

**Castro/Upper Market Community Benefit District  
Mid-Year Report  
July 1, 2017- December 31, 2017**



The Seed by Aphidoidea  
Funded by a grant from Invest In Neighborhoods  
Installed/Commissioned by Castro/Upper Market Community Benefit District

## MID-YEAR REPORT JULY 1, 2017 - DECEMBER 31, 2017

### \$42,061 Donations Raised By December 31, 2017

The Castro/Upper Market Community Benefit District continues to bring in additional dollars into the district to expand upon the work we do and to further improve the district. Funds raised will be used towards *Live!* In the Castro to fund quality entertainment in the Jane Warner Plaza drawing residents and visitors to the plaza and encouraging them to linger, fund Castro Cares - the CBD's homeless outreach program, providing homeless outreach and added enforcement and Windows for Harvey – a project which places original art, evocative of Harvey Milk, in shop windows during the last two weeks of May, around Harvey Milk Day.

### Services Implemented

#### Public Rights of Way and Sidewalk Operations

- **Cleaning and graffiti removal services were provided every day between 7/1/16 – 12/31/17** to every parcel in the district. Graffiti was removed within 24 – 48 hours of notification.
- **Results of some key benchmarks:**
  - 1154 dirty needles collected
  - 1107 incidents of graffiti abated
  - 868 incidents of human feces cleaned up
  - 57,125 pounds of trash collected
- Services included:
  - **170 hours a week** Castro CBD Clean Team **funded by assessment dollars.**
  - **40 hours/week Plaza Steward is funded through the Jane Warner Improvement grant.** The Plaza Steward has a variety of roles including welcoming visitors to the Castro and managing the tables and chairs in the Jane Warner Plaza. The Plaza Steward also does a considerable amount of litter and graffiti removal in and around Jane Warner Plaza.
  - **16 hours/week nighttime** Castro CBD Clean Team **funded through the Castro Cares grant.** The objective for this position is to keep the core Castro commercial district clean on weekends when people are going out to dinner, to the movies, etc.
  - **What does the Castro CBD Clean Team Do?**
    - Sweeps every parcel and curb line at least once a day, often times two or three times a day.
    - Operation of a central dispatch number available to all to report issues within the district boundaries.
    - 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).
    - Regularly scheduled Industrial-strength hot steam cleaning of sidewalks and plazas within the district (at least quarterly).

- Spot power washing as needed on an urgent call basis, including sidewalk graffiti.
- Topping off of City trash cans, and collection of street garbage, including animal/human feces, removing illegal fliers, stickers from bus stops, city signage, lamp posts (in line with city regulations).
- Harvey Milk Plaza (upstairs/sidewalk level, sidewalk level planter beds) litter removal, graffiti abatement, water plants
- Jane Warner Plaza litter removal and planter beds, graffiti abatement, water plants
- Call DPW 311 for debris dumped and tracking how those calls are resolved.
- Additional sweeping and power washing hot spots after special events, Halloween.
- Weeding around tree wells and keeping tree wells free of trash.
- 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 and the restroom near the Castro Chevron Station, and the bikeway behind Safeway on Duboce. The hours are: 4:00 p.m. – 1:00 Sunday – Wednesday and 4:00 p.m. – 3:00 a.m. Thursday – Saturday. 69 hours a week, supported through a collaboration with the local businesses and the Castro CBD.
  - **860 reported incidences** the highest violation reported was “obstructing the sidewalk”.
- **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.
  - **32 hours of Patrol Special Police** were paid to conduct foot patrols throughout the district.
  - **491 reported incidences** the highest violation reported was “obstructing the sidewalk”.
  - Recent data analysis shows a decrease over time in the reported incidences of “obstructing the sidewalk” on the public safety side of Castro Cares. This analysis also shows a decrease in the number and types of referrals being made to those at risk and living on the street. More study is necessary to understand these trends.

### District Identity and Streetscape Improvements

- **The Seed**, was unveiled on November 4<sup>th</sup>. Located in the Jane Warner Plaza, The Seed is the newest public art in the Castro. Funded through a grant from

OEWD. The Seed is a LED lighting installation, with approval from the SF Arts Commission as a temporary art installation.

- **Jane Warner Plaza Management** is funded through OEWD Invest in Neighborhoods. Grant funds staff time to develop and implement *Live!* In the Castro programming, and funds to pay performers, and The Seed. Together with assessment dollars, 37 events were put on through *Live!* In the Castro between July 1 – December 31, 2017. The average attendance is between 50 – 150.
- **Castro & Upper Market Retail Strategy:** Held Broker's Tour, researched vacancy issues and impediments, connections with brokers, e-newsletter and facebook page established and updated. Collected quarterly retail vacancy data to establish local trends. Recommendations on next steps.
- **Maintain Harvey Milk Plaza and Jane Warner Plaza.**
- **Castro Ambassadors** continues for its seventh year. Castro Ambassadors are volunteers trained to greet and welcome tourists and visitors into the neighborhood. Ambassadors have developed Castro specific handouts, directions and maps, in 6 languages other than English, and use these to assist tourists. Ambassadors help approximately 5,000 visitors a season.
- **Update CBD Social Media** – Facebook, Twitter feed and website.
- **Leader in advocating for pedestrian safety improvements** on Upper Market in a collaboration with SF-MTA.
- **Land Use Committee**, CBD continues to work closely with neighborhood organizations, property owners and developers on land use issues.

#### **Administrative and Corporate Operations**

- Supervise Program Coordinator and bookkeeper
- 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, Castro Cares, Retail Strategy, 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

**Castro/Upper Market Community Benefit District, Inc.**  
**Statement of Financial Position**

	<b>6/30/2017</b>	<b>12/31/2017</b>
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and cash equivalents	\$ 398,074	\$ 166,277
Accounts receivable	\$ 2,445	\$ 1,052
Assessments receivable	\$ -	\$ -
Grants receivable	\$ 384,226	\$ 287,996
Property and equipment (net of accumulated depreciation)	\$ 1,393	\$ 1,121
Prepaid expenses	\$ 4,031	\$ 1,290
Security deposits	\$ 3,892	\$ 3,892
<b>TOTAL ASSETS</b>	<b>\$ 794,061</b>	<b>\$ 461,629</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts payable	\$ 35,359	\$ 41,260
Accrued expenses and other payable	\$ 16,747	\$ 4,183
<b>Total Liabilities</b>	<b>\$ 52,106</b>	<b>\$ 45,443</b>
<b>Net Assets</b>		
Unrestricted net assets	\$ 48,291	\$ 35,914
Temporarily restricted net assets	\$ 693,664	\$ 380,272
<b>Total Net Assets</b>	<b>\$ 741,955</b>	<b>\$ 416,186</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 794,061</b>	<b>\$ 461,629</b>

**Castro/Upper Market Community Benefit District, Inc.**  
**Statement of Activities**  
**Fiscal Year 2017-2018**  
*as of December 31, 2017*

*Guide: 50%*

	Q1 (7/1/17 - 9/30/17)	Q2 (10/1/17 - 12/31/17)	YTD	Budget as of 12/31/17	Actual vs. Budget	% of Budget	2017/2018 Budget	YTD Actual vs. 17/18 Budget	% of 17/18 Budget
FY 16/17 Grant Carryover	\$ 356,379	\$ -	\$ 356,379	\$ 357,600	\$ (1,221)	100%	\$ 357,600	\$ (1,221)	100%
FY 16/17 Assessment Carryover	\$ 349,055	\$ -	\$ 349,055	\$ 360,500	\$ (11,445)	97%	\$ 360,500	\$ (11,445)	97%
FY 16/17 Donation Carryover	\$ 36,520	\$ -	\$ 36,520	\$ 37,200	\$ (680)	98%	\$ 37,200	\$ (680)	98%
<b>REVENUE</b>									
Property Tax Special Assessments	\$ 405	\$ -	\$ 405	\$ -	\$ 405	100%	\$ 498,800	\$ (498,395)	0%
Donations & Other	\$ 14,027	\$ 41,699	\$ 55,726	\$ 29,750	\$ 25,976	187%	\$ 59,500	\$ (3,774)	94%
Horizons Foundation Grant	\$ -	\$ 71,836	\$ 71,836	\$ 72,548	\$ (712)	99%	\$ -	\$ 71,836	0%
Affiliate Memberships	\$ 10,502	\$ -	\$ 10,502	\$ 9,000	\$ 1,502	117%	\$ 9,000	\$ 1,502	117%
Other Income (Interest)	\$ 44	\$ 21	\$ 65	\$ -	\$ 65	100%	\$ -	\$ 65	100%
<b>TOTAL REVENUE (15/16 Grant Carryover + 16/17 Revenue)</b>	<b>\$ 766,932</b>	<b>\$ 113,556</b>	<b>\$ 880,488</b>	<b>\$ 866,598</b>	<b>\$ 13,890</b>	<b>102%</b>	<b>\$ 1,322,600</b>	<b>\$ (442,112)</b>	<b>67%</b>
<b>EXPENSES</b>									
<b>ASSESSMENTS</b>									
PROWSO	\$ 82,857	\$ 89,017	\$ 171,874	\$ 173,071	\$ (1,197)	99%	\$ 343,440	\$ (171,566)	50%
DISI	\$ 13,552	\$ 22,117	\$ 35,669	\$ 27,446	\$ 8,223	130%	\$ 56,640	\$ (20,971)	63%
ADMIN	\$ 12,772	\$ 11,460	\$ 24,232	\$ 27,499	\$ (3,267)	88%	\$ 59,320	\$ (35,088)	41%
CONTINGENCY	\$ -	\$ -	\$ -	\$ -	\$ -	0%	\$ 44,900	\$ (44,900)	0%
CONTINGENCY - 40th Anniversary of Harvey Milk celebration (17/18 Board Approval \$5,000)	\$ -	\$ 4,390	\$ 4,390	\$ -	\$ 4,390	100%	\$ -	\$ 4,390	100%
CONTINGENCY - Emily Leys Special Project (17/18 Board Approval \$12,100)	\$ -	\$ 4,033	\$ 4,033	\$ -	\$ 4,033	100%	\$ -	\$ 4,033	100%
CONTINGENCY - The Seed (17/18 Board Approval \$2,500)	\$ -	\$ -	\$ -	\$ -	\$ -	0%	\$ -	\$ -	0%
CONTINGENCY - Retail Strategy (16/17 Board Approval)	\$ 3,954	\$ -	\$ 3,954	\$ 4,500	\$ (546)	88%	\$ 4,500	\$ (546)	88%
Total Assessment Expenses	\$ 113,135	\$ 131,017	\$ 244,152	\$ 232,516	\$ 11,636	105%	\$ 508,800	\$ (264,648)	48%
<b>GRANTS &amp; OTHER</b>									
JWP GRANT	\$ 51,316	\$ 50,468	\$ 101,784	\$ 83,850	\$ 17,934	121%	\$ 167,700	\$ (65,916)	61%
Retail Strategy Grant	\$ 6,930	\$ 349	\$ 7,279	\$ 6,900	\$ 379	105%	\$ 11,400	\$ (4,121)	64%
Horizons Foundation Grant	\$ 90	\$ 27,290	\$ 27,380	\$ 44,643	\$ (17,263)	100%	\$ -	\$ 27,380	100%
PROWSO Affiliate Memberships	\$ 2,237	\$ 2,427	\$ 4,664	\$ 4,500	\$ 164	104%	\$ 9,000	\$ (4,336)	52%
Castro Cares Grant	\$ 26,912	\$ 42,581	\$ 69,493	\$ 91,500	\$ (22,007)	76%	\$ 183,000	\$ (113,507)	38%
Castro Cares Donations	\$ 2,542	\$ (1,341)	\$ 1,201	\$ 45,500	\$ (44,299)	3%	\$ 91,000	\$ (89,799)	1%
2017 Annual Social Event	\$ -	\$ 1,897	\$ 1,897	\$ -	\$ 1,897	100%	\$ -	\$ 1,897	100%
Man Dance Donations	\$ 76	\$ 224	\$ 300	\$ 750	\$ (450)	40%	\$ 1,500	\$ (1,200)	20%
Pink Triangle Park Donations	\$ 484	\$ 5,669	\$ 6,153	\$ 4,000	\$ 2,153	154%	\$ 8,000	\$ (1,847)	77%
Total Other Fund Expenses	\$ 90,587	\$ 129,563	\$ 220,150	\$ 281,643	\$ (61,492)	78%	\$ 471,600	\$ (251,450)	47%
<b>TOTAL EXPENSES</b>	<b>\$ 203,722</b>	<b>\$ 260,580</b>	<b>\$ 464,302</b>	<b>\$ 514,159</b>	<b>\$ (49,857)</b>	<b>90%</b>	<b>\$ 980,400</b>	<b>\$ (516,098)</b>	<b>47%</b>
<b>REVENUE OVER EXPENSES</b>	<b>\$ 563,210</b>	<b>\$ (147,024)</b>	<b>\$ 416,186</b>	<b>\$ 352,439</b>	<b>\$ 63,746</b>	<b>118%</b>	<b>\$ 342,200</b>	<b>\$ 73,986</b>	<b>122%</b>

**Castro/Upper Market Community Benefit District, Inc.**  
**Statement of Cash Flows**  
For period ending December 31, 2017

	<u>Period Ending</u> <u>12/31/2017</u>	<u>Period Ending</u> <u>9/30/2017</u>
<b>Cash flows from operating activities:</b>		
Changes in net assets	\$ (146,774)	(\$178,745)
Changes in assets and liabilities:		
Receivables & other assets	62,008	38,377
Payable & other liabilities	<span style="color: red;">(26,751)</span>	20,087
Total changes in net assets and liabilities	<u>\$35,257</u>	<u>\$58,465</u>
Net cash provided by (used in) operating activities	<u>(\$111,517)</u>	<u>(\$120,280)</u>
Cash and Cash Equivalents - Beginning	<u>277,794</u>	<u>398,074</u>
<b>Cash and Cash Equivalents - Ending</b>	<b><u><u>\$166,277</u></u></b>	<b><u><u>\$277,794</u></u></b>







