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central market community benefit district

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# CENTRAL MARKET COMMUNITY BENEFIT DISTRICT ANNUAL REPORT 2016



# 2016 ACHIEVEMENTS

Business Attraction,  
Retention & Expansion



Quarterly Recaps



2 Blocks of Art



Clean Team



Safety Summit



Safety Teams



“Be Barrier Beautiful” Barricade Program



Security Camera Program

# THE DISTRICT

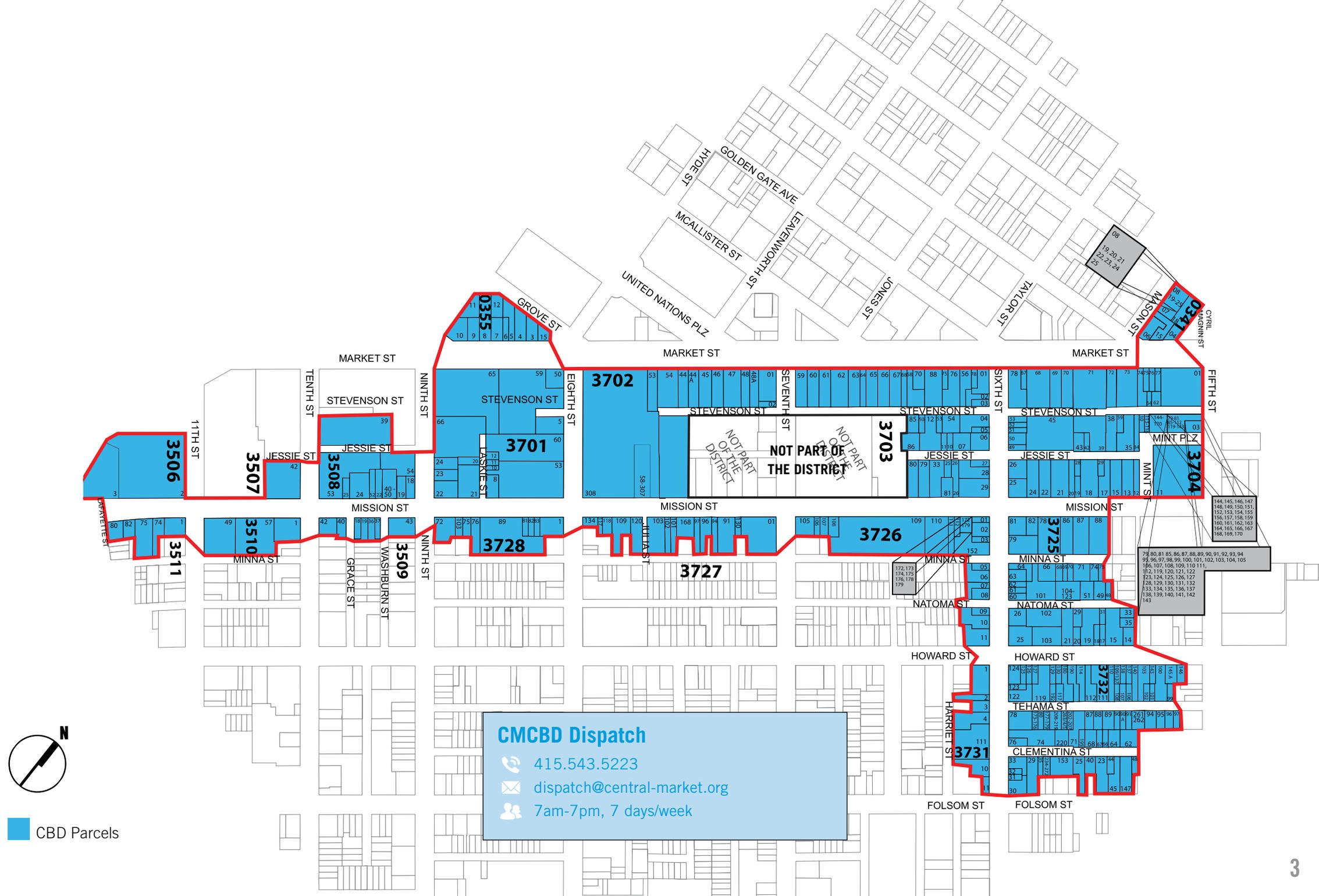
The 98 acres that comprise the Central Market Community Benefit District (CMCBD) include portions of adjacent neighborhoods: Civic Center, SOMA, Tenderloin and Union Square. Home to two of downtown San Francisco's busiest transit stations-Powell Street and Civic Center-early morning commuters, late night theater-goers, residents and international tourists enjoy convenient access to the City's Municipal Railway (Muni) and Bay Area Rapid Transit (BART).

The highly-trafficked area requires balancing the needs of the District with a specialized approach, and great attention to detail. From the thorough work of the Clean Team to the attentiveness of the Community Guide Ambassadors, the CMCBD continued its efforts to make the neighborhood a safer, more attractive, more desirable place to be in 2016. It also ensured the City fulfilled its contractual obligation to maintain baseline cleaning, maintenance, and public safety services.

Economic Development efforts resulted in the attraction and retention of new businesses and non-profit organizations, such as Covo and Lighthouse for the Blind; and with several new residential and commercial real estate development projects underway, the CMCBD remains San Francisco's most dynamic property-based improvement district.

Events such as the 6th annual 2 Blocks of Art artwalk spotlighted local businesses, talent and strengths of the CMCBD community while marketing and promotional activities illuminated the District's robust amenities. These efforts were featured throughout the year on the website, via social media and in the Quarterly Recaps.

The following pages contain the year's programming highlights, initiatives and outcomes. Please visit CMCBD's website for more current and in-depth information at [central-market.org](http://central-market.org).



# CLEANING, MAINTENANCE & PUBLIC SAFETY

## Clean Team

CMCBD'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 Guide Ambassadors

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.

## 10B Officer Program

CMCBD provides 10B Officers through the San Francisco Police Department (SFPD). 10B Officers address crime and quality of life issues in the District 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.



## Central Market Safety Summit

On September 12th, CMCBD gathered over 200 District members at ACT's Strand Theater for an insightful series of presentations to improve personal safety in the District. The Strand lobby was filled with representatives and information tables from public safety organizations such as:

- ALERT
- Applied Video Solutions
- BART Police
- CMCBD
- District Attorney's Office
- MUNI Police
- NERT
- SF Safe
- Safe Passage
- San Francisco Police Department

On stage, presenters shared public safety best practices and followed up with a Q&A which can be found [here](#).

## Safety Teams

Our Community Guide Ambassador and SFPD 10B Officer teams have had a tremendously positive impact on the District. CMCBD's Community Guide Ambassadors, who focus on hospitality, way-finding and social service interventions, enjoy strolling the sidewalks with uniformed law enforcement while making their daily rounds. Similarly, SFPD 10B Officers enjoy walking with a community partner focused on conviviality and community cohesiveness.

## Mid-Market Business Association Safety Team

In 2016, the Mid-Market Business Association partnered with CMCBD to deploy a special summer Safety Team three times a week for the months of July, August and September along Market Street and adjacent Tenderloin and SOMA blocks. The program specifically targeted the troubled first blocks of Turk and Golden Gate, as well as Stevenson Street from 5th to 7th. The Safety Team frequently stopped to meet and greet local businesses, provide directions to visitors, and address quality of life issues.



1Am Gallery Facade



Frena Bakery



Paramo Coffee Company

# ECONOMIC DEVELOPMENT

## Business Attraction, Retention & Expansion

CMCBD worked to bring new businesses to the District. Retail vacancies were regularly posted on CM CBD’s website, and available spaces were shown to a number of prospects. In addition to providing free advertising and lease negotiation services for a number of challenging spaces. Existing businesses received assistance for lease renewals and support for physical improvement projects.

New additions in and around the District include:

### Retail

- [Covo Cafe](#)
- [Frena](#)
- [Paramo Coffee](#)
- [The Perennial](#)

### Office

- [Covo Office](#)
- [Lighthouse for the Blind](#)

## 2 Blocks of Art

On September 16th, 2 Blocks of Art returned to 6th Street for the sixth straight year. Each year this event brings thousands of people to the 6th Street corridor in support of the many vibrant businesses and local artists in the area. Organized by CM CBD the event featured more than 100 artists showcasing work in storefronts, galleries, restaurants, hotels and small businesses along two blocks of 6th Street from Market to Howard.

In addition to participation from longstanding galleries such as 1AM, Luggage Store and SF Camerawork this year’s art walk featured new work by photographer, Janet Delaney, and a sketch con by Sketchpad Gallery. You can read more about the event on [2blocksofart.org](#). View photos from this year on the [2 Blocks of Art Flickr page](#).

## Epicenter-SF.org

In February, Epicenter-sf.org, a shared project of the three downtown CBD’s and the City, held their first Open House. The event space was donated by The Hall and Equator Coffees provided pastry and teas. Underscoring Epicenter-SF’s commitment to promoting Central Market and connecting its stakeholders, attendance was comprised of an eclectic mix of area stakeholders from the business community, the arts and social service organizations, all three downtown CBD’s and representatives from City Hall and Supervisor Jane Kim’s office.



WeWork Civic Center



The Perennial



2 Blocks of Art

# MARKETING & PROMOTION

## Quarterly Recaps

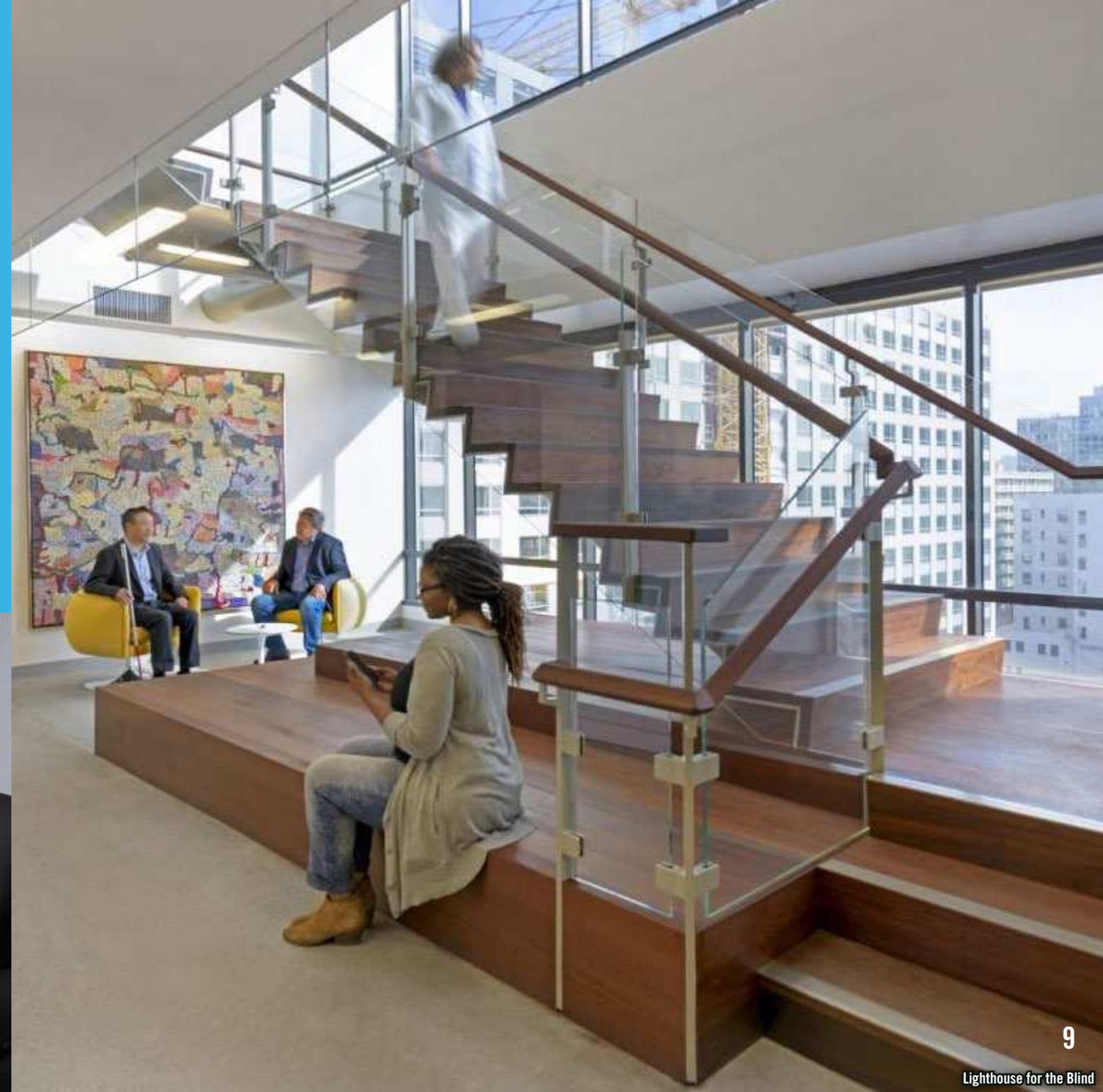
Enhancing information sharing with its many District stakeholders, CMCBD produced quarterly recaps (available on CMCBD's website) highlighting service statistics, information, news, events and achievements in and around the District.

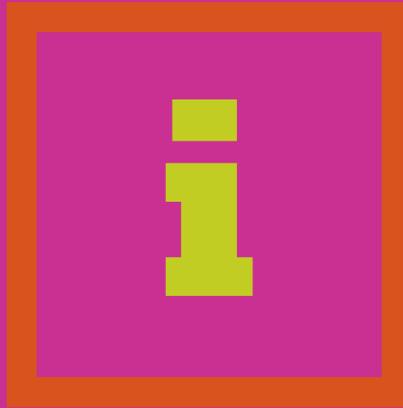
Was your home or business featured in a 2016 Quarterly Recap "District Beauty" section? To find out visit: [central-market.org/resources/recaps](http://central-market.org/resources/recaps). To submit a photo for recognition in the District Beauty section please send it via email with a title to: [info@central-market.org](mailto:info@central-market.org).

## Golden Brick Award

Each year CMCBD honors an individual with its prestigious Golden Brick Award. The 2016 recipient was none other than the charismatic Gianluca Legrottaglie. Gianluca operates two successful small businesses serving our District: 54 Mint and Montesacro. Both restaurants were started from scratch in completely raw spaces, and in incredibly challenging locations. Both are now vibrant and thriving destination restaurants.

We also thank Gianluca for his fundraising and philanthropic efforts (locally and abroad); and for his tireless efforts to support CMCBD goals through advocacy and community organizing. The 2016 Golden Brick Award was presented to Gianluca (pictured left) by the Consul General of Italy - Lorenzo Ortona (pictured right) at this year's CBD Holiday Party.

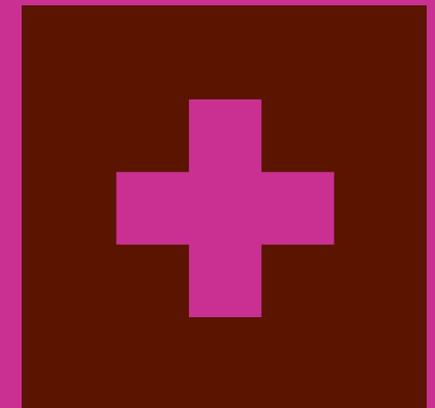




**9,169**  
Camping &  
Trespassing  
Interventions



**5,450**  
Needles  
Disposed



**5,873**  
Graffiti Tags  
Removed



**855**  
Social Service  
Interventions



**3,139**  
Directions  
and Referrals



**6,002**  
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).

## 2016 CMCBD Budget & Balance Sheet

INCOME:	BUDGET	ACTUAL
Assessments	\$1,305,538	\$1,484,513
Non-Assessment Income: Fundraising/ In-kind	\$351,000	\$468,712
Interest Income	\$100	\$80
<b>Total Income</b>	<b>\$1,656,638</b>	<b>\$1,953,305</b>

EXPENSE:	BUDGET	ACTUAL
Cleaning and Maintenance	\$376,188	\$357,089
Public Safety	\$490,386	\$469,084
Management and Economic Development	\$365,605	\$332,301
Non-Assessment Expense: Fundraising/ In-kind	\$275,560	\$444,984*
<b>Total Expense</b>	<b>\$1,507,739</b>	<b>\$1,603,458</b>

ASSETS:		
Cash and Cash Equivalents		\$1,611,095
Accounts Receivable		\$68,408
<b>Total Assets</b>		<b>\$1,679,503</b>

LIABILITIES:		
Accounts Payable		\$82,112
Accrued Expenses		\$46,173
Deferred Revenue		\$906,263
<b>Total Liabilities</b>		<b>\$1,034,548</b>

NET ASSETS:		
Unrestricted		\$644,955
<b>Total Net Assets</b>		<b>\$644,955</b>
<b>Total Liabilities &amp; Net Assets</b>		<b>\$1,679,503</b>

CARRY OVER:		
Contingency & Reserve		\$393,425
Net Assets		\$251,530
<b>Total Carry Over</b>		<b>\$644,955</b>

\*Includes 2016 Carry Over Expenses (\$22,736)

