

THE
EAST
CUT

Community Benefit District
Annual Report

Fiscal Year
2020 – 2021





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LETTER FROM THE PRESIDENT

04



yet assessment revenue for operating and managing this significant neighborhood resource is projected to fall short. A successful fundraising effort of \$3.5 million is needed to plug the gap and allow construction to begin.

I've lived in Rincon Hill for 12 years. In that time, the neighborhood and The East Cut CBD have grown in ways I never imagined. I'm proud of what The East Cut CBD has done and I'm excited about what's to come.

As the city stirs to life in 2022, our corner of it will come back to new supervisorial district boundaries, new neighbors, new East Cut CBD board members, new retail, more office workers returning to our signature towers, and more visitors passing through on their way to the waterfront and the ballpark.

With your help, we can work together to make San Francisco's most exciting downtown neighborhood greener, cleaner, and better than ever.

WITH GRATITUDE,

A handwritten signature in black ink that reads "Katina Johnson". The script is fluid and cursive.

Katina Johnson
President,
Board of Directors,
The East Cut CBD

05

DEAR NEIGHBOR,

Despite pandemic constraints, The East Cut Community Benefit District (The East Cut CBD) had a very successful 2021. In probably the most visible of our accomplishments, The CBD and its partners transformed the Temporary Transbay Terminal into The Crossing – a place where folks who live here, work here or are just passing through can play, relax, and party.

The slogan for The Crossing is *"It's time to come back together"*, and that's exactly what East Cut neighbors did.

The East Cut CBD continued to provide visible clean and safe street services 24 hours a day. We also kept our neighborhood's parks, including Salesforce Park and Guy Place Mini Park, clean and festive. And, with ventures like The Crossing, we saw some of the major initiatives that began during the first year of the pandemic come to fruition.

Executive Director Andrew Robinson took a lead role in forming the San Francisco Benefit District Alliance – a coalition of CBDs addressing common neighborhood quality-of-life issues. In 2021, the Alliance secured refuse service and pricing guarantees from Recology and worked with the City to incorporate more CBDs into the 311 reporting system. The City uses 311 calls to determine budget allocation for municipal services, so integrating The East Cut CBD's service data into the 311 system has been a top priority for several years.

New and long-time neighbors were the driving force behind one of The East Cut CBD's most successful ventures: the Rincon Sneak Tour. This volunteer-led tour covers the history of the neighborhood and visits its hidden gems off the main streets. In 2022, our growing cadre of volunteers will be adding tours to highlight the district's public art, local food spots, distinguishing landmarks, and more.

The East Cut Community Garden broke ground in 2021 and will open by summer 2022. The garden will give East Cut neighbors a unique opportunity to meet, share garden plots, and attend special events.

Supervisorial District 6, where The East Cut CBD is located, has the lowest amount of open and green space per capita than any other San Francisco district. The CBD's highest priority in 2022 will be ensuring that the neighborhood parks and green spaces the city committed to building decades ago actually move closer to reality.

Under Ramp Park is one of those missing green spaces. The site's 2.4 acres will include a large dog area, beer garden, basketball and sports courts, community meeting space, and more amenities.

The CBD will operate the park after the City constructs it,

MISSION



Above: Team members James and Norman walk the neighborhood and identify areas that need attention.

The East Cut Community Benefit District works to advance the district's quality of life for residents, workers, and visitors by providing a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of the neighborhood's economic base.

UNBUILT EAST CUT

The East Cut as a neighborhood is moving closer and closer to the vision City planners created for it upon the removal of the Embarcadero Freeway in 1991. With many of the neighborhood's parcels fully built out, some of the newest projects are moving forward, including the 800' office tower and hotel on Parcel F, the Renzo Piano-designed hotel at 555 Howard, and the building developments at Blocks 2 and 4, currently moving through the entitlement process with OCII.

Then there are developments in the neighborhood that have progressed through planning approvals and fizzled – like the residential development at 325 Fremont. Or projects that have actually started construction and stopped, leaving the future of the project unknown, as in the case of the Oceanwide development at 1st and Mission streets (photographed at right). And what about the projects that were envisioned for the neighborhood, only to fall prey to political gridlock or a society not yet ready to embrace change?

In an October 2013 article published by SPUR, titled Unbuilt San Francisco, projects across the entire City from different eras were profiled, with one such proposal squarely within The East Cut. A Renzo Piano proposal (not the aforementioned hotel at 555 Howard) was considered at one time for the same site where Oceanwide planned to build its two high-rise towers, one 600 feet and one 900 feet, and a Waldorf Astoria hotel. Piano's vision was for five slender towers ranging from 600 to 1,200 feet with terra cotta cladding, echoing the race to build the tallest, most outlandish skyscrapers in the world by many starchitects in the early 2000's. Alas, Piano's magnum opus never materialized due to the site owner selling the property to Oceanwide in 2008. The forces that drove that sale are

unknown, but there was talk of a multi-year entitlement process that could have delayed Piano's buildings beyond any profitable venture's appetite.

Beyond unbuilt building projects, the remaining underdeveloped parcels in The East Cut include parking lots under the bus ramps into Salesforce Transit Center, and the center parcel of the former Temporary Transbay Terminal. These spaces, a paradise to a used-car dealer, are instead destined to become two of the most exceptional park spaces in all of San Francisco. The spaces under the bus ramps, currently using the working name "Under Ramp Park" (a new name will be selected through a community process), will eventually be a 2.4-acre park space where workers interact with neighbors; where kids from the neighborhood and beyond meet to play; and where pet owners socialize before and after work. Under Ramp Park embodies the mixed-use nature of San Francisco's new Downtown and will stitch together the commercial and residential zones of the neighborhood. At the center of the Temporary Transbay Terminal site will be Transbay Block 3 – a 1-acre park with a large playground serving toddlers and elementary school-aged children, informal gathering spaces, landscape furnishings, trees, and native plants.

Possibly the most highly anticipated unbuilt project in The East Cut is the Downtown Rail Extension, or DTX, which will be the final piece of the Transit Center vision. DTX will allow California's High-Speed Rail to link southern California to the Central Valley and to the Bay - ultimately providing a sustainable way to get from Los Angeles to San Francisco and back in a matter of hours. DTX will also bring Caltrain's new electrified rail service from the Peninsula into downtown. The amount of energy and activity DTX will bring to the neighborhood shows that perhaps the most impactful unbuilt projects are the ones underground!

Right: Construction on the Oceanwide Development at 1st and Mission streets on hold.





UP & COMING

The future of The East Cut neighborhood continues to look bright, even amidst the ongoing challenges of COVID-19. In the last fiscal year, your East Cut CBD quickly pivoted to address the new realities the neighborhood faced – launching East Cut Eats to support local restaurants, adjusting our street cleaning and safety services to generate more visibility for the team, advocating for the neighborhood to see the former Temporary Transbay Terminal site become a community space, and more. In the year ahead, The East Cut CBD is aiming even higher, with plans to launch new projects and campaigns to support the neighborhood’s livability and vibrancy.

Ongoing, positive negotiations with the TJPA and OCII are advancing the long-awaited development of Under Ramp Park and set the stage for The East Cut CBD to officially launch its biggest fundraising campaign ever. The goal is to raise \$3.5 million. The vision is a true neighborhood park, with sports courts, a large dog park, gathering spaces, a beer garden, and more; and your CBD will manage, maintain, and program the park. The funds raised will cover a modest operating budget deficit and unlock over \$40 million in capital funding from OCII to finish the design and construct the park. The bar has never been higher, and the need never greater. As the neighborhood continues to grow, it needs true recreation and community space.

Even before Under Ramp Park breaks ground, The East Cut is partnering with other non-profit and for-profit stakeholders to activate the former Temporary Transbay Transit site. Last spring the East Cut team was selected by OCII to turn the space into a fitness, recreation, retail, and event space. The plan includes bringing two micro soccer fields, a beer garden, food vendors, a cinema, and more amenities to create an interim public open space at the site before it becomes developed into housing at both the north and south ends, and a park in the middle.

The East Cut CBD is also hard at work on transitioning a vacant parcel at Essex and Folsom into a community garden. The project is in response to significant community feedback about the need for gardens and green space. The site is small, and can only accommodate about 20 garden beds, but the transformation is proof that community ideas can become reality.

The goal of all our efforts is to create a neighborhood that is a place of pride for residents, employers, and employees – that welcomes visitors and actively supports the safe return to office. The years ahead will see this corner of the City become a beacon for how San Francisco can grow, making space for all, and building a community that is woven into the rich fabric of our City by the Bay.

HIGHLIGHTS & ACCOMPLISHMENTS

Community Garden!

WalkShops!

D6 Forums!

Programming!

Bigbellies!

Under Ramp Park Outreach!

GBD Innovation!

East Cut Eats!

City Projects!

Fiscal Year 2020-21 was the fifth full year of The East Cut CBD's operations, and despite COVID-19 restrictions, team members advanced many projects, fulfilling the organization's core program goals, which include:

- Advancing the District's Quality of Life For Residents, Visitors, & Workers
- Driving the Vitality of Our Neighborhood's Economic Base
- Improving and Inspiring Placemaking and Activation of Public Spaces
- Maintaining the Financial Stability and Fiscal Obligations of the Organization

Following are a few more highlights from across the CBD's program areas during the past year:

- Added five new Bigbelly trash cans with park-themed wraps to the neighborhood, bringing the total Bigbelly cans to 10
- Held two mask distribution events on Folsom Street, distributing masks to residents in order to prevent COVID transmission
- Held two "WalkShops" in the neighborhood, recruiting residents to volunteer as docents for future walking tours
- Participated in a District 6 Forum addressing challenges faced by small businesses
- Continued coordination with the Global Business Districts Innovation Club and hosted a webinar on Urban Agriculture
- Coordinated with the TJPA and Biederman Redevelopment Ventures (BRV) on the return of programming in Salesforce Park in April after the pandemic hiatus

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- Raised \$1,200 in donations from the neighborhood for the Block by Block Street Services Team lunch fund
- Advocated for City welfare checks for the Main Street and Clementina Street homeless encampments, helping to get 90% of the residents humanely housed
- Spearheaded and developed a new MOU between Recology and all of the City's CBDs for refuse collection, with no additional cost to assessees
- Coordinated with the City on the completion of Folsom Streetscape Improvement and Howard Street Quick Build street renovation projects

Temp Terminal Activation!

City Outreach!

Problem Library MIRA Activation!

Park Advocacy!

Recology MOU!

Lunch Fund!

Mask Events!

The CBD continues to ensure that public rights-of-way in the district are clean, safe, and welcoming. With those services effectively dialed in, the CBD continues to expand community initiatives and programming in the neighborhood.

The following five highlights accomplished during the past year give a window into major initiatives The East Cut CBD will be advancing for years to come, focusing on Economic Development and Parks & Greenspace:

- Launched East Cut Eats - a neighborhood-based food delivery program intended to increase patronage at East Cut restaurants during the pandemic. Held 15 events throughout the summer of 2020
- Issued a neighborhood survey with Supervisor Haney and participated in a town hall for activation of the Temporary Transbay Terminal site. Submitted a proposal to OCII and was awarded the contract in June for The Crossing at East Cut Activation
- Advanced The East Cut Community Garden by finalizing the operations plan and gaining approval from the OCII Commission in February, completed construction documentation, bidding negotiations, and selection of a landscape contractor
- Worked with the Problem Library and Tishman-Speyer to secure vacant ground floor retail space in MIRA (120 Folsom) for a four-month activation titled *Ongoing Maintenance* by artist Vanha Lam
- Began outreach to District HOAs, and coordinated a draft term sheet agreement with the TJPA, for Under Ramp Park operations fundraising

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- 1 Patrons enjoy outdoor seating at Bluestone Lane on Avery Lane.
- 2 Residents walking their dog on Folsom Street.
- 3 Children enjoying new benches installed as part of the Folsom Streetscape Improvement Project.
- 4 Children being escorted near the Philz Coffee at Folsom & Beale streets.

SERVICES & STATS



Team member Antonio waits to cross the street at Folsom & Beale streets.

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The CBD Street Services and Safety Team works in The East Cut district 24-hours a day, seven days a week to ensure our neighborhood’s sidewalks and public open spaces are clean, safe, and inviting. The CBD also leverages assessment dollars by raising additional funds for cleaning, providing community programming, collaborating with City leaders to address district-wide challenges, and elevating the residential and business profile of The East Cut.

CLEANING AND MAINTENANCE. The CBD’s street services crew provides daily cleaning and beautification: sidewalk sweeping, power washing, graffiti abatement, topping off City trash cans, weeding tree basins and sidewalk cracks, and spot-cleaning health hazards. Cleaning services are provided every day from 5:30am to 10:00pm.

SECURITY. More than 100,000 residents, employees, and visitors move through The East Cut district every day. To ensure a safe environment, we were the first district in the City to offer 24/7 neighborhood security. Our patrol teams cover the entire CBD to deter crime and communicate with private building security personnel and SFPD for effective, coordinated action.

COMMUNITY GUIDES. Along with our Clean and Safe Teams, the CBD fields community guides who offer assistance and directions to locals and visitors. Operating as the “eyes and ears” of The East Cut from 5:30am to 10:00pm, our guides connect individuals with services, respond compassionately to calls for homeless outreach, and ensure that the district operates smoothly.

PARKS AND GREENSPACE. The CBD helps plan and maintain public parks, rain gardens, sidewalk landscaping, and street trees. In partnership with TJPA, the CBD also oversees maintenance and programming of Salesforce Park. And while awaiting construction of additional park spaces, the CBD works to highlight and activate privately-owned public open spaces (POPOS) for the enjoyment of district residents, workers, and visitors.

COMMUNITY PROGRAMMING. The East Cut CBD hosts a variety of arts and cultural events throughout the year to answer community requests for neighborhood activities. These events are open to everyone and provide social and business connections for all East Cut stakeholders.

MARKETING. We promote The East Cut CBD’s services and events through our district newsletters, social media, website, and district-wide street banner campaign.

Learn more at: www.theeastcut.org

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730

Public calls for clean and safe service responded to. 1,369 in FY19-20

3,449

City trash cans topped. 7,821 in FY19-20

2,997

Instances of graffiti removed. 3,221 in FY19-20

145,460

Pounds of garbage removed. (Does not include bulky items.) 208,625 in FY19-20

1,101

Needles removed. 1,787 in FY19-20

3,187

Instances of outreach to homeless individuals. 6,605 in FY19-20



1



3



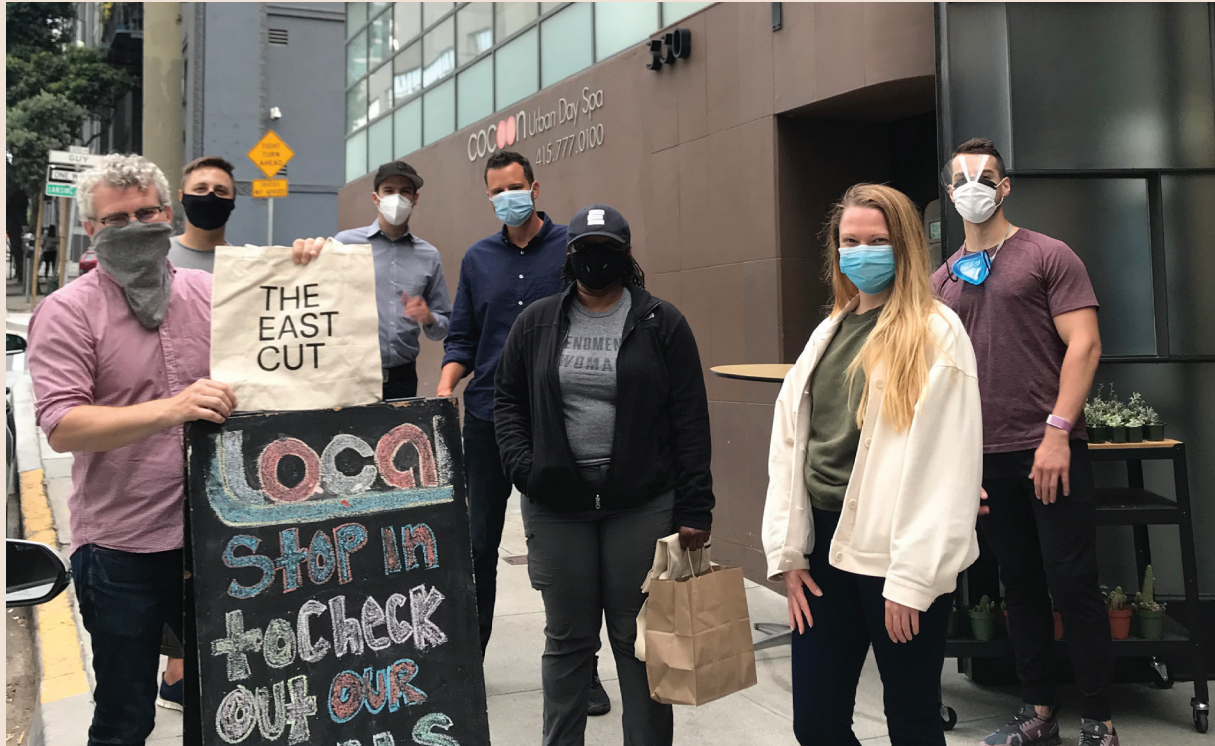
2



4

- 1 Team Lead Jaleel waves in front of the CBD's new pressure washing cart.
- 2 Team Lead Moe blows leaves on Main Street.
- 3 Services Ambassadors Jerry and Paul coordinate tasks.
- 4 Service Ambassador Jerry sweeps the gutter on Main at Folsom.

A BUSINESS CASE FOR PLACE



Volunteers for East Cut Eats pose for a photo at Local Kitchen & Wine Merchant (330 1st Street).

Throughout the 20-21 Fiscal Year, The East Cut CBD, like all organizations and businesses, had a major shift in procedures and workplace dynamic. While The East Cut services team continued providing cleaning and safety services throughout the neighborhood, the CBD office staff transitioned to work-from-home along with almost all of the major companies in the district. This allowed for the safety of the community, however, the affects on neighborhood businesses were obvious.

The East Cut saw all of our local eateries and retail shops close in the early days of the pandemic due to local mandates. When restrictions were eased, some of our most well-known businesses were unable to weather the absence of tens of thousands of daily visitors to the area. Anchor & Hope, Specialty's Café, Salt House, and Form Boxing were just a few of the 18 documented permanent business closures from March 2020 – March 2021. It was immediately clear that additional help for our neighbors was needed, and the CBD was positioned to offer assistance.

Because there was a shelter-in-place order for much of the spring of 2020, the CBD began brainstorming a program to get restaurant orders to neighborhood residents. Utilizing our history of working with volunteers, we developed East Cut Eats – a program to deliver food from East Cut restaurants to East Cut residents. In the summer of 2020, from July to October, The East Cut CBD operated this volunteer program. Every week, East Cut Eats partnered with one or more restaurants, promoted menus and stories on social media, collected online orders, and coordinated volunteers to perform deliveries at no

20 charge to the customer nor to the business. East Cut Eats ran for 15 weeks, partnered with 13 restaurants, worked with 14 volunteers, and generated 259 orders totaling over \$15,000 in sales. While the participating businesses could not survive on those sales alone, the CBD



promoted our local shops, saved restaurants expensive delivery fees, and allowed neighbors an opportunity to shop local.

The CBD did not stop there. While the City of San Francisco and the Federal government began implementing their own measures to help businesses, the CBD canvassed the area and distributed information on available programs through our website and social media. Specifically, we promoted the Paycheck Protection Program, small business loans from the Office of Economic & Workforce Development (OEWD), and the Shared Spaces program, which enabled businesses to use parking spaces, open spaces, and POPOS to build parklets for outdoor seating. While a handful of East Cut businesses capitalized on the Shared Spaces program and built new parklets on their own, the CBD partnered with Natoma Cabana on Natoma Street and applied for its own Shared Spaces permit, allowing the bar to put out tables and chairs on the shared street just west of the Transit Center, while also providing opportunities for the CBD to host outdoor events.



As the Shared Spaces program continued throughout the first half of 2021 and the City embraced outdoor activity, the CBD's Neighborhood Parks & Greenspace Committee conceptualized additional ideas to increase neighborhood identity and community activation. From those discussions, East Cut Seats was born – a program where the CBD purchased outdoor table and chair sets and provided them to local businesses so that they may expand into the public realm. The first partner to utilize the tables and chairs was Sweetgreen at Second and Natoma streets. The program is still in its infancy, but all signs point to a greater use of public space by the community.



Last, but certainly not least of the economic interventions spearheaded by the CBD, was the temporary activation of the Temporary Transbay Terminal at Folsom and Beale streets. After Salesforce Transit Center reopened in August 2019, the 3.5-acre concrete parcel sat fenced off and empty, weeds growing with the threat of dereliction. The CBD successfully advocated at TJP and OCII to issue an RFP for activating the site, and in March 2021 the CBD, along with three organizations collectively known as the East Cut Landing Partners, was awarded the permit to activate the site for a two- to three-year period. Starting in September 2021, the site will feature food trucks and retail kiosks, a family-friendly beverage garden, art installations, an outdoor cinema, a community marketplace, Street Soccer fields, a dog park, a kids play area, and more. The CBD hopes to utilize the retail kiosks to highlight existing local businesses, but also allow for businesses from other parts of San Francisco to test the area, and potentially lease a neighborhood storefront in the future. With the potential for a weekend farmers' market, the CBD looks to deliver a long-requested amenity for the neighborhood in the form of affordable produce.

1 Tables and chairs are set out at Sweetgreen (171 2nd Street) as part of East Cut Seats.

2 Seating for Natoma Cabana (90 Natoma Street) is placed in the right-of-way as part of The East Cut CBD's Shared Spaces permit.

3 Neighborhood youth play soccer on Street Soccer USA fields installed in the former Temporary Transbay Terminal as part of The Crossing at East Cut.



1



2



3



4

The East Cut is a neighborhood in development, experiencing fast growth as it reaches its peak. The pandemic created significant and unforeseen challenges to a small business community mostly reliant on an office crowd. Only half of the district’s businesses reopened, all adjusting to the major loss of traffic, new safety regulations implemented overnight and evolving over months, and the shift from office to residential audiences. Residents of the neighborhood remained, but the symbiosis that office workers normally enabled was, and still is, missing.

The retail fabric contributes to a neighborhood’s identity and defines its social and cultural character by creating unique experiences and vibrancy for those who work, live, and commute here. Luckily, The East Cut possesses a strong and modern real estate infrastructure that can adapt to major shifts in behaviors. It is a transit-rich neighborhood still growing, investing in open spaces and activities that support a neighborhood identity. With park spaces under development, more retail spaces in the pipeline along with thousands of housing units (including over 35% below market-rate) and millions of square feet of office space, The East Cut is a prosperous place for long-term investments, as signaled by dozens of lease deals still underway.

Looking ahead, The East Cut Community Benefit District is working to form a stronger coalition with its retail businesses and improve our collective connection to San Francisco’s economic development strategy. In March of 2021, the CBD conducted a first-of-its-kind merchant survey in the district to have a greater understanding of small businesses and create collaboration with merchants. With businesses that left the neighborhood not participating in the survey, the findings are very much reflective of the characteristics of those able to weather the global pandemic. The survey revealed that merchants are focused on the future and on potential investments to deepen their roots in this community. The problems to solve are manageable for a district and city like ours, and this year The East Cut CBD will continue its efforts to further connect people to places to create an environment that attracts people to live in, work in, and visit the neighborhood.

The East Cut CBD will continue to advance opportunities allowing businesses to leverage and benefit from the public realm and its large open spaces and sidewalks, it will continue to advocate for safe and modern solutions to emerging trends in transportation, and continue to promote the social value of vacant ground floor spaces that can be used for innovative, cultural, or incubation programs.

1 Meals are packaged for delivery from The Lightbox Cafe (211 Main Street) as part of East Cut Eats.
 2 A volunteer for East Cut Eats carries delivery orders from Spice Kit (405 Howard Street).
 3 Tables and chairs are set out at Sweetgreen (171 2nd Street) as part of East Cut Seats.
 4 Volunteers for East Cut Eats pose for a photo at Town Hall Restaurant (342 Howard Street).

LEVERAGING YOUR DOLLARS

The East Cut Community Benefit District is mandated to raise funds for the portion of its services and programs that benefit the general public. In FY20-21, The CBD went above and beyond its fundraising requirement and raised \$0.055 cents for every assessment dollar received.

\$163,030

in corporate donations and City grants

- \$5,000 from Tishman Speyer to support vacant retail activations
- \$103,000 in PPP loan
- \$42,795 from OEWD for ten Bigbelly trash receptacles and pressure washing services
- \$10,600 from Google through their employee donation matching program
- \$1,665 from DocuSign through their employee donation matching program

\$38,000

value of individual donations

- \$31,000 in donations to The East Cut CBD general activities.
- \$7,000 for the Services Team Lunch Fund and Wish List.

\$12,000

value of in-kind donations

- One permanent parking space at Rincon Green for clean team staff.
- 6 annual Salesforce licenses to manage the property assessments database

662 hours

volunteered towards committees and CBD programs

- 542 hours volunteered by 27 board directors and committee members at meetings.
- 120 hours volunteered by participants of East Cut Eats.

Other donations

received from CBD supporters

- 12 Fitness SF gym memberships for The East Cut CBD staff and Services Team.

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Right: The new 1 Steuart Lane residential tower by SOM at Steuart and Howard streets.

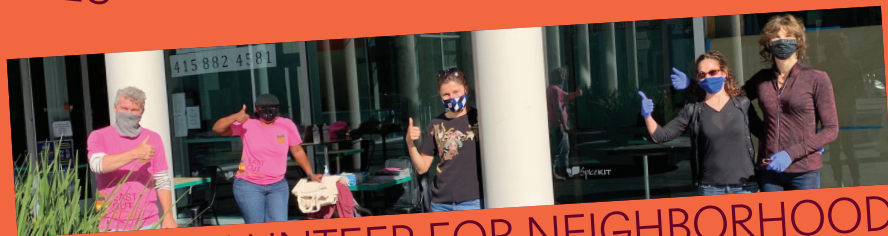


GET INVOLVED

There are many ways to get involved with The East Cut CBD, whether you are a resident, business owner, worker, or even if you have no connection to the neighborhood at all! The following are options, both big and small, to contribute your time, funds, or ideas to further the CBD's mission.



DONATE TO THE SERVICES
TEAM LUNCH FUND



VOLUNTEER FOR NEIGHBORHOOD
INITIATIVES



VOLUNTEER IN THE EAST CUT
COMMUNITY GARDEN



ATTEND EAST CUT CBD COMMITTEE
MEETINGS



DONATE TO SAVE THE UNDER RAMP
PARK PROJECT



BUDGET &

JULY 2020 – JUNE 2021 ACTUALS

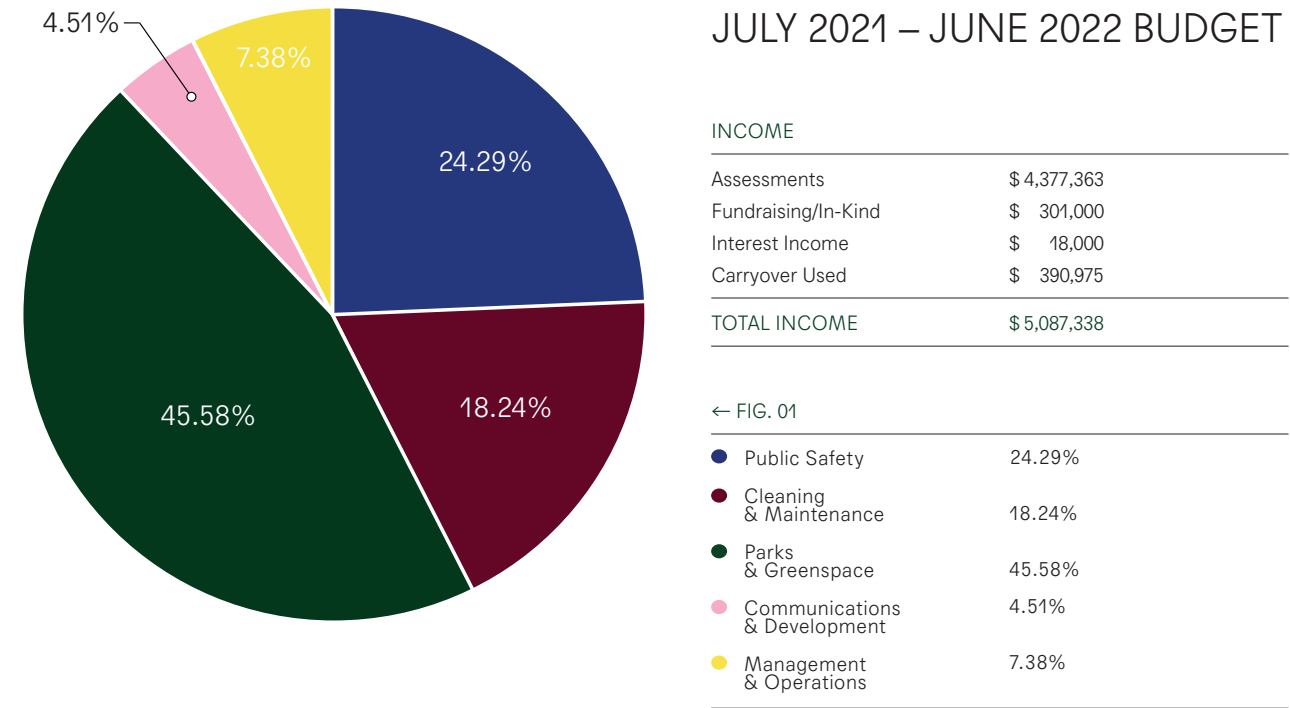
INCOME	ACTUALS	BUDGET	OVER / (UNDER) BUDGET
Assessments	\$ 4,316,674	\$ 3,845,714	\$ 470,960
Fundraising/In-Kind	\$ 209,790	\$ 395,525	\$ (185,735)
Interest	\$ 12,560	\$ 10,000	\$ 2,560
Other Income	\$ 6,272	\$ 0	\$ 6,272
TOTAL INCOME	\$ 4,545,296	\$ 4,251,239	\$ 294,057
EXPENSES	ACTUALS	BUDGET	OVER / (UNDER) BUDGET
Public Safety	\$ 1,026,227	\$ 1,089,853	\$ (63,626)
Cleaning & Maintenance	\$ 1,037,549	\$ 1,022,492	\$ 15,057
Parks & Greenspace	\$ 487,776	\$ 499,232	\$ (11,456)
Salesforce Park	\$ 738,315	\$ 1,211,838	\$ (473,523)
Economic Development	\$ 201,837	\$ 155,585	\$ 46,252
Management & Operations	\$ 343,066	\$ 332,422	\$ 10,644
TOTAL EXPENSE	\$ 3,834,770	\$ 4,311,422	\$ (476,652)
Revenue Over Expenses	\$ 710,526	\$ 0	\$ 710,526
Prior Year Carryover	\$ 0	\$ 210,207	\$ (210,207)
TOTAL CARRYOVER	\$ 710,526	\$ 210,207	\$ 500,319

JULY 2020 – JUNE 2021 BALANCE SHEET

ASSETS	
Cash in Bank	\$ 2,562,300
Accounts Receivable, Net	\$ 106,177
Investments	\$ 3,212,101
Capital Assets	\$ 1,240
TOTAL ASSETS	\$ 5,881,818
LIABILITIES	
TOTAL LIABILITIES	\$ 582,707
TOTAL NET ASSETS (CARRYOVER)	\$ 5,299,111
TOTAL LIABILITIES & NET ASSETS	\$ 5,881,818

BALANCE SHEET

JULY 2021 – JUNE 2022 BUDGET



PROJECTED CARRYOVER DISBURSEMENT

CARRYOVER	AS OF 6.30.21	BUDGETED FOR FY21 – 22	BUDGETED FOR FUTURE YEARS
Public Safety	\$ 741,533	\$ 107,654	\$ 633,879
Cleaning & Maintenance	\$ 565,698	\$ 87,424	\$ 478,274
Parks & Greenspace	\$ 1,579,292	\$ 0	\$ 1,579,292
Salesforce Park	\$ 2,195,185	\$ 53,777	\$ 2,141,408
Communications & Development	\$ 125,697	\$ 108,632	\$ 17,065
Management & Operations	\$ 91,746	\$ 33,488	\$ 58,258
Non-Assessment	\$ 0	\$ 0	\$ 0
TOTAL	\$ 5,299,111	\$ 390,975	\$ 4,908,136

ASSESSMENT METHODOLOGY & CALCULATION

Each property within the CBD’s boundaries pays a special assessment proportional to its share of the cost of the district’s services. The assessment is based on a formula that determines the property’s special benefit.

- An individual parcel’s annual assessment can be calculated in three steps:
1. Determine the parcel’s land use and proximity to Salesforce Park to find out the assessment rate.
 2. Add parcel lot square footage plus building square footage.
 3. Multiply by the appropriate assessment rate.

$$(\text{PARCEL LOT SQUARE FOOTAGE} + \text{BUILDING SQUARE FOOTAGE}) \times \text{ASSESSMENT RATE} = \text{ANNUAL PARCEL ASSESSMENT}$$

EXAMPLES: For land uses more than 500 feet from Salesforce Park (excluding affordable housing and non-profit uses) with a 10,000 square foot lot and 100,000 square foot building, the calculation is:

FY2020/21
 $(10,000 + 100,000) \times \$0.08828 = \$9,711$
annual parcel assessment

FY2021/22
 $(10,000 + 100,000) \times \$0.08980 = \$9,878$
annual parcel assessment

All land uses within 500 feet of Salesforce Park, excluding commercial properties adjacent to the park:

FY2020/21
 $(10,000 + 100,000) \times \$0.13053 = \$14,358$
annual parcel assessment

FY2021/22
 $(10,000 + 100,000) \times \$0.13278 = \$14,606$
annual parcel assessment

Commercial buildings adjacent to Salesforce Park:

FY2020/21
 $(10,000 + 100,000) \times \$0.18573 = \$20,430$
annual parcel assessment

FY2021/22
 $(10,000 + 100,000) \times \$0.18893 = \$20,782$
annual parcel assessment

Commercial buildings adjacent to Salesforce Park and with a connecting bridge:

FY2020/21
 $(10,000 + 100,000) \times \$0.21333 = \$23,466$
annual parcel assessment

FY2021/22
 $(10,000 + 100,000) \times \$0.21700 = \$23,870$
annual parcel assessment

Affordable housing and non-profit uses more than 500 feet from Salesforce Park:

FY2020/21
 $(10,000 + 100,000) \times \$0.06621 = \$7,283$
annual parcel assessment

FY2021/22
 $(10,000 + 100,000) \times \$0.06735 = \$7,409$
annual parcel assessment

THE EAST CUT CBD STAFF SPOTLIGHT

PIERRE LAGARDE, FUNDRAISING & DEVELOPMENT MANAGER



Pierre has worked for The East Cut Community Benefit District since July 2018, however, he first joined the CBD as a neighborhood volunteer in July 2017, assisting with events and neighborhood outreach. Pierre originally hails from Paris, France, and has brought a perspective to our neighborhood organization that emphasizes economic innovation and community participation. He has been behind CBD efforts such as East Cut Eats, East Cut Tours, CBD grant writing, and much more! Pierre is also your CBD contact for neighborhood business inquiries, and provides updated information on social media and our website regarding business hours and new developments. Pierre’s thoughtful and positive energy always brings a lift to the office, and we are fortunate to have him on our team. Reach out to Pierre if you have any questions or want to talk about the future of the neighborhood!

THE EAST CUT CBD BOARD OF DIRECTORS 2020–2021

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THE EAST CUT CBD COMMITTEES

Audit, Bylaws, Economic Development, Executive, Finance & Development, Neighborhood Parks & Greenspace, Nominating, Personnel & Operations, Salesforce Park, Street Services & Safety

THE EAST CUT CBD STAFF

Andrew Robinson, Executive Director
Mike Rieger, Deputy Director
Garrick Mitchler, Public Realm Maintenance & Operations Manager
Pierre Lagarde, Fundraising & Development Manager
Emily Tzouanakis, Administration & Strategic Communications Manager
Heba Shanaa, Design & Planning Intern

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Albert Bower & Jerome Shaw, Adrian Caratowsa, Dan Coming, City and County of San Francisco, District 6 Supervisor Matt Haney, DocuSign, Fitness SF, Paul Gallaher, Google, Judy Heyboer, Katina Johnson, Darrell Lee, Nancy & Christopher Meyer, Office of Community Investment and Infrastructure (OCII), Office of Economic and Workforce Development (OEWD), On Fleet, Bill Quinn, Renne Public Law Group, Rincon Green, Sienna Shankel, Tishman Speyer, Transbay Joint Powers Authority (TJPA), U.S. Digital Response, Andy Van Wart.

Photography by Hannah Welch and TECCBD, UON.

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