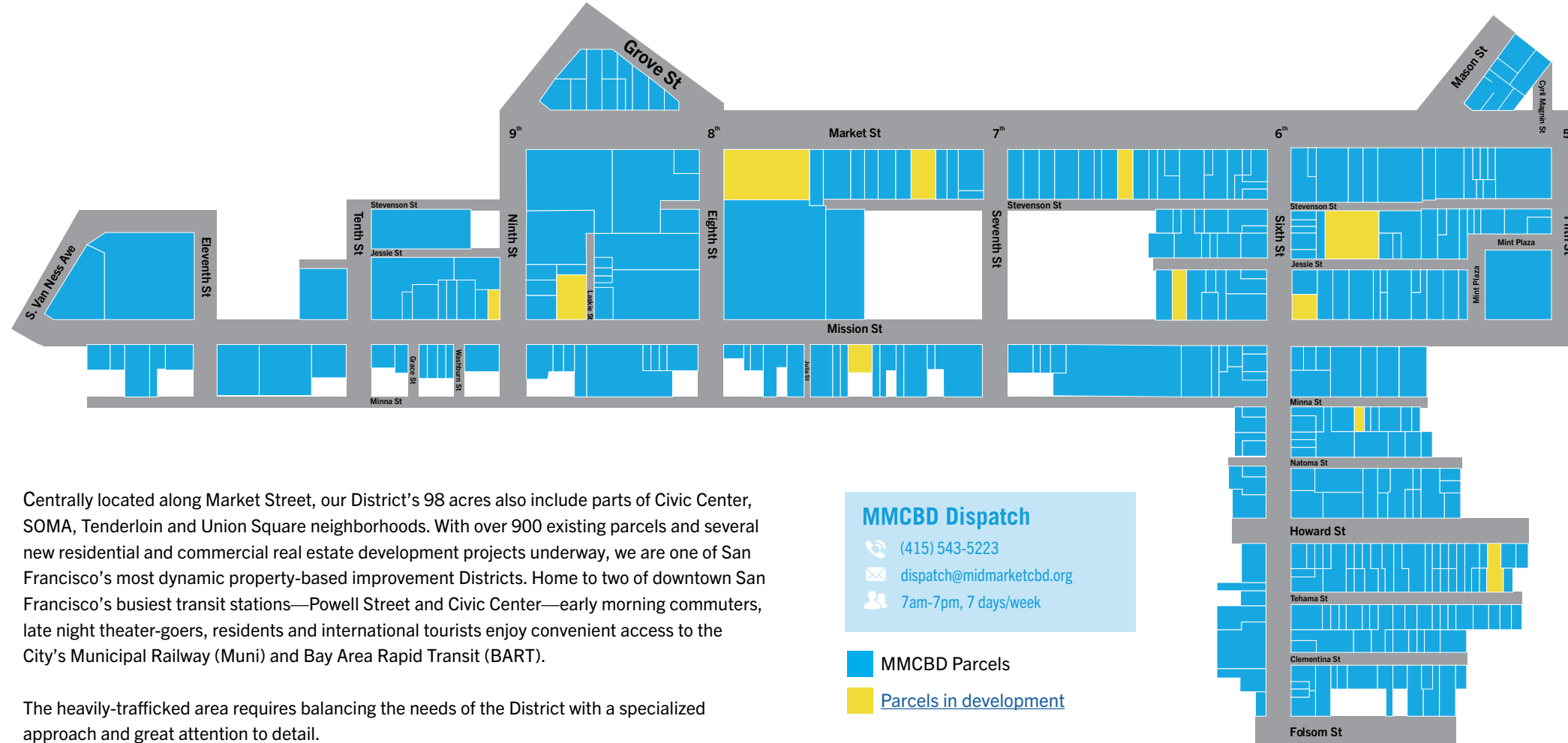


mid market community benefit district

2021 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.

Since 2007 we have been working with our volunteer Board of Directors, committees and community partners on improving the public realm in Mid Market, and in 2014 district property owners renewed our services for 15 more years.

MMCBD's services focus on: cleaning, safety, marketing, events, and more. Our Clean Team traverses our streets, alleys and plazas 7 days a week 7am to 7pm alongside trained Ambassadors who assist residents, visitors and people in need find services they need.

### MMCBD Dispatch

(415) 543-5223  
[dispatch@midmarketcbd.org](mailto:dispatch@midmarketcbd.org)  
 7am-7pm, 7 days/week

MMCBD Parcels  
 Parcels in development

Please visit our website for more current and in depth information at [midmarketcbd.org](http://midmarketcbd.org)





## CLEANING & MAINTENANCE

### CLEAN TEAM

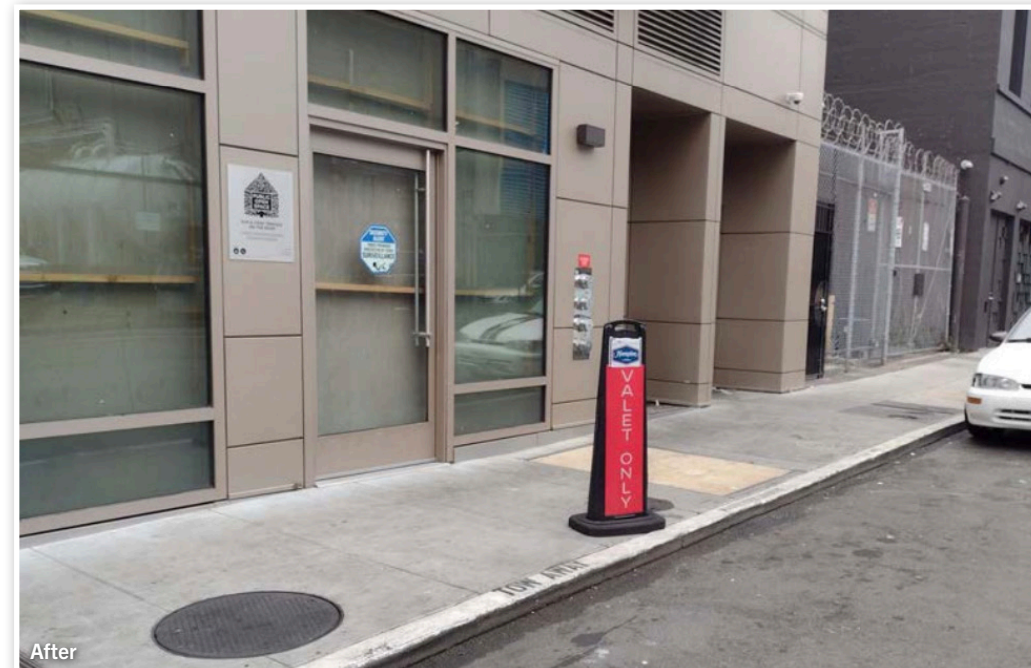
Public Works is responsible for street maintenance and street trees, Property owners are responsible for sidewalk maintenance. MMCBD's Clean Team maintains sidewalks and public plazas on behalf of property owners.

Our Clean Team sweeps and pressure washes sidewalks, and plazas removing litter, graffiti, and responding to neighborhood cleaning needs that arrive to 311 or our Dispatch Office 7 days a week, 7am to 7pm. Cleaners also proactively identify and report the need for Ambassador support while in the field.

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

- California SHC 5610
- SF Controller's Office
- SF Better Streets

The work of all San Francisco property-based improvement districts is highlighted on the San Francisco Benefit District Alliance webpage: <https://www.sfbda.org/>





## PUBLIC SAFETY



MMCBD's 10B officer performing a wellness check

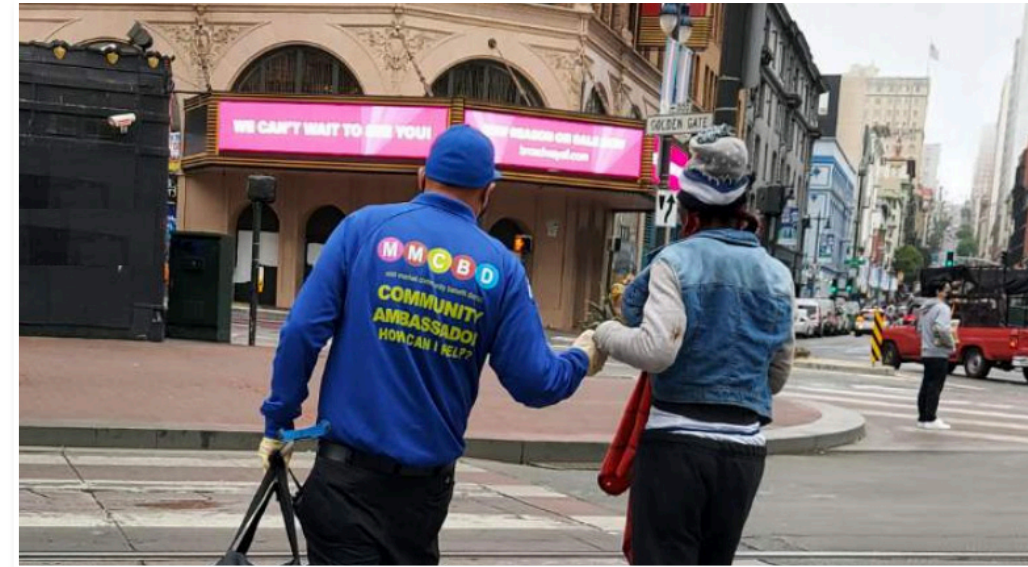
### AMBASSADORS

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.

### SAFETY TEAMS

MMCBD Safety Teams consist of a SFPD 10B Officer and a MMCBD Ambassador. The Safety Teams proactively walk the District offering directions and information, deterring crime and addressing health and safety concerns. They consistently work to meet and get to know people in the community, building trust and strengthening communication. Merchants, residents and visitors greatly appreciate the Safety Teams and feel safer when they are working. The co-responder model helps to ensure the appropriate response to varying situations, because not all anti-social behavior requires police attention.



MMCBD Ambassador assists woman in need of social services support



### PUBLIC SAFETY CAMERAS

MMCBD's public safety cameras are a proactive deterrent to illegal activity, but can also provide law enforcement with accurate accounts of situations occurring in the public realm should the need arise.

Learn more about the program by contacting:  
[video@midmarketcbd.org](mailto:video@midmarketcbd.org)





# ECONOMIC DEVELOPMENT

## BUSINESS ATTRACTION, RETENTION & EXPANSION

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, and conducts tours of the neighborhood. Staff also provide linkages to leasing assistance, access to capital and City-sponsored economic development incentives, permitting, construction and staffing resources.

## MID MARKET SMALL BUSINESS VIDEO SERIES

Supporting businesses through another tough year, MMCBD shared recorded interviews of District business owners and staff on social media introducing the dynamic entrepreneurs and their unique brands to a wider audience.

## NEW DISTRICT BUSINESSES IN 2021 INCLUDED:

- [Bait](#)
- [Frisco Stocks](#)
- [SSP Beer Hall & NFT Gallery](#)
- [The Bite](#)



NATALNI FLOWERS



CHAI BAR



SAMS AMERICAN EATERY



CUMAICA



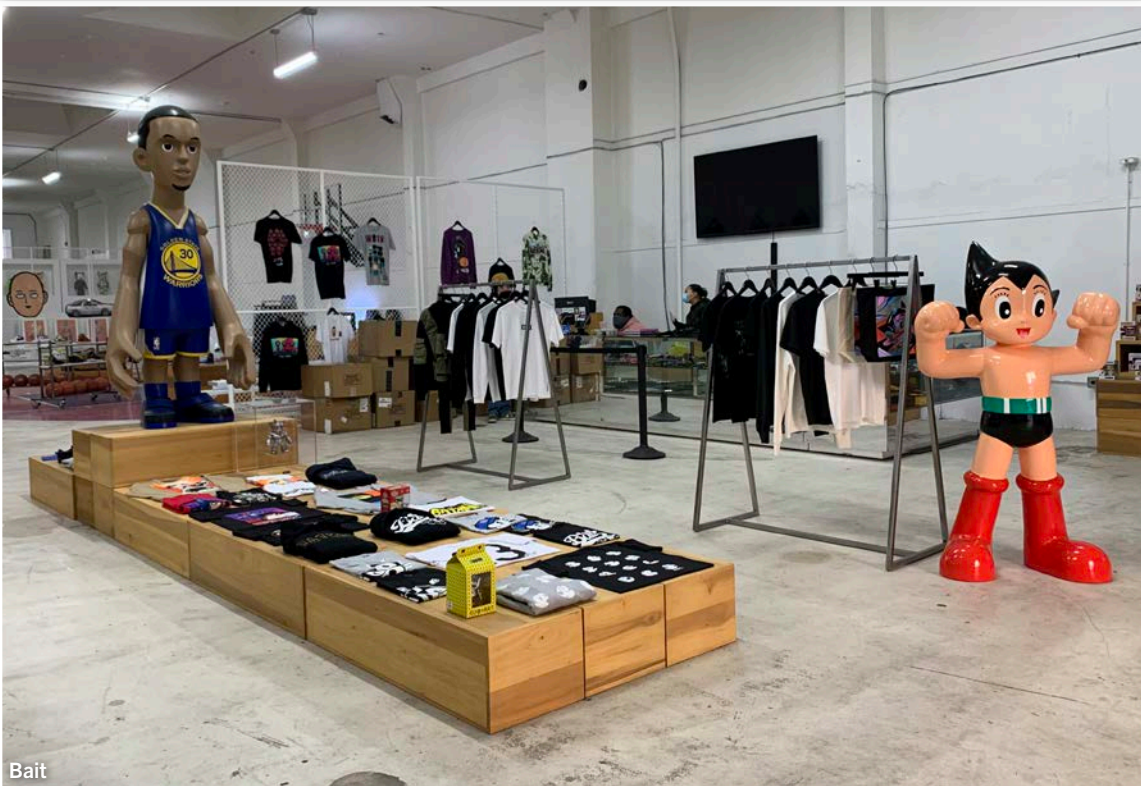
VAPOR ROOM



Friscostocks



The Bite



Bait



THE NAIL HALL



MO'Z CAFE



FERMENTATION LAB



CREATE



TRELLIS



COFFEE CULTURES



MONTESAGRO



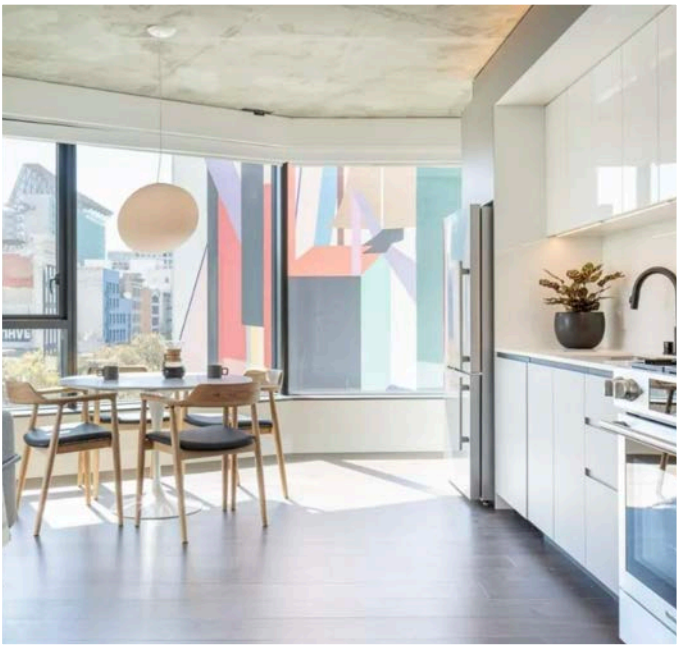


# SERIF

LINE

## 960 MARKET STREET

Newly opened in 2021, Serif a 242 condominium residence, sharing the space with the sumptuously hip LINE hotel and several local retailers. Minimalistic and modern, with an eye toward the urban context, the residences throughout Serif SF are raw and industrial yet thoughtfully crafted – designed in every detail to complement the energy and eclecticism of the Mid-Market neighborhood. A short walk from the city’s best – Union Square, the Financial District, SoMa, the Tenderloin, Nob Hill – Serif truly is the middle of everywhere.





## STATS

11,844

Instances of  
hazardous waste  
removed

27,500

Needles removed  
and safely disposed

4,442

Bags of trash collected  
(1 bag= 25lbs)

11,605

Graffiti tags removed  
(public & private)

40,800

Hours of  
sidewalk pressure  
washing quarterly

1,212

Social service  
interventions  
and support

## 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](https://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](https://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](mailto:info@midmarketcbd.org).

## Streetscape & Development News

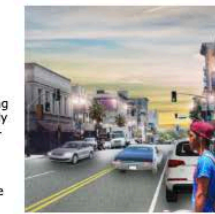
### Market Street Housing at Center of SF Chronicle Story

Recently the [San Francisco Chronicle](#) wrote a piece on the struggles and triumphs of Market Street for business owners and residents alike. Also of note was the increase in housing coming to Mid Market, and how this is lining up to add more life to the public realm, in combination with the return of office employees and tourists: "For Market on Market and other retailers, the addition of thousands of new residents will be positive, but future success will be at least be somewhat dependent on the return of office workers and tourists."



### 6th Street Pedestrian Safety Project Updates

Construction on the permanent changes to the 6th Street corridor are readying to begin this Fall, with construction lasting into 2024. Construction will likely be broken up into 4 segments -- Howard to Mission east side; Howard to Mission west side; Mission to Market east side; Mission to Market west side. See the [SFMTA](#) and [Public Works](#) sites for more updates on this project as it moves forward.



### Better Market Street Updates

Better Market Street finalized design concepts for Phase 1 (Market between 5th and 8th streets) in September with construction slated to begin early 2022. It will take place on weekends over the course of two years, when the F-line is not running.

Upgrades during Phase 1 include:

- Repaving curb lanes, intersections and crosswalks
- Constructing ADA-compliant curb ramps and bulb outs
- Replacing sidewalks at the corners
- Installing new trees and bike racks
- Installing catch basins near 6th to improve drainage
- Limited utility work (water and AWSS) triggered by curb ramp and bulb-out work.

Currently, the Project continues to deliver quick-build improvements along Market Street:

- The speed limit has been lowered to 20 MPH between Franklin and Steuart streets
- To continue to understand how best to balance safety and access, SFMTA will analyze how transit, taxis and bikes interact along segments of the street with "Muni-only lane" markings versus street segments with "Muni- and taxi-only lane" markings
- This fall, they also anticipate installing the required right turn at Hayes Street for westbound vehicles (except transit, taxis and bikes)



They also note there will be some changes affecting bike traffic during construction:

- Maintaining 7' of bike space on weekdays in peak directions to accommodate rush hour
- No bike access to Market --(southside 9:30am - 7pm weekdays)
- (northside 7am - 4:30pm weekdays)
- (Both sides 7am - 7pm Saturdays)
- 7' space available all other times
- No bike accommodation on Market during the three two-week full closures

See the [Better Market Street](#) site for more information.



Lunch at The Market



FINANCIALS



MMCBD FY 2021 Budget			
REVENUES		ASSESSMENT	% of Budget
Assessment		\$1,662,066.00	100.00%
Non-Assessments			
Grants		\$58,000.79	2.47%
Fee For Service		\$517,915.84	22.04%
Interest Income		\$374.04	0.02%
Other (In-Kind & Misc - Includes PPP Forgiveness		\$112,005.63	4.77%
Total Non-Assessment (General Benefit Revenue)		\$688,296.30	29.28%
		\$2,350,362.30	100.00%
MMCBD FY 2021 Actual			
REVENUES		ASSESSMENT	% of Budget
Assessment		\$1,680,031.67	100.00%
Non-Assessments			
Grants		\$58,000.79	2.47%
Fee For Service		\$517,915.84	22.04%
Interest Income		\$414.93	0.02%
Other (In-Kind & Misc - Includes PPP Forgiveness		\$112,205.63	4.77%
Total Non-Assessment (General Benefit Revenue)		\$688,537.19	29.07%
Total		\$2,368,568.86	100.00%

MMCBD FY 2021 Budget			
SERVICE CATEGORY EXPENSES	ASSESSMENT	NON-ASSESSMENT	TOTAL
Cleaning & Maintenance	\$516,378.52	\$301,811.39	\$818,189.91
Public Safety	\$544,089.74	\$277,517.03	\$821,606.77
Management & Administration	\$602,994.21	\$44,067.60	\$647,061.81
Contingency & Reserve	\$75,000.00	\$0.00	\$75,000.00
	\$1,738,462.47	\$623,396.02	\$2,361,858.49
MMCBD FY 2021 Budget			
SERVICE CATEGORY PERCENTAGES			
Cleaning & Maintenance	29.70%	48.41%	34.64%
Public Safety	31.30%	44.52%	34.79%
Management & Administration	34.69%	7.07%	27.40%
Contingency & Reserve	4.31%	0.00%	3.18%
	100.00%	100.00%	100.00%
MMCBD FY 2021 Actual			
SERVICE CATEGORY EXPENSES	ASSESSMENT	NON-ASSESSMENT	TOTAL
Cleaning & Maintenance	\$539,633.42	\$299,979.03	\$839,612.45
Public Safety	\$460,565.41	\$265,955.71	\$726,521.12
Management & Administration	\$630,081.43	\$40,889.10	\$670,970.53
Contingency & Reserve	\$84,001.58	\$0.00	\$84,001.58
	\$1,714,281.84	\$606,823.84	\$2,321,105.68

MMCBD FY 2021 Actual			
SERVICE CATEGORY PERCENTAGES			
Cleaning & Maintenance	31.48%	49.43%	36.17%
Public Safety	26.87%	43.83%	31.30%
Management & Administration	36.75%	6.74%	28.91%
Contingency & Reserve	4.90%	0.00%	3.62%
	100.00%	100.00%	100.00%







FINANCIALS

MMCBD 2021 Statement of Financial Position	
ASSETS	
Cash	\$2,103,846.70
Cash set aside for Contingency & Reserve	\$894,014.25
Receivables (Net)	\$116,914.00
Furniture & Equipment (Net)	\$19,358.87
Total Assets	\$3,134,133.82

LIABILITIES & NET ASSETS	
Accounts Payable & Accrued Expenses	\$253,534.82
Notes Payable	\$20,467.51
Deferred Revenue	\$1,512,776.32
Total Liabilities	\$1,786,778.65

NET ASSETS	
Without Donor Restriction	\$1,347,355.17
Total Net Assets	\$1,347,355.17

Total Liabilities & Net Assets	\$3,134,133.82
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MMCBD 2021 Carry Forward			
2021 Assessment Carry Forward	As of 12/31/2021	Budgeted for 2022	Budget for Future Years
Cleaning & Maintenance	\$58,560.59	\$15,189.72	\$43,370.87
Public Safety	\$71,823.44	\$70,000.00	\$1,823.44
Management and Economic Development	\$50,194.79	\$0.00	\$50,194.79
Contingency and Reserve	\$894,014.25	\$0.00	\$894,014.25
Special Assessment Total	\$1,074,593.07	\$85,189.72	\$989,403.35

2021 Non-Assessment Carry Forward			
Non-Assessment (General Benefit Carry Forward)	\$272,762.11	\$0.00	\$272,762.11
Total Carry Forward	\$1,347,355.18	\$85,189.72	\$1,262,165.46







#### Board of Directors

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

**Kristie Lober** Related **Shelley Orlando** Hudson Pacific Properties **Dipak Patel** Property Owner

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