

Top of Broadway Community Benefit District Annual Report – 2017

A Rich History in the Process of Being Re-Invented, Top of Broadway is the Heart of North Beach

Message from the President, Oliver Mar

As one of the oldest, continuous business districts in the City of San Francisco, the Top of Broadway is undergoing a reinvention. Great cities all throughout the world are successful and dynamic because they are constantly re-inventing themselves – San Francisco is one of the best examples of this in the US today. From the Gold Rush, to a major port and manufacturing center in the 1800s, to a center of major real estate development at the beginning based upon access to a reliable water supply in the early 20th century; to the west coast financial center and cultural icon in the mid-20th century, evolving into the dot com and social media capital of the world over the last 30 years, this City has constantly be a state of social, technological and cultural change since its inception.

Our Top of Broadway Community Benefit District is based at the intersection of Broadway and Columbus, which is the heart of North Beach. Though it has taken a few years to get our bearings straight, the district is poised for great things in the next few years. We have turned the corner of problem businesses, crime and cleanliness and our new emphasis will be on having people understand the historical significance of the piece of land at the top of Broadway and Columbus.

Taking a passage from “Broadway, North Beach, the Golden Years”, written by Dick Boyd, we find the following description of this district.....

“ The forties and fifties were heady times in San Francisco. It was a different time, a different era. The euphoria of winning WWII was still in the air....The Cold War was heating up but was glossed over in typical San Francisco style, alcoholic denial. Sputnik! So what? Let’s have a drink! Party time!.....North Beach was unique. In North Beach the beatniks still ruled from Vesuvio’s Café and across Broadway and along Grant Avenue to Union. Lesbian bar ‘Twelve Adler’ was in full swing. Along Broadway from Columbus to Montgomery there were an abundance of quality family restaurants. People came from all over the Bay Area to eat and wander the streets....Within a four block stretch of Broadway there was something for everyone.”

Whether it be the adult nightclubs, iconic bars like Vesuvio’s, family restaurants like Tommaso’s, City Lights Books, Vesuvio’s, Tosca’s, Enrico’s, later the Beat Museum and the various coffee shops and espresso cafes – North Beach in general and the businesses within the Top of Broadway CBD in particular have been the heart and soul of much of the City’s cultural and entertainment foundation for the last 50 years.

So here we are in the 21st century and where do we go from here?

Your CBD Board has many new projects underway to promote the re-invention of this heart of North Beach. They include:

- *Improvements and new lighting at the foot of the Macchiarini (Kearney) steps next to Broadway;*
- *Installation of historical markers throughout the district telling the story of this great area;*
- *Attraction of more restaurants to the area, particularly to some of the vacant storefronts near Montgomery and Broadway;*
- *Promotion of new public spaces and parklets to take advantage of the areas great views and historic buildings;*
- *Contracting with SFPD 10 B officers to promote safety and order particularly on Friday and Saturday nights along Broadway;*
- *Installation of pedestrian amenities in-district for customers, visitors and surrounding residents alike;*
- *Investigation to expand the district services to the Greater North Beach businesses heading east on Broadway to the Embarcadero and south on Columbus to Pacific Ave.;*

We have a very ambitious budget and our district consists of only 39 property owners. With our ongoing funding from the CBD assessments and the ongoing generosity of the Broadway Economic and Cultural District non-profit (BSC Management), we have faith that this district will again become the heart of North Beach and the focal point of our historic community.

Oliver Mar
 President
 Top of Broadway CBD

Board Members for 2017:

The following Board members have been elected to run the CBD Board for 2017.

| <i>Person</i> | <i>Type of Seat</i> |
|-----------------------------|---|
| Oliver Mar, President | Property owner seat Mar Family Trust |
| Joe Carouba, Vice President | Property Owner seat BSC Management |
| Carmen Crotti, Secretary | Property Owner seat Tommaso's |
| Calvin Louie, Treasurer | Property owner seat 440 Broadway |
| Payam Arvin | Property owner designate Monroe |
| Samson Shirakhon | Business owner seat |

| | |
|--------------|---|
| Matias Drago | Property owner designate 222 Columbus Ave. |
| Ryan Maxey | Business owner seat Naked Lunch |
| Jerry Cimino | Business owner seat The Beat Museum |
| Gordon Leung | Property Owner seat Chinatown Community Development Center (CCDC) |

The district is staffed and managed by New City America, Inc.

Marco Li Mandri/Executive Director
 Dominic Li Mandri/District Manager
 Shirley Zawadzki/Finances

SOBO FY16-17 Review

Highlights

In FY 16-17, the Top of Broadway SOBO Committee furthered its campaign for a cleaner, safer, and more vibrant Broadway district, accomplishing much through collaborative, coordinated efforts with our community contacts and City agencies. Clean and safe continue to be a top priority for the voluntary Committee as we look to build upon the progress we’ve made over the last year, developing strategies and relationships intended to further enhance the quality of life and economic vitality around the Broadway/Columbus corridor. Some highlights of this past year’s maintenance and safety services include:

- Provided sidewalk maintenance services 349 days out of the year, collecting and removing approximately 8,725 lbs. of litter from the gutters and public rights-of-way.
- Removed 1,078 incidences of graffiti from the public rights-of-way, a modest 3.7% increase from last fiscal year.
- Removed 580 incidences of Human/Animal Waste in-district, a minimal 1% increase from last fiscal year.
- Reported and facilitated the removal of over 400 incidences of illegal dumping in the district, a substantial 52% decrease from last fiscal year.
- Conducted Monthly District-Wide Inspections with SFDPW personnel and coordinated resources among multiple agencies to ensure collaborative coverage of the Broadway corridor.
- Hosted Monthly Sidewalk Operations Committee Meetings

Cleaning & Maintenance—Dome Cleaning

- District cleaning and litter removal.....349 days (~8,725 lbs. removed)
- Illegal Dumping Reports 404 (-52%)
- Human/Animal Waste clean-up..... 580 (+1%)

- Graffiti Incidents Removed..... 1078 (+3.7%)
- Pressure Washing of District.....13 times (42,545.75 total linear footage)

DISI FY16-17 Review

Highlights

In FY16-17, the Top of Broadway DISI Committee took on a notably different role than it had in previous years, gravitating towards more collaborative, local partnerships that concentrated on more acute marketing strategies and beautification projects that are expected to see fruition in 2018. Encapsulating the historic and cultural diversity of the area has been a mainstay of the Committee’s deliberations on programs and projects over the past year, with a qualitative emphasis on neighborhood versatility informing our path forward. Some highlights of this past year’s progress and projects include:

- Continued work and refinement of the Historical Marker Project, expected to be installed in and around the Broadway corridor in February 2018.
- Proposed, conceptualized and contracted with a design vendor to install a temporary art installation over the Kearny Street Steps in Spring 2018.
- Developed new directions for district-wide ornamental landscaping expected to be exhibited in Spring 2018.
- Collaborated with OEWD, SFDPW, and the CBD Consortium to draft policy to secure a more autonomous, expeditious process of deployment for pedestrian amenities (themed banners, sidewalk seating, decorative lighting, etc.).
- Continued developing strategic partnerships in and around the North Beach, both with community members and organizations alike.

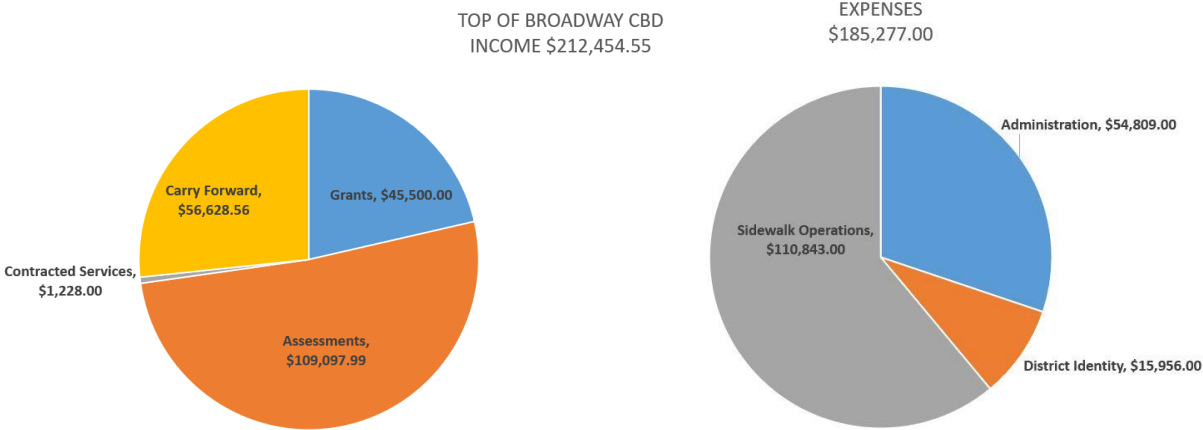
Active Committees Allow Us to Make Changes:

In early 2016, the Board restructured its Committee system to accommodate more ideas and implement projects more quickly. We have 3 standing committees: Executive, Sidewalk Operations, and District Identity and occasionally the Land Use Committee. All CBD property owners and business tenants are encouraged to work on one or more of the committees.

| <i>TOBCBD Committee</i> | <i>Functions and Duties</i> |
|------------------------------------|------------------------------------|
|------------------------------------|------------------------------------|

| | |
|--|--|
| <p>Executive/ Organization Committee Chair: Oliver Mar, President of the Corporation</p> | <p>Oversees staff and district administration and consulting contracts, corporate finances, insurance, grants, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and Board policies, relations with the Board of Supervisor’s office, political reps and public agencies, Board elections, fundraising, etc. Oversees annual election of Board members. Consists of all of the officers of the corporation.</p> |
| <p>Sidewalk Operations, Beautification and Order (SOBO) Chair: Payam Arvin</p> | <p>Oversees maintenance and security service provider contracts involved in the improvement of the public rights of way, including sidewalk sweeping, steam cleaning, landscaping, personnel and non-personnel expenses. Coordinates with existing private security companies hired by private property owners within the district. Relations with SFPD and contracting with 10B officers</p> |
| <p>District Identity and Streetscape Improvements (DISI) Chair: Jerry Cimino</p> | <p>Projects would include those that market and promote the District or promote positive aspects of the Top of Broadway. Those issues may include: branding of the district, new International Settlement sign (if expansion occurs), Kearney Steps project, public relations, website maintenance, streetscape issues including landscaping <i>design</i>, tree selection, street light standards, festival poles, visual linkages, new public spaces projects, improvements to public spaces in the district, social media, twitter and facebook management,</p> |
| <p>Land Use Chair: Joe Carouba</p> | <p>Parking, transportation, mobility, planning, zoning, code enforcement, new developments, Entertainment Commission, alcohol permits and outdoor dining encroachments, review of new tenant improvements and their impact, etc.</p> |
| <p>Expansion Task Force: Chair: Joe Carouba</p> | <p>Oversees the boundaries, survey and other steps involved in the possible expansion of the Top of Broadway CBD. This Task Force will advise the Executive Committee on the results of its finding and the Executive Committee will bring the issues to the Board for review and concurrence. Created by Board action and advisory to the Executive Committee.</p> |

Pie Chart:



Map

Top of Broadway CBD Map

May 2012



BENCHMARK 1: Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

| SA 76 - Broadway | FY 2016-17 | | | | | | | | | |
|--|------------------------|-------------------------|-----------------------------------|----------------|----------------------|-------------------------|------------------------------|----------------|----------|---|
| | Management Plan Budget | General Benefit Dollars | Management Plan Assessment Budget | % of Budget | FY 2016-17 Budget | General Benefit Dollars | FY 2016-17 Assessment Budget | % of Budget | Variance | Note |
| SA 76 - Top of Broadway CBD - District Identity and Activities | \$ 45,000.00 | \$ 450.00 | \$ 44,550.00 | 42.23% | \$ 47,500.00 | \$ 450.00 | \$ 45,000.00 | 19.20% | -23.03% | 0% Variance Change for assessment dollars |
| SA 76 - Top of Broadway CBD - Sidewalk Operations, Beautification, and Order | \$ 30,000.00 | \$ 300.00 | \$ 29,700.00 | 28.15% | \$ 142,000.00 | \$ 300.00 | \$ 30,000.00 | 57.40% | 29.25% | 0% Variance Change for assessment dollars |
| SA 76 - Top of Broadway CBD - Administration, Organization, and Corporate Operations | \$ 31,567.31 | \$ 315.67 | \$ 31,251.64 | 29.62% | \$ 57,900.00 | \$ 315.67 | \$ 31,567.31 | 23.40% | -6.22% | 0% Variance Change for assessment dollars |
| Contingency and Reserve | \$ - | \$ - | \$ - | 0.00% | \$ - | \$ - | \$ - | 0.00% | 0.00% | |
| 0 | \$ - | \$ - | \$ - | 0.00% | \$ - | \$ - | \$ - | 0.00% | 0.00% | |
| 0 | \$ - | \$ - | \$ - | 0.00% | \$ - | \$ - | \$ - | 0.00% | 0.00% | |
| 0 | \$ - | \$ - | \$ - | 0.00% | \$ - | \$ - | \$ - | 0.00% | 0.00% | |
| TOTAL | \$ 106,567.31 | \$ 1,065.67 | \$ 105,501.64 | 100.00% | \$ 247,400.00 | \$ 1,065.67 | \$ 106,567.31 | 100.00% | | |

42.23%
28.15%
29.62%

BENCHMARK 2: General Benefit Requirement

1.00%

| Revenue Sources | FY 2016-2017 Actuals | % of actuals | Source |
|---|----------------------|----------------|--------|
| Assessment Revenue | \$ 109,097.99 | | |
| Total Assessment (Special Benefit) Revenue | \$ 109,097.99 | 51.35% | |
| Contributions and Sponsorships | \$ - | 0.00% | |
| Grants | \$ 20,500.00 | 9.65% | |
| Donations | \$ 25,000.00 | 11.77% | |
| Interest Earned | \$ - | 0.00% | |
| Earned Revenue | \$ 1,228.00 | 0.58% | |
| Other | \$ 56,628.56 | 26.65% | |
| Total Non-Assessment (General Benefit) Revenue | \$ 103,356.56 | 48.65% | |
| Total | \$ 212,454.55 | 100.00% | |

BENCHMARK 3: Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

| SA 76 - Broadway | FY 2016-17 | | | | | | | | | | | | |
|--|----------------------|------------------------|-----------------------------|--------------------------|-------------------------|----------------------|------------------------|-----------------------------|---------------------------|-----------------------------|-----------------------|-------------------------|--------|
| | FY 2016-17 Budget | Amount from Assessment | Amount from General Benefit | % of Budget (Assessment) | % Budget (Total Budget) | Actuals | Amount from Assessment | Amount from General Benefit | % of Actuals (Assessment) | % of Actuals (Total Budget) | Variance (Assessment) | Variance (Total Budget) | Source |
| SA 76 - Top of Broadway CBD - District Identity and Activities | \$ 47,500.00 | \$ 45,000.00 | \$ 450.00 | 42.23% | 19.20% | \$ 14,068.32 | \$ 45,000.00 | \$ 450.00 | 42.23% | 7.59% | 0.00% | -11.61% | |
| SA 76 - Top of Broadway CBD - Sidewalk Operations, Beautification, and Order | \$ 142,000.00 | \$ 30,000.00 | \$ 300.00 | 28.15% | 57.40% | \$ 112,731.41 | \$ 30,000.00 | \$ 300.00 | 28.15% | 60.84% | 0.00% | 3.45% | |
| SA 76 - Top of Broadway CBD - Administration, Organization, and Corporate Operations | \$ 57,900.00 | \$ 31,567.31 | \$ 315.67 | 29.62% | 23.40% | \$ 58,477.17 | \$ 31,567.31 | \$ 315.67 | 29.62% | 31.56% | 0.00% | 8.16% | |
| Contingency and Reserve | \$ - | \$ - | \$ - | 0.00% | 0.00% | \$ - | \$ - | \$ - | 0.00% | 0.00% | 0.00% | 0.00% | |
| 0 | \$ - | \$ - | \$ - | 0.00% | 0.00% | \$ - | \$ - | \$ - | 0.00% | 0.00% | 0.00% | 0.00% | |
| 0 | \$ - | \$ - | \$ - | 0.00% | 0.00% | \$ - | \$ - | \$ - | 0.00% | 0.00% | 0.00% | 0.00% | |
| 0 | \$ - | \$ - | \$ - | 0.00% | 0.00% | \$ - | \$ - | \$ - | 0.00% | 0.00% | 0.00% | 0.00% | |
| TOTAL | \$ 247,400.00 | \$ 106,567.31 | \$ 1,065.67 | 100.00% | 100.00% | \$ 185,276.90 | \$ 106,567.31 | \$ - | 100.00% | 100.00% | | | |

BENCHMARK 4: Whether CBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

| FY 2016-2017 Carryover Disbursement | Source | Spenddown Timeline |
|--|---------------|--------------------|
| General Benefit Project | | |
| General Benefit Project 1 | \$ - | |
| General Benefit Project 2 | \$ - | |
| General Benefit Project 3 | \$ - | |
| General Benefit Project 4 | \$ - | |
| | \$ - | |
| | \$ - | |
| | \$ - | |
| General Project Total | \$ - | |
| Special Assessment Project | | |
| SA 76 - Top of Broadway CBD - District Identity and Activities | \$ 47,500.00 | |
| SA 76 - Top of Broadway CBD - Sidewalk Operations, Beautification, and Order | \$ 142,000.00 | |
| SA 76 - Top of Broadway CBD - Administration, Organization, and Corporate Operations | \$ 57,900.00 | |
| Contingency and Reserve | \$ - | |
| 0 | \$ - | |
| 0 | \$ - | |

| | | | |
|--|---------------|--|--|
| 0 | \$ - | | |
| Special Project Total | \$ 247,400.00 | | |
| Total Designated Amount for FY 2016-17 | \$ 247,400.00 | | |