



JAPANTOWN

COMMUNITY BENEFIT DISTRICT

FY 21 - 22 Annual Report





JapantownSF™

Taste & Experience the Culture of Japan

The Mission of the JCBD

Through economic business development for property owners and merchants, beautification of public spaces for all to enjoy and a safe livable environment – Japantown will continue to thrive as a culturally rich, authentic, and economically vibrant neighborhood which will continue to serve as the cultural heart of the Japanese and Japanese American communities for generations to come.



Building On Our Strengths to Keep Japantown Thriving

To Our Stakeholders and Community,

In FY 21-22 the Japantown Community Benefit District (JCBD) was once again at the forefront in helping our small businesses and community. Although we cannot put the COVID-19 pandemic behind us yet, FY 21-22 gave us many opportunities to keep Japantown moving forward in the recovery process.

The JCBD continues to share vital COVID related information and provide COVID-19 Testing to our community through our on-going partnership with Virus Geeks. With the help of the SF Department of Public Health, we distributed 2,500 At-Home COVID-19 Antigen Test Kits to our many small businesses and nonprofit organizations.

Our role in the community has continued to evolve. Cleaning and safety is still a priority, but Japantown is looking to us for the economic enhancement of our community. JCBD connects small businesses and new businesses to key City departments, such as the Office of Small Business, to help resolve issues and provide valuable guidance. Our staff works hard to make those connections to make sure Japantown has a direct pipeline to the City.

The strength of JCBD is in our outreach. We work to connect with organizations and businesses that can identify and help bring new projects and businesses into Japantown. As one of the 3 remaining Japantowns in the United States, keeping on-going communication with San Jose's Japantown and Little Tokyo in Los Angeles enables us to share ideas and learn from each other. Together we can ensure that our Japantowns continue to thrive.

Staying connected with other CBD/BIDs and merchant associations provides great inspirations that have encourage us to think outside the box and look to partners to make projects come to life..

The Japantown Community Benefit District is committed to building on our strengths. Your support has enabled us to continue our work. Together we can make things happen and together keep Japantown, a cultural destination, thriving.

With deep appreciation,

JCBD Board of Directors and Staff

Achievements for FY21-22

In FY21-22, the Japantown Community Benefit District accomplished the following:

- COVID-19 PCR Testing - Continued to work with Virus Geeks, Inc. to bring COVID testing to our community and surrounding neighborhoods.
- Dandelion Project (projection art exhibit) in partnership with NAKED, Inc. of Japan to premiere their interactive art exhibit in the United States. The 3-month long exhibit welcomed over 15,000 attendees.
- Fleet Week Neighborhood Concert Series - Partnered with Fleet Week to bring the Neighborhood Concert Series to the Peace Plaza.
- Heart of Jtown Mural Project - Commissioned 4 Japantown artists to create murals that were displayed inside vacant storefronts.
- New Street Lamp Banners - Partnered with the Japantown Merchants Association and community artists to create exciting graphics that identify and promote Japantown.
- Jtown Community Clean-Ups - Partnered with RefuseRefuseSF, Greenbird and Japanese Teaching Alumni Assoc. of No. CA to hold 6 clean-up efforts.

Keeping Japantown Clean

Clean streets are one of the first things visitors notice right away when they come to Japantown. Our two Community Ambassadors work tirelessly to make sure that the district reflects the pride of the community, and their love for Japantown shows in the work. Their dedication is continually recognized by our community and especially the small businesses.

Keeping Japantown clean is a team effort. We partnered with RefuseRefuseSF and Greenbird to hold "J-town Community Clean-Ups" every other month. This not only brought members from our community out to pick up trash, but also surrounding neighborhoods. Getting to know our neighbors and coming together to volunteer their time has been a great community builder.

In February of 2022, the JCBD implemented the Connected Workers App to improve street cleaning response time. The 311 Shared Response Plan Dashboard is a valuable reporting tool to show our board of directors, stakeholders, community and the City the importance of our Community Ambassadors.



Japantown CBD Community Ambassadors Cleaning Stats

311 Requests	126	Request for Police/Fire/EMS	17
Answered Hotline	7	Sharps (Needle) Clean Up	436
Auto Glass Clean Up	315	Stickers/Graffiti Removed	918
Bio-hazard Clean Up	595	Trash (lbs)	18,325
Business Contact/Check In	40	Trash Bags Collected	733
Cigarette Butts	23,759	Weed Abatement (block faces)	95
Hospitality Assistance	1079		

Keeping Japantown Safe & Secure

Communication is an important part of keeping our communities safe. Through our “Safety Alerts” we share incident reports with our district’s small businesses, including safety information. This ensures that they know what is happening in Japantown and helps them look out for one another.

This fiscal year brought the JCBD’s knowledge and experience outside our district to connect with surrounding neighborhoods and take part in their safety meetings. Having a pulse on surrounding neighborhoods, sharing our efforts to deter crime and sharing safety practices is all part of keeping our neighborhoods safe.

Safety also includes having an emergency plan in place. This year, the JCBD assisted the Nihonmachi Street Fair in creating a Crisis Plan which was a requirement for the organization in order to be approved for a ISCOTT Street Closure Permit.

Addressing Japantown’s Safety Needs

With the rise in Asian hate crimes throughout the Bay Area, the JCBD participated with various organizations to bring to the forefront the crimes affecting our communities.

- Monthly participation in Chief Scott’s SFPD Small Business Advisory Forum
- Monthly participation at Nihonmachi Community Coalition meetings to address public safety
- SFPD Northern Station Community Police Advisory Board
- SF Safe City Wide Community Police Advisory Board
- Circulated through Keeping Japantown Connected e-newsletter the multilingual Stay Safe from Hate booklet created by Asian American Federation and the Center for Anti-Violence Education

JCBD Japantown Community Benefit District

Japantown Safety Alert

August 5, 2021

The JCBD Safety Alert is composed of notifications from the community, in conjunction with a review of video footage, to locate persons of interest or activities that most closely match the incidents as described.

We will notify you as incidents are reported to us.

The Safety Alert does not make any final determination on the incidents, and is shared solely as an advisory.

The JCBD Safety Alerts are routinely forwarded to SFPD and the District 5 Supervisor’s Office for their reference.

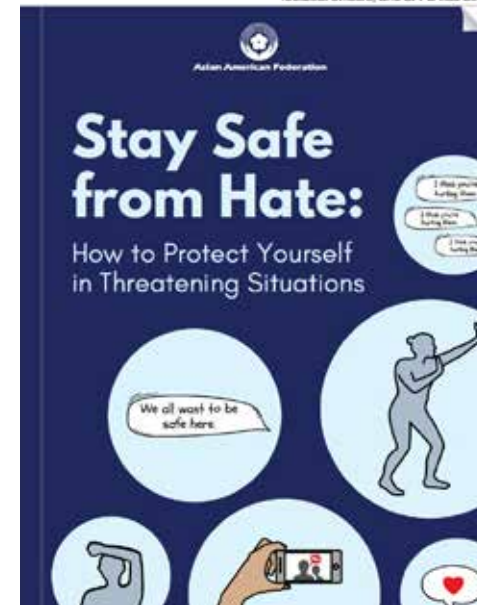
[Brandon Quan](#)

JCBD Operations Manager

Crime Incidents in Japantown

This morning, August 5 2021, at round 5:20am, an unidentified individual broke into a Japantown business and took several items. The business has filed a report with SFPD with our footbeat officers, and SFPD has been in contact with the

JCBD will continue to work



Promoting Japantown

Japantown is a cultural corridor that brings many visitors to the district through various events throughout the year. This fiscal year the JCBD partnered with local and international artists, performers and organizations to engage visitors through arts and culture as part of the broader economic enhancement for Japantown.

- Participated in the Fleet Week Neighborhood Concert Series and welcomed the Navy Southwest FUNK Band to the Peace Plaza.
- Partnered with NAKED, Inc. of Japan to bring the Dandelion Project, an interactive art exhibit, from December, 3, 2022 to January 21, 2022. Over 15,000 came to experience Ryotaro Muramatsu's exhibit that instantly sent participants' names to other Dandelion exhibits in Osaka, Tokyo, Kyoto, Singapore, and South Korea.
- Created visitor friendly JapantownSF Mini Maps that also helped promote events.
- Worked with 4 Japantown community artists to create new street lamp banners that identifies the district.
- Installation of Holiday Lights throughout Japantown brought a festive vibe and also helped keep the district well lit throughout the holiday season.
- Partnered with OEWD and the Japantown Merchants Association to welcome the Shop & Dine 49's Holly Jolly Trolley.
- Supported community events such as the No. CA Cherry Blossom Festival, Children's Day, Soy and Tofu Festival, Nihonmachi Street Fair and Japan Week.



Being an Important Resource for Our Small Businesses and Community

Small Business Assistance

- Kept our Japantown small businesses connected through e-newsletters and promoted Japantown through social media
- Shared out COVID related information from the Office of Small Business, Shared Spaces, Golden Gate Restaurant Association, and other City agencies
- Provided assistance to our small businesses including:
 - One-on-one assistance in completing on-line grant applications and Shared Spaces permits
- Provided information on ADA compliance

Addressing COVID-19 Needs

- Weekly COVID-19 Testing in partnership with Virus Geeks, Inc. and SF Rec & Park
- Distributed 5000 at-home test kits
- Translated COVID information as needed
- Hand delivered COVID posters/flyers that were required for posting
- Continued to provide PPE supplies



This Friday (5/27) from 11am - 1pm JCBD staff will be at Suite 310, inside the Japan Center West Mall (next to Japan Video & Media), to hand out to our Japantown Small Businesses the FREE test kits (2 per each employee).

Remember that the JCBD is still working with Virus Geeks to provide FREE COVID-19 PCR Tests 5 days a week. Please do take advantage of this test site that's right here in Japantown! It only takes a few minutes.

Let's Fight COVID Together!



The Heart of Jtown Resiliency Fund

In FY 20-21, the JCBD launched the Heart of Jtown Resiliency Fund to help support our small businesses. Funds raised went into providing grants to small businesses. Remaining funds will continue to go towards various small business needs as well as supporting local community artists.

- Provided additional rounds of PPE supplies
- Provided financial assistance to businesses who encountered damages to their property
- Fabrication costs for the Heart of Jtown Murals displayed inside vacant storefronts

Keeping Our Community Informed

- Updates on proposed acquisition of the Buchanan Hotel
- Worked with community leaders and met with Mayor Breed on our concerns of the sale and what it would mean to Japantown's economic recovery
- Consulted with Applied Analysis to create Economic Impact Analysis | Hotel Conversion in San Francisco's Historic Japantown Report



Assessment Factors and Methodology

Each property within the JCBD's boundaries, as shown in the map, pays a special assessment proportional to the benefits received. Japantown property and business owners have emphasized that the assessment formula for the Japantown Community Benefit District be fair, balanced, and have a direct relationship to the district's services.

The Japantown Community Benefit District is funded through an annual assessment from businesses and property owners in the district. Estimated annual maximum assessment rates for all parcels, except Non-profit Parcels is as follows: \$0.1477 per square foot of lot, building + \$38.0166 per linear foot. Non-profit parcels is as follows: \$0.0739 per square foot of lot, building + \$19.0083 per linear foot.

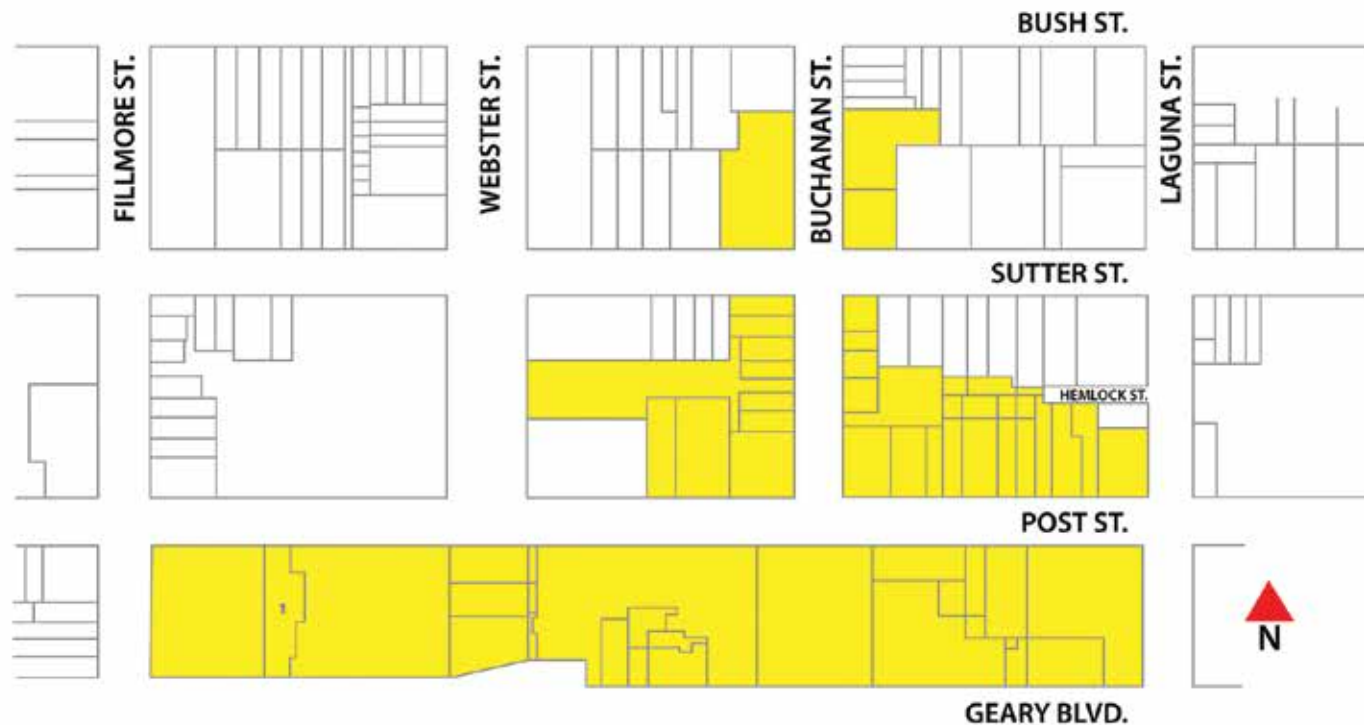
This information is provided to the JCBD from the SF Assessor's office.

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 SF Assessor's Office at 415-554-5596 or at <https://sfassessor.org/>.

Annual assessment rates may increase due to changes to the consumer price index (CPI), up to 3% each year. Assessments may also increase based on development in the District. JCBD assessments appear as a separate line item on the annual San Francisco County property tax bills.

For FY 21-22 the Board voted not to increase assessment rates.

To view a complete list of 2021 - 2022 Japantown CBD property assessments, please visit www.jtowncbd.org



Financials FY 2021 - 2022

Management Plan Budget

Service Category	Dollar Amount	Percentage
Environmental Enhancements	\$125,500.00	31.25%
Economic Enhancements	\$195,000.00	48.75%
Advocacy/Administration	\$70,000.00	17.50%
CBD Reserve\$10,000.00	2.50%	
TOTAL \$400,000.00	100.00%	

Assessment Revenue	\$377,800.00	94.45%
Non-Assessment Revenue	\$22,200.00	5.55%
TOTAL	\$400,000.00	100.00%



FY 2021 - 2022 Budget

Service Category	Assessment Dollar Amount	Non-Assessment Dollar Amount	Total Dollar Amount	% Total Assessment	% Total Non-Assessment	%Total
Environmental Enhancements	\$177,342.00	-	\$177,342.00	0.451251908	0	0.429399515
Economic Enhancements	\$127,058.00	\$20,000.00	\$147,058.00	0.323302798	1	0.356072639
Advocacy/Administration	\$78,600.00	-	\$78,600.00	0.2	0	0.190314769
CBD Reserve	\$10,000.00	-	\$10,000.00	0.025445292	0	0.024213075
TOTAL	\$393,000.00	\$20,000.00	\$413,000.00	100%	100%	100%

FY 2021 - 2022 Actuals

Service Category	Assessment Dollar Amount	Non-Assessment Dollar Amount	Total Dollar Amount	% Total Assessment	% Total Non-Assessment	%Total
Environmental Enhancements	\$177,342.00	\$36,296.29	\$213,638.29	46%	0.149103817	0.341041152
Economic Enhancements	\$127,058.00	\$194,271.73	\$321,329.73	33%	0.798061082	0.512954216
Advocacy/Administration	\$78,600.00	12,861.63	\$91,461.63	21%	0.052835100	0.146004631
CBD Reserve	-	-	-	0%	0	0
TOTAL	\$383,000.00	\$243,429.65	\$626,429.65	100%	100%	100%

Revenue Sources

Revenue Sources	FY 20 - 21 Actuals	% of Actuals
FY Assessment Revenue	\$391,107.90	1
Penalties		0-
Redemption + Redemption Penalties	-	0
TOTAL	\$391,107.90	100.00%
Contributions and Sponsorships	-	0.00%
Grants	\$49,900.00	10.66%
Donations	\$27,294.67	5.83%
Interest Earned	-	0.00%
Earned Revenue	-	0.00%
Other	-	0.00%
Total Non-Assessment (General Benefit) Revenue	\$77,194.67	16.48%
TOTAL	\$468,302.57	100.00%



Carryforward

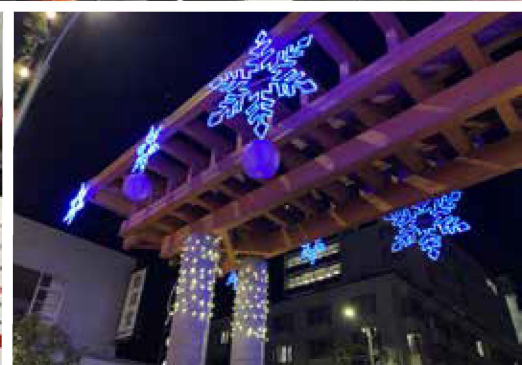
FY 2020-21 Assessment Carryforward Disbursement		Spenddown Timeline
Service Category	Dollar Amount	
Environmental Enhancements	\$150,278.81	2 years
Economic Enhancements	\$187,774.18	2 years
Advocacy/Administration	\$85,499.69	1 year
CBD Reserve	\$40,000.00	
Special Assessment Total	\$463,552.68	



FY 2020-21 Non-Assessment Carryforward Disbursement		Spenddown Timeline
Non-Assessment Project or bucket name	Dollar Amount	
Heart of Jtown Resiliency Fund*	\$40,221.96	2 years
SafeCity*	\$78,852.92	1 year
Non Assessment Revenues*	\$104,500.53	2 years
Non Assessment Total	\$223,575.40	



*Balance as of 6/30/2022



JAPANTOWN

LINDA MIHARA
PAPER ARTIST

STEVE HAKAJO
JAPANTOWN TREASURER

SURIE KAGAMI
JAPANTOWN CULTURAL DISTRICT

GRACE HORIKIRI
JAPANTOWN CEO

YUKA WALTON
JAPANTOWN PRESIDENT

Alaska AIRLINES

JAPANTOWN

08.27.21 / 4-5PM

WIN TICKETS TO ALASKA AIRLINES

Cultural Districts

SAN FRANCISCO'S



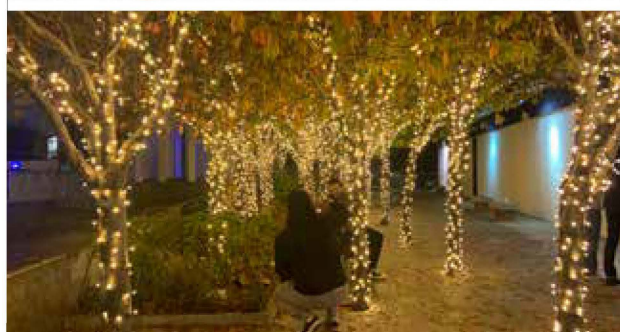
THIS HOLIDAY SEASON, DON'T MISS THE **HOLLY, JOLEI, TROLLEY**

JapantownSF
San Francisco's Cultural District

Japantown
December 10th, 2021
5:00 PM
Buchanan Mall

CBD
Japantown Community Benefit District, Inc.

HEART



Free COVID-19 Testing in the Japantown Neighborhood

Resource On-Site • Senior Preference

FRIDAYS from 9:30am - 2:30pm
September 24 • October 8 & 22
November 5 & 19 • December 3 & 17

Testing Time for Seniors (65 & Older) 11am - 1pm

Peace Plaza
22 Peace Plaza, San Francisco, CA 94115

Fight COVID-19: We're all in this together

Learn. Act. Get Tested.

City & County of San Francisco

Made possible with the support of
Japantown Community Benefit District
Japantown Task Force & Japantown Merchants Association

Pre-register at: sf.vlepageqs.com/testing

COVID-19 테스트

무료 COVID-19 테스트
9월 24일 - 10월 22일
11월 5일 & 19일 / 12월 3일 & 17일

COVID-19 테스트 시간
평일 오전 9:30 - 오후 2:30
9월 24일 / 10월 8일 & 22일
11월 5일 & 19일 / 12월 3일 & 17일

COVID-19 테스트 시간 (65세 이상 노인)
평일 오후 11시 - 오후 1시
9월 24일 / 10월 8일 & 22일
11월 5일 & 19일 / 12월 3일 & 17일





**Japantown Community
Benefit District, Inc.**

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info@jtowncbd.org • www.jtowncbd.org



JCBD Board of Directors FY 21-22

Officers

Board President
Currently vacant

Board Vice President
Robert K. Sakai, *Property Owner*

Board Treasurer
Mary Ishisaki, *Property Owner*

Board Secretary
Kathy Nelson, *Director -
Kabuki Spring and Spa*

Board Members

Daniel F. Byron II, *Director of Asset Management -
3D Investments, LL (Japan Center Malls)*

David Dunham, CPP - *Principal Administrative Analyst
Parking & Curb Mgmt, Streets Division, SFMTA*

Steve Ishii, *Executive Director - Kimochi Inc.*

Dennis Kern, *Director of Operations - S.F. Recreation and Parks*

Kimberly Kolbe, *Business Owner - Shop MaruQ*

Emily Nichols, *General Manager - Kimpton Buchanan Hotel*

Jerry Ono, *Director / Japantown Branch Manager - Union Bank*

Alex Prouty, *General Manager - Hotel Kabuki*

Grace Horikiri, *Executive Director*

Melissa Bailey Nihei, *Administrative Assistant/Community Aide*

Brandon Quan, *Operations Manager*

Max Nihei, *Small Business Coordinator*

Email info@jtowncbd.org to receive JCBD weekly/monthly e-newsletters.

Please visit our website at jtowncbd.org for program information and other resources.

The Japantown Community Benefit District, Inc. is a 501c(3) nonprofit organization.

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