

# It all happens in Civic Center.

| History | Culture | Government |

Civic Center Community Benefit District Annual Report 2024







# In Review

**BOARD OF DIRECTORS**

**Mary Conde**  
Another Planet Entertainment

**Phil Ginsburg**  
San Francisco Recreation  
and Parks Department

**Dave Heng**  
California Department of General Services

**James Haas**  
Resident & Historian

**Pat Hanlon**  
Lendlease

**Rainier Koeners**  
Broadway SF

**Calen McEldowney**  
Asian Art Museum

**Hank Mou**  
San Francisco Conservatory of Music

**Janan New**  
San Francisco Apartment Association

**Andrico Penick**  
San Francisco City & County  
Real Estate Division

**Maureen Singleton**  
San Francisco Public Library

**Kate Sofis**  
War Memorial

**Patricia Unterman**  
Hayes Street Grill

**Tim Vrabel**  
Emerald Fund

**Bill Whitfield**  
Shorenstein

The year 2024 marked a true turnaround for the District – regular and consistent programming across the three plazas from Market Street to City Hall generating increased visitor foot traffic month after month with a steady decline in crime; an ongoing return of the local workforce to the office, and Civic Center Plaza celebrating the opening of Limoncello for delicious food and drink while large scale live music events brought tens of thousands of people to dance in the grass.

We are now more than one year into the transformation of UN Plaza as a recreational space programmed daily with an array of activities, from free fitness and dance classes, to after school skateboarding, to chess and mahjong lessons enjoyed by seniors on Sundays after shopping at the farmers’ market on Fulton Plaza. There is truly something for everyone in our plazas, and these programs have created new communities and social networks in spaces that were once unwelcoming and unhealthy.

This robust calendar of programming brings new responsibilities. CCCBD has maintained its focus on clean and safe services while ramping up its ambassador capacity to provide increased hospitality services to ensuring that events run smoothly, and visitors feel welcome. The success of these ongoing programs depends on clean and safe environments and strong stewardship, and CCCBD sets a high bar for these conditions. Significant investments have also been made for outdoor furniture, event props, fixtures and signage, all essential components when programming successful events.

San Francisco’s economic recovery is a work in progress. A new mayoral administration creates new energy and opportunities. While the plazas in the core of our District project vibrancy and safety, CCCBD continues to advocate for our constituents in numerous ways to ensure that our District benefits from recovery programs and policies. Advocacy efforts we continue to pursue include bringing cars back to Market Street to support local businesses, and partnering with arts and cultural organizations located along Van Ness Avenue to amplify the importance of these arts organizations to our city. And finally, our dogged and constant pursuit of sponsorship support to ensure that our work to create a safe, healthy, and thriving District continues well into the future.





# Clean Team Statistics for 2024

pounds of trash removed  228,600

needles disposed  4,812

hazardous waste removed  42,560

pressure washing hours  4,160

instances of graffiti removal, private + public  31,833

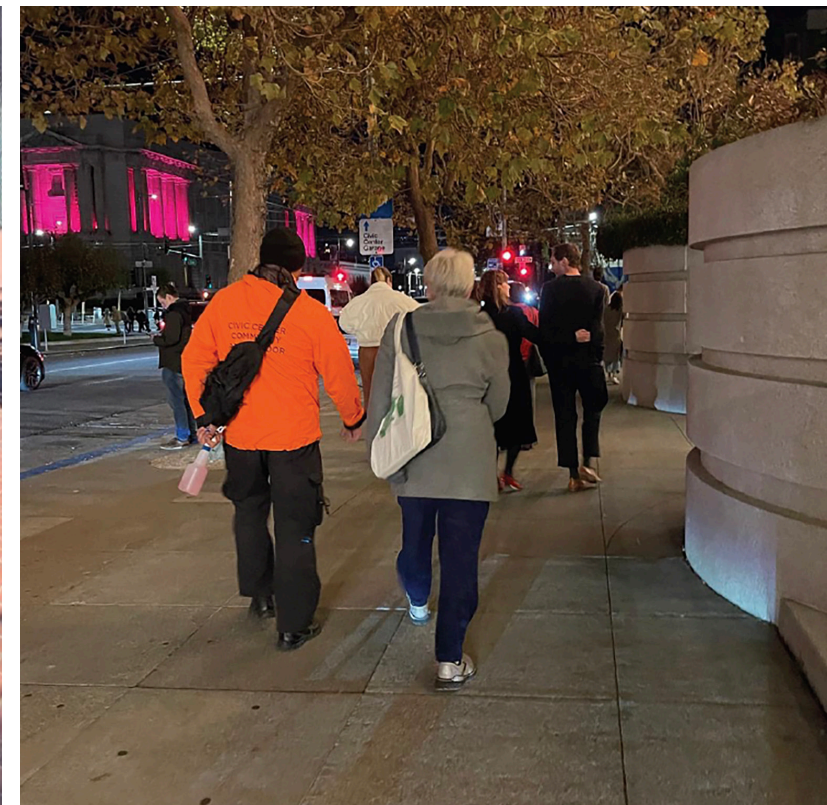
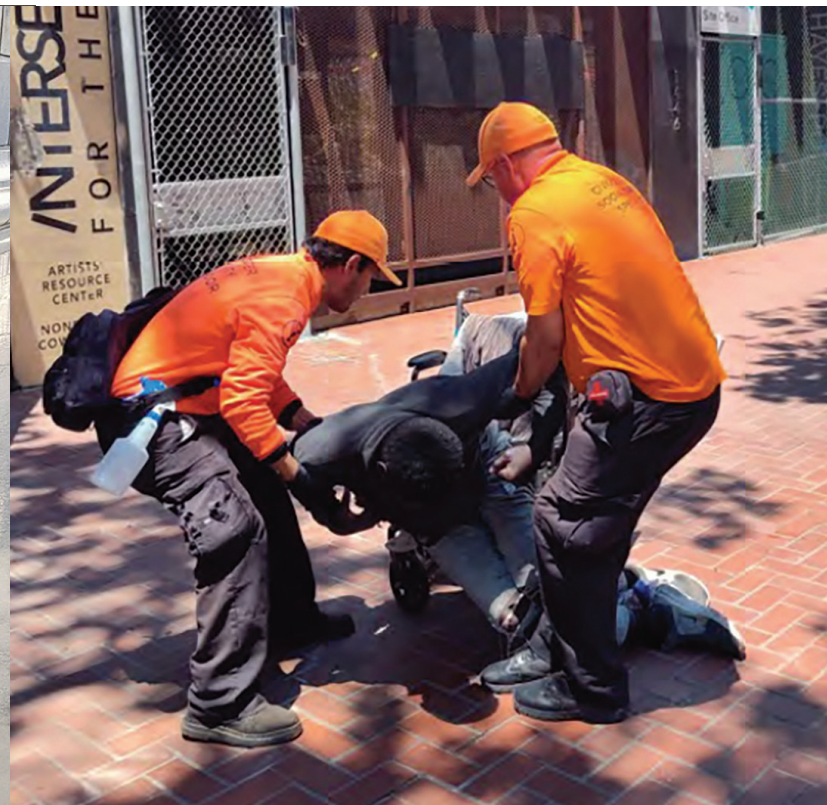
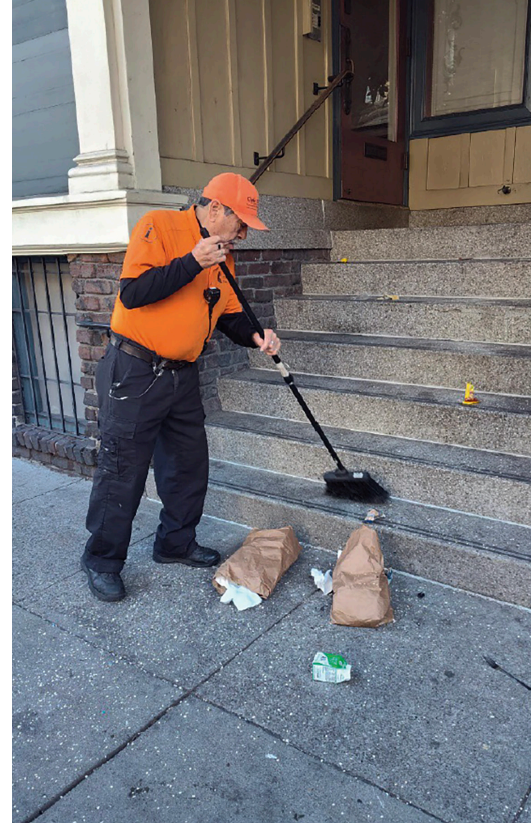
stickers & fliers removed  12,679

meet & greets  1,910

general information interactions  11,161

social services support  1,234





## CLEAN TEAM + PRESSURE WASHING

CBD Cleaners keep Civic Center clean with many services. They sweep and pressure wash sidewalks, remove graffiti, trash, debris, and hazardous waste, weed tree basins, and monitor public trash receptacles and street furniture for necessary upkeep.

## DAYTIME & EVENING AMBASSADORS + GARAGE GREETERS

CBD Ambassadors work to keep the District safe, serving as a helpful presence on the street by providing information and referrals and addressing or reporting hazards. CBD evening Ambassadors provide essential support for the District's abundance of nighttime events and activities, keeping pedestrian paths safe for travel to venues, transit, and parking.



# ACTIVATION & BEAUTIFICATION



Pack Games & Parade In Civic Center Plaza

Fulton Plaza Events



# ACTIVATION & BEAUTIFICATION



Vintage Market in Fulton Plaza



# ACTIVATION & BEAUTIFICATION



Hip Hop in the Plaza



Daily Dance Classes



Back to the Plaza 1<sup>st</sup> Annual Skate Competition



Chess & Mahjong Sundays



ACTIVATION & BEAUTIFICATION



UN Plaza Cafe



Limoncello Grand Opening



Arsicault Bakery



Limoncello's New Planters & Furniture



# 2024 Highlights



## Skrillex and Fred Again's Surprise Rave in Civic Center Plaza

A surprise rave from Another Planet Entertainment and the City's Recreation and Parks Department took over Civic Center Plaza on the first day of June, featuring popular DJs Skrillex and Fred Again. The massive sold-out show had over 25,000 attendees.



## Limoncello Grand Opening

Celebrating its Grand Opening with crowds and fanfare, Limoncello is now serving delicious sandwiches, salads, and pizza at 52 Grove in front of City Hall. Be sure to stop by for a delicious espresso drink, lunch, or something to take home after work. Current hours are Monday-Saturday, 8am-6pm.



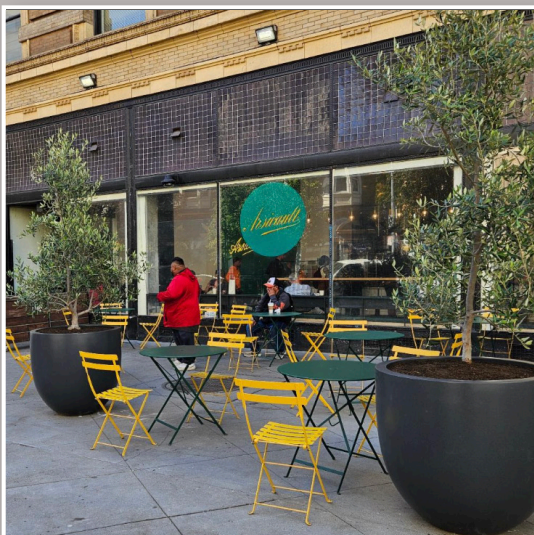
## New Rules for Corner Stores to Improve Neighborhood Safety

The Board of Supervisors unanimously approved a resolution requiring convenience stores in a heavy drug dealing zone to shutter during dangerous late night and early morning hours. Stores within the initial boundaries, established by the community, law enforcement and public health officials, will close between midnight and 5am. Stores with a liquor license can remain open until 2am. The move aims to improve neighborhood and employee safety, reduce the number of calls for emergency services, and to halt the proliferation of unpermitted stores that serve illegal activity.



## Field Team Appreciation

The event recognized all Civic Center first responder field team personnel from the CBD to City agencies: Park Rangers, Public Works, the Sheriff's Department, SFPD, Urban Alchemy, and security at the Asian Art Museum and the Main Library. The event also celebrated the opening of Limoncello, where free sandwiches were enjoyed by all.



## Arsicault Patio Upgrade and Safety Upgrades at 83 McAllister

Upgrades outside Arsicault's Civic Center location included new planters with olive trees, a welcoming and beautiful addition to the fenced patio space. These improvements were made possible by the CCCBD with help from the property owner, the 83 McAllister HOA, and the Recreation & Parks Department.



## CCCBD's Civic Star: Captain Daniel Manning

The 2024 Civic Star Award went to Captain Daniel Manning of the SFPD for his leadership and guidance in solving complex crime and safety concerns in the District. Captain Manning played a key role in the public-private partnership focused on the Civic Center/Mid Market/Tenderloin areas. The award was presented by CCCBD Board Member and Director of Security for the Asian Art Museum, Calen McElDowney.





2024 FINANCIALS

FY 2024 Budget

	ASSESSMENT	ASSESSMENT %
Cleaning / Safety / Activation	\$2,862,430	80.26%
Marketing / Communication	\$187,828	5.27%
Administration / Contingency	\$516,378	14.48%
Total	\$3,566,636	100.00%

	NON-ASSESSMENT
Grants	\$301,000
Fee for Service	\$168,200
Other	\$372,093
Carry Forward Expense	\$323,363
Total	\$1,164,656

FY 2024 Actual

	ASSESSMENT	ASSESSMENT %
Cleaning / Safety / Activation	\$2,772,815	78.84%
Marketing / Communication	\$132,298	3.76%
Administration / Contingency	\$612,015	17.40%
Total	\$3,517,128	100.00%

...but now  
we're dancing.

	NON-ASSESSMENT EXPENSES
Grants	\$170,045
Fee for Service	\$122,638
Other	\$432,987
Carry Forward Expense	\$320,735
Total	\$1,046,404

FY 2024 Carryover Spending Recap

Cleaning / Safety / Activation	\$320,735
Marketing / Communication	
Total	\$320,735

CCCBD Statement of Financial Position

Assets	
Cash & Contingency	\$4,458,364
Receivables Net	\$32,575
Kiosk Net (donated asset)	\$1,570,493
Total Assets	\$6,061,433

Liabilities & Net Assets

Accounts Payable & Accrued Expenses	\$966,241
Deferred Revenues	\$2,693,417
Other Current Liabilities	\$32,118
Total Liabilities	\$3,691,777

Net Assets

Without Donor Restrictions	\$2,369,656
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Total Liabilities & Net Assets	\$6,061,433
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# 2024 District Boundaries & Development Sites



## Development Sites

1. 600 Van Ness Ave: Housing
2. 240 Van Ness: The Kelsey
3. 30 Van Ness: The Hayes
4. 159 Fell St: Mixed-use
5. 1500-1540 Market St: Mixed-use
6. 1546-1564 Market St: Mixed-use
7. 98 Franklin St: Mixed-use
8. 10 South Van Ness: Mixed-use