



# WELCOME TO YERBA BUENA

YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

YBCBD

ANNUAL REPORT FY 2021-2022

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

THE HIDDEN SF  
WALKING TOUR  
PRODUCED BY  
THE YCBCD



Dear Friends and Neighbors,

Art, creativity and community are signature features of Yerba Buena. Our one-of-a-kind museums, cultural and commercial entities are vital to the neighborhood's economic, social and emotional recovery in the post pandemic era. Hand-in-hand with our relentless focus on core clean and safe services, we at YCBCD continue to support, develop and implement ideas that reinforce our collective strength as the cultural heart of the City. Ensuring that our downtown district is safe, active and inspiring to attract workers, residents and visitors is essential to restoring vibrancy to Yerba Buena.

This year, the YCBCD is pleased to have undergone a successful and promising leadership transition. Our new executive director, Scott Rowitz, joined us determined to enact meaningful change in Yerba Buena that builds upon our unique attributes. The YCBCD Board of Directors selected Scott (insert link) precisely because of his skill, creativity and dedication to improving Yerba Buena. He follows in the immense footsteps of Cathy Maupin who retired this year after so deftly leading the organization for 14 years since our founding in 2008.

In this online report, we're highlighting activities and events from fiscal year 2021-22, along with additional important accomplishments that occurred through the end of 2022.

During this time, the YCBCD featured several new programs and reinstated others in support of the arts. Our new "Experience The Art of...." campaign promotes neighborhood cultural, dining, shopping and other offerings. The Yerba Buena Art Market pilot event featured arts, commerce and performers. A new audio walking tour brings district public art to prominence. Monthly Hidden SF Walking Tours returned featuring theatrical performers to highlight neighborhood history. ARTober in October promoted activities of arts organizations. Yerba Buena Night, a free evening celebrating music, art and performance, brought thousands to the neighborhood.

Our partnerships benefitted the neighborhood this year as well. The Yerba Buena Gardens Conservancy, working with the YCBCD, the Mayor's office, Moscone Center, SFMTA and others, secured a \$1.8 million dollar grant to beautify and clean public spaces near the new Yerba Buena/Moscone subway station. The funds will allow for new plantings, murals, and a budget for

the YBCBD Clean Team to double the frequency of power washing and cleaning in the area. We supplemented our Community Guides program to ensure welcoming presence for Moscone Center conventioners in collaboration with the Department of Public Works, the City's Welcome Ambassador program and Downtown Streets Team. The popular Sunday Streets program came to SoMa in partnership with the nonprofit, Liveable Cities.

Our Clean Team removed hundreds of graffiti tags, hundreds of thousands of pounds of trash, and swept and steam cleaned our sidewalks. We also provided grants to nonprofits benefiting Yerba Buena through our Community Benefit Fund.

As we look ahead, we will continue providing core services, supporting businesses, nonprofits and cultural organizations in relevant ways, and adapting to new conditions. We're adding new members to our Clean Team. Monthly Art Markets will begin following the successful pilot event. Annie North Plaza will open as a redesigned and revived public space thanks to YBCBD support. All of these, and many other programs, are designed to improve the quality of life in Yerba Buena.

Thank you to our Board of Directors, committees, staff, exceptional field teams, and to all who participate in making a difference in our neighborhood.



Sincerely,

A handwritten signature in blue ink, which appears to read "Lisa Kirvin". The signature is fluid and cursive, with a long horizontal stroke at the end.

Lisa Kirvin

Chair, YBCBD Board of Directors





## MEET NEW YBCBD EXECUTIVE DIRECTOR

# SCOTT ROWITZ

Scott's work with local community leaders, public officials, and nonprofits, arts, and business entities will benefit the neighborhood and help the YBCBD to advance its mission to foster a clean, safe and welcoming environment where our entire community thrives.

He has made it his charge for nearly 15 years to improve the district's cultural organizations, public places and sense of community. Scott spent the last four years as executive director of the Yerba Buena Gardens Conservancy leading the organization from its inception to its current central role as its nonprofit steward. Prior to that, he served as COO of the Yerba Buena Center for the Arts for ten years. Scott also volunteered as a YBCBD Board Member for more than a decade and served as a community advisor to the Moscone expansion project.

His deep understanding of our district's singular attributes and proven ability to navigate its challenges allows for a seamless transition by a leader who cares deeply about Yerba Buena and San Francisco.



## THANK YOU TO CATHY MAUPIN!

Like Yerba Buena, Cathy Maupin is an original. Since the YCBCD's inception in 2008, she served as its first executive director before retiring in 2022. When the YCBCD secured the highest level of support ever for a CBD renewal in 2015, it spoke volumes about her work. Cathy led efforts to create The Yerba Buena Street Life Plan to guide neighborhood public space improvements, a first for a CBD in the City. She secured the inclusion of Yerba Buena in the naming of the new district Central Subway stop. As a fierce supporter of the arts, dozens of initiatives Cathy guided resulted in new and original public art, events, and programs, such as Hank Willis Thomas' public light installation Love Over Rules, Yerba Buena Night and artful bike racks. Before the pandemic and in response to it, funding support went to nonprofits, small businesses and arts groups in Yerba Buena.

Throughout her tenure, she was able to bring people together to create a sense of community in our ever evolving district. The YCBCD Board of Directors, staff and community are grateful for her leadership, dedication and countless original contributions to Yerba Buena.

# SERVICES

## WHAT WE DO + WHERE

Every day, our organization dedicates itself to help make Yerba Buena—San Francisco's cultural heart—a thriving and vibrant downtown neighborhood. To sustain that goal, our district must be clean, safe, and welcoming.

Since 2008, we've been working with our volunteer Board of Directors, committees and community partners on ways to improve Yerba Buena, and in 2015 district property owners renewed our services for 15 more years. The YBCBD's services focus on cleaning, safety, marketing, events, and more. Our Clean Team scours our streets, sidewalks and public spaces. Trained Community Guides assist residents, visitors and people in need, as well as keep an eye on areas in need of cleaning or reporting safety issues. A YBCBD-funded SFPD Bike Patrol Officer keeps us safer and our Social Service Outreach Specialist helps our street population find services.

Our services and programs stretch from Second to Fifth and Market to Perry streets, serving a neighborhood that residents share with world-class museums, convention space, public gardens, educational institutions, and exceptional dining, shopping and entertainment.



**YBCBD COMMUNITY  
GUIDES CONDUCTING A  
REGULAR CHECK-IN WITH  
LOCAL BUSINESS OWNERS**

## SPECIFIC SERVICES AND PROGRAMS

**CLEAN TEAM.** Our team sweeps and steam-cleans sidewalks, removes graffiti, picks up litter, and responds to immediate neighborhood cleaning needs every day 6 a.m.-10 p.m.

**SFPD BIKE OFFICER.** On top of existing police services, the YBCBD funds an SFPD Bike Patrol Officer to keep us safer — 10-12 hours a day, 7 days a week.

**COMMUNITY GUIDES.** Our Guides not only assist people in the neighborhood by directing visitors to local businesses, they contact our dispatcher to have areas cleaned and report safety issues, and help those in need — every day, 6 a.m.- 10 p.m.

**SOCIAL SERVICE SPECIALIST.** Our specialist compassionately connects people living on our neighborhood streets to available services ranging from hot meals to showers. They may also assist **with** making appointments with, and escorting people to, service providers.

**MARKETING + EVENTS.** We promote Yerba Buena with websites, events, social media, street banners, and more in support of neighborhood businesses and organizations.

**COMMUNITY BENEFIT FUND.** We give grants to neighborhood nonprofits that support family programs, public art projects and cultural exhibits, and public safety.

**PUBLIC REALM IMPROVEMENTS.** We fund and advocate for streetscape projects—large and small—to improve our public spaces.

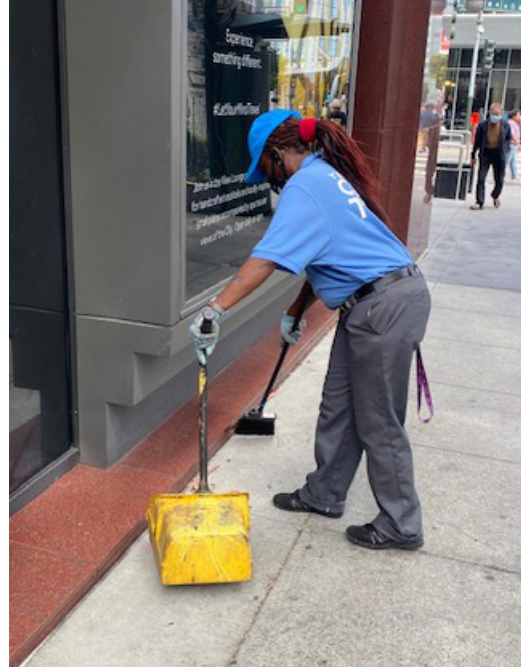
Anyone can report neighborhood cleanliness and non-emergency issues to the YBCBD's Clean & Safe Dispatch office by calling (415) 543-9223, texting (415) 559-1362, or emailing [dispatch@ybcbd.org](mailto:dispatch@ybcbd.org).



# 2021-2022 HIGHLIGHTS

## CLEAN + SAFE

- Partnered with The Yerba Buena Gardens Conservancy and the SFMTA to secure a \$1.8 million dollar grant to beautify and clean public spaces near the new Yerba Buena/Moscone subway station to add new plantings, murals, and budget for the YBCBD Clean Team to double the frequency of power washing and cleaning in the area.
- Began a partnership with Public Works to receive and close out cleaning requests reported through the City's 311 system.
- Continued daily work to address graffiti, sweeping and steam cleaning sidewalks, cleaning and weeding tree wells, painting poles and mail boxes, monitoring public trash receptacles, and reporting large items to the City for removal.
- Worked with our SFPD Bike Patrol Officer seven days a week to address quality of life issues.
- Continued work by our Community Guides to check-in daily with merchants and businesses through the incremental reopening of the economy, report areas that need to be cleaned, and serve as additional sets of eyes to report safety issues.



**WE'VE ADDED MORE  
MEMBERS TO OUR  
CLEAN TEAM**

## PROMOTING BUSINESSES, ARTS + CULTURE

- Launched the “Experience The Art of...” campaign promoting neighborhood cultural, dining, shopping and other offerings with neighborhood street pole banners, online on our website and through social media.
- Co-produced the popular Litquake literary festival at venues in Yerba Buena.
- Released a “Welcome Back” video to promote neighborhood attractions.
- Piloted the Yerba Buena Art Market at Yerba Buena Gardens with art, commerce, and performance. A monthly Art Market will launch in 2023.
- Kicked-off a public art audio walking tour.
- Relaunched Hidden SF Walking Tours that use theatrical performers to highlight neighborhood history.

## IMPROVING STREETSCAPES

- Continued working with the Planning Department, Public Works, SFMOMA, and a diversity of community stakeholders on the Minna-Natoma Art Corridor Project that will connect Yerba Buena and the Salesforce Transit Center along Natoma and Minna streets.
- Replenished SFMTA with a supply of 50 YCBCD-designed bike racks to install along newly improved bike corridors and at community-requested locations.
- In partnership with Paint the Void, commissioned a 3-panel temporary mural, Bahay and Buhay, by local artist ChiChai.



**THE YBCBD  
HOSTED A  
DISTRICT 6  
SUPERVISOR  
DEBATE**

## COLLABORATION + ADVOCACY

- Supported public art, community engagement, streetscape improvements, and public safety enhancements through the YBCBD Community Benefit Fund.
- Supported the use of vacant land between Harrison and Bryant streets at the Interstate 80 exit at 5th Street for use as a nursery for San Francisco street trees.
- Participated in meetings with Moscone Center on supplementing clean and safe services as conventions returned.
- Served on advisory panels to promote neighborhood interests including: the SFPD Southern Station Community Police Advisory Board; Yerba Buena Gardens Conservancy Board; Tourism Improvement District Board; Better Market Street Community Advisory Committee; Clean Civil Sidewalks Coalition; CleanSafe365 Coalition; San Francisco Benefit District Alliance; and the Healthy Streets Operation Center (to inform the City of street conditions in Yerba Buena).
- In September 2022, we hosted a candidate forum for the District 6 Board of Supervisors election.

**1. YERBA BUENA ART & MAKER'S MARKET**

**2. LITQUAKE PARTNERED WITH THE YCBCD TO BRING THEIR FESTIVAL TO OUR NEIGHBORHOOD**

**3. HOLLY JOLLY TROLLEY**

1



2



3





# Art is EverywHere in Yerba Buena



LISTEN



## PUBLIC ART FREE AUDIO WALKING TOUR

Help us spread the word about our new public art tour.

TOP RIGHT: CREATING THE CHICHAÍ MURAL

BOTTOM RIGHT: NATIONAL NIGHT OUT  
IN THE YERBA BUENA GARDENS







Pictured, L – R: (Top Row) John Carrillo, Clif Clark, William Clements, Michelle Delaney, Jennifer DePalm, Anita Engles | (2nd Row) Paul Frentsos, Rachel Gordon, Katharine Greenbaum, Jeremiah Gregory, Lisa Kirvin, Lawrence Li | (3rd Row) Tom Maguire, Frank Miskus, Kerry O'Toole, Scott Rowitz, Nate Savalza | (bottom row) Micah Tell, Adine Varah, Monetta White

**2021-2022  
YBCBD  
BOARD OF  
DIRECTORS**

# BUDGET + BALANCE SHEET

## JULY 2021–JUNE 2022 ACTUALS

INCOME	ACTUALS	PERCENTAGES	BUDGET	PERCENTAGES	OVER/(UNDER BUDGET)
Assessments	\$3,286,253.00	93%	\$3,235,730.44	70%	\$50,522.60
Fundraising/In-Kind	\$141,543.00	4%	\$173,111.58	4%	\$(31,568.58)
Interest Income	\$117,185.00	3%	\$5,000.00	0%	\$112,185.00
<b>TOTAL INCOME</b>	<b>\$3,544,981.00</b>	<b>100%</b>	<b>\$3,413,842.02</b>	<b>100%</b>	<b>\$131,138.98</b>
EXPENSES	ACTUALS	PERCENTAGES	BUDGET	PERCENTAGES	OVER/(UNDER BUDGET)
Management & Operations	\$559,372.00	16%	\$606,366.27	13%	\$(46,994.27)
Cleaning & Streetscape Improvements	\$1,259,001.00	36%	\$1,711,961.44	37%	\$(452,960.44)
Safety & Security	\$1,195,327.00	34%	\$1,656,700.02	36%	\$(461,373.02)
Branding, Activation, & Marketing	\$492,525.00	14%	\$649,792.95	14%	\$(157,267.95)
<b>TOTAL EXPENSES</b>	<b>\$3,506,225.00</b>	<b>100%</b>	<b>\$4,624,820.68</b>	<b>100%</b>	<b>\$(1,118,595.68)</b>
<b>NET INCOME / (CARRYOVER USED)</b>	<b>\$38,756.00</b>		<b>\$(1,210,978.66)</b>		<b>\$1,249,734.66</b>

## JULY 2021–JUNE 2022 BALANCE SHEET as of June 30, 2022

ASSETS		NET ASSETS	
Cash & Cash Equivalents	\$4,802,334.00	Without Donor Restrictions	\$4,760,642.00
Other Assets	\$233,776.00	With Donor Restrictions	\$11,850.00
<b>TOTAL ASSETS</b>	<b>\$5,026,110.00</b>	<b>TOTAL NET ASSETS / (CARRYOVER)</b>	<b>\$4,772,492.00</b>
<b>LIABILITIES</b>		<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$5,027,382.00</b>
Accounts Payable & Accrued Expense	\$229,110.00		
Other Liabilities	\$24,508.00		
<b>TOTAL LIABILITIES</b>	<b>\$253,618.00</b>		

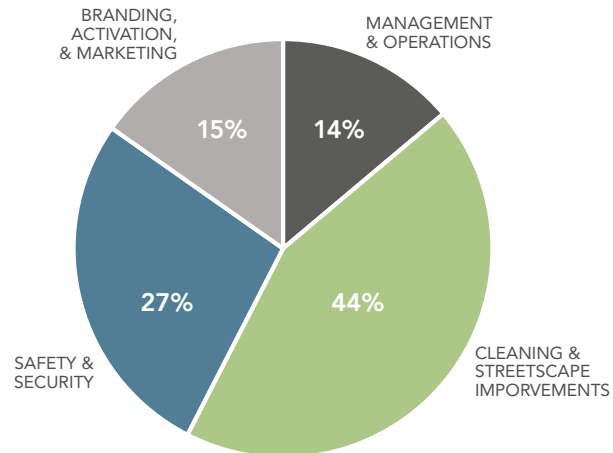
## JULY 2021–JUNE 2022 BUDGET

### INCOME

Assessments	\$3,332,802.00
Fundraising/In-Kind	\$315,163.00
Interest Income	\$5,000.00
Carryover Used	\$1,611,108.00
<b>TOTAL INCOME</b>	<b>\$5,264,073.00</b>

### EXPENSES

Management & Operations	\$730,385.00
Cleaning & Streetscape Improvements	\$2,299,052.00
Safety & Security	\$1,431,942.00
Branding, Activation & Marketing	\$802,693.00
<b>TOTAL EXPENSES</b>	<b>\$5,264,073.00</b>



FY2021–2022 BUDGET

## CARRYOVER

CARRYOVER	AS OF 6.30.22	BUDGETED FOR FY22	BUDGETED FOR FUTURE YEARS
Management & Operations	\$1,417,757.00	\$370,857.00	\$1,046,899.00
Cleaning & Streetscape Improvements	\$2,990,403.00	\$903,308.00	\$2,087,095.00
Safety & Security	\$43,437.00	\$114,063.00	\$(70,626.00)
Branding, Activation, & Marketing	\$119,312.00	\$222,880.00	\$(103,568.00)
Fiscally Sponsored Projects	11,500.00	—	\$11,500.00
Other Projects	\$350.00	—	\$350.00
Capital Assets	\$189,736.00	—	\$189,736.00
<b>TOTALS</b>	<b>\$4,772,495.00</b>	<b>\$1,611,108.00</b>	<b>\$3,161,387.00</b>

# AREA MAP OF THE YERBA BUENA COMMUNITY BENEFIT DISTRICT

Yerba Buena bustles with world-class museums, shopping, dining, convention space, hotels, and educational institutions. Senior housing blends with live/work lofts and condominiums.

New district boundaries shown were approved as part of the YCBCD renewal in 2015. The district includes parcels from Second to Fifth streets and Market to Perry streets. Specific information on YCBCD boundaries is in the District Management Plan at [www.YCBCD.org](http://www.YCBCD.org).



# ASSESSMENT METHODOLOGY AND CALCULATION

The YBCBD is funded through an annual assessment from district property owners. A new methodology for annual assessments was approved as part of the district renewal. The calculation for each property assessment is based on a formula that weighs the benefit of the YBCBD's services for all types of properties in the district.

The formula assigns values to Land Use, Benefit Zone, Linear Street Frontage, and Building Square Footage to determine benefit points for each parcel. The parcel benefit point total is then multiplied by \$9.88 based on the FY21-22 YBCBD Budget to calculate the assessment.

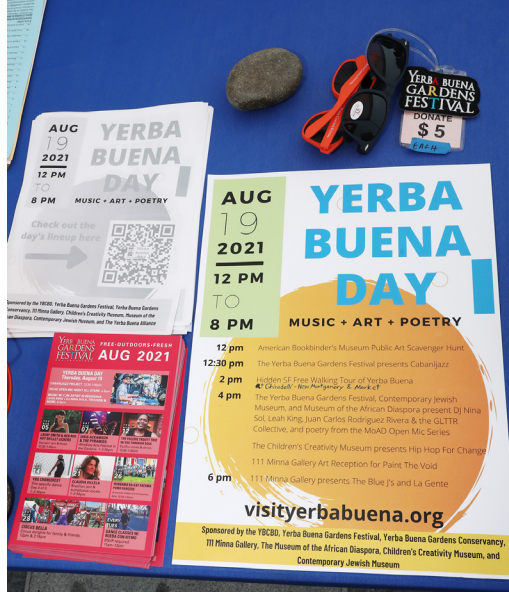
For example, a commercial property (Land Use, 4) in Benefit Zone 1 (Zone Factor, 1.5) that has 50 feet of linear frontage (Linear Frontage, 50) and 5,000 building square footage (Building Factor, 2) would calculate their assessment as follows:

$$[(\text{Linear Frontage} + \text{Building Factor}) \times \text{Zone Factor}] \times \text{Land Use} = \text{Total \# of Benefit Points}$$

$$[(50 + 2) \times 1.5] \times 4 = 300 \text{ Benefit Points}$$

$$300 \times \$9.88 = \$2,964.00 \text{ Total Assessment}$$

As a result, properties like hotels, office buildings, museums and retailers with substantial street frontage, higher volumes of pedestrian traffic and more overall building square footage have different assessments than residential units because they benefit more from the YBCBD's services. Details of the annual assessment calculation are in the District Management Plan at [www.YBCBD.org](http://www.YBCBD.org).



## PHOTO CREDITS

**Inside Front Cover**  
Dirk Wyse

**Page 7**  
Terilyn Steverson

**Page 9**  
Constance Cavallas

**Page 11**  
Richard Ciccarone

**Page 12**  
1. Terilyn Steverson  
2. Constance Cavallas  
3. Jill Linwood

**Page 13**  
Top: Constance Cavallas  
Bottom: Richard Ciccarone

**Page 18**  
Dirk Wyse

**Back Cover**  
Constance Cavallas



## YBCBD BOARD OF DIRECTORS

### BOARD CHAIR

**Lisa Kirvin**

Renaissance Entrepreneurship Center

### SECRETARY/TREASURER

**Scott Rowitz**, Yerba Buena Gardens Conservancy

## BOARD MEMBERS

**Chriselda Chew**, Block Party Productions

**John Carrillo**, Hyatt SoMA

**Clif Clark**, The Palace Hotel

**William Clements**, Resident

**Michelle Delaney**, 111 Minna Gallery

**Jennifer DePalm**, SOMACC

**Anita Engles**, American Bookbinders Museum

**Paul Frentsos**, San Francisco Travel Association

**Rachel Gordon**, San Francisco Public Works

**Katharine Greenbaum**, Children's Creativity Museum

**Jeremiah Gregory**, Jones Lang LaSalle

**Andrew Hennis**, Kilroy Realty

**Lawrence Li**, SPUR

**Tom Maguire**, San Francisco Municipal Transportation Agency

**Frank Miskus**, Brookfield Properties

**Kerry O'Toole**, Hearst Corporation

**Jason Philips**, Patelco

**Richard Rendon**, VA Community-Based Clinic

**Nate Savalza**, The St. Regis

**Mike Seder**, Moscone Convention Center

**Micah Tell**, The Keystone

**Adine Varah**, San Francisco Museum of Modern Art

**Monetta White**, Museum of the African Diaspora

## YBCBD COMMITTEES

Audit, Community Benefit Fund, Executive, Finance, Marketing, Nominating, Services, Small Business Support, Streets & Public Space

## YBCBD STAFF

**Cathy Maupin**, Executive Director

**Constance Cavallas**, Director of Neighborhood Services & Projects

**Richard Ciccarone**, Director of Branding, Activation, and Marketing

**Sophia Cross**, Administrative Manager

## COMMUNITY SUPPORT

The YBCBD would like to thank the individuals and organizations below for their financial contributions and in-kind support.

111 Minna Street Gallery, American Bookbinder's Museum, Brookfield Office Properties, California Historical Society, Children's Creativity Museum, Contemporary Jewish Museum, Hearst Corporation, JMA Ventures, Joyride Pizza, Kyo-ya Hotels & Resorts, MJM Management Group, Cathy Maupin, Mexican Museum, Museum of the African Diaspora, Oren's Hummus, The Palace Hotel, San Francisco Media Company, SFMOMA, SFMTA, The Yerba Buena Gardens Conservancy, Yerba Buena Gardens Festival.



YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

YBCBD

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T 415-919-4049

E [info@ybcbd.org](mailto:info@ybcbd.org)

W [www.ybcbd.org](http://www.ybcbd.org)

#### IMPORTANT NUMBERS AND LETTERS

##### YBCBD DISPATCH:

There are five ways to report cleanliness and non-emergency safety issues to our dispatcher.

PHONE: 415-543-9223

EMAIL: [dispatch@ybcbd.org](mailto:dispatch@ybcbd.org)

TEXT: 415-559-1362

Contact us for non-emergency services, public area cleaning and maintenance issues, and social services outreach.

**EMERGENCY SERVICES:** Call 9-1-1

Learn more about YBCBD programs and services at [www.ybcbd.org](http://www.ybcbd.org) and about neighborhood offerings and happenings at [www.visityerbabuena.org](http://www.visityerbabuena.org).