



mid market community benefit district

2024 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 pandemic's challenges 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

4,160
hours of pressure washing

238,225
pounds of trash removed

4,785
stickers & flyers removed

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.

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.



BEFORE



AFTER

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 result in more appropriate and effective help for individuals and provide 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 can 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



Ambassador assisting person in need of social services

PUBLIC SAFETY

5,772
needles removed



25,339
graffiti removal, private + public property

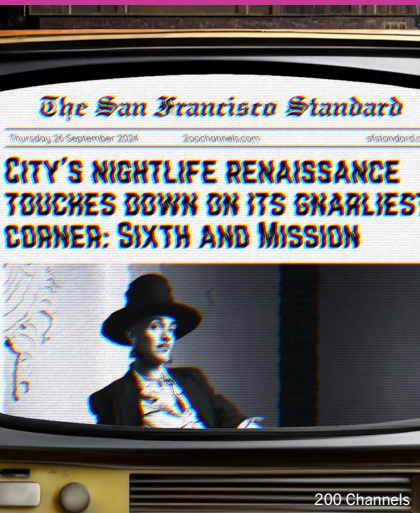


36,960
instances of hazardous waste removed

ECONOMIC DEVELOPMENT



Habibi's Birria



200 Channels



The Function SF

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 neighborhood tours. 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 2024:

- 200 Channels
- Habibi's Birria
- Hej! Workshop
- Holy Stitch
- Mid Market Eats
- Saluhall
- The Beer Hall
- The Function SF
- The Red Tail
- The Roar Shack
- Urban Curry



Hej! Workshop



Saluhall



The Red Tail



The Beer Hall



Urban Curry



This year's More Than 2 Blocks of Art featured another stellar lineup of artists and musicians in over 20 locations along Market Street, from 5th to 9th Streets. Once again, the historic Hibernia was the popular meet-up space throughout the weekend, with a DJ playing tunes, a bar serving drinks and snacks, a new artisan vendor market, and free guided tours of the building led by architects.

Art lovers of all ages mingled with artists, retail brokers and prospective tenants as 12 of the 27 stops along the walk featured spaces available for lease that were converted into pop-up galleries for the weekend. Key partner Ingka Centres hosted two artists in their multi-level, gallery-like atrium and provided participating real estate brokers with free parking and lunch at Saluhall. Live musical performances at the entrances to the ACT Strand Theater and The Warfield kept the sidewalks lively and pedestrians dancing.



Left to right (top): Nasim Moghadam at 944 Market St., Love, Melody Originals at Yotel, 1095 Market St., Anja Ufledt at 960 Market St.

Left to right (bottom): Cara Goldstein at 945 Market St., Jon Vhor at 945 Market St.

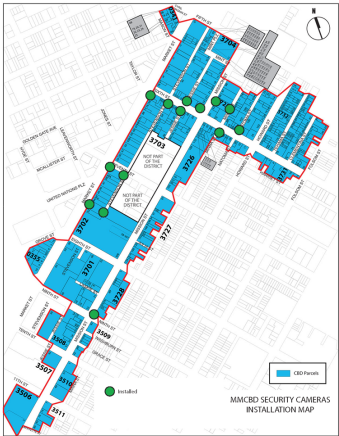
SURVEILLANCE TECHNOLOGY REPORT



MMCBD 2024 Surveillance Technology Report

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I. 2024 Map



II. Organizations or Individuals Requesting Information

San Francisco Police Department:
Ballonado, Barcena, Byrne, Durkin, Hurley, Grande, MacMahon, Orantes, Palladino, Rashidian, Rock, Suhrke

San Francisco District Attorney's Office
Morse

San Francisco Public Defender's Office:
Faulkner, Huber, Jowdy, Perez, Schroeder, Suarez, Thompson

Business Owners/Residents:
Lieu, Peterson

III. Program Policy (attached)

Mid Market Community Benefit District
Public Safety Camera Program Policy

I. Program Overview

A. The purpose of the Public Safety Camera Program “the Program” is to make Mid Market Community Benefit District (MMCBD) public spaces safer for everyone. Program cameras are intended to deter crime and safety issues; and to allow for after-the- fact investigation of such issues. The Program will be used in a professional, ethical and legal manner which does not violate reasonable expectation of privacy as defined by California law. MMCBD reserves the right to modify or change these policies at any time.

II. Program Details

- A. Program cameras will be installed within or adjacent to MMCBD boundaries with views of public spaces including, but not limited to: sidewalks, alleys and plazas.
- B. Program cameras are not used to specifically protect private properties within the District and are not located around areas where the public might have an expectation of privacy such as a public restroom.
- C. Program cameras only cover a small fraction of the public space within the MMCBD and even when camera coverage exists, it may not be possible to provide the level of detail necessary to identify: suspicious activity, crime or suspects.
- D. Program cameras are not actively or continuously monitored and no one should have an expectation they are under continuous monitoring when they are within range of a camera. Victims of crime and safety issues in the District should not expect someone to come to their rescue because they are in front of a camera.
- E. Program Users will operate the Program for reports of specific incidents or threats.
- F. MMCBD will not use covert or fake “dummy” cameras. MMCBD also does not record any sounds or voices and does not use any biometric or other monitoring software.
- G. Program cameras are managed and operated by MMCBD and its employees, agents, contractors; and Program Management Designee (collectively “the Users”).
- H. Program Management Designee is a Program technology expert assisting MMCBD with Program management and serving as Custodian of Records for Program video recordings.
- I. Signage may be posted in or near areas with cameras to inform the public they may be recorded, but signage is not required and may not be posted at all locations.
- J. MMCBD and its Program Management Designee may monitor live feed from time-to-time and have the ability to control the cameras for routine maintenance and other MMCBD service programs.

III. Program Recordings

- A. Program camera footage may be released to law enforcement and public safety agencies in response to specific crime and safety incidents per the policies set forth herein.
- B. MMCBD and its Program Management Designee are responsible for the management of the Program and have exclusive control of the release of camera footage.
- C. In the event of a crime or safety incident in an area where Program coverage may be available, individuals should report the incident to the San Francisco Police Department (SFPD). SFPD can then request the video from MMCBD. If relevant video footage is available, a permanent video clip of the incident may be produced and made available to the SFPD or other law enforcement or public safety agencies in accordance with the policies set forth herein.
- D. Requests for video recordings will be approved by MMCBD and processed by MMCBD; or its Program Management Designee who serves as Custodian of Records for subpoenas and court orders.
- E. MMCBD and its Program Management Designee are not crime investigators and may not provide video recordings or conduct searches for general or non-specific inquiries. Video recordings will be provided in response to requests reasonably describing the desired recordings in accordance with the request for video process set forth herein.
- F. Recorded video will be made directly available to the general public only to the extent required by law. MMCBD will also comply with all provisions in its contract with the City and County of San Francisco related to its records.
- G. Recorded video is generally stored for a period of 30 days. Beyond 30 days recorded video is generally deleted, erased or destroyed unless requested under the provisions of this Policy and converted into a permanent video clip.
- H. Copies of permanent video clips will be retained by MMCBD’s Program Management Designee for a minimum of 6 months.

IV. Requests for Video, Video Footage Review and Copies of Records

- A. This Policy does not guarantee any records will be provided upon request.
- B. Requests for video, footage review and/or copies of records are to be documented using the Video Retrieval Request Form, attached as Exhibit A, and carried out by and/or under direct supervision of MMCBD or its Program Management Designee at MMCBD designated locations.
- C. Video Retrieval Request Forms should be submitted to MMCBD by email at: video@midmarketcbd.org. MMCBD or its Program Management Designees will typically respond to the request within 10 business days and within the timeframes required by applicable laws.

- D. MMCBD staff or its Program Management Designee will provide assistance to persons making Public Records Act requests as required by law, and may fill in and submit the Video Retrieval Request Form if the person does not wish to do so. Although preferable, the Form need not be fully completed in order to initiate the request.
- E. Requests to review real-time camera footage are generally prohibited and not the intended use of the Program. Any request by law enforcement or public safety agency to observe real-time video for an exigent circumstance (such as a missing child) will be evaluated on a case-by-case basis and is subject to the policies set forth herein.
- F. Use of retrieved video or copies of records, for any purpose unrelated to the initially approved request is prohibited.
- G. Program Management Designee is the Custodian of Record. MMCBD does not maintain video records or images under its control; and its employees cannot testify to their authentication. Any subpoena for the Custodian of Record to testify shall be directed to the Program Management Designee.
- H. MMCBD reserves the right to charge fees for requests for video that will require extensive staff time, or Program Management Designee’s staff time to prepare; and for any materials such as flash drives, CDs, DVDs or other devices necessary to fulfill the request.

2024 FINANCIALS

FY 2024 Budget	Assessment	Assessment %
Cleaning & Maintenance	\$496,274	26.52%
Public Safety	\$718,809	37.98%
Contingency & Reserve	\$28,500	1.52%
Management & Administration	\$635,752	33.97%
Total	\$1,871,335	100.00%
Non-Assessment	Non-Assessment %	
Grants	\$330,975	31.01%
Fee for Service	\$701,772	65.74%
Other	\$34,723	3.25%
Total	\$1,067,470	100.00%

FY 2024 Actual	Assessment	Assessment %
Cleaning & Maintenance	\$532,259	28.51%
Public Safety	\$661,902	35.46%
Contingency & Reserve	\$30,478	1.63%
Management & Administration	\$642,021	34.39%
Total	\$1,723,480	100.00%
Non-Assessment	Non-Assessment %	
Grants	\$139,945	14.20%
Fee for Service	\$813,581	82.54%
Other	\$32,131	3.26%
Total	\$985,658	100.00%

FY 2024 Carryforward Spending	
Clean Team	-
General Fund	\$94,453
Total	\$94,453

Statement of Financial Position	
Cash & Contingency	\$1,597,699
Receivables Net	\$170,568
Furniture & Equipment Net	\$3,943
Other Current Assets	\$1,965
Total Assets	\$1,774,174
Liabilities & Net Assets	
Accounts Payable & Accrued Expenses	\$276,634
Deferred Revenues	\$1,211,222
Notes Payable (Capital Equipment)	\$4,462
Total Liabilities	\$1,492,318

NET ASSETS	
Without Donor Restrictions	\$281,856
With Donor Restrictions	\$0
Total Net Assets	\$281,856
Total Liabilities & Net Assets	\$1,774,174

Mint Plaza

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

1182 Market Street, Suite 213 | San Francisco, CA 94102 | (415) 957-5985 | info@midmarketcbd.org | midmarketcbd.org



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