



# JAPANTOWN

## COMMUNITY BENEFIT DISTRICT

FY 20 - 21 Annual Report







**JapantownSF**

Taste & Experience the Culture of Japan

### The Mission of the JCBD

Through economic business development for property owners and merchants, beautification of public spaces for all to enjoy and a safe livable environment – Japantown will continue to thrive as a culturally rich, authentic, and economically vibrant neighborhood which will continue to serve as the cultural heart of the Japanese and Japanese American communities for generations to come.



# Strengthening and Building Alliances

To Our Stakeholders and Community,

At the start of fiscal year 2020 - 2021, San Francisco was already 4 months into the shelter in place order when the COVID-19 pandemic brought even stricter restrictions into our day to day lives. The pandemic catapulted the Japantown Community Benefit District (JCBD) into becoming the go-to resource for COVID related questions, guidance, and support for our merchants. The JCBD became a crucial pipeline to share information to our stakeholders, the Japantown community, and its small businesses, as well as to other merchant corridors.

In the previous fiscal year, the JCBD's Heart of Jtown Resiliency Fund was started and had commitments from generous donors by the end of that fiscal year that helped us reach our \$500,000.00 goal.

On top of COVID related support for our small businesses, the organization continued to help augment the City's baseline services by keeping our streets clean and safe. Planned marketing efforts shifted gears to making sure the district was kept up to date through the "Keeping Our Small Businesses Connected" e-newsletters. This form of communication expanded and started the "Keeping Japantown Connected" e-newsletters to share COVID related news to the Japantown community and "Safety Alerts" to inform our small businesses of safety precautions as well as crimes that occurred in Japantown.

Because of these efforts, Japantown became more connected and as a result the JCBD was part of the leadership that brought all the community's leaders together to address the COVID impact on our neighborhood, and the Asian hate crimes that were occurring in other AAPI communities.

The major lesson learned from fiscal year 2020 - 2021 was that Community Benefit Districts and Business Improvement Districts all took on an incredible amount of responsibilities to keep our districts safe during COVID.

There is still much work ahead to support our district, the businesses and the community as we slowly recover from the pandemic. Our board of directors and staff will remain vigilant of those needs and will continue to work in partnership with the City of San Francisco, Japantown leaders, and neighboring merchant corridors so that together we can ensure the continued growth of Japantown.

With deep appreciation,  
JCBD Board of Directors and Staff

## Achievements for FY20-21

In FY20-21, the Japantown Community Benefit District accomplished the following:

- The Heart of Jtown Resiliency Fund surpassed its goal of \$500,000.00
- Conducted the Japantown Small Business COVID-19 Impact Survey and follow-up Report
- Organized the Japantown Community Town Hall meeting with Captain Yep of Northern Station.
- Through the Heart of Jtown Resiliency Fund, provided PPE supplies (masks, hand sanitizers, face shield and sneeze guards) to small businesses; awarded 80 businesses through an application process \$5000 grants; helped fund mural projects and Shared Spaces build outs.





# Keeping Japantown Clean

Our Community Ambassadors have truly become part of Japantown. Small business owners and those who live and work in Japantown have embraced them and given them recognition for their daily contribution to the community.

Keeping the streets clean is an important part of the Ambassadors work, but so is building the relationships with the community. Both our Ambassadors take immense pride in their important role of keeping Japantown clean and to be the extra pair of eyes and ears that help keep our community safe.

Throughout the pandemic our Ambassadors also assisted the JCBD staff to disseminate COVID poster/flyers and hand out PPE supplies to our small businesses.

JCBD staff started monthly Zoom meetings with our district contacts at Recology and the SF Department of Public Works to address any needs as well as review services on a regular basis. These meetings were key to ensuring that our Big Belly's were serviced regularly and that baseline services are kept up.

Community Clean-Ups started back again and we were very fortunate to work together with various community groups who volunteered their time to help keep Japantown clean.



## Our Community Ambassadors are Making a Difference

311 Requests	258	Power Washing (block faces)	3
Answered Hotline	18	Request for Police/Fire/EMS	17
Auto Glass Clean Up	102	Sharps (Needle) Clean Up	213
Bio-hazard Clean Up	661	Stickers/Graffiti Removed	1022
Business Contact/Check In	297	Trash (lbs)	18,479
Cigarette Butts	26,558	Trash Bags Collected	810
Hospitality Assistance	1402	Weed Abatement (block faces)	4

# Keeping Japantown Safe & Secure

Prevention and intervention are key words that we hear often to keep our neighborhoods safe. It also starts with good communication.

The JCBD staff actively participates in the SFPD Northern Station Community Police Advisory Board and the Chief's Small Business Advisory Forum. We conducted a walk-through with SFPD so that our business community had a chance to meet face-to-face with Chief William Scott and Northern Station's Captain Paul Yep. We also facilitated the Japantown Community Town Hall Zoom meeting with SFPD Northern Station.

It was equally important that essential emergency services like the San Francisco Fire Department, Sheriff's Department and Recreation and Park Department Rangers be knowledgeable about the SafeCity Camera Program in Japantown. The introduction and walk-through provided them insight and how these cameras can assist their departments in investigation purposes.

## Addressing Asian Hate

With the rise in Asian hate crimes throughout the Bay Area, the JCBD participated with various organizations to bring to the forefront the crimes effecting our communities.

- Partnered with the Asian Pacific American Public Affairs SF Chapter (APAPA SF) to help translate the Safety Tip Card into Japanese and help distribute the Yellow Whistle.
- Participated as a panelist at the Unity Against Viruses: COVID-19, Inequity, Hate, Racism Summit
- Part of the leadership to form the SF Nihonmachi Community Coalition
- Participated in the [Golden State Warriors Stop AAPI Hate campaign video](#)



**SF Nihonmachi Community Coalition**  
PRESENTS  
**Japantown Community Town Hall with SFPD**  
Thursday, June 24 • 5:00pm on Zoom

**SFPD**  
Captain Paul Yep  
Northern Police Station

**A/C Lt. Wilfred Williams**  
& **Sgt. Tina To**  
Community Engagement Division

Join us for a virtual townhall with SFPD.  
Learn about updates on recent AAPI Hate Crimes and overall safety in our Japantown community.

**Registration will open Monday, June 21st at 9am.**

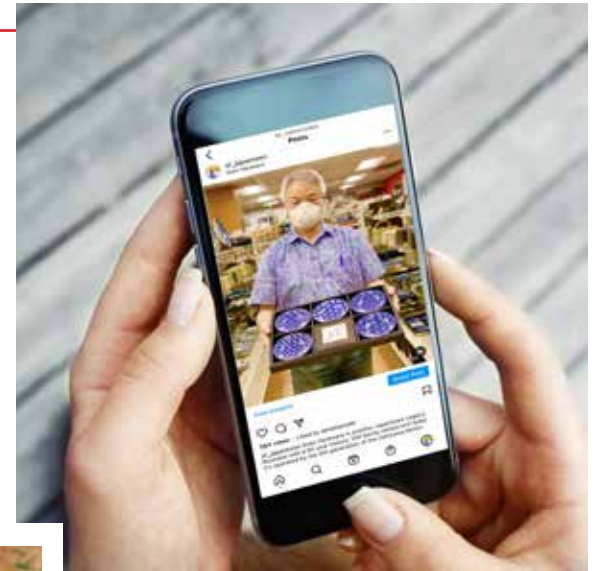
This Town Hall is presented by the SF Nihonmachi Community Coalition. The SF Nihonmachi Community Coalition (NCC) was created in response to the rise of Asian hate violence and community-led efforts to combat it in San Francisco. In other parts of the Bay Area and the nation, NCC members strive to take a proactive approach to promote safety that prevent harm in Japantown, the Japanese community and in all AAPI communities of color. We will work with other organizations and entities to deliver the message, foster the community, and join particular attention to help and protect our senior residents.



# Promoting Japantown

During this fiscal year the JCBD's Marketing & Communication Committee put their focus on assisting our merchants by utilizing the power of social media to promote their small businesses and educating them on how to use this medium effectively.

- sf\_japantown Instagram followers increased 180%
- Worked with 2 local videographers to produce twelve 15 second marketing reelz
- As part of the Geary BRT work, SFMTA provided MUNI bus ad space to encourage locals to support Japantown during construction
- Partnered with Paper Tree during the holidays to add origami cranes as a "Symbol of Hope," to the bistro lights on the Buchanan Mall/Osaka Way
- Installed holiday lights on Peace Plaza, Buchanan Mall/Osaka Way and Trellis Gate



# Accomplishments in the Midst of a Crisis

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## Small Business Assistance

- Kept our Japantown connected through e-newsletters and social media
- Provided assistance to our small businesses including:
  - One-on-one assistance in completing online grant applications and Shared Spaces permits
  - Translated COVID information when needed
  - Hand delivered COVID posters/flyers that were required
  - Continued to provide PPE supplies
- Connected Japantown restaurants with essential workers (SFPD, SFFD, Kaiser Permanente) to provide meals in appreciation of the First Responders

## FREE COVID-19 Testing in Japantown

Having FREE COVID-19 Testing to our residents and those who live and work in the Japantown was crucial, especially since we have the highest senior population in San Francisco.

- In partnership with the Mayor's Office of Neighborhood Services, COVID Command Center and SF Dept. of Public Health (SFDPH) the JCBD hosted 3 COVID-19 testings for our community in November. JCBD created an online pre-registration form which was sent to COLOR the day before each testing was done on 11/4, 11/17 and 11/24. A total of 910 individuals were tested.
- In January of 2021, testing facilitator was changed to Virus Geeks, Inc. and we have continued to work with them and SFDPH to provide testing in Japantown.

## The Heart of Jtown Resiliency Fund

On March 26, 2020 the JCBD launched the Heart of Jtown Resiliency Fund to help support our small businesses. A separate committee was formed to oversee the distribution of funds and review grant applications.

- To date the JCBD raised \$510,659.00 using the GoFund Me Charity platform
- 80 Japantown small businesses were awarded \$5,000 grants through an application process to be used towards employee wages, rent and/or operational costs
- Provided additional rounds of PPE supplies
- Commissioned artist Taiko Fujimura to create a mural on Super Mira grocery market
- Helped coordinate and partially fund the Shared Spaces build out for the Kinokuniya Building
- Funding to help with the logistical costs for the Japan Center Malls "Restaurants at the Plaza"
- Funding to extend another month of "Picnic in the Plaza" which was overseen by the Japanese Cultural & Community Center of No. CA. and the Japantown Merchants Association
- Commissioned 4 Japantown community artists to create murals for 1700 Post Street

# Assessment Factors and Methodology

Each property within the JCBD's boundaries, as shown in the map, pays a special assessment proportional to the benefits received. Japantown property and business owners have emphasized that the assessment formula for the Japantown Community Benefit District be fair, balanced, and have a direct relationship to the district's services.

The Japantown Community Benefit District is funded through an annual assessment from businesses and property owners in the district. Estimated annual maximum assessment rates for all parcels, except Non-profit Parcels is as follows: \$0.1477 per square foot of lot, building + \$38.0166 per linear foot. Non-profit parcels is as follows: \$0.0739 per square foot of lot, building + \$19.0083 per linear foot.

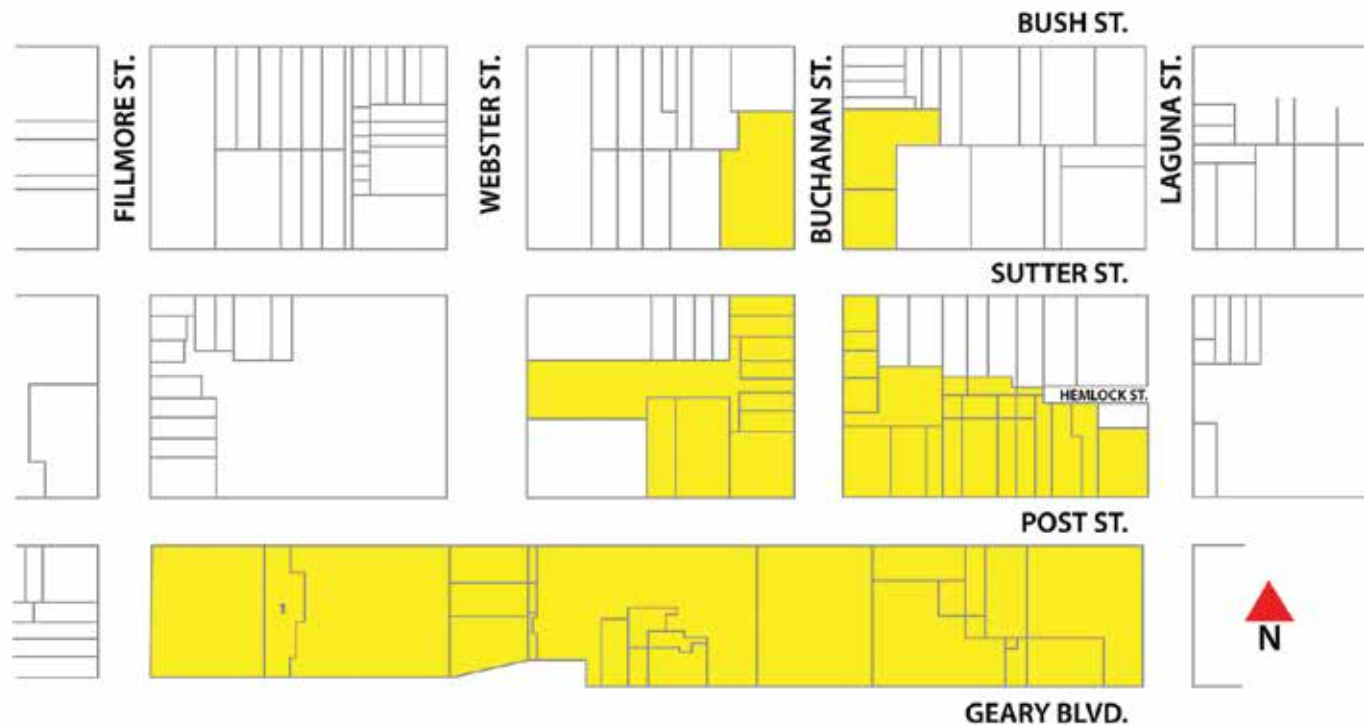
This information is provided to the JCBD from the SF Assessor's office. It is the responsibility of property owners to ensure the information

provided to the CBD is correct. To correct information, property owners must contact the SF Assessor's Office at 415-554-5596 or at <https://sfassessor.org/>.

Annual assessment rates may increase due to changes to the consumer price index (CPI), up to 3% each year. Assessments may also increase based on development in the District. JCBD assessments appear as a separate line item on the annual San Francisco County property tax bills.

**For FY 20-21 the Board voted not to increase assessment rates.**

To view a complete list of 2020 - 2021 Japantown CBD property assessments, please visit [www.jtowncbd.org](http://www.jtowncbd.org)





# Financials FY 2020 - 2021

## Management Plan Budget

Service Category	Dollar Amount	Percentage
Environmental Enhancements	\$125,000.00	31.25%
Economic Enhancements	\$195,000.00	48.75%
Advocacy/Administration	\$70,000.00	17.50%
CBD Reserve	\$10,000.00	2.50%
<b>TOTAL</b>	<b>\$400,000.00</b>	<b>100.00%</b>

Assessment Revenue	\$377,800.00	94.75%
Non-Assessment Revenue	\$22,200.00	5.55%
<b>TOTAL</b>	<b>\$400,000.00</b>	<b>100.00%</b>



## FY 2020 - 2021 Budget

Service Category	Assessment Dollar Amount	Non-Assessment Dollar Amount	Total Dollar Amount	% Total Assessment	% Total Non-Assessment	%Total
Environmental Enhancements	\$156,112.50	\$129,622.80	\$285,735.30	0.397232824	0.202655065	0.2767083
Economic Enhancements	\$153,287.50	\$510,000.00	\$663,287.50	0.390044529	0.797344935	0.642332805
Advocacy/Administration	\$78,600.00		\$78,600.00	0.2	0	0.076116855
CBD Reserve	\$5,000.00		\$5,000.00	0.012722646	0	0.004842039
<b>TOTAL</b>	<b>\$393,000.00</b>	<b>\$639,622.80</b>	<b>\$1,032,622.80</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## FY 2020 - 2021 Actuals

Service Category	Assessment Dollar Amount	Non-Assessment Dollar Amount	Total Dollar Amount	% Total Assessment	% Total Non-Assessment	%Total
Environmental Enhancements	\$142,202.88	\$64,450.00	\$206,652.88	47%	0.114426178	0.239231874
Economic Enhancements	\$79,456.62	\$498,795.24	\$578,251.86	26%	0.885573822	0.669413733
Advocacy/Administration	\$78,913.60		\$78,913.60	26%	0	0.091354393
CBD Reserve	-	-	-	0%	0	0
<b>TOTAL</b>	<b>\$393,000.00</b>	<b>\$639,622.80</b>	<b>\$1,032,622.80</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



## Revenue Resources

Revenue Resources	FY 20 - 21 Actuals	% of Actuals
FY Assessment Revenue	\$125,000.00	31.25%
Penalties	\$195,000.00	48.75%
Redemption + Redemption Penalties	\$70,000.00	17.50%
CBD Reserve	\$10,000.00	2.50%
<b>TOTAL</b>	<b>\$400,000.00</b>	<b>100.00%</b>
Contributions and Sponsorships	-	0.00%
Grants	\$563,391.44	57.69%
Donations	\$20,848.12	2.13%
Interest Earned	-	0.00%
Earned Revenue	-	0.00%
Other	-	0.00%
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$584,239.56</b>	<b>59.82%</b>
<b>TOTAL</b>	<b>\$976,649.97</b>	<b>100.00%</b>



## Carryforward

FY 2020-21 Assessment Carryforward Disbursement		Spenddown Timeline
Service Category	Dollar Amount	
Environmental Enhancements	\$4,320.52	2 months
Economic Enhancements	\$87,516.79	6 months
Advocacy/Administration	-	
CBD Reserve	-	
<b>Special Assessment Total</b>	<b>\$91,837.31</b>	

FY 2020-21 Non-Assessment Carryforward Disbursement		Spenddown Timeline
Non-Assessment Project or bucket name	Dollar Amount	
Marketing/Economic Project	\$20,994.32	6 months
<b>Special Assessment Total</b>	<b>\$20,994.32</b>	





Nancy Nagano is at Hoshinoya San Francisco. 2d · San Francisco · 🍷  
Lunch treat for the JTown Ambassadors... someone else blessed them with Strawberry cake from Anderson's ... that's Al and Sharice



# と友に TOGETHER

## Strengthening Relationships

Fiscal year 2020 - 2021 was a year of strengthening partnership and building on new relationships. It's through these efforts that the JCBD was able to assist our small businesses and greater community.

**Together we are stronger and together we will continue to rise.**

This coming November the Japantown Community Benefit District will celebrate its 4th full year of existence. We've accomplished a lot, but there is much more to do.

As a steward of one of 3 remaining Japantown's in America, our work will be crucial to make sure Japantown thrives and is here for generations to come.







**Japantown Community  
Benefit District, Inc.**

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## JCBD Board of Directors

### Officers

Board President  
Currently vacant

Board Vice President  
Robert K. Sakai, *Property Owner*

Board Treasurer  
Mary Ishisaki, *Property Owner*

Board Secretary  
Kathy Nelson, *Director -  
Kabuki Spring and Spa*

### Board Members

Daniel F. Byron II, *Director of Asset Management -  
3D Investments, LL (Japan Center Malls)*

David Dunham, CPP - *Principal Administrative Analyst  
Parking & Curb Mgmt, Streets Division, SFMTA*

Steve Ishii, *Executive Director - Kimochi Inc.*

Dennis Kern, *Director of Operations - S.F. Recreation and Parks*

Kimberly Kolbe, *Business Owner - Shop MaruQ*

Emily Nichols, *General Manager - Kimpton Buchanan Hotel*

Jerry Ono, *Director / Japantown Branch Manager - Union Bank*

Alex Prouty, *General Manager - Hotel Kabuki*

Grace Horikiri, *Executive Director*

Melissa Bailey Nihei, *Administrative Assistant/Community Aide*

Brandon Quan, *Operations Manager*

Max Nihei, *Small Business Coordinator*

Email [info@jtowncbd.org](mailto:info@jtowncbd.org) to receive JCBD weekly/monthly e-newsletters.

Please visit our website at [jtowncbd.org](http://jtowncbd.org) for program information and other resources.

The Japantown Community Benefit District, Inc. is a 501c(3) nonprofit organization.

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