



CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT

MID-YEAR REPORT

JULY 1, 2019- December 31, 2019



Services Implemented

Public Rights of Way and Sidewalk Operations

- **Contract with Block By Block for the CBD's Cleaning, dispatch and graffiti removal services** to every parcel in the district. Graffiti was removed within 24 – 48 hours of notification. Hours of operation are: Sunday – Thursday 5:30 a.m. – 7:30 p.m., Friday and Saturday 5:30 a.m. – 9:30 p.m.
 - Cleaning shifts covered by assessment dollars: daily (Sunday – Saturday) 5:30 a.m. – 1:30 p.m.,
 - Cleaning shifts covered by grants: Monday - Thursday 11:00 a.m. – 7:30 p.m. and Friday and Saturday 11:00 a.m. – 9:30 p.m.

Services included:

- Daily sweeping of the entire district, including every parcel and gutters,
- Harvey Milk Plaza (upstairs/street level, street level planter beds)
- Jane Warner Plaza litter removal of plaza and planter beds, water plants
- 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.
- Daily removal of graffiti within the district (including on private property 9ft. or lower) within 24 hours of notification (except instances which require steam cleaning).
- Monthly steam cleaning of sidewalks and plazas within the district for each parcel. This is above the scope of work in the Management Plan. The Management Plan requires steam cleaning on a quarterly basis and sweeping 3 times/week. Sweeping 3 times/week and quarterly steam cleaning does not meet the need anywhere in the district, therefore the CBD has responded to the need and is steam cleaning as close as possible to every parcel monthly and sweeps every parcel at least once a day.
- Spot power washing as needed on an urgent call basis, including sidewalk graffiti.
- Report debris dumped to 311 and tracking how those calls are resolved.
- Additional sweeping and power washing hot spots
- 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 2 MTA parking lots on Castro St. and on 18th St. by 6:50 a.m. daily.
- Reporting any hazardous situations in the district to dispatch service, dispatch reports problem to 311.
- Developing relationships with SFPD and DPW on street cleaning related issues and soliciting assistance from SFPD and DPW when needed.

Cleaning & Graffiti Abatement Data:

| | |
|--|--------|
| Pounds of Trash Collected | 50,855 |
| Dirty Needles Biohazard | 2,255 |
| Hazardous Waste - Human Feces | 3,585 |
| Graffiti Abatement/Removal Handbills | 3,428 |
| Steam Cleaning # of Block Faces | 167 |
| Hot Spot Power washing/Scrub request | 2,483 |
| Overflowing Trashcans | 93 |
| Weed Abasement (# tree wells/other weeded) | 463 |
| Weed Abatement Block Faces | 17 |
| Calls to 311 for Illegal Dumping | 1,118 |

- **BigBelly Trash Cans** were installed in the district at 5 distinct locations. The trash cans are funded through a city grant. Recology empties the BigBelly trash cans.

Public Safety Services

- **Contract with S.F. Patrol Special Police** to specifically patrol the Harvey Milk and Jane Warner plazas and the public restrooms on Market St. by Safeway and the Castro Chevron, the bikeway behind Safeway. SF Patrol Special also does drive by's across the district and foot patrols nightly in the core Castro Commercial District. The hours are:
 - 4:00 pm–1:00 am Sunday – Wednesday
 - 4:00 pm– 3:00 am Thursday – Saturday

Public Safety Data

The chart below identifies the number of instances/warnings reported by the S.F. Patrol Special Police, specifically on their shifts supported by the CBD Assessments.

| | |
|--|-----|
| Aggressive Panhandling | 112 |
| Assaults | 5 |
| Bike riding/skateboarding on sidewalk | 2 |
| Burglary | 0 |
| Medical Call | 6 |
| Illegal Vendor | 4 |
| Loitering near ATM | 2 |
| Narcotics | 2 |
| Obstructing sidewalk (blocking sidewalk) | 98 |
| Open Container (alcohol in public) | 40 |
| Property Damage | 20 |
| Public Intoxication | 163 |
| Shoplifting | 81 |
| Theft | 24 |

| | |
|-------------------------------|------------|
| Threats: Physical &/or verbal | 03 |
| Trespassing | 257 |
| Urinating in public | 06 |
| Warrant | 00 |
| Other | 45 |
| Total Incidents | 783 |
| Merchant Interactions | 107 |

Comments provided by the officers on their shifts can be found online at: <https://tinyurl.com/roxfzj7>

- Castro Cares** a community-based collaborative to improve the quality of life for those who are at risk, living on the street in the Castro/Upper Market and those who are housed, and/or who work and play in the district. Through Castro Cares the CBD funds 20 hours/week of a street outreach worker, 32 hours/week of SF Patrol Special Police foot patrols, and 16 hours/week of a CBD cleaning ambassador. This fall Castro Cares created a series of three videos explaining what Castro Cares is and how it works to help those in need. An e-newsletter is sent out bi-monthly to about 360 people with a 34.5% open rate.

Castro Cares Public Safety Data

The chart below identifies the number of instances/warnings reported by the SF Patrol Special Police specifically on the OEWD grant funded Castro Cares shifts.

| | |
|--|------------|
| Aggressive Panhandling | 8 |
| Assaults | 4 |
| Bike riding/skateboarding on sidewalk | 3 |
| Burglary | 0 |
| Illegal Vendor | 0 |
| Loitering near ATM | 35 |
| Narcotics | 1 |
| Obstructing sidewalk (blocking sidewalk) | 64 |
| Open Container (alcohol in public) | 3 |
| Property Damage | 1 |
| Public Intoxication | 23 |
| Shoplifting | 21 |
| Theft | 13 |
| Threats: Physical &/or verbal | 16 |
| Trespassing (MPC 25 violation) | 93 |
| Urinating in public | 2 |
| Warrant | 0 |
| Other | 156 |
| Total Incidents | 450 |
| Merchant Interactions | 56 |

The Patrol Special's comments during their patrols can be found online here:
<https://tinyurl.com/tafr2de>

District Identity and Streetscape Improvements

- **Public Realm:** Coordinating with SFMTA on the Upper Market Pedestrian and Bike Safety Project and advocating for public realm improvements as part of this project. The CBD is particularly advocating around landscaping and street furniture improvements as part of the MTA project.
- **Shop Local:** Through funding provided by OEWD, and through collaboration with the Eureka Valley Neighborhood Association (EVNA) and the Duboce Triangle Neighborhood Association (DTNA) distributed three rounds of WELCOME HOME tote bags to all “new move-ins”, a total of about 975 people, in the EVNA and DTNA area. The message of the Welcome Home bag is Shop Local. The tote is filled with information about the district, how to get involved in your local neighborhood association, discount coupons for local merchants, important numbers to call. EVNA and DTNA members distributes the totes quarterly.
- **Live! in the Castro:** In its 6th season, the *Live!* in the Castro program hosted 48 live performances in Jane Warner Plaza. With a goal of encouraging visitors to positively use our public space, *Live!* events typically attract between 50-150 people to the Castro - from neighborhood residents to people who drive in from other cities specifically for the events. This season, performers included local dance troupe ManDance, the engaging Mexican folklore dancers from Ballet Folklórico to neighborhood favorites like country line dancing with Sundance Saloon. We heard big band jump style blues of the Alpha Rhythm Kings, bluegrass from the Beauty Operators and piano in the plaza with original compositions by John Steven Morgan (who totes out a real ragtime piano to each event). *Live!* in the Castro also hosts musical soloists on the first Thursday of every month in support of the Castro Art Walk. We are proud to support local artists and look forward to our 2020 season.
- **Maintenance of Public Plaza – Jane Warner Plaza:** Setting up and taking down café tables and chairs daily. Maintenance of seating (tables and chairs), replacement of broken furniture, cleaning plaza, ensuring Jane Warner Plaza continues to be a welcoming space for people to sit and enjoy, meet friends, people watch, enjoy and stop for outdoor lunch or coffee. Organize volunteers to water the plants during the dry season.
- **Landscaping Maintenance:** Castro CBD continues to maintain Harvey Milk Plaza and Jane Warner Plaza with landscaping improvements and maintenance. This includes pruning and weeding each plaza twice a year and replacement of plants due to vandalism.
- **Castro Ambassadors:** In its tenth year, Castro Ambassadors is a program that provides trained volunteers 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. These handouts are used to assist tourists. Ambassadors often share personal stories and their favorite places with visitors, giving visitors a unique experience in the Castro, an

experience that cannot be found online, or in a book. Visitors seek assistance from Castro Ambassadors from across the globe.

- **Monthly e-newsletter and Social Media Updates:** Monthly, two distinct mailchimp newsletters, for both Castro CBD and Castro Cares, were sent. The number of subscribers for the Castro CBD is to 1,058 subscribers with a 36.5% open rate between August – December 2019. The Castro Cares e-newsletter has 360 subscribers and a 33.5% open rate between August – December 2019.
- **Land Use:** Deliberation and recommendations to the SF Planning Commission on conditional use/change of use authorizations and new development.
- **Friends of Harvey Milk Plaza:** The Friends of Harvey Milk Plaza (FHMP) is a public private partnership to reimagine and rebuild Harvey Milk Plaza and the Castro MUNI station to achieve the following:
 - Honor Harvey Milk: a public plaza that truly honors Harvey Milk in a way that is commensurate with this man's role in San Francisco and the LGBTQ movement worldwide and will inspire generations of visitors about Harvey's messages of hope and social justice;
 - Accessible Transit Center & Public Space: a well functioning and accessible public space and transit center;
 - San Francisco Destination: a true San Francisco destination, one that will attract tourists to and support the Castro's small businesses.
 - Sustain the LGBTQ culture and community in the Castro: this landmark public realm memorial will act to continue the LGBTQ culture in the Castro and continue the role that the Castro plays as the global LGBTQ mecca.

To assist and support this unique public/private partnership which has the potential to sustain the districts LGBTQ identity and support the small businesses in the Castro/Upper Market, the Castro CBD is currently the fiscal agent for FHMP. However, the FHMP has recently decided to partner with the San Francisco Parks Alliance, an organization that can provide the effort to reimagine Harvey Milk Plaza with a significant amount of guidance and support. The Castro CBD will be terminating the fiscal sponsorship relationship with the FHMP as they transition to a new fiscal sponsorship with the SF Parks Alliance. The Castro CBD will continue to lend its support to this project that has the potential to bring a significant amount of steady foot traffic to the Castro.

Achievements of the past six months;

- Secured \$1,000,000 in funding from the State of California
- Negotiated details with SF MTA on the MTA elevator that will be constructed and installed by MTA.
- Began the environmental review process through the City of S.F. with the city contracting with a firm to conduct the first part of this environmental review: the Historic Resource Evaluation or HRE.
- Negotiated a new relationship with the San Francisco Parks Alliance. The San Francisco Parks Alliance has agreed to be the FHMP new fiscal agent.

Administrative and Corporate Operations

- 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, Renewal, Castro Cares, Retail Strategy, Executive, and Finance.
- Ensure finances are accurate; work with accountant/bookkeeper to prepare financials and keep books updated, pay bills, 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.
- Review financial and personnel policies to ensure they are kept current.
- Meet with members of the city to advocate for CBD
- Participate in monthly D8 HSOC meeting
- Support to CBD Renewal Committee, held community meetings, communication to property owners and merchants, presentation to Castro Merchants meetings, prepared CBD Renewal Management Plan, Engineer's Report and Petition Package.
- Received \$75,000 grant to support Commercial Corridor Manager
- Brought on one new board member
- Participate in Castro Leadership Group (representing DTNA, EVNA, NAG, Castro Merchants, Castro CBD)

Financial Mid- Year Report July 1, 2019 – December 31, 2019

As of the end of December 31, 2019, the total income was \$765,203 or 69% of \$1,114,900 annual budget. Total expenditure was \$520,868 or 43% of \$1,209,719 annual approved budget. The revenue is over expenses by \$244,334.

Financial Highlights

- Accounts receivable included the following:
 - FY19/20 assessment \$534,328. The first payment of \$321,998 received on 1/2/2020.
 - Affiliate Membership \$1,725
 - Castro Cares grant \$101,586
 - Jane Warner Plaza grant \$76,047
 - CBD Renewal grant \$25,000
 - SF Arts Commission \$6,250
- Grant reimbursements are expected to be received by March 2020.
- **Cleaning & Security Services expenditures** - YTD expenditure is on target. Spent \$220,928 or 50% of \$439,740 annual budget.

- **Beautification & Streetscape Improvement expenditures** - YTD expenditure is on target. Spent \$47,355 or 51% of \$92,690 annual budget.
- **General & Administrative expenditures** - YTD expenditure is on target. Spent \$19,658 or 50% of \$39,695 annual budget.
- **OEWD grant expenditures** - The decrease is due timing of billing. Spent \$213,237 or 39% of \$541,159.
- **Donations & other expenditures** - The decrease is due to timing of payments. Spent \$12,558 or 16% of \$79,935 annual budget.

The Castro CBD's main fundraising efforts will occur in the spring of 2020. Financial reports follow as Appendix A.

Appendix A

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

| | 6/30/2019 | 12/31/2019 |
|---|-------------------|-------------------|
| ASSETS | | |
| Current Assets | | |
| Cash and cash equivalents | \$ 485,389 | \$ 91,176 |
| Accounts receivable | - | 1,725 |
| Assessments receivable | 491 | 534,328 |
| Grants receivable | 97,789 | 208,883 |
| Prepaid expenses | 4,401 | 3,290 |
| Security deposits | 3,185 | 3,185 |
| TOTAL ASSETS | \$ 591,255 | \$ 842,586 |
| LIABILITIES AND NET ASSETS | | |
| Current Liabilities | | |
| Accounts payable | \$ 55,576 | \$ 98,283 |
| Accrued expenses and other payable | 40,416 | 5,133 |
| Deferred Rent | 11,405 | 10,977 |
| Total Liabilities | \$ 107,397 | \$ 114,393 |
| Net Assets | | |
| Without donor restrictions | \$ 121,702 | \$ 106,297 |
| With donor restrictions | 362,156 | 621,896 |
| Total Net Assets | \$ 483,858 | \$ 728,193 |
| TOTAL LIABILITIES AND NET ASSETS | \$ 591,255 | \$ 842,586 |

Castro/Upper Market Community Benefit District, Inc.
Statement of Activities
Fiscal Year 2019-2020
as of December 31, 2019

Guide: 50%

| | <u>Q1 (7/1/19 - 9/30/19)</u> | <u>Q2 (10/1/19 - 12/31/19)</u> | <u>YTD Actual</u> | <u>2019-2020 Budget</u> | <u>Actual vs. Budget</u> | <u>% of Budget</u> |
|--|------------------------------|--------------------------------|-------------------|-------------------------|--------------------------|--------------------|
| INCOME | | | | | | |
| <i>ASSESSMENTS & AFFILIATE MEMBERSHIPS</i> | | | | | | |
| Assessments | \$ 534,900 | \$ - | \$ 534,900 | \$ 534,900 | \$ - | 100% |
| Affiliate Memberships | 13,007 | - | 13,007 | 10,500 | 2,507 | 124% |
| Total Assessments & Affiliate Memberships | \$ 547,907 | \$ - | \$ 547,907 | \$ 545,400 | \$ 2,507 | 100% |
| <i>GRANTS</i> | | | | | | |
| Castro Cares Grant | \$ 42,912 | \$ 58,674 | \$ 101,586 | \$ 261,500 | \$ (159,914) | 39% |
| Jane Warner Plaza Grant | 40,063 | 35,984 | 76,047 | 145,000 | (68,953) | 52% |
| Retail Strategy Grant | - | - | - | 75,000 | (75,000) | 0% |
| SF Arts Commission Grant | 25,000 | - | 25,000 | 25,000 | - | 100% |
| Total Grants | \$ 107,975 | \$ 94,658 | \$ 202,633 | \$ 506,500 | \$ (303,867) | 40% |
| <i>DONATIONS, SPONSORSHIPS & OTHER</i> | | | | | | |
| Donations - Castro Cares | \$ 2,090 | \$ 4,283 | \$ 6,373 | \$ 40,000 | \$ (33,627) | 16% |
| Donations - Harvey Milk Plaza | 100 | - | 100 | 3,000 | (2,900) | 3% |
| Donations - Man Dance | 300 | 1,836 | 2,136 | 7,000 | (4,864) | 31% |
| Donations - General | - | 620 | 620 | - | 620 | 100% |
| Donations - Retail Strategy | - | 100 | 100 | - | 100 | 100% |
| Sponsorship | - | - | - | 13,000 | (13,000) | 0% |
| In-Kind Donations | 5,255 | - | 5,255 | - | 5,255 | 100% |
| Other (Interest) | 51 | 28 | 78 | - | 78 | 100% |
| Total Donations, Sponsorships & Other | \$ 7,796 | \$ 6,867 | \$ 14,663 | \$ 63,000 | \$ (48,337) | 23% |
| TOTAL INCOME | \$ 663,678 | \$ 101,524 | \$ 765,203 | \$ 1,114,900 | \$ (349,697) | 69% |
| EXPENSE | | | | | | |
| <i>ASSESSMENTS & AFFILIATE MEMBERSHIPS</i> | | | | | | |
| Cleaning & Security Services | \$ 99,403 | \$ 121,525 | \$ 220,928 | \$ 439,740 | \$ (218,812) | 50% |
| Beautification & Streetscape Improvement | 27,868 | 19,487 | 47,355 | 92,690 | (45,335) | 51% |
| General & Administrative | 11,560 | 8,098 | 19,658 | 39,695 | (20,037) | 50% |
| CBD Renewal | - | 628 | 628 | 6,000 | (5,372) | 10% |
| Affiliate Memberships | 3,250 | 3,254 | 6,504 | 10,500 | (3,997) | 62% |
| Total Assessments & Affiliate Memberships | \$ 142,081 | \$ 152,992 | \$ 295,073 | \$ 588,625 | \$ (293,552) | 50% |
| <i>GRANTS</i> | | | | | | |
| Castro Cares Grant | \$ 42,912 | \$ 64,226 | \$ 107,138 | \$ 271,159 | \$ (164,021) | 40% |
| Jane Warner Plaza Grant | 40,363 | 35,984 | 76,347 | 145,000 | (68,653) | 53% |
| CBD Renewal Grant | 579 | 21,801 | 22,380 | 25,000 | (2,620) | 90% |
| Retail Strategy Grant | - | - | - | 75,000 | (75,000) | 0% |
| SF Arts Commission Grant | 1,561 | 5,811 | 7,373 | 25,000 | (17,627) | 29% |
| Total Grants | \$ 85,415 | \$ 127,822 | \$ 213,237 | \$ 541,159 | \$ (327,922) | 39% |
| <i>DONATIONS, SPONSORSHIPS & OTHER</i> | | | | | | |
| Donations - Castro Cares | \$ 36 | \$ 208 | \$ 244 | \$ 35,425 | \$ (35,181) | 1% |
| Donations - Harvey Milk Plaza | 1,253 | 1,250 | 2,503 | 4,000 | (1,497) | 63% |
| Donations - Man Dance | 1,650 | 2,448 | 4,098 | 7,000 | (2,902) | 59% |
| Donations - Retail Strategy | 207 | 251 | 458 | 12,360 | (11,902) | 4% |
| Donations - General | - | - | - | 2,900 | (2,900) | 0% |
| Sponsorship | - | - | - | 18,250 | (18,250) | 0% |
| In-Kind Donations | 5,255 | - | 5,255 | - | 5,255 | 100% |
| Total Donations, Sponsorships & Other | \$ 8,401 | \$ 4,157 | \$ 12,558 | \$ 79,935 | \$ (67,377) | 16% |
| TOTAL EXPENSE | \$ 235,898 | \$ 284,970 | \$ 520,868 | \$ 1,209,719 | \$ (688,851) | 43% |
| REVENUE OVER EXPENSES | \$ 427,780 | \$ (183,446) | \$ 244,334 | \$ (94,819) | \$ 339,153 | -258% |
| PRIOR YEAR CARRYOVER | | | | | | |
| <i>ASSESSMENTS & AFFILIATE MEMBERSHIPS</i> | | | \$ 362,147 | \$ 361,179 | | |
| <i>GRANTS</i> | | | 34,659 | 34,659 | | |
| <i>DONATIONS, SPONSORSHIPS & OTHER</i> | | | 87,053 | 87,053 | | |
| TOTAL PRIOR YEAR CARRYOVER | | | \$ 483,859 | \$ 482,891 | | |
| FUTURE YEAR CARRYOVER | | | \$ 728,193 | \$ 388,072 | | |