





# YERBA BUENA IT'S ALL HERE

YBCBD ANNUAL REPORT 2017-2018









## IT'S ALL HERE

Dear Friends and Neighbors,

People from all walks of life who live, work and visit here create our colorful canvass. Yerba Buena is teeming with prominent cultural institutions, renowned architecture and flowering gardens. Unique places to dine, shop and play are the norm. Diverse businesses, educational organizations and artistic groups cultivate original thinking. According to a recent report from San Francisco Travel, 3 of San Francisco's top 20 visitor attractions are in Yerba Buena: the San Francisco Museum of Modern Art, Yerba Buena Gardens and The Contemporary Jewish Museum, which reinforces the importance of caring for our neighborhood.

We are focused on sustaining what's great about our neighborhood and addressing urban challenges to ensure a better future. The YBCBD's body of work is wide-ranging, but remains principally focused on providing clean and safe services beyond what is done by the city. During the year, we added members to our Clean Team and Community Guides, funded more hours for our San Francisco Police Department bike patrol officer and hired a second Social Service Specialist to compassionately address the needs of the street population. Our teams do an incredible job each year to remove graffiti, sweep sidewalks, address quality of life issues, assist visitors, merchants and residents, and much more.

In addition to our focus on clean and safe services, the YBCBD continued to implement streetscape improvements, public safety enhancements and neighborhood marketing and community engagement programs. For example, we debuted two major works of public art, partnered with property owners to ease vehicle congestion at street corners and funded nine new Bigbelly "smart" receptacles to reduce litter. Thousands attended Yerba Buena Night, our free showcase of music, art, dance and performance. Our Community Benefit Fund provided grants to 17 projects and events that help to celebrate and improve our neighborhood.



And this year, our first Community Excellence Awards exemplified how fortunate we are to have staff, a volunteer board of directors and committee members, and community members who care deeply about the neighborhood. Thank you to all who participate in making a difference in Yerba Buena.

Looking ahead, we will remain diligent in all that we do to improve Yerba Buena. That includes continuing to participate on committees to promote neighborhood interests such as the SFPD Southern Station Community Police Advisory Board, Yerba Buena Gardens Conservancy Board, Tourism Improvement District Board and the Better Market Street Community Advisory Committee. We will complete an update to our Street Life Plan for streetscape improvements, add more Bigbelly receptacles and update our neighborhood website to better connect our community to neighborhood events and offerings. Finally, as part of our large body of work, we will debut a new campaign to create awareness of the rich tapestry of Yerba Buena's places, culture and energy. In all that we do, we will use the funds entrusted to the organization responsibly.

Thank you for your support of the YBCBD and participation in making Yerba Buena the city's most captivating neighborhood. We're excited about the year ahead.



Sincerely,

Candace Sue Chair, YBCBD Board of Directors





#### **OUR MISSION**

"Advance the quality of life for residents and visitors in the Yerba Buena Neighborhood and San Francisco on an ongoing basis by fostering a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of our economic base."

Yerba Buena is a thriving hub of cultural charisma, entrepreneurship, and diversity. The area bustles with more than 400 shopping, dining and entertainment venues, world-class museums, convention space, hotels, and educational institutions. Technology companies, retailers and culinary artists incubate the next big thing. Senior housing blends with live/work lofts, family homes and condominiums.

The YBCBD achieves its mission by working as partners with the community. We were formed in 2008 and renewed in 2015 for a 15-year period by district property owners and the San Francisco Board of Supervisors. Our services and programs supplement city services and cover the area of Second to Fifth and Market to Perry streets.

#### SERVICES AND PROGRAMS

**CLEAN TEAM.** Our team sweeps and steam-cleans sidewalks, removes graffiti, picks up litter, and responds to immediate neighborhood cleaning needs every day 6 a.m.-9:30 p.m.

**SFPD PATROL AND SAFETY.** On top of existing police services, the YBCBD funds an SFPD bike patrol officer to keep us safer – 12 hours a day, 7 days a week. We also implemented and continue to develop pedestrian safety and traffic enforcements initiatives to make it safer for everyone to traverse the neighborhood.

**COMMUNITY GUIDES.** Our Guides not only assist people in the neighborhood by directing visitors to local businesses, they contact our dispatcher to have areas cleaned and report safety issues, and help those in need — every day 6 a.m.-midnight.

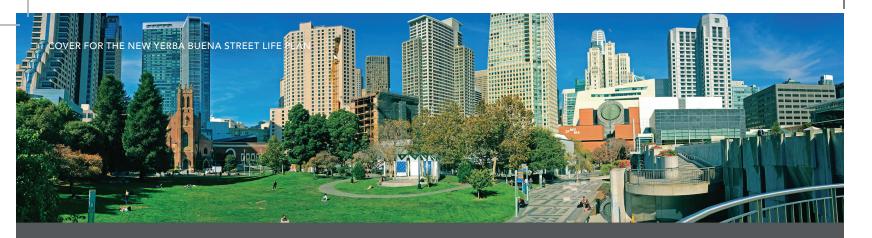
**SOCIAL SERVICES SPECIALIST.** We added a second specialist in 2018 to compassionately connect people living on our neighborhood streets to available services.

**MARKETING & EVENTS.** We promote Yerba Buena with websites, events, social media, street banners, and more to keep our economic engine humming.

**COMMUNITY BENEFIT FUND.** We give grants to neighborhood nonprofits that support family programs, public art projects and cultural exhibits, and public safety.

**STREETSCAPE IMPROVEMENTS.** We fund streetscape programs – large and small — to improve our public spaces with artful bike racks, seating, alley and crosswalk designs, public art, and more.

**YOU CAN HELP!** Anyone can report neighborhood cleanliness and non-emergency issues to YBCBD's dispatcher by calling (415) 543-9223, texting (415) 559-1362, and emailing dispatch@ybcbd.org, using our free mobile app, YBCBD Assist, or on our website, www.YBCBD.org.



## YERBA BUENA STREET LIFE PLAN 2019 AN EVOLUTION

YERBA Bu<sub>e</sub>na

YERBA BUENA COMMUNITY BENEFIT DISTRICT

## 2017-2018 HIGHLIGHTS

#### **BECAUSE IT'S ALL HERE...**

#### WE ADDED CORE SERVICES

In 2018, we added two more members to our Clean Team. We also hired a second Social Service Specialist. The YBCBD is the only Community Benefit District in San Francisco to have Social Service Specialists dedicated to addressing the complex needs of its street population. Our specialists spend time building relationships, establishing trust, and helping individuals navigate the complex system of city services available to help them. During the past year, because of our approach, more than 700 people accepted referrals to support services.

#### **WE CLEAN**

Our yearlong tally of services is noteworthy. The YBCBD Clean Team responded to more than 1,741 requests for extra sidewalk sweeping, steam cleaning and spot cleaning; removed more than 5,385 graffiti tags, stickers and flyers; addressed more than 173 overflowing trashcans and 300 instances of illegal dumping; and picked up more than 323,750 pounds of trash from district streets. Nearly 20,000 syringes were removed from neighborhood streets and sidewalks. We received more than 63,200 service requests over the past year online, using mobile phones and other tools.

#### WE WELCOME

Our Community Guides conducted nearly 3,391 meet and greets with merchants and residents and assisted visitors, merchants, and residents with directions, neighborhood advice, cleanliness and safety issues, and more.

#### WE GIVE BACK

Each year, we provide grants to nonprofits and residences in the neighborhood that support our mission. Grants support public art, community engagement, streetscape improvements, and public safety enhancements. Since 2008, we've granted more than \$1.3 million to neighborhood organizations.

#### WE IMPROVE STREETSCAPES

We implement public projects determined by the community, both large and small, to improve our pedestrian experience, alleys, streets, and open spaces. In 2018, we will complete an update to our Yerba Buena Street Life Plan to guide efforts to improve our streetscape. During the last year, we finalized a new design and secured funding to improve the plaza at Market and north Annie streets. Two major public art pieces were installed. More distinctive, YBCBD-designed bike racks were installed, bringing the total number we've produced to 240.

#### WE PROMOTE

We promote the neighborhood and its many offerings as a cultural destination. Our annual Yerba Buena Night celebrates our cultural heartbeat. We initiated a monthly Hidden San Francisco Walking Tour to engage visitors and residents in learning about the neighborhood's history and attractions. We produce a monthly newsletter, promote an events calendar, post on social media and hand out maps with information about businesses and attractions. Last year, we redesigned YBCBD. org to make it more user friendly. In the year ahead, we will be improving VisitYerbaBuena.org, our website of neighborhood offerings and events. In 2019, we will debut a new campaign to brand the neighborhood to reinforce all of the reasons people love Yerba Buena and in support of the many places and events to enjoy.

#### WE REPRESENT

We serve on advisory panels to promote the neighborhood's interests such as: the SFPD Southern Station Community Police Advisory Board; Yerba Buena Gardens Conservancy Board; Tourism Improvement District Board; Better Market Street Community Advisory Committee; Clean Civil Sidewalks Coalition; CleanSafe365 Coalition; San Francisco CBD Consortium; and Yerba Buena Culture Cabinet.







### **BUDGET + BALANCE SHEET**

#### JULY 2017-JUNE 2018 ACTUALS

INCOME	ACTUALS	BUDGET	OVER/(UNDER BUDGET)
Assessments	\$3,055,597.00	\$3,004,913.00	\$50,684.00
Fundraising/In-Kind	\$266,222.00	\$173,300.00	\$92,922.00
Interest Income	\$16,247.00	\$1,000.00	\$15,247.00
TOTAL INCOME	\$3,338,066.00	\$3,179,213.00	\$158,853.00
EXPENSES	ACTUALS	BUDGET	OVER/(UNDER BUDGET)
Management & Operations	\$378,666.00	\$406,392.00	\$(27,726.00)
Cleaning & Streetscape Improvements	\$867,838.00	\$1,578,061.00	\$(710,223.00)
Safety & Security	\$1,285,727.00	\$1,471,376.00	\$(185,649.00)
Branding, Activation & Marketing	\$458,378.00	\$498,274.00	\$(39,896.00)
Fiscally Sponsored Projects	\$115,941.00	-	\$115,941.00
Contingency	-	-	-
TOTAL EXPENSES	\$3,106,550.00	\$3,954,103.00	\$(847,553.00)
NET INCOME/(CARRYOVER USED)	\$231,516.00	\$(774,890.00)	\$1,006,406.00

#### JULY 2017–JUNE 2018 BALANCE SHEET

#### ASSETS

Cash in Bank	\$4,495,210.00
Accounts Receivable, Net	\$112,599.00
Other	\$333,446.00
TOTAL ASSETS	\$4,941,255.00

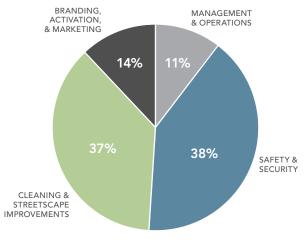
LIABILITIES	
Accounts Payable	\$528,852.00
Other Liabilities	\$22,697.00
TOTAL LIABILITIES	\$551,549.00
TOTAL NET ASSETS (CARRYOVER)	\$4,389,706.00
TOTAL LIABILITIES & NET ASSETS	\$4,941,255.00

#### JULY 2018-JUNE 2019 BUDGET

INCOME	
Assessments	\$3,049,986
Fundraising/In-Kind	\$206,241
Interest Income	\$7,500
Carryover Used	\$990,134
TOTAL INCOME	\$4,253,861

#### **EXPENSES**

Management & Operations	\$473,002
Cleaning & Streetscape Improvements	\$1,564,785
Safety & Security	\$1,623,158
Branding, Activation, & Marketing	\$592,916
TOTAL EXPENSES	\$4,253,861



FY2018-2019 BUDGET

#### PROJECTED CARRYOVER DISBURSEMENT

CARRYOVER	AS OF 6.30.18	BUDGETED FOR FY19	BUDGETED FOR FUTURE YEARS
Management & Operations	\$1,182,488.00	\$108,602.00	\$1,073,886.00
Cleaning & Streetscape Improvements	\$1,961,012.00	\$701,962.00	\$1,259,050.00
Safety & Security	\$707,302.00	\$109,773.00	\$597,529.00
Branding, Activation, & Marketing	\$192,177.00	\$69,797.00	\$122,380.00
Fiscally Sponsored Projects	\$33,872.00	-	\$33,872.00
Other Projects	\$1,500.00	-	\$1,500.00
Capital Assets	\$311,355.00	-	\$311,355.00
TOTAL	\$4.389.706.00	\$990.134.00	\$3.399.572.00

### AREA MAP OF THE YERBA BUENA COMMUNITY BENEFIT DISTRICT

Yerba Buena bustles with world-class museums, shopping, dining, convention space, hotels, and educational institutions. Senior housing blends with live/work lofts and condominiums.

New district boundaries shown here were approved as part of the YBCBD renewal, but generally remain the same as before. The district includes parcels from Second to Fifth streets and Market to Perry streets. Specific changes to YBCBD's boundaries are in the District Management Plan at www.YBCBD.org.



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## ASSESSMENT METHODOLOGY AND CALCULATION

The YBCBD is funded through an annual assessment from district property owners. A new methodology for annual assessments was approved as part of the district renewal. The calculation for each property assessment is based on a formula that weighs the benefit of the YBCBD's services for all types of properties in the district.

The formula assigns values to Land Use, Benefit Zone, Linear Street Frontage, and Building Square Footage to determine benefit points for each parcel. The parcel benefit point total is then multiplied by \$9.38 based on the FY16-17 YBCBD Budget to calculate the assessment.

For example, a commercial property (Land Use, 4) in Benefit Zone 1 (Zone Factor, 1.5) that has 50 feet of linear frontage (Linear Frontage, 50) and 5,000 building square footage (Building Factor, 2) would calculate their assessment as follows:

[(Linear Frontage + Building Factor) x Zone Factor] x Land Use = Total # of Benefit Points

 $[(50 + 2) \times 1.5] \times 4 = 300$  Benefit Points

300 x \$9.38 = \$2,814.00 Total Assessment

As a result, properties like hotels, office buildings, museums and retailers with substantial street frontage, higher volumes of pedestrian traffic and more overall building square footage have different assessments than residential units because they benefit more from the YBCBD's services. Details of the annual assessment calculation are in the District Management Plan at www.YBCBD.org.



#### PHOTO CREDITS

Front Cover

upper right) Terilyn teverson Photography upper left) Peter Bartelme

<mark>Inside Cover</mark> (upper left) Mariah Tiffany (lower left) Terilyn Steverson

Photography
Page 4

Tage 4 Terilyn Steverson Photography

Page 6 (left) Terilyn Steverson Photography (right) Paula Poortinga

Page 8
Design by Creative:Mint

Page 11 Richard Ciccarone

Page 12 (upper left) Peter Bartelme (upper right) Terilyn Steverson Photography (lower) Amanda Lee

Page 13 (right) Dorka Keehn

Page 14
Terilyn Steverson
Photography

Page 18

Back Cover Terilyn Steverson Photography

#### YBCBD BOARD OF DIRECTORS

BOARD CHAIR

Candace Sue, SFMTA

BOARD VICE CHAIR Scott Rowitz, YBCA

SECRETARY/TREASURER

John Noguchi, The Moscone Center

#### **BOARD MEMBERS**

Laurel Arvanitidis, Resident
Catherine Bartels, Bloomingdale's
Noah Bartlett, SFMOMA\*\*
James Gordon, St. Regis Hotel & Residences
Michelle Delaney, 111 Minna Gallery
John Elberling, TODCO\*
Lynn Farzaroli, Tourism Improvement District
Kristin Gonsar. Millennium Partners

Helen Han, Boston Properties
Linda Harrison, Museum of the African Diaspora\*\*

Peter Hartman, Resident
Jon Kimball/Clif Clark, The Palace Hotel
Kerry King, The Contemporary Jewish Museum
Lisa Kirvin, Renaissance Entrepreneurship Center
Lawrence Li, SPUR

Frank Miskus, Brookfield Office Properties Misty Rasche, B Restaurant & Bar\* Richard Rendon, VA Community-Based Outpatient Clinic

Gail Ringer, Kilroy Realty
Wilfred Selvaraj, Resident
Dan Soine, University of the Pacific/Dugoni
School of Dentistry

**Christopher Sullivan/Shelly Robb,** San Francisco Marriott Marquis

Micah Tell, The Keystone\*\*

Steven Vargas/Don Harms, InterContinental Hotel Brennan Zerbe, Hearst Corporation

#### YBCBD COMMITTEES

Audit, Community Benefit Fund, Executive, Finance, Marketing, Nominating, Services, Streets & Public Space

#### YBCBD STAFF

Cathy Maupin, Executive Director
Neal Patel, Associate Executive Director
Constance Cavallas, Director of Neighborhood
Services & Projects
Richard Ciccarone, Events & Administrative Manager

#### COMMUNITY SUPPORT

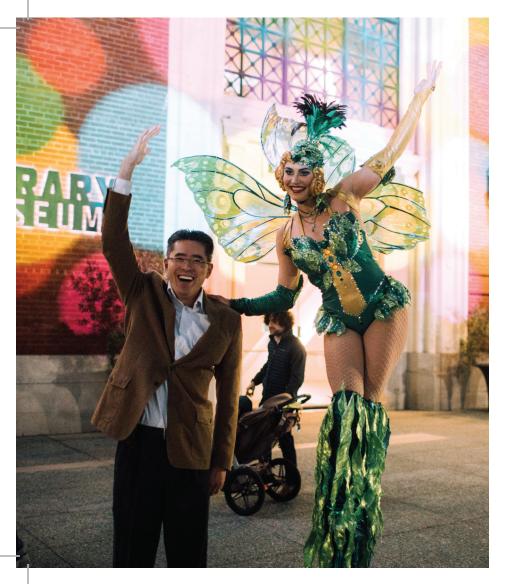
The YBCBD would like to thank the individuals and organizations below for their financial contributions and in-kind support. Their generosity allowed us to exceed our fundraising goals and improve the district.

111 Minna Street Gallery, Bloomingdale's, Brookfield Office Properties, California Historical Society, Julie Chase, Contemporary Jewish Museum, Drusie Davis Family Fund, Hearst Corporation, Impark, MJM Management Group, Cathy Maupin, Millennium Partners, The Moscone Center, Red Door Coffee, RiskPress Foundation, Gustavo Ramos Rivera, San Francisco Media Company, San Francisco Marriott Marquis, SFMOMA, San Francisco Travel Association, SFMTA, SPUR, St. Regis Hotel, Tasmin Smith, Ms. Susan Swig, Word Cave, Yerba Buena Center for the Arts, Yerba Buena Gardens Festival

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<sup>\*</sup>Officer/Director term ended January 2018

\*\*Officer/Director term started January 2018





5 Third Street, Suite 914 San Francisco, CA 94103

T 415.644.0728
E info@ybcbd.org

W www.ybcbd.org

#### **IMPORTANT NUMBERS AND LETTERS**

#### YBCBD DISPATCH:

There are five ways to report cleanliness and non-emergency safety issues to our dispatcher.

**PHONE:** 415-543-9223

EMAIL: dispatch@ybcbd.org

**TEXT:** 415-559-1362 **ONLINE:** www.YBCBD.org

MOBILE APP: YBCBD Assist for iPhones and Androids

Contact us for non-emergency services, public area cleaning and maintenance issues, and social services outreach.

**EMERGENCY SERVICES:** Call 9-1-1

Learn more about YBCBD programs and services at www.ybcbd.org and about neighborhood offerings and happenings at www.visityerbabuena.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 96 - Yerba Buena		,			FY 2017-18								
Service Category/Budget Line	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	FY 201	17-18 Budget		eral Benefit Dollars		FY 2017-18 essment Budget	% of Budget	Variance	Source
SA 96 - Yerba Buena CBD - Cleaning and Streetscape Improvements	\$ 1,281,665.91	\$ 65,108.63	\$ 1,216,557.28	40.66%	\$ 1	1,578,061.00	\$	80,165.50	\$	1,497,895.50	39.91%	-0.75%	
SA 96 - Yerba Buena CBD - Safety and Security Program	\$ 1,024,744.40	\$ 52,057.02	\$ 972,687.38	32.51%	\$ 1	1,471,376.00	\$	74,745.90	\$	1,396,630.10	37.21%	4.70%	
SA 96 - Yerba Buena CBD - Branding, Activation, and Marketing Program	\$ 434,614.14	\$ 22,078.40	\$ 412,535.74	13.79%	\$	498,274.00	\$	25,312.32	\$	472,961.68	12.60%	-1.19%	
SA 96 - Yerba Buena CBD - Management and Operations	\$ 410,811.64	\$ 20,869.23	\$ 389,942.41	13.03%	\$	406,392.00	\$	20,644.71	\$	385,747.29	10.28%	-2.76%	
Contingency and Reserve	\$ -	\$ -	\$ -	0.00%	\$	-	\$	-	\$	-	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$	-	\$	-	\$	-	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$	-	\$	-	\$	-	0.00%	0.00%	
TOTAL	\$ 3,151,836.09	\$ 160,113.27	\$ 2,991,722.82	100.00%	\$ 3	3,954,103.00	\$	200,868.43	\$	3,753,234.57	100.00%		

BENCHMARK 2: General Benefit Requirement

5.08%

Revenue Sources	FY 2	017-2018 Actuals	% of actuals	Source
Assessment Revenue	\$	3,055,597.00		
Total Assessment (Special Benefit) Revenue	\$	3,055,597.00	91.54%	
Contributions and Sponsorships	\$	266,222.00	7.98%	
Grants	\$	-	0.00%	
Donations	\$		0.00%	
Interest Earned	\$	16,247.00	0.49%	
Earned Revenue	\$	-	0.00%	
Other	\$	-	0.00%	
Total Non-Assessment (General Benefit) Revenue	\$	282,469.00	8.46%	
Total	\$	3,338,066.00	100.00%	

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

	ten the budget amout and actual expenses within a fiscal year was within 10 percentage points														
SA 96 - Yerba Buena							FY 2017-18								
Comice Cotegomy/Budget Line	FY 2017-18 Budget	Amoun	t from	Amount from General	% of Budget	% Budget (Total	Actuals	A	mount from	Amount from	% of Actuals	% of Actuals	Variance	Variance (Total	Source
Service Category/Budget Line	F1 2017-18 Budget	Assess	ment	Benefit	(Assessment)	Budget)	Actuals	P	Assessment	<b>General Benefit</b>	(Assessment)	(Total Budget)	(Assessment)	Budget)	Source
SA 96 - Yerba Buena CBD - Cleaning and Streetscape															
Improvements	\$ 1,578,061.0	0 \$ 1,49	7,895.50	\$ 80,165.50	39.91%	39.91%	\$ 867,838.00	\$	823,701.03	\$ 44,136.97	29.17%	27.94%	-10.74%	-11.97%	
SA 96 - Yerba Buena CBD - Safety and Security Program	\$ 1,471,376.0	0 \$ 1,39	6,630.10	\$ 74,745.90	37.21%	37.21%	\$ 1,285,727.00	\$	1,205,857.65	\$ 79,869.35	42.70%	41.39%	5.49%	4.18%	
SA 96 - Yerba Buena CBD - Branding, Activation, and Marketing															
Program	\$ 498,274.0	0 \$ 47	2,961.68	\$ 25,312.32	12.60%	12.60%	\$ 458,378.00	\$	435,092.55	\$ 23,285.45	15.41%	14.76%	2.81%	2.15%	
SA 96 - Yerba Buena CBD - Management and Operations	\$ 406,392.0	0 \$ 38	5,747.29	\$ 20,644.71	10.28%	10.28%	\$ 378,666.00	\$	359,429.77	\$ 19,236.23	12.73%	12.19%	2.45%	1.91%	
Contingency and Reserve	\$ -	\$	-	\$ -	0.00%	0.00%	\$ -	\$	-	\$ -	0.00%	0.00%	0.00%	0.00%	
SA 96 - Fiscally Sponsored Projects	\$ -	\$	-	\$ -	0.00%	0.00%	\$ 115,941.00	\$	-	\$ 115,941.00	0.00%	3.73%	0.00%	3.73%	
0	\$ -	\$	-	\$ -	0.00%	0.00%	\$ -	\$	-	\$ -	0.00%	0.00%	0.00%	0.00%	
TOTAL	\$ 3,954,103.0	<b>0</b> \$ 3,75	3,234.57	\$ 200,868.43	100.00%	100.00%	\$ 3,106,550.00	\$	2,824,081.00	\$ 282,469.00	100.00%	100.00%			

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

FY 2017-2018 Carryover Disbursement	\$	4,389,706.00	Source	Spenddown Timeline
General Benefit Project				
General Benefit Project 1	\$	33,872.00	Sites Unseen	FY18-19
General Benefit Project 2	\$	1,500.00	Other Projects	FY18-19
General Benefit Project 3	\$			
General Benefit Project 4	\$			
	\$	-		
	\$			
	\$	-		
General Project Total	\$	35,372.00		
Special Assessment Project				
SA 96 - Yerba Buena CBD - Cleaning and Streetscape	\$	1 001 012 00		b., FV2.4
Improvements	Þ	1,961,012.00		by FY24
SA 96 - Yerba Buena CBD - Safety and Security Program	\$	707,302.00		by FY24
SA 96 - Yerba Buena CBD - Branding, Activation, and Marketing Program	\$	192,177.00		by FY24
SA 96 - Yerba Buena CBD - Management and Operations	\$	1,182,488.00		by FY24
Contingency and Reserve	\$	-		
Capital Assets	\$	311,355.00		
Special Project Total	\$	4,354,334.00		
Total Designated Amount for FUTURE YEARS	\$	4,389,706.00		