

T O P O F
BROADWAY
COMMUNITY BENEFIT DISTRICT



2014 - 2015 ANNUAL REPORT



LETTER FROM THE BOARD PRESIDENT AND EXECUTIVE DIRECTOR

Dear Top of Broadway Community,

On behalf of the Top of Broadway Community Benefit District's (ToBCBD) Board of Directors, staff, contractors and volunteers, we are pleased to present to you our annual report for the 2014-2015 fiscal year – a year of many great accomplishments. Our future looks very bright as we continue to improve business vitality and quality of life, and enhance the safety, cleanliness, beautification and promotion of the district.

The Top of Broadway Community Benefit District continues to make a significant and positive impact on the neighborhood. Marketing, identity and streetscape projects were a primary focus during the 2014-2015 fiscal year, and as a result of our efforts, we saw the launch of our branding and marketing initiatives, including: the unveiling of new logo and brand, launch of new website and social media presence, and the introduction of branded uniforms and other collateral development. In March 2015, Alex Lopez was hired to manage the marketing efforts of the ToBCBD and he hit the ground running, developing a new marketing plan, improving the website and social media pages, and managing all marketing programs.

The ToBCBD partnered with a media company to host a "Microhood" event which brought over 1,300 visitors to the area in September 2014, as well as with Ansanelli Productions to hosting the CBD's first major event, the very successful Off-Broadway Summer Pop-Up event held in August 2015. The streetscape of the neighborhood has been enhanced with the installation of over 20 flower baskets and nearly a dozen street banners designed with the help of local artist Jeremy Fish. The ToBCBD is also working closely with Public Works (PW) on the Kearny Streetscape Improvement project, a long-needed upgrade for our community set to begin in early 2016.

Cleaning and safety continue to be top priorities for the ToBCBD. Through the work of a dedicated Services and Safety Advisory Committee and our partnership with the San Francisco Police Department (SFPD), the district has seen notable safety improvements during the 14-15FY. We have seen a dramatic drop (70%) in safety related incidents involving the SFPD reported by our safety team, which continues to shift its focus to visitor hospitality with over 1,250 hospitality interactions during the past fiscal year. In addition, the ToBCBD recently launched a security camera pilot program thanks to a generous matching donation, and it is our hope that future funding will be available to expand this program district-wide.

Our cleaning team has achieved some remarkable milestones as well with 1,274 graffiti incidents abated and 606 illegal dumping incidents reported and resolved during the 14-15FY. The Committee, staff and contractors continue to evaluate the district with our partners at PW and make improvements and advocate for additional upgrades. While excellent progress has been made, we are mindful of opportunities for further improvements and look forward to the development of a district "Good Neighbor Policy" to ensure all businesses, property owners and residents are working together to improve the visitor experience, quality of life, and the safety and cleanliness of the district.

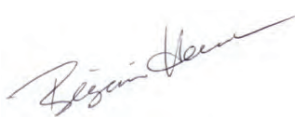
It is important to all of us that we work collaboratively and that the community is engaged. We encourage you to attend our meetings and participate in our advisory committees. Our volunteers are the heart of ToBCBD. With this community spirit in mind, the ToBCBD applied for and received a Community Challenge Grant of \$30,000 to install historical markers in the area to commemorate the unique and diverse history of our district. This project is being led by a project committee that has defined the markers, will draft content and design, and will facilitate installation of the markers at locations throughout the district.

Many thanks to our dedicated Board of Directors, committee members, contractors, property owners, business owners and community partners who continue to strive toward "making the area around Broadway a safe, beautiful, diverse, and enjoyable place to live, work and visit, with a commitment to promoting economic vitality, improving livability, and advocating area identity and history". Thank you all for your optimism, hard work and support.

Sincerely,



Stephanie Greenburg
Board President



Benjamin Horne
Executive Director



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SERVICES, BOARD & COMMITTEES

SERVICES

Cleaning & Maintenance

Weekly, Thursday – Monday, 8am -12pm
Monthly Pressure Washing of Entire District

Safety Services

Weekly, Thursday, Friday and Saturday Nights
10pm - 2:30am

Marketing & Identity

Website, Social Media, Events, PR, Branding,
Collateral Development and Beautification Projects



EXECUTIVE DIRECTOR

Benjamin Horne

ADVISORY COMMITTEE CHAIRS

Marketing & Identity Committee

Committee Chair: Stephanie Greenburg

Safety & Services Committee

Committee Chair: Payam Arvin

Finance Committee

Committee Chair: Calvin Louie

BOARD OF DIRECTORS

Stephanie Greenburg

Joe Carouba

Calvin Louie

Oliver Mar

Carmen Crotti

Matias Drago

Gail Gilman

Cindy Wu

Nader Marvi

Ryan Maxey

Jerry Cimino

President

Vice President

Treasurer

Secretary

Director

Director

Director

Director

Director

Director

Director



CLEANING & MAINTENANCE SERVICES

Dome Cleaning



SECURITY & SAFETY SERVICES

Security Intelligence Specialist Corporation



MARKETING & PUBLIC RELATIONS

Alex Lopez, Actually ALO

BACKGROUND & ASSESSMENT METHODOLOGY

The Top of Broadway business community represents one of the oldest continuous commercial, cultural and entertainment corridors on the West Coast. This district has a very rich history of music, restaurants and adult entertainment, with venues that have been frequented by millions over the past 130 years. Formerly known as the Barbary Coast, this area is distinct as a special sub-district of the North Beach Community of San Francisco. Although the area has a rich history, in recent years the area has had numerous safety and cleanliness issues and suffered from blight and neglect.

The Top of Broadway Community Benefit District (map below) was formed in 2013 to address some of these issues, and to represent and give a voice to all members of the community including retail stores, restaurants, residents and visitors. The ToBCBD was officially formed in November 2013 and began delivering safety and cleaning services in January 2014.

Funding for the district is proportionally shared by property owners, who are self-assessed to provide services supplemental to those provided by the City of San Francisco. These annual assessments are based on the following variables:

- Frontage: approximately 3,211 total linear frontage in the district
- 1st floor building square footage: approximately 141,273 total building square footage
- Lot/Parcel size: approximately 165,591 total lot square footage

Rates for each variable are as follows:

- Linear Frontage: \$9.6880
- 1st Floor Building Square Footage: \$0.32957
- Lot/Parcel Size: \$0.18401834



The total assessment per parcel is determined by adding the first floor building square footage assessment (if applicable to the parcel), plus the linear frontage assessment, plus the parcel/lot square footage assessment.

Each property owner's assessment is calculated according to the special benefit received from the services provided by the Top of Broadway Community Benefit District.

Accordingly, each property owner is assessed for their proportional special benefit for the following services:

- Sidewalk operations, beautification and order (cleaning and maintenance)
- Marketing & identity and streetscape improvements
- General admin, organization and corporate operations

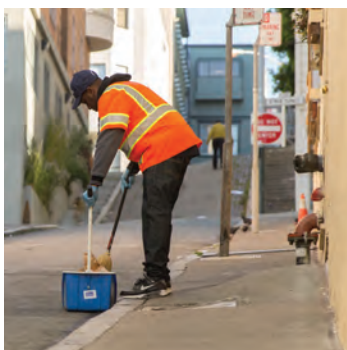
The Broadway Entertainment & Cultural Association pledged a total of \$200,000 for the first two years of operations (November 2013 – October 2015) of the Top of Broadway Community Benefit District. This generous donation helped fund security, additional district cleanup and maintenance, administration and other improvements.



ACCOMPLISHMENTS

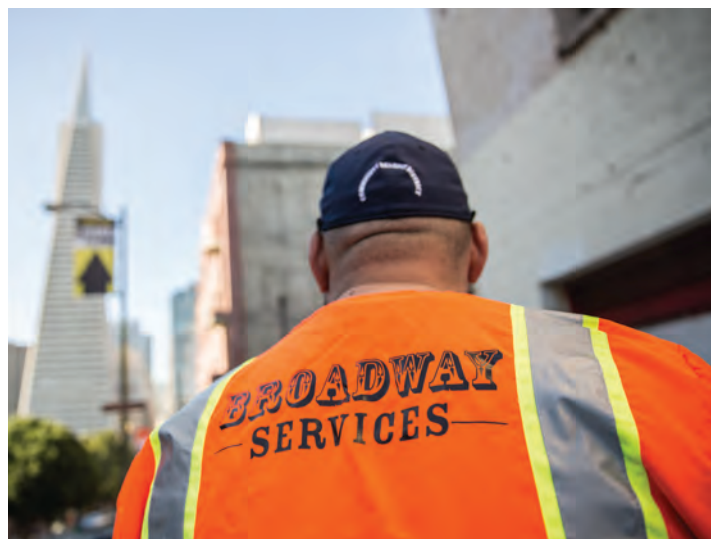
SIDEWALK OPERATIONS, BEAUTIFICATION & ORDER

- Engaged visitors to the district with 1,250 hospitality interactions (increase of 200% year over year)
- Conducted almost 2,000 merchant check-ins
- Implemented security camera pilot with 4 security cameras
- Decreased SFPD interactions by over 70% year over year
- Removed 1,274 graffiti incidents and 606 illegal dumping incidents
- Evaluated district conditions on regular basis with PW and advocated for improvements
- Removed graffiti covered and broken street furniture and fixtures
- Provided landscaping services and tree maintenance for area (trimmed, weeded, removed grates and filled in tree wells)
- Hosted monthly Services & Safety Committee meetings attended by community, SFPD, PW and others
- Advocated to City, property owners, and businesses for improved properties, parking lots, trash and illegal dumping, loitering and alcohol consumption (in public)



CLEANING & MAINTENANCE REPORTS JULY 2014 – JUNE 2015

- District cleaning and litter removal (841,282 linear square footage of properties swept)262
- Graffiti incidents removed1,274
- Human/animal waste clean-up97
- Pressure washing entire district13 times
plus 7 problem areas weekly
- Illegal dumping reports606



SAFETY INCIDENT REPORTS JULY 2014 – JUNE 2015

- Hospitality/concierge services1,250
- Merchant check-ins1,946
- Physical altercations/fighting40
- Drunk & disorderly36
- Calls for service city agencies82
- Traffic/parking violations18
- Loitering548
- Alcohol & drug consumption185
- Jaywalking894
- Crowd control issues and assistance11
- SFPD interactions.....95
- Party bus management110

TOTALS 5,228

ACCOMPLISHMENTS

MARKETING & IDENTITY

- Participated in Bold Italic Microhood event bringing over 1,300 SF locals to area
- Hired new marketing manager in March 2015
- Launched new website & collateral materials including uniforms to accurately reflect area's brand and identity
- Launched social media pages
- Participated and helped plan International Downtown Association conference tour for October 2015
- Advocated for and collaborated with PW on the Kearny Street Improvement Project and hosted multiple community meetings
- Hung and maintained over 20 flower baskets throughout district
- Applied for and received grant for historical markers project (\$30,000) and formed project committee and launched project
- Developed street banners with local artist and installed June 2015
- Partnered with Ansanelli Productions in hosting the August 2015 Off-Broadway Summer Pop-Up event



WEB AND SOCIAL MEDIA TOTALS JANUARY – JUNE 2015

• Website Visits	38,341
• Page Views	147,389
• Facebook Likes	63
• Twitter Followers	301
• Instagram Followers	10
• Google Followers.....	3

GENERAL ADMIN, ORGANIZATION & CORPORATE OPERATIONS

- Raised \$71,000 in new grants, donations and memberships during 14-15FY
- Completed 990 and CPA review of financial statements
- Drafted and approved 14-15FY mid-year budget modification and 15-16FY budget
- Released first Annual Report and held Annual Meeting
- Presented ToBCBD 13-14FY performance summary at the Board of Supervisors Government Audit and Oversight Committee's annual CBD review, and received commendations from the District Supervisor and City staff
- Received confirmation of tax exempt status (501(C)3)
- Evaluated Executive Director
- Expanded Board of Directors to 11
- Held volunteer appreciation holiday event and named first *Board Member of the Year*
- Launched affiliate membership program and began formal district expansion efforts with City



LOOKING FORWARD - UPCOMING PROJECTS

MARKETING & IDENTITY

- Website and social media enhancements and expansion
- Off Broadway Summer Pop Up and other events
- Video project
- Collateral development
- IDA conference and tour of District
- Historical markers installation
- Expanded flower baskets and decorative lighting
- Kearny Streetscape Improvement project
- Community relations and outreach
- Retail strategy and area visioning project
- Support and partnership with the Piazza St. Francis

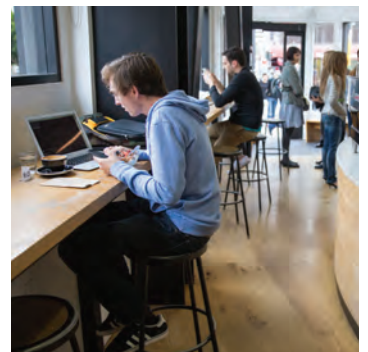


SIDEWALK OPERATIONS, BEAUTIFICATION & ORDER

- Maintaining cleaning & maintenance and security patrols standards and continued evaluation and advocacy
- Good Neighbor Policy development
- Security camera pilot evaluation and expansion
- Community communications tool and networking
- Improved landscaping and tree replacement
- Partnership with North Beach Citizens on cleaning and social services
- Representation of CBD at SFPD Central Station's National Night Out
- Continued collaboration with SFPD for safety improvements

GENERAL ADMIN, ORGANIZATION & CORPORATE OPERATIONS

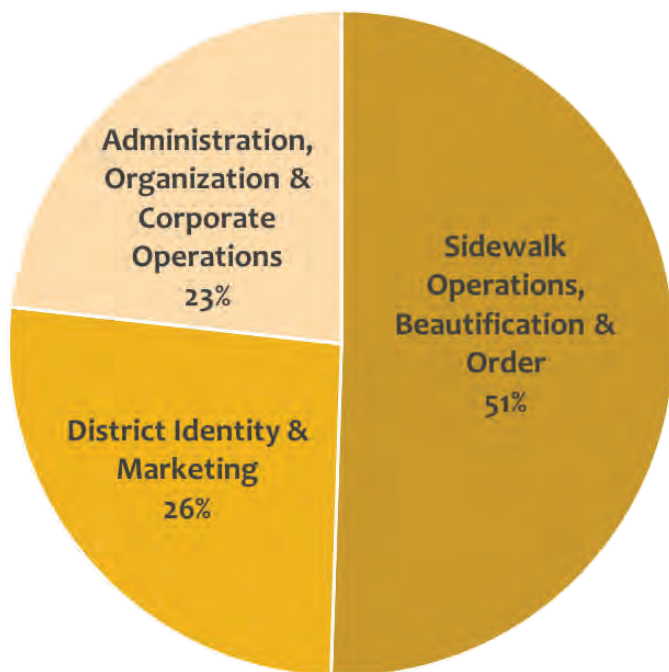
- Formal district expansion project with City
- Annual meeting
- CPA review for 14-15FY
- Continued fundraising and grant applications
- Recruitment of new affiliate members



FINANCIAL REPORTS

Top of Broadway Community Benefit District, Inc. Financial Results for 14-15FY (Unaudited)

FUNDS	14-15 Budget	14-15 Actual	Variance	Details
Special Assessment Funds	\$105,502	\$106,135	\$633	Interest and penalties received
Grants	\$53,000	\$30,000	\$(23,000)	Received one grant instead of 2
Other Funds donations	\$6,100	\$40,909	\$34,809	In kind donations \$31K, other donations and affiliate membership
TOTAL FUNDS	\$164,602	\$177,044	\$12,442	Overall positive revenue variance
EXPENSES				
District Identity & Marketing	\$47,920	\$65,265	\$(17,345)	Streetscape projects, events in second half of year
Sidewalk Operations, Beautification & Order (SOBO)	\$129,440	\$125,408	\$4,032	Cleaning/pressure washing under budget
Administration, Organization & Corporate Operations	\$47,100	\$58,062	\$(10,962)	Received \$20K of in-kind services
Total Assessment & Core Expenses	\$224,460	\$248,735	\$(24,275)	
Total Grant Expenses	\$53,000	\$-	\$53,000	Grant expenses scheduled for 2015-2016
NET SURPLUS (DEFICIT) FOR 14-15FY	\$(112,858)	\$(71,691)	\$(41,167)	Overall positive variance of \$41K



ACTUAL EXPENSES
2014-2015 Fiscal Year

Statement of Financial Position

As of June 30, 2015

ASSETS

Cash	\$102,980
Assessment Receivable	\$9,226
Pledge Receivable	\$25,000
Grant Receivable	\$30,000
Other Current Assets	\$728
Fixed Assets (Security Cameras) Net	\$5,054
TOTAL ASSETS	\$172,988

LIABILITIES & NET ASSETS

LIABILITIES	
Accounts Payable & Accrued Expenses	\$28,376
Deferred Revenue	\$819
Total Liabilities	\$29,195
NET ASSETS	
Unrestricted	\$113,793
Restricted Temporarily	\$30,000
Total Net Assets	\$143,793
TOTAL LIABILITIES & NET ASSET	\$172,988

FINANCIAL REPORTS

Carry Over Funds from 14-15FY

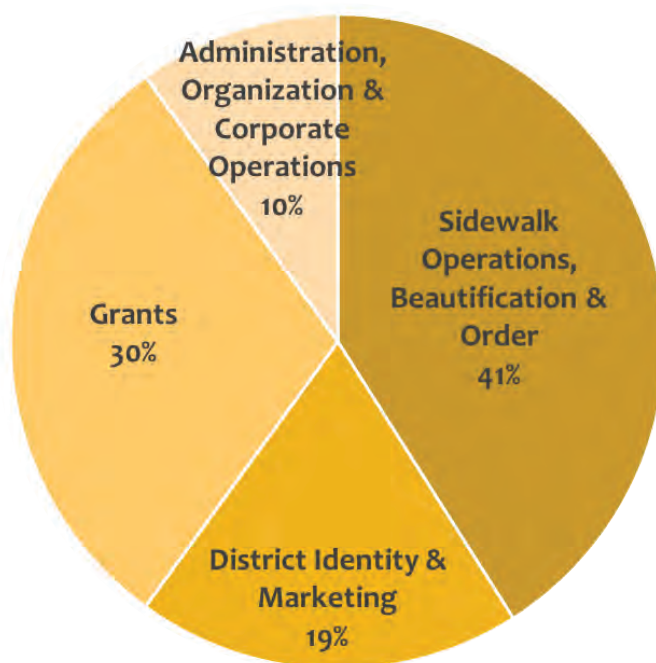
District Identity & Marketing	
Sidewalk Operations, Beautification & Order	\$19,180
Administration, Organization & Corporate Operations	\$ -
Grant - Historical Markers Project	\$14,842
General Fund	\$30,000
	\$79,771

TOTAL CARRY OVER FUNDS (From 14-15)	\$143,793
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JULY 2015 - JUNE 2016 Budget

INCOME	Amount	% of Income
Assessment Revenue	\$108,878	46%
Grants	\$65,000	28%
Fundraising & Other	\$62,300	26%
TOTAL INCOME	\$236,178	100.00%

EXPENSES		% of Expenses
District Identity & Markers	\$60,650	19%
Sidewalk Operations, Beautification & Order	\$130,245	41%
Administration, Organization & Corporate Operations	\$31,998	10%
Grants	\$95,000	30%
TOTAL EXPENSES	\$317,893	100%



ALLOCATION OF BUDGET
2015-2016 Fiscal Year



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

The Top of Broadway Community Benefit District would like to recognize the following visionary individuals and institutions that have supported us. Without their help many of the services outlined in this report would not be possible.

Broadway Entertainment and Cultural Association
City and County of San Francisco Community Challenge Grant Program
Oliver Mar
BSC Management
Carmen Crotti
Tommaso's
Benjamin Horne
The Beat Museum
Ryan Maxey
Stephanie Greenburg
Chinatown Community Development Center
Matias Drago
Gail Gilman
Calvin Louie
Monroe
Nader Marvi
Jeremy Fish
Vesuvio Cafe
Security Intelligence Specialist Corporation
Dome Cleaning

THANK YOU!

The Top of Broadway Community Benefit District is a 501(C)3 non-profit organization. Donations to the Top of Broadway Community Benefit District are tax deductible. Please contact us at ben@topofbroadwaycbd.com if you are interested in making a donation to help support our programs.



Top of Broadway Community Benefit District

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