

CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT NEWSLETTER AND REPORT



WHAT'S INSIDE:

CASTRO ST. IMPROVEMENT
PROJECT AND CBD FUNDED
ELEMENTS
CASTRO AMBASSADORS
CASTRO CARES
RETAIL STRATEGY
CLEANING CHARTS/GRAPHS

DISPATCH#
STAY IN TOUCH WE NEED
YOUR EMAIL ADDRESS
BOARD OF DIRECTORS
WEBSITE
FINANCIALS

- NEIGHBORLY
- NEW AND
- NOTEWORTHY

Castro/Upper Market CBD
584 Castro St. #336
San Francisco, CA 94114



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castrocbd.org
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CASTRO CARES: ADDRESSING QUALITY OF LIFE IN THE CASTRO & UPPER MARKET

Castro Cares Under the leadership of the Castro/Upper Market Community Benefit District, a coalition of neighborhood groups is bringing additional, dedicated resources to the Castro/Upper Market from the San Francisco Department of Public Health (SFDPH), the San Francisco Police Department (SFPD), and the Patrol Special Police.

The initiative began with the placement in the Castro of Homeless Outreach Team workers, funded by the SFDPH, to connect those living on the streets with services. When the full initiative rolls out over the coming year, **Castro Cares** will fund additional dedicated overtime SFPD officers, plus Patrol Special Police Officers and homeless outreach services.

Castro Cares is the result of an effort by a coalition of neighborhood groups, organizations and businesses working with District 8 Supervisor Scott Wiener, who successfully championed for \$100,000 per year in city start-up funds for two years. An additional city grant for \$15,000 was secured and the CBD committed another \$15,000. A private fundraising campaign began in December has raised \$30,000. Our goal is to raise an additional \$200,000 for this year.

Members of the neighborhood coalition include:

- Castro/Upper Market Community Benefit District,
- Castro/Eureka Valley Neighborhood Association,
- Castro Community on Patrol,
- Most Holy Redeemer Catholic Church,
- Duboce Triangle Neighborhood Association,
- Hartford Street Neighbors,
- Collingwood Street Neighbors,
- St. Francis Lutheran Church,
- Safeway,
- Castro Merchants,
- SF Department of Public Health
- SF Police Department, Mission Station.



The overall goal of **Castro Cares** is to improve the quality of life for those living on the street and for those who live, work, and play in the Castro/Upper Market. When fully funded, the program will provide a range of homeless related social services and additional, dedicated law enforcement to core affected areas in the CBD boundaries. Levels of service will be scaled back or up depending on the amount of funds raised. Donations are actively being solicited.

To learn more about Castro Cares or to donate go to: www.castrocares.org or call the CBD at 415-500-1181.



Castro Cares Team
Photos courtesy of Rick Gerharter

TRASH & LITTER CLEAN UP

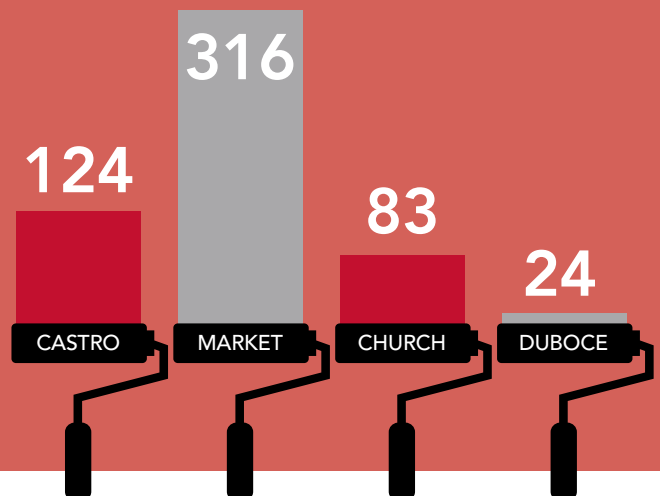
365 DAYS A YEAR



TRASH BAGS A MONTH

GRAFFITI REMOVAL

BY STREET (2013-2014)



LOOKING FORWARD

Clean & Safe, will continue as the Castro CBD's top priorities. The Castro CBD clean team will continue to sweep the sidewalks and gutters, daily, the linear frontage of every parcel in the district, remove graffiti from public and private property, steam clean quarterly and steam clean urgent hot spots.

The CBD will continue to collaborate with other businesses in the district to fund **Patrol Special Police**. The CBD's contributions help to fund the SF Patrol Special Police patrolling the district

- Sunday – Wednesday
4:00 p.m. – 1:00 a.m.
- Thursday – Friday
4:00 p.m. – 3:00 a.m.



Pedestrian safety, particularly on upper Market Street will be a top priority for the Castro/Upper Market Community Benefit District over the next few years. The Castro CBD has taken a leadership role; working with the neighborhood associations and SF MTA to develop much needed pedestrian safety improvements on Market Street.

GRAFFITI REMOVAL

The Castro CBD removes graffiti for free in the district. If you would like the CBD to remove graffiti from your property in the Castro, please go to www.castrocdb.org/index.php/our-services/graffiti-removal to sign up, or call the Castro CBD at 415-500-1181.

Castro/Upper Market CBD Dispatch #415-402-0522

THANKS!

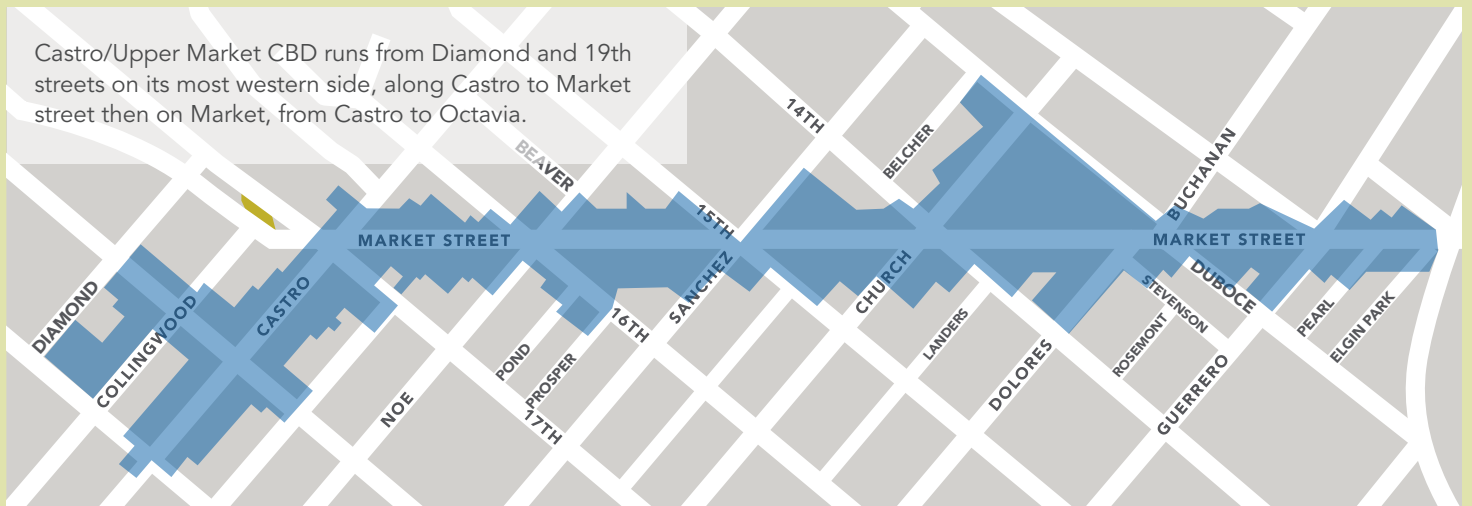
Donors to the Castro & Upper Market Retail Strategy: The Apothecarium, Angus McCarthy, Brian Spiers Development, Castro/Eureka Valley Neighborhood Association (EVNA), Castro Merchants (formerly MUMC), Duboce Triangle Neighborhood Association (DTNA), Forest City Development, Office of Economic & Workforce Development (City of SF), Prado Group, Supervisor Scott Wiener's Office, Strada Development.

Coldwell Banker Real Estate: Donated office and meeting room space to the Castro/Upper Market Community Benefit District for four years!

Orphan Andy's: Special thanks to Dennis Ziebell and Bill Pung, co-owners of Orphan Andy's. Dennis and Bill have volunteered with gardening, maintenance and other issues. Thank you!

CASTRO / UPPER MARKET CBD DISTRICT

Castro/Upper Market CBD runs from Diamond and 19th streets on its most western side, along Castro to Market street then on Market, from Castro to Octavia.



FINANCIALS

STATEMENT OF ACTIVITIES Year Ended June 30, 2014

SUPPORT & REVENUE

Assessment revenue	\$437,441
Contributions	120,170
Fiscal agent revenue	1,963
In-kind rent and facility use	6,000
In-kind services	10,300
Interest income	593
Total Support and Revenue	\$576,467

EXPENSES

Program	\$507,381
General and administrative	85,082
Fundraising	5,376
Total Expenses	\$597,839

Change in Net Assets	(\$21,372)
Net Assets, beginning of year	\$476,076
Net Assets, end of year	\$454,704

STATEMENT OF FINANCIAL POSITION June 30, 2014

ASSETS

Current Assets

Cash and cash equivalents	\$469,921
Accounts receivable	1,435
Assessments receivable	37,125
Grants receivable	75,000
Prepaid expenses	6,990
Total Assets	\$590,471

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable	\$10,118
Accrued expenses & other payable	3,789
Pledge payable	121,860
Total Liabilities	\$135,767

Net Assets

Unrestricted	\$ 364,491
Temporarily restricted net assets	\$90,213
Total net assets	\$454,704
Total liabilities and net assets	\$590,471

JULY 2014 – JUNE 2015 BUDGET

REVENUES

Assesment Revenue	\$508,920
Grants & Fundraising	50,000
Other & Interest	600
Total Revenue	\$559,520

EXPENSES

PROWSO- Public Rights of Way & Sidewalk Operations- Cleaning & Safety	\$334,800
District Identity, Streetscape Improvement & Economic Vitality	70,730
Administration	78,343
Grant & Fund Expenses	153,400
Total Expenses	\$637,273

Change in Carryforward Funds	(\$77,753)
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ENDING CARRYFORWARD (ESTIMATE)

Service Area Funds & Contingency	\$80,247
Six Months Cash Flow	253,814
Total Ending Carryforward Funds	\$334,061

ASSESSMENT METHODOLOGY

The Castro/Upper Market CBD is funded through an annual assessment on the property in the district. Castro/Upper Market CBD assessments are based on the following factors:

- Linear frontage
- Lot/Parcel size
- Building square footage
- Building use

The methodology used to calculate assessment fees is detailed in the Castro/Upper Market CBD Management District Plan which can be found on the Castro CBD's website at: www.castrocbd.org/images/about/CBD_Mgmt_Plan_Rev_FY_06-07_1.pdf.

Each assessed property with the linear frontage, building square footage and lot size is listed on the Castro CBD website

at: www.castrocbd.org/images/about/LotMeasurements_website_2014.pdf.

This information is provided to the Castro/Upper Market CBD from the S. F. 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 S.F.Assessors Office at 415-554-5596 or email: assessor@sfgov.org The Castro/Upper Market Community Benefit District's Management Plan can be found on the CBD's website at: www.castrocbd.org/images/about/CBD_Mgmt_Plan_Rev_FY_06-07_1.pdf.

For questions about the Management Plan, please contact the Castro/Upper Market CBD at 415-500-1181.

Property Value	FY 2014-15 Annual Cost
Linear Frontage	10.205100/lf
Building Square Footage (Use Categories A,B)	0.12939200/sf
Lot/Parcel Size	0.0919600/sf

Building Use Categories

Use Code	Description of Use
A	Retail space, hotels, motels, visitor related
B	Office and Commercial uses, free standing parking structures
C	Industrial/Manufacturing/Distribution
D	Institutional (City, County, School, public utility, parks, etc.)
E	Church, non-profit, tax-exempt
F	Residential multi-unit housing, apartments, condos
G	Residential single family housing units

CASTRO STREET IMPROVEMENT PROJECT

It's 2015 and the Castro Street Improvement Project is complete! Thank you to all the merchants, residents and neighbors who lived through the construction. The new Castro Street is one which reflects the current best practices in urban design, with wider sidewalks, a narrower street, 63 trees, bulb-outs, leaning posts, bike racks, and themed streetscape improvements. It is pedestrian centric, encouraging people to be out and about, to linger, meet friends at a sidewalk café and generally bring a positive vibe to the street.

Rainbow crosswalks, the Castro History Walk, and LED celebratory lighting are all elements of the new Castro Street, funded by the Castro/Upper Market Community Benefit District and being enjoyed by all. Planning on a city funded major improvement project to the Castro Commercial District, the CBD board of directors put aside funds to pay for

additional beautification efforts, on top of the baseline funds that would be provided by the city. The city funded Castro Street Improvement Project provided just this opportunity.

Decorative crosswalks, LED celebratory lighting and markers to note the history of the neighborhood were beautification elements supported by the community, but not within the city's budget for the project. The Castro/Upper Market CBD board of directors approved \$121,860 to fund these three elements. A community input process was developed resulting in the rainbow crosswalks at 18th and Castro Streets and the Castro History Walk. The Castro History Walk documents the history of the Eureka Valley beginning with the era of the indigenous Yelamu people through recent years, when the Castro became world-renowned as a beacon for LGBT freedom.



Rainbow crosswalks



Castro History Walk



LED celebratory lighting

CASTRO & UPPER MARKET RETAIL STRATEGY

Launched in July 2014, the primary aim of the Retail Strategy project is to address the existing high vacancy rate and develop an actionable plan to fill new ground floor retail in a manner that enables the commercial corridor to thrive while preserving its unique character. It also aims to ensure a high quality of life for area residents, while maintaining international draw as a tourist destination.

The Castro/Upper Market commercial corridor is the second most active business district in San Francisco, with high pedestrian activity and draw as both a tourist destination and a "gay mecca." Its retail vacancy rate of 6.9%, however, is much higher than the City's 3.8% average. New large-scale construction projects, adding over 30,000 square feet of new ground floor space, threaten to push the neighborhood's retail vacancy rate even higher.

To address the concern around vacancy, the Retail Strategy was created as a collaborative effort by the **Castro/Upper Market Community Benefit District (CBD)**, the **Duboce Triangle Neighborhood Association (DTNA)**, the **Castro/Eureka Valley Neighborhood Association (EVNA)**, and

Castro Merchants (CM). The Castro CBD contributed \$15,000 plus \$5,200 in-kind staff support. The remaining \$67,000 was raised through outside non-assessment dollars from the support of the organizations identified above plus local developers, the Office of Supervisor Scott Wiener and the S.F. Office of Economic & Workforce Development.

The project has been collecting data from residents, visitors, merchants, property owners and brokers, plus collecting data from other publicly available sources. The final work of the Retail Strategy will be presented to the community in June 2015. To learn more about the project visit: www.castroretail.com.



What do you want in the Castro?

CASTRO AMBASSADORS HELP 24,000 VISITORS

In its four seasons, a total of 24,033 visitors have been helped by the Castro CBD's volunteer Castro Ambassadors. These committed volunteers can be spotted at Castro and Market with their blue ambassador T-shirts providing information about the Castro to visitors from all over the world. The program provides information in six different languages besides English. You can imagine the delight in the faces of visitors from mainland China when we hand them The Best of The Castro in Chinese! Dan Esparza, volunteer ambassador coordinator, shared, "Visitors from other countries are surprised and delighted when they learn we have information for them in their native language. So few visitor information programs in the U.S. provide the breadth of languages that we do, and we're all volunteers!" This past summer the Castro Ambassadors helped 7,233 visitors from all over the globe.

Our goal is to help 35,000 visitors by the end of the 2015 ambassador season (May – October). We need your help to do this. Join the Castro Ambassadors. It's fun, easy and you get to meet a great group of neighbors who enjoy sharing their love for the Castro with people from all over the world. Go to <http://www.castrocbd.org/index.php/our-services/castro-ambassador> to learn more and sign up or email info@castrocbd.org.



Castro Ambassadors

STAY IN TOUCH WITH THE CBD!

CURRENT BOARD OF DIRECTORS

OFFICERS: Scott James, *President*; Alan Lau, *Treasurer*; Pauline Scholten, *Secretary*

AT LARGE MEMBERS: Joel Bubeck, Jim Laufenberg, Wendy Mogg, Tim Patriarca, Pat Sahagun, Gustavo Serina

EXECUTIVE DIRECTOR: Andrea Aiello

Castro/Upper Market CBD Board of Directors meetings are open to the public and are held at 6:00 p.m. on the second Thursday of each month at 501 Castro St., 2nd floor (above the Bank of America) For information on all Castro/Upper Market CBD meetings see the CBD website at: www.castrocbd.org.

JOIN OUR EMAIL LIST

Go to www.castrocbd.org/index.php/component/chronofoms/?chronofom=JoinList

Neighborhood updates are sent out monthly.



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