



1460 MISSION ST



mid market community benefit district

2019 Annual Report

THE DISTRICT



MMCBD Dispatch
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 👤 7am-7pm, 7 days/week

- MMCBD Parcels
- Parcels under development

Centrally located along Market Street, our District's 98 acres include parts of Civic Center, SOMA, Tenderloin and Union Square neighborhoods. With over 900 existing parcels and several new residential and commercial real estate development projects underway, we are one of San Francisco's most dynamic property-based improvement Districts. Home to two of downtown San Francisco's busiest transit stations—Powell Street and Civic Center—early morning commuters, late night theater-goers, residents and international tourists enjoy convenient access to the City's Municipal Railway (Muni) and Bay Area Rapid Transit (BART).

The heavily-trafficked area requires balancing the needs of the District with a specialized approach and great attention to detail. MMCBD services were key in 2019. Sidewalks and storefronts continued to endure the impacts of real estate development sites (active and not) and requests for pedestrian safety and social service interventions remained significant. In addition to dispatching crews 7am to 7pm 7 days a week, the MMCBD continued to ensure the City fulfilled its contractual obligation to maintain baseline cleaning, maintenance and public safety services. Economic Development efforts included the attraction and retention of businesses and non-profit organizations, and marketing and promotional activities that illuminated the District's robust amenities. The following pages contain the year's programming highlights, initiatives and outcomes.

Please visit our website for more current and in depth information at midmarketcbd.org



CLEANING & MAINTENANCE

CLEAN TEAM

While Public Works is responsible for street maintenance and street trees, property owners are responsible for sidewalk maintenance.¹ MMCBD's Clean Team maintains sidewalks and public plazas, handling issues such as litter, graffiti and spills on behalf of property owners.

¹ For more information on property owners' sidewalk maintenance responsibilities please visit these links:

- California SHC 5610
- SF Controller's Office
- SF Better Streets

Our Clean Team works diligently to maintain the sidewalks to ensure a safer and more user-friendly passage through the District. Clean sidewalks benefit everyone – the disabled, visually impaired, children, seniors, employees, customers, pets and visitors to our District. Well maintained public spaces also reduce instances of vandalism and predatory behavior such as drug dealing and solicitation.

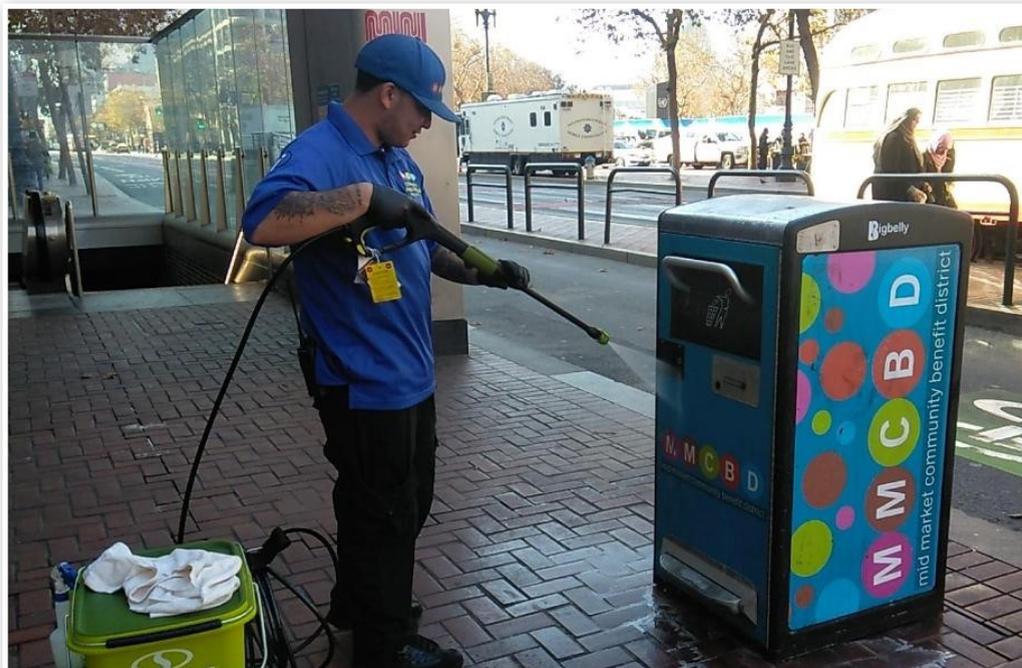
MMCBD efforts to improve the quality of life for everyone in the public realm are highlighted on the CBD | GBD | BID | TID CONSORTIUM (sfpbidconsortium.org) web page and acknowledged by our City agency partners, social service agency partners and most importantly those who benefit from our services.

BIGBELLY TRASH CANS

We installed new Bigbelly "smart" refuse collection units that are instrumental in keeping the District cleaner. They also reduce illegal dumping, leaks and spills, and deter rummaging.



Before



After



PUBLIC SAFETY



MMCBD Ambassador helps Two Blocks of Art attendees navigate the art walk.



MMCBD Ambassador assists a fallen pedestrian.

COMMUNITY AMBASSADORS

Ambassadors provide hospitality and way-finding support for pedestrians. They also serve as eyes and ears on the street, proactively deterring crime and addressing anti-social behavior. MMCBD Ambassadors are also trained social service outreach workers, able to assist people in need of housing or social service support.

MMCBD Ambassadors help reduce unnecessary calls to the local Police and Fire Departments by being able to serve as first responders. They have the ability to assess situations and determine the proper course of action without having the authorities involved. Their presence results in more appropriate and effective help for individuals and provides cost-savings for San Francisco taxpayers.

SAFETY TEAMS

MMCBD Safety Teams consist of an SFPD Officer and a MMCBD Ambassador. The Safety Teams proactively walk the District offering directions and information, deterring crime and addressing health and safety concerns. They consistently work to meet and get to know people in the community, building trust and strengthening communication. Merchants, residents and visitors greatly appreciate the Safety Teams and feel safer when they are working. The co-responder model helps to ensure the appropriate response to varying situations, because not all anti-social behavior requires police attention.

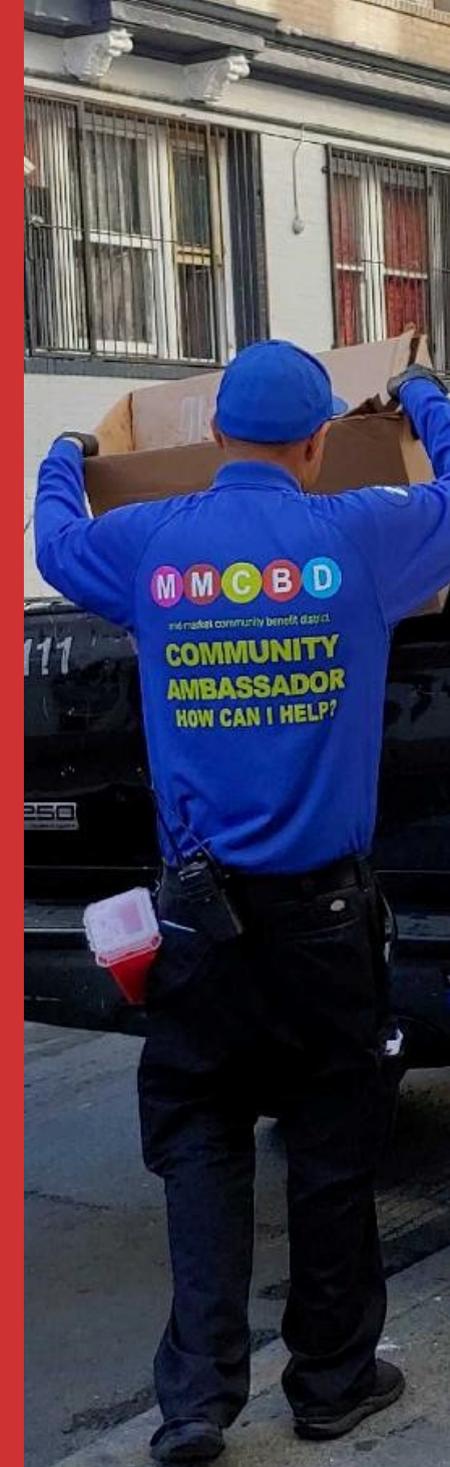


“MMCBD cameras are excellent and we are able to obtain video quickly when we investigate a crime. We have identified and arrested many suspects as a result.”

- San Francisco Police Department

SECURITY CAMERAS

- MMCBD operates a network of cameras
- Cameras are a proactive deterrent to illegal activity
- Cameras provide necessary evidence for the prosecution of crimes
- A network of cameras is more effective than a few isolated cameras
- MMCBD is the point of contact for video requests from law enforcement



ECONOMIC DEVELOPMENT

BUSINESS ATTRACTION, RETENTION & EXPANSION

We work to ensure the District is home to a diverse and vibrant mix of distinctive retail establishments. A list of ground-floor retail spaces for lease throughout the District is available on our website. MMCBD helps vet and connect prospective tenants with landlords, conducts tours of the neighborhood and arranges showings. Staff also provide linkages to leasing assistance, access to capital and City-sponsored economic development incentives, permitting, construction and staffing resources.

NEW DISTRICT BUSINESSES IN 2019 INCLUDED:

- Abe's Pizza
- Bini's Kitchen
- Burma Club
- Create Skateboards
- Falafalland
- Living Room SF
- Nick's on Mission
- Square Pie Guys
- Supreme
- The Nail Hall
- The Pawn Shop



Nail Hall

**ASK ABOUT
CATERING**
SQUARE PIE GUYS
IN
THE BAY
@SQUAREPIEGUYS



Burma Club



Supreme



Square Pie Guys

The Pawn Shop

**GOLDEN BRICK
AWARD**



Chris Foley accepts the Golden Brick Award



2019 Recipient: Chris Foley

Market on Market's Chris Foley received the 2019 MMCBD Golden Brick Award for his dedication and efforts to revitalize the ground floor of the historic Market Square building at 10th and Market. Market on Market has brought much needed goods, services and jobs to the community; and has markedly enhanced pedestrian foot traffic in the area. The urban market also boasts a bent toward sustainability and significant support for local small businesses and entrepreneurs. This year's award was presented by Page & Turnbull's Lada Kocherovsky.



Page & Turnbull's Lada Kocherovsky

STATS



5,000
Graffiti Tags
Removed



40,678
Linear Feet of
Sidewalk Pressure
Washed Quarterly



330
Social Service
Interventions

2,750
Human/Animal
Waste Clean-Ups



Out N' About at 1AM SF

ASSESSMENT METHODOLOGY

The method of apportioning benefit to parcels within the District reflects the proportional special benefit assigned to each property from the District services, activities and improvements based upon the various property characteristics for each parcel. Each parcel's linear street frontage, lot square footage, building square footage, and use have been used as the primary assessment variables for the benefit point calculation and assignment of parcel factors. Details of the annual assessment calculation are in the District Management Plan at midmarketcbd.org

QUARTERLY RECAPS

Staff produces Quarterly Recaps highlighting service statistics, information, news, events and achievements in and around the District. These comprehensive recaps are sent via email to stakeholders and are available online at midmarketcbd.org/resources/recaps. Visit this portion of the site to also see what properties were featured in the 2019 "District Beauty" section. To submit a photo for recognition in future District Beauty sections of the Recaps please send it via email with a title to: info@midmarketcbd.org

INCOME	BUDGET	ACTUAL
Assessments	\$1,515,631.54	\$1,516,795.60
Non-Assessment/ Fundraising/In-Kind/Interest	\$282,544.48	\$387,573.87
Total Income	\$1,798,176.02	\$1,904,369.47

EXPENSE	BUDGET	ACTUAL
Cleaning & Maintenance	\$446,880.11	\$430,582.54
Public Safety	\$497,089.68	\$433,889.83
Management and Economic Development	\$528,791.06	\$494,113.56
Non-Assessment Expense: Fundraising/In-Kind	\$291,415.85	\$391,587.71
Total Expense	\$1,764,176.70	\$1,750,173.64

ASSETS	ACTUAL
Cash and Cash Equivalents	\$1,080,230.52
Accounts Receivable	\$109,055.42
Prepaid Expenses	\$32,743.01
Security Deposits	\$2,190.00
Total Assets	\$1,224,218.95

LIABILITIES	ACTUAL
Accounts Payable	\$89,930.13
Accrued Expenses	\$84,545.68
Deferred Revenue	\$21,524.69
Total Liabilities	\$196,000.50

NET ASSETS	ACTUAL
Unrestricted	\$1,028,218.45
Total Liabilities & Net Assets	\$1,224,218.95

CARRY OVER	ACTUAL
Contingency & Reserve	\$706,721.41
Net Assets	\$321,497.04
Total Carry Over	\$1,028,218.45

FINANCIALS



Pride March



Board of Directors

Philip Gerrie
SF Friends Meeting House

Chris Hammond
WeWork

David Harrison
Patson Company

Shelley Orlando
Hudson Pacific Properties

Dipak Patel
Property Owner

Liz Pocock
Episcopal Community Services

Jim Sangiacomo
Trinity

Brian Smith
Huckleberry Bicycles

Jane Weil
Resident

Bill Whitfield
Shorenstein Realty

Two Blocks of Art Exhibit, 3D Photobooth