



**CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT  
FINAL REPORT  
JULY 1, 2015 - JUNE 30, 2016**

**List of Assessments for New Fiscal Year by Parcel**

Sent in separate attachment as excel spread sheet

**Total Funds Brought Into the District By the Castro/Upper Market Community Benefit District in FY 2015-16****\$885,683 Total**

- \$465,013 in Assessment fees
- \$70,670 in Donations
- \$350,000 in grants from City (This represents funding that was awarded to the Castro CBD in FY 2015-16 and much of it crosses fiscal years into FY 2016-17.)

**Services Implemented for FY 2015-16****Public Rights of Way and Sidewalk Operations**

- **Cleaning and graffiti removal services were provided every day in FY 2015-16** to every parcel in the district. Graffiti was removed within 24 – 48 hours of notification. **84,050 pounds of trash were collected in FY 2015-16.** Services included:
  - Daily sweeping of the entire district, (i.e. every parcel - map and list of parcels attached as Attachments 1 and 2) including every parcel and gutters,
  - Harvey Milk Plaza (upstairs/sidewalk level, sidewalk level planter beds)
  - Jane Warner Plaza litter removal and planter beds, water plants
  - Topping off of City trash cans, and collection of street garbage, including animal/human feces, and to a limited extent removing illegal fliers, stickers from bus stops, city signage, lamp posts.
  - Daily removal of all graffiti within the district (including on private property 9ft. or lower) within 24 hours of notification (except instances which require steam cleaning).
  - Quarterly Industrial-strength hot steam cleaning of sidewalks and plazas within the district.
  - Spot power washing or other type of scrubbing as needed on an urgent call basis, including sidewalk graffiti.
  - Call DPW 311 for debris dumped and tracking how those calls are resolved.
  - Additional sweeping and power washing hot spots before and after special events including Gay Pride weekend and Halloween.
  - Weeding around tree wells and keeping tree wells free of trash.
  - Operation of a central dispatch number available to all to report issues within the district boundaries.
  - Unlocking gate in front of the parking lot on Castro St. next to the Castro Theatre by 6:50 a.m. daily.
  - Reporting any hazardous situations in the district to dispatch service, dispatch reports problem to 311, and tracks issue resolution.



## ▪ **Public Safety Services**

- **Contract with S.F. Patrol Special Police** to specifically patrol the Harvey Milk and Jane Warner plazas and two public restroom on Market St. 1) by Castro Chevron 2399 Market and 2) in front of Safeway 2020 Market. This is a collaborative effort with the businesses in the district. Patrol Special Police has private clients and the private clients plus the CBD supports 1 Patrol Special police officer to be in the district during the hours they are paid for which are: 4:00 p.m. – 1:00 Sunday – Wednesday and 4:00 p.m. – 3:00 a.m. Thursday – Saturday. The private clients have their priorities for the Patrol Special. The CBD's priorities are to patrol the public spaces, Harvey Milk Plaza, Jane Warner Plaza and the public restrooms.
- **Castro Cares** (funded by donations and grants) a community based collaborative to improve the quality of life for those who are at risk, living in the Castro/Upper Market and those who are housed, and/or who work and play in the district. Castro Cares funds additional homeless outreach services and additional uniformed police officers dedicated to the Castro/Upper Market, in addition to the city's baseline services. Rather than build a new system of social services and law enforcement, Castro Cares enhances the already established services and funds these services to provide additional coverage dedicated to the Castro/Upper Market. FY 2015-16 was the first full year of Castro Cares. Castro Cares is funded through city grants and donations. In FY 2015-16 no Castro CBD assessment dollars were used to fund Castro Cares.
- Raised a total of **\$244,170** in FY 2015-16 to fund Castro Cares.
  - ✓ \$69,170 in private donations from merchants and residents,
  - \$175,000 in city grants.
- Castro Cares funds
  - ✓ **42 hours a week of dedicated law enforcement** services walking a foot patrol in the Castro/Upper Market. This additional law enforcement documented 2,340 incidents. These are incidences that would have gone unattended to by SFPD or would have been added to the already overwhelmed SFPD dispatch. Much of the work of the Castro Cares law enforcement program is focused on quality of life issues from sleeping in doorways/trespassing to public intoxication/aggressive behavior. Law enforcement also calls EMT's for people in desperate situations and overly intoxicated.
  - ✓ **20 hours a week of dedicated homeless outreach** workers walking the Castro/Upper Market. Sixteen (16) of these hours are paid for by Castro Cares and four (4) are case managers paid for by the Department of Public Health. In this way, Castro Cares also brings additional attention and services to the district, funded by the City. Castro Cares homeless outreach made contact with 2,513 individuals at risk living on the street in FY 2015-16. Of these 1,691 or 67% had a positive outreach engagement. A positive



engagement is the first step for many individuals becoming engaged in the system and being willing to accept services.

### **District Identity and Streetscape Improvements**

- **Live! In the Castro Summer 2015 through Spring 2016** Live! In the Castro entertained the neighborhood and visitors from July 2015 – June 2016 with a variety of live entertainment. Live! In the Castro brings an average of 150-200 people per hour to the plaza, people stop and listen for a short while or stay for the entire event.

Neighborhood acts such as Parlor Tricks (San Francisco's only Industrial Ragtime band) are always received well by the community. Velocity Circus acts were our most unusual performers with acrobatics done on stilts by a shirtless sailor. Also, really well received! The Castro Flaggers group joined us regularly as a monthly dance/ flagging meeting place. They brought such bright and colorful joy to the plaza.

- **Castro Ambassadors** have warmly welcomed 4300 visitors to the Castro in FY 2015 -16 We've had visitors from Sweden, China, Uruguay, London, Ireland, Switzerland, the Netherlands and Spain to name a few. Visitors from China, Japan, Italy, France and Germany received handouts of directions in their native language to our most visited tourist spots.
- **Jane Warner Plaza Improvement** The Jane Warner Plaza Improvement grant for \$150,000 was received in April 2016. This grant funds:
  - 50 hours a week of interns to be plaza stewards.
  - Increased programming through *Live! In The Castro*.
  - A public art project in the form of an LED lighting installation
  - Landscaping improvements.
  - Staff time to implement and supervise these programs.
- **Harvey Milk Plaza** The CBD continues to keep the upper level of Harvey Milk Plaza clean and well landscaped and works closely with the city on addressing a variety of challenges in this public space.
- **Land Use** A key CBD mission is to keep the neighborhood vibrant for those who live, work and visit here. Understanding that property values and business prospects can be helped or hurt by changes, blight or new development, the CBD Land Use committee meets monthly to weigh in on these issues. The mission of the land use committee is: Encourages land use that aligns with the Upper Market Guidelines, compliments the existing diverse and historical character of the district, adds to the economic vitality through new community serving uses and increases public safety for residents and visitors. The Land Use Committee has developed guidelines for project evaluation and formal evaluation tools. Although the CBD has no legislative power on these matters, it has become a reliable, trusted additional voice in the public process, offering a third-party system of checks and balances.
- **Retail Strategy Implementation:** Awarded grant in April for \$25,000 to implement recommendations from the Retail Strategy report that was published in June 2015. Worked with property owners for a vacant storefront on Castro St.



to install a pop-up business to benefit SF PRIDE, during the last 2 weeks of June 2016, but unfortunately problems in lease negotiations prevented a successful pop-up. Will develop steering committee for new grant and continue on vacancy reduction efforts.

- **Outreach at the Castro St. Fair** – Castro CBD had a booth at the fair to provide the opportunity for residents, property owners and others to learn about the CBD and meet the CBD staff and board members.
- **Social media updates:** CBD Facebook page, Twitter feed and website.
- **Leader in advocating for pedestrian safety improvements** on Upper Market and has been working closely with SFMTA on implementation of Vision Zero on Upper Market.

### **Administrative and Corporate Operations**

- Manage CBD office space and act as landlord for subtenants who share the rent.
- Amended Fiscal & Governance Policy Manual
- Ensure functioning of CBD and compliance with city contract and management plan.
- Ensure compliance with the California Brown Act.
- Recruited new board members to Board of Directors.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Supervise Program Coordinator for 25 hours a week. Program Coordinator is grant funded and coordinates *Live! In The Castro* and provide assistance with Castro Cares.
- Continue to maintain and promote the CBD's presence on-line through updating website, facebook and twitter accounts.
- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Streetscape, Services, Land Use, Executive, and Finance.
- Ensure finances are accurate: work with closely with CBD Treasurer and Finance Committee in developing budget, quarterly reviews, and CPA on annual review.
- Respond to communication from property owners, merchants, residents and others regarding issues directly and/or indirectly related to the services provided by the CBD.
- Maintain close working relationship with SFPD Mission Station, SF Public Works, SFMTA, and Recology.
- Represent the CBD in the media, at city and community functions and in the public generally.

## **Services Planned for FY 2016-17**

### **Public Rights of Way and Sidewalk Operations; Public Safety**

- **Continue Contract with Block By Block** work closely with Operations Manager to continually improve the services provided.
- **Monitor contract** with Block By Block to ensure compliance with contract.
- **Troubleshoot with Block By Block**
- **Post monthly cleaning reports**
- **Promote CBD Dispatch Services** throughout the district.
- Continue to **secure signed graffiti waivers** from property owners.
- **Ensure data is collected** correctly and timely.
- Continually **monitor the security services** and challenges in the district and meet with the key community stakeholders, report on issues to the CBD Services Committee.
- **Communication with SFPD** on a regular basis.
- **Castro Cares**, continue to **implement and monitor** program and contracts.
  - contracts with SF Patrol Special, SF HOT and the SFPD overtime program.
  - **Fundraise** for Castro Cares.
  - **Develop biannual reports for Castro Cares** Collect and organize data for all services delivered through Castro Cares.
  - **Update Castro Cares** social media and website

### **District Identity and Streetscape Improvements**

- **Implement & Monitor Plaza Steward program** at Jane Warner Plaza and other improvements/activation strategies.
- **Seek grant funding and other fundraising strategies** to support beautification and activation strategies
- **Select LED Lighting Installation** and secure city approvals/permits, work with selected artist group on implementation and ultimate installation.
- **Seek other additional funding for beautification strategies**
- **Expand Live! In The Castro** throughout the summer and into the fall and winter, weather dependent, work to bring more non-profits tabling and community groups hosting meets-up.
- CBD will participate in **holiday decorations** in the district.
- Through the **Land Use Committee**, CBD will continue to work closely with neighborhood organizations, property owners and developers on land use issues.
- **Implement Retail Strategy Recommendations from the Castro & Upper Market Retail Strategy.**
- **Continue Castro Ambassadors**, including recruiting and training new ambassadors, and improving on our multi-lingual capacity.
- **Provide leadership**, advocacy and community collaboration for pedestrian safety improvements on upper Market St.



### **Administrative and Corporate Operations**

- Ensure functioning of CBD and compliance with City contract and management plan.
- Ensure compliance with the California Brown Act and California Public Records Act.
- Recruit and train new board members to Board of Directors.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Oversee three-year planning process for Board of Directors.
- Develop campaign to educate property owners about the CBD; conduct special outreach efforts to Safeway, other large property owners and new developers.
- Ensure finances are accurate; work with CPA on annual review.
- Continue subtenants and role as landlord.

### **CHANGES TO THE DISTRICT BOUNDARIES**

None

### **ASSESSMENT FORMULA**

FY 2015-16:

$\$10.460200/\text{linear foot} + \$0.0942600/\text{lot square foot} + 0.13262700/\text{building square foot}^*$   
= assessment fee

\* building square footage is charged for retail space, hotels, motels, visitor related, office and commercial uses, free standing parking structures

### **DRAFT UN-AUDITED FINANCIALS**

Enclosed as Attachment A

- FY 2015-16 Profit & Loss Statement
- FY 2015-16 Balance Sheet

### **APPROVED FY 2016-17 BUDGET**

Enclosed as Attachment B

- FY 2016-17 CBD Budget

**Attachment A**

- FY 2015-16 Profit & Loss Statement
- FY 2015-16 Balance Sheet



**Castro/Upper Market Community Benefit District, Inc.**  
**Profit and Loss**  
**July 2015 - June 2016**

	<u>Total</u>
<b>Income</b>	
4000 Assessments & Contributed Support	
4010 Special Benefit Assessments	
4011 Special Benefit Assessment Income	465,013.20
4012 Penalties on Assessments	6,823.68
Total 4010 Special Benefit Assessments	\$ 471,836.88
4020 Individual/Business Contributions	69,970.44
4030 Interest Income	127.93
4040 In-Kind Donations	4,041.78
4050 Grants	
4052 Government Grants	350,000.00
Total 4050 Grants	\$ 350,000.00
4080 Affiliate Membership	9,692.76
Total 4000 Assessments & Contributed Support	\$ 905,669.79
Total Income	\$ 905,669.79
Gross Profit	\$ 905,669.79
<b>Expenses</b>	
7000 Program Services Expense	
7010 Contracts--Street Cleaning	282,517.32
7020 Contracts--Police Patrol Services	90,777.85
7025 Security	56,802.67
7026 Incentives	913.16
7027 Social Services	20,574.82
7030 District ID/Streetscape Improvements	
7040 Consulting Econ Dev	0.00
Total 7030 District ID/Streetscape Improvements	\$ 0.00
7031 Maintenance & Landscaping	5,163.55
7033 Ambassador Program	3,199.36
7035 Promotions/Street entertainment	22,044.46
7037 Marketing & Advertising (deleted)	10,151.29
7038 Meetings	1,398.30
7039 Streetscape Beautification	500.00
Total 7000 Program Services Expense	\$ 494,042.78
7200 Personnel Expenses	
7210 Officer & Director Salaries	97,782.52
7220 Salaries & Wages -- Other	31,312.46
7240 Payroll Taxes	10,959.26
7260 Workers' Compensation Insurance	1,248.96
Total 7200 Personnel Expenses	\$ 141,303.20
7500 Professional Fees	
7520 Accounting Fees	17,385.60
7530 Legal	-3,750.00
7535 Consulting	7,500.00
7540 Payroll Fees	1,368.00
7560 Administrative Services (deleted)	352.75

Total 7500 Professional Fees	\$	22,856.35
8100 Operational Expenses		1.75
8106 Credit Card Fees		51.98
8107 Paypal Fees		697.29
8108 Square Fees		222.08
8120 Office Rent		16,123.52
8125 Utilities		1,327.16
8130 Storage/PO Box Rental		360.00
8135 Janitorial		1,705.80
8137 Marketing & Advertising		193.47
8138 Meetings		35.82
8140 Insurance		
8141 Insurance--Directors and Officers		1,602.03
8143 Insurance--General Liability and Property		2,264.03
8144 Accident Insurance		99.99
8146 Insurance - Commercial Property		267.96
8147 Umbrella		120.00
Total 8140 Insurance	\$	4,354.01
8145 Dues & Subscriptions		469.46
8155 Office Supplies		2,994.42
8160 Postage and Shipping		1,201.34
8170 Printing and Copying		1,769.23
8180 Office Tools and Materials		1,467.51
8185 Telecom		1,796.98
8190 Website/Internet Expense		938.74
Total 8100 Operational Expenses	\$	35,710.56
8110 Bank Service Charges		30.00
8300 Travel & Meeting Expenses		
8320 Travel/Transportation		135.95
8330 Parking/Tolls		157.02
8340 Conferences & Conventions		-277.11
Total 8300 Travel & Meeting Expenses	\$	15.86
8550 Other Miscellaneous Service Cost		747.57
9100 In-Kind Expenses		4,041.78
Total Expenses	\$	698,748.10
Net Operating Income	\$	206,921.69
Other Expenses		
9400 Depreciation & Amortization Expense		
9420 Depreciation		1,103.88
Total 9400 Depreciation & Amortization Expense	\$	1,103.88
9500 Reconciliation Discrepancies		0.00
Total Other Expenses	\$	1,103.88
Net Other Income	-\$	1,103.88
Net Income	\$	205,817.81

Friday, Oct 07, 2016 11:31:05 AM PDT GMT-7 - Accrual Basis



# Castro/Upper Market Community Benefit District, Inc.

## Balance Sheet

As of June 30, 2016

	Total
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1020 Checking Accounts	
1021 Cash in Bank--WFB Ckg 9854	46,826.90
1024 Checking Paypal	1,110.63
Total 1020 Checking Accounts	\$ 47,937.53
1031 Cash in Bank--WFB MM	233,429.17
Total Bank Accounts	\$ 281,366.70
Accounts Receivable	
1040 General Receivables	2,473.20
1045 Assessment Receivables	31,925.16
1060 Grants Receivable	
1061 MOEWD Grant	363,091.61
1063 SF Study Center Ped Safety Grant	0.00
Total 1060 Grants Receivable	\$ 363,091.61
Total Accounts Receivable	\$ 397,489.97
Other current assets	
1080 Undeposited Funds	0.00
1095 Prepaid Expenses	0.00
1096 Prepaid Insurance	0.00
Total Other current assets	\$ 0.00
Total Current Assets	\$ 678,856.67
Fixed Assets	
1100 Computer & Equipment	
1101 Original cost	2,526.91
1102 Depreciation	-1,403.80
Total 1100 Computer & Equipment	\$ 1,123.11
1110 Furniture & Fixtures	
1111 Original cost	1,831.16
1112 Depreciation	-457.80
Total 1110 Furniture & Fixtures	\$ 1,373.36
Total Fixed Assets	\$ 2,496.47
Other Assets	
1200 Security Deposits	3,892.00
Total Other Assets	\$ 3,892.00
<b>TOTAL ASSETS</b>	<b>\$ 685,245.14</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	791.56
Total Accounts Payable	\$ 791.56
Credit Cards	
2030 Wells Fargo Credit Card - 4113	1,835.36

Total Credit Cards	\$	1,835.36
Other Current Liabilities		
2100 Accrued Expenses		0.00
2200 Accrued Vacation Payable		6,621.14
2300 Payroll Tax Payable		0.00
Total Other Current Liabilities	\$	6,621.14
Total Current Liabilities	\$	9,248.06
Total Liabilities	\$	9,248.06
Equity		
3700 Temporarily Restricted Net Assets		0.00
3710 OEWD-Retail Strategy		24,454.98
3720 OEWD-Merchant Support		0.00
3730 Retail Study		0.00
3740 JWP		433.99
3745 JWP Grant		140,517.22
3750 OEWD-LED Grant		0.00
3770 Castro Cares Donations		30,005.67
3775 Castro Cares Grant		146,278.28
Total 3700 Temporarily Restricted Net Assets	\$	341,690.14
3800 Unrestricted Net Assets		33,006.68
3900 BOD Designated Net Assets		0.00
3910 DISI		14,089.29
3920 Reserves		81,393.16
3930 PROWSO		0.00
3940 Retail Strategy		0.00
3950 Castro Cares		0.00
Total 3900 BOD Designated Net Assets	\$	95,482.45
Net Income		205,817.81
Total Equity	\$	675,997.08
TOTAL LIABILITIES AND EQUITY	\$	685,245.14

Friday, Oct 07, 2016 11:32:53 AM PDT GMT-7 - Accrual Basis



## **ATTACHMENT B**

- Approved FY 2016-17 Budget

# CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

## Executive Summary

FY16-17 Budget Approved 8/11/16

	<u>General &amp; Assessment</u>	<u>Others, Grants, Donation</u>	<u>Total</u>
<b>CARRY OVER FY15-16 FUNDS/RESERVES (Estimated)</b>			
General/Assessment Reserves/Contingency FY15-16	\$ 32,206		
Assessment \$ from May 2016 for July-Dec 2016 Operations	\$ 266,853		
Restricted/Designated Grants & Donations from FY15-16		\$ 325,217	
<b>[A] TOTAL CARRY OVER FY14-15/RESERVES (Estimated)</b>	<b>\$ 299,059</b>	<b>\$ 325,217</b>	<b>\$ 624,276</b>
<b>FY 16-17 BUDGET</b>			
<b>REVENUES</b>			
Assessment Revenue	\$ 499,490		
Affiliate Revenue		<b>\$ 15,022</b>	
Other & Interest	\$ 44		
Grants & Donations		\$ 391,470	
<b>[a] TOTAL REVENUES</b>	<b>\$ 499,534</b>	<b>\$ 406,492</b>	<b>\$ 906,026</b>
<b>EXPENSES</b>			
<b>PROWSO - Cleaning &amp; Safety</b>	<b>% assess</b>	<b>67%</b>	
Cleaning	\$ 291,018		
Safety	\$ 15,660		
Professional Fees	\$ 4,310		
Staff Time/Taxes	\$ 11,374		
Operational, Meeting & In-Kind Expenses	\$ 10,586		
<b>Total PROWSO Expenses</b>	<b>\$ 332,947</b>		
<b>DISI &amp; Economic Vitality</b>	<b>% assess</b>	<b>11%</b>	
Streetscape Beautification	\$ 5,000		
Landscaping & Maintenance	\$ 3,050		
Ambassadors	\$ 3,300		
Promotion, Entertainment and Marketing	\$ 9,629		
Professional Fees	\$ 821		
Staff Time/Taxes	\$ 26,581		
Operational, Meeting & In-Kind Expenses	\$ 8,504		
<b>Total DISI &amp; Economic Vitality</b>	<b>\$ 56,885</b>		
<b>General &amp; Administration</b>	<b>% assess</b>	<b>13%</b>	
Staff Time & Taxes	\$ 25,755		
Professional Fees	\$ 15,090		
Operational, Meeting & In-Kind Expenses	\$ 25,553		
<b>Total Administration Expenses</b>	<b>\$ 66,398</b>		
<b>Contingency</b>	<b>% assess</b>	<b>9%</b>	



Undesignated Expense	\$ 43,304		
[b] Total Expense - General and Assessment	\$ 499,534		
Grant & Fund Expenses	% of expense	46%	
Jane Warner Plaza		\$ -	
JWP - Grant		\$ 136,381	
PROWSO Other (Affiliated members)		\$ 15,022	
Castro Cares Grant		\$ 115,367	
Casto Cares Donations		\$ 84,459	
Retail Strategy Grant		\$ 17,459	
Salaries & Wages Paid by Grants		\$ 63,816	
[b] Total Grants & Restricted Fund Expenses		\$ 432,504	
[b] TOTAL OPERATING BUDGET EXPENSES			\$ 932,038
[B] SURPLUS (DEFICIT) for 16-17FY {a-b}	\$ 0	\$ (26,012)	\$ (26,012)
ENDING RESERVES FY16-17 (Estimated)			
General/Assessment Reserves/Contingency FY17-18	\$ 32,250		
Assessment \$ from May 2017 for July-Dec 2017 Operations	\$ 310,200		
Restricted/Designated Grants & Donations from FY16-17		\$ 299,205	
TOTAL ENDING NET ASSESTS/RESERVES FY16-17 {A+B}	\$ 342,450	\$ 299,205	\$ 641,655