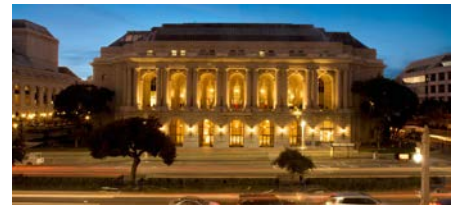


Civic Center

Community Benefit District



Annual
Report
2013-2014

**History. Culture.
Government.**
It all happens
in Civic Center.

And Now Tech!

Overview

The Civic Center Community Benefit District (CBD) started its third year of operations with a goal to build on our strengths from the first two years, improve and evaluate existing programs, and embark in new areas set out in the management plan. This report summarizes those activities.

Board of Directors Present Civic Star Awards

The Civic Center CBD held its 2014 Annual Meeting on June 26, 2014, at Market Square, 1355 Market Street. As a new addition, the CBD presented the inaugural “Civic Star Awards.”

Civic Star Award recipients were distinguished members in our community identified by the CCCBD Community Ambassadors for their contributions to improving the image, safety, beautification, and cleanliness of our neighborhood.

As representatives of the residents, merchants, employees, property owners and visitors to our area, the CBD board thanked them for their outstanding citizenship this year.

The first four recipients of the Civic Star Awards received a crystal trophy and a basket of fresh produce from the Heart of the City Farmer’s Market:

- Dolan Law Firm
- Resul Dincer of Park Services
- Rob Terlizzi, Bay Area Combat Sambo
- The Staff of the Bill Graham Civic Auditorium

Election of New Officers

Following a nomination and election process outlined in the Management Plan, the board elected officers who assumed their duties on July 1, 2013. They are:

Chair - Bill Whitfield
Shorenstein Realty Services

Vice Chair - Anthony Boas
San Francisco Honda

Treasurer - John Updike
San Francisco Real Estate

Secretary - Jennifer Norris
San Francisco War Memorial

Civic Center CBD Committees

- Executive - Bill Whitfield, Chair
- Finance - John Updike, Chair
- Capital Improvements & Planning - Jim Haas, Chair
- External Affairs - Nan Keeton and Sam Smith, Co-Chairs
- Safety - Anthony Boas and Tim Vrabel, Co-Chairs
- Services - Mary Conde and Tim Vrabel, Co-Chairs

Board Succession Planning

The board created a nominating committee to look at the current roster of the board and who will be retiring at the end of June 2014. We are looking at expanding the board’s reach in both the arts community and the residents of community.

CCCBD Financial Audit

After receiving three different proposals, the finance committee selected PKF consulting firm for the audit and tax returns. The audit process included an evaluation of all income and expenses, all missing parcel assessments and all expenditures. The audit was submitted to the Mayor’s Office of Economic and Workforce Development. PKF also completed the CCCBD tax returns.

CBD Financial Report and Contingency Fund

The fiscal year began on July 1, 2013. At the end of June 30, 2013, the CBD had a large carry-over from its first two years of assessments, due to the fact that there were no expenses until the CBD staff was hired in November 2011 and services started in February 2012. This carryover is used as a **contingency fund** to ensure that the CBD has cash flow and can operate until it receives its assessments in January 2014.

Contracts with Third Parties

Services Contract

The CCCBD is in the second year of its contract with MJM Management to provide cleaning and safety services. The CCCBD started services on February 1, 2012. We expanded the contract in August 2012 to allow for seven-day safety services.

Accountants

The CCCBD entered into an agreement with PKF Accountants to provide accounting, auditing and tax preparation services for the 2013-2014 year.

Office Space for CCCBD

The CBD is in the space it has occupied since December 1, 2012, at 234 Van Ness Avenue, Suite 1, San Francisco, CA 94102.

Administration and Governance

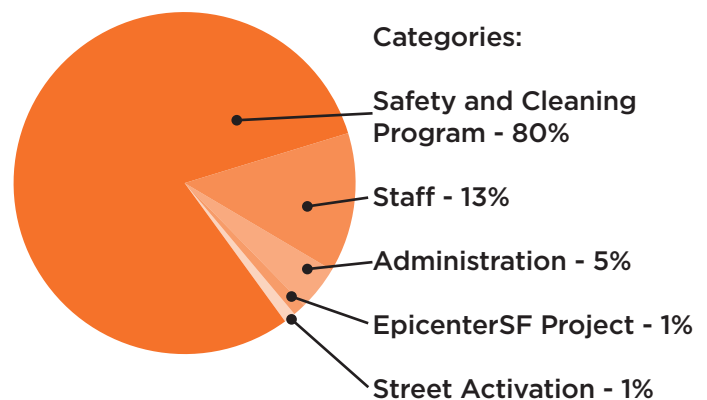
The annual operating budget for the year July 1, 2013 to June 30, 2014 was \$721,610.82. The proposed service plan budget was developed based on the priorities that the stakeholders expressed through the surveys and Steering Committee meetings. All improvements and activities are allowed under the 1994 California Property and Business Improvement Act. The CCCBD will have the financial reports audited by PKF Accountants.

Statement of Profit and Loss July 1, 2013 through June 30, 2014

Income Categories	Actual
Assessments	\$633,474.65
Donations/Grants	\$13,672.84
Interest	\$234.27
Misc. Income	\$3,239.00
INCOME TOTALS:	\$650,620.76

Expense Categories	Actual
Staff - Salary, Taxes	\$83,593.48
Administration	
Rent	\$9,000.00
Insurance	\$3,628.00
Equipment	\$1,917.79
Legal & Accounting	\$6,721.00
Postage	\$204.62
Printing	\$1,765.85
Supplies	\$256.99
Telephone, Telecommunications	\$713.34
Advertising	\$899.92
Memberships, Subscriptions	\$1,087.00
Other	\$342.40
Subtotal: Administration	\$26,536.91
Safety Program	
Ambassadors	296,492.23
Night Ambassadors	\$84,710.83
Cleaning & Graffiti Removal	\$126,574.90
Subtotal: Safety and Cleaning	\$507,777.96
Street Activation	\$7,018.15
EpicenterSF Project	\$7,580.00
EXPENSE TOTALS:	632,506.50
NET INCOME (Covered w/Contingency)	\$18,114.26

CBD Expense Categories by Percentage



CBD Assets/Liabilities on June 30, 2014

Current Assets

Checking Account	\$3,702.32
Savings Account	\$450,577.97

Fixed Assets

Furniture, fixtures and equipment, net	\$1,900.60
Other Assets & Deposits.....	\$(750.00)

Total assets\$455,520.89

Liabilities and Equity

Current liabilities	\$437,406.63
Net Income	\$18,114.26
Total Equity.....	\$455,520.89

Total Liabilities and Equity\$455,520.89

These figures do not include funds that have been allocated for certain programs, but have not been expended as of June 30, 2014, such as:

- Allocation of \$10,000 toward SOMA Community Garden
- Allocation of \$10,000 for Community Lighting Grants Program

Safe and Clean

The number of requests coming into the CBD Dispatch Center for cleaning, graffiti and removal of illegally dumped items has increased as the public has become more aware of the CBD and its services.

Community Service

Ambassadors

The team of Community Service Ambassadors (CSAs) assist the public with information and direct them to destinations within the area, made possible by training on local geography, area venues and businesses, transportation systems, and other useful information. The CSAs are goodwill ambassadors who assist the public in navigating the district with a welcoming and informed presence.

The ambassadors have also developed close ties with the many social services that are available in the City such as Project Homeless Connect, the HOT Team, sobering centers, shelters, and places to obtain meals and clothing. Everyday, the ambassadors make referrals to these agencies.

Nighttime Ambassadors

The nighttime ambassadors have been very popular with the patrons of the many Civic Center area events. They assist people with directions to the transit stations, parking lots and other needs.

The contract with MJM Management provides for 200 service nights a year, as per the Management Plan. CCCBD staff created the schedule in order to evenly spread the nights throughout each quarter. For example, there were fewer activities in August, than in December during the holidays.

Cleaning Teams and Graffiti

Abatement

The Clean Teams work seven days a week and respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk. They are aided by calls by the CBD staff to the Department of Public Works (DPW) to coordinate delivery of the services that the City of San Francisco provides. They also carry special containers for the collection of discarded needles and other hazardous items, such as pet waste.

Beautification and Activation

The CBD's board members and executive director embarked on several new projects to beautify and activate the district. From lighting, to music, to gardens, the CBD worked to improve various corners of the district.

Community Lighting Grants Program

The Safety Committee realized that a large concern for residents and visitors was street level lighting in the district.

As a way to incentivize property owners to increase outdoor lighting on their properties, the Safety Committee created the Community Lighting Grants Program.

Property owners (or residential or commercial tenants) may apply for a grant of up to \$1,000 by submitting an application with a plan to improve lighting on the public facing sides of their property.

SOMA Community Garden

In meetings with property owners on 12th Street near Stevenson Alley, a proposal has been developed and submitted to the City and County of San Francisco to block off the dead-end of Stevenson Street and create a community garden for the area.

Holiday Concerts and Activation

The CBD presented its inaugural musical event, "Holiday Lights and Fanfare," on the weekends in December. Spearheaded by the External Affairs Committee, "Holiday Lights and Fanfare" was a series of performances meant to activate neighborhood streets and bring holiday cheer to the residents and the thousands of visitors and arts patrons.

Performances featured the San Francisco Conservatory of Music Brass Quintet at various outdoor locations and times on the weekends in December. Each performance was meant to highlight cultural assets in the neighborhood, from the historic War Memorial Opera House, to the new SFJazz Center.

Service Accomplishments and Results



Month	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Totals	Aver.
Safety & Security Services														
Emergency Services														
Ambulance	5	1	2	0	2	0	0	1	0	6	4	0	21	2
Fire	0	2	0	0	0	0	1	1	1	0	4	0	9	1
Police	35	33	21	21	12	5	22	11	2	46	8	0	216	18
Quality of Life Crimes														
Aggressive Panhandling	69	69	97	135	80	47	41	207	59	31	50	21	906	76
Sleeping/Camping/Trespassing	913	718	678	844	1,083	877	659	866	740	837	666	480	9,361	780
Drunk and Disorderly	71	149	92	109	92	89	54	120	146	107	100	73	1,202	100
Illegal Vendors	9	18	11	8	14	5	7	0	13	17	11	3	116	10
Suspicion of Drug Deal	23	20	11	11	21	0	20	43	47	18	95	77	386	32
Quality of Life Issues														
Mentally Disturbed	19	23	23	19	30	16	17	34	19	11	23	23	257	21
Indecent Exposure	11	12	12	12	4	15	1	7	6	1	1	0	82	7
Social Services Referrals (HOT TEAM)	57	53	40	43	30	10	12	16	6	11	6	12	296	25
(MAP)	1	1	0	4	8	4	4	6	0	3	0	4	35	3
	0	0	0	0	0	0	0	0	0	0	0	0	0	0
General Neighborhood Issues														
Demonstration	7	3	3	3	8	3	1	3	0	2	1	0	34	3
Noise Complaint	7	8	5	7	3	7	7	1	5	8	0	0	58	5
Safety Hazard	37	97	83	132	11	136	14	19	12	6	5	6	558	47
Construction	12	10	3	8	6	4	3	5	4	2	2	4	63	5
Total Safety & Security Services	1,276	1,217	1,081	1,356	1,404	1,218	863	1,340	1,060	1,106	976	703	13,600	1,219
Visitor/Merchant Services														
Meet & Greet with Merchants/ Residents	826	738	611	726	504	336	302	177	295	322	309	310	5,456	455
(Calls) Assist Merchants	74	191	82	113	142	38	51	141	24	73	10	165	1,104	92
Directions	82	140	126	154	103	45	73	116	143	86	112	51	1,231	103
Total Visitor/Merchant Services	982	1,069	819	993	749	419	426	434	462	481	431	526	7,791	649
Cleaning/Maintenance Services														
Litter and Trash Removal														
Overflowing Trashcan Topped Off	0	1	4	2	4	2	8	4	8	1	2	2	38	3
Shopping Cart Removal	6	16	7	5	11	32	13	6	17	9	12	9	143	12
Illegal Dumping Reported/ Dispatched/Clean-Up	6	24	37	67	39	32	22	60	44	20	60	33	444	37
Graffiti Issues														
Removed Sticker/Flyer	30	59	80	60	66	115	59	37	22	51	65	76	720	60
Graffiti Sighting/Removal	126	245	187	224	190	90	185	191	112	190	118	131	1,989	166
Request for CBD Services														
Painting Request Completed	3	4	3	1	8	18	51	78	92	7	85	32	382	32
Scrub Request Completed	136	133	97	122	180	169	189	158	188	173	244	176	1,965	164
Steam Cleaning Request Completed	25	30	23	4	27	12	4	27	4	6	5	3	170	14
Sweep Request Completed	355	359	281	367	382	329	229	166	272	272	406	350	3,768	314
Total Cleaning/Maintenance Services	687	871	719	852	907	799	760	727	759	729	997	812	9,619	802
Overall Totals	2,945	3,157	2,619	3,201	3,060	2,436	1,520	2,501	2,281	2,316	2,404	2,041	30,481	2,604
Non-Classified Activities														
Cardboard	36	36	33	53	38	24	46	47	38	27	39	4	421	35
311	19	27	77	99	107	88	57	33	51	73	10	52	693	63
Shoplifting	9	3	2	3	8	4	3	3	3	0	1	0	39	3
Needles Sighting/Removal	84	156	176	241	129	120	169	360	134	232		117	1,918	174
Non-emergency	25	37	25	17	105	31	55	20	44	46	5	32	442	37
Other	54	43	23	52	53	36	23	5	8	6	3	5	311	26
Trash Liners	0	0	0	0	0	0	1	1	0	2	0	0	4	0
Total Non-Classified Activities	227	302	336	465	440	303	354	469	278	386	58	210	3,828	319
GRAND TOTALS	3,172	3,459	2,955	3,666	3,500	2,656	2,403	3,125	2,559	2,702	2,462	2,251	34,910	3,117

Public Safety Initiatives

In addition to working with the local police stations, the CBD staff and committees have been working with the security teams at larger buildings. The CBD team met with the City's 911 Operators and Dispatchers to learn more about each other and how they could be most effective working together.

The CBD has worked with the District Attorney's Office on quality of life issues and other topics that impact the area.

Parking Inventory for Employees and Arts Patrons

In consultation with representatives of the major arts groups in the area, the CBD initiated meetings with the SFMTA regarding parking conditions in the Civic Center.

These meetings resulted in guarantees of improvements to both the Performing Arts Garage and the Civic Center parking garage. The CBD also highlighted the fact that a lot of the small surface parking lots in the area are disappearing due to development.

In recent months, the committee has met with MTA staff to assess parking and traffic patterns on busy evenings when several venues are hosting events. Several streets, including Van Ness, Franklin, and Gough, with cross streets Fell, Hayes, Grove and McAllister continue to see gridlock from 6:00 pm until curtain times.

The committee is concerned about pedestrian safety at busier intersections and is working with MTA staff on special parking promotions to encourage parking at Civic Center Garage.

The Better Market Street Project

The Better Market Street Project is an initiative between city agencies and community partners to improve and enhance one of the oldest streets in San Francisco. Market Street cuts across the City for three miles from the waterfront at the Ferry Building to hills of Twin Peaks at the base of Castro. This project aims to improve the overall experience for residents, merchants, shoppers, and people visiting Market Street. Staff is on the Citizens Advisory Committee.

Van Ness BRT

The Van Ness Avenue Bus Rapid Transit (BRT)

is a signature project of the SFCTA's Prop K transportation sales tax program. The project calls for dedicated bus lanes separated from traffic from Lombard to Mission streets which will be used by Muni's 49 and 47 lines and Golden Gate Transit. The dedicated lanes will flank center landscaped medians along Van Ness Avenue. Staff is on the Citizens Advisory Committee.

Business Outreach

CBD staff met with potential or new business owners who are coming into the Civic Center area. Our ambassador teams met with building security and business owners and informed them about the CBD and its services.

Residential Outreach

CBD staff met with residential groups and homeowners associations. We met with the team from Nema prior to its opening and continue to work with them to address any of the residents' issues. The CBD has been involved with the Market/Van Ness Residents Association since that group began in 2012.

Partnering with Community Stakeholders

In addition to the various committees, CCCBD staff and board members also worked with important stakeholders in the Civic Center:

- Supervisor Jane Kim and staff
- Supervisor London Breed and staff
- Mayor's Office of Economic and Workforce Development
- Central Market Partnership
- Community Justice Center Advisory Board
- CBD/BID Consortium of San Francisco
- San Francisco Ballet
- San Francisco Opera
- San Francisco Symphony
- San Francisco Conservatory of Music
- Hayes Valley Neighborhood Association
- EpicenterSF Group
- Recreation and Parks Staff
- San Francisco Police Department
- San Francisco Travel

CCCBD Website

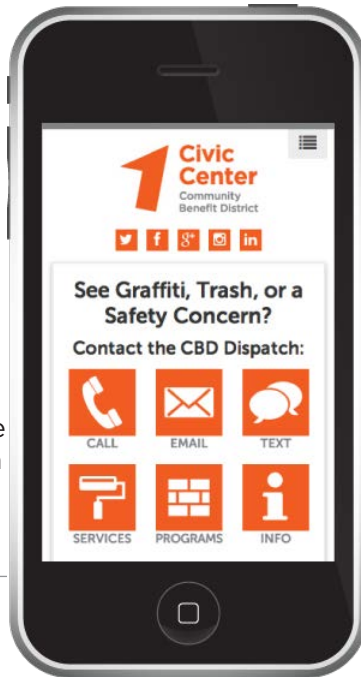
The CCCBD continues to update and refine its website, sfciviccenter.org, with information about the CBD, its meeting times, agendas, notices and minutes. Visitors can see the daily schedule of

services, report incidents, and learn more about the CBD. You will also find a calendar of area events, information on transit, parking and visiting the Civic Center, as well as the Civic Center history and information on arts groups and performance venues.

CCCBD Mobile App

The CCCBD has enhanced its mobile version of the website so that people can access CBD information, its services, and events on a mobile device such as an iPhone or Android.

It also allows people, from the main screen, to send a service request or address concerns via text message or email to the CBD Dispatch Center. One can also take pictures and attach them to the messages.



Social Media

The CBD has expanded its Facebook page and Twitter feed to enhance communication streams.

We have also established Instagram, Pinterest and Google+ accounts and look for new ways to promote the positive aspects of the Civic Center.

- www.facebook.com/sfciviccenter
- www.twitter.com/civiccenter
- www.instagram.com/sfciviccenter
- www.pinterest.com/sfciviccenter
-

CCCBD E-Newsletter

The CCCBD established an electronic version of its newsletter that is emailed twice a month. Each issue highlights upcoming CBD and community meetings, and announces major news. We also highlight a topic that might be of interest. Anyone may subscribe through our website or Facebook page.

CCCBD Brochures

The CCCBD brochure was updated with new service hours and social media information. It has been mailed to all property owners and given out to merchants and security personnel at properties throughout the neighborhood.

CBD Calling Cards

The calling cards were updated to include a QR code (Quick Response Code) that mobile users can scan to go directly to the CCCBD mobile app.

Partnerships

EpicenterSF Website

With a change in leadership at the Central Market CBD, the Civic Center CBD acquired management duties for the EpicenterSF community calendar and directory website.

This site is a collaboration of three neighborhood benefit districts - Central Market, Civic Center, and North of Market-Tenderloin - working with the San Francisco Arts Commission and the Mayor's Office of Economic and Workforce Development. A new mobile version of the site was launched in May.

Central Market Partnership

In January 2010, the Office of Economic & Workforce Development launched this public-private initiative to revitalize San Francisco's Central Market district which includes Market Street between 5th Street and Van Ness Avenue and surrounding areas including parts of the Tenderloin and South of Market.

San Francisco Travel Program

The SF Travel Community Partnership Grant Program provides training, information and resources to the CBD to promote the district and our services. The CBD's executive director, Donald Savoie, also served on SF Travel's Community Engagement Council, which is tasked with ensuring that SF Travel's neighborhood outreach efforts are aligned with the mission of the organization and to identify and take advantage of opportunities to expand the benefits of tourism to San Francisco's diverse neighborhoods.

CBD Consortium

The purpose of the CBD Consortium is to:

- Serve as a collective voice for the interests of CBD/BID/TIDs in San Francisco and their constituents
- Serve as a professional development mechanism for CBD/BID/TIDs in San Francisco
- Encourage collaboration and coordination among CBD/BID/TIDs



Civic Center Community Benefit District

234 Van Ness Avenue, Suite 1
San Francisco, CA 94102

Phone: (415) 626-1819
Fax: (415) 626-4029
info@sfciviccenter.org

CBD Dispatch for Services

For non-emergency cleaning and ambassador services, call (415) 781-4700, or email dispatch@sfciviccenter.org

Learn more about Civic Center CBD programs and services at:

sfciviccenter.org

2013-2014 Board of Directors

Chair
Bill Whitfield
Shorenstein Realty Services

Treasurer
John Updike
San Francisco Real Estate

Jerry Bernstein
Lighthouse for the Blind

Mary Conde
Another Planet Entertainment

Jim Haas
Neighborhood Advocate

Dariusz Kayhan
Dept. of Public Works

Nan Keeton
SFMOMA

Roberto Lombardi
San Francisco Public Library

Past Chair
David Harrison
Patson Companies

Vice Chair
Anthony Boas
San Francisco Honda

Secretary
Jennifer Norris
San Francisco War Memorial

James McCrea
State of California

Janan New
San Francisco Apartment Association

Sam Smith
San Francisco Conservatory of Music

Patricia Unterman
Hayes Street Grill

Tim Vrabel
Emerald Fund

CBD Staff
Donald W. Savoie
Executive Director

Civic Center CBD Committees

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- Safety - Anthony Boas and Tim Vrabel, Co-Chairs
- Services - Mary Conde and Tim Vrabel, Co-Chairs

Special Thanks!

The Civic Center CBD would like to thank the following for their support of the CBD and its programs:

MJM Management
• Services provider for the Civic Center CBD

AAA Flag and Banner
• Production and installation of street poll banners

Dowling | Duncan
• Design and identity work for the Civic Center CBD

West Coast Property Management
• Discounted office space for the CBD office

San Francisco Ballet
• Photo for CCCBD street pole banners

Joel Puliatti
• Photos of the San Francisco War Memorial and Performing Arts Center