



CENTRAL MARKET  
COMMUNITY BENEFIT DISTRICT  
ANNUAL REPORT 2015

# 2015 ACHIEVEMENTS

## Business Attraction, Retention & Expansion



## Quarterly Recaps



Epicenter-SF.org



Safety Teams

**2 Blocks of Art**



**Stevenson Street Lighting Project**



**Mid-Market Business Association  
Safety Team**



**SRO Hotel Support**

# THE DISTRICT

Centrally located along mid-Market Street, the Central Market Community Benefit District's 98 acres include parts of Civic Center, SOMA, Tenderloin and Union Square neighborhoods. With over 800 existing parcels and several new residential and commercial real estate development projects underway, Central Market CBD is San Francisco's most dynamic property-based improvement district.

The District is also home to two of downtown San Francisco's busiest public transportation stations - Powell Street and Civic Center - providing convenient access to the City's Municipal Rail Way (MUNI) and Bay Area Rapid Transit (BART). Serving early morning commuters to late night theater-goers, residents of all ages, downtown workers and international tourists - balancing the needs of the District requires a specialized approach with great attention to detail.

Central Market CBD support in particular was key in 2015. Sidewalks and storefronts continued to endure the impacts of real estate development sites (active and not); and requests for pedestrian safety and social service interventions rose dramatically. In addition to dispatching our services 7am to 7pm, 7 days a week we continued to ensure the City fulfilled its contractual obligation to maintain baseline cleaning, maintenance and public safety services – including additional emergency support when needed.

Economic Development efforts resulted in the attraction and retention of several businesses and non-profit organizations; as well as marketing and promotional activities that illuminated the District's robust amenities. The following pages contain the year's highlights of programming initiatives and outcomes. Please visit CMCBD's website for more current and in depth information at [central-market.org](http://central-market.org).

## CMCBD Dispatch

☎ 415.543.5223

✉ [dispatch@central-market.org](mailto:dispatch@central-market.org)

👤 7am-7pm, 7 days/week





**NOT PART OF THE DISTRICT**

# CLEANING, MAINTENANCE & PUBLIC SAFETY

## Clean Team

Central Market CBD's Clean Team provides enhanced cleaning and maintenance services within the public right of way, including sidewalks and plazas, **above and beyond the baseline level of service provided by the City of San Francisco**. Cleaning services include: sidewalk sweeping, monitoring of public trash receptacles for overflow and litter removal, weeding of tree basins, sidewalk cracks and landscape planters, reporting of bulky items for removal by the Department of Public Works, spot cleaning, steam cleaning and graffiti abatement on public and private property.

## Community Guides

Community Guides focus on wayfinding, customer service and pedestrian safety support. They work in partnership with local law enforcement agencies, social service providers, residents, workers, merchants and property owners in creating a safe and welcoming neighborhood.

## SRO Hotel Support

With 37 SRO hotels in the District, CMCBD created the SRO Manager's Guide and hosts networking breakfasts allowing hotel managers and staff to meet one another and share best practices in person.

## Safety Teams

Our Community Guide and SFPD 10B Officer duos have had a tremendously positive impact on the District. CMCBD's Community Guides, who focus on hospitality, way-finding and social service interventions enjoy strolling the sidewalks with uniformed law enforcement while making their daily rounds. Similarly, SFPD 10B Officers enjoy walking with a community partner focused on conviviality and community cohesiveness. This joint effort has been incredibly well received by the community and CMCBD looks forward to expanding the number of teams in 2016.

## Mid-Market Business Association Safety Team

Thanks to a grant from the Mid-Market Business Association - CMCBD deployed an additional Community Guide and 10B Police Officer safety team three days a week over the summer. The team improved pedestrian safety between 6th and 7th Streets on Market, on the first blocks of Turk and Golden Gate, and in Stevenson alley between 5th and 7th. The team frequently stopped to meet and greet local businesses, provided directions to visitors and proactively addressed quality of life issues during peak commute times.

CHES • SALADS

ONIGIRI

PASTRIES

CHAI LATI



CHAI BAR

chaibarsf.com





# ECONOMIC DEVELOPMENT

## Business Attraction, Retention & Expansion

CMCBD helped several District property owners promote and fill their retail vacancies. In addition to providing free advertising and lease negotiation services, CMCBD also helped businesses with lease renewals, access to capital and support navigating the permitting and approval process.

Some of the 2015 retail and office additions in and around the District included:

- A.C.T.'s Strand Theater
- Cadillac Bar and Grill
- Chai Bar by David Rio
- Clever
- Dolby
- CVS
- Dirty Water
- Equator Coffee
- Fellow Barber
- Focaccia
- Forgery and Verso
- Hampton Inn Hotel
- Mr. Tipples
- Off Fifth by Saks 5th Avenue
- Root Division



## Central Market Economic Strategy

Central Market CBD partnered with the City's Office of Economic and Workforce Development and AECOM to update economic development strategies for Central Market - including 6th Street and the Tenderloin. Central Market CBD's work here is critical for ensuring the District receives the resources it needs. Work included gathering and analyzing information from both public and private sector sources and developing an on-going Neighborhood Report Card reporting mechanism to track Strategy progress.

## Epicenter-SF.org

A component of the Central Market Economic Strategy is to improve communication amongst public and private partners in the Central Market/Tenderloin area; and to highlight the significant amount of news, events and information being generated here. Central Market CBD will continue its work with the City, neighboring CBDs and community stakeholders to lead the expansion of Epicenter-SF.org. The website – an Intranet for the community – highlights: the arts, entertainment, dining, neighborhood non-profit news and events, volunteer and philanthropic opportunities and City agency events and programs focused on Central Market.

## 2 Blocks of Art

CMCBD organized the 5th annual 2 Blocks of Art held on September 18, 2015. Thanks to great community arts partners: 1AM, ArtSpan, Hospitality, House, Inks of Truth; and supporters: Epicenter-SF.org, Market Street Association, South of Market Business Association (SOMBA), Mid Market Business Association (MMBA) and the SOMA Stabilization Fund - 25 storefronts were transformed into exhibition spaces that featured over 100 local artists. The event strengthened relationships between small businesses and the community, provided exposure for the artists and increased sales and positive recognition for the area.

## Stevenson Street Enhancement Guidelines

CMCBD spearhead the production of the Stevenson Street Enhancement Guidelines to make sure Stevenson Street (between 5th and 8th) is a vibrant, shared alley and a resource for adjacent business and property owners and pedestrians. Immediate priorities include safety enhancements such as: lighting, security cameras, sidewalk repairs and bollards. Mid to long range plans include decorative crosswalks, retail attraction, public art and outdoor events.

## Stevenson Street Lighting Project

The first of many enhancement projects to come as a result of the Stevenson Street Enhancement Guidelines, permanent tivolli lights were strung across Stevenson Street near 6th to illuminate for safety and beauty. They also announce the arrival of Stevenson Street's newest retail addition Montesacro Pinseria.

# MARKETING & PROMOTION

## Quarterly Recaps

Enhancing information sharing with District stakeholders, Central Market CBD produced quarterly recaps (available on CMCBD's website) highlighting service statistics, information, news, events and achievements in and around the District.

**Was your home or business featured in a 2015 Quarterly Recap "District Beauty" section? To find out visit: [central-market.org/resources/recaps](http://central-market.org/resources/recaps). To submit a photo for recognition in the District Beauty section please send it via email with a title to: [info@central-market.org](mailto:info@central-market.org).**

## Golden Brick Award

2015's Golden Brick Award was presented to Laura Stepping and Hillary Tyree of Silicon Valley Bank for their significant contributions to the Central Market community. Co-founding the Mid Market Business Association, helping to strengthen existing community-based organizations, championing the arts and spreading general merriment throughout the neighborhood are just a few of their accomplishments. This year's distinguished Presenter was San Francisco Police Captain Teresa Ewins.





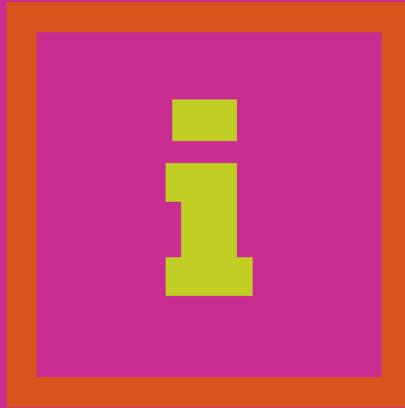
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MINT PLAZA

ONE WAY

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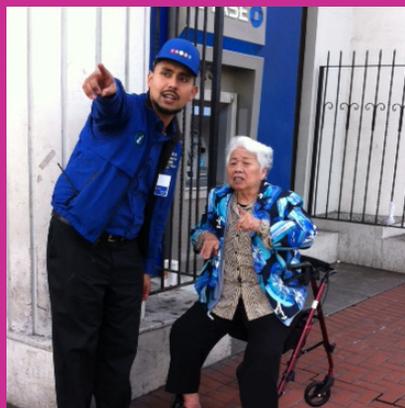
Public Restroom Sign

6TNT661



**7,987**  
Camping &  
Trespassing  
Interventions

**3,838**  
Graffiti Tags  
Removed

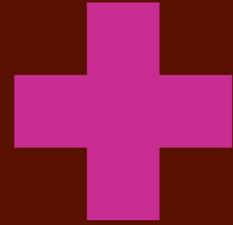


**4,564**  
Directions  
and Referrals



**4,190**

**Needles  
Disposed**



**1,339**

**Social Service  
Interventions**



**6,019**

**Human / Animal  
Waste  
Clean-Ups**



# FINANCIALS

## Assessment Methodology

The method of apportioning benefit to parcels within the District reflects the proportional special benefit assigned to each property from the District services, activities and improvements based upon the various property characteristics for each parcel as compared to other properties within the District. Given that the special benefits provided by the District services, activities, and improvements focus on cleanliness, maintenance, safety, and economic development, it was determined that property linear street frontage, lot square footage, building square footage, and land use are the most appropriate parcel factors. Each parcel's linear street frontage, lot square footage, building square footage, and land use have been used as the primary assessment variables for the benefit point calculation and assignment of parcel factors. Details of the annual assessment calculation are in the District Management Plan at [central-market.org](http://central-market.org).

## 2015 Central Market CBD Budget & Balance Sheet

INCOME:	BUDGET	ACTUAL
Assessments	\$1,295,657	\$1,244,311
Non-Assessment Income: Fundraising/ In-kind	\$92,000	\$241,337
Interest Income	\$50	\$30
<b>Total Income</b>		<b>\$1,485,678</b>

EXPENSE:	BUDGET	ACTUAL
Cleaning and Maintenance	\$352,000	\$348,662
Public Safety	\$461,383	\$443,461
Management and Economic Development	\$389,620	\$305,030
Non-Assessment Expense: Fundraising/ In-kind	\$55,000	\$229,731
<b>Total Expense</b>		<b>\$1,326,884</b>

ASSETS:	
Cash and Cash Equivalents	\$1,237,550
Accounts Receivable	\$29,875
<b>Total Assets</b>	<b>\$1,267,425</b>

LIABILITIES:	
Accounts Payable	\$65,054
Accrued Expenses	\$75,964
Deferred Revenue	\$831,299
<b>Total Liabilities</b>	<b>\$972,317</b>

NET ASSETS:	
Unrestricted	\$295,108
<b>Total Net Assets</b>	<b>\$295,108</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$1,267,425</b>

CARRY OVER:	
Contingency & Reserve	\$243,288
Net Assets	\$51,820
<b>Total Carry Over</b>	<b>\$295,108</b>

**CVS**  
pharmacy

**DANCE**  
CENTER

♿  
ACCESSIBLE  
ENTRANCE



## 2015 BOARD OF DIRECTORS

**David Fariello**

UCSF Citywide Case Management

**Resident or Non-Profit Seat**

**Jim Sangiacomo**

Trinity Properties

**Property Owner Seat**

**David Harrison**

Patson Company

**Property Owner Seat**

**Matt Semmelhack**

Mercer Restaurant Group

**Business Seat**

**Ralph Lee**

Hotel Whitcomb

**Property Owner Seat**

**Brian Smith**

Huckleberry Bicycles

**Business Seat**

**Sara McGhie**

Alonzo King LINES Dance Center

**Business Seat**

**Jane Weil**

**Resident or Non-Profit Seat**

**Dipak Patel**

Property Owner/Stay In SF

**Property Owner Seat**

**Bill Whitfield**

Shorenstein Realty

**Property Owner Seat**

**Kyle Pickett**

**Property Owner Board Seat**



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