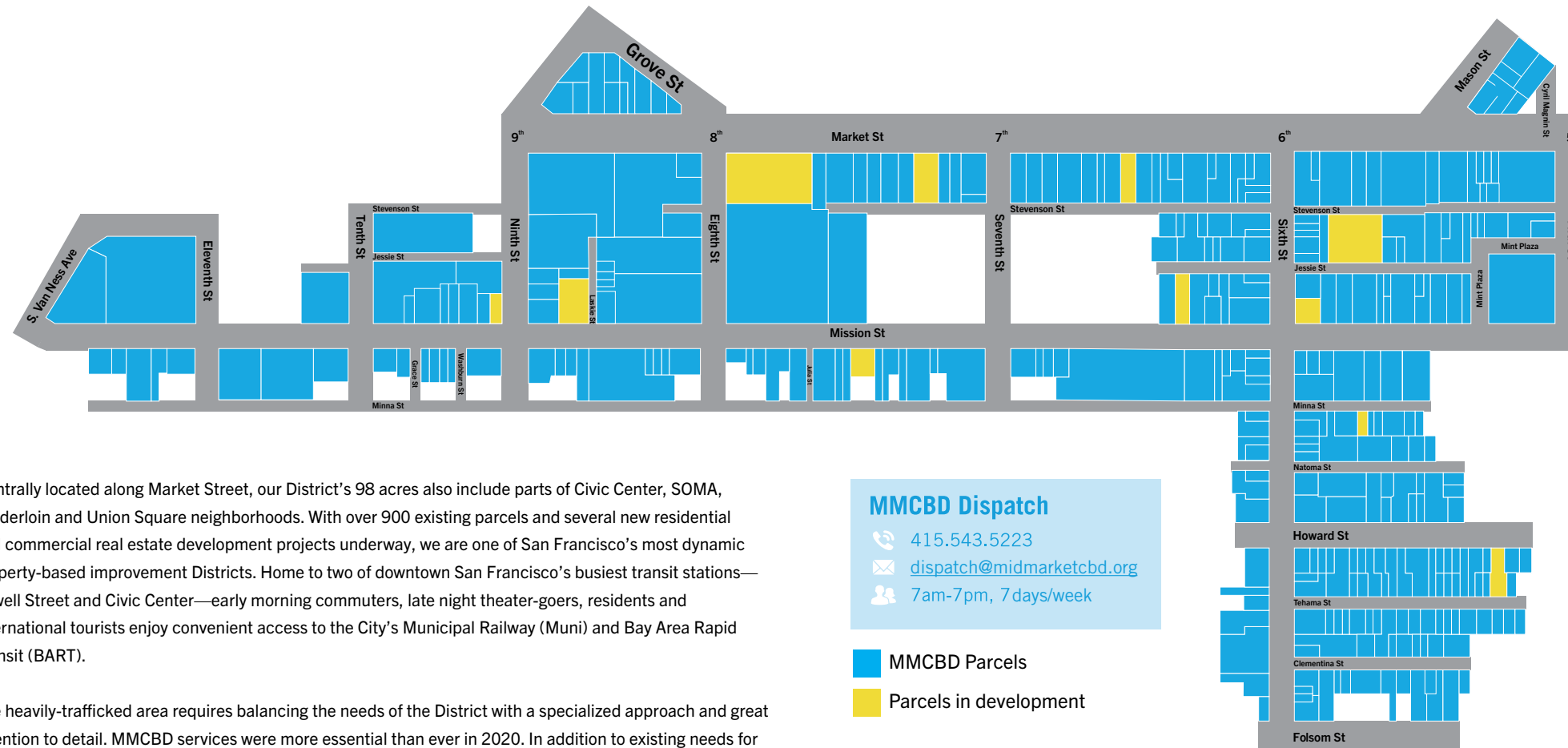




mid market community benefit district

2020 Annual Report

THE DISTRICT



Centrally located along Market Street, our District's 98 acres also include parts of Civic Center, SOMA, Tenderloin and Union Square neighborhoods. With over 900 existing parcels and several new residential and commercial real estate development projects underway, we are one of San Francisco's most dynamic property-based improvement Districts. 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 heavily-trafficked area requires balancing the needs of the District with a specialized approach and great attention to detail. MMCBD services were more essential than ever in 2020. In addition to existing needs for public realm clean, safe and economic development support - above and beyond what the City provides - field crews worked amidst the pandemic, civil unrest and an intense wild fire season.

Early spring, the Covid-19 pandemic forced all but the City's "essential workers" to shelter-in-place. MMCBD's entire team, vendors, partner organizations and City agencies didn't miss a beat. While downtown streets and sidewalks saw close to no pedestrian activity, there was heightened demand for safety, sanitation, and business support services throughout the District.

The desolate downtown landscape, with its boarded-up storefronts and empty sidewalks, fostered more anti-social behavior, criminal activity, illegal street vending and homeless encampments - further undermining public health and safety. Protests and acts of vandalism related to political unrest and social justice related to the presidential election and killing of George Floyd also took a heavy toll on District property and public spaces.

MMCBD Dispatch

415.543.5223
dispatch@midmarketcbd.org
7am-7pm, 7 days/week

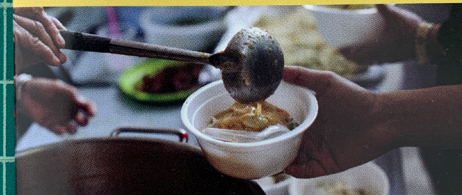
MMCBD Parcels
Parcels in development

Despite the compounding challenges, MMCBD remained committed to keeping the public realm as clean and safe as possible. Priority was given to sanitizing touch points throughout the District, removing graffiti from empty and boarded storefronts; and coordinating with City departments such as the highly effective Healthy Streets Operations Center (HSOC) to improve sidewalk conditions. Field crews also helped report vandalism and suspicious activity to law enforcement. The following pages contain MMCBD's commitment and dedication to District goals amidst the toughest time in our history.

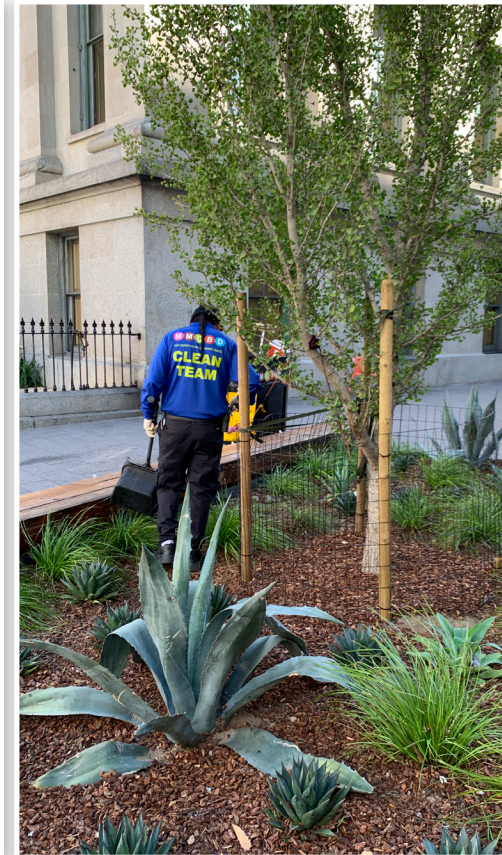
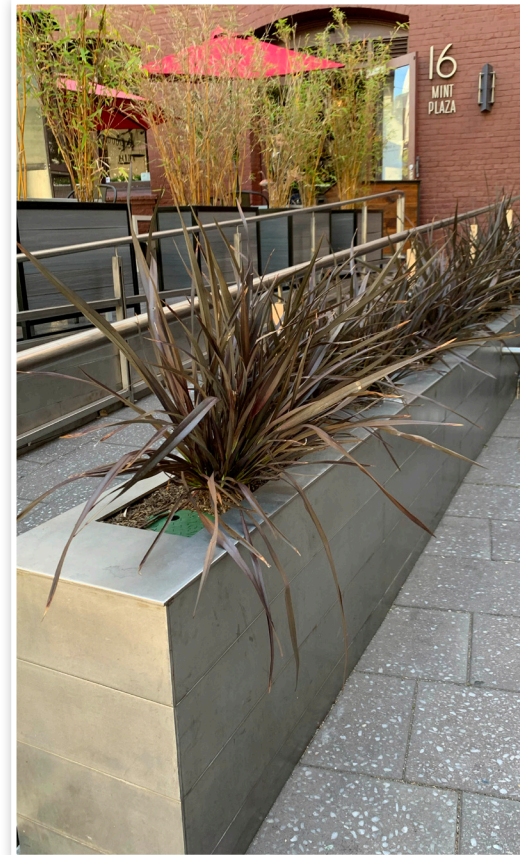
Please visit our website for more current and in depth information at midmarketcbd.org

OUTREACH

Food **Help** **Shelter**



Resource Guide Downtown San Francisco



PARTNERSHIPS

MMCBD made personal protective equipment (PPE) and Covid-19 safety information available to District stakeholders — much of which was provided for free from the City's Department of Emergency Management. Field and administrative staff distributed PPE to residential buildings, offices, businesses, and people in need on the street. Homeless individuals were also provided with MMCBD's [Food | Shelter | Help](#) Resource Guide and linked to what social service support was still available. Team members also posted City signs in public spaces, especially near homeless encampments, sharing Covid-19 safety protocols.

MMCBD's information sharing via field personnel, email, newsletters and social media became even more critical. MMCBD's marketing and communications team worked overtime making sure breaking news about available support resources was shared. Stakeholders received vast amounts of ever-changing information on where to obtain free masks and other PPE, how to get tested, how to apply for unemployment, childcare, food access, housing support, and grants for businesses. And MMCBD's administrative team regularly hit the streets and made calls to District members to survey their needs.

Our team also collaborated with the Friends of Mint Plaza and the Friends of Stevenson to implement public realm enhancements. MMCBD managed a City grant to make landscaping improvements and install public art in Mint Plaza, and another grant to help facilitate the installation of decorative lighting on the 500 block of Stevenson.

MMCBD staff participated on both the Mid-Market Business Association Board of Directors and the Friends of Mint Plaza Board of Directors helping to build their organizational capacity. Staff also participated on the [Better Market Street Project](#) Advisory Committee and [6th Street Revitalization project](#) team sharing our best practices and reinforcing community needs in the planning process for both projects. Board and staff also focused on short and long term goals to aid in the recovery process.

We thank our team and our partners; the community based organizations and business owners who kept their doors open to serve the District; and our property owners, residents and Board who aided in our District's perseverance by providing tools to safeguard Mid-Market and improve its well-being.

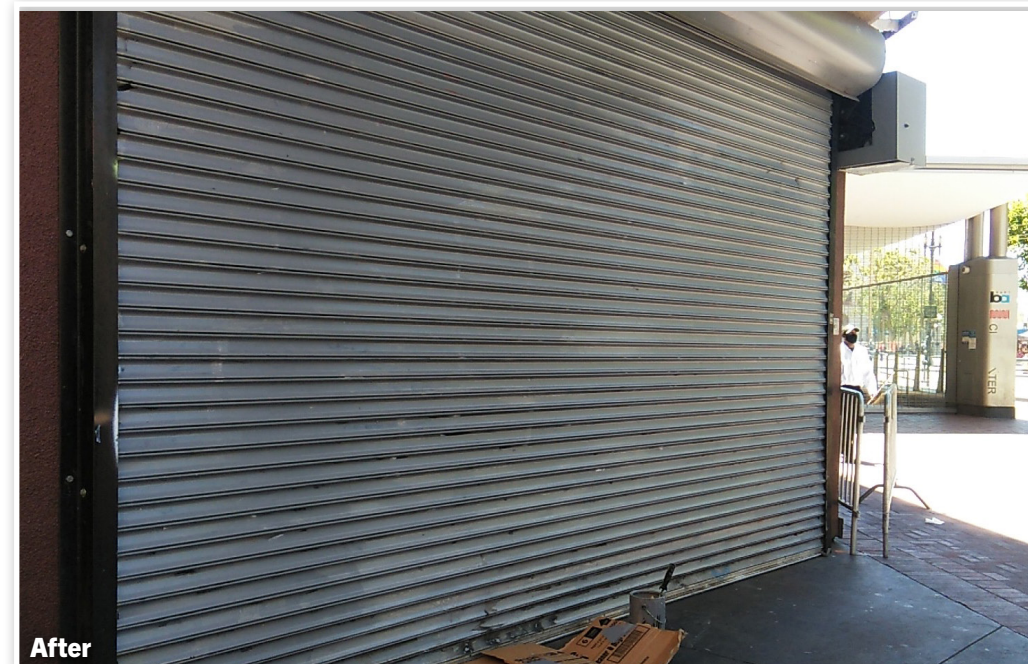
CLEANING & MAINTENANCE

Public Works is responsible for street maintenance and street trees, **property owners are responsible for sidewalk maintenance.**

¹ For more information on property owners' sidewalk maintenance responsibilities please visit these links:

- [California SHC 5610](#)
- [SF Controller's Office](#)
- [SF Better Streets](#)

In addition to having significantly more graffiti and broken glass to remove throughout 2020, MMCBD field personnel were left without the eyes and ears of others around for added safety. Workers on our City streets often became the target of verbal and sometimes physical, attacks while serving the District. Smoky air and ashy debris made work days even more challenging as California experienced one of its worst wild fire seasons in history.



PUBLIC SAFETY



MMCBD Ambassador assists tourists with directions

Ambassadors provide hospitality and way-finding support for pedestrians. They also serve as eyes and ears on the street, attempting to proactively deter crime and address anti-social behavior. MMCBD Ambassadors are also trained in social service outreach and able to assist people in need of help.

MMCBD Ambassadors serve as first responders helping to reduce unnecessary calls to local Police and Fire Departments. They have the ability to assess situations and determine the proper course of action without having to involve the authorities. Their presence results in more appropriate and effective help for individuals and provides cost-savings for San Francisco taxpayers.

With many homeless shelters closed to prevent the spread of the virus, downtown streets experienced a tremendous influx of individuals residing on the street. MMCBD field crews did their best to provide services in and around the District's many encampments; and our collaboration with other front-line workers and neighboring Community Benefit Districts: Tenderloin, Civic Center and SoMa West grew stronger.

Ambassadors also rose to the challenge of supporting outdoor dining sites and upkeep around shared spaces.



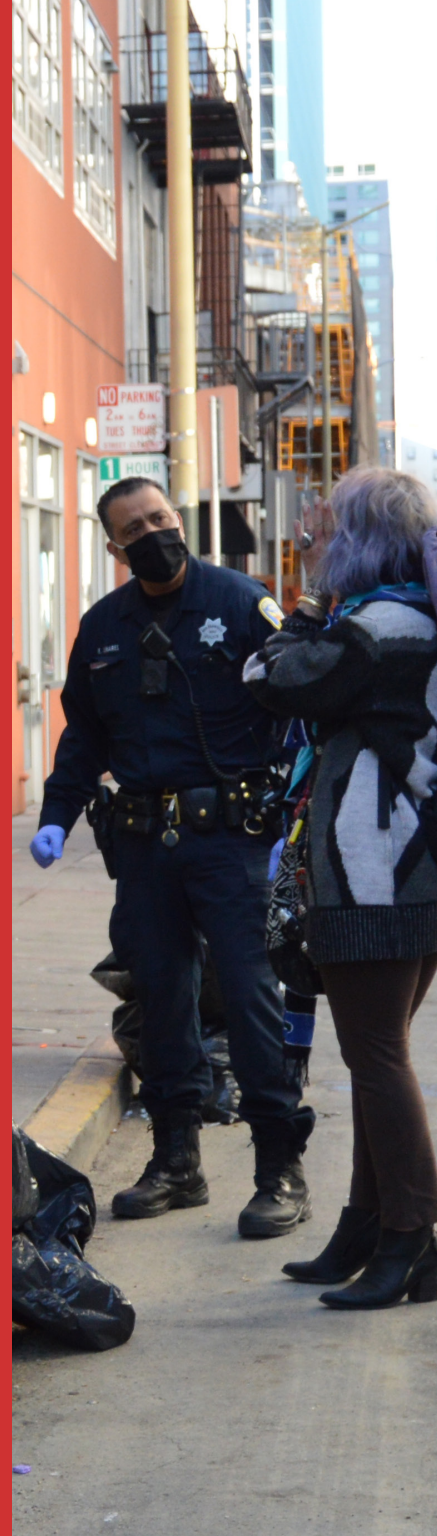
Officer Linares and MMCBD Supervisor Steven conduct a wellness check on Stevenson St.



PUBLIC SAFETY CAMERAS

- Improve public safety
- Decrease theft and vandalism
- Provide undisputable situational evidence
- Improve emergency preparedness and response

**If your building hosts. or would like to host, MMCBD public safety cameras please [let us know](#). MMCBD takes care of installation and on-going maintenance, and fulfills all requests for footage from law enforcement.*



ECONOMIC DEVELOPMENT

We work to ensure the District is home to a diverse and vibrant mix of distinctive retail establishments. A list of ground-floor [retail spaces for lease](#) throughout the District is available on MMCBD's website. MMCBD helps vet and connect prospective tenants with landlords, conducts tours of the neighborhood and arranges showings. Staff also provide linkages to leasing assistance, access to capital and City-sponsored economic development incentives, permitting, construction and staffing resources.

NEW DISTRICT BUSINESSES, OFFICES AND RESIDENTIAL UNITS IN 2020 INCLUDED:

- 49 South Van Ness (City offices)
- Fifteen Fifty
- Hetchy's Hots
- Limonnana
- Serif Residential
- Sunset Squares Pizza

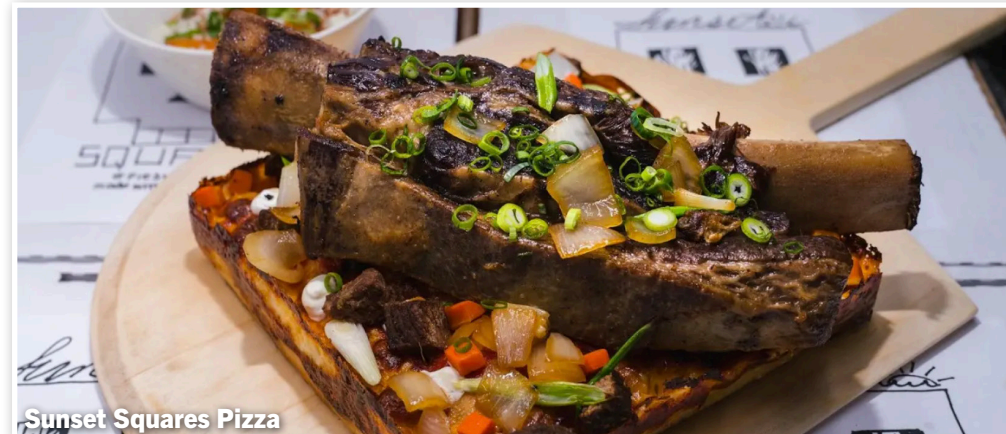


Fifteen Fifty

Serif Residential

Input from District businesses during the pandemic resulted in MMCBD providing best practices for outdoor business operations through the Shared Space program, and promotion of District businesses which remained open to serve the community.

MMCBD also launched its coffee cafe loyalty program, incentivizing customers to visit each and every coffee café in the District; and worked with the Friends of Mint Plaza to produce a directory of Plaza businesses which MMCBD distributed throughout the community and to area hotels and visitor destinations.



Sunset Squares Pizza



Limonnana



STATS



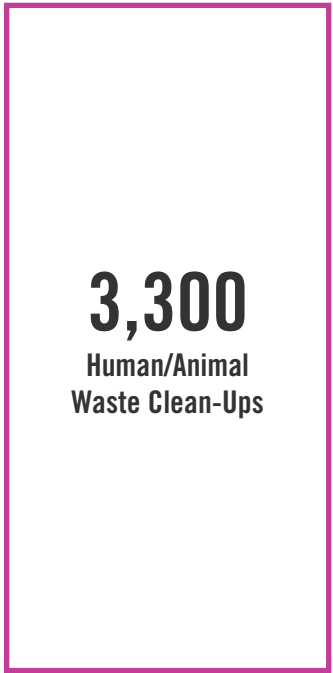
3,900
Graffiti Tags
Removed



40,800
Linear Feet of
Sidewalk Pressure
Washed Quarterly



640
Social Service
Interventions



3,300
Human/Animal
Waste Clean-Ups



Out N' About at David Rio Chai Bar

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. Each parcel's linear street frontage, lot square footage, building square footage, and 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 midmarketcbd.org.

QUARTERLY RECAPS

Staff produces Quarterly Recaps highlighting service statistics, information, news, events and achievements in and around the District. These comprehensive recaps are sent via email to stakeholders and are available online at midmarketcbd.org/resources/recaps. Visit this portion of the site to also see what properties were featured in the 2019 "District Beauty" section. To submit a photo for recognition in future District Beauty sections of the Recaps please send it via email with a title to: info@midmarketcbd.org.

FINANCIALS

| INCOME | BUDGET | ACTUAL |
|--|----------------|----------------|
| Assessments | \$1,608,150.72 | \$1,668,912.59 |
| Non-Assessment: Fundraising/In-Kind/Interest | \$452,200.00 | \$914,894.79 |
| Total Income | \$2,060,350.72 | \$2,583,807.38 |

| EXPENSE | BUDGET | ACTUAL |
|---|----------------|----------------|
| Cleaning & Maintenance | \$460,273.63 | \$529,984.33 |
| Public Safety | \$542,348.70 | \$415,653.78 |
| Management and Economic Development | \$631,492.65 | \$583,772.01 |
| Non-Assessment Expense: Fundraising/In-Kind | \$477,236.43 | \$866,725.29 |
| Total Expense | \$2,111,351.41 | \$2,396,135.41 |

| ASSETS | ACTUAL |
|---------------------------|----------------|
| Cash and Cash Equivalents | \$3,201,317.38 |
| Accounts Receivable | \$169,303.95 |
| Prepaid and Other Assets | \$32,891.87 |
| Security Deposits | \$2,190.00 |
| Total Assets | \$3,405,703.20 |

| LIABILITIES | ACTUAL |
|-------------------|----------------|
| Accounts Payable | \$303,080.10 |
| Accrued Expenses | \$230,993.33 |
| Notes Payable | \$106,471.73 |
| Deferred Revenue | \$1,549,267.63 |
| Total Liabilities | \$2,189,812.79 |

| NET ASSETS | ACTUAL |
|--------------------------------|----------------|
| Unrestricted | \$1,215,890.41 |
| Total Liabilities & Net Assets | \$3,405,703.20 |

| CARRY OVER | ACTUAL |
|-----------------------|----------------|
| Contingency & Reserve | \$810,012.67 |
| Net Assets | \$405,877.74 |
| Total Carry Over | \$1,215,890.41 |



Skybridge on Stevenson Event

Outdoor dining at Montesacro



1:AM SF mural by: It's A Living

Board of Directors

Philip Gerrie SF Friends Meeting House **Chris Hammond** WeWork **David Harrison** Patson Company

Shelley Orlando Hudson Pacific Properties **Dipak Patel** Property Owner **Liz Pocock** Episcopal Community Services

Jim Sangiacomo Trinity Properties **Brian Smith** Huckleberry Bicycles **Jane Weil** Resident **Bill Whitfield** Shorenstein Realty