



Annual Report

2015-2016

History. Culture. Government.

It all happens in Civic Center.



Photo: Judith Calson / Special To The Chronicle

History

Protests, Celebrations, Remembrances

101 Years

100,000s
People

Culture

Music, Dance, Theatre

11 Venues

1,000
Performances a Year

Government

City, State, Federal

13 Buildings

18,000
Employees

Enhanced Safety Services Implemented

Expanding the Services

The CBD's board members and executive director continued to provide in conjunction with our provider, MJMMG, the daily safety and cleaning services that have been popular since our inception:

- ➔ 7-day-a-week cleaning and graffiti abatement;
- ➔ Daytime community ambassadors, and;
- ➔ Nighttime ambassadors that welcome arts patrons and new residents.

Due to increased assessments revenue generated by new construction, the CBD was able to add services this past year that proved to be beneficial as well:

SF Police 10b Program

The Civic Center CBD partnered with the Central-Market CBD to employ an off-duty police officer to work in our districts part-time through the SFPD's 10-b program. The officers work with the CCCBD Ambassadors and the CMCBD Community Guides to primarily address quality of life issues within the neighborhood and within the purview of SFPD, such as issuing citations for drinking, trespassing, permit violations, littering, and pedestrian safety infractions.

Civic Center Greeter

In June of 2015, the CBD started an experiment to see if we could

impact safety, both real and perceived, by adding one nighttime ambassador dedicated to the entrance and elevator area of the Civic Center Parking Garage.

After two months, The CBD evaluated the program and concluded that it should be continued.

Beautification and Activation

The CBD's board members and executive director built upon the past successes of the holiday concerts to establish new ways to activate.

Ivy Street Livable Alley

The Civic Center CBD submitted a grant application to make improvements to Ivy Street and was approved for \$200,000 to work with the neighbors, business owners and several partners to turn the 200-block into a pedestrian friendly community space. The grant is from the Mayor's Office of Housing and Community Development (MOHCD), and is funded through the Complete Neighborhoods Program (CNP) to fund capital projects.

Summer 2015 Concert Series

The CBD partnered with People in Plazas, MJMMG, and the Recreation and Parks Dept. to present a new summer concert series, for Civic Center Plaza. The concerts were every Wednesday from noon to

1:00 pm, starting from July through October. There were 17 in total.

Holiday Concerts and Activation

The CBD expanded its holiday musical event, "Holiday Fanfare," on the weekends in December. Spearheaded by the External Affairs Committee, "Holiday Fanfare" was a series of performances meant to activate neighborhood streets and bring holiday cheer to the residents and the thousands of visitors and arts patrons.

Performances Brass Quintets and Carolers from the San Francisco Conservatory of Music, and Mostly Madrigals, a caroling quartet. Each performance was meant to highlight cultural assets in the neighborhood, from the historic War Memorial Opera House, to the new SFJazz Center. There were 19 concerts in total.

Advocacy and Community Outreach

Coalition Impacts Parking, Transit and Pedestrian Safety

A group of interested parties organized by SFMTA and the Civic Center Community Benefit District has been meeting for several months in an effort to improve the patron experience in the around the SF Performing Arts Center, as it relates to parking and traffic. We have conducted site surveys and consulted with representatives

Quick #s: Cleaning

2,700 Needles

2,560 Graffiti Tags

19,178
Clean Calls Completed

Quick #s: Cleaning Stats

105,000
pounds of trash removed

287,848
feet of sidewalks steamcleaned

Quick #s: Safety

13,375
Public Safety Calls

725 Drunk/Disorderly
136 Assisted Mentally Disturbed

Advocacy and Community Outreach . . .

with knowledge about parking, taxi, traffic, garages, arts organizations, evening ambassadors and city administrators.

On most evenings, those without a performance at Bill Graham Civic Auditorium, the Civic Center Garage has many available parking spaces and the Performing Arts Garage has few if any spaces. This causes traffic jams, pedestrian hazards and frustration for all even those merely trying to drive past the performing arts buildings on Franklin.

Partnering with Stakeholders

In addition to the various committees, CCCBD staff and board members also worked with important stakeholders in the Civic Center:

- ➔ Supervisor Jane Kim and staff
- ➔ Supervisor London Breed and staff
- ➔ Mayor's Office of Economic and Workforce Development
- ➔ Central Market Partnership
- ➔ CBD/BID Consortium
- ➔ San Francisco Ballet
- ➔ San Francisco Opera
- ➔ San Francisco Symphony
- ➔ San Francisco Conservatory of Music
- ➔ Hayes Valley Neighborhood Association
- ➔ Recreation and Parks Staff
- ➔ San Francisco Police Department
- ➔ San Francisco Travel

Website - sfciviccenter.org

The CCCBD continues to update and expand its website, sfciviccenter.org, with information about the CBD, resources, demographics, an enhanced calendar, and deeper integration with its social media.

Social Media

- ➔ www.facebook.com/sfciviccenter
- ➔ www.twitter.com/civiccenter
- ➔ www.plus.google.com/+SFCivicCenterorg
- ➔ <https://www.instagram.com/sfciviccenter/>
- ➔ www.linkedin.com/company/civic-center-community-benefit-district
- ➔ <http://sfciviccenter.tumblr.com/>

| Civic Center CBD Spend-down Budget | | | | | | |
|---------------------------------------|-------------------|-------------------|-------------------|-------------------|------------------|--------------------|
| Project or Program | Fy 2016-2017 | FY 2017-2018 | FY 2018-2019 | FY 2019-2020 | FY 2020-2021 | TOTAL |
| 10 B Officers Program | (50,000.00) | (50,000.00) | (50,000.00) | (50,000.00) | (30,000.00) | (305,000.00) |
| CBD Renewal Expenses | - | - | - | - | (200,000.00) | (200,000.00) |
| Extra Delinquent Assessments taken in | | | | | | 12,624.00 |
| TOTAL | 396,236.00 | 346,236.00 | 296,236.00 | 246,236.00 | 16,236.00 | \$16,236.00 |

Management and Financial Operations

Civic Center CBD Operating Budget

The annual operating budget for the year July 1, 2015 to June 30, 2016 was \$740,271.86, which is based on the total of the assessed properties in the district.

The proposed service plan budget was developed based on the priorities that the stakeholders expressed through the surveys and Steering Committee meetings.

These figures indicate that we have currently a carry-over into FY 2017, of \$446,236.00 in net assets.

Civic Center CBD Assets/Liabilities on June 30, 2016

Current Assets

Cash and cash equivalents.....\$403,492.00
Accounts Receivable.....\$98,912.00

Fixed Assets

Furniture, fixtures and equipment, net.....\$0.00

Total assets..... \$502,404.00

Current Liabilities

Accounts payable.....\$51,333.00
Accrued vacation\$4,835.00

Total Liabilities \$56,168.00

Assets

Unrestricted.....\$446,236.00

Total Net Assets \$446,236.00

Total Liabilities and Net Assets \$502,404.00

Spend-Down Plan

The CBD developed a "spend down plan" in 2015 to address our surplus funds in an organized approach over the next few years. We have updated each year as needed.



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Quick #s:
Summer Concert Series

17 Concerts

1,500 People

Quick #s:
Holiday Concert Series

19 Concerts

3,500 People

Quick #s:
Visitors/Merchants

2,503 Directions

3,743
Meet & Greets with
Merchants and Residents

Learn more about Civic Center CBD programs and services at:

sfciviccenter.org

2015-2016 Board of Directors

Chair

Bill Whitfield
Shorenstein Realty Services

Vice Chair

Tim Vrabel
The Emerald Fund

Vice Chair

Ruth Nott
San Francisco Opera

Treasurer

John Updike
San Francisco Real Estate

Secretary

Jennifer Norris
San Francisco War Memorial

Anthony Boas

San Francisco Honda

Nathan Brito

San Francisco Ballet

Mary Conde

Another Planet Entertainment

Jim Haas

Resident/Neighborhood Advocate

Roberto Lombardi

San Francisco Public Library

Sarah Madland

Dept. of Recreation and Parks

Susan McConkey

San Francisco Conservatory of Music

Janan New

San Francisco Apartment Association

Annette Turner

State of California

Patricia Unterman

Hayes Street Grill

Ex-Officio

Donald W. Savoie

CBD Executive Director

Civic Center CBD Committees

- Executive - Bill Whitfield, Chair
- Finance - John Updike, Chair
- Capital Improvements and Planning - Jim Haas, Chair
- External Affairs - Sam Smith, Chairs
- Services - Mary Conde and Tim Vrabel, Co-Chairs

Special Thanks!

The Civic Center CBD would like to thank the following for their support of the CBD and its programs:

MJMMG

- Services provider for the Civic Center CBD

AAA Flag and Banner

- Production and installation of street poll banners

Mucho

- Design and identity work for the Civic Center CBD

West Coast Property Management

- Discounted office space for the CBD office

San Francisco Ballet

- Photo for CCCBD street pole banners

Joel Puliatti

- Photos of the San Francisco War Memorial