



central market community benefit district  
2018 Annual Report



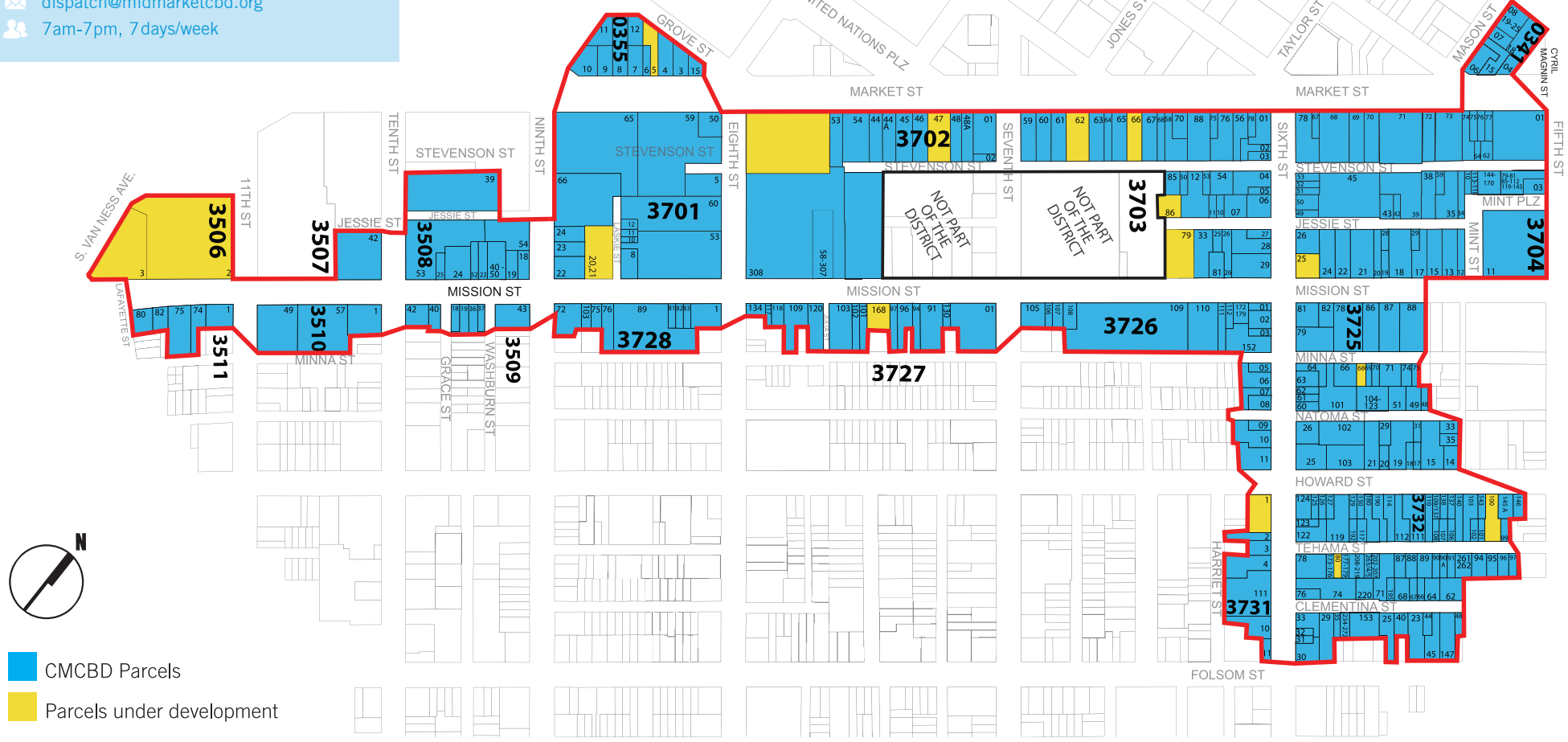
Photo courtesy of: Bruce Damonte



# THE DISTRICT

## CMCBD Dispatch

415.543.5223  
 dispatch@midmarketcbd.org  
 7am-7pm, 7 days/week



Centrally located along Market Street, our District's 98 acres include parts of Civic Center, SOMA, Tenderloin and Union Square neighborhoods. With over 900 existing parcels and several new residential and commercial real estate development projects underway, we are one of San Francisco's most dynamic property-based improvement Districts. Home to two of downtown San Francisco's busiest transit stations—Powell Street and Civic Center—early morning commuters, late night theater-goers, residents and international tourists enjoy convenient access to the City's Municipal Railway (Muni) and Bay Area Rapid Transit (BART).

The heavily-trafficked area requires balancing the needs of the District with a specialized approach and great attention to detail. CBD services were key in 2018. Sidewalks and storefronts continued to endure the impacts of real estate development sites (active and not) and requests for pedestrian safety and social service interventions remained significant. In addition to dispatching crews 7am to 7pm 7 days a week, the CBD continued to ensure the City fulfilled its contractual obligation to maintain baseline cleaning, maintenance and public safety services. Economic Development efforts included the attraction and retention of businesses and non-profit organizations, and marketing and promotional activities that illuminated the District's robust amenities. The following pages contain the year's programming highlights, initiatives and outcomes.

Please visit our website for more current and in depth information at [midmarketcbd.org](http://midmarketcbd.org)



## CLEANING & MAINTENANCE

### CLEAN TEAM

While Public Works is responsible for street maintenance and street trees, property owners are responsible for sidewalk maintenance.<sup>1</sup> CBD's Clean Teams maintain sidewalks and public plazas, handling issues such as litter, graffiti and spills on behalf of property owners.

<sup>1</sup> For more information on property owners' sidewalk maintenance responsibilities please visit these links:

- California SHC 5610
- SF Controller's Office
- SF Better Streets

Our Clean Team works diligently to maintain the sidewalks to ensure a safer and more user-friendly passage through the District. Clean sidewalks benefit everyone – the disabled, visually impaired, children, seniors, employees, customers, pets and visitors to our District. Clean sidewalks and public spaces also reduce instances of vandalism and predatory behavior such as drug dealing and solicitation.

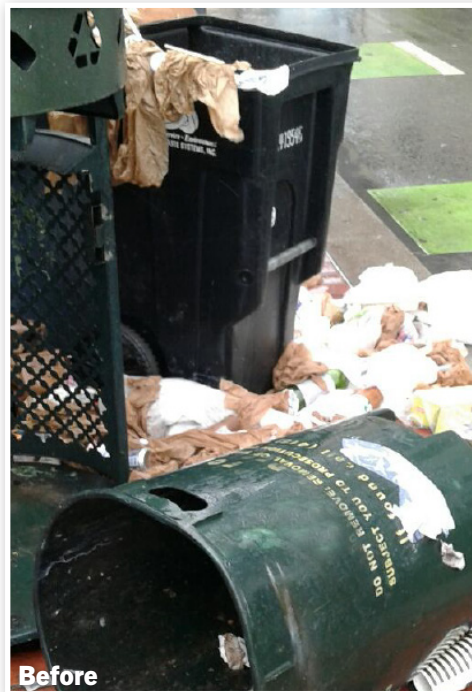
CBD efforts to improve the quality of life for everyone in the public realm are highlighted on the CBD | GBD | BID | TID CONSORTIUM ([sfbidconsortium.org](http://sfbidconsortium.org)) web page and acknowledged by our City agency partners, social service agency partners and most importantly those who benefit from our services.

### BIGBELLY TRASH CANS

We recently installed new Bigbelly "smart" refuse collection units that are instrumental in keeping the District cleaner. They also reduced dumping, leaks and spills, and deterred rummaging.



Before



Before



After



After



## PUBLIC SAFETY



Ambassador mental health, first aid and HSOC training



Newly elected Mayor Breed tours District problem areas

### COMMUNITY AMBASSADORS

Ambassadors provide hospitality and way-finding support for pedestrians. They also serve as eyes and ears on the street, proactively deterring crime and addressing anti-social behavior. CBD Ambassadors are also trained social service outreach workers, able to assist people in need of housing or social service support.

CBD Ambassadors help reduce unnecessary calls to the local Police and Fire Departments by being able to serve as first responders. They have the ability to assess situations and determine the proper course of action without having the authorities involved. Their presence results in more appropriate and effective help for individuals and provides cost-savings for San Francisco taxpayers.

### SAFETY TEAMS

CBD Safety Teams consist of an SFPD Officer and a CBD Ambassador. The Safety Teams proactively walk the District offering directions and information, deterring crime and addressing health and safety concerns. They consistently work to meet and get to know people in the community, building trust and strengthening communication. Merchants, residents and visitors greatly appreciate the Safety Teams and feel safer when they are working. The co-responder model helps to ensure the appropriate response to varying situations, because not all anti-social behavior requires police attention.



*"CBD cameras are excellent and we are able to obtain video quickly when we investigate a crime. We have identified and arrested many suspects as a result."*

*- San Francisco Police Department*

### SECURITY CAMERAS

- CBD operates a network of cameras
- Cameras are a proactive deterrent to illegal activity
- Cameras provide necessary evidence for the prosecution of crimes
- A network of cameras is more effective than a few isolated cameras
- CBD is the point of contact for video requests from law enforcement



## ECONOMIC DEVELOPMENT

### BUSINESS ATTRACTION, RETENTION & EXPANSION

We work to ensure the District is home to a diverse and vibrant mix of distinctive retail establishments. A list of ground-floor retail [spaces for lease](#) throughout the District is available on our website. The CBD helps vet and connect prospective tenants with landlords, conducts tours of the neighborhood and arranges showings. Staff also provide linkages to leasing assistance, access to capital and City-sponsored economic development incentives, permitting, construction and staffing resources.

### NEW DISTRICT BUSINESS IN 2018 INCLUDED:

- The Argentum Project
- Chanvi
- Grilled Cheez Guy
- The Rumpus Room
- Bamboo Asia
- City Beer Store
- La Cuisine
- Thrasher
- Bird Song
- Falafelland
- One Dome
- The Board
- Fed Ex
- Peet's Coffee

### OTHER NEW DEVELOPMENTS, NON-PROFIT ORGANIZATIONS AND PUBLIC REALM CHANGES:

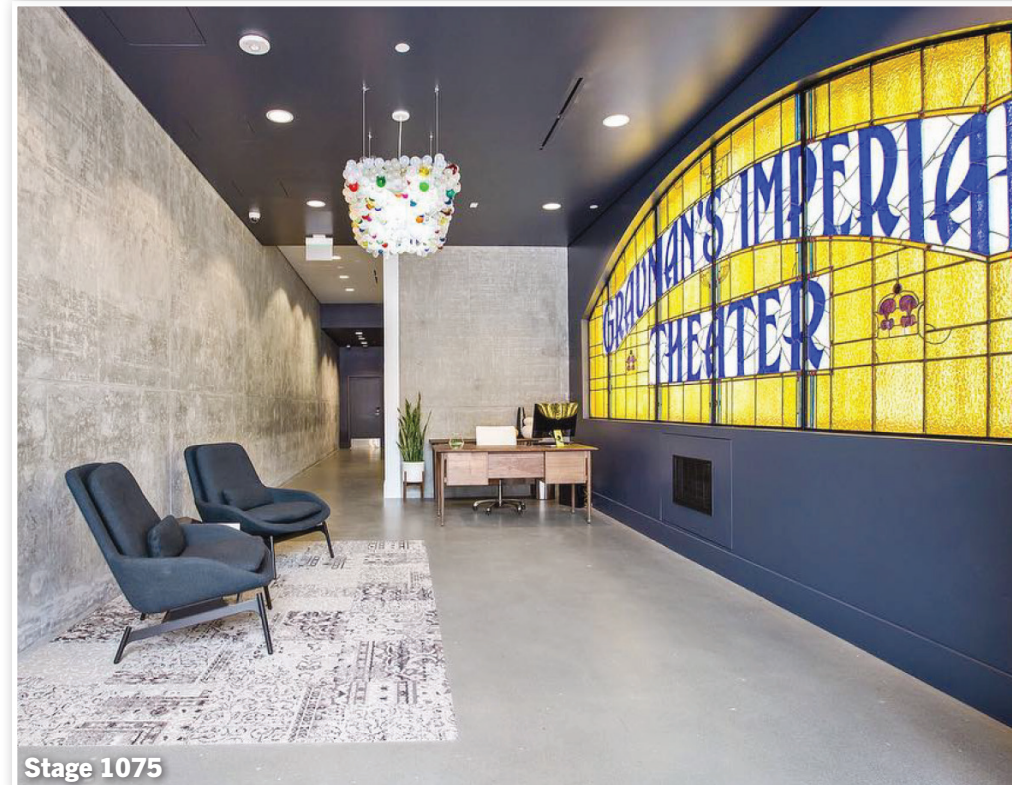
- 1400 Mission
- Bill Sorro Community
- Native American Clinic
- BART Canopies
- Compass Family Resources
- Stage 1075



BART Canopy



City Beer Store



Stage 1075

1177 Market Street

**WHOLE  
FOODS  
MARKET**

Future site  
Opening in 2021  
55,000 SF

Check out our other Mid Market Developments:  
<https://www.midmarketcbd.org/developments-and-projects/>



**GOLDEN BRICK  
AWARD**



Ralph Lee 1982



**2018 Recipient: Ralph Lee**

Ralph Lee is a 40+ year veteran of the hospitality industry who served as General Manager and Regional Director for hotel companies Prime Hospitality, Sage Hospitality Resources, and Village Resorts in the United States. He served as General Manager of Mid Market's Hotel Whitcomb from 1995 to 2018. His passion to preserve San Francisco's history paved the way for Hotel Whitcomb's inclusion in the National Trust Historic Hotels of America. His efforts returned the hotel to its original name and stature dating back to its days as a temporary City Hall from 1912 to 1915 after the devastation of the original City Hall in the 1906 earthquake. He has fulfilled numerous leadership roles in the hotel industry and has been recognized by Mayor Brown, Mayor Newsom, and Mayor Lee for his involvement in serving the community. Ralph was awarded the Hotel Hero Lifetime Achievement Award in the category of Hotel Executive in 2007 and the Peter Goldman Award of Excellence in 2010.

In addition to his 11 years of service on the CBD's Board of Directors, Ralph always volunteered his time in the community for the betterment of San Francisco and has always wanted to see Mid Market successful for all businesses.



Ralph Lee with Mayor Ed Lee



Kevin Carroll with the Hotel Council of San Francisco and San Francisco Supervisor Jane Kim



San Francisco Supervisor Matt Haney and Group i's Joy Ou congratulate Ralph Lee at the Golden Brick Award ceremony in December.



Ralph Lee 2015

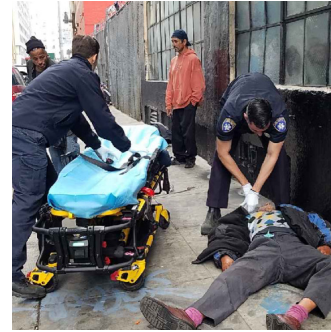
## STATS



**5,592**  
Graffiti Tags  
Removed



**40,678**  
Linear Feet of  
Sidewalk Pressure  
Washed Quarterly



**614**  
Social Service  
Interventions

**854**  
Human/Animal  
Waste Clean-Ups



## ASSESSMENT METHODOLOGY

The method of apportioning benefit to parcels within the District reflects the proportional special benefit assigned to each property from the District services, activities and improvements based upon the various property characteristics for each parcel. Each parcel's linear street frontage, lot square footage, building square footage, and use have been used as the primary assessment variables for the benefit point calculation and assignment of parcel factors. Details of the annual assessment calculation are in the District Management Plan at [midmarketcbd.org](http://midmarketcbd.org)

## QUARTERLY RECAPS

Staff produces Quarterly Recaps highlighting service statistics, information, news, events and achievements in and around the District. These comprehensive recaps are sent via email to stakeholders and are available online at [midmarketcbd.org/resources/recaps](http://midmarketcbd.org/resources/recaps). Visit this portion of the site to also see what properties were featured in the 2018 "District Beauty" section. To submit a photo for recognition in future District Beauty sections of the Recaps please send it via email with a title to: [info@midmarketcbd.org](mailto:info@midmarketcbd.org)

INCOME	BUDGET	ACTUAL
Assessments	\$1,462,796.00	\$1,463,364.92
Non-Assessment/ Fundraising/In-Kind/ Interest	\$442,813.70	\$460,270.95
Total Income	\$1,905,609.70	\$1,923,635.87

EXPENSE	BUDGET	ACTUAL
Cleaning & Maintenance	\$440,966.40	\$440,522.07
Public Safety	\$484,224.88	\$477,244.98
Management and Economic Development	\$479,688.74	\$440,767.35
Non-Assessment Expense: Fundraising/ In-Kind Expense	\$442,414.22	\$443,338.73
Total Expense	\$1,847,294.24	\$1,801,873.13

ASSETS	ACTUAL
Cash and Cash Equivalents	\$1,844,834.30
Accounts Receivable	\$133,266.89
Security Deposits	\$2,590.00
Total Assets	\$1,980,691.19

LIABILITIES	ACTUAL
Accounts Payable	\$124,155.40
Accrued Expenses	\$85,298.58
Deferred Revenue	\$897,214.59
Total Liabilities	\$1,106,668.57

NET ASSETS	ACTUAL
Unrestricted	\$874,022.62
Total Liabilities & Net Assets	\$1,980,691.19

CARRY OVER	ACTUAL
Contingency & Reserve	\$595,713.67
Net Assets	\$278,308.95
Total Carry Over	\$874,022.62

## FINANCIALS





## Board of Directors

**Philip Gerrie**

SF Friends Meeting House

**David Harrison**

Patson Company

**Sara McGhie**

Alonzo King LINES Dance Center

**Shelley Orlando**

Hudson Pacific Properties

**Dipak Patel**

Property Owner

**Kyle Pickett**

Property Owner

**Jim Sangiacomo**

Trinity Properties/Trinity Management

**Matt Semmelhack**

Mercer Restaurant Group

**Brian Smith**

Huckleberry Bicycles

**Jane Weil**

Resident

**Bill Whitfield**

Shorenstein Realty

901 Market Street, Suite 490 | San Francisco, CA 94103 | (415) 957-5985 | info@midmarketcbd.org | midmarketcbd.org

**BENCHMARK 1:** Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

SA 66 - Central Market		2018								
Service Category/Budget Line	Management Plan Budget	Management Plan Budget	Amt. from Gen. Benefit (if applicable)	% of Budget	CY 2018 BUDGET	General Benefit Dollars	CY 2018 ASSESSMENT BUDGET	% of Budget	Variance	Source
SA 66 - Central Market CBD - Public Safety		\$ 431,382.73		35.20%	\$ 484,224.88			33.09%	-2.11%	
SA 66 - Central Market CBD - Cleaning and Maintenance		\$ 352,000.00		28.72%	\$ 440,966.40			30.14%	1.41%	
SA 66 - Central Market CBD - Management and Economic Development		\$ 300,885.66		24.55%	\$ 479,688.74			32.78%	8.23%	
SA 66 - Central Market CBD - Contingency and Reserve		\$ 141,165.24		11.52%	\$ 58,315.46			3.99%	-7.53%	
					\$ -					
					\$ -					
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ 1,225,433.63</b>		<b>100.00%</b>	<b>\$ 1,463,195.48</b>	<b>\$ -</b>	<b>\$ -</b>	<b>100.00%</b>		

**BENCHMARK 2:** General Benefit Requirement

3.68%

Revenue Sources	CY 2018 Actuals	% of actuals	Source
Assessment Revenue	\$ 1,463,365.00		
<b>Total Assessment (Special Benefit) Revenue</b>	<b>\$ 1,463,365.00</b>	<b>76.08%</b>	
Contributions and Sponsorships	\$ 18,425.00	0.96%	
Grants	\$ 117,246.00	6.10%	
Fees for Service	\$ 324,185.00	16.85%	
Other	\$ 222.00	0.01%	
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$ 460,078.00</b>	<b>23.92%</b>	
<b>Total</b>	<b>\$ 1,923,443.00</b>	<b>100.00%</b>	

**BENCHMARK 3:** Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

SA 66 - Central Market		CY 2018											
Service Category/Budget Line	CY 2018 Budget	Amount from Assessment	Amt. from Gen. Benefit (if applicable)	% of Budget (Assessment)	% Budget (Total Budget)	Actuals	Amount from Assessment	Amount from General Benefit	% of Actuals (Assessment)	% of Actuals (Total Budget)	Variance (Assessment)	Variance (Total Budget)	Source
SA 66 - Central Market CBD - Public Safety	\$ 484,224.88			33.09%	33.09%	\$ 464,462.00			31.67%	31.67%		-1.43%	
SA 66 - Central Market CBD - Cleaning and Maintenance	\$ 440,966.40			30.14%	30.14%	\$ 393,120.00			26.80%	26.80%		-3.33%	
SA 66 - Central Market CBD - Management and Economic Development	\$ 479,688.74			32.78%	32.78%	\$ 514,826.00			35.10%	35.10%		2.32%	
SA 66 - Central Market CBD - Contingency and Reserve	\$ 58,315.46			3.99%	3.99%	\$ 94,251.00			6.43%	6.43%		2.44%	
	\$ -					\$ -							
	\$ -					\$ -							
<b>TOTAL</b>	<b>\$ 1,463,195.48</b>			<b>100.00%</b>	<b>100.00%</b>	<b>\$ 1,466,659.00</b>			<b>100.00%</b>	<b>100.00%</b>			

**BENCHMARK 4:** Whether CBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

CY 2018 Carryover Disbursement	\$ -	Source	Spenddown Timeline
FY 2018 Assessment Carryover	\$ 10,579.82		
Previous Years Assessment Carryover	\$ 131,378.85		
	\$ -		
<b>Total</b>	<b>\$ 141,958.67</b>		