



Mission Miracle Mile Community Benefit District (AKA Mission BID)



160067-21112016
CEMIS 5/21/17 + call mgns

Legislative Overview

**Community Benefit Districts (CBDs) /
Business Improvement Districts (BIDs) are
governed by:**

- State law
 - “1994 Act”
- Local law
 - “Article 15”



Review Process

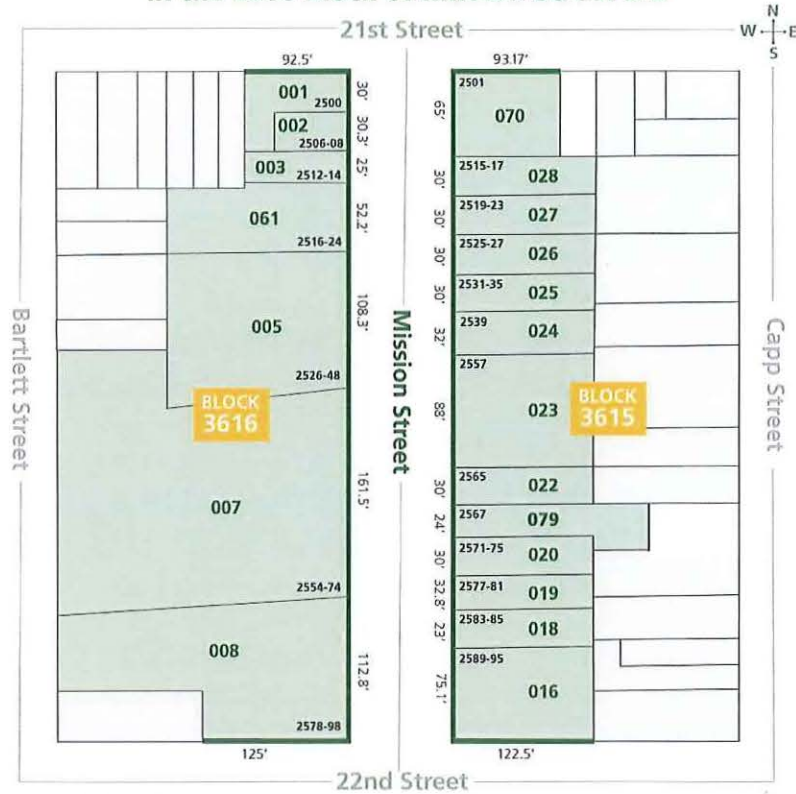
**This resolution covers Annual Reports for
CYs 2010, 2011, 2012, 2013, 2014 and 2015**

- OEWD ensures that all CBDs/BIDs are meeting their management plans.
- OEWD staff conducts an annual review of Annual Reports and CPA Financial Reviews.
- OEWD provides the Board Supervisors with a summary memo.



Parcel Map

Boundaries and participating properties in the 2500 Block of Mission Street BID



Parcel dimensions

Parcel No.	Linear ft.	Parcel No.	Linear ft.	Parcel No.	Linear ft.
3616 001	30' + 92.5'	3615 070	65' + 93.17'	3615 022	30'
3616 002	30.25'	3615 028	30'	3615 079	24'
3616 003	25'	3615 027	30'	3615 020	30'
3616 061	52.167'	3615 026	30'	3615 019	32.833'
3616 005	108.313'	3615 025	30'	3615 018	23.042'
3616 007	161.531'	3615 024	32'	3615 016	75.125' + 122.5'
3616 008	112.75' + 125'	3615 023	88'		



Formation

Mission BID	Type	Assessment Budget*	Year Renewed	Expired
	Property-Based	\$85,861	2010	June 30, 2015

**initial budget identified in management plan,
subject to annual cost of living adjustments*



Operations

- **Staff**
 - Executive Director: Philip Lesser
- **Service Areas**
 - Beautification, cleaning, and maintenance program
 - Greening program
 - Public safety and administrative program



Operations



Operations

Before the Mission BID: The 2500 Block of Mission St. in 2005



Operations



Operations



Operations

ACTIVE COMMITTEES

All five members of the organization's Board of Directors served on the BID's three committees:

- SAFE Committee
- CLEAN Committee
- GREEN Committee



Operations

IN-KIND DONATIONS

Property owners within the BID donated office space, wall areas for surveillance cameras, electricity and server room space.



BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for the Mission BID:

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.

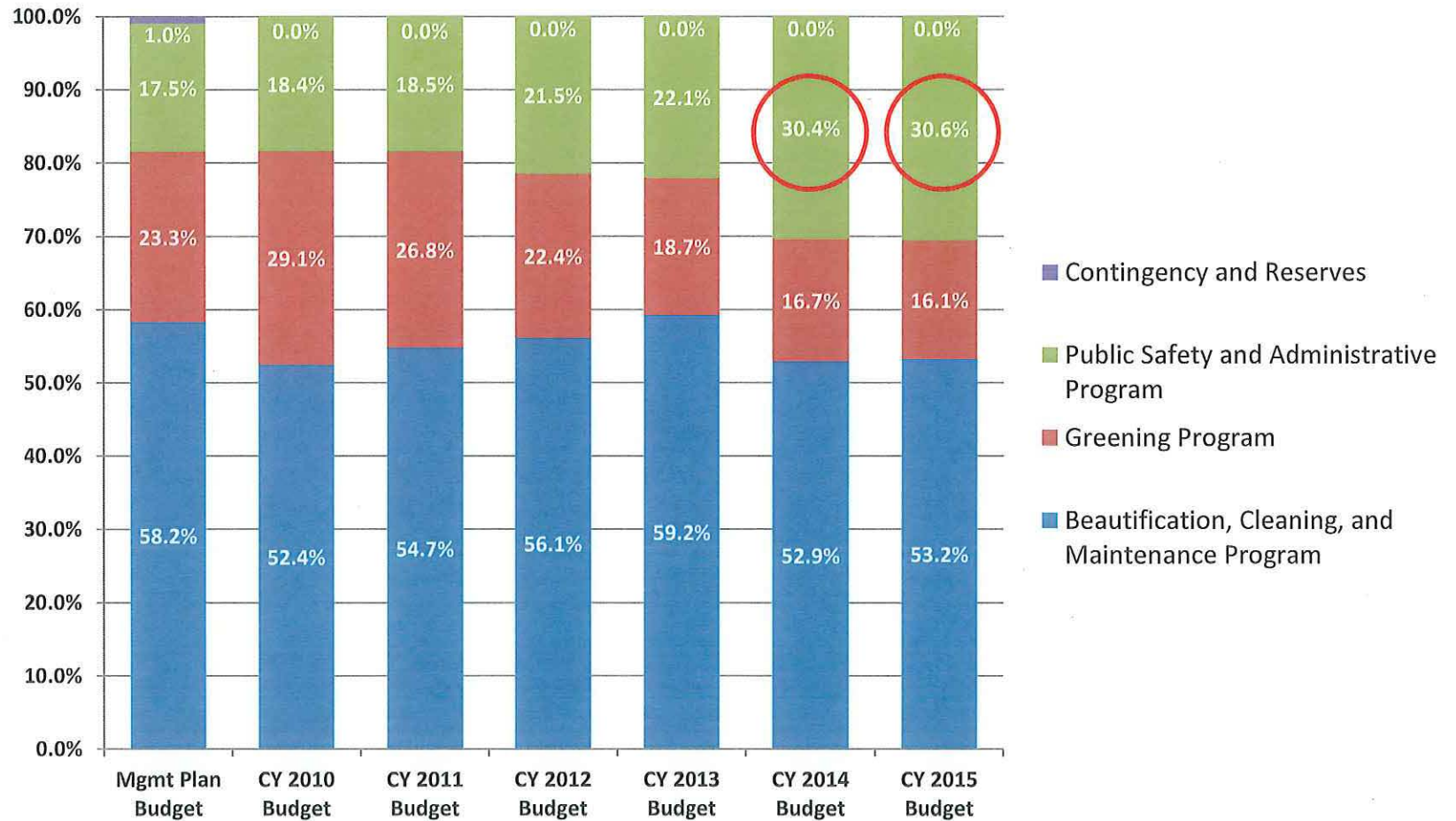
Benchmark 2 – Whether one percent (1%) of the Mission BID's actuals (i.e., income) came from sources other than assessment revenue.

Benchmark 3 – Whether the variance between the budget amounts for each service category was within 10 percentage points of the actuals.

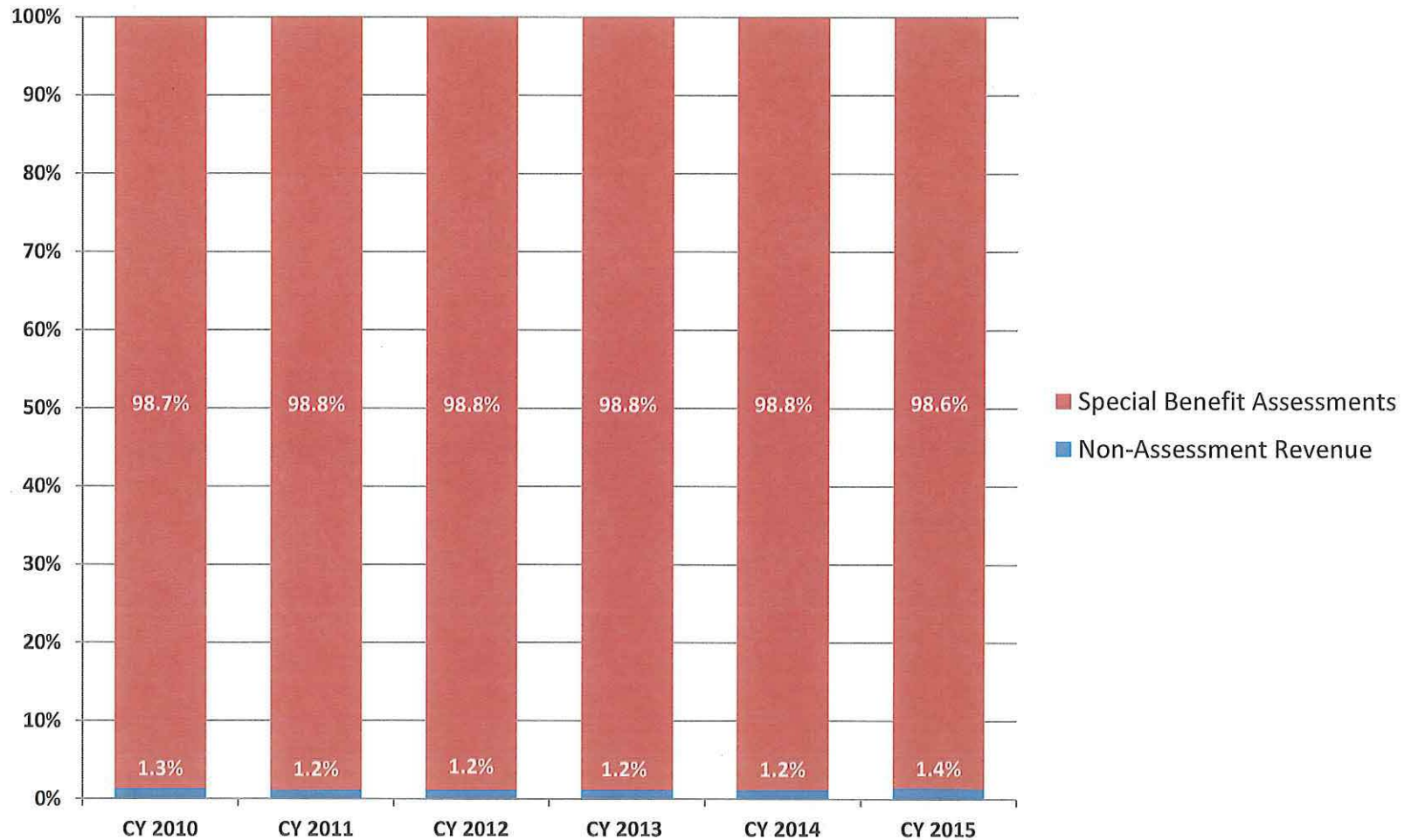
Benchmark 4 – Whether the Mission BID is indicating the amount of any surplus or deficit revenues to be carried forward into the next fiscal year and designating the projects to be funded by any surplus revenues.



1: Management Plan vs. Annual Budgets



2: Assessment Revenue & Other Income



3: Budget vs Actuals

Service Category	CY 2010 Variance % Points	CY 2011 Variance % Points	CY 2012 Variance % Points	CY 2013 Variance % Points	CY 2014 Variance % Points	CY 2015 Variance % Points
Beautification, Cleaning and Maintenance Program	-2.6%	+4.6%	-2.4%	-16.3%	+3.1%	-4.2%
Greening Program	-7.5%	-4.4%	-4.6%	-5.1%	+1.1%	-1.3%
Public Safety and Administrative Program	+10.1%	-0.2%	+7.0%	+21.4%	-4.2%	+5.5%



4: Carryover

Service Category	CY 2010 Carryover	CY 2011 Carryover	CY 2012 Carryover	CY 2013 Carryover	CY 2014 Carryover	CY 2015 Carryover
Beautification, Cleaning and Maintenance Program	Unspecified	Unspecified	Unspecified	Unspecified	Unspecified	\$0
Greening Program	Unspecified	Unspecified	Unspecified	Unspecified	Unspecified	\$0
Public Safety and Administrative Program	Unspecified	Unspecified	Unspecified	Unspecified	Unspecified	\$0
Contingency and Reserves	\$0	\$0	\$0	\$0	\$0	\$0
Total Designated Amount	\$12,485	\$18,944	\$17,470	\$9,417	\$15,442	\$0



Mission BID Expiration

The Mission BID expired on June 30, 2015, and was not renewed for reasons including the following:

- The small size of the Mission BID was not representative of the community as a whole.
- Small districts are as labor-, time- and budget-intensive as large districts for City staff.
- The small BID budget did not provide enough funds for administration.



Conclusion

The Mission BID performed well in implementing the service plan in the district:

- Implemented its core programs: (1) Beautification, Cleaning and Maintenance; (2) Greening; and (3) Public Safety and Administrative from calendar years 2010 through 2015.
- Maintained an active board of directors and three committees.
- Established and maintained good relationships with property owners.



Future

The Mission BID will not be renewed beyond calendar year 2015. The corporation did wind down its operations and dissolve its current funds by the end of 2015, and the BID has ceased operations.

OEWD will support a future effort to establish a larger district should the community and Board of Supervisors wish to do so.

