



Top of Broadway Community Benefit District FY 2018 – 2019 Annual Report and Disestablishment



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 2018-2019

- 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.



ToBCBD Formation

ToBCBD	Type	Assessment Budget*	FY 2018-2019 Assessment Roll Submission	Year Established	Expires
	Property-Based	\$ 106,567	\$ 111,423	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.

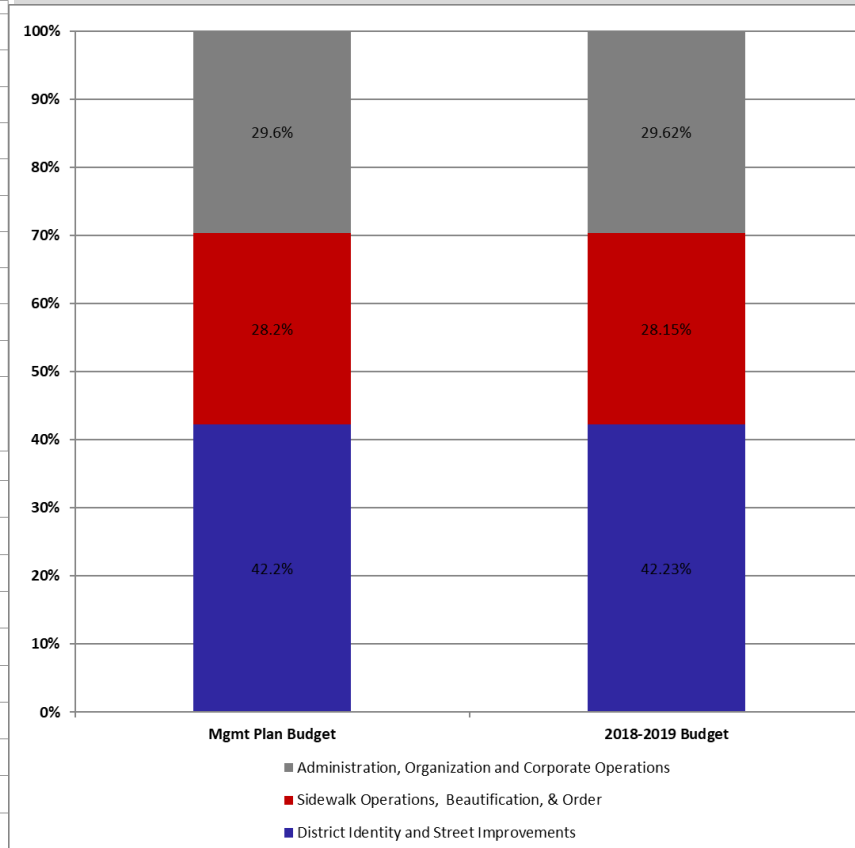
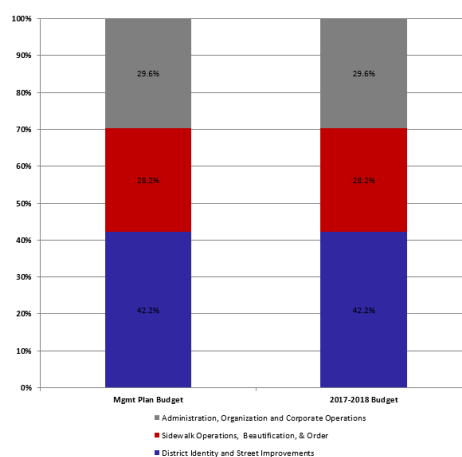
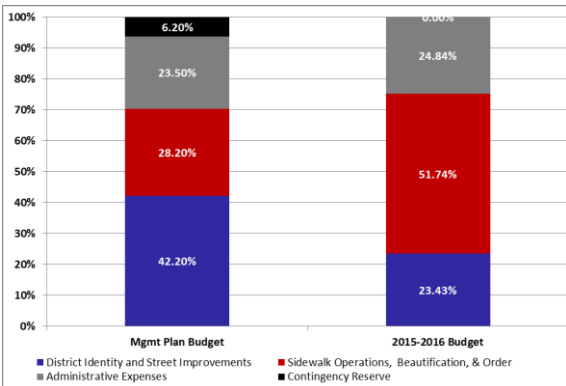
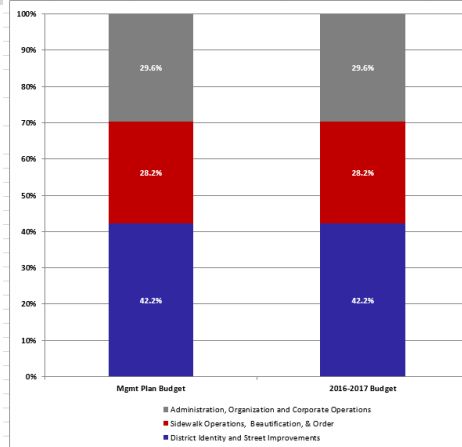
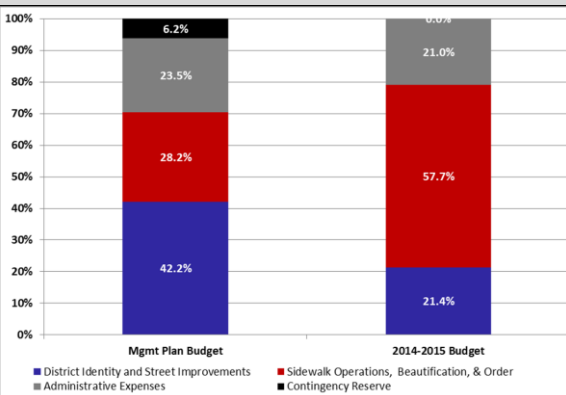
Benchmark 2 – Whether one percent (1%) of ToB's actuals came from sources other than assessment revenue.

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.

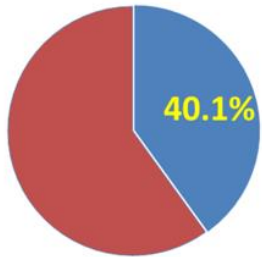


Management Plan vs. Annual Budgets

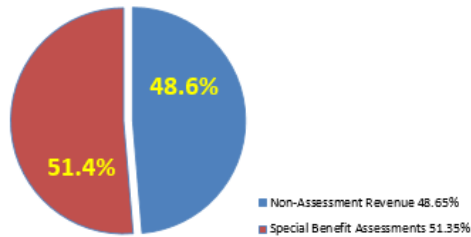


Assessment Revenue & Other Income

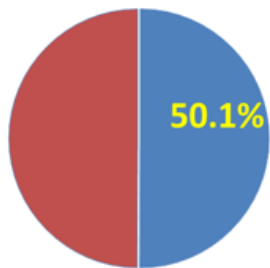
FY 2014 - 2015



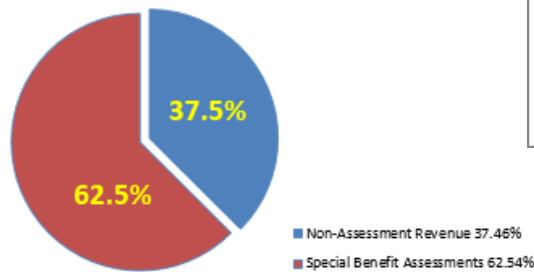
FY 2016 - 2017



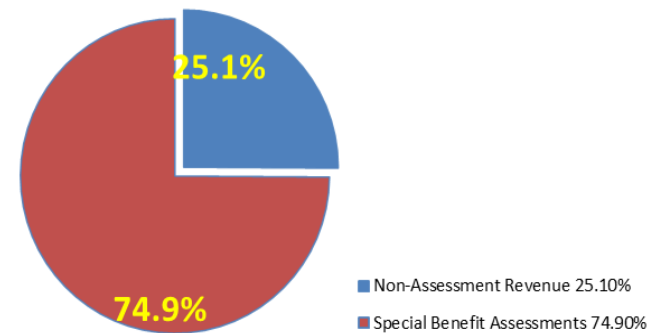
FY 2015 - 2016



FY 2017 - 2018



FY 2018 - 2019



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	FY 2018-2019 Variance % Points
District identity	+4.89	-0.02%	0%	0%	-31.51%
Sidewalk Operations, Beautification & Order	-7.25	-7.11%	0%	0%	+19.28%
Administration, Organization & Corporate Operations	+2.36	+7.13%	0%	0%	+12.23%
Contingency Reserve	0%	0%	0%	0%	0%



FY 2018-2019 Carryover

Designated Projects for FY 19-20	Amount	Spenddown Timeline
District Identity and Streetscape Improvement	\$ 0.00	FY 2018 -19
Total Designated Amount	\$ 0.00	



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 3 out of 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 18-19.**
- **The CBD Owners' Association has requested that the City and County of San Francisco disestablish the CBD early due to the loss of outside financial subsidies which supplement special assessments. The Owners' Association believes, and OEWD concurs, that special assessment revenue would not be sufficient to continue operations.**
- **The resolution associated with this item will set a Committee of the Whole date for the Board of Supervisors to formally disestablish the Top of Broadway Community Benefit District in accordance with provisions of Article 15 of the Business and Tax Regulations Code**



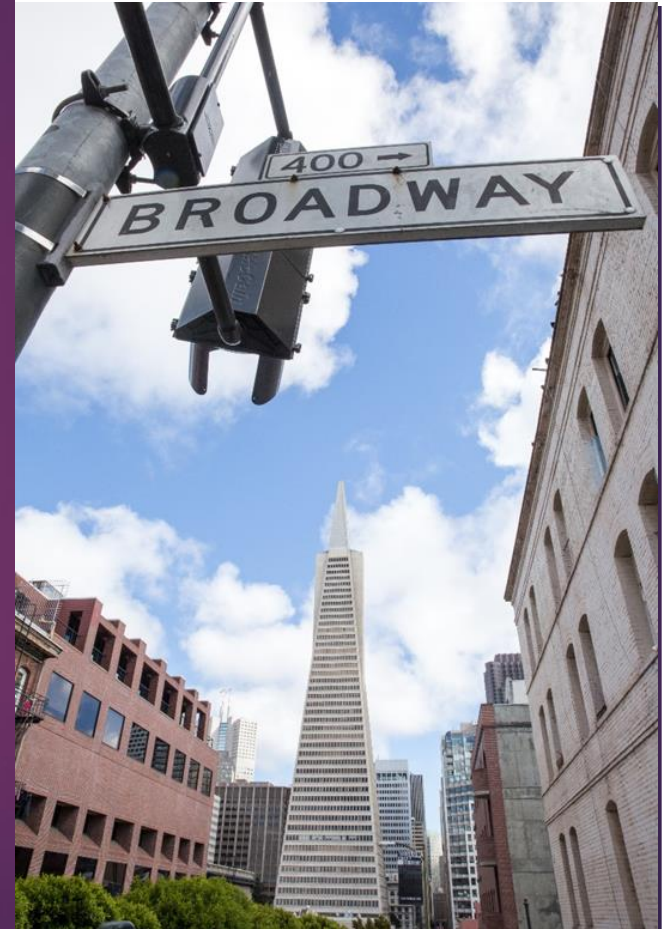
Conclusion

- **ToB CBD operated in accordance with its management plan since establishment in 2013**
- **Due to a significant decrease in the amount of contributions given to the CBD, the District would not be able to maintain services with special assessment dollars alone.**
 - **The CBD Owners' Association has requested that the City and County of San Francisco disestablish the CBD early due to the loss of outside financial subsidies which supplement special assessments**
- **OEWD has confirmed that the CBD has met all requirements to disestablish early**
 - **No money in accounts**
 - **Up to date on annual reports**
 - **Support to disestablish amongst the Owners' Association and ratepayers**
- **OEWD has ensured that new or renewing CBDs have enough special assessment revenue to not rely on subsidies to provide supplemental services. While forming CBDs, stakeholders should be mindful of how special assessment funding sources relate to true operations costs and work with OEWD to ensure that they are in line, so the long-term financial health of a proposed or renewed district and supplemental services are stable.**



Top of Broadway Community Benefit District (ToBCBD)

Presentation to San
Francisco
Government Audit
& Oversight
Committee
Fiscal Year 2018-
2019



September 17th, 2020

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

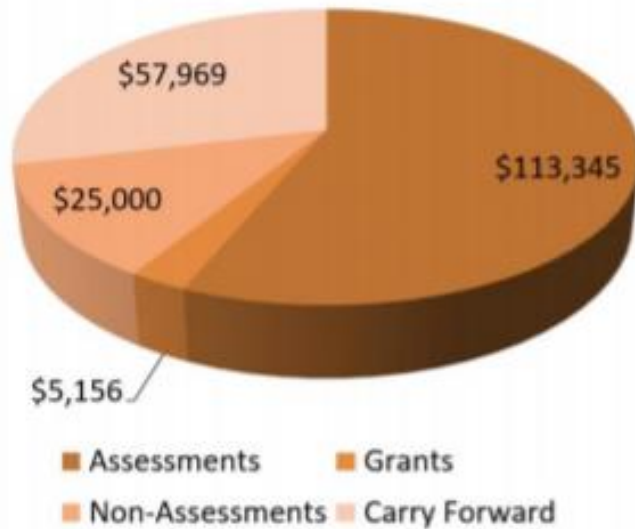


ToBCBD Info (18-19FY)

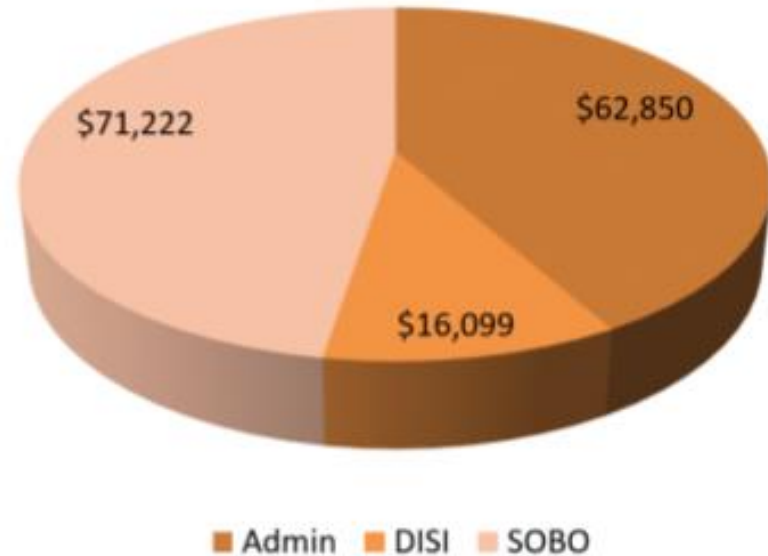
- Organization formed Nov 2013; Started Services Jan 2014.
- 39 Parcels, 100+ businesses
- \$150k Operating Budget
- Provides 7 day/week sidewalk cleaning and monthly pressure washing services

FY 18-19 Budget Breakdown

INCOME // \$201,470



EXPENSES // \$150,171



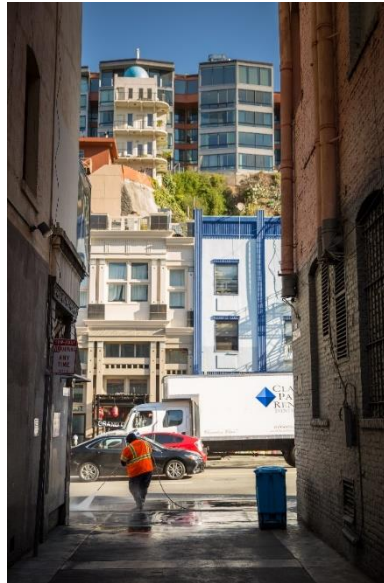
Advisory Committees

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

SOBO Committee Highlights

Sidewalk Operations, Beautification & Order (SOBO)

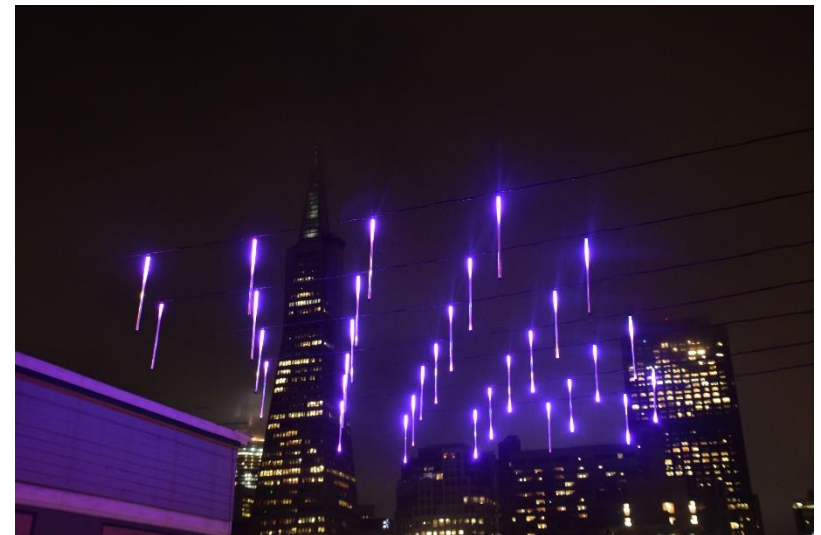
- ▶ Provided sidewalk maintenance services **355** days out of the year
- ▶ Removed approx. **9,000** lbs. of litter from the gutters and public rights-of-way.
- ▶ Removed **835** incidences of graffiti.
- ▶ Removed over **525** incidences of Human/Animal Waste
- ▶ Pressured Washed Entire District **13** times



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.



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

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- NEW CITY**
America, Inc.
- Top of Broadway Exp. | Survey Map 7/10/2018**
- LEGEND**
- Top of Broadway
 - Existing District
 - Supportive
 - Pending Support
 - Opposed
 - City Property
- Scale: 0 125 250 500 600 Feet

District Disestablishment

- Faced with a chronic, structural deficit, the ToBCBD Board elected to petition to disestablish the district in July 2019, deciding to wind-down the corporation on existing funds until the end of the calendar year.
- Since electing to petition to disband, 47.29 % of weighted ToB stakeholders have signed and returned their petitions to disestablish the CBD.

Top of Broadway CBD Map CBD Parcel Owners Supporting Disestablishment As of 2/20/2020





Thank You