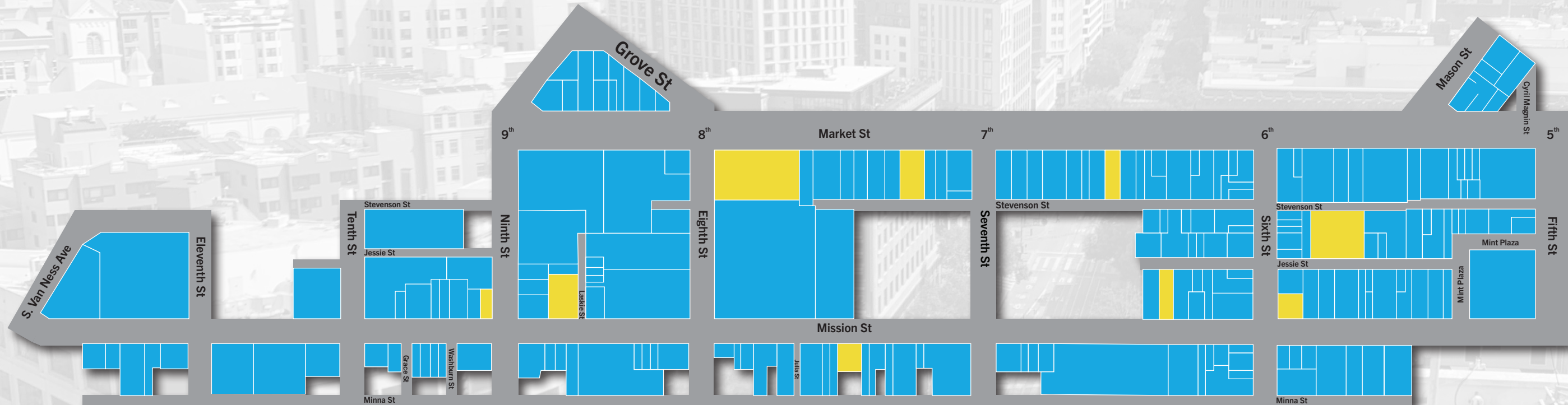


LINE Hotel Rooftop | Photo: Chase Daniels



mid market community benefit district

2022 Annual Report



Centrally located along Market Street, MMCBD's 98 acres include parts of Civic Center, SOMA, Tenderloin, and Union Square neighborhoods. With over 900 existing parcels and several new residential and commercial 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 provides core neighborhood services with its Community Ambassadors and Clean Team, while also promoting local businesses, supporting economic development and public improvement efforts, and advocating on behalf of its constituents regarding policy, planning, and quality-of-life issues.

Since 2007, MMCBD has been working with a volunteer Board of Directors, committees and community partners on improving the public realm in Mid Market; in 2014 district property owners renewed the CBD's services for another 15 years. Currently MMCBD remains committed to keeping the public realm as clean and safe as possible in partnership with numerous City agencies, working to recover from the challenges of the pandemic.

MMCBD Dispatch

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

- MMCBD Parcels
- Parcels in development



CLEANING & MAINTENANCE

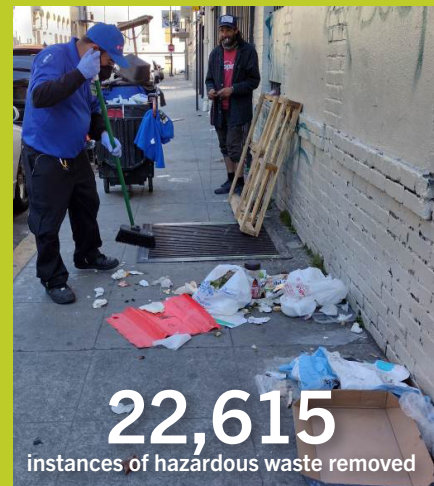
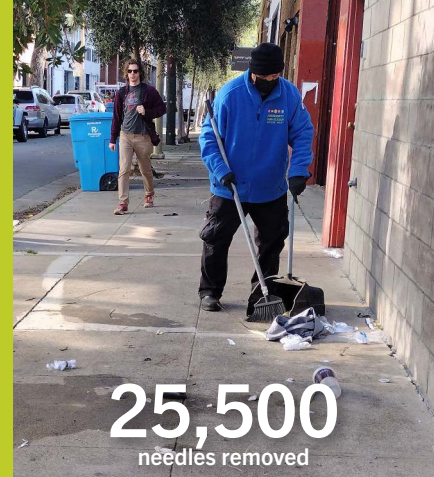


CLEAN TEAM

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

In an effort to provide a cleaner, safer and more vibrant environment our Clean Team sweeps and pressure washes sidewalks and plazas, monitors public trash receptacles for overflow, removes litter, conducts graffiti abatement, and weeds tree basins. The Clean Team responds to neighborhood cleaning needs that arrive via 311 or through our Dispatch Office seven days a week, from 7am to 7pm. Cleaners also proactively identify and report the need for Ambassador support while in the field.

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

2,038
social service requests



1,121
meet & greets



6,398
general information assistance

AMBASSADORS

High trained Community Ambassadors provide hospitality and wayfinding 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. The team is in radio contact with a central dispatch office that logs all incoming calls, dispatches services, and tracks completion.

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 an SFPD 10B Officer and an MMCBD Ambassador. These co-responder teams proactively walk targeted areas in the District and together respond to calls for service. By drawing upon the combined expertise of the Officer and the Community Ambassador, the team is able to effectively address pedestrian safety issues and connect people in need with appropriate services. The teams 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 the heightened sense of safety they provide.

PUBLIC SAFETY CAMERAS

MMCBD's public safety cameras are a proactive deterrent to illegal activity, and 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





ECONOMIC DEVELOPMENT



BUSINESS ATTRACTION, RETENTION & EXPANSION

MMCBD works to ensure that the District is home to a diverse and vibrant mix of retail establishments. We help attract and retain small businesses in the District by vetting and connecting prospective tenants with landlords, and conducting tours of the neighborhood. MMCBD staff facilitate connections to leasing assistance and access to capital, as well as City-sponsored economic development incentives, programs, and permitting.

In 2022 MMCBD also played a critical role advocating for small businesses along 6th Street that are impacted by construction associated with the 6th Street Pedestrian Safety Project. MMCBD is collaborating with City agencies to ensure that wayfinding signage and promotional materials highlight the many small businesses that remain open during construction that may need additional support.

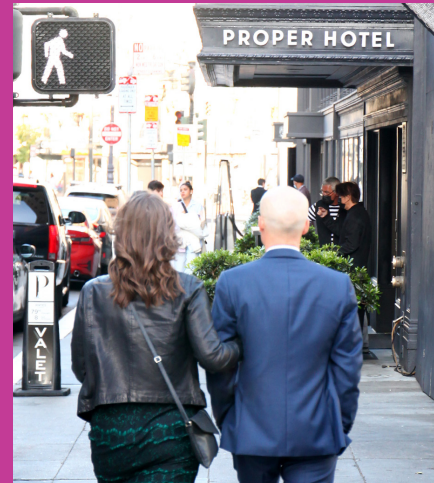
[List of current businesses in Mid Market](#)

[Mid Market marketing brochure](#)

[District wide vacancies](#)

NEW DISTRICT BUSINESSES IN 2022:

- GAI Chicken & Rice
- Rise Over Run
- Solano Pharmacy
- The Tune Cafe
- LINE Hotel
- Pop Star Shwarma
- Tenderheart
- Whole Foods Market



HIGHLIGHTS



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The Mid Market District came back to life in 2022, with energy not felt since before the pandemic. Some of our favorite highlights from the year are as follows:

1. Arts organization **Root Division** has a new mural blooming along their Minna Street entrance: "FlowHers & Leaves" by artists Aik Brown and Adriana Raquel.
2. The **SF Pride Parade** returned to Market Street in June after a 2-year hiatus due to the pandemic. Fun and laughter filled the streets and parade goers enjoyed a fun, party atmosphere. Also over Pride weekend, Illuminate the Arts' rainbow lights beamed down Market Street, lighting up the sky with a warm rainbow glow.
3. The San Francisco Chronicle highlighted the success of **The Panoramic Hotel** being turned into supportive housing, with residents receiving supportive care that has been lacking at other housing projects.
4. **Dub Nation** celebrated the return of the newly minted home team champions, the Golden State Warriors, at the Victory Parade through the District in June. An estimated 1 million fans turned out to welcome home the team. Congratulations NBA Finals Champions 2022!
5. Brand new **LINE Hotel** opens with a fantastic rooftop and numerous food and beverage offerings.
6. The popular **Skybridge on Stevenson** events returned on Thursday evenings, welcoming all ages and featuring DJs, dance performances, and food offerings including Stevenson Street's own Montesacro.
7. The largest **Whole Foods** in San Francisco opened in Trinity Place.
8. The **Robin Williams** mural by street artist Cobre has returned to Market Street. Knowing how much the original mural was beloved by locals and visitors, MMCBD identified a storefront and worked with the property owner, the artist, and the City's Community Challenge Grant to bring this piece back to Mid Market.
9. **Circus Bella** delighted audiences at Mint Plaza, with two free performances sponsored by the MMCBD in October. We were delighted to see the faces of neighborhood children light up as Circus Bella flipped, flopped and flew!



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2022 FINANCIALS

FY 2022 Budget

	Assessment	Assessment %
Cleaning & Maintenance	\$497,721	29.61%
Public Safety	\$597,683	35.55%
Management & Administration	\$585,699	34.84%
Total	\$1,681,103	100%
Non-Assessment		
Grants	\$15,000	
Fee for Service	\$640,588	
Other	\$293,832	
Total	\$949,420	

FY 2022 Actual

	Assessment	Assessment %
Cleaning & Maintenance	\$485,581	29.81%
Public Safety	\$549,597	33.74%
Management & Administration	\$593,840	36.45%
Total	\$1,629,018	100%
Non-Assessment		
Grants	\$80,895	
Fee for Service	\$623,991	
Other	\$103,109	
Total	\$808,085	

FY2022 Carryover Funds Used

Co-Responder Safety Team	\$13,655
Cleaning Team	\$10,753
Total	\$24,418

Statement of Financial Position

Cash & Contingency	\$2,277,698
Receivables Net	\$98,726
Furniture & Equipment Net	\$34,362
Other Current Assets	\$2,115
Total Assets	\$2,412,900

Liabilities & Net Assets

Accounts Payable & Accrued Expenses	\$341,541
Deferred Revenues	\$1,429,751
Notes Payable (Capital Equipment)	\$36,016
Total Liabilities	\$1,807,308

NET ASSETS

Total Liabilities & Net Assets	\$506,867
	\$2,314,174



Proper Hotel Rooftop, View from Charmaine's

Board of Directors

Chris Callandrillo Episcopal Community Services **Philip Gerrie** SF Friends Meeting House **David Harrison** Patson Company

Miia Kautovaara Ingka Centres **Jeannie Kim** SAMS American Eatery & Fermentation Lab **Kristie Lober** Related

Dipak Patel Property Owner **Jim Sangiacomo** Trinity Properties **Jane Weil** Resident **Bill Whitfield** Shorenstein Realty

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