



Unveiling ceremony for new installation Shimmer suspended over the Peter Macchiarini Steps

T O P O F  
**BROADWAY**  
 COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT  
**2018**

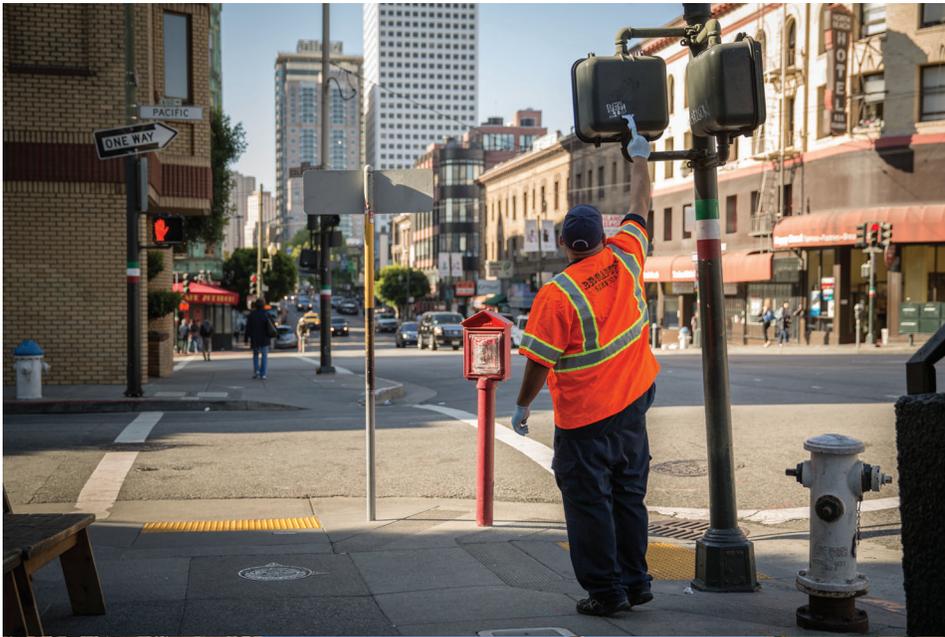
**MESSAGE FROM BOARD PRESIDENT, OLIVER MAR**

With the close of 2018, the Top of Broadway CBD (ToBCBD) closes the chapter on another successful year of managing the Broadway commercial district in North Beach, San Francisco. As one of the oldest and most iconic business districts in San Francisco, the Broadway district today is in the midst of a revitalization effort that we believe will ultimately improve the entrepreneurial resiliency of the area and lay the foundation on which Broadway will reinvent itself. However, such progression takes time, so for the last several years the ToBCBD has been diligently working to responsibly steward this local growth while preserving and promoting the diverse history of the famed entertainment district through multiple placemaking projects and concerted beautification efforts.

Just this past February, the ToBCBD installed and inaugurated 10 bronze plaques in our local sidewalks commemorating the cultural legacy of historic business and sites once situated in this iconic district. Places like "Terrific Street" and the "Devil's Acre" as well as spots like the Jazz

Workshop, Spec's and Finocchio's are all part of the mosaic that is Broadway's heritage, showcasing the distinctly different identities of the district over the years as the street oscillated between relevancy and infamy. Promoting this diversified history of Broadway has been a clear objective of our District Identity Committee since the inception of this district and finally bringing a project to fruition that does just that was truly a privilege for our organization.

Also introduced to Broadway this past Spring was a new custom LED art installation suspended over the base of the Peter Macchiarini Steps at Broadway/Kearny St dubbed "Shimmer" by design firm Symmetry Labs. The ToBCBD commissioned Symmetry Labs to design a lighting installation that would both illuminate the dimmed Broadway turnoff and activate the space through dynamic, programmable lighting effects. After showing off Shimmer's synchronized functionality at last April's ribbon-cutting ceremony, the ToBCBD is looking forward to expanding our inventory of lighting



Daily Sweeping of District Sidewalks from 8:00am to Noon

designs and patterns to display across Shimmer seasonally or by event in the coming weeks and months so be sure to keep an eye out for new effects the next time you're around Broadway!

Finally, in response to prominent community support in extending district services to cover the Greater North Beach area, the ToBCBD Expansion Task Force has been methodically working to identify and engage with key stakeholders we believe would be instrumental in driving a legitimate effort to expand the CBD boundary to include territories North, East & South of the current district footprint. Although

initial stakeholder interest in these areas appear strong and apt for investigation, the Expansion Task Force understands more work needs to be done to alleviate the concerns of certain community leaders and is re-iterating its commitment to facilitating neighborhood consensus over controversy with regards to any investigation of the North Beach area.

In conclusion, 2019 will prove to be a pivotal year for the Top of Broadway CBD generally. The current expansion bid will ultimately determine our longevity as an organization as the financial solvency of the district is contingent on adequately expanding

its boundaries to create a functional economy of scale. Whether or not our positive momentum from 2018 will pay dividends in our current expansion bid into the Greater North Beach Area is currently unknown; but what the ToBCBD Board of Directors can say definitively is that no other organization right now is better equipped to develop solutions to address the quality-of-life concerns and economic woes of North Beach than the Top of Broadway CBD. All we need from North Beach is the green light to move onward and upwards!

### SOBO FY17-18 REVIEW

In FY 17-18, the Top of Broadway SOBO Committee sustained its collaborative work with neighborhood partners and City agencies to establish a higher baseline service level in-district, directing local resources to further enhance the quality of life and presentation of public spaces around the Broadway/Columbus corridor. To this end, incidences of illegal

### 2018 TOP OF BROADWAY CBD BOARD OF DIRECTORS

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Payam Arvin

### TOP OF BROADWAY CBD STAFF

Marco Li Mandri  
*Executive Director*

Dominic Li Mandri  
*District Manager*

Shirley Zawadzki  
*Financial Manager*



dumping in-district continue to decrease, down an additional 20% this year on top of last year's 52% recorded decrease; however, reports of graffiti and human/animal waste incidents in-district are up, exemplifying the need for constant sidewalk servicing as the circumstances of our local public rights-of-way vary from day-to-day, week-to-week. All in all, Committee members recognize clearly the correlation between routine sidewalk servicing and the district's economic vitality, and as such, have steered the CBD to provide daily sidewalk services in an effort to maintain the integrity of our historic commercial district.

Some highlights of this past year's maintenance and safety services include:

- Provided sidewalk maintenance services 363 days out of the year, collecting and removing approximately 9,075 lbs. of litter from the gutters and public rights-of-way.
- Removed 1,215 incidences of graffiti from the public rights-of-way, a modest 13% increase from last fiscal year.
- Removed 662 incidences of Human/Animal Waste in-district, a noted 14% increase from last fiscal year.
- Reported and facilitated the

removal of over 322 incidences of illegal dumping in the district, a notable 20% decrease from last fiscal year.

- Conducted Regular District-Wide Inspections with SFPDW personnel and coordinated resources among multiple agencies to ensure baselines services are being maintained on Broadway.

Cleaning & Maintenance—Dome Cleaning

- District cleaning and litter

- removal.....363 days (~9,075 lbs. removed)
- Illegal Dumping Reports.....322 (-20%)
- Human/Animal Waste clean-up.....662 (+14%)
- Graffiti Incidents Removed.....1215 (+13%)
- Pressure Washing of District.....14 times (44,964 ft. of total linear frontage)

**DISI FY17-18 REVIEW**

In FY17-18, the Top of Broadway DISI Committee oversaw the installation of several projects that will undoubtedly enhance the cultural profile and general walking experience on Broadway. In February 2018, the CBD oversaw the placement of 10 bronze commemorative plaques in and around the Broadway area highlighting prominent landmarks and historic businesses that have contributed to the identity of the district from the birth of San Francisco to the present. A few months later in late May, the CBD also unveiled a one-of-a-kind lighting installation dubbed "Shimmer" in the heart of the ToBCBD boundary as a means of actively rehabilitating a beleaguered public space through artistic activation. Shimmer sits suspended





Ribbon-Cutting Ceremony for the completion of the Historical Marker Project - Feb. 2018

over the Peter Macchiarini Steps in our district and represents a unique opportunity to proactively increase pedestrian safety while engendering a more legitimate local use of the iconic staircase and corridor.

Some highlights of this past year's projects and achievements include:

- Finalized and oversaw the installation of 10 bronze commemorative markers in and around Broadway, bringing the 2015 Community Challenge Grant Project to a successful conclusion.
- Contracted and facilitated the installation of the custom lighting project "Shimmer" over the Peter Macchiarini Steps between 494 & 504 Broadway, a capital project intended to reinvent a prominent public space in the heart of the Top of Broadway CBD district.
- Developed a new marketing strategy and promotional campaign intended for rollout in FY18-19.
- Collaborated with North Beach Citizens and the SF Chapter of the Surfrider Foundation to purchase and install 10 Cigarette Butt Cans

in and around the Broadway entertainment district.

- Continued developing strategic partnerships in and around North Beach, collaborating with North Beach Neighbors, North Beach Citizens, North Beach Business Association and the Telegraph Hill Dwellers on several project and issues that impact all our constituencies.

Active Committees:

In early 2016, the Board restructured its Committee system to

accommodate more ideas and implement projects more quickly. We have 3 standing committees: Executive, Sidewalk Operations, and District Identity and occasionally the Land Use Committee. All CBD property owners and business tenants are encouraged to work on one or more of the committees.



Now installed at the base of the Peter Macchiarini Steps at Broadway & Kearny St.

**TOBCBD Committee Name**

**Functions and Duties**

**Executive & Organization Committee**

Chair: Oliver Mar, President

Oversees staff and district administration and consulting contracts, corporate finances, insurance, grants, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and Board policies, relations with the Board of Supervisor’s office, political reps and public agencies, Board elections, fundraising, etc. Oversees annual election of Board members. Consists of all of the officers of the corporation.

**Sidewalk Operations, Beautification and Order (SOBO)**

Chair: Payam Arvin

Oversees maintenance and security service provider contracts involved in the improvement of the public rights of way, including sidewalk sweeping, steam cleaning, landscaping, personnel and non-personnel expenses. Coordinates with existing private security companies hired by private property owners within the district as well with SFPD Central Station.

**District Identity and Streetscape Improvements (DISI)**

Chair: Jerry Cimino

Oversees marketing and promotion of the District and projects showcasing positive aspects of the Top of Broadway CBD. Range of purview includes but is not limited to: branding of the district, public relations and social media outreach and engagement, website maintenance, streetscape issues including landscaping design and new public spaces projects.

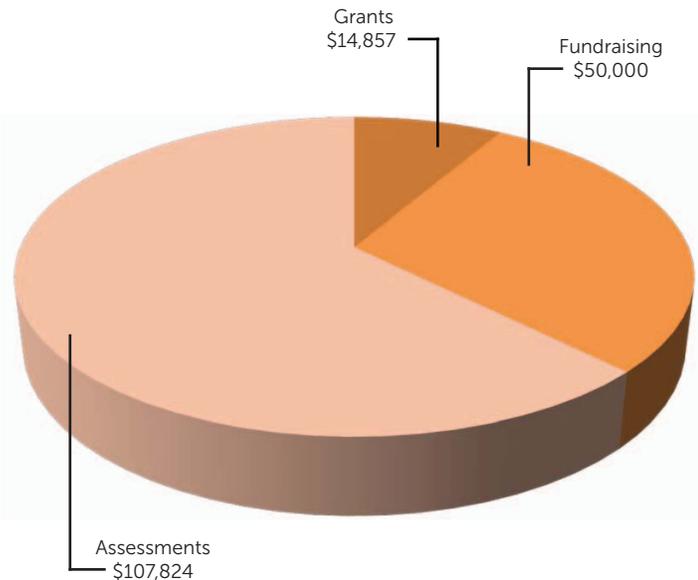
**Land Use**

Chair: Joe Carouba

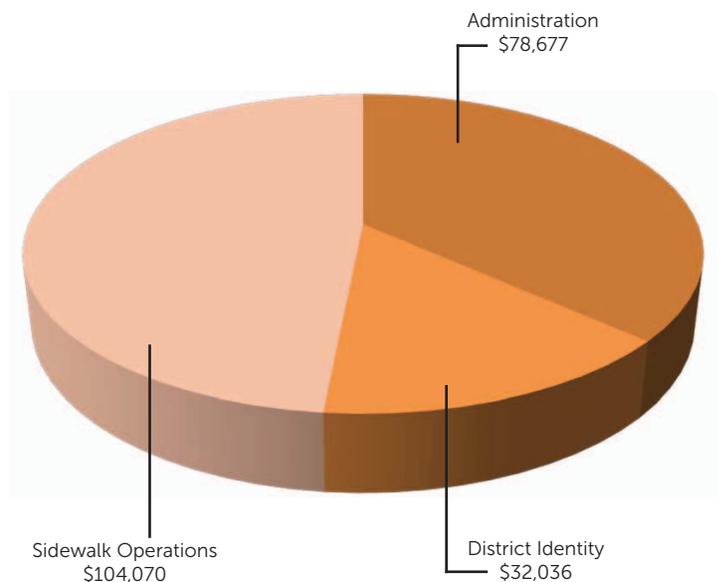
Parking, transportation, mobility, planning, zoning, code enforcement, new developments, Entertainment Commission, alcohol permits and outdoor dining encroachments, review of new tenant improvements and their impact, etc.

**FY17-18 TOP OF BROADWAY CBD BUDGET**

**Income: \$172,412**



**Expense: \$182,747**



# TOP OF BROADWAY CBD BOUNDARIES



250 Columbus Avenue  
Suite 207  
San Francisco, CA 94133

**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 76 - Broadway		FY 2017-18								
Service Category/Budget Line	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	FY 2015-16 Budget	General Benefit Dollars	FY 2017-18 Assessment Budget	% of Budget	Variance	Source
SA 76 - Top of Broadway CBD - District Identity and Activities	\$ 45,000.00	\$ 450.00	\$ 44,550.00	42.23%	\$ 45,000.00	\$ -	\$ 45,000.00	42.23%	0.00%	
SA 76 - Top of Broadway CBD - Sidewalk Operations, Beautification, and Order	\$ 30,000.00	\$ 300.00	\$ 29,700.00	28.15%	\$ 30,000.00	\$ -	\$ 30,000.00	28.15%	0.00%	
SA 76 - Top of Broadway CBD - Administration, Organization, and Corporate Operations	\$ 31,567.31	\$ 315.67	\$ 31,251.64	29.62%	\$ 31,567.31	\$ -	\$ 31,567.31	29.62%	0.00%	
Contingency and Reserve	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
<b>TOTAL</b>	<b>\$ 106,567.31</b>	<b>\$ 1,065.67</b>	<b>\$ 105,501.64</b>	<b>100.00%</b>	<b>\$ 106,567.31</b>	<b>\$ -</b>	<b>\$ 106,567.31</b>	<b>100.00%</b>		

**BENCHMARK 2:** General Benefit Requirement

1.00%

Revenue Sources	FY 2017-2018 Actuals	% of actuals	Source
Assessment Revenue	\$ 107,824.00		Assessments and penalties
<b>Total Assessment (Special Benefit) Revenue</b>	<b>\$ 107,824.00</b>	<b>62.54%</b>	
Contributions and Sponsorships	\$ 50,000.00	29.00%	
Grants	\$ 14,587.00	8.46%	
Donations	\$ -	0.00%	
Interest Earned	\$ -	0.00%	
Special Event	\$ -	0.00%	
Other	\$ -	0.00%	
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$ 64,587.00</b>	<b>37.46%</b>	
<b>Total</b>	<b>\$ 172,411.00</b>	<b>100.00%</b>	

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

SA 76 - Broadway		FY 2017-18											
Service Category/Budget Line	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 76 - Top of Broadway CBD - District Identity and Activities	\$ 45,000.00	\$ 45,000.00	\$ -	42.23%	42.23%	\$ 53,022.74	\$ 45,000.00	\$ 8,022.74	42.23%	28.34%	0.00%	-13.88%	Historical Markers Grant \$11,156.38
SA 76 - Top of Broadway CBD - Sidewalk Operations, Beautification, and Order	\$ 30,000.00	\$ 30,000.00	\$ -	28.15%	28.15%	\$ 53,063.65	\$ 30,000.00	\$ 23,063.65	28.15%	28.36%	0.00%	0.21%	Historical Markers Grant \$8,587.09 & GB
SA 76 - Top of Broadway CBD - Administration, Organization, and Corporate Operations	\$ 31,567.31	\$ 31,567.31	\$ -	29.62%	29.62%	\$ 80,993.96	\$ 31,567.31	\$ 49,426.65	29.62%	43.29%	0.00%	13.67%	\$20,500 prior yr grant fr City & GB
Contingency and Reserve	\$ -	\$ -	\$ -	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%	
0	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
<b>TOTAL</b>	<b>\$ 106,567.31</b>	<b>\$ 106,567.31</b>	<b>\$ -</b>	<b>100.00%</b>	<b>100.00%</b>	<b>\$ 187,080.35</b>	<b>\$ 106,567.31</b>	<b>\$ 80,513.04</b>	<b>100.00%</b>	<b>100.00%</b>			

**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	\$ 50,644.00	Source	Spenddown Timeline
Special Assessment Project			
SA 76 - Top of Broadway CBD - District Identity and Activities	\$ 50,644.00		
SA 76 - Top of Broadway CBD - Sidewalk Operations, Beautification, and Order			
SA 76 - Top of Broadway CBD - Administration, Organization, and Corporate Operations			
Contingency and Reserve	\$ -		
<b>Special Project Total</b>	<b>\$ 50,644.00</b>		
<b>Total Designated Amount for FY 2018-19</b>	<b>\$ 50,644.00</b>		