

MEMO

To: Supervisor Matthew Haney, District 6

CC: San Francisco Board of Supervisors
Chris Corgas, OEWD Senior Program Manager

From: Helen Mar, OEWD Project Manager

RE: Central Market Community Benefit District

Date: 6/17/2019

This is a memo summarizing the performance of the Central Market Community Benefit District (CMCBD) and an analysis of their financial statements (based on their audit) for the period between January 1, 2017 and December 31, 2017.

Each year the CBD is required to submit a mid-year report, an annual report, and a CPA Financial Review or Audit. Central Market CBD has complied with the submission of all these requirements. OEWD staff reviewed these financial documents to monitor and report on whether they have complied with the rules per the Property and Business Improvement District Law of 1994, California Streets and Highways Code Sections 36600 Et Seq.; San Francisco's Business and Tax Regulations Code Article 15; the Central Market Community Benefit District's Management Contract with the City; and their Management Plan as approved by the Board of Supervisors in 2014.

Also attached to this memo are the following documents:

1. Annual Reports
 - a. CY 2017
2. CPA Financial Review Reports
 - a. CY 2017
3. Draft resolution from the Office of Economic and Workforce Development

Background

The District is generally described as from the West side of 5th Street to the East side of South Van Ness Avenue, and from the South side of Market Street to the South Side of Mission Street. In addition, one block North of Market between Cyril Magnin and Mason, and one block North of Market between Grove and Larkin are included. Also, properties along Sixth Street between Market and Folsom Streets, along



with the properties on adjacent streets and alleys East and West of Sixth Street (to varying distances) are included. The District contains 807 parcels, including the former US Mint building and Mint Plaza.

- July 23, 2013: the Board of Supervisors approved the resolution that established (renew and expand) the property-based district called the Central Market Community Benefit District (Resolution #264-13).
- February 4, 2014: the Board of Supervisors approved the contract for the administration and management of the Central Market Community Benefit District (Resolution # 019-14).
- February 3, 2015: the Board of Supervisors approved CMCBD’s Annual Reports for CYs 2011, 2012, and 2013 (Resolution # 034-15).
- June 7, 2016: the Board of Supervisors approved CMCBD’s Annual Report for CY 2014 (Resolution # 230-16).
- September 20, 2016: the Board of Supervisors approved Resolution modifying the Management District Plan and Engineer’s Report to remove the district-wide cap on annual assessment revenues levied on properties located in the property-based business improvement district (community benefit district) known as the “Central Market Community Benefit District;” and making environmental findings (Resolution # 402-16).
- May 9, 2017: the Board of Supervisors approved CMCBD’s Annual Report for CY 2015 (Resolution # 170-17).
- November 13, 2018: the Board of Supervisors approved the CMCBD’s Annual Report for CY 2016 (Resolution # 400-18).

Basic Info about Central Market CBD

Year Established	2006
Year Renewed	2013
Year Modified	2016
Assessment Collection Period	2013 - 2027
Services Start and End Date	January 1, 2014 - December 31, 2028
Initial Estimated Annual Budget	\$1,225,433.63
Calendar Year	January 1 – December 31
Executive Director	Tracy Everwine
Name of Nonprofit Entity	Central Market Community Benefit District Corporation

The current CBD website, <http://www.central-market.org/>, includes all the pertinent information about the organization and their programs, a calendar of events, their Management Plan, Mid-Year Report, Annual Report and meeting schedules.

Summary of Service Area Goals

Public Safety

The District's approach focuses on customer service hospitality, crime prevention and social service outreach. Key programs include: Community Guide ambassadors, SFPD 10B Officers, community meetings and public safety seminars.

Cleaning and Maintenance

Cleaning and maintenance services include enhanced cleaning and maintenance services within the public right-of-ways (above and beyond) the baseline level of service provided by the City of San Francisco.

Management and Economic Development

Management includes day-to-day management of the organization and advocacy for District needs with various City departments ensuring good and timely service. Economic Development activities such as business attraction, retention and promotion encourage non-residential properties to maximize their development and land use.

Summary of Accomplishments, Challenges, and Delivery of Service Areas

CY 2017

**Note: In collaboration with the Mayor's Office of Economic and Workforce Development, CM CBD has developed standardized metrics for measuring program performance.*

Public Safety

- Public Safety Services (*partial list*):
 - Completed 6,622 camping and trespassing interventions
 - Provided 1,559 directions and referrals
 - Partnered with Mid-Market Business Association to deploy a special summer of Safety Team three times a week for the months of July, August and September along Market Street, Tenderloin, and SoMa blocks

Cleaning and Maintenance

- Cleaning and Maintenance Services (*partial list*)
 - Collected 28,679 needles
 - Removed 6,280 graffiti tags, stickers, and flyers
 - 1,320 human/animal waste clean-ups
 - 1,198 social service interventions
 - Pressure washed 30,000 linear feet of sidewalk per quarter

Management and Economic Development

- Effectively collaborated with neighboring CBDs and multiple City agencies
- Regularly posted on retail vacancies on CM CBD's website and available spaces were shown to a number of prospects
- Provided lease renewal assistance and physical improvement project assistance to new and existing businesses

- Provided free advertising and lease negotiation services for owners and tenants
- Helped attract 11 new retail businesses to the District: Dosa Allee, DOUGH & CO, FedEx, Kagawa-Ya Udon Noodle Co., Mai Adachi, Mateo’s Taqueria, Peet’s Coffee, Pentacle Coffee, Saint Frank Coffee, Street Taco, The Melt
- Held the 7th annual “2 Blocks of Art” art walk promoting local art and District businesses

CMCBD Annual Budget Analysis

OEWD’s staff reviewed the following budget related benchmarks for CMCBD:

- **BENCHMARK 1:** Whether the variance between the budget percentages for each service category were within 10 percentage points of the percentages in the Management Plan (*Agreement for the Administration of the “Central Market Community Benefit District”, Section 3.9 – Budget*).
- **BENCHMARK 2:** Whether three and sixty eight hundredths percent (3.68%) of actuals came from sources other than assessment revenue (*CA Streets & Highways Code, Section 36650(B)(6); Agreement for the Administration of the “Central Market Community Benefit District”, Section 3.4 - Annual Reports*).
- **BENCHMARK 3:** Whether the variance between the budget expenses and actual expenses within a calendar year was within 10 percent (*Agreement for the Administration of the “Central Market Community Benefit District”, Section 3.9 – Budget*).
- **BENCHMARK 4:** Whether CMCBD is indicating the amount of funds to be carried forward into the next calendar year and designating projects to be spent in that calendar year (*CA Streets & Highways Code, Section 36650(B)(5)*).

CY 2017

BENCHMARK 1: Whether the variance between the percentage amounts for each service category were within 10 percentage points of the percentages identified in the Management Plan.

ANALYSIS: *CMCBD met this requirement. See table below.*

Service Category	Original Management Plan Budget	% of Budget	CY 2017 Budget	% of Budget	Variance Percentage Points
Public Safety	\$431,382.73	35.20%	\$502,454.27	35.73%	+0.53%
Cleaning and Maintenance	\$352,000.00	28.73%	\$403,737.88	28.71%	-0.02%
Management and Economic Development	\$300,885.66	24.55%	\$405,074.08	28.80%	+4.25%
Contingency and	\$141,165.24	11.52%	\$95,073.53	6.76%	-4.76%

Reserve					
TOTAL	\$1,225,433.63	100%	\$1,406,339.76	100%	

BENCHMARK 2: Whether three and sixty eight-hundredths percent (3.68%) of actuals came from sources other than assessment revenue.

ANALYSIS: *CMCBD met this requirement. See table below.*

Revenue Sources	CY 2017 Actuals	% of Actuals
Special Benefit Assessments	\$1,448,739.76	
Total assessment revenue	\$1,448,739.76	78.47%
Total General Benefit (non-assessment) revenue	\$397,605.00	21.53%
Total	\$1,846,344.76	100%

Non-assessment revenue applied to 3.68% General Benefit requirement

BENCHMARK 3: Whether the variance between the budget amount and actual expenses within the calendar year were within 10 percentage points.

ANALYSIS: *CMCBD met this requirement. See table below.*

Service Category	CY 2017 Budget	% of Budget	CY 2017 Actuals	% of Actuals	Variance Percentage Points
Public Safety	\$502,454.27	35.73%	\$473,590.44	34.92%	-0.81%
Cleaning & Maintenance	\$403,737.88	28.71%	\$363,290.50	26.79%	-1.92%
Management and Economic Development	\$405,074.08	28.80%	\$411,281.81	30.33%	+1.52%
Contingency and Reserve*	\$95,073.53	6.76%	\$108,036.94	7.97%	+1.21%
TOTAL	\$1,406,339.76	100%	\$1,356,199.69	100%	

*Contingency and Reserve may be redeployed throughout future years to meet the needs of the CBD.

BENCHMARK 4: Whether CM CBD is indicating the amount of funds to be carried forward into the next calendar year and designating projects to be spent in that calendar year.

ANALYSIS: CMCBD met this requirement. See table below.

	Total
CY 2017 Carryover	
Public Safety	\$142,343.24
Contingency and Reserve	\$108,036.94
Total Carryover Disbursement for CY 18 and Future Years	\$250,380.18

Findings and Recommendations

Within the review period of CY 2017, the Central Market CBD met 4 out of the 4 expectations and requirements as set by the California Street and Highways Code Section 36650-36651 as found on page 4 of this memo; the Agreement for the Administration of the “Central Market Community Benefit District; and the Agreement for the Administration of the “Central Market Community Benefit District.”

Central Market CBD was able to raise a significant amount of General Benefit revenue from non-assessment sources. At approximately 21.53%, they greatly exceeded their General Benefit requirement by close to 17.85%.

The CBD organized and hosted its 7th annual “2 Blocks of Art” event, which featured more than 100 artists showcasing works in storefronts, galleries, restaurants, hotels, and small businesses along 6th Street from Market to Howard.

Conclusion

Central Market CBD has performed well in implementing their service plan. Central Market CBD has continued to successfully implement the service areas stated in their management plan and seized opportunities to leverage and add value to its work through fundraising, grants and collaborative partnerships. Central Market CBD has an active Board of Directors and committee members; and OEWD believes the Central Market CBD will continue to successfully carryout its mission and service plans.