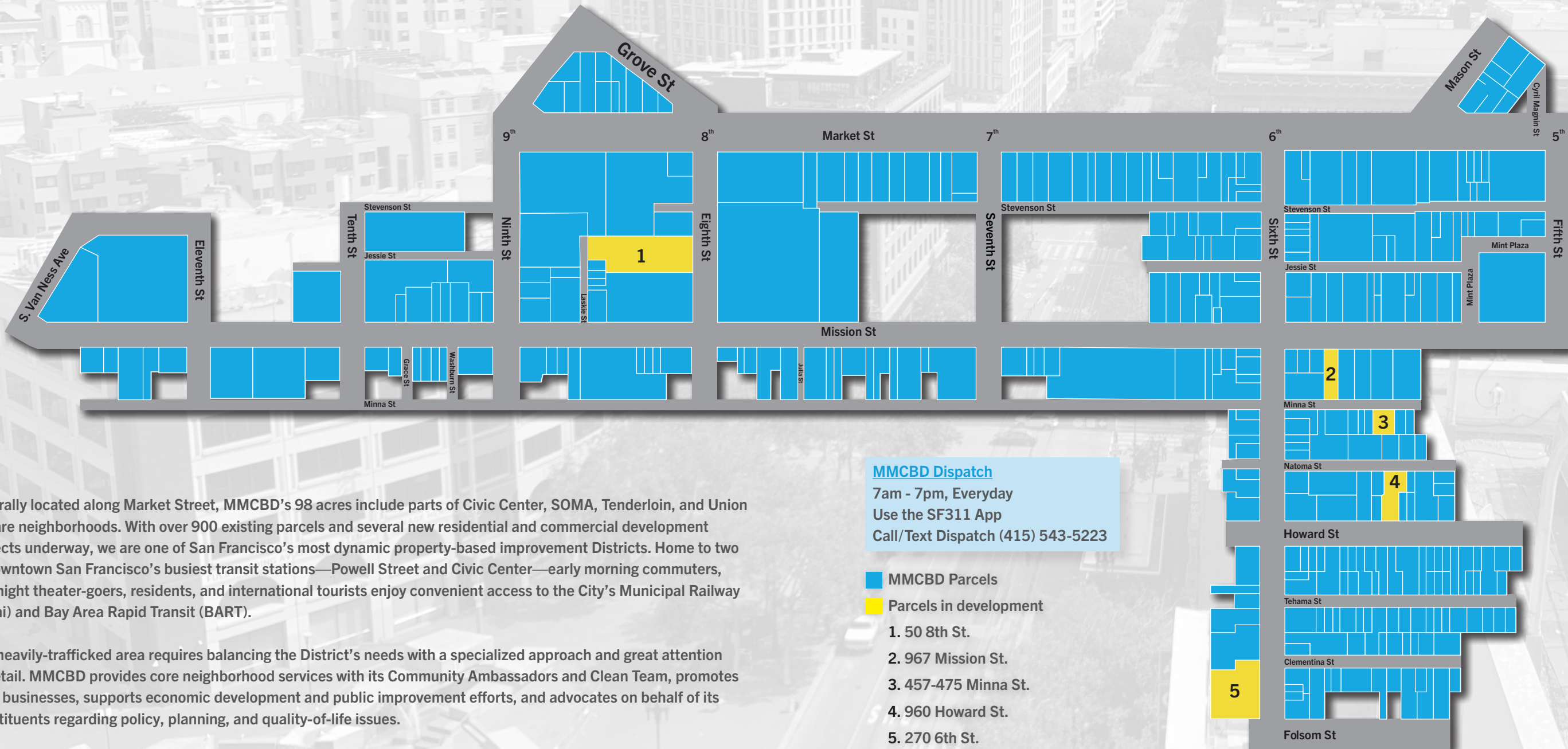




mid market community benefit district

2025 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.

[MMCBD Dispatch](#)
7am - 7pm, Everyday
Use the SF311 App
Call/Text Dispatch (415) 543-5223

- MMCBD Parcels
- Parcels in development

1. 50 8th St.
2. 967 Mission St.
3. 457-475 Minna St.
4. 960 Howard St.
5. 270 6th St.

CLEANING & MAINTENANCE

4,160
hours of pressure washing

208,180
pounds of trash removed

7,153
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

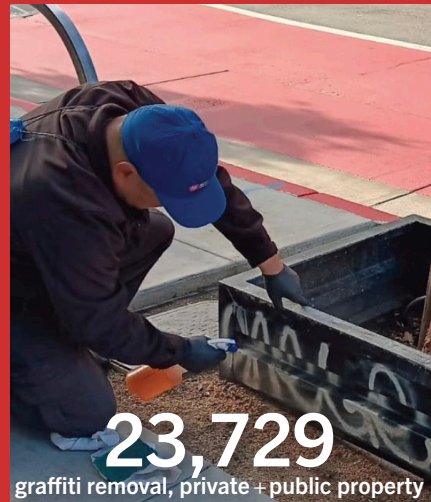
MMCBD's public safety cameras are a proactive deterrent to illegal activity and provide law enforcement with accurate accounts of situations occurring in the public realm should the need arise. Learn more about the program by contacting: video@midmarketcbd.org



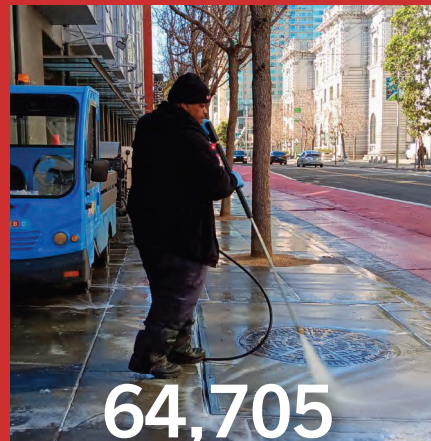
Ambassador assisting person in need of social services

PUBLIC SAFETY

4,416
needles removed



23,729
graffiti removal, private + public property



64,705
instances of hazardous waste removed

ECONOMIC DEVELOPMENT

BUSINESS ATTRACTION, RETENTION & STABILIZATION

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.

NEW DISTRICT BUSINESSES IN 2025:

- Cheezy's Pizza
- Haru
- Lemon Tree
- Ross
- Trellis
- Turquaz
- Smish Smash

DISTRICT PROMOTIONS

[Visit 10 Cafés, Get \\$100 VISA Gift Card](#)



[Buy One Drink, Get One for .01¢](#)



Turquaz Tres Leches

Trellis Cafe

Ross

Cheezy's Artisan-Pizza

Smish Smash

Haru

Turquaz

Turquaz

Lemon Tree



This year's **2 Blocks of Art** (5th to 7th on Market Street) focused on the theme of Site + Sound — which showcased the deep connection between music and art in reimagined spaces, weaving together Mid Market's rich history of movie houses, radio, live music venues, and culture with the energy of today's creative arts community. Spots to visit included pop-up galleries with established Bay Area artists, permanent galleries, California Historical Radio Society mini museum and storefront, live music on Market Street sidewalks, historic building walks led by famed architecture & design firm Page & Turnbull, and a behind the scenes look at Warfield Commons, San Francisco's new home for artists, journalists, neighbors and changemakers.

Left Page: Page & Turnbull historic building tour. **Right Page (clockwise):** Urban Keys - Market Street Rhythms at 1080 Market St., Bernal Burrow at Prism, 1028 Market St., Jonah Burlingame at Yotel, 1095 Market St., Mike Farruggia at 992 Market St.



Pack Walk SF – First Thursdays (May–Oct)



The inaugural season of the **Market Street Pack Walk** brought joy to the people it passed by. A monthly walk from May through October, it grew in participant numbers throughout the season, with the last walks of the season seeing 50+ dogs and their owners. The walks, led by MMCBD ambassadors and a local dog trainer, made stops at spots such as Oxford Street, where dogs were treated to free bow ties, and Saluhall and Blick Art, where water stations were ready for the passing thirsty dogs and employees handed out coupons and shared information with their human owners on upcoming events at their establishments.



Left Page: The Pack Walk at 2nd St. & Downtown First Thursdays **Right Page (clockwise):** Janell from Janell's Happy Dogs, Halloween edition Pack Walk, August & September Pack Walk pups.

2025 FINANCIALS

FY 2025 Budget

	Assessment	Assessment %
Cleaning & Maintenance	\$532,690	26.75%
Public Safety	\$742,006	37.25%
Contingency & Reserve	\$34,855	1.75%
Management & Administration	\$682,162	34.25%
Total	\$1,991,713	100%

	Non-Assessment	Non-Assessment %
Fee for Service	\$874,164	86.52%
Other	\$136,177	13.48%
Total	\$1,010,341	100%

FY 2025 Actual

	Assessment	Assessment %
Cleaning & Maintenance	\$447,721	24.49%
Public Safety	\$589,086	32.22%
Contingency & Reserve	\$48,939	2.68%
Management & Administration	\$742,355	40.61%
Total	\$1,828,103	100%

	Non-Assessment	Non-Assessment %
Grants	\$2,573	0.26%
Fee for Service	\$872,792	87.36%
Other	\$123,654	12.38%
Total	\$999,018	100%

FY 2025 Carryforward Spending

Clean Team	\$35,700	January - December 2025
Public Safety	\$81,940	January - December 2025
Economic Development	\$94,903	January - December 2025
Total	\$212,544	

Statement of Financial Position

Cash & Contingency	\$1,346,848
Receivables Net	\$2,500
Other Current Assets	\$7,234
Total Assets	\$1,356,581

Liabilities & Net Assets

Accounts Payable & Accrued Expenses	\$177,777
Deferred Revenues	\$1,073,216
Total Liabilities	\$1,250,993

NET ASSETS

Without Donor Restrictions	\$105,588
Total Net Assets	

Total Liabilities & Net Assets \$1,356,581



Crispy of Natalini Flowers

Board of Directors

Alaric Degranfinried DPW **Philip Gerrie** SF Friends Meeting House **Miia Kautovaara** Ingka Centres

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