



COMMUNITY BENEFIT DISTRICT

Central Market Community Benefit District

989 Market Street, Third Floor
San Francisco, CA 94103
415.882.3088
www.central-market.org

For further information:

Daniel Hurtado
Executive Director
Direct: 415.882.3088
Cell: 415.533.5531
dhurtado@central-market.org

CENTRAL MARKET CBD ANNOUNCES NEW EXECUTIVE DIRECTOR

Central Market, San Francisco, CA (October 2, 2007)—The Central Market Community Benefit District (CBD) has selected Daniel Hurtado as the new Executive Director of the downtown San Francisco community-based non-profit organization.

“The Central Market CBD is delighted to welcome Daniel Hurtado as the Executive Director and excited to have him lead our effort in enhancing the quality of life in the Central Market neighborhood,” said Michael Yarne, Board President of the Central Market CBD. “He brings the right mix of enthusiasm, energy and expertise to the Central Market community and his hiring strengthens the organization’s commitment to creating a clean and safe neighborhood for our residents, workers, business owners and visitors,” he said.

Mr. Hurtado, who began his position with the Central Market CBD on August 1, previously served as the Director of Programming for the Golden Triangle Business Improvement District in Washington, DC, where he was responsible for marketing a 42-block central business district in the nation’s capital.

In his new role as Executive Director for the Central Market CBD, Mr. Hurtado will provide the strategic and day-to-day direction of the organization. He will oversee the operations of the organization and will manage the organization’s programs and services.

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“I am honored to be a part of the Central Market community and eager to launch our core clean and safe services,” said Mr. Hurtado. “The Central Market community has continued to be actively involved making a positive difference in the neighborhood, and I am thrilled to be a part of this energy and to have the opportunity to build upon this momentum,” he said.

In addition to serving at the Golden Triangle Business Improvement District, Mr. Hurtado has also served as marketing manager for Rockville Economic Development, Inc. in Rockville, MD and the Downtown Sacramento Partnership in Sacramento, CA. In the organizations where he has served, Mr. Hurtado has worked closely with community stakeholders including city governments, industry associations, and social service agencies in enhancing a community’s quality of life and increasing its vitality.

Having worked in public relations and community outreach for over ten years, Mr. Hurtado has extensive experience in destination marketing, economic development, and urban revitalization. He has developed, implemented and managed a wide range of programs designed to enhance a community’s sense of place for workers, area residents, tourists, and businesses alike.

Mr. Hurtado is a native of California and a graduate of the University of the Pacific.

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About the Central Market CBD

Formed in 2007, the Central Market Community Benefit District (CBD) is a non-profit community-based organization whose primary focus is to improve the quality of life and create a clean and safe environment for residents, workers, property and business owners, and visitors in San Francisco’s Central Market neighborhood.

The Central Market neighborhood includes the south side of Market Street between Fifth and Ninth Streets, and includes some areas of Stevenson Street, Jessie Street, and, at its most southern point, Mission Street. For further information on the Central Market CBD, visit www.Central-Market.org.