

Ocean Avenue Association
Annual Report
Fiscal Year 2019-2020
(July 1, 2019 – June 30, 2020)



Lion dance audience

Photo by Ekevara Kitpowsong / The Aperturist

February 1, 2020,
Ingleside Lunar New Year Celebration

The 2020 Ingleside Lunar New Year celebration was held weeks before the Covid-19 Pandemic brought activities to a halt throughout San Francisco and the nation. These photos capture the spirit of the festivities – young attendees, the Lion Dances in a tent on Granada Avenue, and a community luncheon at Ingleside Presbyterian’s legendary Community Room.



Lunar New Year photos by Ekevara Kitpowsong / The Aperturist



Ocean Avenue Mural photos provided by Alex Mullaney

Small Business Services Program Report

Prepared by Alex Mullaney

For several years, the Ocean Avenue Association has operated a grant-funded Small Business Assistance Program to focus on economic development within the community benefit district by helping the Avenue's independent businesses grow and tackling pernicious commercial space vacancies.

Pandemic Response

Due to the global pandemic, the work of the OAA adapted to meet the moment. For instance, all business attraction work ceased to focus on information sharing, attending weekly meetings with community-based organizations and city agencies, loan and grant application assistance, one-on-one consultations with small business owners, etc.

Highlights include assisting two businesses — Ocean Ale House and Jojo's Cafe — to set up Shared Spaces for outside dining and three businesses in obtaining murals.

The OAA served as a conduit of information for the small business community using its website and email newsletter to provide news about regulations, health directives, grant and loan opportunities, and so on. Informational items came from city, state, and federal governments as well as private nonprofits and companies. Many usually reserved small business owners became active through the value they derived from these emails.

Free Legal Clinics

The OAA co-organized with the nonprofit Legal Service for Entrepreneurs, a program of the Lawyers Committee for Civil Rights, a free legal clinic for small businesses at Ingleside Library. The first one was so successful, with two dozen participants, a second one was held two months later.

Register of Legacy Businesses

The OAA submitted applications for two outstanding Ingleside businesses to San Francisco's Registry of Legacy Businesses. The OAA wrote and compiled applications for Surfaces by David Bonk and Korean Martial Arts Center, both important small businesses to the neighborhood's character. Due to the long list of applicants and the pandemic, the applications were put on hold by the Office of Small Business.

Small Business Attraction

The OAA worked with a dozen prospective businesses to show them vacant commercial spaces on the corridor and refer them to free services.

Commercial Space Inventory

The best way to measure the commercial corridor's economic health is to measure commercial space vacancies. Every month, the OAA conducts a review of non-performing storefronts and posts a Commercial Space Inventory report.

The information is useful to prospective business owners. The reports are available on OAA's website, www.oceanavenueassociation.org/resources.

Projects

Aside from managing cleaning, maintenance, and other contracts the administration of the organization and its various, OAA staff and board members work on numerous projects to enhance the neighborhood.

Public Life Survey

In April 2018, OAA was awarded a grant to commission a Public Life Survey. OAA contracted with Livable City to conduct the survey, which will gauge the level of public amenities on Ocean Avenue including walkability, availability of gathering spaces and business composition.

Livable City has conducted two data collection periods, during Fall 2018 and Spring 2019. Livable City staff and volunteers came to Ocean Avenue to perform passerby intercept surveys and interviews as well as data collection regarding transit and storefront conditions.

The final Public Life Survey report from Livable City is expected this year.

Murals

The OAA provided 3 small murals in order to enhance business facades and help discourage graffiti in this FY. They are located along Ocean Avenue in the CBD.

Ocean Avenue Historic Resources

This report has been delayed and is expected in the Fall / Winter of 2020.

Ingleside Library Gateway

The Ocean Avenue Association has contracted with sculptor Eric Powell to design and fabricate a bold sculptural gateway for the entrance of the Ingleside Library garden. The project is funded by grants OAA secured from the Mayor's Office of Housing and Community Development and the Office of Economic and Workforce Development's Invest in Neighborhoods program. We now anticipate completion in the Fall of 2020.

Programs

501(c)(3) Conversion

OAA is now a 501(c)(3) Public Charity!

Fiscal Sponsorship Program

The OAA continued its role as the fiscal sponsor for the Ingleside Merchants Association.

Additionally, OAA acted as the fiscal sponsor for Supervisor Norman Yee’s Lunar New Year Celebration on Ocean Avenue on February 1, 2020. OAA staff coordinated payment of all expenses related to the event, including food, entertainment and promotion.

Landscaping

The OAA has partnered with San Francisco Public Works to plant additional sidewalk gardens on Capital near Ocean, on Ocean and Harold and expand landscaping on the Plymouth Ave side of the Ingleside Library.

Cleaning and Maintenance (July 1, 2019 to June 30, 2020)

The OAA provides cleaning service on Ocean Avenue six days per week administered by Recology CleanScapes, including sidewalk sweeping, steam cleaning, graffiti removal, litter pickup and large item removal by requests to 311. The following is the annual overview of cleaning tasks performed.

Service	Quantity
Pounds of Trash and Cardboard Removed	66, 000 lbs
Human/Animal Waste Pickups	1,450
Instances of Graffiti Removal	780
Instances of Steam Cleaning	1,075
Needle/Biohazard Pickups	15
Illegal Dumping—311 Calls	220

Assessment Income and Grant Funding Budgets

OAA's Cost of Living increase for FY 2020-2021 is 2.9% and its calculated assessment budget for the 2020-2021 FY is \$339,387.

Between July 1, 2019 and June 30, 2020, OAA was awarded 5 grants totaling \$253,607 that will benefit the neighborhood. That's nearly 75% of OAA's calculated operating assessment budget for the FY 2020-2021 of \$339,581.

Here are the 5 grants:

\$40,000 In May 2020 OAA secured a Community Development Block Grant for \$40,000 to provide increased technical assistance to businesses on Ocean Avenue. This money allows for additional services to Ocean Avenue merchants with free resources such as lease negotiation consulting, marketing and promotional efforts and information about grant and loan opportunities.

\$65,000 OAA has been awarded an Organizational Support grant from the Office of Economic and Workforce Development to support our expansion efforts.

\$15,400 With funding from District 7 Participatory Budgeting, The SF Arts Commission awarded OAA \$15,000 to commission murals on the Ocean Ave corridor. The first mural was painted on the PG&E substation on Ocean Ave in early October of 2020.

\$75,000 SF Shines awarded a grant to OAA for small business façade improvements for the 2020-21 FY. The projects will be focused on assisting businesses in recovering from pandemic conditions and closures imposed this year.

\$58,247 The Mayors Office of Housing has awarded OAA additional funding of \$58,247 to complete the Ingleside Library Gateway.

Assessment Methodology + Financials

1) How to calculate your assessment

Assessment Methodology The assessment was raised 2.9% for FY 2020-2021 The 2020-2021 assessment budget is \$339,587. There are no proposed changes in the boundaries of the improvement district or in any benefit zones or classification of property or businesses within the district. The method and basis of levying the assessment to allow each real property or business owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year is presented below. The amount of grants received for the 20-21 FY to date is \$253,607.

2) 2020-2021 -- RATE CHART

	\$ Amount increased	Unit of Measure	New \$ Base FY 2020-2021
ZONE 1			
Commercial, Residential, & Public Uses & City College Terminal Parcel	0.9219	per Linear Street Foot	32.7119
Non-Profit Service Organization and Religious Institutional Uses	0.7366	per Linear Street Foot	26.1366
Commercial Property Use	0.0038	per Building Square Foot	0.1338
Commercial Property Use	0.0009	per Lot Square Foot	0.0309
City College Terminal Corner Landscaped Parcel	0.0461	per Lot Square Foot	1.6361
Frida Kahlo Way Parcels Fronting and Accessed off of Unity Plaza	0.0020	per Lot Square Foot	0.0720
ZONE 2			
Educational Institutional Property Use and Public Property Use	0.4576	per Linear Street Foot	16.2376

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