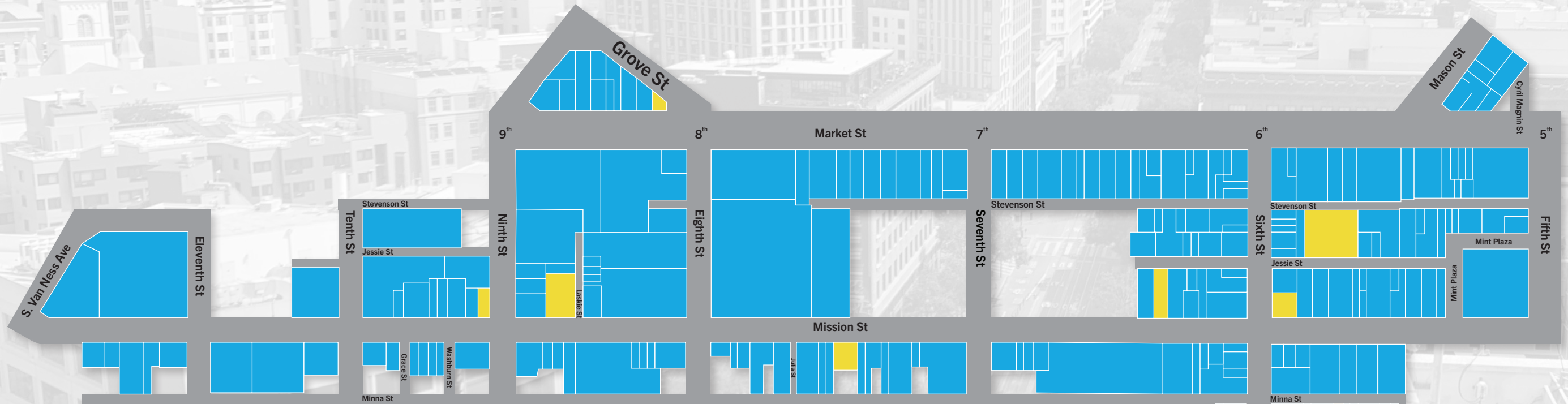




mid market community benefit district

2023 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 District's needs with a specialized approach and great attention to detail. MMCBD provides core neighborhood services with its Community Ambassadors and Clean Team, promotes local businesses, supports economic development and public improvement efforts, and advocates on behalf of its constituents regarding policy, planning, and quality-of-life issues.

Since 2007, MMCBD has been working with an engaged Board of Directors, committees and community partners to improve the Mid Market public realm. In 2014, district property owners renewed the CBD's services for another 15 years. MMCBD is committed to keeping the public realm as clean and safe as possible while also working to recover from the challenges of the Pandemic in partnership with all City agencies.

[MMCBD Dispatch](#)

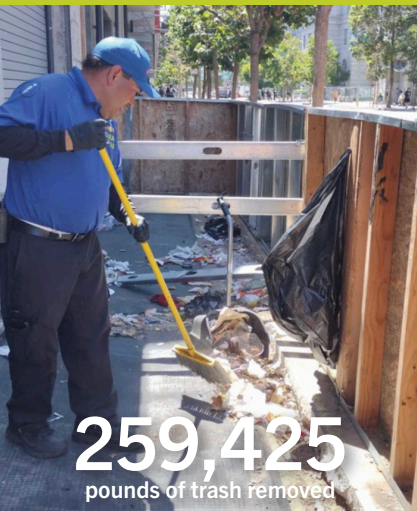
7 am-7 pm, Everyday

Use the SF311 App

Call/Text Dispatch (415) 543-5223

- 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.



AMBASSADORS

Highly trained Community Ambassadors provide hospitality and wayfinding support for pedestrians. They also serve as eyes and ears on the street, to proactively deter crime and address anti-social behavior. MMCBD Ambassadors serve as first responders helping to reduce unnecessary calls to local Police and Fire Departments. They can assess situations and determine the proper course of action without having to involve the authorities. Their presence and work results in more appropriate and effective help for individuals and provides cost savings for San Francisco taxpayers.

SAFETY TEAMS

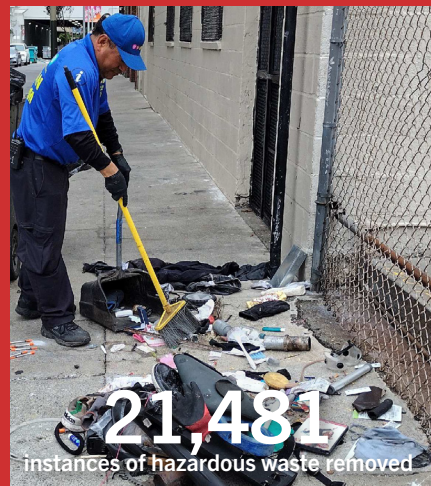
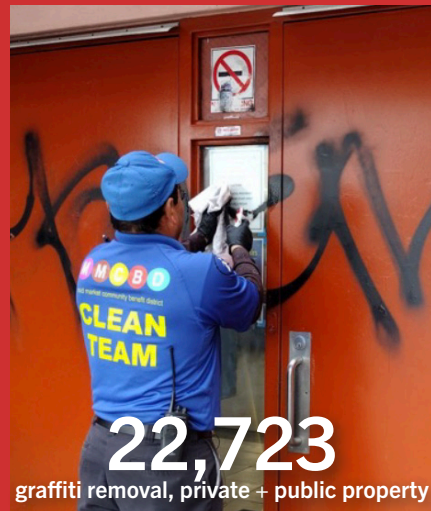
MMCBD Safety Teams consist of an SFPD 10B Officer and an MMCBD Ambassador. These co-responder teams proactively walk targeted areas in the District and together respond to calls for service. By drawing upon the combined expertise of the Officer and the Community Ambassador, the team is able to effectively address pedestrian safety issues in public spaces and connect people in need with appropriate services. The teams consistently work to meet and get to know the community, building trust and strengthening communication. Merchants, residents, and visitors greatly appreciate the Safety Teams and the heightened levels of safety they provide.

PUBLIC SAFETY CAMERAS

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



PUBLIC SAFETY



ECONOMIC DEVELOPMENT



DACHA Cafe & Bar



BLICK Art Materials



Orange Theory Fitness

BUSINESS ATTRACTION, RETENTION & EXPANSION

MMCBD works to ensure 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.

[District wide vacancies](#)
[List of Available Retail Space](#)

NEW DISTRICT BUSINESSES IN 2023:

- Bay Food Market
- IKEA
- Melifolla Dance
- DACHA Cafe & Bar
- Jonathan Carver Moore
- Pixlcat Coffee



Jonathan Carver Moore Gallery



BAIT



IKEA



IKEA Grand Opening



DACHA Cafe & Bar



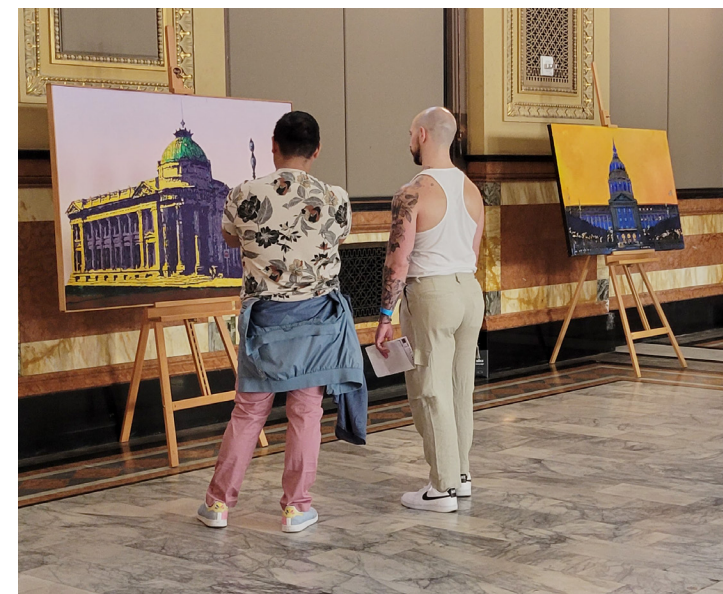
Burma Loco



MMCBD held its 10th annual art walk on Market Street, between 5th and 8th Streets, on November 11th and 12th with over 20 arts and entertainment locations. The interest from arts enthusiasts to visit downtown and support the arts surpassed all expectations.

Along the three blocks, vacant and commercial spaces in development opened their doors to an incredible array of art installations, from painting to sculpture and woodworking. Artists greeted hundreds of art walk goers each day and enjoyed tremendous exposure. Retail brokers and prospective tenants could also view available ground floor spaces while enjoying the art.

In addition to multiple gallery spaces, attendees were treated to free tours of the historic Hibernia building, an all-day hip-hop dance festival, live music, and drag show performances.



Left to right (top): Nya Serano at Yotel (1095 Market St.), Ray Buffalo at Fellow Barber (973 Market St.), Doty Glasco (944 Market St.), Sasun Kladpetch at The Line Hotel (33 Turk St.) Left to right (bottom): Willy Julius Duerr (944 Market St.), Richard Perri at The Hibernia (1 Jones St.)



ANNUAL MEDIA CAMPAIGN PROMOTES MID MARKET

Love on Market Street: A Q&A with the new LINE Hotel's General Manager Antonio Flores



LINE Hotel General Manager Antonio Flores stands in the newly minted lobby; wall art by Sasinar.

Hearts, candles, flowers — the Valentine's Day holiday is upon us, and there are a multitude of ways to celebrate, be it with a date, friends, or just indulging in some self-care. Here we talk with the LINE Hotel's General Manager Antonio Flores, about how to celebrate the holiday along Market Street. A person-in-the-know, he shares not only his selections for Valentine's Day, but places to visit all year long.

What excites you most about being in downtown San Francisco?
I think I'm in the best city in the US, so I'm a little biased. San Francisco is a great walking city, and nothing is too far that you can't enjoy a stroll from one place to another.

How do you travel the area: Get out of the best things about San Francisco are the options to the city. I live in the Castro, so I often take MUNI. The M, K, L, or T lines get me where I want to go. If I'm in the mood for an Irish Coffee at Buena Vista Café I take the Hyde Cable Car. When I want to enjoy the bay, I ride an e-bike from work down Market onto the Embarcadero. We have an e-bike station just outside the hotel.

Tell us a little bit more about the LINE?
The LINE San Francisco is a special place where you can experience both the grit and glitter of Mid Market at a brand-new building in the heart of the historic Theater District. Eat, drink, rest, take in the views, and discover the thriving creative community. But first, coffee. Alfred Coffee [at the LINE] serves an extensive menu of caffeinated beverages including their World-Famous Iced Vanilla Latte.



Alfred's Candies

If buying a bottle of wine at Whole Foods or The Market on Market, what are some brands/bubbles you would recommend?
Whole Foods is just a 10-minute walk from the LINE. I'm sure I will be stopping by to pick up my favorite Veuve NV Brut Champagne. They have so many options. You're sure to find something to help make the night special.

What is the LINE doing for the month of love? We are celebrating the month of LOVE with our fun promotion called "BUBBLE LOVE." We invite everyone to come be our LINE Valentine: stay with us during

Tenderheart is a flowing indoor-outdoor celebration of Northern California cuisine through a multicultural lens, by Executive Chef Joe Hou. Rise Over Run is our rooftop bar and solarium which serves inventive bites and panoramic views of the city. Lastly, coming soon is our main floor late night cocktail space called Dark Bar. This will be the spot for those cocktail creatives.

[Also be sure to check out their extensive, rotating art collection! Throughout their lobby, restaurant spaces and guest rooms — visitors will see pieces from local artists, many inspired by Market Street and the adjacent neighborhoods.]

For a romantic dinner — any Market Street spots you suggest people try?
You can never go wrong with 54 Mint [at Mint Plaza]. Order the carbonara and a bottle of your favorite red. The vibe and décor are a perfect setting for lovers of all kinds.

Candy is also a large part of the holiday, what do you suggest someone buy their sweetheart from Littlejohn's Candies at 1422 Market?
I mean who doesn't love fudge. Littlejohn's has some of the best. I know my husband never turns it down.

Best hidden gems on Market Street?
After you have checked out the amazing views from Rise Over Run, walk over to Burma Love in Mint Plaza. I always order the samosas and jasmine rice.



Best upcoming show/concert/dance to see with a date?
On Wednesdays we wear pink! I am so excited to see Mean Girls at the Golden Gate Theater, which opened on January 31st. It's sure to be the hottest show in San Francisco.

Thank you so much Antonio! If you haven't yet, be sure to check out The LINE Hotel on Market between 5th and 6th.

Here are some more options along Market Street to check out this Valentine's Day.

Candy — Littlejohn's Candies' fudge is delicious, they also sell the classic heart shaped boxes full of handmade chocolates, as well as other sweet treats such as their signature English butter. Visit their delicious shop or order your heart to be delivered via mail.

Flowers — Pick up seasonal bouquets, potted plants or long-stem roses at The Market on Market or Whole Foods at Trinity Place, the wine staff at both stores can help you select a bottle at any price point.

Wine — Shop reds, whites, rosés and bubbles at The Market on Market or Whole Foods at Trinity Place, the wine staff at both stores can help you select a bottle at any price point.

Brunch — If your ideal date is more breakfast or lunch than dinner, make sure to check out the recently reopened SAMO's American Eatery. Don't miss their house specials, such as Citrus Mascarpone French Toast and Haruqueu Spicy Korean Ramen. And don't forget to order a mimosa!

Romantic View of the City — Take in the view from the LINE's Rise over Run or the Proper Hotel's Charming's, and grab dinner and a cocktail with your date. Also, the Proper Hotel is also offering Valentine's Day prix fixe dinner options at Villan American Restaurant & Lounge and La Bande.

Cash a Glass of Wine or Beer — If your date night includes a trip to the Orpheum Theater to see Dear Evan Hansen or to The Warfield for a concert, Fermentation Lab is a great spot to grab a glass of wine or a local beer before heading off for the night.

Crazy Dinner Date — In addition to the other wonderful places mentioned, Montesacro, a cozy Italian dinner, is a great spot for an intimate dinner date. Make sure to check out their extensive wine menu as well.

Unique Date Idea — If looking to do something unique for a date night, consider a Splitter Date at the Smash Room, where couples date themselves in white painter suits before painting wildly. Alternatively, the Smash Room can also be a great option if you want to break stuff after a recent break up.



Downtown workers on Market Street in 1935; courtesy of the San Francisco Historical Society, SF Public Library (L) Dorsey's proximity to his office (R)

Life at the Center of It All: A Q&A with Mid Market Resident and District 6 Supervisor Matt Dorsey

Living in Mid Market means being steps away from world-class restaurants and performances, public transit, well-stocked markets, retail stores, quick bite cafes and coffee shops; and for District 6 Supervisor Matt Dorsey, it means being just a quick walk to work. A resident-in-the-know, we share with you what it's like to live along Market Street, and some of his neighborhood go-tos.



Power to the pedal: You can often spot Supervisor Dorsey commuting by bike — even to his wall!

Weekends I'm running errands, post office over at Fox Plaza, farmers market in UN Plaza.

As you mentioned you don't own a car, how do you get around the neighborhood?
Walking, bike share, Muni and BART account for the large majority of my trips in and out of the neighborhood. I'm blessed to live as close to work as I do and in an area that's so well served by protected bike lanes.

Being close-to-it-all is especially important when carrying grocery bags. What's your go-to local market?
I was so excited for our new Whole Foods at Trinity Place, but I'm also a regular customer of Harvest Urban Market and The Market in the Twitter building [Market Square].

Another great benefit to being centrally-located is easy access to delicious food. Where are a few Mid Market places you like to visit for a quick bite?

One of the things I love about The Market is that it's close to home and work, and has so many delicious options! I love Manila Bowl and the Poké Bar, and their pre-made hot sandwiches have been a delicious fast option on busy days. I'm a Cadillac Grill fan, too, as well as Gai Chicken.

There are some recent and upcoming openings along Market Street as well! Tell us what we have to look forward to:

I'm excited to see the opening of IKEA's Livat concept store, which I believe will be a great addition to our neighborhood, and I hope, a groundbreaking model that could help redefine the retail experience to include workplace and placemaking options.

And since it is March, did you attend the St Patrick's Day Parade on Market Street?

I'm an Irish Catholic who came to San Francisco from Boston, so I suppose St. Patrick's Day is one of my community's high holy days. I'm also a parishioner at St. Patrick's Church, which hosts a mass that brings together the Irish and Filipino communities. I was excited to be in the parade, and I'm proud that it kicked off from District 6.



Dorsey and staffer Madison Tam at La Colombe Café

New homes in the center of it all - Mid Market

Rooftop Terraces • Pools • Parking • Gyms • Pet Friendly



Market Offerings
Bread
Cheese
Dates
Eggs
Fresh Cut Flowers
Fruit
Honey
Hummus
Jam
Nuts
Olive Oil
Pies
Seafood
Succulents and Plants
Vegetables

Shopping Local in Mid Market The Heart of the City Farmers' Market is a Cornucopia of Great Things



“Asparagus, cherries, avocados, berries, leafy greens, herbs”

Steve Pulliam, Director of the HOC Farmers' Market, lists off the fresh, colorful spring produce shoppers can get ready to shop for this season, adding "Sometimes we will get an early flush of blueberries and apricots." Market goers searching for the hardest-to-locate produce can also find themselves in luck! Among the 40 farms at the market, shoppers can discover produce such as the fragrant citrus Buddha's Hand, and "sugar cane, kaffir lime leaves, pomegranates, many types of Asian squash and greens, maintain potatoes, specialty mushrooms [and] mulberries," Pulliam adds.



Steve Pulliam, Director of the HOC Farmers' Market



Grab some kale from Green Thumb Farms, and the other ingredients from neighboring vendors and make:

PURPLE KALE PESTO RECIPE

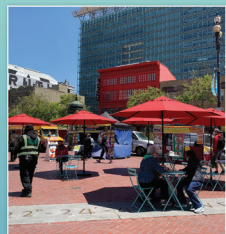
High in antioxidants, Gonzalez says to use this recipe in your favorite pasta or as a spread.

INGREDIENTS:
2 cups purple curly kale, packed
1/2 cup fresh lemon juice (juice from one fruit)
1/3 cup oil of choice
1 cup walnuts (measured whole)
2 cloves garlic salt to taste

INSTRUCTIONS:
1. Add all ingredients in a blender except for the oil.
2. Slowly incorporate oil a little at a time until fully infused.
3. Taste and enjoy!



Klein's Seafood has been a Market staple for over 20 years, the highly-rated seafood stand sells everything from crabs and clams to seasonal fresh fish. Just like produce vendors, fishermen follow the seasons too.



FOOD VENDORS (Wednesday only) Pulliam notes:

Estrellita's Snacks "The best pupusas in town."

Auntie Lan's "Malaysian cuisine with fresh made dumplings and curries, a true chef."

Roll Roti Chicken "Excellent quality chicken and ribs, also their famous panchetta sandwich — and don't miss the roasted potatoes and brussel sprouts."

Cabalen "Filipino/Mediterranean dishes, great chicken adobo, lumpia, shawarma, and talahit."

Other great options:
Victory Dumplings (Chinese Dumplings)
Pak Foods (Pakistani cuisine)
Street Meet (Taco Truck)



Auntie Lan's makes hot delicious dumplings

Open rain or shine!

Wednesdays 7am-5:30pm and Sundays 7am-5pm; credit cards accepted. (415) 558-9455 | hotfarmersmarket.org

» For public, buyer, and school educational tours, contact by phone or through the HOC website.

» Pre-ordering and easy pick-up available for restaurants and large orders.

GET MOVING

Exploring the Vibrant Workout Options in Mid Market



Black Box VR Fitness Market at 9th

Tech meets fitness at Black Box VR, this virtual world workout delivers real results with resistance training and a HIIT cardio workout program.

Fitness SF Mid Market at 10th

A multifaceted gym experience, offering weightlifting platforms, personal trainers, and classes such as Yoga, Pilates, Dancefit, BODYPUMP, and Zumba.

Pilates on Page, POPI Page at Market

With a focus on building strength and flexibility, Pilates on Page, POPI offers group and private classes for all levels.

Runners and cyclists

More your style, Market Street makes for a great biking and running route, with three miles of wide sidewalks and protected bike lanes for your outdoor cardio routine.



HEART-RATE BASED INTERVAL TRAINING
415-741-0000
SCIENCE BACKED. TECHNOLOGY TRACKED.
GETHEORY.COM

No matter your workout style, Mid Market is an epicenter of fitness: gyms, personal trainers, dance classes, Pilates, VR and more. Orangetheory Market and fitness enthusiast Anthony Sanders talks about what visitors can expect when they step through the doors, where people from all backgrounds, ages and fitness levels come together to encourage and inspire one another to get moving.

Can you explain what 'Orangetheory' means and what the orange lighting is about?
We offer total-body group workouts with a focus on science-backed, heart rate-based interval training. This is tracked by technology through wearing a small wristband with a heart rate monitor. Workouts are led by certified coaches, each with their own fun workout music and energy. The "orange" represents physical energy, stimulation and rejuvenation. That's why we have orange lights, so that everyone who steps through our doors feels encouraged and ready to crush their workout!

What does an average class consist of and is there a studio capacity?
In a one-hour class people can expect rowing, cardio and strength training. This low impact workout helps improve endurance, strength and power; everyone goes at their own pace based on fitness level. The weight and floor exercises change daily to focus on different muscles and coaches can provide alternate options for any movements, in a class that welcomes up to 45 people.

Do you have a fitness mentor?
I would have to say my friend Sebastian, who also happens to be a coach at Orangetheory. Seeing the dedication, heart, discipline and impact he puts into fitness is so inspiring. He pushes me to be the best version of myself and helps keep me accountable with my fitness goals.

Do most members get to the Mid Market studio by public transit or is there parking nearby?

Most of our members live close to our studio so they either walk or take public transportation [easily accessible via Muni stops F, J, K, M, N, 6, 7, 9, 14, 19, 49, and Civic Center BART station]. If driving, there's street parking along 9th and 10th. We also have members who bike. [Limited indoor bike parking, outdoor racks adjacent to building].

What are the benefits of using your technology [heart rate monitor] inside and outside of the studio?

The wearable heart rate monitors are part of the Orangetheory trifecta of science, coaching and technology. It's the data from the heart rate monitor that equips coaches to help members overcome fitness hurdles, and can also be utilized outside the studio during a run down Market Street or a hike up any of San Francisco's hills!

[Readers can reach out to Orangetheory - Mid Market for a free class pass!]



Photo: Chris Hardy

Do the Hustle! Or try any of the other 70 weekly classes LINES Dance Center (Market at 7th) offers to get your blood moving and build strength. "Our classes are appropriate for all levels — from absolute beginners to advanced professionals. Drop-ins are always welcome to our ballet, contemporary, Pilates, Hip Hop, jazz, Flamenco, Dance Wellness classes, and much more," says Director of Community Programs Mary Carbonara. "I always advise folks to go for it and try the class that sounds like the most fun to them... maybe they are seeking the excitement of a Hip Hop class, wanting to develop their ballet skills, or feel like experimenting with something new." She reminds new visitors to arrive a few minutes early to meet the teacher and "let us know if there are any special help or tips on learning a new movement for example." They offer a Dance Class Pass for those who want to try them all, and also host a community Pilates class at The LINE Hotel on Saturdays.

FEBRUARY - Mid Market Small Businesses

MARCH - Residential Housing

APRIL - Heart of the City Farmers' Market

MAY - Fitness Options

2023 FINANCIALS

FY 2023 Budget		
	Assessment	Assessment %
Cleaning & Maintenance	\$558,598	29.98%
Public Safety	\$744,639	39.96%
Contingency & Reserve	\$5,000	0.27%
Management & Administration	\$555,293	29.80%
Total	\$1,863,530	100.00%
	Non-Assessment	Non-Assessment %
Grants	\$90,356	9.58%
Fee for Service	\$662,353	70.24%
Other	\$190,294	20.18%
Total	\$943,003	100.00%
FY 2023 Actual		
	Assessment	Assessment %
Cleaning & Maintenance	\$561,835	32.60%
Public Safety	\$518,157	30.06%
Contingency & Reserve	\$55,000	3.19%
Management & Administration	\$588,487	34.15%
Total	\$1,723,480	100.00%
	Non-Assessment	Non-Assessment %
Grants	\$55,280	6.21%
Fee for Service	\$672,583	75.55%
Other	\$162,420	18.24%
Total	\$890,282	100.00%
FY 2023 Carryforward Spending		
Clean Team	\$15,300	January - December 2023
General Fund	\$178,897	January - December 2023
Total	\$194,197	

Statement of Financial Position

Cash & Contingency	\$1,719,930
Receivables Net	\$196,664
Furniture & Equipment Net	\$18,370
Other Current Assets	\$2,115
Total Assets	\$1,937,080
Liabilities & Net Assets	
Accounts Payable & Accrued Expenses	\$238,910
Deferred Revenues	\$1,302,437
Notes Payable (Capital Equipment)	\$18,137
Total Liabilities	\$1,559,484

NET ASSETS

Without Donor Restrictions	\$377,596
With Donor Restrictions	\$0
Total Net Assets	\$377,596

Total Liabilities & Net Assets	\$1,937,080
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The Hibernia

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

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