

Excelsior Community Benefit District

Committee of the Whole & Resolution to Establish

Chris Corgas

Deputy Director; Community Economic Development division
Office of Economic and Workforce Development



SAN FRANCISCO

OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

July 11, 2023

History

- 2017: Planning, OEWD, and Excelsior Action Group (EAG) began work on the Excelsior-Outer Mission Strategy
- Consisted of:
 - Open houses
 - Work groups
 - Workshops
 - Multi-lingual surveys
- Results of the Excelsior-Outer Mission Strategy showed that cleanliness and safety were ongoing needs of the commercial corridor and a potential step was to pursue CBD formation in the area
- 2019: Merchants, property owners, and stakeholders approached OEWD about forming CBD in area
- Multiple community and one-on-one meetings and intercept surveys were held for this process beginning in 2019
- Project was put on hold due to Covid-19 pandemic in 2020
- Resumed work in late 2021
- 30% petition threshold reached to hold special balloting procedure in 2023

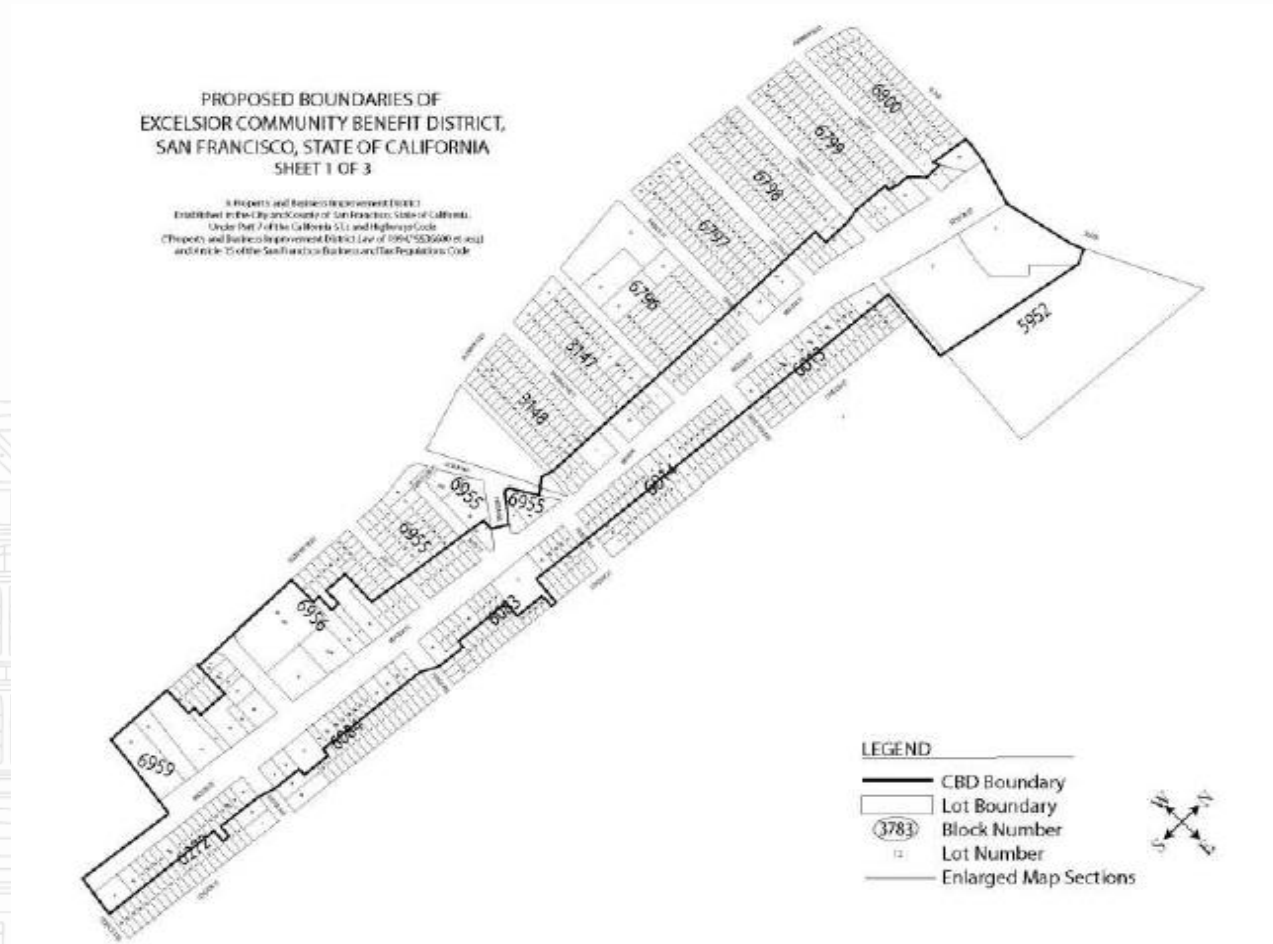
Process

- 30% threshold is reached in March 2023
- Resolution of Intention submitted and goes through legislative process
 - Authorizes the special balloting procedure
- Ballots went out to rate payers (May 26, 2023)
- Special ballot procedure ends (July 11, 2023)
- Services will commence (1st Quarter of 2024)

Basic Information - Excelsior CBD

CBD Name	Type	Assessment Budget	Total Budget	# of whole/partial blocks	# of parcels	Expires
Excelsior	Property-based	\$340,762.50	\$349,500.00	17	194	2033
Expenditures			Total Budget	% of Budget		
Clean & Beautiful			\$250,000.00	71.53%		
Marketing/Economic Development			\$33,500.00	9.59%		
Administration			\$66,000.00	18.88%		
Total Expenditures			\$349,500.00	100.00%		
Revenues						
Assessment Revenues			\$340,762.50	97.50%		
Other Revenues			\$8,737.50	2.50%		
Total Revenues			\$349,500.00	100.00%		

District Map



Acknowledgments

- Office of the City Attorney
 - Manu Pradhan; Deputy City Attorney
- Department of Elections
 - Cuong Quach; Department of Elections
 - Regan Huang
- Office of the Clerk of Board Supervisors
 - Stephanie Cabrera
 - Alisa Somera
 - John Carroll
- Office of the Assessor-Recorder
- Urban Place Consulting
 - Steve Gibson
 - Katie Gibson
 - Aaron Aulenta
- KLI Finance
 - Kristin Lowell
- Excelsior Action Group
 - Maribel Ramirez
- Excelsior Outer Mission Merchants
 - Andrea Ferrucci and Sean Ingram

Questions

