



Ocean Avenue Association
1728 Ocean Ave PMB 154
San Francisco, CA 94112

September, 2015

Dear Ocean Avenue CBD Business and Property Owners,

The OAA 4th Annual Report is enclosed.

OAA is pleased to report that in the 2014-15 FY we brought to the organization and the community \$303,000 in grants to augment the \$259,286 in assessment income. In the past FY, Ocean Avenue from Phelan to Capitol was identified by the Controller's office as the cleanest commercial street in San Francisco.

The OAA's Annual Meeting and social event will be held on **Wednesday, September 16 at 5:30 p.m.** at The Fog Lifter Cafe, Ocean and Ashton. At the meeting, we will provide information about the ways OAA serves Ocean Avenue commercial corridor, and we will hear comments and suggestions from community members to provide feedback to our organization. OAA will also be recognizing Supervisor John Avalos for his work to establish the Ocean Avenue Community Benefits District in 2010.

Items of note which will be discussed during the meeting include:

- SF Shines small business facade improvement grants for Ocean Avenue
- OAA grant funding is available to cover half the cost of glass graffiti repairs
- ADA accessibility services for small businesses
- OAA, in conjunction with the Office of Economic and Workforce Development, connects businesses to **a variety of free assistance programs, detailed on the back side of this letter.**

We hope to see you at our annual meeting on the 16th!

Daniel J Weaver, Executive Director
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www.oceanavenueassociation.org

Does Your Business Need Assistance? Free Services Are Available!

The OAA is proud to support the businesses of Ocean Avenue by offering free services to help your business grow and flourish in today's competitive market. Take a look at the list below to see if any of the services we offer are right for your business.

We offer FREE support in the following areas

- Interpretation and translation in languages including English, Spanish and Chinese.
- Classes on starting and growing your business- topics include finances, sales, legal issues, human resources, and more
- Personalized consulting to grow your business, including financial management, bookkeeping, marketing, sales, technology, web design,
- Access to investment funds
- Zero-fee, zero-interest loans to rebuild or establish credit
- Legal help
- Lease negotiations assistance
- ADA Compliance
- Zoning and land use information

Do not hesitate to contact us, as all services are available on a first-come-first-served basis. To get started, please contact:

Luis Licea
Small Business Program Manager
Ocean Avenue Association
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OCEAN AVENUE
A S S O C I A T I O N

Fourth Annual Report
July 1, 2014 – June 30, 2015

OCEAN AVENUE ASSOCIATION (OAA)
SERVICES PLAN WITH ANNUAL REPORT FY 2014-2015

Narrative of Work Performed FY 2014-15

This is the fourth Annual Report submitted by the Ocean Avenue Association, manager of the Ocean Avenue Community Benefits District. The community benefits district was formed in December 2010. Its first full fiscal year was for the period from July 1, 2010, through June 30, 2011. Although the OAA received assessment revenue for this first fiscal year, it did not commence active operations until July 2011, and did not submit an annual report for its first fiscal year because it provided no services.

Public Rights of Way, Sidewalk Operations and Public Safety

Cleaning and Public Realm Management services includes two CleanScapes staff members five days a week, one staff member on Saturdays and a bi-weekly walk through with the Supervisor. The services performed include:

- Sweeping sidewalks and Muni boarding islands
- Graffiti removal within 24 hours of notification
- Regularly scheduled steam cleaning of sidewalks and Muni boarding islands
- Spot pressure washing as needed
- Topping off city trash cans
- Weeding tree wells and sidewalks
- Watering newly planted trees and landscaping
- Painting city poles
- Removal of illegally posted notices on poles and other street furniture
- Wiping down street furniture
- Reporting to 311 and monitoring removal or removing items illegally deposited on the public right of way

Also, in the Fall of 2014, The Controller's office of the City announced that Ocean Avenue, from Phelan to Capitol, was ranked the cleanest commercial street in San Francisco, with a perfect score of 100%. Both CleanScapes and Arborist Now did outstanding work to achieve this status.

The OAA worked with city departments to abate nuisance and illegal businesses, including businesses on the 1600 and 1900 blocks.

The OAA worked with the SF Shines program to improve the storefront appearance of small businesses on Ocean Avenue. Beep's Burgers and Lucky Ocean cafe received funding for facade and signage improvements in the 2014-2015 Fiscal Year.

We also worked with RapidRenu to repair and abate glass graffiti at a number of Ocean Avenue businesses, using grant funding from the Office of Economic and Workforce Development's Invest In Neighborhoods program.

District Identity and Streetscape Improvements

- Continued to work with SF Public Works and the Planning department on streetscape improvements.
- In the retail district from Manor/Victoria to Phelan/Geneva, a plan was prepared to provide additional landscaping on and near Ocean Avenue.
- For the area East of Geneva Avenue, a variety of long-range planning and construction

options were developed to improve landscaping and pedestrian and bicycle safety for those travelling to and from Balboa Park BART station.

- Continued to maintain and update the OAA website.
- Maintained the Ocean Avenue mobile parklet currently positioned outside the Foglifter Cafe and scheduled to be moved to the Ingleside Library.
- Worked with a core group of neighborhood-based volunteers to hang holiday decorations on the Ocean Avenue palm trees.
- Implemented the Second Sundays district promotion and entertainment program in January 2015 whereby participating businesses have offered live music and other entertainment on a monthly basis.
- The Street Life Committee meets monthly to discuss and plan streetscape improvements and marketing events in the district, as well as planning Second Sundays events.
- The Business Committee was formed in 2015 to support small businesses and fill retail vacancies on the Ocean Avenue corridor.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contract and management plan.
- Work on organizational development issues including long term goals for the CBD.
- Apply for grants to bring additional resources to the CBD.
- Ensure compliance with the California Brown Act in noticing and conducting our meetings.
- Continue to recruit a variety of board members representing Ocean Avenue property owners, businesses and community members.
- Communicate with residential and other community organizations to address issues in the community and raise awareness about Ocean Avenue.
- Monitor contracts and services. Assist contractors in problem solving as necessary.
- Continue our Second Sundays promotion and marketing program via print and internet communications.
- Increase and improve upon communication between CBD Board and property owners.
- Publish Mid Year and Annual Reports.
- Continue as active participants of the San Francisco CBD/BID Consortium.
- Support all committees of the Board of Directors including the Public Safety, Street Life and Business Committees.
- Work with the City on quality of life issues.
- Apply for grants to continue and expand improvements of the CBD corridor.

Fundraising

Total funds raised through outside dollars, inkind services and volunteer services since the last report:

- In kind donations include office, storage and meeting space from Lick Wilmerding High School at 31 Howth Street = \$2,500.
- Holiday decorations: total of 6 hrs of volunteer service provided by 15 volunteers in 2014 at a value of \$14/hr. = \$1,260.
- Ocean Avenue public space cleanup: total of 3 hrs of volunteer service provided by 60 volunteers in 2014 at a value of \$14/hr. = \$2,520.
- Grants and services to the CBD, including \$35,000 for Second Sundays and Art Banners

from Invest in Neighborhoods, \$15,000 for Ocean Avenue Design from Invest In Neighborhoods, \$60,000 for Ocean-Geneva beautification from the Mayor's Challenge Grant program, \$25,000 for Ocean-Geneva beautification from the District 7 Participatory Budgeting process, \$8,000 from the PUC for a water meter for the Ocean-Geneva beautification project, \$30,000 Public Works labor grant, \$100,000 in SF Shines funding for business facade improvements, and \$30,000 in Community Development Block Grant funding for small business support services = \$303,000 total grants.

Services Plan for FY 2015-16

Public Rights of Way and Sidewalk Operations

CleanScapesSF will continue to provide cleaning and graffiti removal services for the OAA. Services provided include two CleanScapes workers covering the district five days a week and one worker on Saturday. The services they perform include:

- Sweeping sidewalks and public plazas and maintaining an inviting environment in the district.
- Graffiti removal within 24 hours of notification.
- Regularly scheduled pressure washing of sidewalks and Muni boarding islands.
- Spot pressure washing.
- Topping off city trash cans.
- Weeding tree wells.
- Painting city poles and other street furniture.
- Reporting and monitoring pickup large items deposited on the sidewalk as trash.
- Watering and maintaining district sidewalk landscaped areas.

Public Safety Services

- The OAA will continue to organize Ocean Avenue Business Safe, working with SF SAFE and continue to work with the San Francisco Police Department.
- OAA will address other security/safety issues that may arise.

District Identity and Streetscape Improvements

- OAA Board will continue to develop its fifteen year improvement plan, working with DPW.
- Continue to work with DPW on the installation of pedestal news racks throughout the district to replace the existing news racks.
- Replace existing OAA banners on street light poles along Ocean Avenue.
- Encourage, help to fund and participate in marketing efforts to develop district identity such as Second Sundays, tree and garden volunteer planting events, and so forth.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contracts and the Management Plan.
- Work on organizational development issues including long term goals for the CBD. Work on fundraising activities that bring additional outside resources to the CBD.
- Ensure compliance with the California Brown Act.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Continue to update website.
- Increase and improve upon communication between CBD Board and property owners.

- Publish CBD Annual Report.
- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Street Life, Business, Public Safety committees, and Board Development.
- Work with the City on quality of life issues.

Description of Changes to the District Boundaries, Parcels or Assessment Calculations

- The assessment was raised 2.5% for FY 2015-16 to account for cost of living increases calculated by the City, and applied by OAA.
- The proposed annual budget, including a cost estimate of providing the improvements and activities for 2015/16 Fiscal Year, is shown on the following pages.
- There are no proposed changes in the boundaries of the improvement district or in any benefit zones or classification of property or businesses within the district.
- The method and basis of levying the assessment in sufficient detail to allow each real property or business owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year is presented below.
- The amount of surplus or deficit revenues to be carried over from a previous fiscal year is \$122,448.54 from unpaid assessments for years I-V.
- The amount of any contributions made other than assessments are \$35,000 for Second Sundays planning from Invest in Neighborhoods, \$15,000 for Ocean Avenue Design from Invest In Neighborhoods, \$60,000 for Ocean-Geneva beautification from the Mayor’s Challenge Grant program, \$25,000 for Ocean-Geneva beautification from the District 7 Participatory Budgeting process, \$8,000 from the PUC for water meters for the Ocean-Geneva beautification project, \$30,000 labor grant from Public Works for the 2 parcels on Ocean and Geneva, \$100,000 in SF Shines funding for business facade improvements, and \$30,000 in Community Development Block Grant funding for small business support services = \$303,000 total grants

Assessment Calculations

Zone 1 Fiscal Year 2015/16 Assessment Calculation Rates

Zone 1 – Assessment Category Description	2010/11 Original Rate	2015 Escalated Rate
Linear Street Foot for Commercial Property Use, Residential Property Use, Public Property Use, and Phelan Loop Parcel	\$26.28 per linear street foot	\$28.23 per linear street foot
Linear Street Foot for Non-Profit Service Organization Property Use, and Religious Institutional Property Use	\$21.00 per linear street foot	\$22.56 per linear street foot
Building Square Foot for Commercial Property Use	\$0.1110 per building square foot	\$0.1192 per building square foot
Lot Square Foot for Commercial Property Use	\$0.0276 per lot square foot	\$0.0295 per lot square foot
Lot Square Foot for Phelan Loop Corner Landscaped Parcel	\$1.31 per lot square foot	\$1.40 per lot square foot
Lot Square Foot for Phelan Parcels Fronting and Accessed off of the Phelan Plaza	\$0.0574 per lot square foot	\$0.0616 per lot square foot

Zone 1 Annual Assessment Calculation:

$$\begin{aligned} \text{Linear Street Frontage Assessment} &= \text{Assigned Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate} \\ \text{Building Square Footage Assessment} &= \text{Commercial Property Use Building Square Footage} \times \text{Building Square Footage Assessment Rate} \\ \text{Lot Square Foot Assessment} &= \text{Commercial Property Use Lot Square Footage} \times \text{Lot Square Footage Assessment Rate} \end{aligned}$$

Zone 1 Assessor’s Parcel Annual Assessment:

$$\text{Assessor’s Parcel Annual Assessment} = \text{Linear Street Frontage Assessment} + \text{Building Square Footage Assessment} + \text{Lot Square Footage Assessment}$$

Zone 1 Phelan Loop Parcel Annual Assessment:

$$\text{Phelan Loop Parcel Annual Assessment} = \text{Assigned Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate} + \text{Assigned Lot Square Footage} \times \text{Lot Square Footage Assessment Rate}$$

Zone 2 Fiscal Year 2015-2016 Assessment Calculation Rates

Zone 2- Assessment Category Description	2010/11 Original Rate	2015 Escalated Rate
Linear Street Foot for Educational Institutional Property Use and Public Property Use	\$13.90 per Linear Street Foot	\$14.93 per Linear Street Foot

Zone 2 Annual Assessment Calculation:

$$\text{Linear Street Frontage Assessment} = \text{Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate}$$

Zone 2 Assessor’s Parcel Annual Assessment:

$$\text{Assessor’s Parcel Annual Assessment} = \text{Linear Street Frontage Assessment}$$

Maximum Annual Assessments

The Zone 1 Fiscal Year 2015/16 maximum annual assessment rates are as follows:

- Per Linear Street Foot (Commercial Property Use, Residential Property Use, Public Property Use, and Phelan Loop Parcel): \$28.23
- Per Linear Street Foot for (NonProfit Service Organization Property Use, and Religious and Institutional Property Use): \$22.56

- Per Commercial Property Use Building Square Foot: \$0.1192
- Per Commercial Property Use Lot Square Foot: \$0.0295
- Per Phelan Loop Parcel Lot Square Foot: \$1.40

The Zone 2 Fiscal Year 2015/16 maximum annual assessment rate is as follows:

- Per Linear Street Foot (Educational Institutional Property Use and Public Property Use):
\$14.93

**Ocean Avenue Association
Budget for FY July 1, 2015 - June 30, 2016
(Year 6)**

**Year VI Budget
Rev #1
7-1-15**

INCOME	BUDGET	ACTUAL (as of 7/1/15)	VARIANCE
Assessment Revenue			
Current Year Assessment	293,097.00	0.00	-293,097.00
Prior Year(s) Assessment	122,448.54	0.00	-122,448.54
Prior Year(s) Assessment Refund	0.00	0.00	0.00
Prior Year(s) Assessment Bad Debt	0.00	0.00	0.00
Subtotal Assessment Revenue	415,545.54	0.00	-415,545.54
Other Revenue			
Donations	0.00	0.00	0.00
Fees	0.00	0.00	0.00
Fees- CDBG	4,000.00	0.00	-4,000.00
Fees- IIN Ocean Avenue Design	750.00	0.00	-750.00
Fundraisers	0.00	0.00	0.00
Prior Year(s) Other Revenue (May/June 2014 CDBG)	5,959.00	0.00	-5,959.00
Subtotal Other Revenue	10,709.00	0.00	-10,709.00
Grants			
Grants-Prior Year (IIN- Ocean Avenue Design)	9,298.50	0.00	-9,298.50
Grants-Prior Year (IIN- Second Sundays)	26,720.09	0.00	-26,720.09
Grants (Community Challenge Grant)	60,000.00	0.00	-60,000.00
Grants (Participatory Budget)	25,000.00	0.00	-25,000.00
Community Development Block Grant	26,000.00	0.00	-26,000.00
Grants- Government	0.00	0.00	0.00
Grants-Corporate	0.00	0.00	0.00
Grants-Foundations	0.00	0.00	0.00
Subtotal Grants	147,018.59	0.00	-147,018.59
Operating Reserve			
Carryover Net Income from FY 14-15	186,415.73	0.00	-186,415.73
Carryover Other Income from FY 14-15	0.00	0.00	0.00
Subtotal Operating Reserve	186,415.73	0.00	-186,415.73
Total Income	759,688.86	0.00	-759,688.86

Ocean Avenue Association
Budget for FY July 1, 2015 - June 30, 2016
(Year 6)

Year VI Budget
Rev #1
7-1-15

EXPENSES	BUDGET	ACTUAL (as of 7/1/15)	VARIANCE	MDP BUDGET RATIO
Management & Operations (M&O)				
Executive Director Salary (37.2%)	27,339.00	0.00	27,339.00	
ED Payroll Taxes (7.65%)	5,588.00	0.00	5,588.00	
ED IRA OAA Contribution	3,150.00	0.00	3,150.00	
Staff (SBPM and AD) Wages (10%)	5,300.00	0.00	5,300.00	
SBPM and AD Payroll Taxes (7.65%)	4,055.00	0.00	4,055.00	
SBPM and AD IRA OAA Contribution	2,300.00	0.00	2,300.00	
Payroll Processing Fees	1,140.00	0.00	1,140.00	
<i>Subtotal of M&O Payroll</i>	48,872.00	0.00	48,872.00	
Accounting Fees	4,000.00	0.00	4,000.00	
Bookkeeping Fees	3,000.00	0.00	3,000.00	
Legal Fees (Gin)	1,000.00	0.00	1,000.00	
Banking Fees	100.00	0.00	100.00	
Office Supplies & Equipment	500.00	0.00	500.00	
Printing, Copying, Postage & Mailing Services	600.00	0.00	600.00	
Telephone, Telecom, Meeting Expense, Other	600.00	0.00	600.00	
Licenses, Permits, Filing Fees	125.00	0.00	125.00	
Insurance - Liability, D&O	5,500.00	0.00	5,500.00	
Workers Compensation Insurance	1,700.00	0.00	1,700.00	
Parklet Insurance	825.00	0.00	825.00	
Dues and Subscriptions	200.00	0.00	200.00	
Annual Report and Meeting Expenses	1,400.00	0.00	1,400.00	
Assessment Roll Updating	2,000.00	0.00	2,000.00	
<i>Subtotal of M&O Non Payroll</i>	21,550.00	0.00	21,550.00	
Subtotal M&O	70,422.00	0.00	70,422.00	21.7%
Cleaning, Maintenance, & Safety				
Sanitation and Graffiti Removal	116,215.00	0.00	116,215.00	
Landscape and Maintenance	28,000.00	0.00	28,000.00	
Safety and Security	300.00	0.00	300.00	
Watering (plants and trees)	4,000.00	0.00	4,000.00	
Supplies and Materials	1,800.00	0.00	1,800.00	
Existing Garden Maintenance	550.00	0.00	550.00	
Staff (AD & SBPM) Wages (20%)	10,600.00	0.00	10,600.00	
Executive Director Salary (18.6%)	13,370.00	0.00	13,370.00	
Subtotal Cleaning & Maintenance	174,835.00	0.00	174,835.00	53.8%
Marketing & Beautification				
Website Designer	0.00	0.00	0.00	
Webhosting	175.00	0.00	175.00	
Photography	1,000.00	0.00	1,000.00	
Beautification- Tree Planting and Landcaping	2,850.00	0.00	2,850.00	
Holiday Decorations	1,000.00	0.00	1,000.00	
Banners	2,500.00	0.00	2,500.00	
Second Sundays	5,000.00	0.00	5,000.00	
Advertising	5,000.00	0.00	5,000.00	
Marketing - Second Sundays	2,100.00	0.00	2,100.00	
Refreshments- Meetings and Volunteers	250.00	0.00	250.00	
Special Events - September Second Sundays	5,000.00	0.00	5,000.00	
Ocean-Geneva Bench and Sculpture Project	5,000.00	0.00	5,000.00	
Staff (AD & SBPM) Wages (21%)	11,100.00	0.00	11,100.00	
Executive Director Salary (37.2%)	27,339.00	0.00	27,339.00	
Subtotal Marketing & Beautification	68,314.00	0.00	68,314.00	21.0%
Contingency & Reserves				
Contingency and Reserves	11,429.00	0.00	11,429.00	
Bank Deficit Analysis	0.00	0.00	0.00	
Subtotal Contingency & Reserves	11,429.00	0.00	11,429.00	3.5%
Supplemental Non-OAA Expenses				
Staff Wages (SBPM & AD) (49%, Non-Assessment)	26,000.00	0.00	26,000.00	
Executive Director Salary (7%, Non-Assessment)	5,000.00	0.00	5,000.00	
<i>Subtotal of Non-Assessment Payroll</i>	31,000.00	0.00	31,000.00	
Staff IRA Contribution (CDBG)	2,000.00	0.00	2,000.00	
Accounting Fees (CDBG)	2,000.00	0.00	2,000.00	
IIN Grant (Second Sundays 14-15)	26,720.09	0.00	26,720.09	
IIN Grant (Design 13-14)	10,048.50	0.00	10,048.50	
Community Challenge Grant	60,000.00	0.00	60,000.00	
Participatory Budgeting	25,000.00	0.00	25,000.00	
Other Grants TBA	0.00	0.00	0.00	
<i>Subtotal of Grant Expenses</i>	121,768.59	0.00	121,768.59	
Fiscal Sponsorship Pass-Through Exp. (CDBG)	0.00	0.00	0.00	
<i>Subtotal of Fiscal Sponsorship</i>	0.00	0.00	0.00	
Subtotal Supplemental Non-OAA Expenses	152,768.59	0.00	152,768.59	
Total OAA Expenses	325,000.00	0.00	325,000.00	100.0%
Net OAA Income*	434,688.86	0.00	434,688.86	
Net Income/Cash Balance**	281,920.27	0.00	281,920.27	

* Total Income less Total OAA Expenses

** Total Income less Total OAA Expenses plus Subtotal Supplemental Non-OAA Expenses. Bank balance on 6/30/15 is \$186,415.73