

# Community Benefit District Annual Reports

## FY 2020-2021

- Tourism Improvement District
- Moscone Expansion District
- Yerba Buena
- The East Cut
- Castro/Upper Market
- Ocean Avenue
- Discover Polk
- Lower Polk

# Legislative Overview

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

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

# Review Process

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

# Basic Information

<b>CBD Name</b>	<b>Type</b>	<b>Management Plan Assessment Budget</b>	<b>FY20-21 Assessment Roll Submission</b>	<b>Year(s) Formed and Renewed</b>	<b>Expires</b>
<b>Tourism Improvement District</b>	Business-based	\$27,000,000.00	-	2008	2023
<b>Moscone Expansion District</b>	Business-based	\$19,332,000.00	-	2013	2045
<b>Yerba Buena</b>	Property-based	\$2,991,722.82	\$3,151,269.00	2008, 2015	2030
<b>The East Cut</b>	Property-based	\$2,474,194.00	\$4,466,696.68	2015	2030
<b>Castro/Upper Market</b>	Property-based	\$866,991.62	\$818,991.62	2005, 2020	2035
<b>Ocean Avenue</b>	Property-based	\$239,578.00	\$339,580.72	2010	2025
<b>Discover Polk</b>	Property-based	\$622,784.00	\$635,238.70	2018	2029
<b>Lower Polk</b>	Property-based	\$799,093.00	\$903,012.06	2014	2029

# Benchmarks

OEWD's staff reviewed the following budget related benchmarks for each CBD/BID:

- **Benchmark 1** – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.
- **Benchmark 2** – Whether the CBD met its non-assessment revenue source requirement.
- **Benchmark 3** - Whether the variance between the budget amounts for each service category was within 10 percentage points from the fiscal actuals.
- **Benchmark 4** - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.



# Tourism Improvement District (TID) & Moscone Expansion District (MED) - Benchmarks

Benchmark	Question	TID: Was This Met in FY2021?	MED: Was This Met in FY2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is X < 10%?	Yes	Yes
<b>Benchmark 2</b>	Variance between fiscal year budget and fiscal year actuals is X < 10%	Yes	Yes
<b>Benchmark 3</b>	Were carryforward fund indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes	Yes

# Tourism Improvement District & Moscone Expanding District - Findings and Recommendations

- Both districts special assessment revenues were significantly impacted by the Covid-19 pandemic. The formula for both districts is based on a percentage of revenue generated from hotel room purchases in the City and County of San Francisco.
  - The lack of assessment revenue forced the Moscone Expansion District to tap its Debt Service and Stabilization fund. The fund was designed to be drawn upon in any year when lower than expected MED collections caused MED contributions toward debt service to be lower than the sum set forth in cash flow projections.
  - Due to the pandemic's impact on assessment revenue TID assessment fees were less than anticipated resulting in the district expending approximately \$890,000 more than what it collected in the FY. This amount was covered through the TID's Contingency/Reserve fund.
- The TID is set to expire in 2023 and the renewal and expansion process will be completed in Fall 2022.
  - The San Francisco Tourism Improvement District Management Corporation (SFTIDMC) and SF Travel followed OEWD's recommendation to begin the renewal process in FY 2019-20.
  - A Management District Plan was submitted to the City in spring 2020 but the TID and OEWD mutually agreed to pause the renewal process due to the Covid-19 pandemic and expansion proponents.
  - OEWD and project proponents resumed the renewal and expansion Management District Plan from winter 2020 through summer 2021. Project proponents have hosted and continue to host informational meetings for rate payers.
- In May 2020, SFTIDMC took out a line of credit of \$5,000,000 which was supposed to come to term in 2021. In August 2021, SFTIDMC worked with the lending agency to extend the term to December 2022 and is in process of finalizing the agreement.

# Yerba Buena - Benchmarks

Benchmark	Question	Was This Met in FY2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 5.08\%$	No
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes



# Yerba Buena - Findings and Recommendations

- Recommendation: The CBD should quantify the dollar value of in-kind donations and volunteer hours and include the amount in their non-assessment revenue.
- Pivoted programs and services well in response to the economic and health impacts of the pandemic. Select highlights:
  - Provided total of \$130,000 to small businesses and non-profits through Yerba Buena Community Benefit Fund
  - Adjusted focus for Community Guides to check in with neighborhood merchants and businesses during the incremental reopening of the economy as well as assist the Clean Team
  - Funded the Yerba Buena Gardens Lawn Art project to create space for safe, art filled social distancing
  - Hosted Yerba Buena Day in summer 2021 to highlight and promote the district's businesses as people started coming back to the district
- No reported violations of Brown Act within reporting period
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Active board and committee members
- Well positioned to carry on its mission

# The East Cut CBD - Benchmarks

Benchmark	Question	Was This Met in FY2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue for each service category: Public Safety is $X \geq 1.4\%$ , Cleaning and Maintenance is $X \geq 1.4\%$ , Parks and Greenspace is $X \geq 6.79\%$ , and Salesforce Park is $X \geq 20.8\%$ .	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes

# The East Cut CBD - Findings and Recommendations

- Pandemic significantly impacted the CBD's ability to provide programming for its parks resulting in large carryover amounts
- Partnered with 13 restaurants for the East Cut Eats program where staff and volunteers delivered meals from local restaurants to residents free of charge
- Launched the East Cut Seats program to provide outdoor table and chair sets to local businesses to expand their public realm
- Administered its first merchant survey in March 2021 to build a better relationship with merchants and understand their needs
  - Recommendation: incorporate merchant survey feedback where possible as the CBD plans spending down their carryover amounts
- No reported violations of Brown Act within reporting period
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Active board and committee members
- Well positioned to carry on its mission

# Castro/Upper Market - Benchmarks

Benchmark	Question	Was this met in July – December 2020?	Was this met in January – June 2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	No	Yes
<b>Benchmark 2</b>	July-December 2020: Non-assessment revenue is $X \geq 5.00\%$ January-June 2021: Non-assessment revenue is $X \geq 5.41\%$	Yes	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes	Yes

# Castro/Upper Market - Findings and Recommendations

- Successfully renewed on May 19, 2020 and began operating under a new management plan mid-year.
- Adjusted services to respond to the pandemic:
  - Received and responded to 60% increased hot spot/scrub requests compared to last year
- Continued to partner with the City and County of San Francisco to implement the Castro Cares Grant and Jane Warner Plaza Grant
- No reported violations of Brown Act within reporting period
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Active board and committee members
- Well positioned to carry on its mission



# Ocean Avenue - Benchmarks

Benchmark	Question	Was This Met in FY2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 1.00\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	No

# Ocean Avenue - Findings and Recommendations (Pt 1 of 3)

- OAA did not provide carryforward amount and spenddown plan in their annual report; provided the information in supplemental documentation
  - Recommendation: Utilize the OEWD provided annual reporting template to ensure they include all required reporting fields
- Partnered with city agencies to help provide some business technical assistance and facade improvement to some of the businesses along the corridor
  - Recommendation: Perform weekly merchant walks and host weekly office hours to listen to concerns of all the district's businesses as the organization does not have a physical office to interact with stakeholders
  - Recommendation: Ensure outreach materials are culturally competent when translated into Chinese and Spanish as the corridor is comprised of a large number of monolingual business owners
- Continued to perform core cleaning services well
  - Recommendation: Collect quantifiable metrics for its cleaning services so as to demonstrate to the community and city stakeholders the CBD's impact as well as ensure accountability
- Recommendation: Prioritize the implementation of the Ocean Avenue Association Strategic Plan developed in September 2020.

# Ocean Avenue - Findings and Recommendations (Pt 2 of 3)

- **Select findings from the Ocean Avenue Association Strategic Plan:**
  - The Board is undereducated on its legal and moral responsibilities to the assessment payers and the City. There is a lack of a Board Handbook or document that defines the Board role, its legal responsibility and the organization's expectations of Board Members
  - The Board is not adequately meeting fiduciary responsibilities either organizational or financial. There is a lack of participation by Board members with 2-3 members controlling the meetings and strongly influencing board decisions. There is a lack of understanding and questioning of programs, finances and the Executive Director's Performance
  - There are communications challenges between the Board and the Executive Director. The Board is not clearly informed or kept up to date on the operations and programs of the CBD
  - There is a lack of a consistent distribution of timely financial reports to the Board: The Board does not receive an operation report or balance sheet or a cash flow projection on a consistent monthly basis. Contracts for services, grant funding and grant funds receivable are not consistently reviewed and approved by the Board. The fiscal year 2020-2021 budget which began July 1, 2020 was not reviewed and approved by the Board until January 2021

# Ocean Avenue - Findings and Recommendations (Pt 3 of 3)

- **Continued select findings from the Strategic Plan:**
  - There is no clear focus or Board unity on the organization's purpose, vision and its relationship with other community organizations
  - The CBD has limited relationships with the property owners that pay the assessments to the district. There is inconsistent communication to the property owners, businesses and residents of the district
  - There is neither a consistent communication strategy nor marketing strategy to attract customers and investors to the district
  - There is a lack of staff capacity to execute projects and programs beyond the CBD's core cleaning program
- The Strategic Plan includes a list of recommendations (page 7-13 of the plan) to address these findings.
- OEWD requested the Office of the Controller to perform an audit of the organization in FY22-23 to gauge the progress the organization is making at implementing the strategic plan's recommendation, ensure the organization is spending funding properly and the overall effectiveness and efficiency of the organization.
- Complied with OEWD's memo regarding surveillance technology reporting requirements



# Discover Polk - Benchmarks

Benchmark	Question	Was This Met in FY2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 3.36\%$	No
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes



# Discover Polk - Findings and Recommendations

- District saw an increase in trash and waste littered during this review period. Despite the cleaning staff shortage, the overall cleanliness of the streets did not decline due to increased staff efforts and the installment of new Big Belly trash cans.
- Launched Discover Polks Delivers program where volunteers delivered food and beverages from local businesses to customers
- Installed lights on Polk Street and projected holiday images to activate the public realm during the holidays
- No reported violations of Brown Act within reporting period
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Active board and committee members
- Well positioned to carry on its mission

# Lower Polk - Benchmarks

Benchmark	Question	Was This Met in FY2021?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 5.55\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward fund indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes

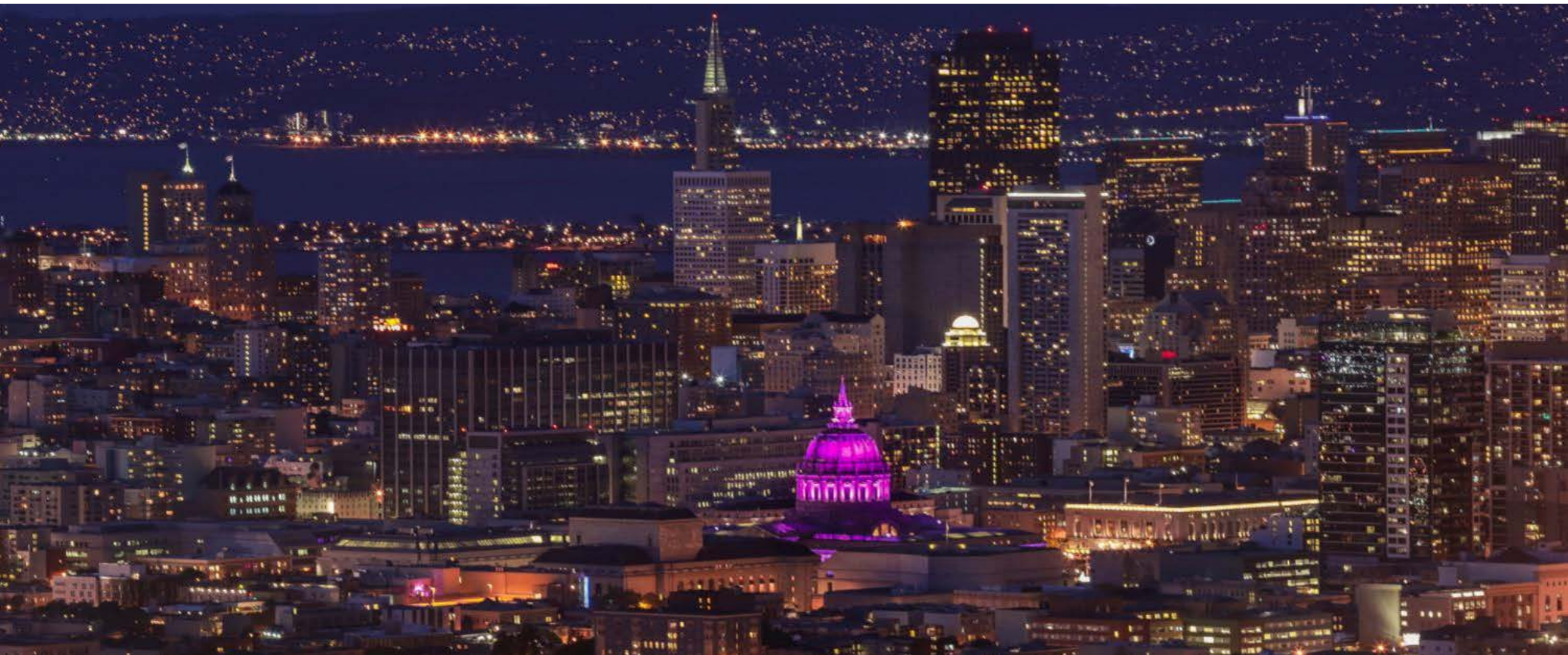
# Lower Polk - Findings and Recommendations

- Performed well in delivering core cleaning services to the community
- Supported district businesses disproportionately impacted by the pandemic with their Tenant Landlord Clinic
- Recommendation: strengthen administrative capacity
  - Increase Board engagement with fixed board meetings to ensure stakeholders are kept abreast of the latest developments and to help ensure the board is complying with its governance role
  - Prioritize the submission of annual reports and necessary financial documents to maintain in full compliance with state law as this is the third consecutive year the CBD struggles to submit the required documents to OEWD in a timely manner
- CBD reported they will be working with a consultant to improve Board engagement.
  - OEWD will continue to monitor the situation
- No reported violations of Brown Act within reporting period
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Well positioned to carry on its mission



# CITY & COUNTY OF SAN FRANCISCO GOVERNMENT AUDIT & OVERSIGHT COMMITTEE

NOVEMBER 17, 2022



# TOURISM IMPROVEMENT DISTRICT 2020 – 2021



## TOURISM IMPROVEMENT DISTRICT

### Convention Sales

- Meetings and Conventions generated over 850 meetings (7 Moscone Events) with \$222.2 million in direct spending
- Sales team booked over 641,700 rooms nights in 2021 for all future years
- Attended 72 virtual meetings and 18 in-person meetings

### Marketing and Promotion

- Leisure visitors comprised 81% of all visitors
- The Visitor Information Center is closed due to lack of funding.



## TOURISM IMPROVEMENT DISTRICT

### MARKETING EFFORTS

- 17.0 Million Visitors
- 1.2 billion media impressions which equates to more than \$96+ million in value
- [www.sftravel.com](http://www.sftravel.com)
  - 3.1 million unique visitors
  - \$106.9 million in economic impact
- Instagram @onlyinSF 295,000 followers
- Twitter @onlyinSF 201,000 followers
- Facebook @onyinSF 698,000 followers



# MOSCONE EXPANSION DISTRICT 2019 – 2020



## MOSCONE EXPANSION DISTRICT

- \$551+ million-dollar expansion and renovation continues to be front and center for attracting new and repeat business to San Francisco. The center is much more competitive in total space and meeting planner accommodations related to set-up and configuration
- Moscone Center preparing for the upcoming MPI (Meeting Professionals International) Western Conference in June 2022. 1,500 to 2,000 planner and suppliers are expected to attend this prestigious event.





## MOSCONE EXPANSION DISTRICT

Moscone Expansion Incentive Fund Balance as of June 30, 2021 | \$597,141

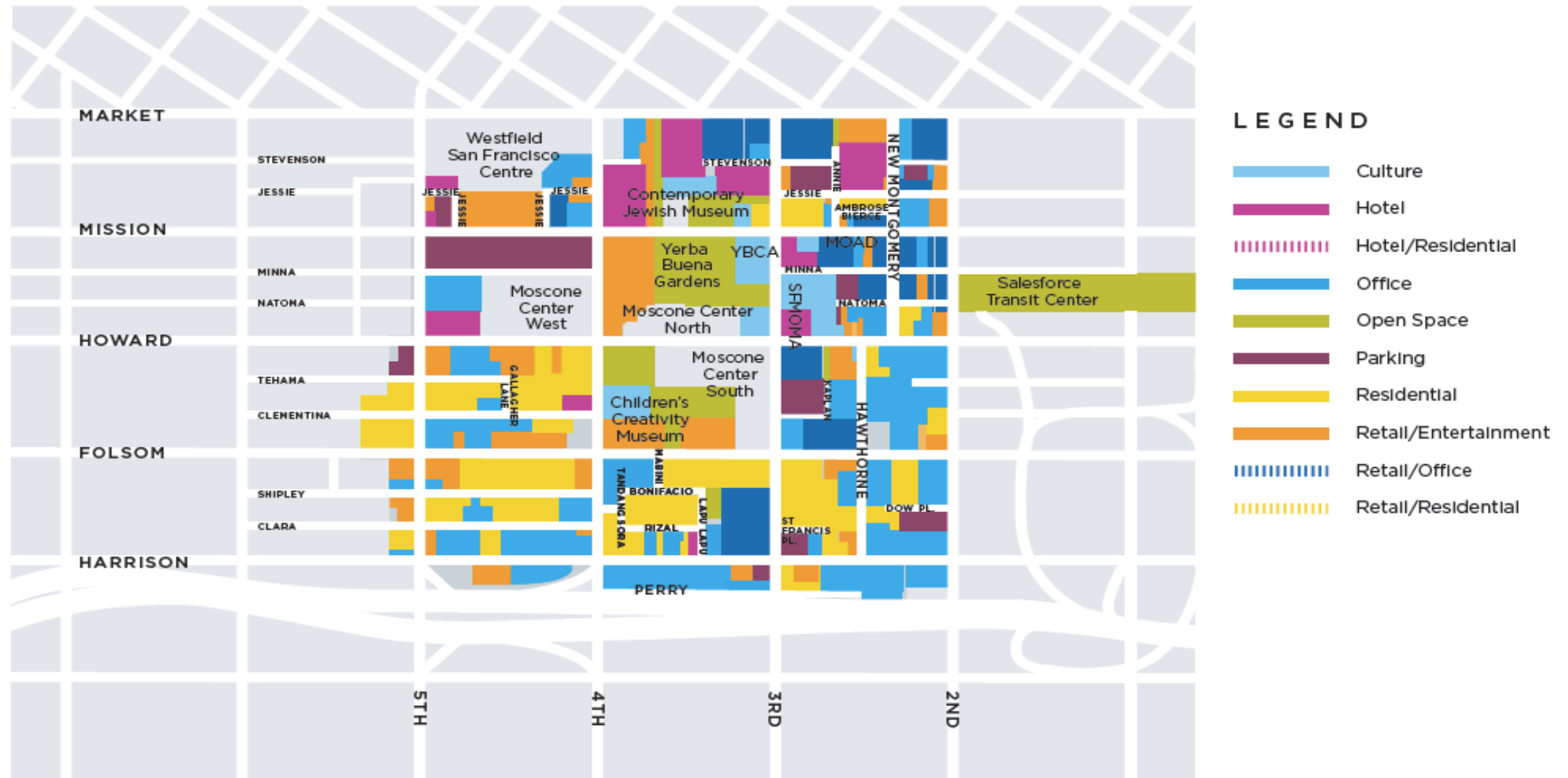
- Used to attract new clients
- Retain current clients during Moscone shut-down due to Covid-19 and into the future





Presentation to the San Francisco Board of Supervisors  
Government Audit and Oversight Committee  
November 17, 2022

# What is the Yerba Buena District?



# What does the YBCBD do?

## YBCBD Mission Statement:

Advance the **quality of life** for residents and visitors in the Yerba Buena Neighborhood and San Francisco on an ongoing basis by fostering a **safer and more secure community**, enhancing **environmental quality and beauty**, and reinforcing the **viability of our economic base**.

## 1. Cleaning

Clean Team  
Steam Cleaning  
Bigbelly Program



## 2. Safety

Community Guides  
SFPD Bike Patrol  
Social Services Specialist



## 3. Streetscape

Public Art  
Open Space Enhancement  
Streetscape Projects



## 4. Marketing

Events & Activations  
Marketing Campaigns  
Social Media



## 5. Community Benefit Grants

Public Art  
Pedestrian Safety  
Community Spaces & Events



MoAD is temporarily closed. All on-site visits, tours, and events are postponed or canceled until further notice. [See our online programs here.](#)



# Community Support: Grants

## Non-Profit Grants

American Bookbinder's Museum  
California Historical Society  
Children's Creativity Museum  
Museum of African Diaspora  
Renaissance Entrepreneurship Center  
Yerba Buena Arts & Events

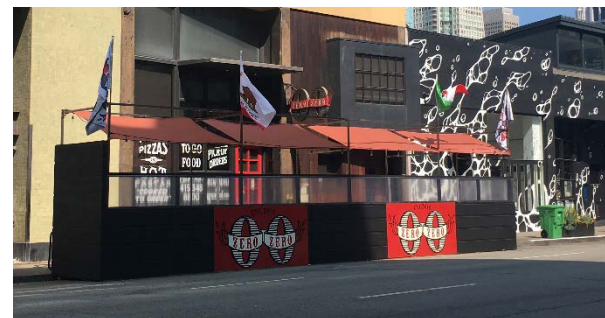


## Small Business Grants

Thirsty Bear  
Zero Zero  
Pazzia  
111 Minna Gallery  
Kaisen Sushi  
Wine Down  
Eden Plaza Café  
Thi Spa & Nails  
Executive Order Bar

Pink Elephant  
Nora Nail Spa  
City's Choice Deli & Market  
Moscone Cleaners  
Les Gourmands  
Novela  
The Rafael's Boutique  
Hotel Zetta  
Copy Central

SoMa Eats  
SoMa Restaurant  
VSC Sports  
Sunrise Deli  
Flytrap Restaurant  
Carlos Shoe Repair  
City Wine & Spirits  
Samovar  
Luke's Lobster



# Community Support: Safety

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

YBCBD



District 6 Supervisor  
Matt Haney



SFPD Southern Station  
Police Captain, Tim Falvey

## YBCBD RESIDENTIAL TOWN HALL

February 18th, 5pm

The YBCBD will be hosting a virtual meeting for neighborhood residents with District 6 Supervisor Matt Haney and SFPD Southern Station Captain Tim Falvey. The Supervisor and Police Captain will be sharing timely information as it relates to our neighborhood and answering questions from our community.

Please send any questions you have for Supervisor Haney or Captain Falvey to [info@ybcbd.org](mailto:info@ybcbd.org) by Monday, February 15.

To register go to:  
[YBCBD.org/news/townhall](https://www.ybcbd.org/news/townhall)

### Recent News & Events



[EventsNews](#)

January 19, 2021

#### YBCBD Safety and Security Survey 2021

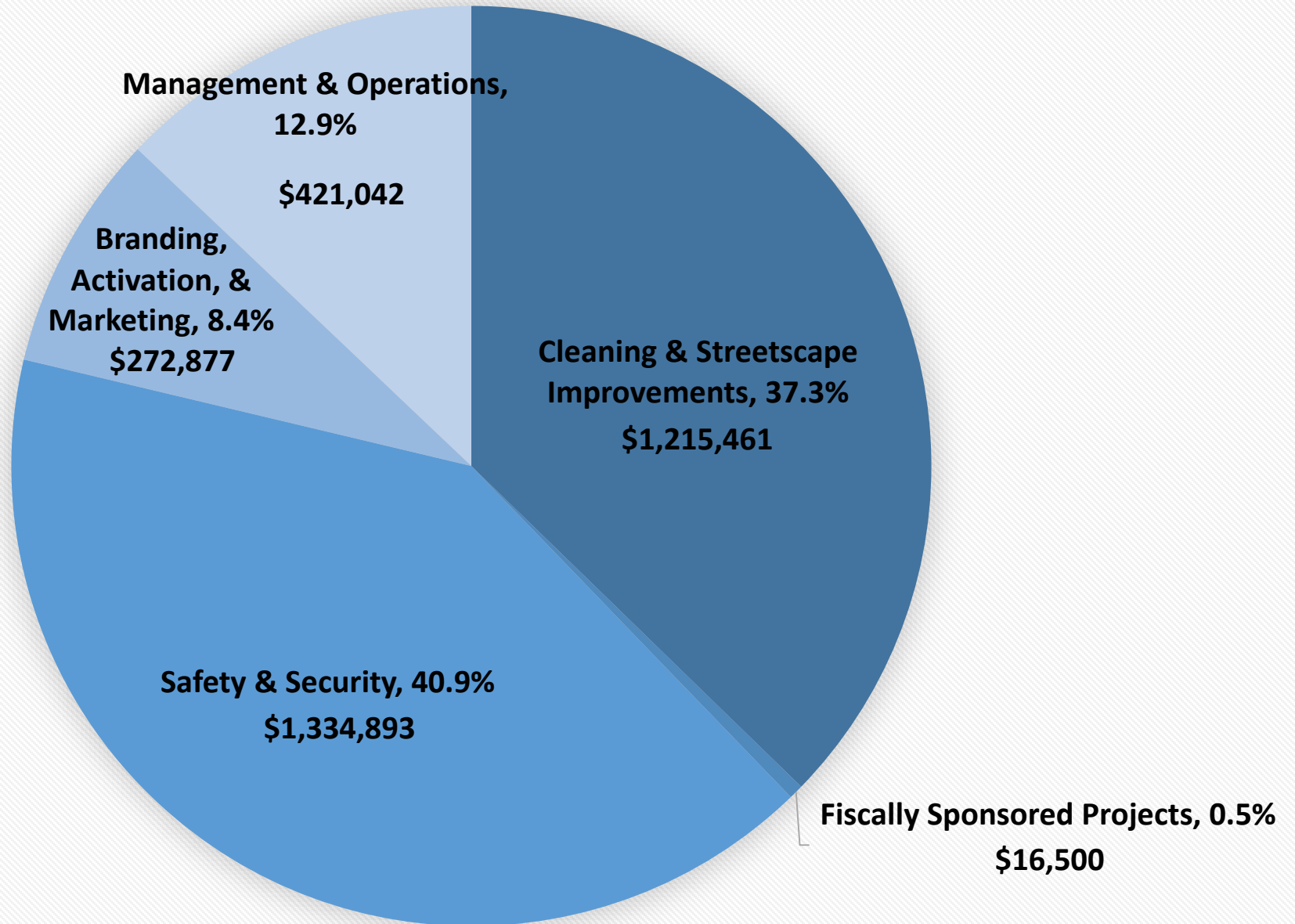
The YBCBD Services Committee is seeking your feedback regarding safety and security in the neighborhood! Community members are invited to share their thoughts and experiences by taking a brief survey at the link below. The survey is completely anonymous and should take around 5-10 minutes to complete. Please share the survey link with anyone you...



# Community Support: Art & Joy

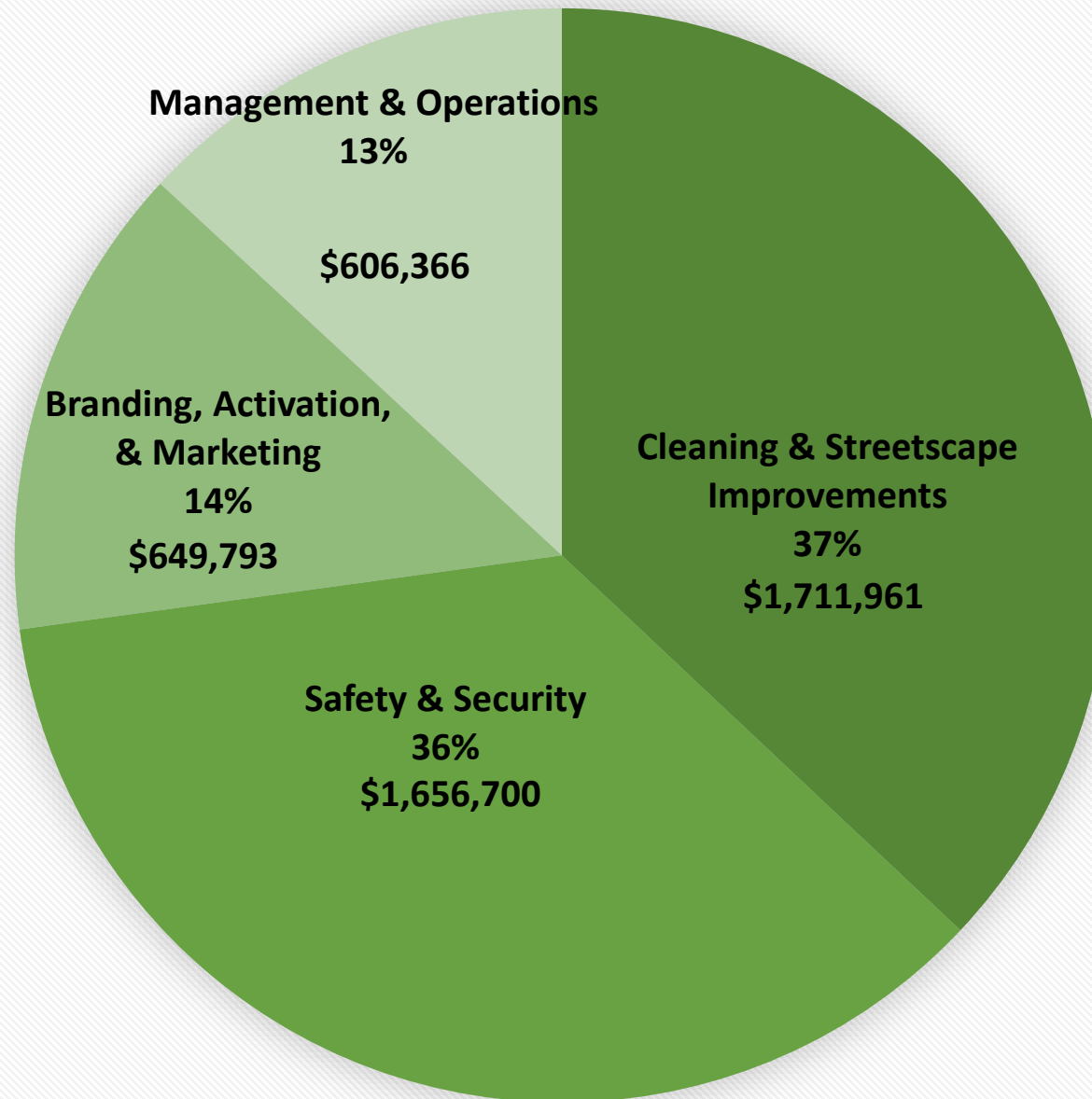


# FY20-21 Actuals





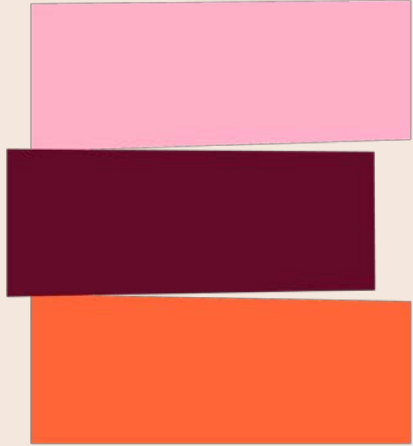
# FY21-22 Budget





[ybcbd.org](http://ybcbd.org)  
[visityerbabuena.org](http://visityerbabuena.org)





# THE EAST CUT

Annual Report  
Fiscal Year 20-21

Andrew Robinson  
Executive Director



The East Cut CBD spans from the east side of Second Street to Steuart Street and from north of Mission to Bryant.

In FY20-21 there were 4,511 properties



# Public Space Stewardship



# 24 HOURS SERVICES

Cleaning & Maintenance

5:30am - 10:00pm

Community Guides

5:30am - 10:00pm

Security

24 Hours

Dispatch Service

24 Hours

Telephone: 415-543-8223 Email:  
[dispatch@theeastcut.org](mailto:dispatch@theeastcut.org)

THE EAST CUT  
COMMUNITY  
BENEFIT  
DISTRICT

dispatch@  
theeastcut.org

415 543 8223



[theeastcut.org](http://theeastcut.org)

# FY20-21 SERVICES STATS

2,997 graffiti tags removed

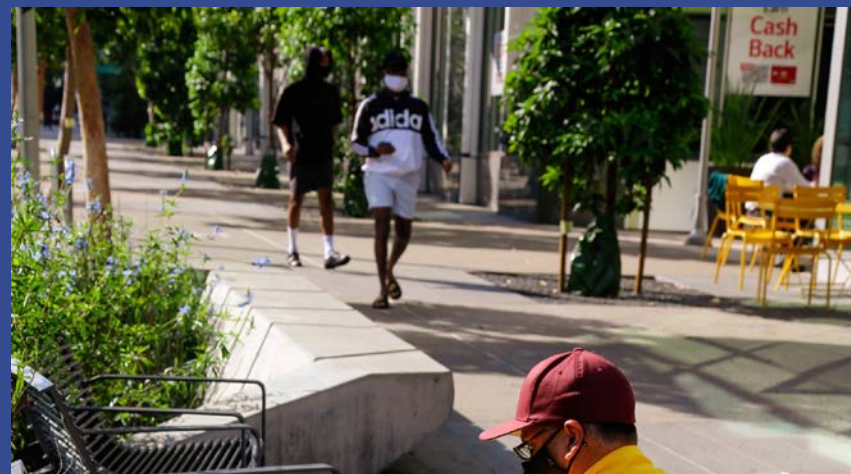
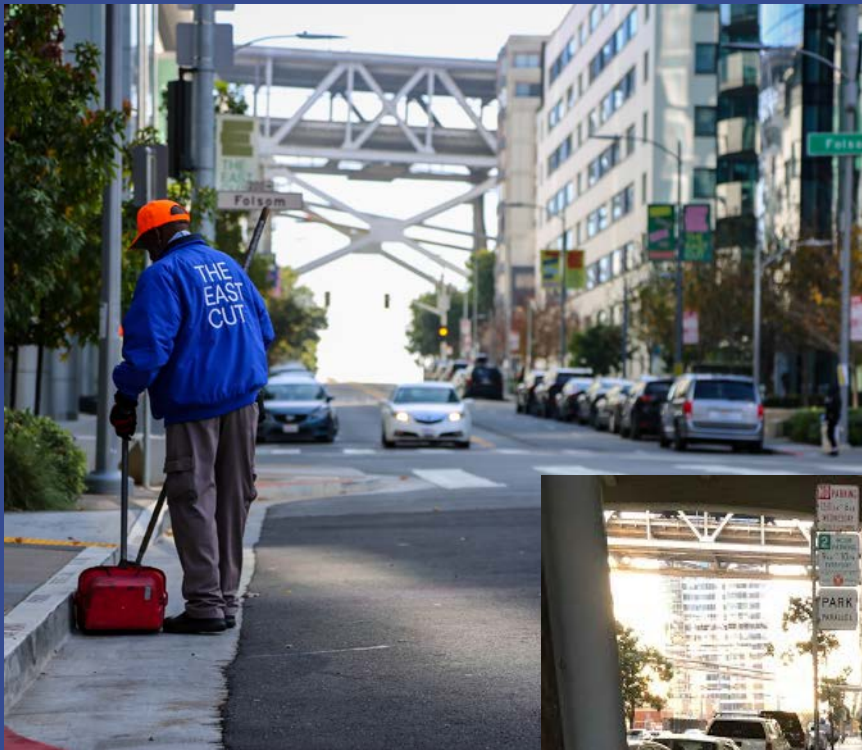
1,101 needles collected

145,460 pounds of garbage removed

3,449 city trash cans topped off

3,187 instances of homeless outreach





Before

After

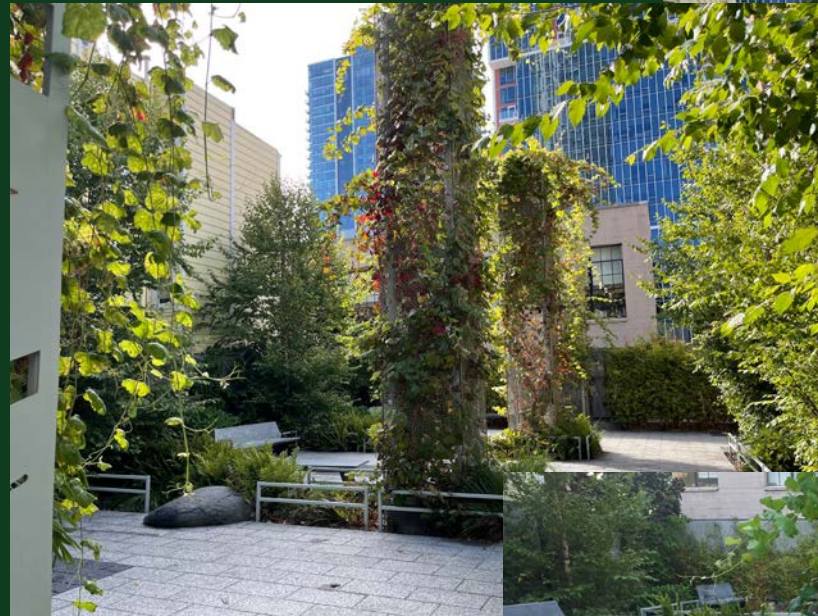


# Neighborhood Parks & Open Spaces

The East Cut CBD will maintain 5 parks and open spaces (current and upcoming)

# Emerald Park

# Guy Place Mini Park





# Salesforce Park





# Future Parks:

## Block 3 Park

### CURRENT SITE PLAN

#### LEGEND

- A Flexible Tables & Chairs
- B Benches/Seating
- C Seatwalls
- D Boulders
- E Permeable Paving
- F Paving
- G Planting Areas

0' 5' 10' 30'

True North  
SOMA North



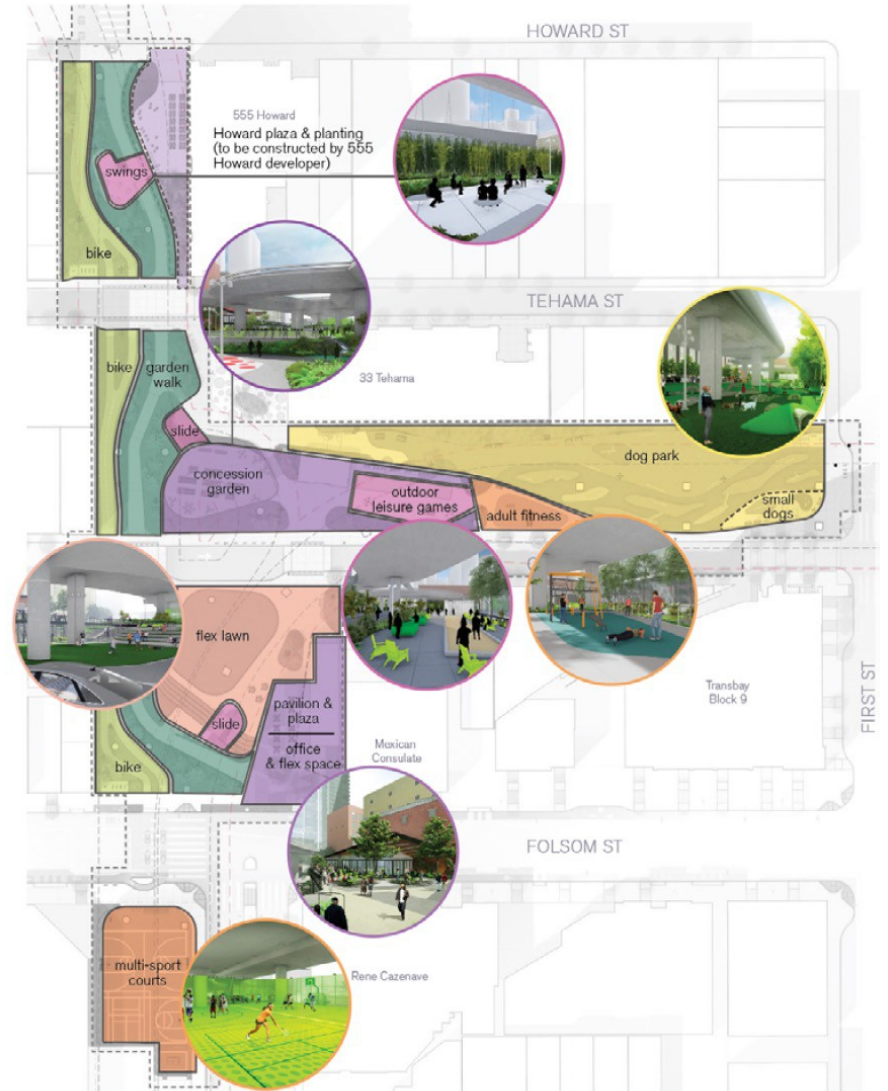
SITE DESIGN

-9-

**BLOCK 3 PARK**

CDR PHASE II | OCTOBER 2022

# East Cut Sports & Dog Park





# Community Building & Communications

# The Crossing – an interim activation

## Fitness & Recreation

- Outdoor gym
- Soccer

## Food & Beverage

- Food Kiosks
- Beer Garden

## Entertainment

- Outdoor cinema
- Events






## Light Pole Banners




## Newsletters



**THE EAST CUT**


**LOCAL BUSINESS HIGHLIGHTS & UPDATES**



**Proper Food Now Delivers 3 Days a Week in The East Cut**

Get prepared meals, groceries, and other essential items delivered every Tuesday, Wednesday, and Friday (11am—12pm)! Orders must be placed by Monday 6pm.

[Order Now!](#)



**La Fromagerie is Back!**

Exciting news! La Fromagerie, your neighborhood cheese shop located at 100 1st St. has reopened yesterday!


Open Monday to Friday, 7am — 4pm.

[Order online](#)

**Support Neighborhood Businesses**

Neighborhood small businesses need your patronage now more than ever. Please take a moment to browse the list of businesses operating during the shelter-in-place order.

Food & Groceries



**PURCHASE GIFT CARDS & SUPPORT**

## Neighborhood Info

### MASKS FOR THE EAST CUT



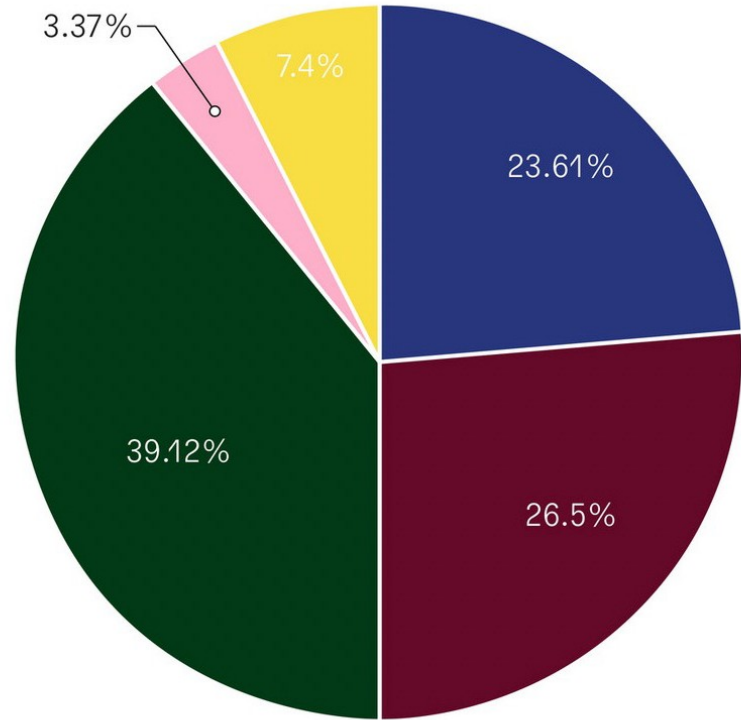


EAST  
CUT  
EATS





# FY2020-2021 Budget



← FIG. 01

---

Public Safety	23.61%
Cleaning & Maintenance	26.5%
Parks & Greenspace	39.12%
Communications & Development	3.37%
Management & Operations	7.4%

---

Thank You!

# Castro Community Benefit District July 2020 - June 2021

San Francisco Board of Supervisors Government & Oversight  
Committee



CASTRO / UPPER MARKET  
COMMUNITY BENEFIT DISTRICT

# DISTRICT MAP





# CBD Renewal July 2020

- Approved on July 14, 2020 with 72% of weighted assessments.
- 15 year life; services stop December 2035 if not renewed
- Focus of renewed CBD - CLEANING; added power washing and cleaning ambassador capacity with assessment dollars.
- Established zones to better align special benefit need with special assessment.
- Renewed CBD rolled out services January 1, 2021.

# Priorities During the Pandemic

- Hub for distributing PPE to merchants across the district
- Litter, trash, graffiti, hazardous waste removal
- Wiping down high use street furniture
- Learning how to clean and power wash with businesses on sidewalk and then parklets
- Power washing
- Working with those living on the sidewalk



# ACTIVE COMMITTEES

- ◆ Executive Committee
- ◆ Finance Committee
- ◆ District Identity & Streetscape Committee
- ◆ Services Committee
- ◆ Land Use Committee
- ◆ Retail Strategy Committee
- ◆ Castro Cares Leadership Team
- ◆ Renewal Committee



# GRANTS

- ◆ OEWD Castro Cares
- ◆ OEWD Jane Warner Plaza Improvement
- ◆ OEWD Castro Corridor Manager




# Cleaning Services





# CLEANING UP IN FY 2020-21

- TRASH 91,435 pounds of trash removed
- GRAFFITI 10,224 incidences of graffiti abated - 31% 
- NEEDLES 4,652 dirty/hazardous needles collected
- CARDBOARD 25,676 yards of flattened cardboard
- HUMAN FECES 10,970 incidences human feces removed - 57% 



# PUBLIC SAFETY – Patrol Special Police

- 5 Nights, 2 Days/Week (July 2020-December 2020)
  - Foot patrol and vehicle patrol
  - Assist merchants with public safety concerns
  - Refer unhoused to services, assist when in need
  - Call Ambulance for emergencies (generally quality of life related)
  - Respond to calls for service
  - Extra set of eyes and ears on the street

# PUBLIC SAFETY/OUTREACH – Community Ambassadors

- Unarmed Foot Patrols 7 Days/Week
  - Assist with Farmer's Market
  - Check on those in need, offer support
  - Provide water, socks to those in need
  - Work closely with HSOC
  - Work with merchants, help merchants open up in morning
  - Respond to calls for service from merchants
  - Stand by for Cleaning Ambassadors when needed
  - Administer Narcan
  - Extra set of eyes and ears on the street



# COMMUNITY AMBASSADORS AT WORK





THANK YOU!

# ANNUAL REPORT

## Fiscal Year 2021-2022

### *OCEAN AVENUE ASSOCIATION*

The Ocean Avenue Community Benefit District consists of a 12-block retail business corridor in the southern part of San Francisco.

It is at the center of a quiet residential area easily accessible by BART, MUNI, 280 Freeway, Junipero Serra or 19th Avenue, and is a place of unity for businesses serving people of all backgrounds.



OCEAN AVENUE  
ASSOCIATION

# Intro

FY 2021-2022 was a time of great progress for OAA, for example:

- ★ We reviewed and updated our contracts.
- ★ We worked with Cleanscapes to make sure Ocean Avenue was clean and graffiti free.
- ★ We worked with DPW to add five trash cans at critical locations.
- ★ Our "*Respect New 20 MPH on Ocean Avenue*" prints were posted on windows of businesses, and our posters appeared on social media with politicians and law enforcement officers.
- ★ We developed and participated in a series of events to bring neighbors to Ocean Avenue.





## Cleaning-Graffiti Data:

- ★ Trash Collected: 25,000 lbs.
- ★ Graffiti cleaned-up: 1,300 occurrences
- ★ Blocks power washed: 200
- ★ #311 Calls (big items removal): 340
- ★ Palm Trees Cleaned: 50
- ★ Other Trees Thinning: +/- 40
- ★ Feces cleaning: 600

By The Numbers

# Spreading The Word

## Marketing:

- ★ OAA developed a database of all businesses, and produced the Ocean Avenue Business Directory that can be found at multiple locations on Ocean Avenue,
- ★ OAA has increased its email list by 38% during the FY 21/22. Emails with Community Updates are sent out 2 to 3 times monthly.
- ★ OAA is active on Facebook, Twitter, and Instagram.
- ★ Posting happened 2 to 3 times weekly.
- ★ In FY 21/22, we showed a 300% increase in Instagram followers telling us that a young audience is very involved on Ocean Avenue.
- ★ We saw an average increase of 40% in Email / Facebook / Twitter / Instagram for FY 21/22.





## San Francisco adopted a speed reduction of 5 MPH along Ocean Avenue, and:

- ★ OAA promptly started a public campaign to promote the new 20 MPH speed limit by passing window signs to businesses, stickers to kids, and posing at events with posters promoting the new speed limit of 20 MPH.
- ★ All intersections on the Ocean Avenue business corridor have a traffic light signal except at Granada.
- ★ OAA collected about 400 signatures asking our district supervisor to install a STOP sign on Ocean at Granada Avenue.

Street Safety



## Examples:

- ★ Thanks to a grant from Paint the Void, a free temporary artwork was painted by artist Andrea Perreira on the front of the NEMS building (1441 Ocean) in January 2022.
- ★ Bows were installed on all palm trees of the district at the end of November 2021 giving a cheerful Holiday welcome to the visitors.
- ★ OAA worked with the property owner SFMTA to regularly steam clean the plaza. OAA also worked with their team to keep up the landscape around the plaza.

# Beautification





## Helping Merchants:

- ★ OAA has diligently encouraged businesses to apply for the Vandalism Relief Grant. An instruction pamphlet was designed in English/Chinese to help affected businesses.
- ★ OAA is working with the Office of Small Business to resolve ADA issues with retail stores who need to update their entrances to qualify for grants.
- ★ We worked with merchants that qualified for the OEWD Rent Relief Pilot Program.
- ★ In March 2022, our vacancy report showed a 25% vacancy. By June, this report showed vacancies had fallen to about 12%.

Business Assistance

# Events and Activations

## Examples:

- ★ “National Night Out”: a community-building that promotes police-community partnerships.
- ★ “Ocean After Hour”: a business owners & neighbors gathering (Jul, Aug & Sept 21); past Executive Director Dan Weaver was presented with a Mayor’s Proclamation.
- ★ “Open The Gate”: Ingleside Library Gateway Grand Opening in September 2021.
- ★ “MuSix September”: featured musicians on Ocean Avenue between Miramar and Faxon. Sponsors included Whole Foods Market (4 Gift Certificates), Ocean Paws/The Plant Lady.
- ★ “Gotta Love Ocean Avenue” Art Show: organized by community member Kate Favetti, OAA sponsored this well attended event in October 2021.





- ★ Community Cleanup of Unity Plaza on National Public Lands Day – with community volunteers, Whole Foods Market employees, OAA Board Directors & staff (Sept 2021). 25 bags of weeds and trash were collected.
- ★ 20 dedicated students from Lick-Wilmerding volunteered to clean-up the walkway known as 699 Ocean Avenue and collected 40 bags of trash and weeds.
- ★ A group of 15 students from Lick-Wilmerding volunteered to make noise on Ocean & Granada Avenues to make drivers aware of the new 20 MPH speed limit.
- ★ OAA sponsored the SF Turkey Drive who collects turkeys to feed the poor and homeless coming to St. Anthony's Dining Room to get fed.

## Events and Activations



From the FY 20/21 Strategic Plan, the following accomplishments were made:

- ★ Board Member Handbook
- ★ Personnel Policies and Procedures
- ★ Financial Policies

Looking Forward

## 2022 and Beyond:

- ★ The process for the renewal of OAA started with the signing of the contract with the consulting firm NBS in July 2021.
- ★ The Renewal & Expansion working group met with new stakeholders including a Lakeside Village group, Mayor's Office of Housing and Community Development, Municipal Transportation Authority, Parks & Rec, and BART.

# Looking Forward





# Budget

## o Comparing Totals FY 21/22 Budget

Service Category	Assessment \$	% of Budget from Assessment	Non-Assessment \$	% of Budget from Non-Assessment	Total Amount \$	% of Total Budget
Cleaning, Maintenance & Safety Program	\$192,155	45.03%	-	-	\$192,155	30.57%
Marketing, Streetscape Improvements & Beautification Program	\$88,945	20.85%	\$11,988	5.94%	\$100,933	16.05%
Management & Operations	\$130,560	30.60%	\$190,000	94.06%	\$320,560	50.99%
Contingency & Reserves	\$15,000	3.52%	-	-	\$15,000	2.39%
<b>Total Budget</b>	<b>\$426,660</b>	<b>100%</b>	<b>\$201,988</b>	<b>100%</b>	<b>\$628,648</b>	<b>100%</b>

## o Comparing Totals FY 21/22 Actual

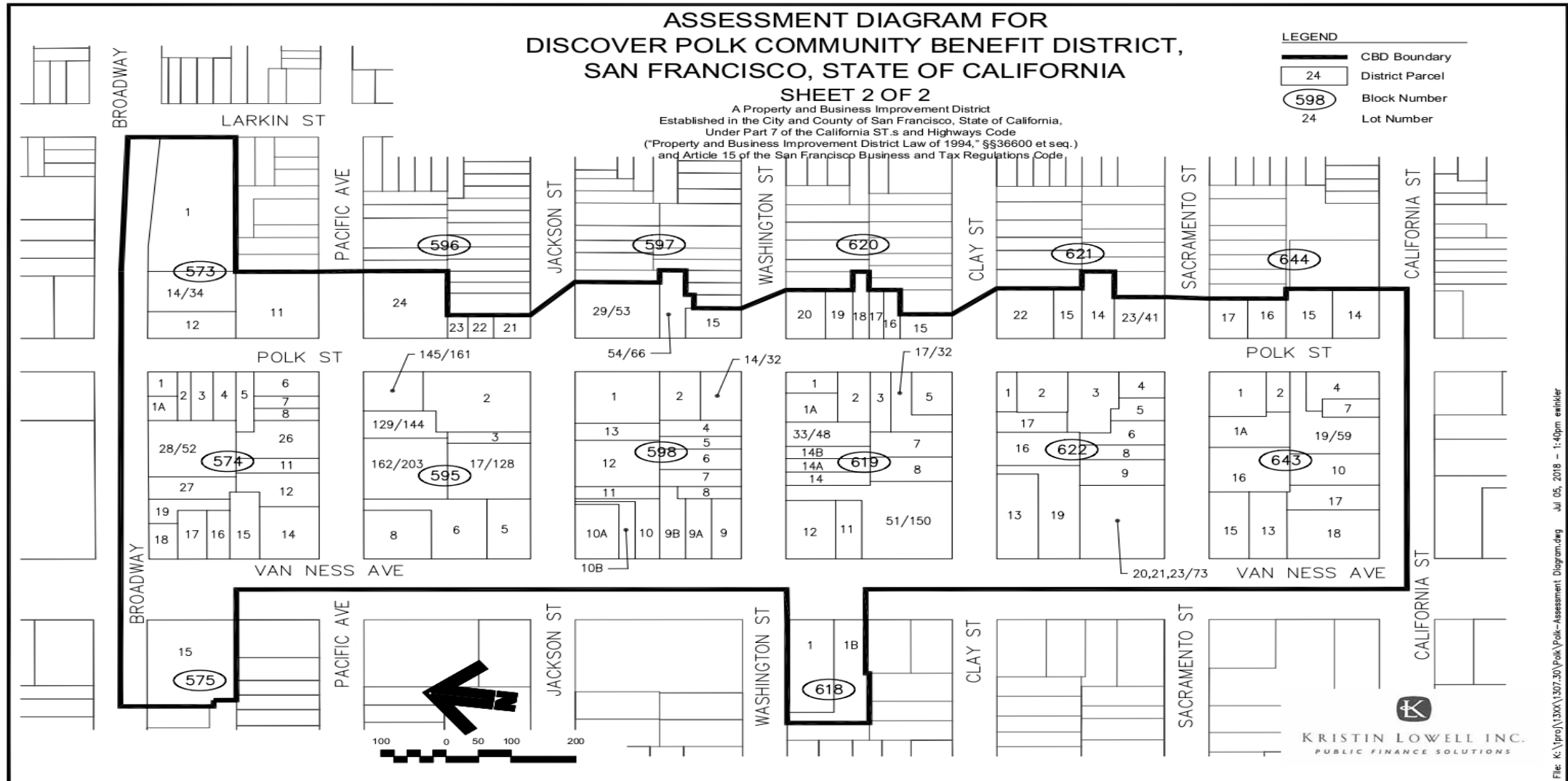
Service Category	Assessment \$	% of Budget from Assessment	Non-Assessment \$	% of Budget from Non-Assessment	Total Amount \$	% of Total Budget
Cleaning, Maintenance & Safety Program	\$190,882	55.56%	-	-	\$190,882	40.68%
Marketing, Streetscape Improvements & Beautification Program	\$41,380	12.05%	\$11,968	9.52%	\$53,348	11.37%
Management & Operations	\$111,255	32.39%	\$113,749	90.48%	\$225,004	47.95%
Contingency & Reserves	-	-	-	-	-	-
<b>Total Budget</b>	<b>\$343,517</b>	<b>100%</b>	<b>\$125,717</b>	<b>100%</b>	<b>\$469,234</b>	<b>100%</b>



# Annual Report Highlights – FY 20/21



# District Map - 535 total parcels





# Executive Summary

- Due to COVID-19, DPCBD dedicated much of its time and resources toward helping the district weather the pandemic's impacts, and FY 20/21 very much fits that description. Mainly this entailed supporting our StreetPlus cleaning crews, addressing the myriad needs and questions from the merchant community, and continuing to respond to the concerns of residents and property owners.
- Overall, FY 20/21 was an opportunity for the value of DPCBD to be shown in full effect to local stakeholders, and we believe that we emerged from this FY stronger, better organized, and ready to take on the challenges of the next year.

- **Neighborhood Cleanliness**
- The COVID-19 pandemic caused an increase in homelessness activity as well as a decrease in the presence of the public on the streets which both led to moderately larger amounts of trash and waste littered throughout the district.
- Simultaneously, StreetPlus was forced to manage pandemic-related staffing shortages, which meant a smaller core group of workers were forced to complete more cleaning in less time with fewer numbers.
- Despite these circumstances, the StreetPlus team managed to accomplish their cleaning, graffiti abatement, and steam cleaning/power washing goals consistently as is evidenced by the report below.
- The brand-new Big Belly trash cans (installed in June '20) were in full effect throughout FY 20/21 and helped to stem the issues caused previously by overflowing public waste receptacles.

Month	Animal Feces	Graffiti removed	Needles (# needles removed)	Sidewalk Sweeping	Pressure Washing-block faces cleaned
20-Jul	77	49	10	826	0
20-Aug	13	18	14	135	0
20-Sep	94	57	35	1906	28
20-Oct	27	31	14	574	86
20-Nov	77	77	11	722	64
20-Dec	110	24	17	1117	69
21-Jan	139	247	13	1404	47
21-Feb	157	13	7	969	38
21-Mar	106	10	2	687	50
21-Apr	142	27	14	1051	27
21-May	43	46	0	329	46
21-Jun	100	42	7	936	42
<b>Total</b>	1085	641	144	10656	497

## Budget

FY 2020-21

### REVENUE AND SUPPORT

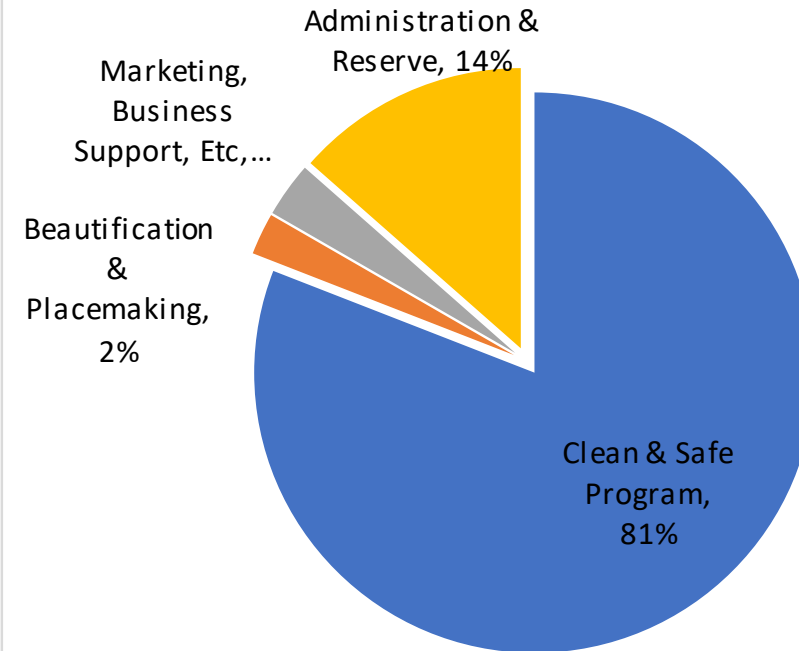
Assessments	654,820
Fundraising/In-Kind	37,000
Interest Income	0
<b>TOTAL REVENUE AND SUPPORT</b>	<b>691,820</b>

### EXPENSES

Clean & Safe Program	432,713
Beautification & Placemaking	12,882
Marketing, Business Support, Etc	16,950
Administration & Reserve	72,235
<b>TOTAL EXPENSES</b>	<b>534,779</b>

\* Financial data from the audited financial statements.

### FY 2020-2021 budget





## Statement of Operations (Actual vs. Budget)

for the fiscal year ended June 30, 2021

	Actual	Budget	Variance Positive/(Negative)
<b>REVENUE AND SUPPORT</b>			
Assessments	636,322	654,820	(18,498)
Fundraising/In-Kind	18,745	37,000	(18,255)
Interest Income	0	0	0
<b>TOTAL REVENUE AND SUPPORT</b>	<b>655,067</b>	<b>691,820</b>	<b>(36,753)</b>
<b>EXPENSES</b>			
Clean & Safe Program	341,853	416,713	74,860
Beautification & Placemaking	44,564	12,882	(31,682)
Marketing, Business Support, Etc	27,260	16,950	(10,310)
Administration & Reserve	88,812	72,235	(16,577)
<b>TOTAL EXPENSES</b>	<b>502,488</b>	<b>518,779</b>	<b>16,291</b>
Change in Net Assets	152,579	173,041	(20,462)
Prior Year Net Assets (Carryover)	653,788	653,788	0
<b>TOTAL NET ASSETS</b>	<b>806,367</b>	<b>826,830</b>	<b>(20,462)</b>

Statement of Financial Position	
As of 06/30/2021	
<b>ASSETS</b>	
Cash and Cash Equivalents	815,733
Assessment and Other Receivables	16,907
Prepaid Expenses	3,000
Equipment, net	8,467
<b>TOTAL ASSETS</b>	<b>844,107</b>
<b>LIABILITIES &amp; NET ASSETS</b>	
<b>LIABILITIES</b>	
Accounts Payable	37,740
<b>TOTAL LIABILITIES</b>	<b>37,740</b>
<b>NET ASSETS</b>	
Without Donor Restrictions	794,704
With Donor Restrictions	11,663
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>806,367</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>844,107</b>

## Financial Notes

### Benchmark 1 – Budget Vs Management Variance

- Revenues and expenses followed very closely to plan for the fiscal year. Assessment revenues were lower than expected due to the COVID-19 crisis but were offset partially by lower-than-expected expenses.

### Expense

- Overall expenses for the fiscal year are under budget by \$16,285.

#### Clean & Safe

- Clean & Safe expenses are significantly under the budget by \$74,860 due to understaffing issues at StreetPlus mostly related to the COVID-19 crisis.

#### Beautification & Placemaking

- Beautification & Placemaking expenses are \$31,682 higher than budgeted. This is a result of paying the lighting company to install tree lights throughout the district. A large portion of this expense will be offset by a grant which was awarded to DPCBD by SF OEWD, but will not be reimbursed until FY 2021-2022.

#### Marketing & Business Support

- Marketing & Business Support expenses are \$10,310 over the budgeted plan due to hiring a social media manager.



## Admin & Reserve

- Admin & Reserve expenses are \$16,577 over the budgeted plan due to a renegotiation of the Executive Management contract to include additional funds to cover healthcare for Executive Management Team.

## Carryover Status

- DPCBD has a carryover of \$806,367

## Other Notable Items

- DPCBD proceeded with fiscal caution throughout the COVID-19 crisis due to uncertainty on the impact of the pandemic on assessment revenues. Thankfully, the crisis did not impact assessment revenues significantly. The Board of Directors and Executive Management team plan to allocate more of the reserve funds toward meeting the district's objectives in FY2021-2022.

# Conclusion

2020/2021 was the FY where Discover Polk fully came into its own. We were extremely fortunate that our assessments came in at (or very near to) budget. We managed to stay within budget while still keeping ample reserves due to COVID related risks.

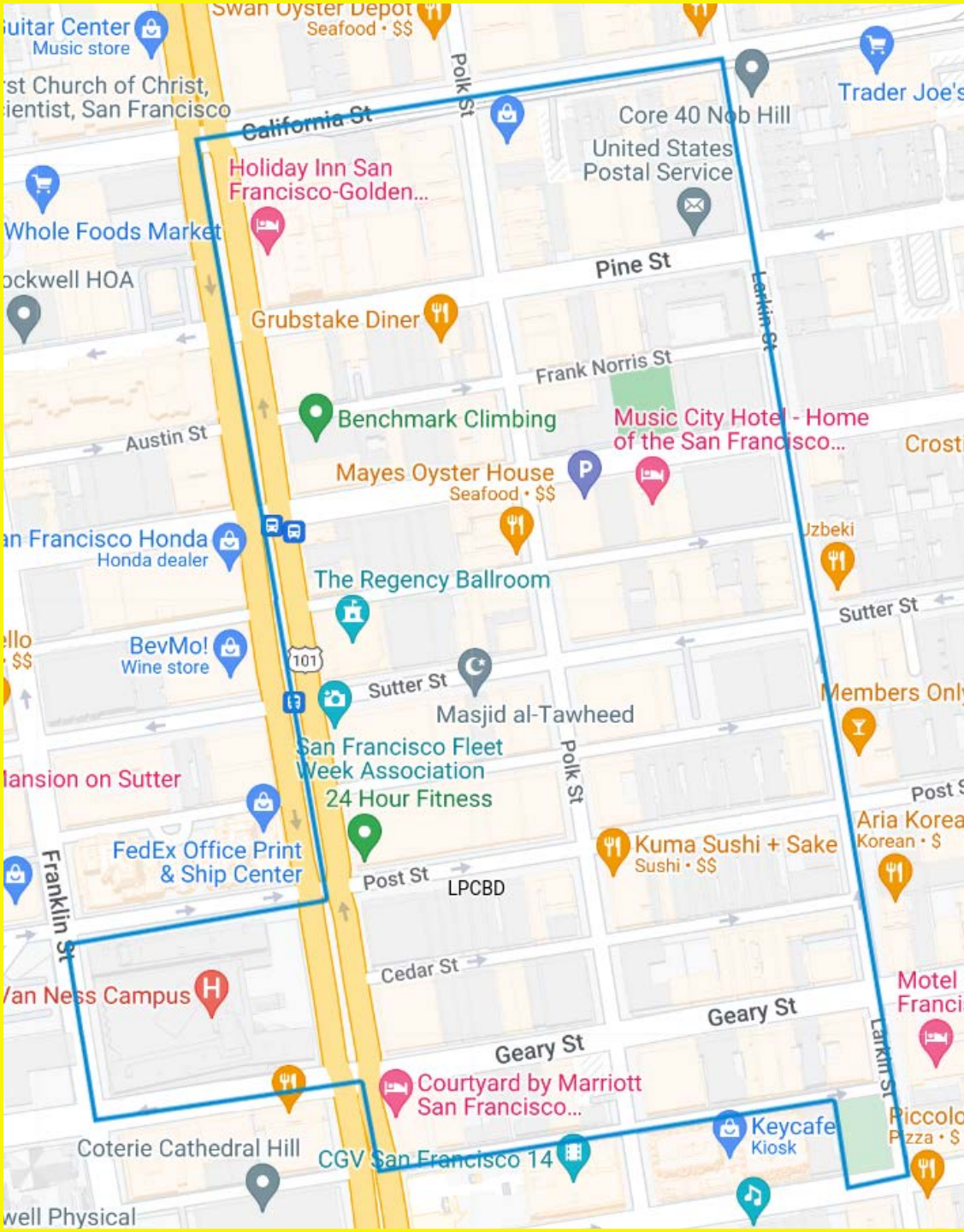


• **LOWER POLK** •

**COMMUNITY BENEFIT DISTRICT**

2020-2021 Annual Report





The Lower Polk CBD encompasses 22 whole or partial blocks on lower Polk street. It is a diverse and challenging District, due to its proximity to the Tenderloin, and to the high traffic Van Ness corridor.

Yet, even during a continued period of great challenge and change, the members of our local, diverse, and active Board of Directors continued to collectively demonstrate outstanding leadership and commitment to our unique and vibrant District.



In 2020-2021:

We lessened the effects of COVID-19 on our District and constituents by continuing to increase District cleaning and sanitizing public fixtures.

We maintained the health and safety of our team by training people to use personal protective equipment and seeing to it that they use it.

We helped merchants hurt by the pandemic through additional business support services and our award-winning Lower Polk Tenant Landlord Clinic.

We helped renters affected by the pandemic through our Lower Polk Tenant Landlord Clinic.



We elected new board members, new officers and community chairs, and renewed the terms of current board members.

We kept up with new developments in the Lower Polk District and their effect on vitality, community, and other issues.

We stayed involved in leadership positions with many community and City organizations, including Lower Polk Neighbors



With respect to finance and fund development:

We completed our organizational annual audit and received an unmodified opinion, which shows approval.

We received a PPP Loan to assist in operations.

We reviewed organizational investments.

We reviewed organizational insurance.

We prepared budget projections.



We continued to:

Sweep and steam clean District sidewalks. Address graffiti.

Clean and weed tree wells.

Monitor public trash receptacles and report large items to the City for removal.

Add more members of the LPCBD Clean Team and conduct training sessions.

Carry out performance measures and goals for neighborhood cleanliness.

Analyze service trends over time to better understand the geographic distribution

We continued to:

Work with the San Francisco Police Dept. to address issues around safety.

Work with the Department of Homelessness and Supportive Housing.

Use ambassador staff to report areas that need to be cleaned, provide directions and information about the neighborhood and serve as an additional set of eyes to report safety issues.

Participate in multiple neighborhood safety and security groups to discuss and take action on issues and trends, with a special focus on our Lower Polk alleyways.

Work with the City on potential policies concerning empty storefronts.



And we continued to:

Collaborate with the Dept. of Public Health to address the unhoused and the neighborhood street population.

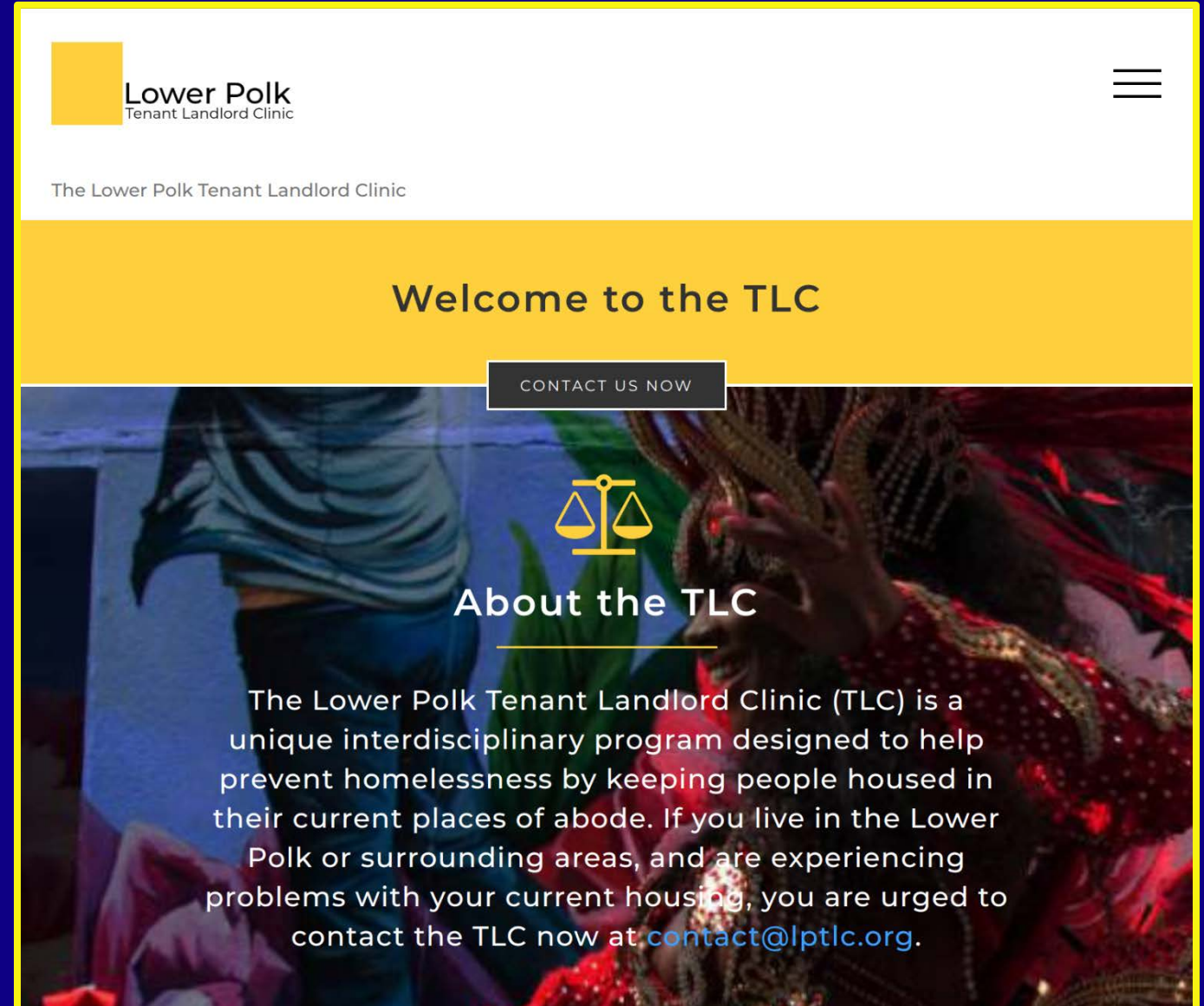
Attend numerous neighborhood association meetings and coordinate additional constituent meetings to discuss LPCBD outreach services, address specific concerns and create action plans.

Operate the award-winning Lower Polk Tenant Landlord Clinic.



The Lower Polk Tenant Landlord Clinic (TLC) is a unique interdisciplinary program designed to keep residential tenants and small businesses stably sited. It works with people who live in the Lower Polk or surrounding areas, or operate a small business in the Lower Polk or surrounding areas.

Its coalition members include the Bar Association of San Francisco and UC Hastings.



The screenshot shows the homepage of the Lower Polk Tenant Landlord Clinic. At the top left is the logo, which consists of a yellow square followed by the text "Lower Polk" in a large font and "Tenant Landlord Clinic" in a smaller font below it. To the right of the logo is a hamburger menu icon. Below the logo and menu is a white navigation bar containing the text "The Lower Polk Tenant Landlord Clinic". A yellow banner below the navigation bar contains the text "Welcome to the TLC". Below the banner is a dark grey button with the text "CONTACT US NOW". The main content area features a background image of a person in a blue shirt and a person in a red and gold costume. Overlaid on this image is a yellow scales of justice icon, followed by the section header "About the TLC" in white text. Below the header is a paragraph of white text: "The Lower Polk Tenant Landlord Clinic (TLC) is a unique interdisciplinary program designed to help prevent homelessness by keeping people housed in their current places of abode. If you live in the Lower Polk or surrounding areas, and are experiencing problems with your current housing, you are urged to contact the TLC now at [contact@lptlc.org](mailto:contact@lptlc.org)."



# Budget

FY 2021-22

## REVENUE AND SUPPORT

Assessments	982,784
Grants	173,102
Contributions	57,199
Interest	0
<b>TOTAL REVENUE AND SUPPORT</b>	<b>1,213,085</b>

## EXPENSES

Cleaning, Maintenance, and Safety	666,154
Marketing, Streetscape, and Beautification	290,782
Management and Operations	217,527
<b>TOTAL EXPENSES</b>	<b>1,174,463</b>

<b>DEFICIT</b>	<b>38,622</b>
----------------	---------------

## Statement of Financial Position

As of 06/30/2021

### ASSETS

Cash and Cash Equivalents	971,211
Grants Receivables	156,497
Assessment and Other Receivables	26,519
Prepaid Expenses	34,269
Equipment, net	128,090
<b>TOTAL ASSETS</b>	<b>1,316,586</b>

### LIABILITIES & NET ASSETS

#### LIABILITIES

Accounts Payable	141,197
Accrued Liabilities	56,810
Unearned Revenue	18,750
CARES Act PPP Loan	366,834
<b>TOTAL LIABILITIES</b>	<b>583,591</b>

#### NET ASSETS

Without Donor Restrictions	706,226
With Donor Restrictions	26,769
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>732,995</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,316,586</b>

