



Annual Report
July 1, 2011 — June 30, 2012

Narrative
&
Financials

OCEAN AVENUE ASSOCIATION (OAA)
SERVICES PLAN WITH ANNUAL REPORT FY 2011-2012

Narrative of Work Performed FY 2011-12

This is the first Annual Report submitted by the Ocean Avenue Association community benefit district. The OAA was formed effective December 2010. Its first full fiscal year was for the period from July 1, 2010, through June 30, 2011. Although the OAA received assessment revenue for this first fiscal year, it did not commence active operations until July 2011, and did not submit an annual report for its first fiscal year. The OAA anticipates that its contract with the City will be amended to exempt the OAA from the filing requirement for this first fiscal year.

Public Rights of Way and Sidewalk Operations; Public Safety

Cleaning and Public Realm Management Services includes 2 CleanScapes staff members and weekly walk through with Supervisor covering the district 6 days a week. The services they perform include

- Sweeping sidewalks, muni-boarding islands, and maintaining an inviting environment in the district.
- Graffiti removal within 24 hours of notification.
- Regularly scheduled steam cleaning sidewalks and muni-boarding islands.
- Spot pressure washing.
- Topping off city trash cans.
- Weeding tree wells.
- Painting city poles.
- Removal of illegally posted notices on light poles and other street furniture.
- Wiping down street furniture.
- Reporting and monitoring illegally dumped items, large and small, deposited on the sidewalk.

Public Safety Services

This fiscal year, the OAA began working with San Francisco Safe to address safety issues impacting businesses within the district and begin the formation of a Business Watch. The Public Safety Committee was also formed and meets quarterly. The Executive Director reports incidents and other information to the Ingleside and Taraval Police Departments as they occur.

District Identity and Streetscape Improvements

- Hired consulting firm, lowercase productions, to develop a logo, branding campaign, website and online newsletter.
- Partnered with the OMI Community Collaborative and the Ocean View Library on a community wide banner initiative to brand the neighborhood

and district as a whole. 80 Ocean Avenue Association banners going up on Ocean Avenue at the end of July 2012. Logo completed and website to be launched in August.

- Organized over 30 volunteers to assist with holiday decorations on Ocean Avenue.
- Worked with DPW and Lick Wilmerding High School to identify locations for the annual neighborhood spruce up. The small triangle parcels at Geneva and Phelan ramps were weeded and wood chipped.
- Reported 5 broken or damaged curbs and 4 broken or damaged utility covers to DPW. Curbs were fixed; utility covers are still in process.
- Reported 8 large trees in need of pruning to DPW, also causing safety issues because they were blocking street lights. All reported trees were pruned.
- Applied for a Mayor's Office of Economic and Workforce Development Community Development Block Grant for 2012-2013. Awarded \$30,000 for business technical assistance, attraction and retention.
- Applied for a Community Challenge Grant in the Spring of 2012 to begin streetscape process for Ocean Avenue. This grant application was not funded.
- A Beautification Committee was appointed and meets monthly to discuss and plan streetscape improvements to the district.
- OAA is committed to Economic Vitality; the board is supportive of attracting new businesses to the district. The Executive Director will launch a "Neighborhood Planning" campaign in early 2012-2013. Successes to date include:
 - Working with OEWD to attract Champa Garden to Ocean Avenue.
 - Providing additional small business resources to existing businesses, many of whom are planning to make significant changes to business model.
 - Completion of two façade improvement projects.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contract and management plan.
- Work on organizational development issues including long term goals for the CBD.

- Work on fundraising activities which bring additional, outside resources to the CBD.
- Ensure compliance with the California Brown Act.
- Collaborated with community organizations to address issues in the community and raise awareness about the transition on Ocean Avenue.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Developing website, e-newsletter, and online branding campaign.
- Increase and improve upon communication between CBD Board and property owners.
- Publish CBD mid-year and Annual Report.
- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Streetscape, Public Safety, Executive, and Finance.
- Work with the City on quality of life issues.

Fundraising

Total funds raised through outside dollars, in-kind services and volunteer services = \$34,200.

- \$30,000 received from OEWD for general operating support and small business assistance.
- \$3000 general fundraising events.
- \$1,000 for Fiscal Sponsorship for Movies in McCoppin Park.
- \$200 ADP credit.
- In-kind donations include office space, electricity, internet from Lick Wilmerding High School at 31 Howth Street \$400/month x 6 months = \$2,400
- Total of 6 hrs of volunteer service provided by 20 volunteers on December 15, 2011 at a value of \$14/hr. = \$2,240.

Services Plan for FY 2011-12

Public Rights of Way and Sidewalk Operations; Public Safety

- The OAA bid out the cleaning contract in June 2011 and awarded the contract to Curb Appeal. The contract was terminated in December and rebid due to increase in service needs. The contract was re-bid and awarded to CleanScapes. Services provided include 2 CleanScapes workers covering the district 6 days a week. The services they perform include:
 - Sweeping sidewalks and public plazas and maintaining an inviting environment in the district.
 - Graffiti removal within 24 hours of notification.
 - Regularly scheduled pressure washing of sidewalks and muni-boarding islands.
 - Spot pressure washing.
 - Topping off city trash cans.
 - Weeding tree wells.
 - Painting city poles and other street furniture.
 - Reporting and monitoring pick-up large items deposited on the sidewalk as trash.

Public Safety Services

- The OAA intends to organize a Business Watch and continue to work with S.F. Police Department.
- Other security/safety issues which may arise.

District Identity and Streetscape Improvements

- CBD Board will identify a streetscape improvement/beautification project over the next several months.
- Work with DPW on the installation of pedestal news racks through out the district in order to replace the existing news racks.
- Work with MTA, PUC and community groups on the Phelan and Ocean Community Garden and provide feedback regarding the Phelan Loop project.
- Install 80 OAA banners through out the district, remove the existing frayed banners.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contract and management plan.

- Work on organizational development issues including long term goals for the CBD.
- Work on fundraising activities which bring additional, outside resources to the CBD.
- Ensure compliance with the California Brown Act.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Continue to update website.
- Increase and improve upon communication between CBD Board and property owners.
- Publish CBD Annual Report.
- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Streetscape, Services, Board Development, Executive, and Finance.
- Work with the City on quality of life issues.

Description of changes to the district boundaries, parcels or assessment calculations

- No changes.

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Accrual Basis

Ocean Avenue Association
Profit & Loss
July 2011 through June 2012

	<u>Jul '11 - Jun 12</u>
Ordinary Income/Expense	
Income	
40000 · Assessment Revenue	
40100 · Current FY CBD Assessment	188,084.44
40200 · Prev FY CBD Assessment Carry	147,237.06
40210 · Prior Year Assessment Refund	-9,785.74
Total 40000 · Assessment Revenue	<u>325,535.76</u>
41000 · Other Revenue	
41100 · Donations	
41120 · Individ, Business Contributions	4,000.00
Total 41100 · Donations	<u>4,000.00</u>
42000 · Grants	
42200 · Government Grants	37,628.23
Total 42000 · Grants	<u>37,628.23</u>
44000 · Miscellaneous Income	200.06
41000 · Other Revenue - Other	9,000.00
Total 41000 · Other Revenue	<u>50,828.29</u>
Total Income	<u>376,364.05</u>
Expense	
50000 · Management and Operations	
50100 · Exec Dir Salary via Assessment	58,333.30
50110 · ED Payroll Tax via Assessment	5,028.82
50140 · Transportation Benefits	149.00
50200 · Interim ED	5,760.00
50300 · Accounting Fees	1,400.00
50310 · Bookkeeping	1,055.00
50400 · Office Supplies	1,210.48
50500 · Postage, Mailing Service	240.00
50600 · Telephone, Telecommunications	350.00
50700 · Licensing, Permits, Filing Fees	25.00
50800 · Insurance - Liability, D and O	3,895.68
50810 · Workers' Comp Insurance	393.75
50820 · Dues and Subscriptions	980.65
Total 50000 · Management and Operations	<u>78,821.68</u>
51000 · Cleaning, Maintenance & Safety	
51100 · Sanitation and Graffiti Removal	102,673.63
Total 51000 · Cleaning, Maintenance & Safety	<u>102,673.63</u>

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Accrual Basis

Ocean Avenue Association
Profit & Loss
July 2011 through June 2012

	<u>Jul '11 - Jun 12</u>
52000 · Marketing and Beautification	
52100 · Graphic Designer	1,705.00
52110 · Website Designer	731.25
52300 · Beautification	6,589.40
52500 · Banners	14,451.00
52600 · Translator	15.00
52700 · Printing and Copying	159.59
52720 · Advertising	450.00
52800 · Special Events	8,751.57
Total 52000 · Marketing and Beautification	<u>32,852.81</u>
54000 · Grants and Awards	
54200 · Grants to Other Organizations	3,300.00
Total 54000 · Grants and Awards	<u>3,300.00</u>
Total Expense	<u>217,648.12</u>
Net Ordinary Income	<u>158,715.93</u>
Net Income	<u><u>158,715.93</u></u>

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Accrual Basis

Ocean Avenue Association
Balance Sheet
As of June 30, 2012

	<u>Jun 30, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Chase Checking	135,694.73
Total Checking/Savings	135,694.73
Accounts Receivable	
10100 · Accounts Receivable	25,021.20
Total Accounts Receivable	25,021.20
Total Current Assets	160,715.93
TOTAL ASSETS	<u>160,715.93</u>
LIABILITIES & EQUITY	
Equity	
30000 · Opening Balance Equity	2,000.00
Net Income	158,715.93
Total Equity	160,715.93
TOTAL LIABILITIES & EQUITY	<u>160,715.93</u>

Ocean Avenue Association
Budget for FY July 1, 2011 - June 30, 2012
(Year 2)

INCOME				
	BUDGET	ACTUAL (as of 3/31/12)	VARIANCE	
Assessment Revenue				
Current Year Assessment	239,578.00	106,972.24	-132,605.76	
Prior Year(s) Assessment	239,578.00	147,237.06	-92,340.94	
Prior Year(s) Assessment Refund	0.00	-9,785.74	-9,785.74	
Subtotal Assessment Revenue	479,156.00	244,423.56	-234,732.44	
Other Revenue				
Donations	2,420.00	0.00	-2,420.00	
Fees	0.00	200.06	200.06	
Fundraisers	0.00	0.00	0.00	
Prior Year(s) Other Revenue	2,420.00	3,000.00	580.00	
Subtotal Other Revenue	4,840.00	3,200.06	-1,639.94	
Grants				
Grants-Government (OEWD)	30,000.00	0.00	-30,000.00	
Grants-Foundations	0.00	0.00	0.00	
Subtotal Grants	30,000.00	0.00	-30,000.00	
Total Income	513,996.00	247,623.62	-266,372.38	
EXPENSES				
	BUDGET	ACTUAL (as of 3/31/12)	VARIANCE	MDP BUDGET RATIO
Management & Operations (M&O)				
Executive Director Salary	31,123.00	31,123.00	0.00	
Payroll Taxes	5,685.00	3,851.75	1,833.25	
Subtotal of M&O Payroll	36,808.00	34,974.75	1,833.25	
Interim ED	5,760.00	5,760.00	0.00	
Accounting Fees	5,700.00	0.00	5,700.00	
Bookkeeping	2,500.00	1,015.00	1,485.00	
Office Supplies	1,500.00	912.79	587.21	
Postage, Mailing Services	820.00	0.00	820.00	
Telephone, Telecommunications	600.00	200.00	400.00	
Licenses, Permits, Filing Fees	500.00	25.00	475.00	
Dues and Subscriptions	1,020.00	678.65	341.35	
Insurance - Liability, D&O	4,000.00	1,256.68	2,743.32	
Workers Compensation Insurance	550.00	262.50	287.50	
Intern	3,242.00	0.00	3,242.00	
Subtotal of M&O Non Payroll	26,192.00	10,110.62	16,081.38	
Subtotal M&O	63,000.00	45,085.37	17,914.63	26.0%
Cleaning, Maintenance, & Safety				
Sanitation and Graffiti Removal	115,000.00	75,307.06	39,692.94	
Maintenance	8,000.00	0.00	8,000.00	
Security	2,000.00	0.00	2,000.00	
Subtotal Cleaning & Maintenance	125,000.00	75,307.06	49,692.94	51.7%
Marketing & Beautification				
Graphic Designer	5,000.00	0.00	5,000.00	
Website Designer	7,500.00	731.25	6,768.75	
Photography	750.00	0.00	750.00	
Beautification	5,000.00	0.00	5,000.00	
Webhosting	150.00	0.00	150.00	
Banners	7,500.00	0.00	7,500.00	
Translator	100.00	15.00	85.00	
Printing and Copying	2,500.00	0.00	2,500.00	
Newsletter	100.00	0.00	100.00	
Advertising	3,000.00	750.00	2,250.00	
Program Supplies / Decorations	3,000.00	0.00	3,000.00	
Special Events	9,058.00	3,150.00	5,908.00	
Subtotal Marketing & Beautification	43,658.00	4,646.25	39,011.75	18.0%
Contingency & Reserves				
Contingency and Reserves	10,340.00	0.00	10,340.00	
Subtotal Contingency & Reserves	10,340.00	0.00	10,340.00	4.3%
Supplemental Non-OAA Expenses				
Executive Director Salary	27,210.00	9,710.31	17,499.69	
Payroll Taxes	2,790.00	0.00	2,790.00	
Subtotal Supplemental Expenses	30,000.00	9,710.31	20,289.69	
Total Expenses	241,998.00	134,748.99	107,249.01	100.0%
Net Income	271,998.00	112,874.63	159,123.37	