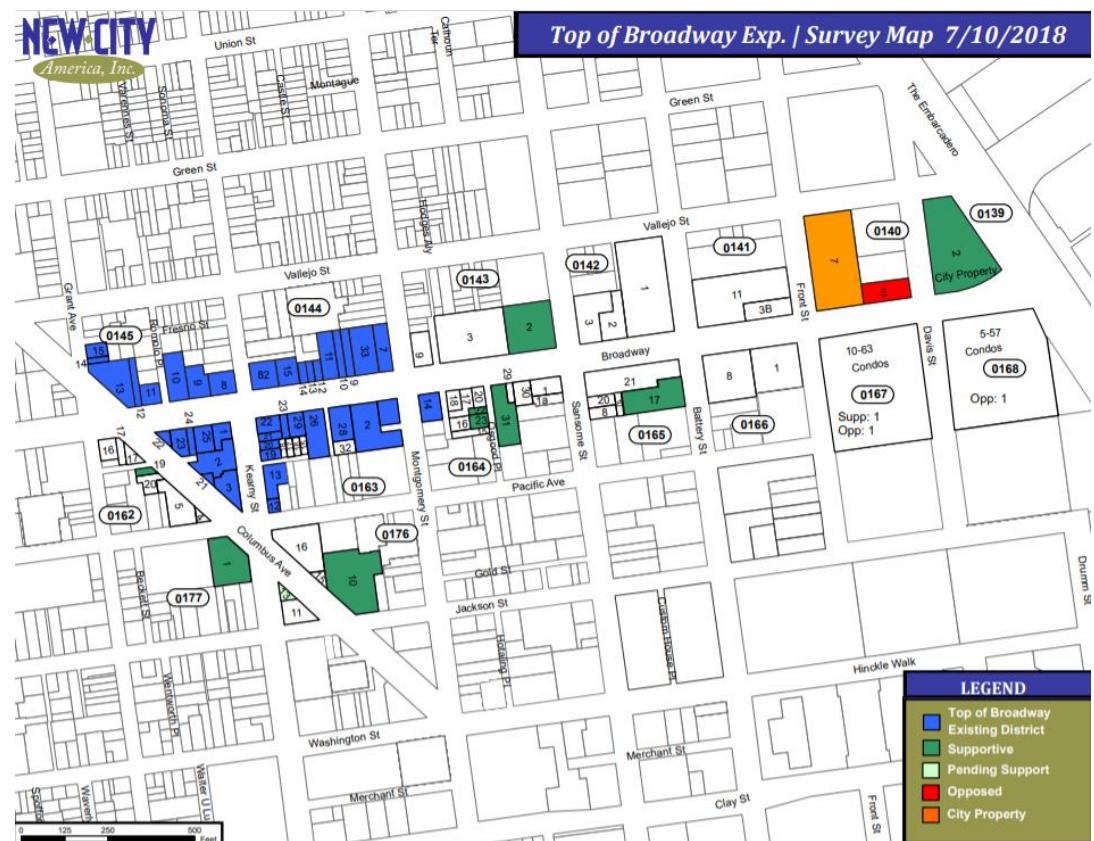
## District Identity & Streetscape Improvement (DISI)

- ▶ 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.

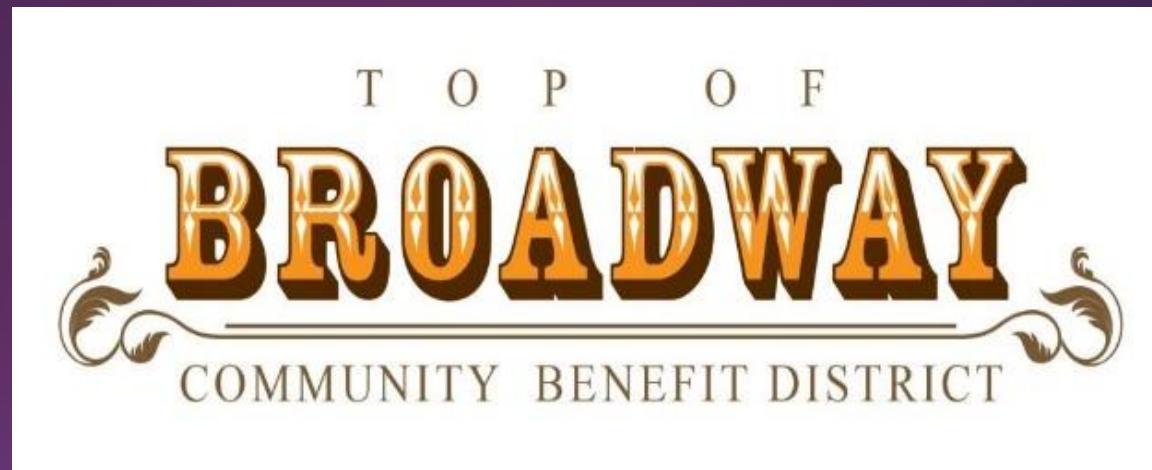


# District Disestablishment

- ▶ 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