



JAPANTOWN

COMMUNITY BENEFIT DISTRICT

FY 19-20 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.



日本町
N I H O N M A C H I
JAPANTOWN

Coming Together as A Community

To Our Stakeholders and Community,

Looking out for one another, sharing information and taking care of our surroundings are all important aspects of what a community is all about. For the Japantown Community Benefit District, FY19-20 not only presented many opportunities for our organization to grow and accomplish specific goals, but with COVID-19 it pushed us to take on a new and important role of guiding our small businesses through this pandemic.

For Japantown, cleanliness and safety still remains a top priority for our stakeholders, small businesses, and those who live and work in the neighborhood. Our Community Ambassadors continue to supplement City services by keeping our district clean seven days a week. They not only sweep the streets but also interact with businesses, help visitors and even make sure the homeless that call Japantown their home are respectful of the community. Our Japantown SafeCity Camera network has become an important program to assist law enforcement in fighting crime and making sure our community is safe. The program also plays a critical role in identifying and documenting quality of life issues, such as illegal dumping and night-time homeless activities, to name a few.

The COVID-19 pandemic shook our entire nation and the world. Small businesses and communities of color faced uncertainty and unforeseen devastation. The Japantown Community Benefit District quickly hit the ground running and began checking in on all essential businesses to ensure that they understood the information coming out from the City. This was especially important since for many Japantown businesses, English is not their main language. With over 166 small businesses located within the district, JCBD staff worked tirelessly to compile and share weekly, if not daily, information through our "Keeping Japantown Businesses Connected" e-newsletters. Through this work, we realized that the need was much greater, thus we launched the Heart of Jtown Resiliency Fund for Small Businesses. This online fundraiser raised a total of \$502,970.00 at the end of June 2020 by which we were able to purchase and distribute PPE supplies; and through a grant program 80 businesses will be awarded with \$5000 grants to help with employee wages and/or rent.

Without a doubt, the last 4 months of FY19-20 challenged the organization and really showed our stakeholders and the greater Japantown community the importance of the Benefit District. It also strengthened our relationships and communications with the Office of Economic Workforce Development and other key City departments.

As we move forward the Japantown Community Benefit District will continue to build on these relationships so that Japantown can once again thrive and be a cultural destination for visitors as well as locals to safely enjoy.

With deep appreciation,
JCBD Board of Directors and Staff

Achievements for FY19-20

In the first 8 months of FY19-20, the Japantown Community Benefit District was able to accomplish the following:

- Installed 4 Big Belly Smart Trash receptacles and secured 4 Japantown business/community sponsors
- Worked with community artists to create 47 new street lamp banners to help brand and promote Japantown
- Hired 2 part time staff: Administrative Assistant and Operations Manager
- Launched a newly designed sfjapantown.org website
- Launched Stamp Rally during the Fall Festival and Pin Rally for the Holidays to help promote Japantown small businesses
- Installed Holiday Lights on the Buchanan Mall and Peace Plaza
- Held quarterly Greater Japantown Marketing & Communication Meetings
- Launched the Heart of Jtown Resiliency Fund for Small Businesses

Keeping Japantown Clean

The JCBD’s Community Ambassador program employs two full time Community Ambassadors to keep Japantown clean, and provide assistance to our visitors, tourists, merchants and community members. While their responsibilities mostly fall into the categories of cleaning and safety, the Ambassadors do so much more. They help remove graffiti and weeds, report sidewalk and public property deficiencies to 311, and provide a welcoming experience to visitors and locals. Our Ambassadors also serve as our extra eyes and ears, notifying JCBD staff with any concerns or safety issues. During COVID the Ambassadors continue to play an important role in helping us to disseminate information to our small businesses.

With the help of SF Public Works and the Mayor’s Fix-it Team we also reached out to our community nonprofit organizations to get them involved in keeping Japantown clean. Japantown organizations and volunteers worked alongside our Community Ambassadors, sweeping our streets, replanting trees and at the same time giving back to their community.

Community Meetings with Recology and SF Public Works were key to making sure our businesses were up-to-date with any changes in services and also have an opportunity to address concerns.

Our Community Ambassadors are Making a Difference

311 Requests	396	Power Washing (block faces)	52
Answered Hotline	57	Request for Police/Fire/EMS	26
Auto Glass Clean Up	387	Sharps (Needle) Clean Up	308
Biohazard Clean Up	240	Stickers/Graffiti Removed	553
Business Contact/Check In	255	Trash (ilbs)	13,000
Cigarette Butts	72,305	Trash Bags Collected	520
Hospitality Assistance	2531	Weed Abatement (block faces)	302



**Community Meeting
FOR JAPANTOWN BUSINESSES**

WITH




Wednesday, November 6 • 3:00 - 4:00pm
Union Bank Community Room • Japan Center East Mall

Speakers:

Recology:
Novella Dzung, Government & Community Relations Manager

San Francisco Public Works:
Traci Lawrence, Public Information Officer

The latest JCBD newsletter included an article about the changes in cardboard collection and how to properly set out your cardboard on your Recology pick up dates.

This Community Meeting for our Japantown businesses is an opportunity for you to meet representatives from Recology & SF Public Works and to learn more about the changes and the fees associated with these new changes.

We do encourage you to attend so that your business is in compliance with these new changes.

Presented by



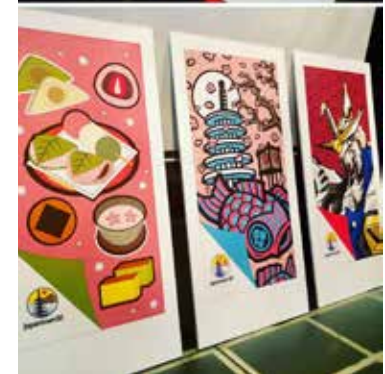



Japantown Street Beautification

Worked with Japanese and Japanese American community artists to create 47 new street lamp banners to promote Japantown's culture and also strengthen the JapantownSF brand identity for the district, which the JCBD unveiled in FY18-19.

Through an OEWD grant, we were able to install 4 Big Belly units in Japantown. This was also an opportunity to continue branding JapantownSF as well as give businesses and nonprofits the opportunity to advertise.

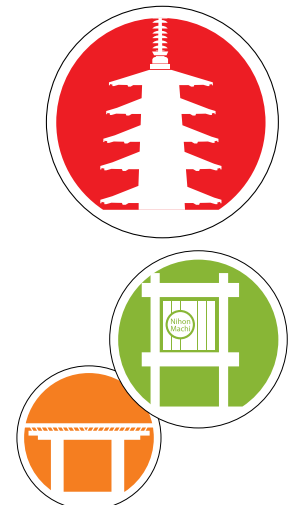
Holiday lighting in the Buchanan Mall and Peace Plaza added ambiance during the holidays while providing additional lighting to keep the public safe.



Promoting Japantown

The JCBD Marketing & Communication Committee continues to look at ways to help promote Japantown, not only as a destination for out-of-town visitors but for locals to support our small businesses.

- In December the sfjapantown.org (japantownsf.org) website was launched and social media sites implemented (Facebook, Instagram and Twitter).
- Launched Stamp Rally and Pin Rally to help promote events and holiday season.
- Contracted with LGPR, Inc., a local PR firm to help Japantown have a stronger presence in local and national media.
- Held quarterly Greater Japantown Marketing & Communications meetings with key community stakeholders to provide updates about planned marketing initiatives. These quarterly meetings are an opportunity for key stakeholders to provide input, ensure that there is no duplication-of-effort, and to look at ways to partner in our efforts.
- Partnered with the Nihonmachi Street Fair, the National Japanese American Historical Society and New People to bring Jtown After Dark movie night during the 46th Annual Nihonmachi Street Fair.



Japantown Continues to be Resilient

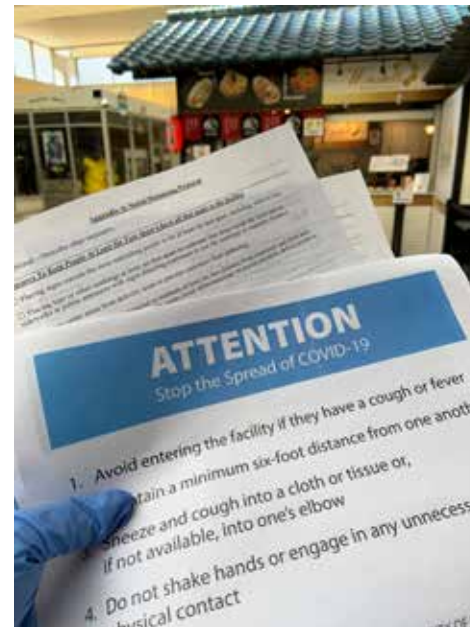
The pandemic propelled the JCBD to take on the crucial role of keeping our Japantown small businesses and greater community informed and updated with the most current information. As soon as the Shelter-in-Place order was announced, staff started to check-in with the essential businesses to make sure they understood the full impact of the order and had necessary PPE supplies to safely reopen. It also meant that our staff stay on top of information coming in from the City.

Keeping Our Japantown Connected

Our e-newsletters, with a mailing list of over 900, was not only a compilation of information from the State and City, but JCBD staff took the extra step to make sure it was understandable to our readers. Although the City provides information in various languages, Japanese and Korean translated information was rarely available. Staff reached out to translators to get time sensitive information translated. Merchant and neighborhood associations throughout the City recognized our carefully and thoughtfully prepared e-newsletters and continue to share it with their own members.

Small Business Assistance

We soon recognized that support for our small businesses had to go beyond basic communiqués. Assisting them one-on-one with online COVID grant and permit applications, passing out COVID flyers and posters, and being present during SF Department of Health staff check-ins are just some of the ways we provided hands-on assistance to our small businesses.



JCBD Japantown Community Benefit District, Inc.

Keeping Japantown Businesses Connected

Mayor London Breed announced that as of midnight on March 17, residents of San Francisco, Santa Clara, San Mateo, Marin, Contra Costa and Alameda counties have been legally ordered to remain at home and shelter in place in an effort to slow the spread of the coronavirus (COVID-19).

During this ever-changing environment, supporting our Japantown small businesses and providing them with information and resources is crucial.

The JCBD has created a resource page for our small businesses. We've assembled helpful links and materials produced by the San Francisco Office of Economic Workforce Development. Whenever possible, we will translate materials so that our Japanese and Korean speaking businesses utilizes the programs and services available.

- Neighborhood Economic Development Partner COVID-19 Check-In (Japanese / Korean)
- COVID-19 Small Business Relief Program (Japanese / Korean)
- COVID-19 Employee Assistance Program (Japanese / Korean)

Updated Listing!

List of restaurants (pick up & delivery only) and store fronts that are open.
As of 3/20/2020

Jeong Korean Grill • Kinsaku Tei • Benihana • Manufuku • Udon Mugizo
Anderson Bakery • Takoyaki Yamachan • Belly Good Cafe & Crepe
Michill Machi Donut • Dango • Sanjo • San Wang Restaurant
Nari • Waraku • Patina Lounge & Restaurant • Hinodeya Ramen
Jibada Thai • Ramen Yamachan • Nijiya Market • Super Mira • J Mart
Union Bank • Soko Hardware • CA Bank & Trust • UPS Store

Although many merchants are closed please do visit their websites, purchase gift cards/vouchers that can be used at a later date.
Please continue supporting local merchants!

www.japantownsf.org

SHELTER IN PLACE
#stopthespread
Shelter in place extended to May 3rd

The Heart of Jtown Resiliency Fund for Small Businesses

- The JCBD launched the Heart of Jtown Resiliency Fund on March 26 and, with the support of numerous individuals, successfully raised \$500,000 to help support our small businesses. A separate committee was formed to oversee the distribution of funds.
- Conducted the Heart of Jtown Town Hall meeting with guest presenters City Assessor Carmen Chu and SF Chamber of Commerce President Rodney Fong to provide our businesses with the City's efforts through the Economic Recovery Task Force.
- \$20,000.00 dedicated to the purchase of PPE supplies (face masks, face shields, and sneeze guards)
- \$400,000 dedicated to help fund 80 small businesses through an online grant application process
- Remaining funds to support additional small business needs during COVID

Strengthening Relationships

Keeping in close communication with City departments proved crucial to getting timely and accurate information out to our small businesses. To be able to reach heads of departments with any questions and clarifications was equally important. Additionally, increasing our communications with Japantown community leaders allowed us to develop a more unified and concerted effort to assist small businesses, as well as the 16 nonprofits in our community. Through weekly check-ins with the Japantown Merchants Association and the Japantown Task Force we are able to stay on top of the health of our small businesses and community organizations, and work together to address their needs.

Together we are stronger. Together we will rise.

Through these efforts, we will rise together from this pandemic, strengthen our community and show by example the resiliency of our Japantown community.



In support of Japantown Small Businesses



Coming Together to Support San Francisco's Japantown



Many have expressed concern about how the COVID-19 pandemic is going to impact the future of San Francisco's Japantown. Please join representatives from Japantown groups who have come together to organize a response to the current crisis and learn more about how you can



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.

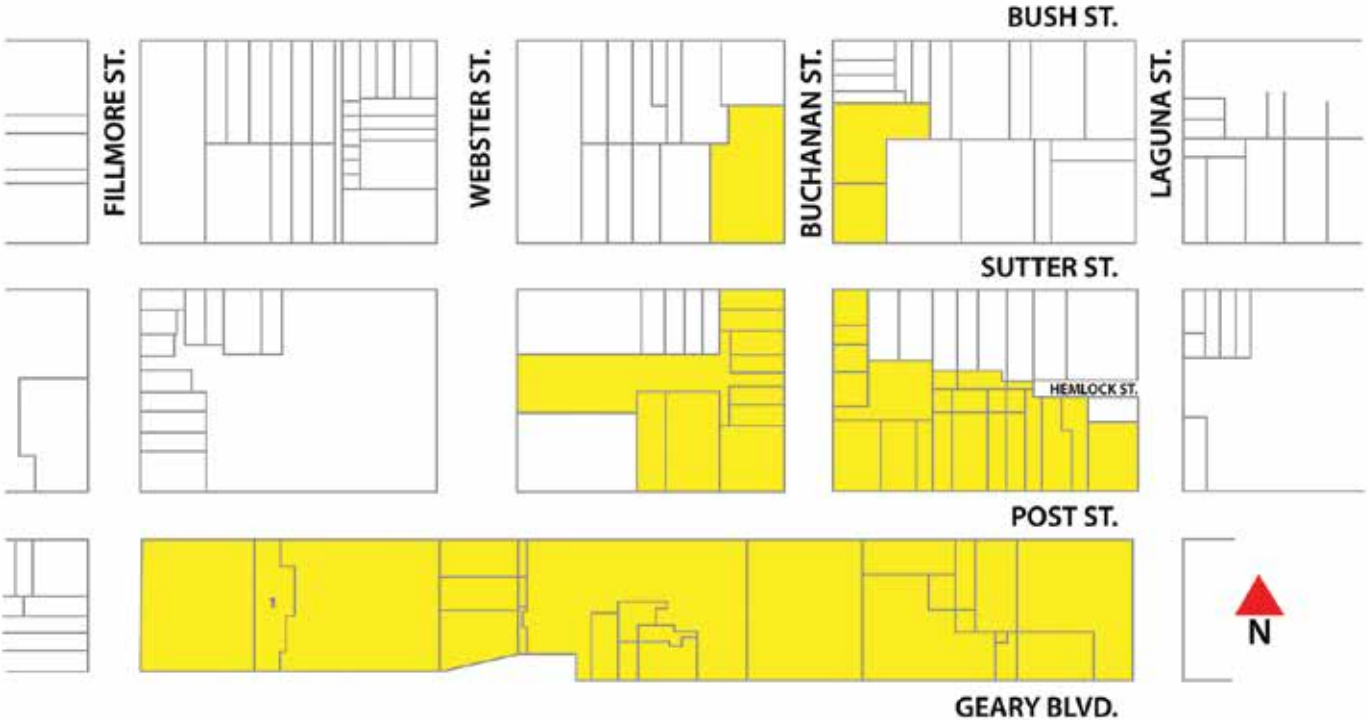
This information is provided to the JCBD from the SF Assessor's office. It is the responsibility of property owners to ensure the information

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 19-20 the Board voted not to increase assessment rates.

To view a complete list of 2019-2020 Japantown CBD property assessments, please visit www.jtowncbd.org



Financials FY 19-20

	Actual	Budget	Over (Under) Budget
INCOME RESOURCES			
Assessments Revunue	\$ 392,979	396,047	-3,068
Redemption Income (penalties)	\$ 34,174	2,732	31,441
Donations			
Heart of Jtown Resiliency Fund	\$ 21,763	7,000	14,763
Holiday Lights	\$ 1,000	20,000	-19,000
SFJapantown.org Website	\$ 12,500	12,500	0
General Benefits			
Branding & Marketing Grant RFP 208	\$ 15,000	15,000	0
Big Belly Grant RFP 209	\$ 9,915	13,000	-3,085
Japantown Task Force Mini Grant	\$ 10,500	6,500	4,000
TOTAL INCOME	\$ 497,830	472,779	25,051
EXPENSES BY PROGRAM			
Economic Enhancement	\$ 165,534	157,671	7,864
Environmental Enhancement	\$ 110,371	170,455	-60,084
Advocacy/Administration	\$ 96,246	98,012	-1,766
Other JCBD Programs	\$ 28,100	46,642	-18,542
TOTAL EXPENSES	\$ 400,251	472,779	(72,529)
NET INCOME	\$ 97,579	-	97,579

Non-Cash

Depreciation: SafeCity Equipment	\$ 95,160
Net Income after Depreciation	\$ 2,420

The net income will be carried over to fiscal year 20-21.

**PROJECTED CARRYOVER
DISBURSEMENT**

	As of 6/30/20 Budgeted	Budgeted for FY20-21	Budgeted for Future Years
Economic Enhancement	\$ 154,850.13	50,763.02	104,087.10
Environmentla Enhancement	\$ 164,840.46	-	164,840.46
Advocacy/Administration	\$ 69,932.32	6,822.38	63,109.93
Reserve (2.5%)	\$ 9,990.33	-	9,990.33
TOTAL	\$ 399,613.23	57,585.41	342,027.82

FY 2019-2020 Board of Directors

- President
Emily Glick, General Manager - The Buchanan
- Vice President
Robert K. Sakai, Property Owner
- Treasurer
Mary Ishisaki, Property Owner
- Secretary
Jerry Ono, Director / Japantown Branch Manager - Union Bank
- Directors
Daniel Byron III, Asset Manager, 3D Investment, Inc.
Steve Ishii, Executive Director - Kimochi Inc.
Dennis Kern, Director of Operations - San Francisco Recreation and Parks
Kimberly Kolbe, Business Owner - MaruQ
Rob Malone, Off-Street Operations and CIP Manager - SFMTA
Lawrence Nakamura DDS, Business Owner
Kathy Nelson, Director - Kabuki Spring and Spa
Alex Prouty, General Manager - Hotel Kabuki



Staff

- Grace Horikiri, Executive Director
grace@jtowncbd.org
- Melissa Ayumi Bailey, Administrative Assistant/
Community Aide
melissa@jtowncbd.org
- Brandon Quan, Operations Manager
brandon@jtowncbd.org

Email info@jtowncbd.org to receive JCBD weekly/monthly e-newsletters. Please visit our website at jtowncbd.org for program information and other resources.

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

JCBD Japantown Community
Benefit District, Inc.

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