



**CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT
Mid-Year REPORT
JULY 1, 2015 – December 31, 2015**

Castro/Upper Market Community Benefit District

MID-YEAR REPORT JULY 1, 2015- December 31, 2015

Services Implemented

Public Rights of Way and Sidewalk Operations

- **Cleaning and graffiti removal services were provided every day in FY 2014-15** to every parcel in the district. Graffiti was removed within 24 – 48 hours of notification. Services included:
 - Daily sweeping of the entire district, (i.e. every parcel - map and list of parcels attached as Attachments 1 and 2) including every parcel and gutters,
 - Harvey Milk Plaza (upstairs/sidewalk level, sidewalk level planter beds)
 - Jane Warner Plaza litter removal and planter beds, water plants
 - Topping off of City trash cans, and collection of street garbage, including animal/human feces, and to a limited extent removing illegal fliers, stickers from bus stops, city signage, lamp posts.
 - Daily removal of all graffiti within the district (including on private property 9ft. or lower) within 24 hours of notification (except instances which require steam cleaning).
 - Quarterly Industrial-strength hot steam cleaning of sidewalks and plazas within the district n.
 - Spot power washing as needed on an urgent call basis, including sidewalk graffiti.
 - Call DPW 311 for debris dumped and tracking how those calls are resolved.
 - Additional sweeping and power washing hot spots after special events, Castro St. widening celebration, Halloween.
 - Weeding around tree wells and keeping tree wells free of trash.
 - Operation of a central dispatch number available to all to report issues within the district boundaries.
 - Unlocking gate in front of the parking lot on Castro St. next to the Castro Theatre by 6:50 a.m. daily.
 - Reporting any hazardous situations in the district to dispatch service, dispatch reports problem to 311, and tracks issue resolution.

Public Safety Services

- **Contract with S.F. Patrol Special Police** to specifically patrol the Harvey Milk and Jane Warner plazas and the public restroom on Market St. in front of Safeway. The hours are: 4:00 p.m. – 1:00 Sunday – Wednesday and 4:00 p.m. – 3:00 a.m. Thursday – Saturday.
- **Castro Cares** a community based collaborative to improve the quality of life for those who are at risk, living on in the Castro/Upper Market and those who are housed, and/or who work and play in the district. 20 hours of homeless outreach

services and 32 hours of Patrol Special Officers walking a foot beat, plus over time SFPD (10B) at random assigned hours, about 10 – 15 hours a month.

District Identity and Streetscape Improvements

- **Live! In the Castro Summer 2015 through Spring 2016** Live! In the Castro entertained the neighborhood and visitors from July 2015 – June 2016 with a variety of live entertainment. Live! In the Castro brings an average of 150-200 people per hour to the plaza, people stop and listen for a short while or stay for the entire event.
- **Castro Ambassadors** have warmly welcomed 4300 visitors to the Castro during July– December 2015. We've had visitors from Sweden, China, Uruguay, London, Ireland, Switzerland, the Netherlands and Spain to name a few. Visitors from China, Japan, Italy, France and Germany received handouts of directions in their native language to our most visited tourist spots.
- **Outreach at the Castro St. Fair** – Castro CBD had a booth at the fair to provide the opportunity for residents, property owners and others to learn about the CBD and meet the CBD staff and board members.
- **Social media updates:** CBD Facebook page, Twitter feed and website.
- **Leader in advocating for pedestrian safety improvements** on Upper Market and has been working closely with SFMTA on implementation of Vision Zero on Upper Market.
- **Update CBD Facebook** page, Twitter feed and website.
- **Leader in advocating for pedestrian safety improvements** on Upper Market.
- **Land Use Committee**, CBD will continue to work closely with neighborhood organizations, property owners and developers on land use issues.

Administrative and Corporate Operations

- Manage CBD office space and act as landlord for subtenants who share the rent.
- Ensure functioning of CBD and compliance with City contract and management plan.
- Ensure compliance with the California Brown Act and California Public Records Act.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Streetscape, Services, Land Use, Executive, and Finance.
- Ensure finances are accurate; work with CPA on annual review.
- Respond to communication from property owners, merchants, residents and others regarding issues directly and/or indirectly related to the services provided by the CBD.

Financials Attachment A

- Profit & Loss
- Balance Sheet

Attachment A

Castro/Upper Market Community Benefit District, Inc.

PROFIT AND LOSS

July - December, 2015

	TOTAL
INCOME	
4000 Assessments & Contributed Support	
4010 Special Benefit Assessments	
4011 Special Benefit Assessment Income	279,691.22
4012 Penalties on Assessments	5,899.91
Total 4010 Special Benefit Assessments	285,591.13
4020 Individual/Business Contributions	25,208.57
4030 Interest Income	61.36
4040 In-Kind Donations	2,959.16
4050 Grants	
4052 Government Grants	100,000.00
Total 4050 Grants	100,000.00
4080 Affiliate Membership	8,499.76
Total 4000 Assessments & Contributed Support	422,319.98
Total Income	\$422,319.98
GROSS PROFIT	\$422,319.98
EXPENSES	
7000 Program Services Expense	
7010 Contracts--Street Cleaning	141,258.66
7020 Contracts--Police Patrol Services	37,832.80
7025 Security	44,521.38
7026 Incentives	573.99
7027 Social Services	11,041.95
7031 Maintenance & Landscaping	1,957.88
7033 Ambassador Program	904.88
7035 Promotions/Street entertainment	15,748.66
7037 Marketing & Advertising (deleted)	2,963.35
7038 Meetings	993.31
Total 7000 Program Services Expense	257,796.86
7200 Personnel Expenses	
7210 Officer & Director Salaries	52,355.00
7220 Salaries & Wages - Program Coordinator	15,327.63
7240 Payroll Taxes	5,479.29
7260 Workers' Compensation Insurance	793.98
Total 7200 Personnel Expenses	73,955.90
7500 Professional Fees	
7520 Accounting Fees	6,405.00
7530 Legal	-3,750.00
7535 Consulting	7,500.00
7540 Payroll Fees	646.00
7560 Administrative Services (deleted)	352.75
Total 7500 Professional Fees	11,153.75
8100 Operational Expenses	

	TOTAL
8120 Office Rent	8,089.52
8125 Utilities	783.30
8130 Storage/PO Box Rental	354.00
8135 Janitorial	650.80
8140 Insurance	
8141 Insurance--Directors and Officers	873.84
8143 Insurance--General Liability and Property	1,271.30
8144 Accident Insurance	54.54
8146 Insurance - Commercial Property	146.16
Total 8140 Insurance	2,345.84
8155 Office Supplies	1,015.38
8160 Postage and Shipping	585.75
8170 Printing and Copying	1,004.03
8180 Office Tools and Materials	1,467.51
8185 Telecom	811.10
8190 Website/Internet Expense	380.64
Total 8100 Operational Expenses	17,487.87
8110 Bank Service Charges	12.00
8111 Paypal Fees	364.73
8113 Credit Card Fees	20.14
Total 8110 Bank Service Charges	396.87
8300 Travel & Meeting Expenses	
8320 Travel/Transportation	65.95
8330 Parking/Tolls	109.48
8340 Conferences & Conventions	-287.86
Total 8300 Travel & Meeting Expenses	-112.43
8550 Other Miscellaneous Service Cost	-248.43
9100 In-Kind Expenses	2,959.16
Total Expenses	\$363,389.55
NET OPERATING INCOME	\$58,930.43
OTHER EXPENSES	
9400 Depreciation & Amortization Expense	551.94
9420 Depreciation	
Total 9400 Depreciation & Amortization Expense	551.94
Total Other Expenses	\$551.94
NET OTHER INCOME	\$ -551.94
NET INCOME	\$58,378.49

Castro/Upper Market Community Benefit District, Inc.

BALANCE SHEET

As of December 31, 2015

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1020 Checking Accounts	304,953.96
1021 Cash in Bank--WFB Ckg 9854	0.00
1024 Checking Paypal	304,953.96
Total 1020 Checking Accounts	32,605.60
1031 Cash in Bank--WFB MM	\$337,559.56
Total Bank Accounts	
Accounts Receivable	4,315.64
1040 General Receivables	52,664.47
1045 Assessment Receivables	
1060 Grants Receivable	183,834.79
1061 MOEWD Grant	0.00
1063 SF Study Center Ped Safety Grant	183,834.79
Total 1060 Grants Receivable	\$240,814.90
Total Accounts Receivable	
Other Current Assets	1,913.16
1095 Prepaid Expenses	455.02
1096 Prepaid Insurance	\$2,368.18
Total Other Current Assets	\$580,742.64
Total Current Assets	
Fixed Assets	
1100 Computer & Equipment	2,526.91
1101 Original cost	-982.66
1102 Depreciation	1,544.25
Total 1100 Computer & Equipment	
1110 Furniture & Fixtures	1,831.16
1111 Original cost	-327.00
1112 Depreciation	1,504.16
Total 1110 Furniture & Fixtures	\$3,048.41
Total Fixed Assets	
Other Assets	3,892.00
1200 Security Deposits	\$3,892.00
Total Other Assets	\$587,683.05
TOTAL ASSETS	
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	51,140.82
2000 Accounts Payable	\$51,140.82
Total Accounts Payable	

	TOTAL
Credit Cards	
2030 Wells Fargo Credit Card - 4113	1,304.28
Total Credit Cards	\$1,304.28
Other Current Liabilities	
2100 Accrued Expenses	0.00
2200 Accrued Vacation Payable	6,496.31
2300 Payroll Tax Payable	-0.02
Total Other Current Liabilities	\$6,496.29
Total Current Liabilities	\$58,941.39
Total Liabilities	\$58,941.39
Equity	
3700 Temporarily Restricted Net Assets	0.00
3710 OEWD-Retail Strategy	0.00
3720 OEWD-Merchant Support	0.00
3730 Retail Study	0.00
3740 JWP	4,500.00
3750 OEWD-LED Grant	0.00
3770 Castro Cares Donations	44,304.15
3775 Castro Cares Grant	92,536.53
Total 3700 Temporarily Restricted Net Assets	141,340.68
3800 Unrestricted Net Assets	33,190.58
3900 BOD Designated Net Assets	0.00
3910 DISI	14,089.29
3920 Reserves	281,742.62
3930 PROWSO	0.00
3940 Retail Strategy	0.00
3950 Castro Cares	0.00
Total 3900 BOD Designated Net Assets	295,831.91
Net Income	58,378.49
Total Equity	\$528,741.66
TOTAL LIABILITIES AND EQUITY	\$587,683.05