

[illegible]







# Castro Community Benefit District Works Towards Renewal

## A Letter from the President

Dear Community Member:

It has been an honor to be part of the Board of Directors over the past year and have the opportunity to serve as President. During my tenure, it has been an exciting and fulfilling opportunity to experience the evolution and growth of our organization. As we approach our renewal in the next year, I want to thank our committed staff, volunteer Board of Directors, committee members, and City representatives that contributed to the amelioration of the Castro/ Upper Market community throughout the year and previous fifteen. Their dedication to improvement and maintaining a vital and flourishing community has not wavered, and their passion for the community is inspiring.

The 2018–2019 fiscal year has been exciting and successful. We were able to accomplish many of our previously established goals and set future goals during our Renewal, Budgeting, and Board meetings.

The CBD's role, as defined in the Management Plan, is dualistic. First, we supplement City services to keep our streets clean and safe. I hope you have seen our Clean Team removing garbage, graffiti, needles, and waste, steam cleaning sidewalks, and weeding greenbelts. The CBD's contractor, S.F. Patrol Special Police has maintained a strong presence on the streets, ready to assist and notify proper authorities in unsafe situations. Details of our efforts are in this report.

Second, we provide assistance and resources to small businesses through our Retail Strategy Committee and homeless outreach through our Castro Cares Committee. Over the past year, the Nominating Committee completed its work of bringing (3) new Board Members, rounding out our committed volunteer Board to (10) ten. They participate in six standing committees (Executive, Services, Finance, Retail Strategy, Streetscape Beautification, and Land Use) and two ad hoc committees (Nominating, Renewal).

As a highlight, we successfully opened a new office, that allows us to be closely connected and integrated into the community. We are easily accessible with our clean team staff on hand and now have the opportunity for meetings and community gatherings in our new space.

Please read through this annual report and discover all that we have accomplished and how we are working to make the Castro and Upper Market an even greater place for our businesses, residents, and visitors.

Sincerely,



**Justine Shoemaker**  
**President, Board of Directors**  
Castro/Upper Market Community Benefit District

# Cleaning Up By the Numbers

In one year, together we've removed:



**TRASH** *(in pounds)*

128,470

*That's a lot of garbage!*

That weight equals  
as much as **two**  
freight cars, which  
weigh 30 tons each!



**GRAFFITI**

13,765

**POWER  
WASHING**

*block faces*

1,357

**SCRUB  
REQUESTS**

1,602

**ILLEGAL  
DUMPING**

*311 calls*

317



**OVERFLOW  
CITY TRASH**

146

**CARDBOARD**

*yards collected*

31,656



**NEEDLES  
COLLECTED**

2,259

**WEED  
ABATEMENT**

*block faces*

865



**HUMAN  
WASTE**

3,082

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



The mission of the Castro 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.



# WELCOME HOME!

Remember the Welcome Wagon? WELCOME HOME is a new twist on the welcome wagon, encouraging our newest residents to Shop Local. Working with the Castro Merchants, Eureka Valley Neighborhood Association, Duboce Triangle Neighborhood Association and local realtors, the Castro CBD created Welcome Home bags which are delivered to our newest residential neighbors! The Welcome Home bags, funded through the Office of Economic & Workforce Development, are filled with important information about the neighborhood and coupons from the area merchants, encouraging people to get involved and to SHOP LOCAL!





# Castro Drives Along

## Daniel Bergerac Rides Along with SF Patrol Special Police

Daniel Bergerac, co-owner of dog-grooming business Mudpuppy's Tub and Scrub (536 Castro St.), a Castro CBD Board member, past-president of the Castro Merchants (2014–2019) and a member of the Mission Station Community Police Advisory Board was curious as to what exactly Patrol Special did and made arrangements to do a "ride along" with Patrol Special Cody Clements in September 2019. We were curious what his experience was so we interviewed him to find out.

**Castro CBD:** *How did you come to do a drive along?*

**Daniel:** I have been a very harsh critic of the Patrol Special. I just wasn't sure of the value of the services they provided. I thought it would be good for me to better understand what exactly Cody and his team do, so I rode and walked with him for two-and-a-half hours. My opinion of Patrol Special totally changed. I saw what Patrol Special really does, and that is community policing with a focus on quality of life infractions.

**Castro CBD:** *What impressed you most?*

**Daniel:** Cody knows EVERYONE!, remains calm, and treats people with respect and compassion. Everyone we stopped to talk to knew Cody and he knew them, and it was clear there was mutual respect. His approach gets results, he gets cooperation from the street people. He carries water in the back of his truck and he carries socks so they know that if he is asking them to move along, they can also hit him up for a bottle of water or a pair of socks.

S.F. Patrol Special  
Police Officer  
Cody Clements



**Castro CBD:** *Would five more Cody's help?*

**Daniel:** I think it would be incredible. We need more public safety in the Castro.

**Castro CBD:** *Can you provide an example of Cody's work?*

**Daniel:** A security guard called from the Walgreens at 18th and Castro about someone who wouldn't leave the store. He was loud and we could hear the disturbance from the street. Cody diffused the situation immediately, the incident ended quickly with the individual leaving the store.

Another time, he approached a group setting up a tent, and said, "I can't let you set up a tent at 8 o'clock at night, you've got to wait until 11, you've got to take it down." They were not happy, and he waited until they complied.

Cody emphasizes de-escalation on the job.

**Castro CBD:** *What is the relationship between PSP and SFPD?*

**Daniel:** Cody and his team have a great relationship with Mission Station. When the Patrol Special start their shift, they check in with the lieutenant on duty, they can call PD dispatch if needed and they get a quick response.

**Castro CBD:** *Any closing comments?*

**Daniel:** Yes, I've changed my mind about the value of the SF Patrol Special Police, so much so that my business has now become one of their customers, even though I am a day-time business, I want that extra protection at night.



The Castro CBD funds the SF Patrol Special Police through assessment fees and through the grant funded Castro Cares program.



be a part of the solution



# Castro Cares

## Providing Street Outreach & Added Public Safety

Street outreach gets people ready to accept referrals and services. The outreach worker breaks down barriers and builds trust, gets them open to the idea of accepting services. Funded through grants, community donations and merchant sponsorships, Castro Cares collaborates with existing resources in the community most notably Most Holy Redeemer, St. Francis Lutheran Church and Strut. Castro Cares has connected people with services at Strut, with SF HOT, and the city's case managers. It's important that our outreach workers are there, our outreach experience shows there is so much need. For example:

*One day as the outreach worker was talking with a community member he had worked with before, he learned that this individual's PrEP medication, a medication to prevent HIV, was stolen during the night. Through a series of calls, the Castro Cares outreach worker was able to get him the medication he needed.*

*Another time, our outreach worker was interacting with someone just at the right time, the individual wanted to enter treatment for his substance use disorder. A few calls and with the city's help, a placement was found for this individual to enter treatment!*

The SF Patrol Special Police enforce existing laws, with an emphasis on quality of life laws. Through a community policing approach, they are a real asset to the community. They provide a combination of support/compassion and law enforcement. Their focus is on getting results and getting people to comply with existing laws.

Castro Cares Works!



Outreach Worker John Rivie giving supplies to an at risk individual on the street.



Patrol Special Assistant Antjaun Tazwell

*Castro Cares, funded through a grant from the Office of Economic & Workforce Development and donations from merchants and neighbors, funds both street outreach and added enforcement. The street outreach is provided through a contract with Strut – SF AIDS Foundation and the added enforcement is provided through a contract with the SF Patrol Special Police.*

SF Patrol Special Police issued a total of **3,462** warnings for a variety of infractions.



**1,711**

obstructing the sidewalk and/or trespassing (sleeping in doorways)



**309**

calls for shoplifting



**232**

interventions with loitering around ATM's.



# Assessments

The Castro/Upper Market Community Benefit District is primarily 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:** \$11.541308/linear foot

**Lot square footage:** \$.1040058/lot size square foot

**Building square footage:** \$.14633460/building square foot

Each assessed property is listed on the CBD website at:

<http://castrocbd.org/information-for-property-owners/>

*This information is provided to the Castro/Upper Market CBD from the SF 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 SF Assessor's Office at 415-554-5596 or at <https://sfassessor.org/>.*

*The Castro/Upper Market CBD's Management Plan can be found on the CBD's website at:*

<http://castrocbd.org/cbd-management-plan/>

Sundance Saloon





# Who We Are

## Board of Directors

Justine Shoemaker, President  
Alan Lau, Vice President  
Crispin Hollings, Treasurer  
Jim Laufenberg, Secretary  
Daniel Bergerac, Board Member  
Angel Davis, Board Member  
Michael 'Misha' Langley, Board Member  
Helen McClure, Board Member  
Desmond Morgan, Board Member  
Pat Sahagun, Board Member

## Staff

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

## Castro Cares Leadership Team

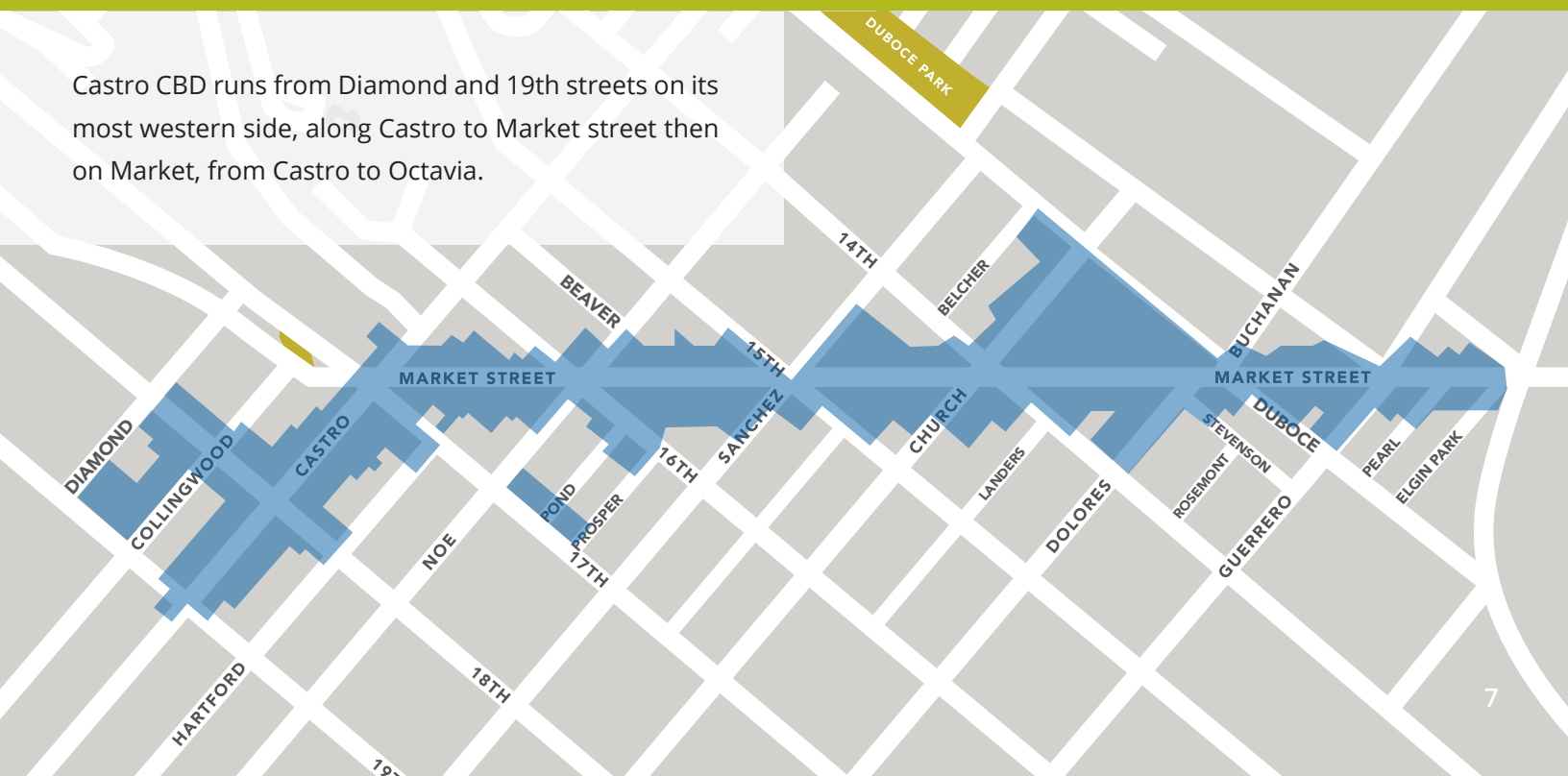
Castro Community Benefit District  
Castro Community On Patrol  
Castro Merchants  
Duboce Triangle Neighborhood Association  
Eureka Valley Neighborhood Association  
Hartford Street Neighbors  
Most Holy Redeemer Catholic Church  
St. Francis Lutheran Church  
Strut, S.F. AIDS Foundation

All Castro/Upper Market CBD meetings  
are open to the public.

Meeting times and location are listed on  
the CBD's website at:

<http://castrocbd.org/upcoming-meetings/>

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



# Financials

## Statement of Activities

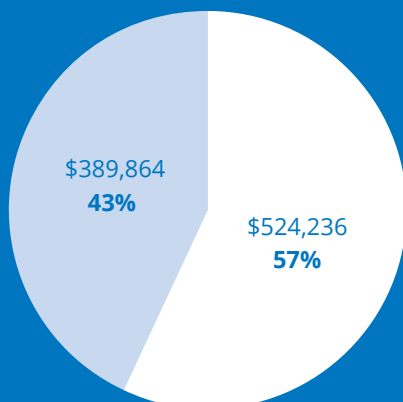
(Year Ended June 30, 2019)

SUPPORT & REVENUES	
Assessment Revenue	\$524,236
Government Grants	\$333,792
Contributions	\$22,640
Contracts for Service	\$11,809
Sponsorship Income	\$21,450
Interest Income	\$173
<b>TOTAL SUPPORT &amp; REVENUES</b>	<b>\$914,100</b>
EXPENSES	
Program Services	\$978,108
General and Administrative	\$71,928
<b>TOTAL EXPENSES</b>	<b>\$1,050,036</b>
NET ASSETS	
Change in Net Assets	(\$135,936)
NET ASSETS beginning of year	\$619,794
NET ASSETS end of year	\$483,858

*Your Assessment Dollars  
Multiply through the CBD's  
Fundraising Efforts!*

Support & Revenues  
Assessment & Other Income Sources

Assessment Non-Assessment\*



## July 2018–June 2019 Budget

REVENUE	
Property Tax Special Assessments	\$516,800
Grants	\$300,000
Donations	\$35,000
Contracts for Service	\$10,500
<b>TOTAL REVENUE</b>	<b>\$862,300</b>

EXPENSES ASSESSMENTS	
Cleaning & Security Services - Expenditures (63%)	\$350,073
Beautification & Streetscape Improvement - Expenditures (12%)	\$62,935
General & Administrative - Expenditures (16%)	\$66,677
Contingency (9%)	\$70,000
<b>Total Assessment Expenses</b>	<b>\$549,685</b>

GRANTS	
Cleaning & Security Related Grants	\$217,671
Beautification Related Grants	\$254,257
<b>Total Grant Expenses</b>	<b>\$471,928</b>

DONATION & OTHER	
Cleaning & Security Related Donations + Other	\$59,700
Beautification Related Donations	\$20,160
<b>Total Donation Expenses</b>	<b>\$79,860</b>

<b>TOTAL EXPENSES</b>	<b>\$1,101,473</b>
<b>REVENUE OVER EXPENSES</b>	<b>(\$239,173)</b>

PRIOR YEAR CARRY OVER INCOME	
Prior Year Assessment Carryover Income	\$366,751
Prior Year Donation Carryover Income	\$81,348
Prior Year Grant Carryover Income	\$171,928

<b>TOTAL PRIOR YEAR CARRYOVER INCOME</b>	<b>\$620,027</b>
<b>FUTURE YEAR CARRYOVER</b>	<b>\$380,854</b>

\*Non-Assessment income includes all other sources of income, including but not limited to: grants, contributions, etc.



# Live!

## in the Castro

*Live!* in the Castro: In its 6th season, the *Live!* in the Castro program hosted 48 live performances in Jane Warner Plaza. With a goal of encouraging visitors to positively use our public space, *Live!* events typically attract between 50–150 people to the Castro—from neighborhood residents to people who drive in from other cities specifically for the events. This season, performers included local dance troupe ManDance, the engaging Mexican folklore dancers from Ballet Folklórico to neighborhood favorites like country line dancing with Sundance Saloon. We heard big band jump style blues of the Alpha Rhythm Kings, bluegrass from the Beauty Operators and piano in the plaza with original compositions by John Steven Morgan (who totes out a real ragtime piano to each event). *Live!* in the Castro also hosts musical soloists on the first Thursday of every month in support of the Castro Art Walk.



Dancers from Man Dance Company perform in the open air environment of *Live!* In the Castro.



**A timely tribute** This balloon sculpture by Sparky's Balloons and tribute wall, are in honor of all those impacted by the coronavirus and the frontline workers fighting this pandemic. Image courtesy of Gary Virginia.



#ONEMILLIONBUBBLES  
#SPARKYSBALLOONS  
Thank you to all those  
who are working to keep us  
SAFE  
LOVE  
Merci to Everyone!!  
Stay and Strong  
Safe









**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 2018-19								
Service Category/Budget Line	Management Plan Budget	General Benefit Dollars	Management Plan Assessment Budget	% of Budget	FY 2018-19 Budget	General Benefit Dollars	FY 2018-19 Assessment Budget	% of Budget	Variance	Source
SA 63 - Castro CBD - Public Rights of Way and Sidewalk Operations	\$ 260,675.00	\$ 13,033.75	\$ 247,641.25	63.04%	\$ 627,444.00	\$ 277,371.00	\$ 350,073.00	56.96%	-6.08%	General Benefit: Castro Cares Donations/Affiliate Membership/Castro Cares Grant
SA 63 - Castro CBD - District Identity and Streetscape Improvements	\$ 50,500.00	\$ 2,525.00	\$ 47,975.00	12.21%	\$ 208,095.00	\$ 145,160.00	\$ 62,935.00	18.89%	6.68%	General Benefit: DISI Donations/JWP Grant/Horizon Foundation Grant/ManDance Donations/Retail Strategy Donations
SA 63 - Castro CBD - Administrative and Corporate Operations	\$ 65,000.00	\$ 3,250.00	\$ 61,750.00	15.72%	\$ 66,677.00	\$ -	\$ 66,677.00	6.05%	-9.67%	
Contingency and Reserve	\$ 37,325.00	\$ 1,866.25	\$ 35,458.75	9.03%	\$ 70,000.00	\$ -	\$ 70,000.00	6.36%	-2.67%	
Horizon Foundation Grant	\$ -	\$ -	\$ -	0.00%	\$ 129,257.00	\$ 129,257.00	\$ -	11.73%	11.73%	Horizon Foundation Grant
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
0	\$ -	\$ -	\$ -	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	
<b>TOTAL</b>	<b>\$ 413,500.00</b>	<b>\$ 20,675.00</b>	<b>\$ 392,825.00</b>	<b>100.00%</b>	<b>\$ 1,101,473.00</b>	<b>\$ 551,788.00</b>	<b>\$ 549,685.00</b>	<b>100.00%</b>		

BENCHMARK 2: General Benefit Requirement

5.00%

Revenue Sources	FY 2018-19 Actuals	% of actuals	Source
Assessment Revenue	\$ 524,236.00		
<b>Total Assessment (Special Benefit) Revenue</b>	<b>\$ 524,236.00</b>	<b>57.35%</b>	
Contributions and Sponsorships	\$ 21,450.00	2.35%	Sponsorship
	\$ 333,792.00	36.52%	Castro Cares Grant/Jane Warner Plaza Grant/CBD Renewal Grant
Grants			
Donations	\$ 22,640.00	2.48%	Donations
Interest Earned	\$ 173.00	0.02%	
Earned Revenue	\$ -	0.00%	
Other	\$ 11,809.00	1.29%	Affiliate Membership
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$ 389,864.00</b>	<b>42.65%</b>	
<b>Total</b>	<b>\$ 914,100.00</b>	<b>100.00%</b>	

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

SA 63 - Castro		FY 2018-19											
Service Category/Budget Line	FY 2018-19 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 63 - Castro CBD - Public Rights of Way and Sidewalk Operations	\$ 627,444.00	\$ 350,073.00	\$ 277,371.00	63.69%	56.96%	\$ 618,261.00	\$ 357,535.00	\$ 260,726.00	67.86%	58.83%	4.17%	1.86%	assessment/general
SA 63 - Castro CBD - District Identity and Streetscape Improvement	\$ 208,095.00	\$ 62,935.00	\$ 145,160.00	11.45%	18.89%	\$ 201,276.00	\$ 67,160.00	\$ 134,116.00	12.75%	19.15%	1.30%	0.26%	assessment/general
SA 63 - Castro CBD - Administrative and Corporate Operations	\$ 66,677.00	\$ 66,677.00	\$ -	12.13%	6.05%	\$ 64,356.00	\$ 64,356.00	\$ -	12.21%	6.12%	0.08%	0.07%	assessment
Contingency and Reserve	\$ 70,000.00	\$ 70,000.00	\$ -	12.73%	6.36%	\$ 37,854.00	\$ 37,854.00	\$ -	7.18%	3.60%	-5.55%	-2.75%	assessment
Horizon Foundation Grant	\$ 129,257.00	\$ -	\$ 129,257.00	0.00%	11.73%	\$ 129,257.00	\$ -	\$ 129,257.00	0.00%	12.30%	0.00%	0.56%	General Benefit
	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%	0.00%	0.00%	
TOTAL	\$ 1,101,473.00	\$ 549,685.00	\$ 551,788.00	100.00%	100.00%	\$ 1,051,004.00	\$ 526,905.00	\$ 524,099.00	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 2018-19 Carryover Disbursement		Source	Spenddown Timeline
<b>General Benefit Project</b>			
General Benefit Project 1	\$ 2,905.35	General Donations	
General Benefit Project 2	\$ 51,005.15	Castro Cares	
General Benefit Project 3	\$ 2,531.79	Man Dance	Jul 19 - Jun 20
General Benefit Project 4	\$ 12,360.89	Retail Strategy Donations	Jul 19 - Jun 20
General Benefit Project 5	\$ 9,659.00	Castro Cares Grant	Jul 19 - Jun 20
General Benefit Project 6	\$ 25,000.00	CBD Renewal Grant	Jul 19 - Jun 20
General Benefit Project 7	\$ 18,250.00	Sponsorship	Jul 19 - Jun 20
	\$ -		
<b>General Project Total</b>	<b>\$ 121,712.18</b>		
<b>Special Assessment Project</b>			
SA 63 - Castro CBD - Public Rights of Way and Sidewalk Operations	\$ 139,856.00	Assessment	Jul 19-Dec 19
SA 63 - Castro CBD - District Identity and Streetscape	\$ 33,128.00	Assessment	Jul 19-Dec 19
SA 63 - Castro CBD - Administrative and Corporate Operations	\$ 111,242.63	Assessment	Jul 19-Jun 20
Contingency and Reserve	\$ 76,952.37	Assessment	Jul 19-Jun 20
	\$ -		
<b>Special Project Total</b>	<b>\$ 361,179.00</b>		
<b>Total Designated Amount for FY 2018-19</b>	<b>\$ 482,891.18</b>		