



BEAUTIFY

IMPROVE

QUALITY OF

FOR ALL



CLEAN

CLEAN

CLEAN

CLEAN


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CLEAN

CLEAN



**Castro/Upper Market**  
**Community Benefit District**  
ANNUAL REPORT 2016 - 2017

IMPROVE



SAFETY

SAFETY

SAFETY

SAFETY

SAFETY



PRIDE IN MY

HOOD

HOOD

HOOD

# The Castro/Upper Market Community Benefit District Works for You!

Dear Friends and Neighbors,

I'm honored to take on the role of president for the Castro/Upper Market Community Benefit District. The Castro Community Benefit District staff, contractors and volunteers work hard to improve the Castro/Upper Market and we are making progress. I can't imagine a day without the Castro CBD clean team. The clean team works tirelessly 365 days a year.

This year your clean team picked up 46.5 tons of trash off the sidewalks and collected 1,388 dirty syringes.

In addition to cleaning, your CBD pays for increased security patrols, and a variety of economic vitality strategies. But perhaps the most valuable services provided are the most intangible.... neighborhood advocacy and problem solving. Everyday the CBD advocates for the interests of the district and works with merchants, city agencies and residents to solve problems and improve our daily lives!

If you want to get involved with this amazing organization, let us know! Email [info@castrocbd.org](mailto:info@castrocbd.org) or call 415-500-1181.

*Chase Chambers*  
*President*

*The mission of the Castro/Upper Market Community Benefit District is to provide services that improve the quality of life in the neighborhood, emphasizing clean, safe, beautiful streets. It also promotes the area's economic vitality, fosters the Castro's unique district identity, and honors its diverse history.*





# Clean

**7,760** POUNDS  
OF TRASH

PER MONTH



## CASTRO CBD Wins 2017 NEN Award!

The Castro/Upper Market Community Benefit District won the 2017 Neighborhood Empowerment Network award for the Best Community Benefit District. We were honored to have State Senator Scott Wiener present the award to Andrea Aiello, Executive Director, Castro CBD.





# Economic Vitality Strategies

## Castro Ambassadors

Since 2011, it has been a lot easier for tourists to find their way around the Castro. That is when the Castro Community Benefit District launched the Castro Ambassadors program, organizing volunteers to help visitors feel welcome in the community. "I love showing visitors our beautiful city," says long time volunteer Larry Holmes. "It's really warming for me to see people interested in our neighborhood, and I want them to have a good time."

"We can tell them our favorite restaurant or help them avoid the hills," says Mr. Holmes. "It's a wonderful way to get out there, help someone, and contribute to our community. Sometimes we even get to enjoy a little sunshine."

In 2017 the Castro Ambassadors welcomed 4,578 visitors from across the globe including Japan, Australia, India and of course France!

## Retail Strategy Initiative



Broker tour promotes the Castro/Upper Market

"This is exactly the kind of activity the Castro needs to revitalize their retail scene," said Pamela Mendelsohn, Cushman & Wakefield. "Broker tours should be happening regularly."



# Twin Peaks

A Historic Landmark

Gateway to the  
Castro

**Twin Peaks Tavern**  
401 Castro St @ Market  
SF, Ca. 94114  
415-864-9470

Mon - Wed / Noon til 2:00am  
Thur - Sat / 9:00am til 2:00am  
Sun. / 10:00am til 2:00am  
[TwinPeaksTavern.com](http://TwinPeaksTavern.com)

*Thank  
you for  
keeping  
The  
Castro  
clean!*

**LOOKOUT**  
[LOOKOUTSF.COM](http://LOOKOUTSF.COM)  
MARKET & 16th - SF

# Volunteer Highlight

## John Goldsmith, Pink Triangle Park Volunteer

John Goldsmith first noticed The Pink Triangle Park because he loves roses. A certified master gardener, Goldsmith offered his services to the park, and last December he received the keys. Since then, he says, "Pink Triangle Park has been a miracle that I could not have imagined."

Goldsmith established the 'Gardeners Guild' to organize volunteer gardeners. "I wanted to create a group that would guard the park from the elements that make it a difficult space." Goldsmith hosts work parties the first and third Saturday of every month, attends countless meetings and still manages to check in on the park every day.



The Pink Triangle Park,  
"A miracle that I could not  
have imagined."

John Goldsmith





# Castro Cares: Compassion and Enforcement

Brittney Beck, general manager at Beck's motor lodge, has noticed the change since Castro Cares launched in April, 2015. "The Castro is a small community," she explains. "Everyone wants the neighborhood to feel clean and safe. Castro Cares helps."

Castro Cares is a unique, community effort that builds on the city's baseline services.

The program supports homeless outreach teams to connect people living on the streets and at risk with the city's social service system. At the same time, Castro Cares supports increased law enforcement with Patrol Special Police foot patrols.

"We all care deeply about the people that live on the streets," explains Chase Chambers, general manager of The Apothecarium. "We want to make sure they have access to the services available. At the same time we love this crazy, colorful neighborhood. We want to make sure it remains a great place to live."

Castro Cares is funded through a grant from the Office of Economic & Workforce Development and donations. To donate go to <http://www.castrocares.org/donations/>.

"Everyone wants  
the neighborhood to  
feel clean and safe.  
Castro Cares helps."

Brittney Beck



# Volunteer Highlight

## Harry Breaux, Volunteer Castro Ambassador

Harry Breaux sees sharing his personal knowledge of the gay rights movement as a contribution to the welfare of the neighborhood, a neighborhood that is sacred to him.

One of his most memorable moments as a Castro Ambassador was with an English woman and her two adolescent children. "I gave them directions to the Seward street slides," Breaux explains. "She came back later and

told me their story. Her husband, the children's father, had talked about visiting the Castro and enjoying the slides. He was a wonderful father, she told me, but he died of AIDS. He was gay. It meant so much for the kids to go to this place where their father had been."

Breaux is thrilled to be a volunteer. "It makes the Castro a more warm, friendly, and inviting place."

Being a volunteer  
"...makes the Castro a  
more warm, friendly,  
and inviting place."

Harry Breaux







We Love  
The  
Castro CBD!



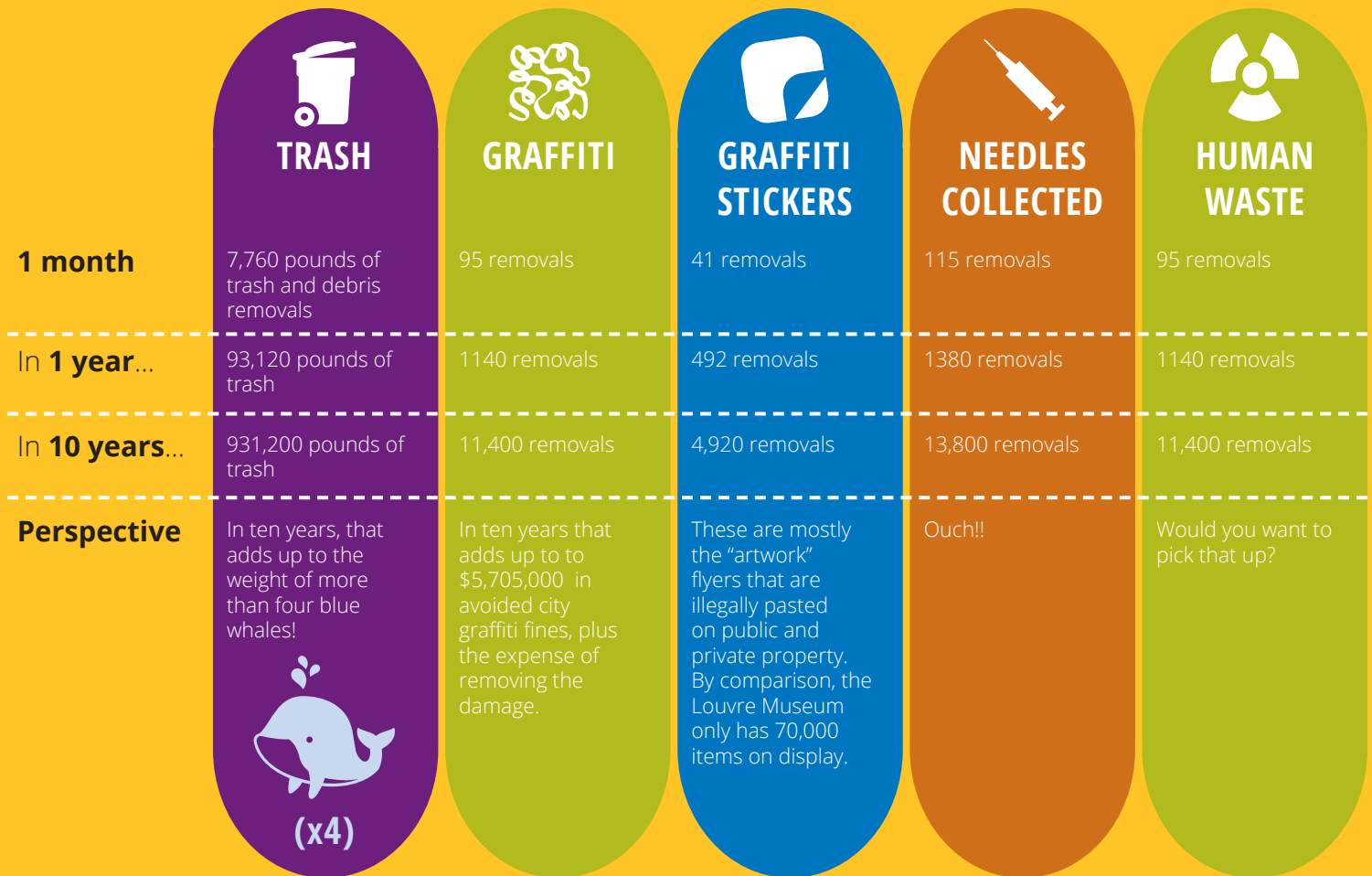
Brian  
Spiers  
Development

*Castro CBD Makes Us Shine!*

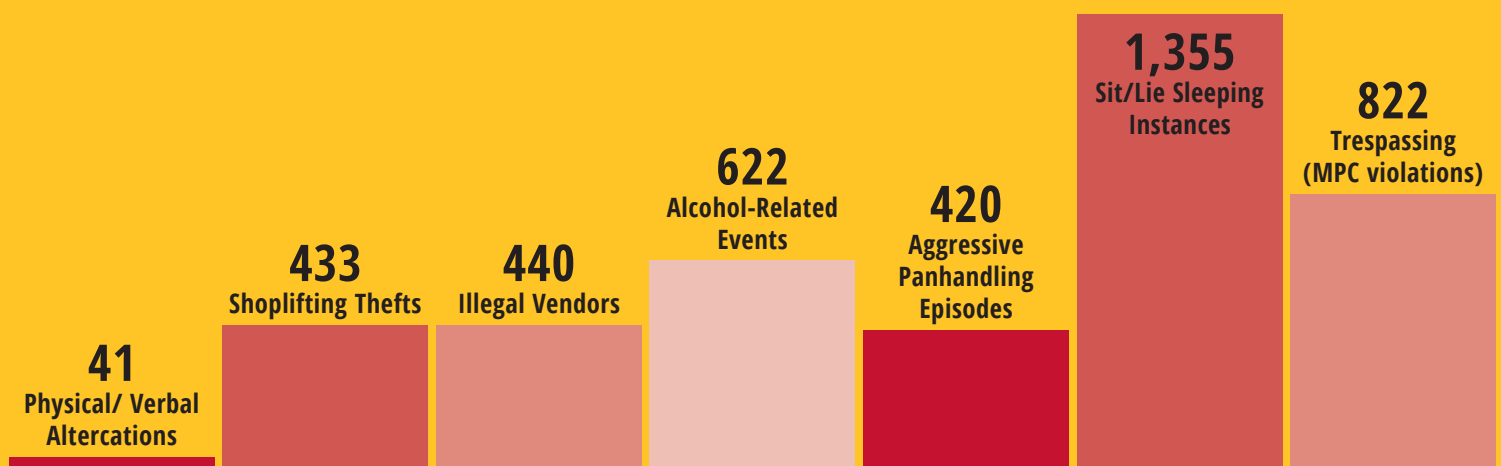
BECK'S  
MOTOR LODGE

# Cleaning Up - By the Numbers

We live in one of San Francisco's most popular areas, and keeping things tidy is a challenge.



## S.F. Patrol Special Police Interactions





# Safe

## CBD Coordinates with Local Police Station

The Castro CBD works closely with Supervisor Sheehy and Mission Station to ensure we have our share of beat patrols and foot officers. On a recent morning, Supervisor Sheehy coordinated top brass to walk the Castro and talk with residents and merchants about their concerns and possible solutions.

The Castro CBD will continue to work hard to ensure we have our share of resources from Mission Station. The Castro CBD also funds SF Patrol Special Police Officers to patrol the neighborhood. Patrol Special Police are an important piece of the community policing puzzle in the Castro & Upper Market.





*The Castro/Upper Market CBD mourns the loss of San Francisco Patrol Special Officer John Fitzinger.*

*Officer John was a fixture in the Castro/Upper Market. He devoted his life to this neighborhood, merchants and residents alike. John was always concerned, always willing to help and caring for all. A firm hand when necessary and a caring heart when called for. We will all miss John very much. Our hearts go out to his family.*

Beth  
Hoffman  
Alternative  
Mortgage  
Sources



***CBD  
Clean  
Team***

Dispatch #  
415-471-7536





Luis  
Asst. Groomer

Bentley  
Black Lab

**Full Service, Expert Dog Grooming and Bathing in  
the Heart of The Castro. Extra love included.**

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mudpuppys.com

Mudpuppy's  
536 Castro Street SF, CA

# Hat's off to Castro CBD

Castro  
CBD's  
Hard  
Work  
Makes  
Us Look  
Good!



PRADO  
GROUP

# Beautification & Activation Strategies

## The Seed

Funded through a grant from the Office of Economic and Workforce Development, The Seed is a new public art installation in the Jane Warner Plaza featuring six 13-foot tall abstract flowers, representing seeds or wishes for equality blowing in the wind.

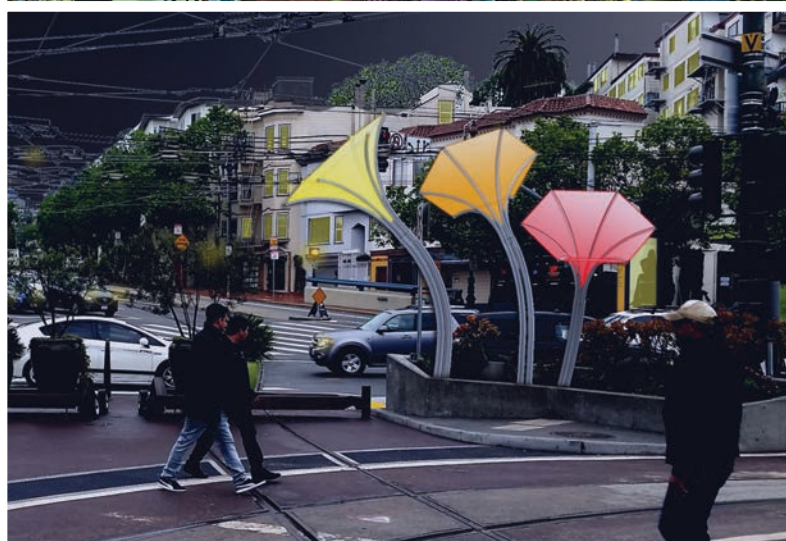
The inspiration for this art work draws from the many wishes many people had, to be able to freely love and to be able to be themselves. "The Castro District and its symbolism represents the collection of all these wishes into a manifestation for human rights."

- Aphidoidea

"The CBD board was drawn to the idea of light art in the Jane Warner Plaza as a way to bring positive energy and activity to the Plaza in the evening. Created by the artist group, Aphidoidea, the Seed stands as a beacon of equality and hope at the intersection of Castro and Market streets", explained Andrea Aiello, Castro CBD executive director.

## Live! in the Castro

Live! In The Castro is one of the more popular day-time weekend events free to the public in the Castro. Every weekend between May – October you can find live entertainment in the Jane Warner Plaza thanks to the Castro/Upper Market Community Benefit District and a grant from the Office of Economic & Workforce Development. Neighbors, visitors and passersby enjoy music, dance, art, flagging and other entertainment. This season the CBD has hosted 56 unique performances.





# Financials

## Statement of Activities (Year Ended June 30, 2017)

### SUPPORT AND REVENUE

Assessment revenue	\$499,476
Non-assessment revenue, grants, donations, inKind	\$344,233
Interest revenue	\$99
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$841,808</b>

### EXPENSES

Program services	\$706,669
General and administrative	\$69,181
<b>TOTAL EXPENSES</b>	<b>\$775,850</b>

### NET ASSETS

Unrestricted net assets*	\$57,254
Temporarily restricted**	\$684,701
<b>TOTAL NET ASSETS</b>	<b>\$741,955</b>

\*Contingency & reserves

\*\*Funds to carry through to Dec 2017 and grants

### TOTAL CARRY OVER FROM 6/30/16

Assessments***	\$334,307
Grants/Donations	\$341,850
<b>TOTAL</b>	<b>\$676,157</b>

\*\*\* Assessment dollars received immediately prior to fiscal year end 6/30/2016

*Orphan Andy's*  
24 Hour Restaurant



Best Breakfast &  
Best Late-Night Restaurant

Celebrating our  
40th year!

*Serving Breakfast, Lunch and Dinner!*

3991-A 17<sup>th</sup> Street • Market & Castro • 415-864-9795

Castro CBD - Keep  
Up The Good Work!





# Assessments

The Castro/Upper Market CBD is funded through an annual assessment on the property in the district. Castro/Upper Market CBD assessments are based on the following factors:

Linear frontage, Lot/Parcel size, Building square footage, Building use. Each assessed property is listed on the Castro CBD website at: [http://castrocbd.org/wp-content/uploads/FY2016-17Assessments\\_PostWebsiteV2.pdf](http://castrocbd.org/wp-content/uploads/FY2016-17Assessments_PostWebsiteV2.pdf).

This information is provided to the Castro/Upper Market CBD from the S. F. Assessor's office. It is the responsibility of property owners to ensure the information provided to the CBD is correct. To correct information, property owners must contact the S.F. Assessor's Office at 415-554-5596 or at <http://www.sfassessor.org/>. The Castro/Upper Market Community Benefit District's Management Plan can be found on the CBD's website at: <http://castrocbd.org/cbd-management-plan/>.



The City Country Group, Vanguard Properties  
PAT PATRICELLI | RICHARD LESTER | JOHN GENOVESE





# Thanks for the good work, Castro CBD!



*Castro/Upper Market CBD Board of Directors meetings are open to the public. Starting in December, 2017, meetings will be held bi-monthly at 6:00 p.m., at 501 Castro St., 2nd floor (above the Bank of America). For information on all Castro/Upper Market CBD meetings, see the CBD website at: <http://castrocbd.org/upcoming-meetings/>.*

Castro/Upper Market CBD runs from Diamond and 19th streets on its most western side, along Castro to Market street then on Market, from Castro to Octavia.

## Who We Are

### Board of Directors

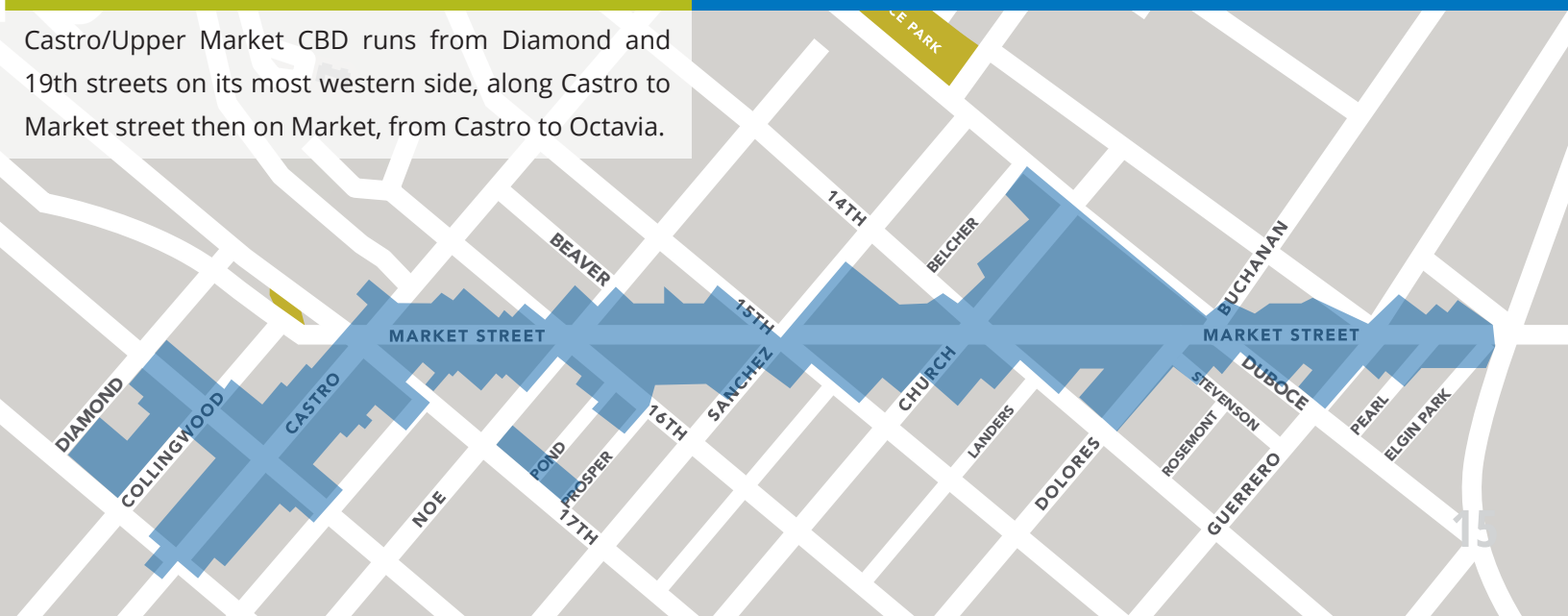
Chase Chambers, President, Services Committee Chair  
Alan Lau, Vice President  
Alex Harken, Treasurer, Finance Committee Chair  
Pauline Scholten, Secretary  
Jamal Cool, Board Member  
Brian Gougherty, Board Member, DISI Committee Chair  
Hubert Ban, Board Member  
Scott James, Board Member  
Peter Laska, Board Member  
Jim Laufenberg, Board Member, Land Use Committee Chair  
Pat Sahagun, Board Member

### Staff

Andrea Aiello, Executive Director  
Kristin Wojkowski, Executive Assistant/Program Coordinator  
Anh Han, Accountant

### Castro Cares Leadership Team

Castro Community On Patrol  
Castro Merchants  
Castro/Upper Market Community Benefit District  
Duboce Triangle Neighborhood Association  
Eureka Valley Neighborhood Association  
Hartford Street Neighbors  
Most Holy Redeemer Catholic Church  
St. Francis Lutheran Church  
Wednesday Suppers, Most Holy Redeemer Catholic Church







**Live! In the Castro,  
with Gregangelo's**





**Featuring Donna Sachet  
Velocity Circus**



# Stay in Touch with the CBD!

WE WANT TO COMMUNICATE WITH YOU!

To join our email list, go to:

**[http://castrocbd.org/  
contact/](http://castrocbd.org/contact/)**

# Graffiti Removal!

The Castro CBD removes graffiti for free in the district. If you would like the CBD to remove graffiti from your property in the Castro, please go to

**<http://castrocbd.org/graffiti-removal/>** to sign up, or call the **Castro CBD at 415-500-1181.**

**Castro/Upper Market CBD  
Dispatch #: 415-471-7536**

Call with urgent cleaning concerns/graffiti removal.



CASTRO / UPPER MARKET  
COMMUNITY BENEFIT DISTRICT

## Castro/Upper Market Community Benefit District

584 Castro St. Box #336, S.F., CA 94114  
ph: 415-500-1181  
fax: 415-522-0395

facebook.com/castrocbd  
@visitthecastro  
email: [info@castrocbd.org](mailto:info@castrocbd.org)