

CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT FINAL REPORT JULY 1, 1011- June 30, 2012

List of Assessments for New Fiscal Year by Parcel

Submitted previously in a separate document.

Services Implemented for FY 2011-12

Public Rights of Way and Sidewalk Operations

- The Castro CBD put its cleaning and maintenance services out to bid this fall. Bid announcements were sent to ten companies including one non-profit organization. Five proposals were received. A committee of the Board reviewed the proposals and interviewed the top applicants. As a result of this process, the Castro CBD has changed its cleaning/maintenance contractor. The new contractor, 1st Building Maintenance began on February 1, 2012.
- The services performed include: Daily sweeping of sidewalks and gutters 365 days/year; spot power washing; calling in debris dumped; extra cleaning support after street events; quarterly steam cleaning; and dispatch service.
- Develop evaluation tool for cleaning services.

Public Safety Services

- The Castro CBD continues to work closely with the neighborhood organizations, and residents around issues of homelessness, and night time entertainment.
- Contract with S.F. Patrol Special Police to specifically patrol the Harvey Milk and Jane Warner plazas and the public restroom on Market St. in front of Safeway. The hours are: 4:00 p.m. – 1:00 Sunday – Wednesday and 4:00 p.m. – 3:00 a.m. Thursday – Saturday.
- The Castro CBD attends Castro After Dark meetings.

District Identity and Streetscape Improvements

- Castro CBD continues to maintenance Harvey Milk Plaza and Jane Warner Plaza. This includes organizing volunteers to maintain both plazas.
- Volunteers continue to make significant contributions to maintain Jane Warner Plaza. This includes assistance in gardening, cleaning, and furniture maintenance. Core volunteers include Orphan Andy's, The Café, and nearby residents.
- Herth Real Estate on Castro St. works closely with the Castro CBD in organizing monthly clean-up days at Harvey Milk Plaza (HMP). On average 4-5 volunteers turn out for these monthly clean-up days.
- Contracted with construction company and landscaper to build and plant 3 new concrete planters at Jane Warner Plaza.
- Sponsored live performances in Jane Warner Plaza.
- Branded live performances with new logo and other collateral; Live! In The Castro.

- Negotiated an agreement for dedicated community meeting space with developer at 376 Castro St. This community meeting space would be jointly managed by the Castro CBD, Eureka Valley Neighborhood Association and the Duboce Triangle Neighborhood Association.
- Castro Ambassadors continues for its second year. Castro Ambassadors are volunteers trained to greet and welcome tourists and visitors into the neighborhood. Ambassadors have developed Castro specific handouts, directions and maps and use these to assist tourists.
- Developed branding collateral for Castro Ambassadors including new uniforms, banners, etc.
- The Castro CBD developed parklet criteria/guidelines to assist Board members in evaluating parklet proposals.
- Flower basket fundraising activities for the year raised close to \$8000.
- Update CBD Facebook page, Twitter feed and website.

Administrative and Corporate Operations

- Developed new logo for Castro/Upper Market CBD and began rolling out branding.
- Ensure functioning of CBD and compliance with City contract and management plan.
- Ensure compliance with the California Brown Act.
- Recruited five new board members to Board of Directors.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Continue to update website.
- Held Board planning session to review and develop goals and objectives for the Executive Director.
- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Streetscape, Services, Land Use, Board Development, Executive, Economic Vitality and Finance.

Services Planned for FY 2012-13

Public Rights of Way and Sidewalk Operations; Public Safety

- Finalize cleaning services evaluation tool and work with 1st Building Maintenance to implement tool.
- Monitor contract with 1st Building Maintenance to ensure compliance with contract.
- Finalize blog or other mechanism to post monthly cleaning reports
- Develop uniforms for clean team workers that clearly brand the Castro CBD.
- Promote CBD Dispatch Services throughout the district.
- Continually monitor the security services and challenges in the district and meet with the key community stakeholders, report on issues to the CBD Services Committee.
- Communication with SFPD on a regular basis.

- Participate in planning for Pink Saturday and Gay Pride 2013.

District Identity and Streetscape Improvements

- CBD to work on public art in the district.
- CBD will continue to make improvements as necessary in Jane Warner Plaza.
 - New planters
 - New gates for proper closure
 - Possible public art
- CBD will continue to work with MTA on the 14th St. bulb out.
- CBD will participate in holiday decorations in the district.
- Work with City and community on changes to Harvey Milk Plaza.
- Continue to activate Jane Warner Plaza with Live! In The Castro performances.
- CBD will continue to organize volunteers to help maintain Jane Warner Plaza and Harvey Milk Plaza.
- Through the Land Use Committee, CBD will continue to work closely with neighborhood organizations, property owners and developers on land use issues.
- CBD will continue to work with volunteers in the district on the flower basket campaign.
- Castro Street Sidewalk Widening project – collaborate with City and advocate as necessary for implementation.
- Develop new website and keep updated.
- Continue Castro Ambassadors, including recruiting and training new ambassadors.
- Develop economic vitality strategies, possibly including art in vacant store fronts, needs assessment or related activities, events/performances.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contract and management plan.
- Ensure compliance with the California Brown Act.
- Recruit and train new board members to Board of Directors.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Develop campaign to educate property owners about the CBD; conduct special outreach efforts to Safeway, other large property owners and new developers.
- Develop management agreement for community space at 376 Castro St.

CHANGES TO THE DISTRICT BOUNDARIES

None

Castro/Upper Market Community Benefit District, Inc.
Profit & Loss
 July 2011 - June 2012

	Total
Income	
4000 Contributed Support	
4010 Special Benefit Assessments	
4011 Special Benefit Assessment Income	432,600.04
Total 4010 Special Benefit Assessments	\$ 432,600.04
4020 Individual/Business Contributions	200.00
4210 Corporate/Business Grants	9,000.00
Total 4000 Contributed Support	\$ 441,800.04
4025 Non-Profit Income	720.00
4035 Flower Basket donations	11,039.21
5000 Earned Revenues	
5310 Interest Earned	786.09
Total 5000 Earned Revenues	\$ 786.09
Total Income	\$ 454,345.34
Gross Profit	\$ 454,345.34
Expenses	
7000 Program Services Expense	1,457.50
7010 Contracts--Street Cleaning	230,408.75
7020 Contracts--Police Patrol Services	12,578.93
7030 District ID/Streetscape Improvements	22,945.37
7050 Grants to Other Organizations	1,648.00
Total 7000 Program Services Expense	\$ 269,038.55
7025 Ambassador Program	7,973.64
7035 Flower Baskets	8,779.75
7060 Street entertainment	3,740.00
7200 Salaries & Wages	
7210 Officer & Director Salaries	84,000.00
Total 7200 Salaries & Wages	\$ 84,000.00
7500 Other Personnel Expenses	
7510 Fundraising Fees	70.54
7520 Accounting Fees	6,900.00
7530 Legal & Professional Fees	5,000.15
7560 Administrative Services	3,338.28
Total 7500 Other Personnel Expenses	\$ 15,308.97
8100 Non-Personnel Expenses	41.31
8105 Bank Service Charges	3.00
8130 Equipment/PO Box Rental	354.50
8140 Insurance--General Liability	300.00
8145 Licenses, Permits, Fees	95.00
8150 Mailing Services	463.01
8155 Office Supplies	305.90

8160 Postage and Shipping	116.16
8170 Printing and Copying	2,453.61
8180 Supplies & Materials	101.25
8185 Telephone	729.49
8190 Website/Internet Expense	4,852.50
Total 8100 Non-Personnel Expenses	\$ 9,815.73
8200 Occupancy Expenses	
8210 Rent, Parking or Other Occupancy	100.00
Total 8200 Occupancy Expenses	\$ 100.00
8300 Travel & Meeting Expenses	
8330 Parking/Tolls	6.00
8340 Conferences, Meetings, Conventions	1,456.29
Total 8300 Travel & Meeting Expenses	\$ 1,462.29
8350 Entertainment Meals	25.55
8500 Miscellaneous Expenses	65.04
8505 Advertising/Promotional	589.50
8510 Board Meeting Expense	150.00
8520 Insurance--Non-Employee	1,550.00
8530 Computer Services	269.46
Total 8500 Miscellaneous Expenses	\$ 2,624.00
8550 Other Miscellaneous Service Cost	750.00
Total Expenses	\$ 403,618.48
Net Operating Income	\$ 50,726.86
Other Expenses	
9990 Contingency/Reserve	0.00
Total Other Expenses	\$ 0.00
Net Other Income	\$ 0.00
Net Income	\$ 50,726.86

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Castro/Upper Market Community Benefit District, Inc.
Balance Sheet
As of June 30, 2012

	Total
ASSETS	
Current Assets	
Bank Accounts	
1020 Checking Accounts	
1021 Cash in Bank--WFB Ckg	9,246.82
1022 Cash in Bank--SB&T Ckg	1,000.00
1023 Cash in Bank--BA Ckg	1,000.00
Total 1020 Checking Accounts	\$ 11,246.82
1030 Cash in MM/CDs	
1031 Cash in Bank--WFB MM	286,727.17
1032 Cash in Bank--SB&T MM	14,710.62
1033 Cash in Bank--BA CD	110,839.82
	412,277.61
Total 1030 Cash in MM/CDs	\$ 412,277.61
	\$ 423,524.43
Accounts Receivable	
1040 Assessments Receivable	64,940.87
1060 Grants Receivable	
1061 MOEWD Grant	0.00
1063 SF Study Center Ped Safety Grant	0.00
Total 1060 Grants Receivable	\$ 0.00
Total Accounts Receivable	\$ 64,940.87
Other Current Assets	
1095 Prepaid Expenses	0.00
1096 Prepaid Insurance	0.00
Total Other Current Assets	\$ 0.00
Total Current Assets	\$ 488,465.30
TOTAL ASSETS	\$ 488,465.30
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	28,254.13
Total Accounts Payable	\$ 28,254.13
Other Current Liabilities	
2040 Deferred Assessments	0.00
2080 Deferred Grant Income--Restricted by Use	
2081 MOEWD Grant	0.00
2083 Pedestrian Safety Grant	0.00
Total 2080 Deferred Grant Income--Restricted by Use	\$ 0.00
2098 Loan Payable--Board Members	0.00
Total Other Current Liabilities	\$ 0.00
Total Current Liabilities	\$ 28,254.13

Total Liabilities	\$ 28,254.13
Equity	
3800 Unrestricted Net Assets - Prior Years	409,484.31
Net Income	<u>50,726.86</u>
Total Equity	\$ 460,211.17
TOTAL LIABILITIES AND EQUITY	\$ 488,465.30

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				Annual Budget			
				Castro/Upper Market CBD			
				7/1/12 - 6/30/13			
INCOME							
Assesments				420,343			
Interest				600			
					420,943		
EXPENSES							
District Identity Streetscape Improvement/Economic Vitality						19%	
% Contract ED Time 38%		31,970					
Streetscape Imprvmt		10,000					
Website		5,000					
Postage/Printing		4,000					
Promotions*		8,500					
Plaza Maintenance		6,000					
Castro Ambassadors		10,000					
					75,470		
Cleaning & Security/Safety						68%	
% of Contract ED Time 38%		31,970					
Cleaning		238,150					
Safety		15,300					
					285,420		
Administration						8%	
% of Contract ED Time 24%		20,060					
Admin Labor		1,600					
Other Admin. Costs**		12,505					
					34,165		
Contingency						6%	
Unanticipated expenses		4,815					
Economic Vitality undetermined		15,000					
uncollected assessments		6,073					
					25,888		
Total Operating Budget Expenses					420,943		
Net Assets as of 6/30/11					409,485		
Draft Net Assets for FY 2011-12 Only					30,310		
Draft Total Net Assets as of 6/30/12					439,795		
Mandatory Reserves					-165,000		
Contract for Renewal					-70,000		
JWP Upgrade: Planter, gateway, other					-64,485		
Strtsce. Improve, other, flower baskets					-30,000		
Public Art					-80,000		
Cleaning & Security					-30,310		
					0		

DETAILS								
* Promotions:								
	concerts/other	5000		** Other Administrative Costs				
	holidays/MUMC	2000		Insurance		1,850		
	Annual Party	1000		Travel		50		
	Castro St. Fair	500		Supplies		200		
	Total	8500		Telephone		840		
				Wireless Access		0		
				PO Box		300		
				Software		270		
				Legal		3500		
				Accounting		4000		
				Board Meeting Rm		300		
				Licenses and Fees		95		
				Community Partner		1,100		
						12,505		