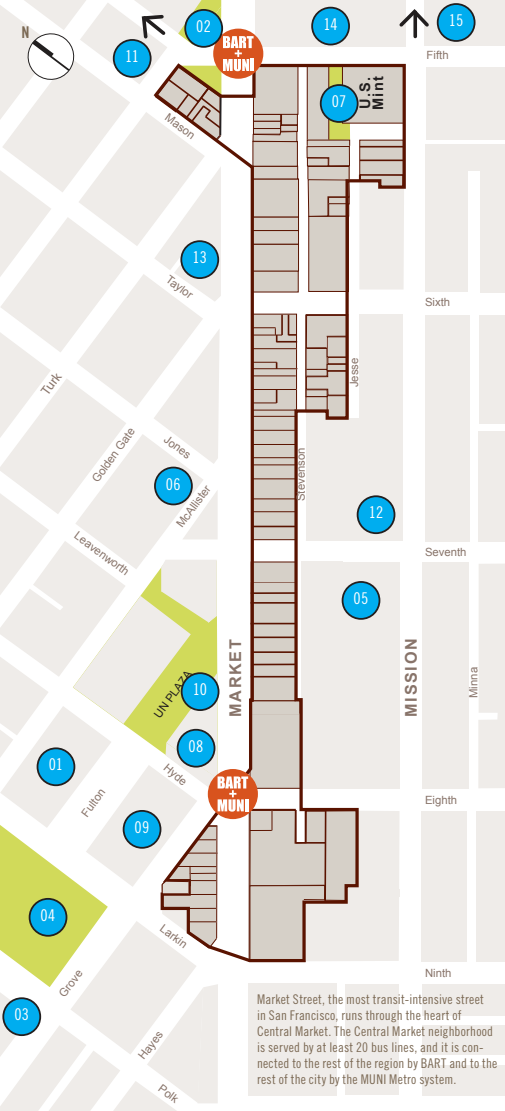


CENTRAL MARKET COMMUNITY BENEFIT DISTRICT

ANNUAL REPORT 2010





Neighborhood Highlights and Area Attractions

- | | |
|--|--|
| 01. Asian Art Museum (1 block) | 09. Public Library |
| 02. Cable Car Turnaround (1 block) | 10. The Art Institute of California, San Francisco |
| 03. City Hall (1 block) | 11. Union Square (1 block) |
| 04. Civic Center Plaza | 12. U.S. Court of Appeals |
| 05. General Services Administration Federal Building | 13. Warfield Theater |
| 06. Golden Gate Theater | 14. Westfield San Francisco Centre |
| 07. Mint Plaza | 15. Yerba Buena Gardens (1 block) |
| 08. Orpheum Theater | |



THE CENTRAL MARKET COMMUNITY BENEFIT DISTRICT

The Central Market Community Benefit District (CMCBD) is a non-profit, community-based organization that provides programs and services to improve the quality of life experienced in the public realm of San Francisco's Central Market.

The CMCBD believes that improving the overall cleanliness and safety of the district will increase pedestrian activity, strengthen existing small businesses and cultural institutions, attract new investment, and enhance the public right of ways for people of all incomes, ethnicities and ages, including residents, business and property owners, workers, and visitors in the area.

The CMCBD provides a range of services to help create a pedestrian environment that is cleaner, safer and more inviting. These services include public space beautification, pedestrian safety programs, social service outreach, marketing and community outreach, and public space programming.

THE DISTRICT

Making its way through San Francisco's Central Market area is Market Street, the city's main thoroughfare. In Central Market, the tree-lined street knits together existing transit, cultural, academic and neighborhood assets.

The mixed-use district is a thriving destination for entertainment, with the Warfield Theater, Orpheum Theater, Golden Gate Theater and Mezzanine concentrated along these few blocks of central Market Street.

The area's gathering places – Mint Plaza, 1275 Market Street, United Nations Plaza, and Hallidie Plaza – host summer concerts, art and cultural festivals, farmers markets, and other public space programming.

Home to the Luggage Store Gallery, Alonzo King LINES Dance Center, and Kunst-Stoff arts, this section of central Market Street is where art is made and displayed.

The area's construction zones and planned development projects also point to a neighborhood renaissance.

The Central Market Community Benefit District extends from Fifth Street to Ninth Street along Market Street and includes areas of Stevenson Street, Jessie Street and Mission Street. The community benefit district was established to improve the mixed-use district and help create a neighborhood that is a clean, safe and an inviting place to be for residents, workers, merchants and visitors.



“The more art that’s proliferated in a community, the richer the community is, the healthier the community is, the smarter the community is, and art brings hope.”

–Alonzo King,
Alonzo King LINES Ballet

“One of the strengths of the CMCBD is that we are making a positive difference in trying to make a livable community, one that is incredibly diverse and rich in its heritage. And this is the heart of San Francisco.”

–Bill Worthen,
CMCBD Board Member (2010)
and Central Market Resident



PUBLIC SPACE BEAUTIFICATION & SAFETY

The CMCBD works every day to create a pedestrian environment that is clean and safe and a neighborhood that is an inviting and exciting place to be.

From friendly and caring Community Guides to its Clean Streets services, the CMCBD's public space beautification and safety programs are designed to enhance the sidewalks and plazas, and create a positive pedestrian experience in San Francisco's Central Market district.

Community Guides

The Central Market Community Guides are at the heart of the CMCBD's mission. Integrating public safety services, social service outreach, and hospitality and customer service, the Central Market Community Guides help create a safe and hospitable public realm for people who live, work, shop, visit, and do business in Central Market.

They offer directions to visitors, greet residents, and check in with merchants, property owners, office building security and residential building front desk services.

The Community Guides assist individuals in Central Market that are homeless and in need of assistance, and help connect them to health and human services. Trained by social service providers and City agencies, the Community Guides provide street-level intervention and support for people in Central Market who are in need and help them gain access to care to improve their quality of life.

As the "eyes and ears" of the community, the Community Guides also perform a vital role in reporting pedestrian safety issues and accidents to the proper authorities.



Visible in the Central Market's signature brown and orange uniforms, the Community Guides are uniformed, radio-equipped and in communication with the Central Market Dispatch & Call Center, law enforcement officers and other emergency services.

Clean Streets

The Central Market Clean Streets Program is also at the core of the CMCBD's mission. Providing daily cleaning and maintenance services to the neighborhood's pedestrian environment, the Central Market Clean Team picks up litter and trash, sweeps sidewalks, removes gum and graffiti, paints public fixtures, power washes and steam cleans the public areas, and addresses specific cleaning issues in Central Market.

Get Connected: Services Committee

Connecting the Clean Streets, Community Guides and other public space beautification and safety programs is the Central Market Services Committee. As a community-driven group, the Services Committee helps monitor and guide the CMCBD's public space beautification and safety programs. The Services Committee Meetings are also designed to connect the Central Market community to the San Francisco Police Department (SFPD) and other safety agencies, health and human services, and cleaning/maintenance providers including the Department of Public Works.

2010 Accomplishments

Continued to operate and manage the Sixth Street Community Guides Program for the Sixth Street corridor (from Market to Harrison Streets) through a contract with the San Francisco Redevelopment Agency. The contract was renewed for an additional year through a unanimous decision by the San Francisco Redevelopment Commission and extends through 2011. The program provides two full-time Community Guides for the Sixth Street project area and Dispatch and Call Center service, Monday through Friday, 10 a.m. to 6 p.m.

The Central Market Community Guides engaged in more than 6,600 acts of public assistance in 2010, including social service outreach, responding to merchants needs, and reporting illegal vending.

The Central Market Community Guides provided more than 3,000 interactions with merchants, visitors and other members of the community, which included directions, referrals to shops and restaurants, and meet and greets.

The Central Market Clean Team removed more than 1,000 graffiti tags, stickers and flyers on public and private property in the district in 2010.

1,114

Graffiti tags, stickers and flyers removed by the Central Market Clean Team on public and private property in the district

The Central Market Clean Team addressed or reported close to 700 cases of construction issues, safety hazards, vandalism and other matters that impacted the pedestrian environment in 2010.

2011 Initiatives

Continue to provide excellent core services to improve the public space for residents, commercial tenants, property owners and visitors.

Enhance the CMCBD's Clean Streets Program by adding one additional part-time staff person to the Central Clean Team and expanding service hours.

Partner with Friends of the Urban Forest in the planting and maintenance of up to 34 trees along Jessie Street (between Mint and Sixth Streets) and Stevenson Street (between Sixth and Seventh Streets).

The CMCBD has identified four locations for murals in the district as part of the StreetSmARTS program through the San Francisco Arts Commission and the Department of Public Works. The CMCBD will engage and encourage property owners to participate the program as a way to make vacant properties less vulnerable to graffiti vandalism and as a way to help mitigate the effects of ongoing construction.

Track and report locations of chronic public space issues and hot spots in the district in monthly service reports, and identify trends and commonalities.

Work with merchants and property management to address specific concerns impacting the public space, such as chronic cleaning/maintenance, quality of life, and pedestrian safety issues.

Continue to conduct ongoing surveys to gauge the community's perceptions of safety, cleanliness, social service needs, quality of life issues and other neighborhood concerns and obtain an assessment of CMCBD programs and services.

DISTRICT IDENTITY & STREETSCAPE IMPROVEMENTS

Through its district identity and streetscape improvement programs, the CMCBD is helping to raise Central Market's profile and reinforce the neighborhood's role as an arts, cultural and theater destination.

Its district identity and streetscape improvement projects not only share the message that Central Market is an exciting place to be, but directly activate the public space and help attract people to the heart of San Francisco.

Community Events & Public Space Programs

Whether it's a summer concert on Mint Plaza, a noontime dance performance on Market Street, or supporting public art, the CMCBD's community events and public space programs are designed to beautify, activate and attract people to its sidewalks and plazas. The CMCBD's community events help strengthen neighborhood pride, encourage positive pedestrian activity, and create a welcoming, friendly and safe environment for all to enjoy.



Community Outreach & Marketing

To spread the word about the neighborhood's successes and share about Central Market's revitalization, the CMCBD has developed strategic communication plans and opportunities to promote Central Market and the CMCBD's good works. From its comprehensive website and e-newsletters to Twitter and its Facebook page, the CMCBD is strengthening its online presence and social networking communication.



Get Connected: Identity Committee

The CMCBD Identity Committee provides opportunities for the Central Market community to help guide marketing and communication efforts and plan public space programming and special events. Those who volunteer on the Committee have an interest in marketing, special events, or urban planning, or are simply interested in helping to enhance the vitality of the Central Market district. The Committee develops and implement programs and projects to activate the public space. Current and past projects include a summer concert series, light pole banners, Art in Storefronts program, and streetscape improvement recommendations for Market Street. The Committee also assists with fundraising efforts for the CMCBD.

2010 Accomplishments

Expanded the Central Market Summer Concert Series by adding an additional weekly concert in front of 949 Market Street, currently a vacant building scheduled for construction as part of the CityPlace retail project. Produced by People in Plazas and sponsored by the CMCBD, the summer concerts were held July through the end of September and also included a weekly summer concert series on Mint Plaza.

Hosted the second annual Love Thy Neighbor[hood] benefit for the CMCBD on June 24, 2010. The benefit was attended by more than 100 guests and served as an opportunity for the Central Market community to join the CMCBD in celebrating the thriving arts and theater opportunities in the district. The benefit was also an opportunity for guests to network with community leaders, local artists, neighbors and stakeholders who are working together with the CMCBD in revitalizing the district. The benefit helped to raise donations through ticket sales and sponsorships for the arts-related public space programming.



26

summer concerts
supported by the CMCBD

Produced a video highlighting the role of art in revitalizing the Central Market district while spotlighting theaters, art galleries, performance venues, public space programming, the Art in Storefronts program, and cultural opportunities available in the district.

The CMCBD partnered with KUNST-STOFF arts, a Central Market-based dance company, in providing free noontime dance performances on Mint Plaza and in front of 949 Market Street to activate the public space and showcase the district's unique arts and cultural opportunities. The dance performances were held between July and September 2010.

The CMCBD participated in the formation of Central Market Arts (CMA), a coalition comprised of organizations dedicated to a common vision of promoting San Francisco's Central Market Neighborhood as a vital arts district. CMA serves as a unified voice for arts of every discipline through promotion of arts, cooperative marketing, programming coordination, and the production of a yearly capstone event (www.CentralMarketArts.org).

“The Central Market Community Benefit District is an organization that has a tremendous vision...how to actually support this neighborhood, to collaborate, and to understand this neighborhood more.”

–Yannis Adoniou,
KUNST-STOFF arts

The CMCBD provided marketing, design and media relations support in preparation of 24 Days of Central Market Arts, held September 24–October 17, 2010. The CMCBD also assisted in fundraising and securing sponsors.

32 dance/music performances at opening event of 24 Days of Central Market Arts festival

Secured sponsorship and participation of The Art Institute of California – San Francisco in the design, fabrication and installation of over 100 light pole banners for Central Market. The CMCBD provided oversight to a dedicated team of students from one of the college’s advanced graphic design classes. The Art Institute also generously paid for the fabrication and installation of the banners.



Expanded the CMCBD website (www.Central-Market.org) capabilities and features by adding an online business directory, a development projects section and commercial space leasing information for Central Market.

Developed a cooperative advertisement for restaurants on Mint Plaza to promote dining opportunities in Central Market in conjunction with the summer concert series on the plaza. The full-page advertisement was included in the San Francisco Examiner and as part of a four-page insert for the People in Plazas-produced summer concert series. The advertisement was paid entirely by participating businesses.

Strengthened marketing and communication efforts, and increased awareness and support of the CMCBD by retaining a consultant to assist in media outreach and public relations for both the organization and the district.

200 Central Market light pole banners

2011 Initiatives

Redesign and upgrade the CMCBD website (www.Central-Market.org) to publicize district events, retail establishments, restaurants, cultural institutions, hotels and other attractions more effectively.

Expand cooperative advertising opportunities for merchants in Central Market that will assist in promoting restaurants, arts and culture, nightlife and shopping in the district while strengthening neighborhood identity and CMCBD visibility.

Support the 2011 Art in Storefronts program through the San Francisco Arts Commission. The Art in Storefronts program will temporarily place original art installations by San Francisco artists in vacant storefront windows located along Central Market Street.

Seek opportunities to partner with existing arts organizations and cultural institutions to program and activate the public space.

In 2010, the CMCBD partnered with the architecture community (HOK, American Institute of Architects - San Francisco, WSP Flack+Kurtz, and Public Architecture) in a streetscape improvement exercise designed to identify potential solutions to improve Central Market that could be immediately actionable, scalable and sustainable. This exploration led to a proposal to reutilize and readapt vacant kiosks along Market Street in Central Market for micro-retail and arts/cultural uses. The CMCBD will help guide and implement this pilot program in 2011 to include a bike repair stop and other uses.

Continue to produce and distribute Central Market Matters, the CMCBD monthly e-newsletter.



“People in Plazas and the Central Market Community Benefit District have been focused on revitalizing the Central Market area. Certainly bringing live music events to the area is one way to revitalize it. We want people to come out and use the public plazas, which creates an atmosphere of community as well as supports local businesses near the plazas.

—Lynn Valente,
People in Plazas

ADMINISTRATIVE OPERATIONS

The Leadership

The CMCBD is managed by an Executive Director and a 10-member Board of Directors elected to two-year terms through an open public process. The Board of Directors consists of five property owners, three community-based organizations (at least two of which must be residents or community-based organizations representing the interests of residents in the CMCBD) and two non-property owning merchants from the district.

Get Connected: Board of Directors Meetings

The CMCBD Board meets every month and all meetings are open to the public. The Board's activities are governed by the organization's bylaws, its contract with the City of San Francisco, the Management District Plan, San Francisco's Community Benefit District Ordinance, and California property and business improvement district law.

2010 Accomplishments

In 2010, the CMCBD began discussions with Urban Solutions, the San Francisco Office of Economic & Workforce Development, and Cornish & Carey Commercial on the development of a collaborative business attraction program for Central Market. Through a business attraction program, the CMCBD would seek to provide guidance and assistance to interested property owners and brokers in promoting available space and searching for and securing neighborhood-serving businesses to occupy vacant spaces in Central Market.

The CMCBD created a section on its website to promote available commercial spaces and leasing information. The CMCBD also designed a Central

Market Neighborhood Profile one-sheet, which provides information on neighborhood highlights and area attractions, the CMCBD neighborhood benefits, and overview of services.

The CMCBD continued to promote the CMCBD's Board and Committee meetings. The CMCBD maintains an online section on its website (www.Central-Market.org) for public access of the CMCBD meeting minutes and announcements. The CMCBD continues to hold monthly Services and Identity Committee meetings. The CMCBD also continues to hold monthly CMCBD Finance Committee meetings to ensure that the CMCBD operates in a fiscally responsible manner.

From March through July 2010, the CMCBD retained a consultant to assist the CMCBD in media outreach, marketing, and public relations efforts for both the organization and the district. Through these efforts, the CMCBD was able to garner positive attention on the success of its programs and services while also placing a spotlight on the positive improvements taking place in Central Market.

Surpassed the CMCBD's minimum fundraising requirement through in-kind and monetary support, sponsorships and grants.

The CMCBD participated on boards and committees in 2010 that shared similar goals to improve and revitalize the Central Market district. The CMCBD was represented on the Friends of Mint Plaza Board of Directors, the Market Street Association Board of Directors, the Central Market Arts, and the Mid-Market Project Area Committee.

2011 Initiatives

Develop a business attraction program for Central Market in cooperation with partner organizations and City agencies including Urban Solutions, Office of Economic and Workforce Development, and the broker community.

Continue to publicize the CMCBD's Board and Committee meetings. Expand the community's participation on the Committees.

Explore opportunities for administrative office assistance through volunteers, internships, or temporary work services.

Continue to meet and surpass the organization's minimum fundraising requirement.

Explore the development of a strategic action plan for the organization to incorporate annual fundraising goals, and programming, marketing and service initiatives.

Continue to hold monthly CMCBD Finance Committee meetings to ensure that the CMCBD operates in a fiscally responsible manner.



FINANCIALS

2010	BUDGET	ACTUALS
Income		
Assessments	\$526,472	\$493,288
Prior Year Assessments	\$0	\$0
Retained Revenue (carryover from previous FY)	\$162,070	\$162,070
Interest Income	\$0	\$2,856
Donations & Grants (Income)*	\$19,745	\$8,345
San Francisco Redevelopment Agency/Sixth Street Community Guides Grant & Administrative Fee*	\$70,000	\$200,000
Total	\$778,287	\$866,559
Expense		
Administrative / Operations	\$138,484	\$139,896
Public Space Beautification & Safety	\$455,144	\$558,769
District Identity & Streetscape Improvements	\$49,842	\$64,453
Total	\$643,470	\$763,118
Contingency	\$100,000	\$100,000
Retained Revenue (Reserved for services in FY 2010)	\$134,817	\$3,441
Total Cash	\$107,071	\$103,441

Notes & Comments*

*Under 2010 Actuals, In-Kind Donations totaled \$5,274 for in-kind conference room space at Hotel Whitcomb for monthly CMCBD Board of Directors Meetings. Monetary donations totaled \$8,345.

In 2010, The San Francisco Redevelopment Agency compensated the CMCBD for the administration of the Sixth Street Community Guides Program and service expenses for a total of \$200,000. This amount includes the administrative fee for the program and compensation for service expenses incurred in fiscal year 2009/2010 and the remainder of calendar year 2010.

Under "Actuals" for Public Space, Beautification & Safety, expenses were higher due to the Sixth Street Community Guides Services expense not having been factored into the initial operating budget. The CMCBD was reimbursed by The San Francisco Redevelopment Agency upon completion of its contract for the Sixth Street Community Guides Service for fiscal year 2009/2010 and the remainder of calendar year 2010.

2011	BUDGET
Income	
Assessments	\$526,471
Prior Year Assessments	\$0
Interest Income	\$0
Retained Earnings (Carryover from previous year)	\$103,441
Donations/Grants*	\$35,000
San Francisco Redevelopment Agency/Sixth Street Community Guides Grant & Administrative Fee	\$25,000
Total	\$667,008
Expense	
Administrative / Operations	\$139,766
Public Space Beautification & Safety	\$408,144
District Identity & Streetscape Improvements	\$39,960
Total	\$587,870
Contingency	\$100,909
Retained Revenue (Reserved for services in FY 2010)	\$2,043
Total Cash	\$102,043

ASSESSMENTS

Assessment Methodology

The CMCBD is funded through an annual assessment from property owners within the district. The annual assessments are based on three property variables: 1.) Linear frontage (sidewalk frontage), 2.) Land area or lot size, and 3.) Gross building square footage

Linear Frontage:	\$14.60 per linear foot
Lot Size:	\$.155 per square foot
Building Square Foot:	\$.07 per square foot (not applicable to buildings owned or used by nonprofits)

Assessment Calculation

For example, a 5,000 square foot lot, with 50 feet of frontage and 4,000 square feet of retail building use would yield an annual assessment of:

5000 x \$.155 = \$775.00 in lot size
50 x \$14.60 = \$730.00 in linear square footage, and
4000 x \$.07 = \$280.00 in building square footage

Total Assessment: \$1,785.00

THE LEADERSHIP

CMCBD Executive Committee

Katie O'Brien

CMCBD President
Martin Building Company
(Property Owner Board Seat)

Greg Johnson

CMCBD Treasurer
CAC Real Estate Management
(Property Owner Board Seat)

David Fariello

UCSF Citywide Case
Management Program
(Residents/Community-Based Organizations Board Seat)

CMCBD Staff

Daniel Hurtado

Executive Director

Central Market Community Benefit District

901 Market Street, Suite 490

San Francisco, CA 94103

Office: 415.957.5985

Email: info@central-market.org

Website: www.Central-Market.org

CMCBD Board of Directors

Doug Dalton

Anu Bar
(Merchant Board Seat)

Jason Kletter

BAART Programs
(Residents/Community-Based Organizations Board Seat)

Carrie Lane

SF Office Lofts
(Property Owner Board Seat)

Ralph Lee

Hotel Whitcomb
(Property Owner Board Seat)

Uriah Perez

Central Market Resident
(Residents/Community-Based Organizations Board Seat)

Jonie Marie Theodorsen

Pearl Art & Craft
(Merchant Seat)

Bill Worthen

Property-Owning Resident
(Property Owner Board Seat)

CENTRAL

COMMUNITY BENEFIT DISTRICT