CASTRO / UPPER MARKET

Sir

Annual Report 2017–2018

Economic Vitality Report Community Benefit District Renewal! Castro Cares Cleaning Up by the Numbers Live! in the Castro CUMCBD as a Leadership Organization Friends of Harvey Milk Plaza Financials



The Castro/Upper Market Community Benefit District Works for You!

Dear Friends and Neighbors,

Some days it seems the more things change, the more they stay the same. Changing demographics, changing social mores, resistance to change, new economic realities, too-low-wages, more people and not enough housing, drugs, trash, homelessness, and violence—the list of challenges we face today is long and sadly familiar.

I remember as a child dodging raving homeless vets on the way to Harvey Milk Memorial Library. I remember inspecting our grassy play areas in Dolores Park for needles before playing tag. I remember all the poop, the needles, the drugs, the bashings, the rent parties.

Some days I walk the streets of the Castro, dodging who-knows-what on the sidewalk, looking in an empty store front, standing by a mentally challenged member of the street population yelling as I wait for the light to turn green. Some days I'm not exactly sure what I'm doing here, except that I'm existing in the community I've known and loved and I'm trying to make it better—the same as all of you.

The Castro has problems and we all know it.

The Castro has solutions, too.

I'm proud that the Castro/Upper Market Community Benefit District ("Castro CBD") is a part of developing solutions and is a voice for the Castro. This annual report highlights some of our important work over the past year. I encourage you to get involved in a neighborhood organization, there are many, all focused on making improvements to the community. And this is the tradition I will always remember so well when I think of the Castro. When I think of growing up in the Castro, I don't think of the problems the Castro faced back then, I think of the 1989 earthquake. I remember neighbors bringing out portable TV's and radios, bringing out water and food, and those with working phones inviting strangers in to call relatives and friends. When I think back, I think of a community who came together time and again in times of extreme and not so extreme trouble and worked out solutions. I think about the people who stuck it out during the bad times and the good and worked inclusively to make things better for all.

The more things change the more they stay the same, indeed!

We've always been a community that comes together when needed, relies on each other when necessary, and lends a hand when it's available. For nearly 15 years, the Castro/ Upper Market Community Benefit District has been by your side and, whatever the future may bring, we'll be here next to you—and that won't change.

From myself, our executive director, our board of directors and employees: thank you for your continued support.

Jamal Cool President, Board of Directors

If you want to get involved with this amazing organization, let us know! Email **info@castrocbd.org** or call 415-500-1181.



Cleaning Up

9,496 POUNDS OF TRASH PER MONTH

HOW CAN I

The mission of the Castro/Upper Market Community Benefit District is to provide services that improve the quality of life in the neighborhood, emphasizing clean, safe, beautiful streets. It also promotes the area's economic vitality, fosters the Castro's unique district identity, and honors its diverse history.

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Cover photo courtesy of Gooch and Steven Underhill.

Economic Vitality Combats Commercial Vacancies

Economic vitality is important to the property owners, merchants, residents and visitors of the Castro & Upper Market. The online retail competition and the increasing number of commercial ground floor vacancies make headlines in newspapers across the country, including in San Francisco. What works? Is there a magical policy or strategy? The Castro CBD believes it is more like a puzzle, fitting together different strategies and policies.

Strategies employed by the Castro CBD include:

Clean Streets: cleaning 133,050 pounds of trash this year; plus 2,389 needles; 2,802 incidences of hazardous material (human feces).

Safe Streets: public safety patrols 7 nights a week and 9am–5pm on Sundays, including 1516 warnings for a variety of violations from obstructing the sidewalk to shoplifting and sleeping in doorways (MPC 25 violation).

Zoning: taking positions on zoning issues before the planning commission to advocate for an interesting and vital commercial district.

Homelessness: grant funding and donations for Castro Cares funds additional public safety officers and homeless outreach. The additional public safety officers act as a crime deterrent and ensure existing laws are enforced. The homeless outreach offers at risk individuals a path towards recovery.

Live! In The Castro: brings live performances and entertainment to the Jane Warner Plaza between May-October every Saturday and Sunday. *Live!* in the Castro is helping to increase daytime foot traffic in the Castro.

Problem Solving: leadership in the community to address challenges, collaborating with Castro Merchants, neighborhood associations, D8 supervisor, SFPD, SF Public Works, and SFMTA.

Policy: Working closely with the Castro CBD and other neighborhood stakeholders, Supervisor Rafael Mandelman has proposed legislation to ease zoning restrictions on new businesses opening on upper Market.



"The intent of this legislation is to make it easier for businesses to fill vacant storefronts and to shorten the time it takes to open their doors. A more vibrant Market Street is better for all of us."

Rafael Mandelman, Supervisor

Castro CBD's Hard Work Makes Us Look Good!





We Are Excited To Announce our RENEWAL!

Get Involved & Help Us Form The Castro/ Upper Market CBD for 2020 and Beyond!

The Castro CBD board of directors is excited to work with the property owners, merchants and community on designing the Castro/Upper Market CBD for the next 10–15 years! The Castro CBD is up for renewal in December 2020. To ensure we continue to meet the neighborhood's needs for 2020 and beyond we need your input! We will continue to hold community meetings and reach out to you via email and USPS. Look out for communication from us, connect with us via email at **info@castrocbd.org**.

Since 2006, the Castro/Upper Market Community Benefit District has been stewards of this sprawling business district composed of several distinct neighborhoods and commercial districts. The Castro CBD has implemented critical cleaning, graffiti removal, public safety services, and beautification projects. With the city as our partner, we have implemented much of our 2008 Pedestrian Safety & Streetscape Beautification Plan. We installed the most photographed and now world-famous rainbow crosswalks at 18th & Castro Street and we transformed the most dangerous intersection on upper Market into a pedestrian plaza with managed seating, landscaping, art and live entertainment.

The Castro/Upper Market Community Benefit District ("Castro CBD") raised \$2,300,381 in additional funding over the past thirteen years—funding all going toward strategies to encourage people to shop, eat, drink, and play in the Castro & Upper Market.

To continue providing these critical services, the Castro CBD must be renewed /reauthorized in December 2020. Without this reauthorization, the CBD's services will end.

Renewal involves a mail-in ballot vote by the property owners, approval by the board of supervisors and final approval by the mayor. To launch the renewal process the Castro CBD sent out a survey to property owners. The results of which can be found on-line at http://tinyurl.com/y26xydde.

The Castro CBD will also be holding a series of meetings through the fall of 2019.

We want YOUR INPUT! Help us design the new Castro/Upper Market Community Benefit District. What are your priorities?

To learn more about these meetings, the renewal process and to get involved in what your future CBD will look like, call **Andrea Aiello at 415-500-1181 or email: andrea@castrocbd.org**.

The CBD has regularly scheduled Renewal Committee meetings on the 2nd and 4th Thursdays of the month at 11:00 a.m., 693 14th St. at the CBD office. These meetings are open to everyone.

Castro CBD staff and board members will also be reaching out to property owners and merchants for one-on-one meetings.

Join us as we build an exciting future for the Castro CBD and the Castro/Upper Market district!

Castro Cares Funding Public Safety & Homeless Outreach

The Patrol Special Officers funded through Castro Cares make a difference! "The Castro Cares funded Patrol Special Officers enforce existing laws, while at the same time offering a warm hand to those at risk on the street. When they are on patrol, I rarely find people sleeping in my doorway," said local merchant Miguel Lopez on a recent morning as he was opening his shop.

The Patrol Special Officers funded through Castro Cares patrol the Castro on Friday and Saturday nights from 7pm–7am and on Sunday from 9am–5pm. They routinely patrol Church, Market and Castro Streets and the bikeway behind Safeway. They offer help and support to those at risk on the street and also enforce existing laws. The Patrol Special Officers regularly move those who are violating the no trespassing signs and then circle back to make sure they have truly complied. Yet, Cody and his team of officers are respected and trusted by those living on the street, they know that if they need help, Cody or one of the other officers will help. Castro Cares also funds homeless outreach. Through a unique relationship with Strut SF AIDS Foundation, 20 hours a week of homeless/street outreach is provided. The focus of their work is to build relationships and trust with those at risk on the street and to help them on their journey towards recovery. The outreach worker understands the importance of meeting people's needs and also bringing in outside resources. For instance, their backpack of supplies not only has toiletries, it also has biodegradable poop bags. Yes, the type of poop bags used by backpackers. This brilliant team understands the issues in the neighborhood and they are discreetly distributing poop bags! And people are thankful! They have successfully brought in resources from HOT and the Department of Public Health to supplement their work; adding two more outreach shifts to their schedule.

Castro Cares is funded through a grant from the Office of Economic & Workforce Development and donations. To donate go to **http://www.castrocares.org/donations/**.

"Outreach has been successful. Our current collaboration with the city's Homeless Outreach Team [HOT] has been very productive and well received by community members. We look forward to further collaborations with the HOT team, and more engagement with community members...who can benefit from our services."

John Rivie, Castro Cares Outreach Worker



Cleaning Up By the Numbers

We live in one of San Francisco's most popular areas, so keeping things tidy is a challenge.

In one year, together we've removed:

TRASH (in pounds)

That's as much trash that **four** industrial-sized dump trucks can hold!





Patrol Special Ricky walking the beat. Patrol Special Officers supplement SFPD and act as a crime deterrent.

> We love The Castro!

Live! In the Castro

Primarily funded through a grant from the Office of Economic & Workforce Development, *Live!* In the Castro brings live performances and entertainment to the Jane Warner Plaza between May–October. During any one performance between 50–150 people can be gathered in Jane Warner Plaza enjoying the event. Some people come specifically for the event while others just happen upon live entertainment, are thrilled to have found such a fun event and just linger for 5 minutes or a full hour. This program of live entertainment at this unique corner is beginning to generate a buzz across the city. Come to the Castro for open air, live entertainment free to all! Mid-May– Early October Saturday and Sundays 1–2pm.





B≈RRY'S CASTRO



THE BIGGEST BARRY'S IN THE WORLD

BECAUSE SIZE MATTERS

NEVER BEEN TO BARRY'S?

Reach out to norcalpartnerships@barrysbootcamp.com to learn more about our First Timer 3-Pack offer.

Leadership Organization I Thought You Only Cleaned!

The Castro/Upper Market Community Benefit District really does do more than clean! We bring the community together to address some of the neighborhood's most challenging issues including:

Homelessness: The Castro CBD leads the Castro Cares Leadership Team, a neighborhood collaborative to improve the quality of life in the Castro & Upper Market. Castro Cares provides street outreach and police patrols to help improve everyday life in the Castro & Upper Market. **Retail Strategy**: The Community Benefit District's Retail Strategy project established neighborhood priorities for a retail "Traffic Light" for new businesses moving in to the neighborhood. This traffic light is a useful tool, alerting brokers on the priorities of the neighborhood groups.

Advocacy: Day in and day out the CBD advocates for the Castro & Upper Market. In city hall and with city agencies the CBD advocates for city services, not only ensuring we get our fair share, but proposing solutions to our challenges and acting as a conduit for pilot projects.



"The Castro CBD is a strong advocate for the community. The CBD has grown into a collaborative organization, building consensus among neighborhood associations to address challenges and harness opportunities. The Castro is lucky to have the CBD."

Scott Weiner, Senator





Friends of Harvey Milk Plaza Building a Public Plaza That Truly Honors Harvey Milk

This is the goal of the Friends of Harvey Milk Plaza: to finally re-build Harvey Milk Plaza into a public space that is commensurate with the role that Harvey Milk played in the Castro, in San Francisco and in the world-wide LGBTQ community. He is truly an icon—but an icon without a fitting memorial in the place he called home, and in the place that became the rallying point for LGBT activism and is still a mecca for the global LGBTQ community.

The Cushman Family Foundation—Lawrence M. Cushman made a \$500,000 donation to the Horizons Foundation as seed money for this project. In 2014, then Supervisor Scott Wiener called the Castro CBD, Castro Merchants and several city agencies together to begin exploring how to improve Harvey Milk Plaza and memorialize Harvey Milk. Five years later, we are well on our way!

Community meetings clarified that the priorities were:

- Honor Harvey Milk
- Universal Access for the transit station
- Public Health & Public Safety for the transit station and the new plaza: eliminate hiding places and areas difficult to see into
- Community gathering space

In December 2018, the project was awarded Phase 1 approval from the SF Arts Commission.

To learn more about this exciting project that has the power to create a San Francisco destination in the Castro, **go to www.harveymilkplaza.org or email Andrea Aiello at andrea@castrocbd.org**.





CAN'T HAVE A RAINBOW WITHOUT A LITTLE RED

Castro, we're coming out to play.

THE CASTRO OFFICE OPENING SOON THEAGENCYRE.COM/SF





35AU HAPPY HOUR MARTINI MONDAYS \$5 ASSORTED MARTINIS TAPPED TUESDAYS \$ 2 A N Y B E E R WINE WEDNESDAYS GLASS OF WINE/BUB S15 BOTTLE OF BUBB \$20 BOTTLE OF WIN DEE'S KEYS THURSDAYS WEEKLY PIANO BAR | 4-8 PM \$7 SPECIALTY COCKTAILS REE DRINK FOR EVERY SINGER FRISKY FRIDAYS \$2 WEL **DAILY 2-4-1** MONDAY - FRIDAY | 3 - 9 PM Saturday - Sunday | 2 - 8 PM **Best Gay Dance Club BEAU** 2344 MARKET www.BeauxSF.com twt @BeauxSH inst @BeauxInCastro

Thank **you** for keeping The Castro clean!

STRIVE TO BE THE HUMAN YOUR DOG ALREADY KNOWS YOU ARE.

- MISS MAYA MOO



WE. LOVE. DOGS.

EXPERT BATHING & GROOMING IN THE HEART OF THE CASTRO. 536 Castro, SF 888-505-2988 "Locally owned and operated since 2011~"

Financials

Statement of Activities

(Year Ended June 30, 2018)

SUPPORT & REVENUES	
Assessment revenue	\$501,197
Government Grants	\$16,500
Contributions	\$69,651
Affiliate member dues	\$11,024
Foundation Grants	\$341,8
Interest Income	\$123
TOTAL SUPPORT & REVENUE	\$940,307

EXPENSES	
Program services	\$991,565
General and administrative	\$70,903
TOTAL EXPENSES	\$1,062,468

NET ASSETS	
Change in Net Assets	(\$122,161)
N.A., Beginning of Year	\$741,955
N.A., End of Year	\$619,794

Castro CBD: Keep Up The Good Work!



Assessments

The Castro/Upper Market CBD is funded through an annual assessment on the property in the district. Castro/ Upper Market CBD assessments are based on the following factors:

Linear frontage, lot/parcel size, building square footage, and building use.

Relative costs are as follows:

Linear frontage: \$11.140300/linear foot Lot square footage: \$.1003917/lot size square foot Building square footage: \$.14124961/building square foot Each assessed property is listed on the Castro CBD website at: http://tinyurl.com/yxa2oxnm.

This information is provided to the Castro/Upper Market CBD from the S. F. Assessor's office. It is the responsibility of property owners to ensure the information provided to the CBD is correct. To correct information, property owners must contact the S.F. Assessor's Office at 415-554-5596 or at **http://www.sfassessor.org/**. The Castro/Upper Market Community Benefit District's Management Plan can be found on the CBD's website at: **http://castrocbd.org/ cbd-management-plan/**.





Who We Are

Board of Directors

Jamal Cool, President Alan Lau, Vice President Hubert Ban, Treasurer Jim Laufenberg, Secretary Crispin Hollings, Board Member Michael 'Misha' Langely, Board Member Peter Laska, Board Member Helen McClure, Board Member Pat Sahagun, Board Member Justine Shoemaker, Board Member

Staff

Andrea Aiello, Executive Director Kristin Wojkowski, Executive Assistant/Program Coordinator Anh Han, Accountant

Castro Cares Leadership Team

Castro Community On Patrol Castro Merchants Castro/Upper Market Community Benefit District Duboce Triangle Neighborhood Association Eureka Valley Neighborhood Association Hartford Street Neighbors Most Holy Redeemer Catholic Church St. Francis Lutheran Church Wednesday Suppers, Most Holy Redeemer Catholic Church

Castro/Upper Market CBD Board of Directors meetings are open to the public. Board meetings are held bi-monthly at 6pm, at 501 Castro Street, 2nd floor (above the Bank of America). For information on all Castro/Upper Market CBD meetings, see the CBD website at: http://castrocbd.org/upcoming-meetings/

"All of us in the Castro are incredibly lucky to have the Castro CBD in our district. The Castro CBD is both responsive and proactive. The Castro CBD solves day to day problems on the ground and also looks forward, trying to find solutions. The CBD is in close communication with my office as we address the neighborhood's challenges. "

Rafael Mandelman, Supervisor

MARKET STREET

DOLORES

Castro/Upper Market CBD runs from Diamond and 19th streets on its most western side, along Castro to Market street then on Market, from Castro to Octavia.

Collinghoos

MARKET STREET

BEAVER

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Billion Bubbles Salute to Harvey's Halo lit up the night sky in celebration of the 40th Anniversary of Harvey Milk's election. Billion Bubbles Salute and Harvey's Halo designed and created by Illuminate. *Photo courtesy of Gooch.*

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Veritas **Building Brighter Futures**

Veritas Investments owns and manages a diverse portfolio of multifamily and mixed-use multifamily and retail properties that ranges from architecturally distinguished buildings in San Francisco's most iconic neighborhoods to transit-oriented complexes within up-and-coming, emerging residential districts both in the City and in surrounding communities. Contact us to find out more at www.veritasinvestments.com.

Stay in **Touch with** the CBD!

WE WANT TO COMMUNICATE WITH YOU! To join our email list, go to: http://castrocbd.org/contact/

Graffiti Removal

http://castrocbd.org/graffiti-removal/ to sign up, or call the Castro CBD at 415-500-1181.

STRUCTURE DI DI

Castro/Upper Market CBD Dispatch #: 415-471-7536





Castro/Upper Market Community Benefit District

WE'VE MOVED!

693 14th St., San Francisco CA 94114 ph: 415-500-1181

facebook.com/castrocbd @visitthecastro email: info@castrocbd.org 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 63 - Castro					FY 2017-18							
Service Category/Budget Line	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	FY 2017-18 Budget	General Benefit Dollars	FY 2017-178 Assessment Budget	% of Budget	% of Assessment Budget	Variance (Assessment)	Variance (Total Budget)	Source
SA 63 - Castro CBD - Public Rights of Way and Sidewalk Operations	\$ 260,675.00	\$ 13,033.75	\$ 247,641.25	63.04%	\$ 634,635.00	\$ 291,195.00	\$ 343,440.00	47.57%	67.50%	4.46%	-15.47%	General Benefit: Castro Cares Donations/Affiliate Membership/Castro
SA 63 - Castro CBD - District Identity and Streetscape Improvements	\$ 50,500.00	\$ 2,525.00	\$ 47,975.00	12.21%	\$ 576,747.00	\$ 520,107.00	\$ 56,640.00	43.23%	11.13%	-1.08%	31.01%	General Benefit: DISI Donations/JWP Grant/Horizon Foundation Grant
SA 63 - Castro CBD - Administrative and Corporate Operations	\$ 65,000.00	\$ 3,250.00	\$ 61,750.00	15.72%	\$ 70,930.00	\$ 11,610.00	\$ 59,320.00	5.32%	11.66%	-4.06%	-10.40%	General Benefit: Donations/Grants
Contingency and Reserve	\$ 37,325.00	\$ 1,866.25	\$ 35,458.75	9.03%	\$ 51,900.00	\$ 2,500.00	\$ 49,400.00	3.89%	9.71%	0.68%	-5.14%	
0	\$ -	\$-	\$-	0.00%	\$-	\$ -	\$ -	0.00%			0.00%	
0	\$ -	\$-	\$-	0.00%	\$-	\$ -	\$ -	0.00%			0.00%	
0	\$-	\$-	\$-	0.00%	\$ -	\$-	\$-	0.00%			0.00%	
TOTAL	\$ 413,500.00	\$ 20,675.00	\$ 392,825.00	100.00%	\$ 1,334,212.00	\$ 825,412.00	\$ 508,800.00	100.00%				

BENCHMARK 2: General Benefit Requirement				
Revenue Sources	FY	2017-2018 Actuals	% of actuals	Source
Assessment Revenue	\$	501,197.00		
Total Assessment (Special Benefit) Revenue	\$	501,197.00	53.30%	
Contributions and Sponsorships	\$	-	0.00%	
Grants	\$	358,312.00	38.11%	Horizons Foundation Grant/Castro Cares Grant/Jane Warner Plaza Grant
Donations	\$	69,651.00	7.41%	Castro Cares Donations and other
Interest Earned	\$	123.00	0.01%	
Earned Revenue	\$	-	0.00%	
Other	\$	11,024.00	1.17%	
Total Non-Assessment (General Benefit) Revenue	\$	439,110.00	46.70%	
Total	\$	940,307.00	100.00%	

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

SA 63 - Castro						FY 2017-18							
Service Category/Budget Line	FY 2017-18 Budget	Amount from	Amount from General	% of Budget	% Budget (Total	Actuals	Amount from	Amount from	% of Actuals	% of Actuals	Variance	Variance (Total	Source
Service Category/Budget Line	FY 2017-18 Budget	Assessment	Benefit	(Assessment)	Budget)	Actuals	Assessment	General Benefit	(Assessment)	(Total Budget)	(Assessment)	Budget)	Source
SA 63 - Castro CBD - Public Rights of Way and Sidewalk Operation	\$ 634,635.00	\$ 343,440.00	\$ 291,195.00	67.50%	47.57% \$	449,941.00	\$ 340,428.00	\$ 109,513.00	70.25%	42.25%	2.75%	-5.32%	
SA 63 - Castro CBD - District Identity and Streetscape Improveme	\$ 576,747.00	\$ 56,640.00	\$ 520,107.00	11.13%	43.23% \$	453,826.00	\$ 62,278.00	\$ 391,548.00	12.85%	42.61%	1.72%	-0.61%	
SA 63 - Castro CBD - Administrative and Corporate Operations	\$ 70,930.00	\$ 59,320.00	\$ 11,610.00	11.66%	5.32% \$	134,924.00	\$ 58,093.00	\$ 76,831.00	11.99%	12.67%	0.33%	7.35%	
Contingency and Reserve	\$ 51,900.00	\$ 49,400.00	\$ 2,500.00		3.89% \$	26,275.00	\$ 23,775.00	\$ 2,500.00	4.91%	2.47%		-1.42%	
0	\$ -	\$ ·	\$-	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	\$ 1,334,212.00	\$ 508,800.00	\$ 825,412.00	100.00%	100.00% \$	1,064,966.00	\$ 484,574.00	\$ 580,392.00	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 2017-2018 Carryover Disbursement	Ś	258.870.00	Source	Spenddown Timeline
General Benefit Project				
General Benefit Project 1	\$	2,137.00	General Donations	
General Benefit Project 2	\$	64,855.00	Castro Cares Donations	Dec-19
General Benefit Project 3	\$	4,209.00	Man Dance Donations	Aug-19
General Benefit Project 4	\$	15,022.00	Retail Strategy Donations	Dec-19
General Benefit Project 5	\$	43,390.00	Castro Cares Grant	completed
General Benefit Project 6	\$	129,257.00	Horizon Foundation	Jun-19
	\$	-		
	\$	-		
General Project Total	\$	258,870.00		
Special Assessment Project				
SA 63 - Castro CBD - Public Rights of Way and Sidewalk	\$	167,122.00		Dec-18
SA 63 - Castro CBD - District Identity and Streetscape	\$	37,380.00		Dec-18
SA 63 - Castro CBD - Administrative and Corporate Operations	\$	91,556.00		Dec-18
Contingency and Reserve	\$	64,866.00		Jun-19
0	\$	-		
0	\$	-		
0	\$	-		
Special Project Total	\$	360,924.00		
Total Designated Amount for FY 2018-19	Ś	619,794,00		