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**Bill Whitfield**

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central market community benefit district

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CENTRAL MARKET COMMUNITY BENEFIT DISTRICT ANNUAL REPORT 2014

# 2014 ACHIEVEMENTS

Central Market Economic  
Strategy Revision



Business Attraction,  
Retention & Expansion



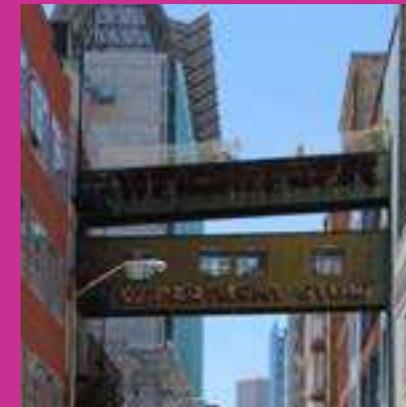
Epicenter-SF.org



10B Officers



Stevenson Street  
Enhancement Guidelines



SRO Manager's Guide



New Uniforms



Be Barrier Beautiful



Resource Card



Pedestrian Safety



2 Blocks of Art



Bike Friendly Business  
District Workshops

# THE DISTRICT

The Central Market Community Benefit District is a non-profit, community-based organization formed in 2006 to provide programs and services that improve the quality of life experienced in the public realm of San Francisco's Central Market. Improving the cleanliness, safety and economic vitality of the District increases pedestrian activity, strengthens businesses and cultural institutions, attracts new investment and enhances the public right of ways.

Central Market CBD efforts are privately funded and benefit people of all incomes, ethnicities and ages, including residents, business and property owners, workers and visitors to the area. The mixed-use district sits at the center of a dense collection of established and emerging neighborhoods: the Tenderloin, Civic Center, South of Market and Union Square. Until recently, Central Market struggled with high vacancy rates, a lack of private investment, blight and a mix of social challenges; yet over the past year it has undergone extraordinary physical and economic changes that have attracted new residents, businesses, employees and visitors to the area. The improvements are a result of leadership at the San Francisco Mayor's Office, public and private sector investment, and the work of community-based organizations like the Central Market CBD.

The success of the Central Market CBD was recognized in 2013 when property owners voted to renew the District for an additional 15-years. As part of the renewal, the District doubled in size and added economic development work to its Management Plan.

Positive momentum in Central Market has brought opportunities and challenges. District streets and sidewalks are busier - bolstering commerce, vibrancy and pedestrian safety; but also creating exponentially more demand for CBD services. We must help mitigate the impacts of new construction on our streets, sidewalks and alleys; and address the significant number of people in need of social service support. It is critical we continue to ensure our District receives the baseline services required from our City agencies, such as the Department of Public Works and the San Francisco Police Department, and that we remain responsive and adaptive to the ever-changing needs of District stakeholders old and new.

## CMCBD Dispatch

-  415.543.5223
-  [dispatch@central-market.org](mailto:dispatch@central-market.org)
-  7am-7pm, 7 days/week



# CLEANING, MAINTENANCE & PUBLIC SAFETY

## Clean Team

Central Market CBD's Clean Team provides enhanced cleaning and maintenance services within the public right of way, including sidewalks and plazas in the District, above and beyond the baseline level of service provided by the City of San Francisco.

Cleaning services include: sidewalk sweeping; monitoring of public trash receptacles for overflow and trash removal, weeding of tree basins, sidewalk cracks and landscape planters, reporting of bulky items for removal by the Department of Public Works, spot cleaning, quarterly steam cleaning and graffiti abatement on public and private property.

## Community Guides

Community Guides focus on social service outreach, wayfinding, customer service and pedestrian safety support. Through their service to the District, the Community Guides support and work in partnership with local law enforcement agencies, social service providers, residents, workers, merchants and property owners in creating a clean, safe and welcoming Central Market neighborhood. Thanks to the expansion and renewal of the District, the Clean Team and Community Guides now operate seven days a week, 7 a.m. to 7 p.m.

## 10B Officer Program

Central Market CBD provides 10B Officers through the San Francisco Police Department (SFPD). 10B Officers address crime and quality of life issues within the District and within the purview of SFPD, such as issuing citations for public intoxication, trespassing, permit violations, littering and pedestrian safety infractions, with the authority to make arrests and the ability to request additional police presence when necessary.

[Download a complete list of Service Statistics for 2014](#)

## SRO Manager's Guide and Meetings

With 37 SRO Hotel's in our District, the SRO Manager's Guide was completed and distributed with the purpose of informing hotel owners and managers about Central Market CBD services. The Guide also offers additional City-wide information and resources relevant to SRO hotels. Central Market CBD also hosts SRO Manager networking breakfasts allowing managers to meet one another and share best practices in person.

[Download the SRO Manager's Guide](#)

## Pedestrian Safety

Central Market CBD advocates for improved pedestrian safety District-wide including the 6th Street corridor from Market to Howard. SFMTA reports "The 6th Street intersections at Market, Mission and Howard have some of the highest rates of pedestrian collisions in San Francisco". SFMTA currently has a road diet for 6th Street in the EIR phase including: traffic lights at alley intersections, mid-block crosswalks, wider sidewalks and improved bulb outs at major intersections. Central Market CBD was able to have several temporary bulb-outs at 6th Street intersections re-painted and spearheaded activating the electronic sign at 6th and Howard with a traffic calming message.

[Download Press Release](#)





# ECONOMIC DEVELOPMENT

## Business Attraction, Retention & Expansion

Central Market CBD implemented business attraction, retention and expansion services District-wide with a focus on blighted, ground floor retail. We were instrumental in providing several instances of: lease mediation support, permitting and zoning advice, and construction project management support for District business and property owners. Our efforts resulted in 3 new retail leases being signed in the District and 4 key existing businesses being retained. Six applications to the City's SF Shines Program were submitted, helping District retail shops obtain façade and tenant improvement grants from the City.

## Central Market Economic Strategy

Central Market CBD partnered with the Office of Economic and Workforce Development and AECOM to update the City's strategies for Central Market - including 6th Street and the Tenderloin. Central Market CBD's work here is critical for ensuring our District receives the City resources it needs. Work will include gathering and analyzing information from both public and private sector sources in preparation for the final document, which will also include an on-going Neighborhood Report Card reporting mechanism.

[Download the Central Market Tenderloin Strategy](#)

## Epicenter-SF.org

A component of the Central Market Economic Strategy is to improve communication amongst public and private partners in the Central Market/Tenderloin area; and to highlight the significant amount of news, events and information being generated here. Central Market CBD will continue its work with the City, neighboring CBDs and community stakeholders to lead the expansion of Epicenter-SF.org. The website – an Intranet for the community – highlights: the arts, entertainment, dining, neighborhood non-profit news and events, volunteer and philanthropic opportunities and City agency events and programs focused on Central Market.

[Visit the Epicenter-SF.org website](#)

## Be Barrier Beautiful

With over 40 construction projects coming to Central Market, vacant lots and barricaded storefronts dominate the landscape. Such conditions attract loitering, drug-dealing, graffiti and threaten District economic vitality and perception. Partnering with Yerba Buena Center for the Arts to match District real estate developers with artists and designers, Central Market CBD is helping to turn blank construction barricade walls into canvas. Shorenstein Family Housing and Encore Fund were the first to sign up and participate. Artfully designed barricades now adorn several Market Street facades enhancing streetscape beauty, safety and vibrancy.

[Download the Barricade Program Overview](#)

## Bike Friendly Business District Workshops

Central Market CBD executed a workshop series in collaboration with People For Bikes and the San Francisco Bicycle Coalition to explore designating Central Market an official bike-friendly business district. District merchant Huckleberry Bicycles hosted the 3-part series attended by residents, real estate developers, employees and City agency staff.

## 2 Blocks of Art

The 4th annual 2 BLOCKS OF ART artwalk took place on October 10th featuring over 75 artists at 25 locations along the 6th Street corridor from Market to Howard. Supervisor Jane Kim welcomed guests at the VIP Reception thanking the artists, the 6th Street small businesses and sponsors for their role in what is perhaps San Francisco's most unique and community-focused art event.

[View photos from the event](#)

## Stevenson Street Enhancement Guidelines

Central Market CBD retained CMG Landscape Architecture to produce the Stevenson Street Enhancement Guidelines. The Guidelines were developed through a community-based planning process including property owners, residents, business owners, workers, and District cultural institutions. The process also included collaboration with City agencies such as Public Works and real estate developers interested to coordinate current and future projects with the Guidelines.

[Download the Stevenson Street Enhancement Guidelines](#)

# MARKETING & PROMOTION

## Central Market CBD Open House

On March 13, 2014, Central Market CBD celebrated the start of its 15-year renewal with over 500 guests at 1025 Market Street including property owners, City agencies, community non-profits, local real estate developers, neighborhood residents and employees. Fabulous food, drinks and music filled the spectacular event space as Central Market stakeholders, old and new, mixed, mingled and shared information about upcoming events, projects and services.

[View photos from the event](#)

## New Uniforms

Central Market CBD re-branded with brighter and more identifiable uniforms. The new uniforms immediately proved more effective in identifying Community Guides and Clean Team members as a resource for help. Questions and interactions with pedestrians increased 30% in the first month.

## Quarterly Recaps

In order to enhance information sharing with District stakeholders, Central Market CBD produced quarterly recaps available on CMCBD's website highlighting service statistics, information, news, events, and achievements in and around the District.

[View 2014 Quarterly Recaps](#)

## District Resources

Central-Market.org was updated with a "Resources" page to better showcase the variety of District offerings. The Resources page highlights the vast constituency of public and private entities Central Market CBD engages with adding value to our work.

[View the Central Market CBD Website for District Resources](#)





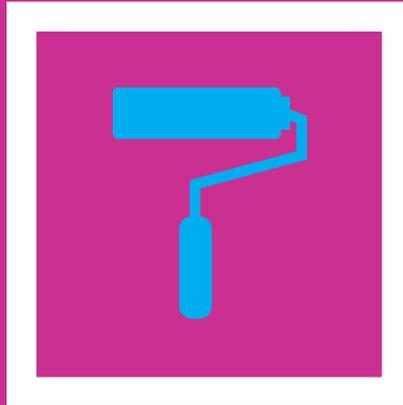
**3,734**  
Camping &  
Trespassing  
Interventions



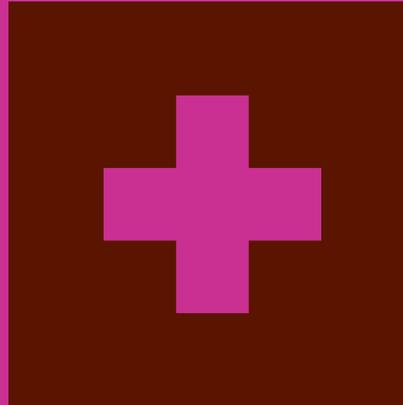
**2,051**  
Needles  
Disposed



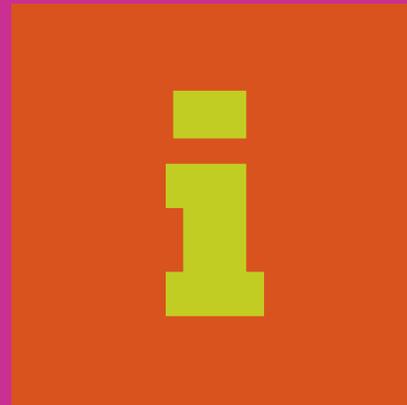
**4,344**  
Graffiti Tags  
Removed



**1,371**  
Social Services  
Interventions



**3,110**  
Directions &  
Referrals



**6,409**  
Human / Animal  
Waste  
Clean-Ups



# FINANCIALS

## Assessment Methodology

The method of apportioning benefit to parcels within the District reflects the proportional special benefit assigned to each property from the District services, activities and improvements based upon the various property characteristics for each parcel as compared to other properties within the District. Given that the special benefits provided by the District services, activities, and improvements focus on cleanliness, maintenance, safety, and economic development, it was determined that property linear street frontage, lot square footage, building square footage, and land use are the most appropriate parcel factors. Each parcel's linear street frontage, lot square footage, building square footage, and land use have been used as the primary assessment variables for the benefit point calculation and assignment of parcel factors. Details of the annual assessment calculation are in the District Management Plan at [central-market.org](http://central-market.org).

## 2014 Central Market CBD Budget & Balance Sheet

INCOME:	BUDGET	ACTUAL
Assessments	\$1,180,337	\$1,144,834
Non-Assessment Income: Fundraising/ In-kind	\$45,096	\$165,884
Interest Income		\$120
<b>Total Income</b>		<b>\$1,310,838</b>

EXPENSE:	BUDGET	ACTUAL
Cleaning and Maintenance	\$352,000	\$359,208
Public Safety	\$431,382	\$406,982
Management and Economic Development	\$300,885	\$284,742
Non-Assessment Expense: Fundraising/ In-kind		\$120,523
<b>Total Expense</b>		<b>\$1,171,455</b>

ASSETS:		
Cash and Cash Equivalents		\$218,158
Accounts Receivable		\$65,667
<b>Total Assets</b>		<b>\$283,825</b>

LIABILITIES:		
Accounts Payable		\$106,432
Accrued Expenses		\$41,078
<b>Total Liabilities</b>		<b>\$147,510</b>

NET ASSETS:		
Unrestricted		\$136,315
<b>Total Net Assets</b>		<b>\$136,315</b>
<b>Total Liabilities &amp; Net Assets</b>		<b>\$283,825</b>

CARRY OVER:		
Contingency & Reserve		\$118,857
Net Assets		\$17,458
<b>Total Carry Over</b>		<b>\$136,315</b>

