



Top of Broadway Community Benefit District



Legislative Overview

**Community Benefit Districts (CBDs) /
Business Improvement Districts (BIDs) are
governed by:**

- **State law**
 - “1994 Act”
- **Local law**
 - “Article 15”



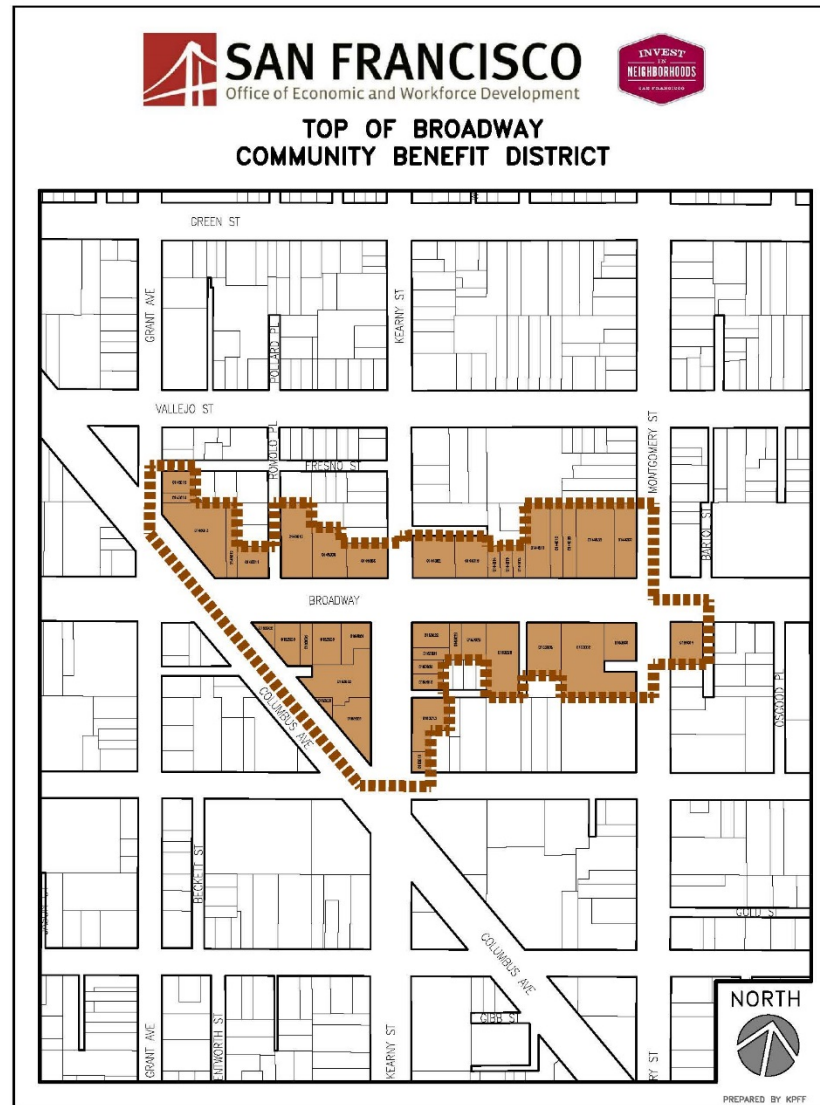
Review Process

This resolution covers the Annual Report for FY 2017-2018

- OEWD ensures that all CBDs/BIDs are meeting their management plans.
- OEWD staff conducts an annual review of the Annual Report and CPA Financial Review.
- OEWD provides the Board Supervisors with a summary memo.



Parcel Map



ToBCBD Formation

ToBCBD	Type	Assessment Budget*	Year Established	Expires
	Property-Based	\$ 106,567	2013	June 30, 2021

**budget identified in management plan*



ToB Operations

- **Staff**

- Executive Director – Marco Li Mandri
- District Director – Dominic Li Mandri

- **Service Areas**

- **District Identity**

- This program includes marketing, public relations, special events, and street enhancements, such as signage, historical markers, and banners, for the district.

- **Street Operations, Beautification and Order (SOBO)**

- This service area includes street maintenance and beautification – including but not limited to graffiti removal, sidewalk cleaning, periodic steam cleaning, trimming trees, and cleaning tree wells.

- **Administration, Organization and Corporate Operations**

- Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.



BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for ToB:

Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.

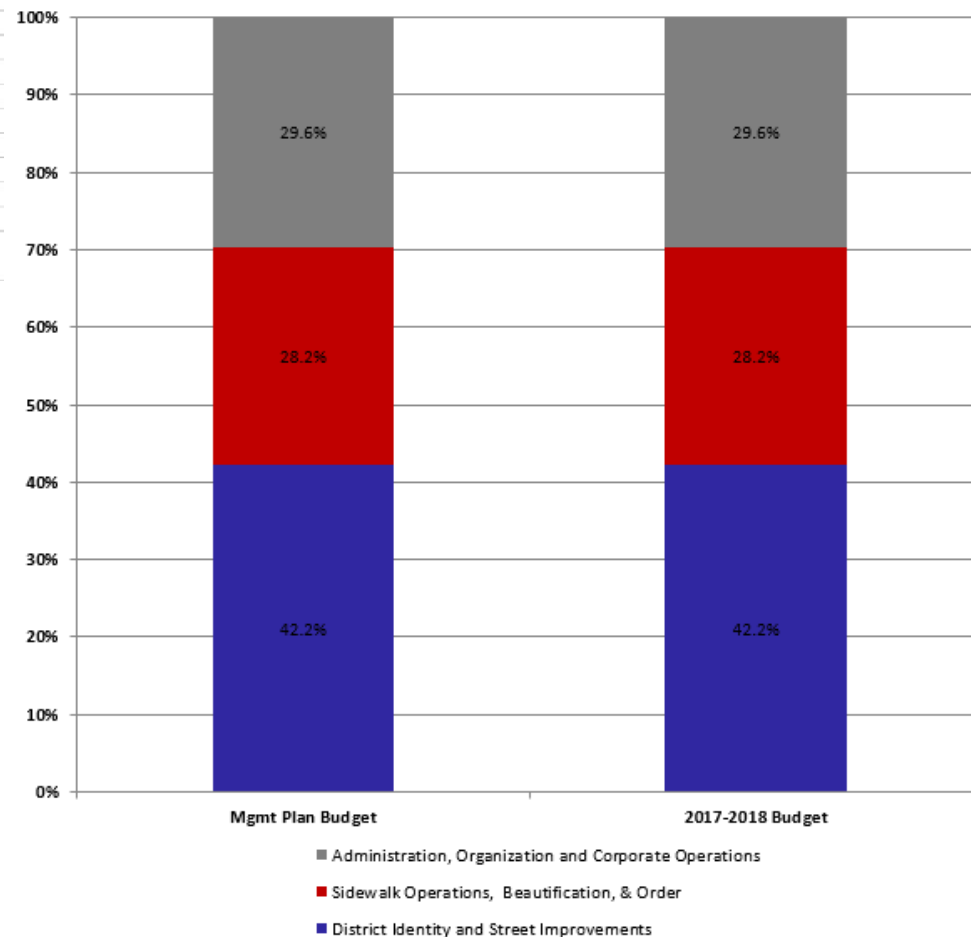
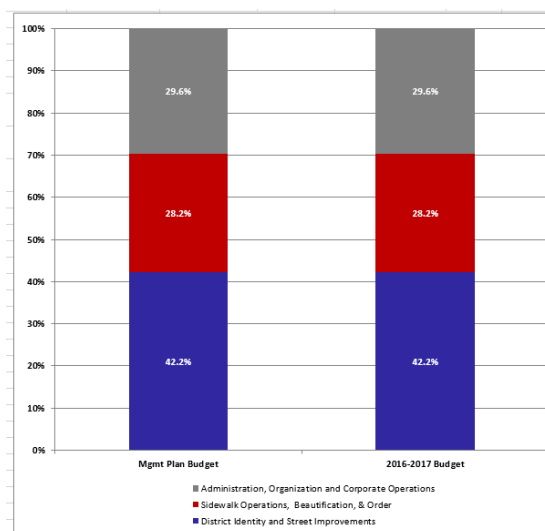
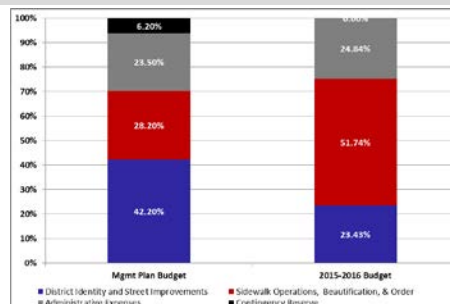
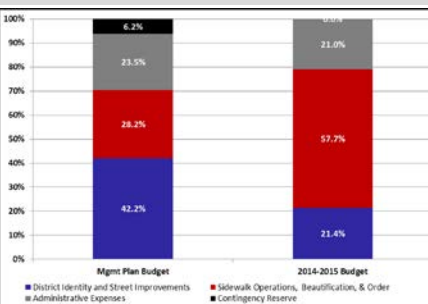
Benchmark 2 – Whether one percent (1%) of ToB's actuals came from sources other than assessment revenue.

Benchmark 3 - Whether the variance between the budget amounts for each service category was within 10 percentage points from the actuals.

Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.

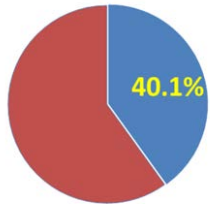


Management Plan vs. Annual Budgets

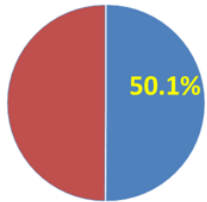


Assessment Revenue & Other Income

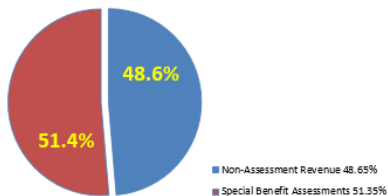
FY 2014 - 2015



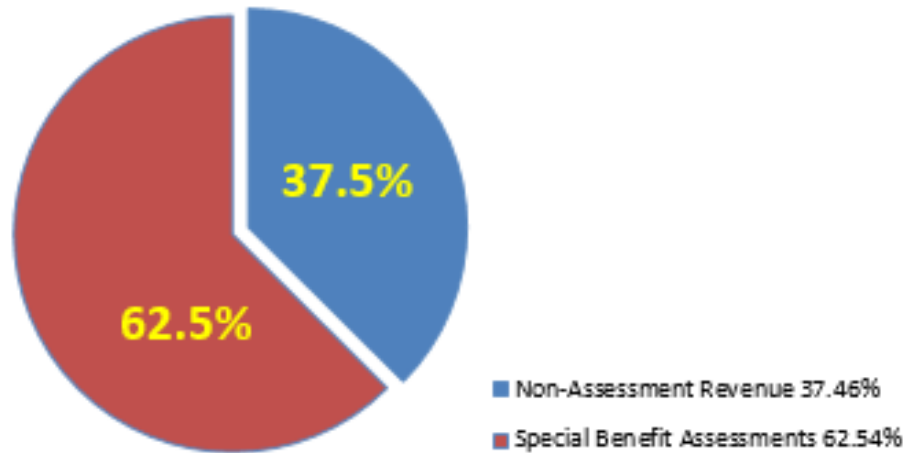
FY 2015 - 2016



FY 2016 - 2017



FY 2017 - 2018



■ Non-Assessment Revenue 37.46%
■ Special Benefit Assessments 62.54%



Budget vs Actuals

Service Category	FY 2014-2015 Variance % Points	FY 2015-2016 Variance % Points	FY 2016-2017 Variance % Points	FY 2017-2018 Variance % Points
District identity	+4.89	-0.02%	0%	0%
Sidewalk Operations, Beautification & Order	-7.25	-7.11%	0%	0%
Administration, Organization & Corporate Operations	+2.36	+7.13%	0%	0%
Contingency Reserve	0%	0%	0%	0%



FY 17-18 Carryover

Designated Projects for FY 17-18	Amount	Spenddown Timeline
District Identity and Streetscape Improvement	\$50,644.00	FY 2018 -19
Total Designated Amount	\$50,644.00	



Findings and Recommendations for ToB

In completing the review of the ToB CBD's annual report and financials, OEWD sets forth the following findings and recommendations:

- ToB CBD met all 4 benchmarks
- There was a significant decrease in the amount of contributions given to the CBD. The number would have been lower if not for a grant the CBD received and utilized in FY 17-18.
- A continued decrease could be hazardous to the CBD's long-term health and to the implementation of its management plan
- Maintained an active board of directors and committee members



Top of Broadway Community Benefit District (ToBCBD)

Presentation to San
Francisco
Government Audit
& Oversight
Committee
Fiscal Year 2017-
2018



September 5th, 2019

Top of Broadway CBD

Mission

The Top of Broadway CBD mission statement is quite simple:

“To make the area around Broadway a safe, beautiful, diverse, and enjoyable place to live, work and visit, with a commitment to promoting economic vitality, improving livability and promoting area identity and history.”

To this end, ToBCBD directors and members deliberate and strategize initiatives via three advisory committees, endorsing directives which are then facilitated by staff.



ToBCBD District Boundary and Information

Top of Broadway CBD Map

May 2012



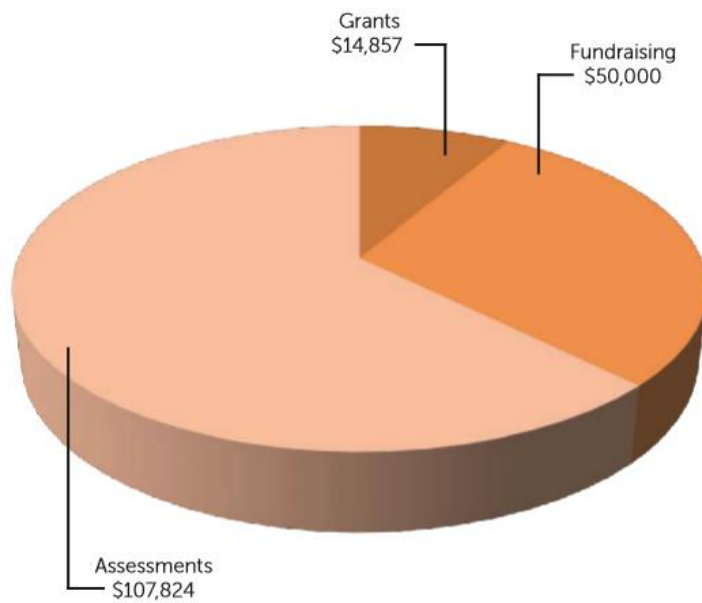
ToBCBD Info (17-18FY)

- Organization formed Nov 2013; Started Services Jan 2014.
- 39 Parcels, 100+ businesses
- \$187k Operating Budget
- Provides 7 day/week sidewalk cleaning and monthly pressure washing services

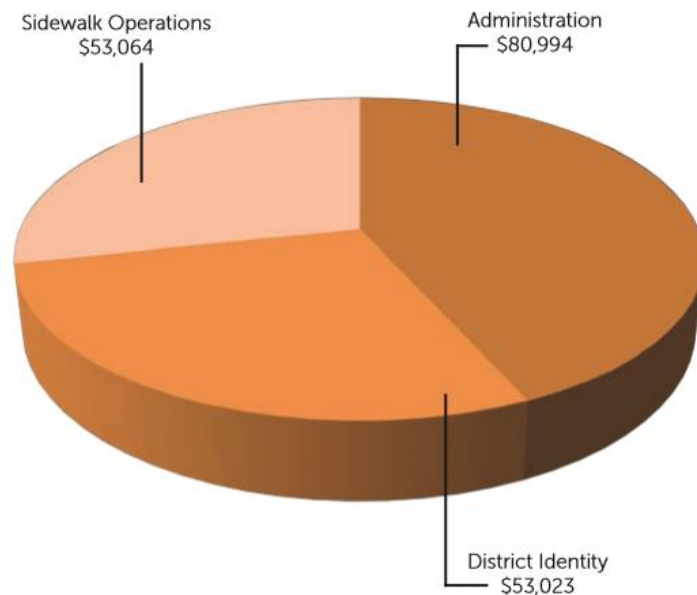
FY 17-18 Budget Breakdown

FY17-18 TOP OF BROADWAY CBD BUDGET

Income: \$172,412



Expense: \$187,081



Strategic Vision & Plan

The Top of Broadway CBD strategic plan and vision going forward will emphasize the following directives:

- ▶ Create a **safe** atmosphere for locals, residents and business owners alike
- ▶ Promote the **diversity** of the district brand and cultural **history** of the area
- ▶ Increase the **walkability** of the district through further streetscape enhancements and cleanliness/safety initiatives.
- ▶ Further integrate into the surrounding **community** and **coordinate** resources among the various local entities
- ▶ **Expand** district to have larger mission impact and financially sustainable organization



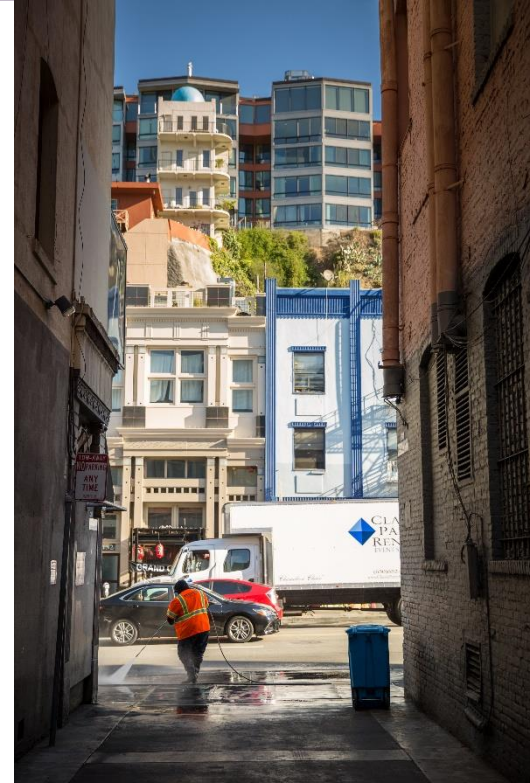
Advisory Committees

- ▶ Sidewalk Operations, Beautification & Order(SOBO) Committee
- ▶ District Identity & Streetscape Improvement (DISI) Committee
- ▶ Land Use Committee

SOBO Committee Highlights

Sidewalk Operations, Beautification & Order (SOBO)

- ▶ Provided sidewalk maintenance services **363** days out of the year
- ▶ Removed approx. **9,075** lbs. of litter from the gutters and public rights-of-way.
- ▶ Removed **1,215** incidences of graffiti.
- ▶ Reported over **322** incidences of illegal dumping (20% decrease)
- ▶ Pressured Washed Entire District **14** times



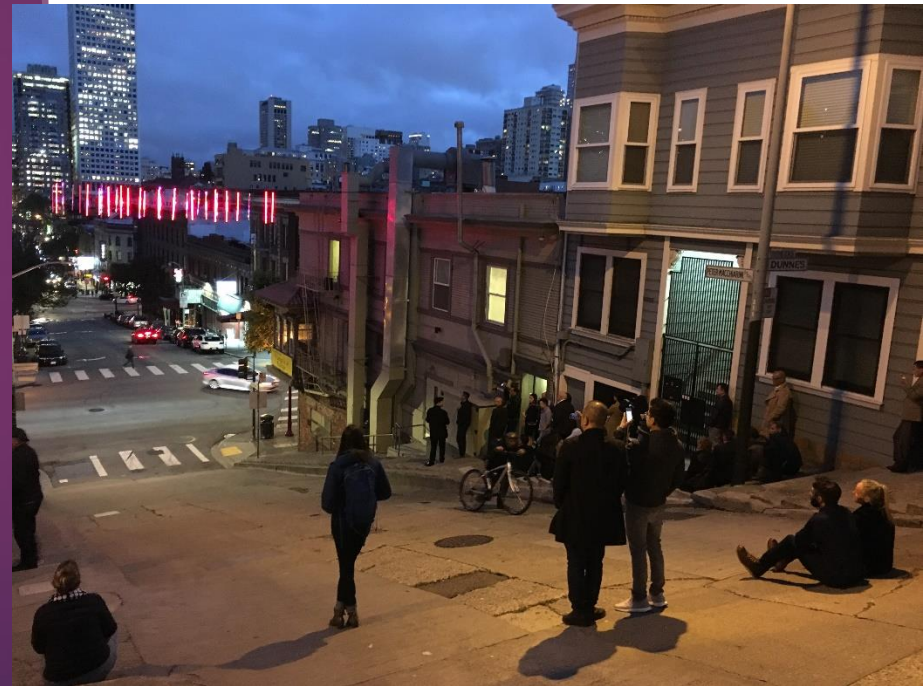
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DISI Committee Highlights

District Identity & Streetscape Improvement (DISI)

- ▶ The placement of 10 Historical Markers in & around Broadway
- ▶ The installation and continued maintenance of the Shimmer Lighting Project
- ▶ The collaborative effort between the Surfrider Foundation, North Beach Citizens and the ToBCBD to install and routinely service 10 cigarette butt cans around Broadway.



Community Projects

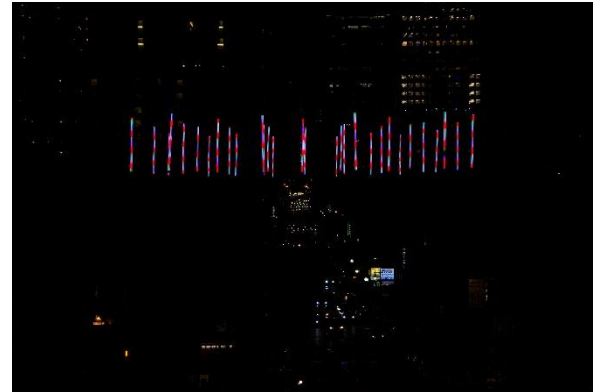
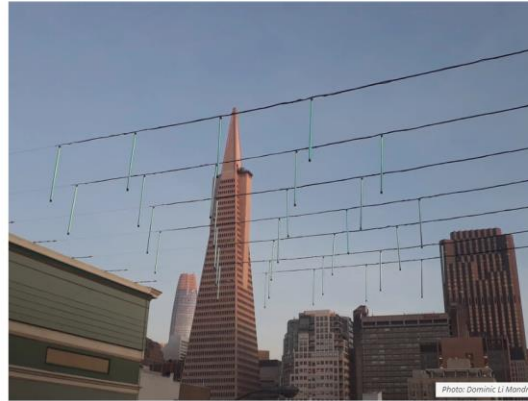
- ▶ Shimmer Installation
- ▶ Historical Marker Project
- ▶ Surfrider Ashcan District Wide Installation
- ▶ North Beach Citizens Big Belly Can Placement

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San Francisco

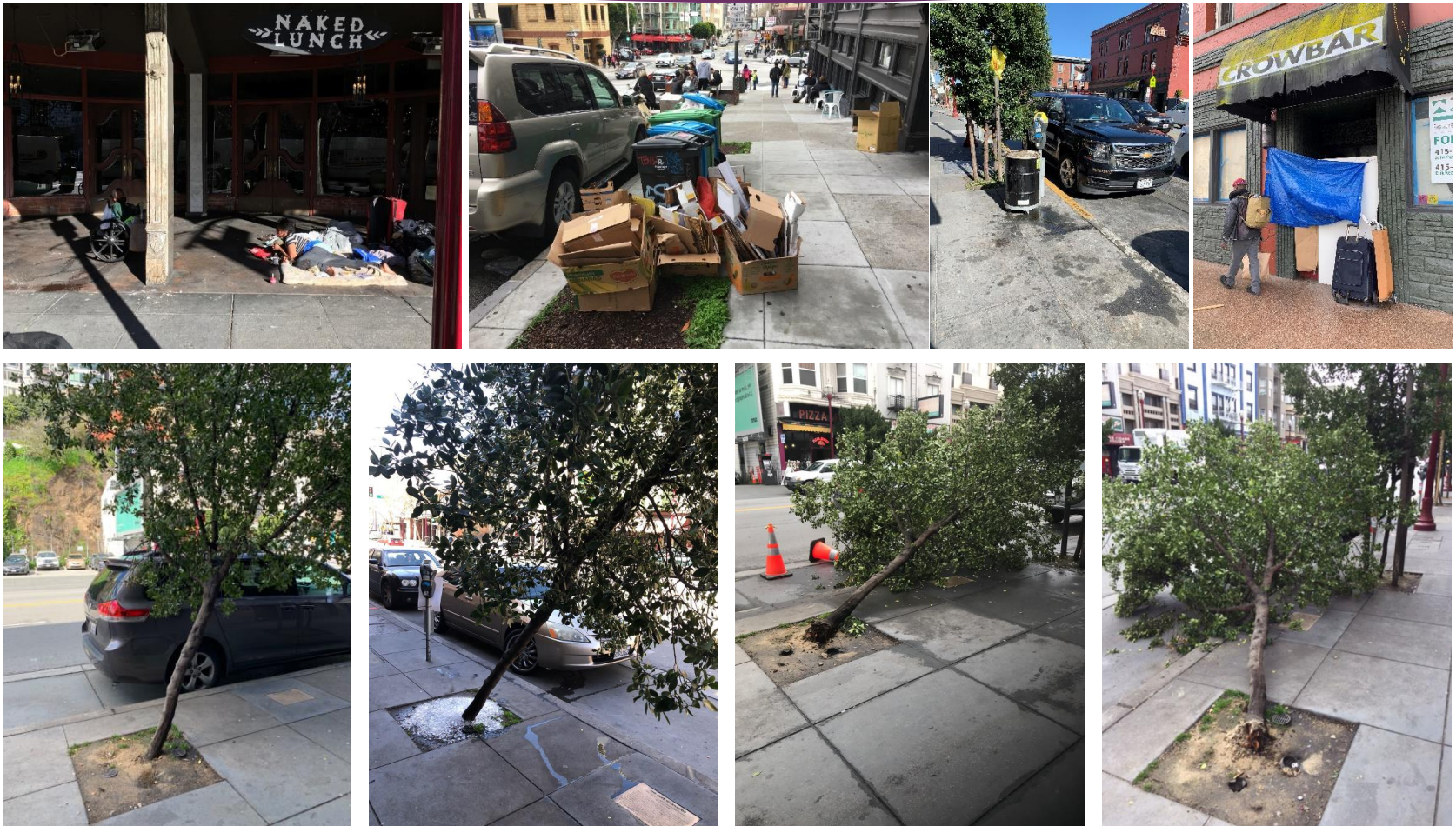
Neighborhood Groups Light Up North Beach



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District Challenges



Partner Organizations

- ▶ OEWD
- ▶ SFDPW, SFBUF, SFHOT
- ▶ SFPD—Central Station
- ▶ Broadway Entertainment & Cultural Association (BECA)
- ▶ NBC, NBN, NBBA, THD, Jackson Square
- ▶ District 3 Supervisor's Office



Thank You