



# Mid Market Community Benefit District CY 2018 Annual Report



# 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 CY 2018

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



# Mid Market CBD Formation

Mid Market CBD	Type	Initial Assessment Budget*	FY 2017-18 Assessment Budget	Year Established	Year Renewed	Expires
	Property-Based	\$ 1,225,433.63	\$ 1,462,796.22	2011	2013	June 30, 2038

*\*budget identified in management plan*



# Mid Market CBD Operations

- **Staff**

- Executive Director – Tracy Everwine

- **Service Areas**

- **Public Safety**

- This program supports both uniformed Ambassadors and activates the sidewalks and open space.
  - Contracts with MJM Management Group to staff a team of Community Safety Ambassadors

- **Cleaning and Maintenance**

- This program area is allocated for cleaning and on-call graffiti removal.
  - Provides a uniformed maintenance worker to respond to maintenance calls to remove graffiti, wash down the sidewalk or pick up an accumulation of debris on the sidewalk 20 hours/week

- **Management and Economic Development**

- This program area includes streetscape improvements such as way finding signage and sidewalk lighting and capital enhancements.

- **Contingency and Reserve**

- This service area implements programs that support Civic Center Plaza's nighttime activation.



# BENCHMARKS

## OEWD's staff reviewed the following budget related benchmarks for Mid Market CBD:

**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 three and sixty-eight hundredths (3.68%) of Mid Market CBD'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.**



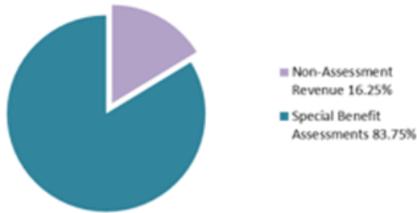
# Management Plan vs. Annual Budgets

Service Category	CY 2015 Variance % Points	CY 2016 Variance % Points	CY 2017 Variance % Points	CY 2018 Variance % Points
Public Safety	+1.55%	+1.46%	+2.44%	-2.81%
Cleaning and Maintenance	-1.55%	+0.98%	-1.39%	-1.24%
Management and Economic Development	+0.39%	-0.18%	+0.43%	-3.34%
Contingency and Reserve	+0.21%	-0.17%	+0.48%	+1.98%

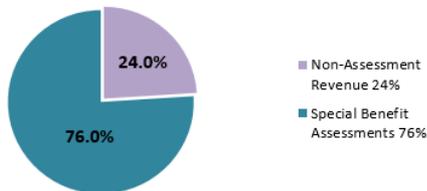


# Assessment Revenue & Other Income

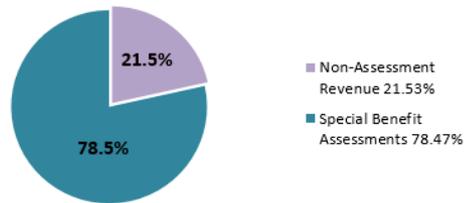
CY 2015



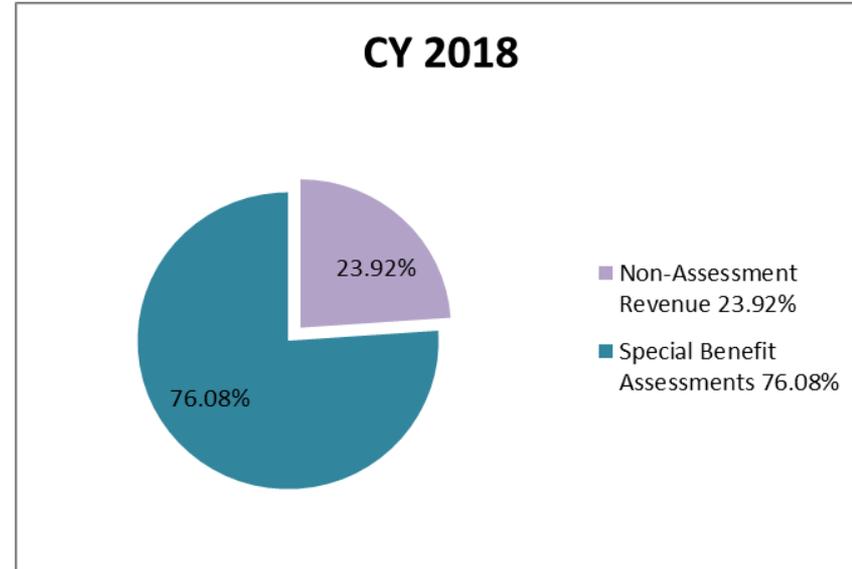
CY 2016



CY 2017



CY 2018



# Budget vs Actuals

Service Category	CY 2015 Variance Percentage Points	CY 2016 Variance Percentage Points	CY 2017 Variance Percentage Points	CY 2018 Variance Percentage Points
Public Safety	+1.68%	-0.56%	-0.81%	-1.43%
Cleaning and Maintenance	+2.13%	-0.64%	-1.92%	-3.33%
Management and Economic Development	-4.27%	-1.75%	+1.52%	+2.32%
Contingency	+.46%	+2.96%	+1.21 %	+2.44%



# Carryover

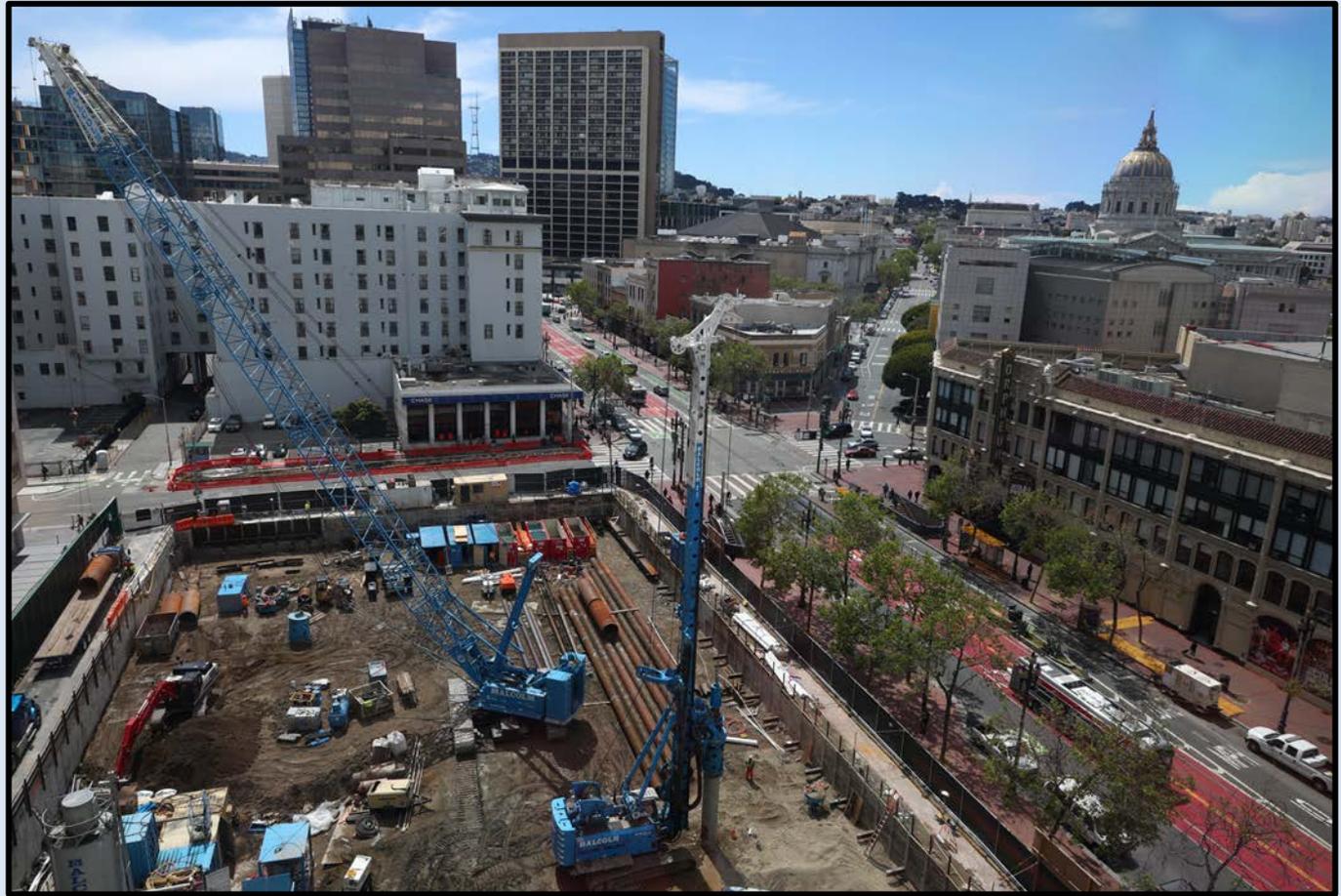
<u>FY 2018-2019 Carryover Disbursement</u>	
<b>DESIGNATED PROJECTS</b>	
<b>Management Plan Services</b>	\$10,579.72
<b>TOTAL DESIGNATED AMOUNT</b>	<b>\$10,579.72</b>



# Conclusion

- **Mid Market CBD has met all benchmarks placed on it through State code and the CBD's Management Agreement with the City.**
- **Mid Market CBD continues to implement its service plan effectively.**
- **Mid Market CBD has an active and engaged board of directors.**
- **Mid Market CBD is in a good position to carry out its mission working alongside public and private sector partners.**





## 2018 Annual Report



mid market community benefit district





mid market community benefit district

## Service Hours 7am-7pm, 7 days / week



Cleaning & Maintenance

Public Safety

Economic Development



# ONGOING CHALLENGES

mid market community benefit district



ILLEGAL DRUG SALES



OPEN AIR DRUG USE



ENCAMPMENTS

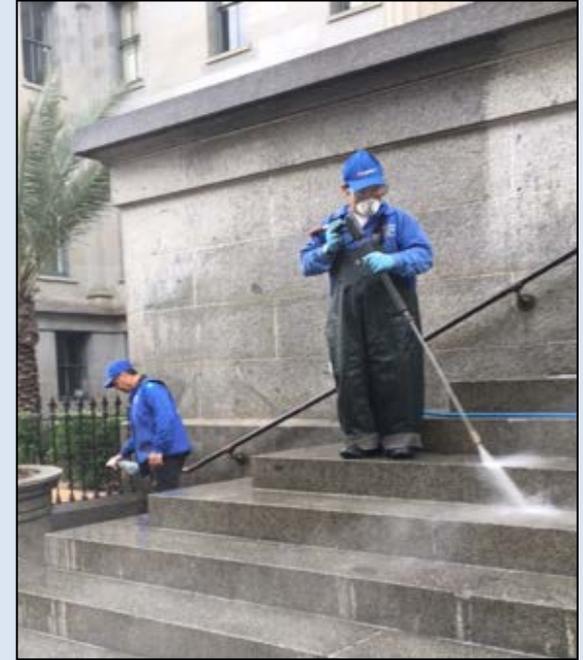


ILLEGAL FENCING



mid market community benefit district

# CLEANING & MAINTENANCE



## 2018 Annuals

Human and animal waste removed

854 instances

Graffiti tags removed

5,592

Pressure washing

40,678 linear ft. washed quarterly

Syringes removed from public right of way

29,605



# PUBLIC SAFETY

mid market community benefit district



Directions & Referrals



Merchant Support



Resident Support



Social Service Outreach



mid market community benefit district

# PUBLIC SAFETY



Security Cameras



Neighborhood Safety Summit



Co-responder Safety Teams





mid market community benefit district

# ECONOMIC DEVELOPMENT

ACTIVE STOREFRONTS & SIDEWALK STEWARDS  
MORE GOODS AND SERVICES FOR THE COMMUNITY  
JOB CREATION





# THANK YOU!



mid market community benefit district

Dispatch: (415) 543-5223  
Email: [dispatch@midmarketcbd.org](mailto:dispatch@midmarketcbd.org)