



Ocean Avenue Association Community Benefit District

Resolution of Intention



SAN FRANCISCO
OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

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OAA History [Renewal Focus]

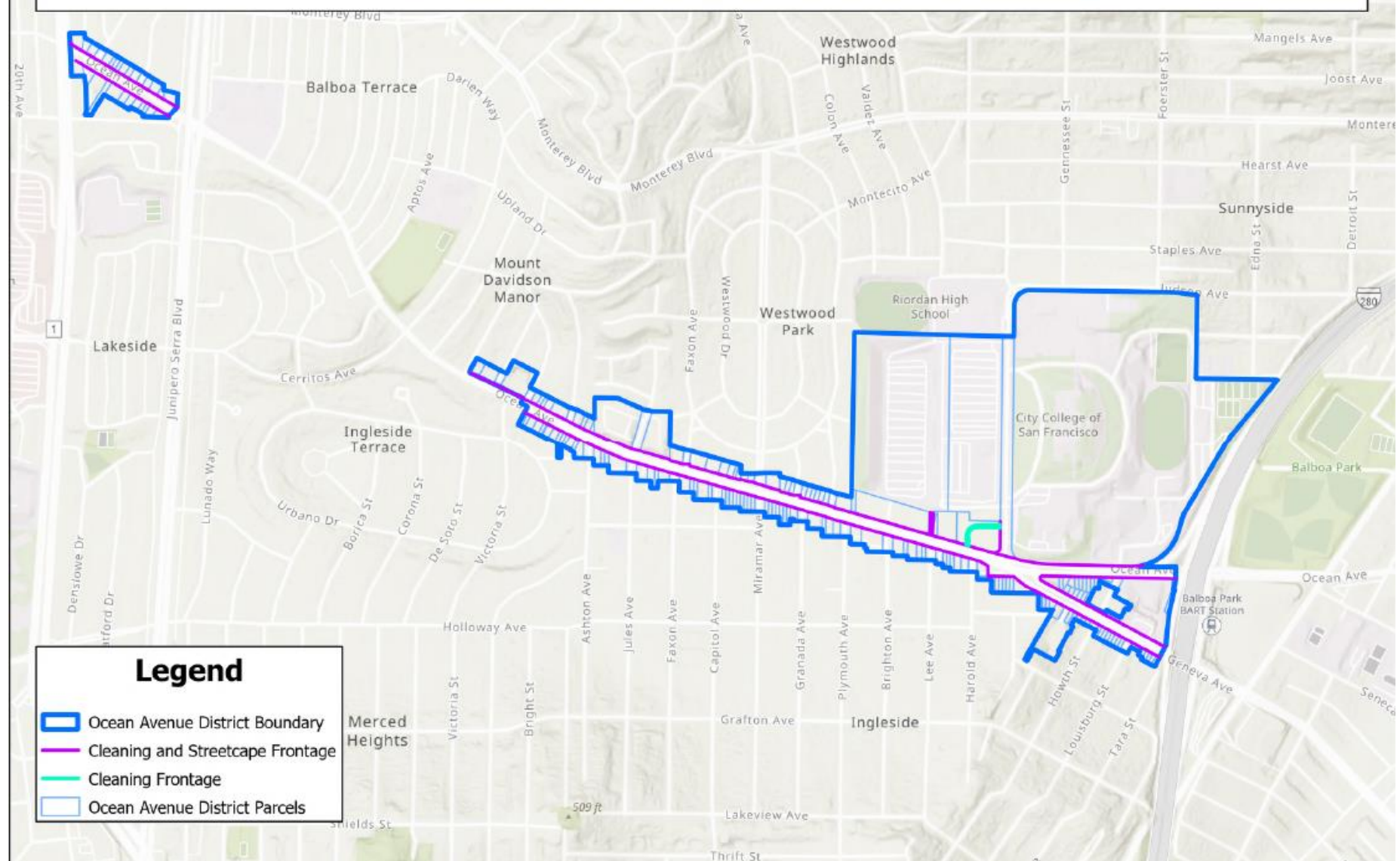
- **January 2011:** Ocean Avenue Association (OAA) commences services.
- **January 2021:** OAA Strategic Plan Finalized (*Recommended and funded by OEWD*)
 - Designed to provide a roadmap to fix systemic and structural issues in preparation for 2025 renewal | Though this plan spurred some corrective action from OAA, progress was slow.
- **June 2021 – 2022:** Based on slow progress and constituent concerns with organization's compliance with their management (and at the request of Supervisor Melgar) – OEWD planned to utilize budget to have Office of the Controller audit the organization in FY 22–23.
- **June 2023:** Report released finding Controller's Office produced 19 recommendations for OEWD to ensure OAA improved its control environment.
- **July 2024:** Per report-out from OEWD, Controller's Office confirmed close-out of 19 recommendations.
- **June 2024 – Current:** Ongoing outreach throughout the corridor around renewal including survey deployment, OAA-hosted open houses, merchant mixers and door-to-door information sharing.



Renewal Process

- 30% threshold reached in **March 2025**
- Resolution of Intention submitted and goes through legislative process [*authorizes the special balloting procedure*] **[Current Phase]**
- Ballots go out to ratepayers [**May 23, 2025**]
- Special ballot procedure ends [**July 8, 2025**]
- Services commence [**1st Quarter of 2026**]

Ocean Ave CBD - Cleaning & Streetscape Frontages



Basic Information – Proposed OAA Renewal

CBD Name	Type	Assessment Budget	Total Budget	# of whole/partial blocks	# of parcels	Expires
Ocean Avenue Association	Property-based	\$479,581.00	\$515,000.00	33	339	2040

Expenditures	Total Budget	% of Budget
Cleaning & Maintenance	\$200,850.00	39.00%
Streetscape Improvements & Beautification	\$139,050.00	27.00%
Marketing & Economic Development	\$113,300.00	22.00%
Management & Operations	\$61,800.00	12.00%
Total Expenditures	\$515,000.00	100.00%
Revenues		
Assessment Revenues	\$479,581.00	93.12%
Other Revenues	\$35,419.00	6.88%
Total Revenues	\$515,000.00	100.00%



Thank you!

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