



Noe Valley Association

Community Benefit District

Annual Report 2017-2018



The Noe Valley Association has provided over 13 years of Cleaning, Greening and Improving Public Space in Noe Valley

Mission



The mission of the Noe Valley Association (NVA) is to advance the quality of life for property owners, merchants and residents in the Noe Valley neighborhood. The NVA's efforts towards cleaning, greening and improving the public space and sidewalks in the commercial corridor reinforces the viability of the community's economic base.

Services and Programs

The NVA's attentive, consistent effort helps keep Noe Valley's neighborhood shopping area clean, attractive, healthy, comfortable and inviting.

Here are some of the benefits the NVA provides:

On-call Service Dispatch. Call/text: (415) 577-4227

for public area cleaning, maintenance and other non-emergency services. Monday - Saturday 7AM - 3PM, Sundays 7AM - 11AM. Please provide a photo or description and location details.

Clean Team. NVA street porters sweep and weed sidewalks and gutters, remove graffiti, stickers and posters, empty overfilled public trash receptacles, and refresh paint on public poles, garbage cans and fire hydrants. They also call 311 to remove large bulky items left on the sidewalk and provide visitors to the commercial district with directions and answer questions.

Greenscape Management. NVA's Streetscape Committee oversees providing gardens, benches, planter boxes, flower baskets, parklets and other neighborhood streetscape improvements. NVA's part-time gardener maintains the health and vitality of all trees and plantings.

Marketing and Branding. The NVA supports the local economic base by creating a unique sense of space, enhancing the 24th Street window-shopping experience, and promoting our neighborhood as an inviting destination for shopping and dining. To attract even more customers to 24th Street, NVA is sponsoring events at the Noe Valley Town Square and works with a special events program manager to activate the Square. NVA continues to co-produce popular community events: music in the parklets, Summerfest in June, and 24HoliDAYS on 24th Street in December.

District Management. The NVA is administered by a non-profit management corporation governed by a board comprised largely of Noe Valley property owners and merchants. The board oversees NVA's part-time Executive Director, who monitors contracts, finances, and insurance requirements; publishes City of San Francisco mid-year and annual reports; supports NVA board committees, attends San Francisco Board of Supervisors hearings, and manages the NVA website, email communications and community inquiries.

Most critically, the Executive Director applies for grants, an essential task as all major capital improvements to the district have been funded by grants. To date, the NVA has been awarded more than 17 city grants totaling over \$1.3 million. This is the result of demonstrating that the NVA is a well-managed institution that will responsibly maintain investments in street improvements.

What do you think?
Tell Us.

We'd really like to know.

Please complete the enclosed survey
and return by 9/20 in SASE
or visit:



www.surveymonkey.com/r/NVA_2018

See
Graffiti, Trash or
Cleaning issues?

Call/text (415) 577-4227



Monday - Saturday 7AM - 3PM
Sundays 7AM - 11AM

Please provide a photo or
description and location details.














Your
Views Matter.

Annual NVA Property Owner Meeting
Thursday, September 27
6:00 PM - 7:00 PM

Beverages/Appetizers
The Agency, 3848 24th Street

RSVP to info@noevalleyassociation.org

Accomplishments – Cleaning, Greening and Improving Noe Valley’s Commercial Corridor

Public Rights of Way/ Sidewalk Operations		Sidewalk steam cleanings monthly, February – November	10	
		Removal of defacing graffiti, stickers and improper signage	176	
		Calls to 311 for pick-up of furniture, mattresses, tree limbs and other large items and pick-up of paint and other illegally dumped toxic materials	212	
		Pick-up of bulky trash items, yard debris, clothing, paint cans, etc.; emptying of over-flowing trash cans, return of abandoned shopping carts	258	
		Visitor Directions – requests by area visitors for assistance answered by NVA street porters on site every day	148	
		Trees watered and weeded by NVA gardener	229	
		Planter boxes replanted every four months, watered and maintained	26	
		Maintain chairs and tables in both public parklets on 24th Street	72 chairs 12 tables	
	Streetscape Improvements		Hanging flower baskets watered daily and renewed twice annually	26 baskets
			Public sidewalk gardens & parklets maintained year-round with flowers/plants + related required DPW reports	7 gardens 2 parklets
		NVA Identity Banners	7	
		Maintain community benches, bike racks, news racks and trash receptacles throughout the district as well as the umbrellas in the parklets and in the Noe Valley Town Square	25 benches 36 bike racks 14 news racks 26 trash cans 7 umbrellas	
Admin			The NVA is fiscal agent for \$112,000 in SF OEWD grant funds awarded to activate the Noe Valley Town Square (NVTS). These funds are used to produce and promote community events at the NVTS, inviting all to enjoy Noe Valley’s community, cafés, shops, bars, and restaurants.	



The NVA recognizes the hard work, diligence and dedication of our two street porters, Saito and Sim. They have been working with the NVA for four years along with their manager Randy. We have come to rely on their ability to anticipate and resolve problems and issues, as well as their kind and patient manner - going beyond their duties in acting as ambassadors to visitors to Noe Valley’s commercial district.

Stop and say hello the next time you see them!

Randy, Sym & Saito of Curb Appeal



The Noe Valley Association was established in August 2005 as a fifteen-year CBD. The NVA receives an annual special assessment from the 223 properties in the district. A map of the district is included on the enclosed invitation to the property owner meeting, and is posted on the NVA website.

Assessment Methodology

The Noe Valley Association Community Benefit District is funded through an annual assessment from businesses and property owners in the district. The CBD initially assessed properties according to variables as follows: \$0.164 per square foot of lot size + \$8.83 per linear foot of lot frontage + \$0.170 per square foot of non-exempted building square footage. The NVA Board may increase the CBD fees between 1.9% and 3% annually; the increases are never more than the Consumer Price Index (CPI) as determined by the U.S. Department of Labor.

As provided by the Property and Business Improvement Law of 1994, the CBD's assessment shall appear as a separate line item called special assessment on the annual property bill prepared by the City and County of San Francisco. For a complete listing of 2017-2018 NVA property assessments, please visit www.noevalleyassociation.org

Financial Position as of June 30, 2018

The NVA employs Accounting Results, Inc. for bookkeeping services. For our annual account review, the NVA again hired Crosby and Kaneda Accountants for the 2017/18 fiscal year. The figures below are the unaudited numbers. The review will be completed in August; the final report will be available in September at the annual property owner meeting, on the NVA website, or by request to the Executive Director.

The NVA continues to be the fiscal sponsor for the Noe Valley Town Square – together we have produced major events such as Movie Nights, Blankets and BBQ, Wine and Jazz, Disco Bingo, Animal Fair, Spooktacular and Heroes Day and smaller entertaining events and free classes for the community.

REVENUE

Assessments	\$279,437
Donations	7,550
Interest	619
Total Revenue	\$294,806

DISBURSEMENTS

Sidewalk Operations	\$162,673
Streetscape	20,662
Administration	77,459*
Total Disbursements	\$273,493

* Administration expenses are offset by fiscal agent fees

Contingency Fund for 2017/18

Balance in Restricted Funds	\$ 217,500
Balance in Unrestricted Funds	\$ 27,441



**NOE VALLEY
TOWN
SQUARE**



The NVA is the fiscal sponsor for the Noe Valley Town Square, a unique urban public square that welcomes the community to events including Movie Nights, Blankets and BBQ, Disco Bingo, Heroes Day, an Animal Fair, Spooktacular – as well as the weekly farmers market and free public classes – all of which enrich the neighborhood and benefit local residents and merchants.

Visit www.noevalleytownsquare.com for event details!

**Your suggestions and ideas are welcome; please email info@noevalleytownsquare.com.
Many thanks to local sponsors for their support of community events in Noe Valley.**

**The Noe Valley Association welcomes your questions & feedback.
Noe Valley Association • 1330 Castro Street • SF • CA • 94114**

Please direct any questions to info@noevalleyassociation.org or call Debra Niemann at 415-519-0093.

The Noe Valley Association is a registered 501(c)(3) organization. All contributions are tax-deductible to the extent allowed by law.

Financial Reporting

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 61 - Noe Valley	2017-2018									
	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	FY 2017-18 Budget	General Benefit Dollars	FY 2017-18 Assessment Budget	% of Budget	Variance	Source
SA 61 - Noe Valley CBD - Public Rights of Way and Sidewalk	\$ 160,000.00	\$ 8,000.00	\$ 152,000.00	69.53%	\$ 170,000.00	\$ -	\$ 170,000.00	64.76%	-4.76%	
SA 61 - Noe Valley CBD - District Identity and Streetscape Improvements	\$ 22,000.00	\$ 1,100.00	\$ 20,900.00	9.56%	\$ 20,500.00	\$ -	\$ 20,500.00	7.81%	-1.75%	
SA 61 - Noe Valley CBD - Administrative and Corporate Operations	\$ 32,000.00	\$ 1,600.00	\$ 30,400.00	13.91%	\$ 72,000.00	\$ -	\$ 72,000.00	27.43%	13.52%	
SA 66 - Central Market CBD - Contingency and Reserve	\$ 16,128.00	\$ 806.40	\$ 15,321.60	7.01%	\$ -	\$ -	\$ -	0.00%	-7.01%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
TOTAL	\$ 230,128.00	\$ 11,506.40	\$ 218,621.60	100.00%	\$ 262,500.00	\$ -	\$ 262,500.00	100.00%		

BENCHMARK 2: General Benefit Requirement

5.00%

Revenue Sources	FY 2017-2018 Actuals	% of actuals	Source
Assessment Revenue	\$ 272,282.00		
Total Assessment (Special Benefit) Revenue	\$ 272,282.00	72.67%	
Contributions and Sponsorships	\$ -	0.00%	
Grants	\$ 93,788.00	25.03%	
Donations	\$ 8,005.00	2.14%	
Interest Earned	\$ 619.00	0.17%	
Earned Revenue	\$ -	0.00%	
Other	\$ -	0.00%	
Total Non-Assessment (General Benefit) Revenue	\$ 102,412.00	27.33%	
Total	\$ 374,694.00	100.00%	

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

SA 61 - Noe Valley	FY 2017-18												
	FY 2017-18 Budget	Amount from Assessment	Amount from General Benefit	% of Budget (Assessment)	% Budget (Total Budget)	Actuals	Amount from Assessment	Amount from General Benefit	% of Actuals (Assessment)	% of Actuals (Total Budget)	Variance (Assessment)	Variance (Total Budget)	Source
SA 61 - Noe Valley CBD - Public Rights of Way and Sidewalk	\$ 170,000.00	\$ 170,000.00	\$ -	64.76%	64.76%	\$ 160,220.00	\$ 160,220.00	\$ -	58.80%	58.80%	-5.96%	-5.96%	
SA 61 - Noe Valley CBD - District Identity and Streetscape	\$ 20,500.00	\$ 20,500.00	\$ -	7.81%	7.81%	\$ 21,412.00	\$ 21,412.00	\$ -	7.86%	7.86%	0.05%	0.05%	
SA 61 - Noe Valley CBD - Administrative and Corporate	\$ 72,000.00	\$ 72,000.00	\$ -	27.43%	27.43%	\$ 73,364.00	\$ 73,364.00	\$ -	26.92%	26.92%	-0.51%	-0.51%	
SA 66 - Central Market CBD - Contingency and Reserve	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 17,500.00	\$ 17,500.00	\$ -	6.42%	6.42%	6.42%	6.42%	
0	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
TOTAL	\$ 262,500.00	\$ 262,500.00	\$ -	100.00%	100.00%	\$ 272,496.00	\$ 272,496.00	\$ -	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	\$ 162,500.00	Source	Spenddown Timeline
Special Assessment Project			
6 month operating reserve	\$ 120,000.00		FY 18-19
CBD renewal	\$ 25,000.00		FY 18-19
Contingency	\$ 17,500.00		FY 18-19
Special Project Total	\$ 162,500.00		