



## MIDYEAR REPORT

FY 2021/2022

**Discover Polk Community Benefit District**

[www.discoverpolk.org](http://www.discoverpolk.org) | PO Box 642097 | San Francisco, CA 94164





## EXECUTIVE SUMMARY

Discover Polk is a unique Community Benefit District in that seventy-eight percent (78%) of the parcels in the six-block long district are condominiums, and that there are 37 mixed-use buildings with residential rental units above the street level and two single-room occupancy hotels. There are three houses of worship and an eclectic mix of businesses, many of which have been on Polk Street for decades. Incorporated as a 501 (c) (3) in September 2018, Discover Polk CBD (“DPCBD”) was sanctioned by a City agreement on 20 November 2018, and we received our first assessments in early January 2019.

Our Board of Directors represent large and small property owners, business owners and other community stakeholders. Currently our Board meets monthly, and working groups focusing on cleanliness & safety, streetscapes, and communication meet monthly at a minimum.

For the first half of FY21/22 Discover Polk devoted its energy and resources toward helping residents, merchants, and visitors to the district cope with the extraordinary circumstances caused by the COVID19 pandemic. The Board and Executive Management Team executed multiple, major streetscape improvements to the district and held multiple successful community events.



# STATUS AND PROGRESS OF DISTRICT PROGRAMS

## MANAGEMENT AND OPERATIONS

- Board & Staff
  - DPCBD began the year with thirteen Board members, a number that it still maintains.
  - DPCBD elected a new Board President, Jake Levinson, and recruited four (4) new board members including a new Treasurer.
- Operations
  - The COVID19 related staffing issues that have plagued the StreetPlus contractor finally abated meaning StreetPlus ran at nearly full staffing levels for the first time in their contract.
  - The ability to hire and retain adequate, competent staff for StreetPlus seemed to coincide with the Board unanimously voting to increase the hourly wages of the staff to reach competitive levels.

## NEIGHBORHOOD CLEANLINESS

- The Big Belly trashcans that DPCBD installed over a year ago became the target of almost constant instances of vandalism and theft, from the robbery of their solar panels to two instances of complete destruction due to arson.
- Despite the struggles with the Big Bellies, DPCBD presided over the cleanest period for the district since the start of the COVID19 crisis.
  - The ability to hire and retain adequate, competent staff for StreetPlus seemed to coincide with the Board unanimously voting to increase the hourly wages of the staff to reach competitive levels.
- Though it technically did not fall under the purview of DPCBD, DPCBD also purchased and installed a new dog waste receptacle adjacent to Helen Wills Park with the blessing of the SF Rec & Park Department.

## PUBLIC SAFETY

- DPCBD formed a private Facebook group titled “Discover Polk Clean & Safe” as an online community for any stakeholders hoping to increase

cleanliness and public safety in the district.

- The group already has nearly 100 members and continues to grow.
- The group will act as another way for local stakeholders to communicate with one another, share information in real time, and collaborate on solutions.

## STATISTICAL SUMMARY OF SERVICES PROVIDED BY STREETPLUS JULY 2021 THROUGH DECEMBER 2021

Month	Animal Feces	Graffiti Removed	Needles (# Needles Removed)	Sidewalk Sweeping	Pressure Washing (Block Faces Cleaned)
21-Jul	77	49	10	826	45
21-Aug	142	66	22	1629	15
21-Sep	94	57	35	1906	76
21-Oct	87	70	25	1558	68
21-Nov	115	99	24	1264	86
21-Dec	90	15	27	901	57
<b>Total</b>	<b>605</b>	<b>356</b>	<b>143</b>	<b>8084</b>	<b>347</b>





# STATUS AND PROGRESS OF DISTRICT PROGRAMS

## BRANDING, ACTIVATION & MARKETING

- Regular monthly newsletters continued to the master comms list
- Under the guidance of Social Media Manager, Sabastion Archibald-Kimmel, DPCBD social media channels continued to see substantial growth in number of followers and engagement rate.
- DPCBD hired a professional photographer who works regularly with the New York Times to provide hundreds of quality images of the neighborhood to be used on social media channels and web content.
- The Executive Management Team executed a full “rebranding” of the CBD’s promotional material including but not limited to:
  - Brand new logo that better captures the diversity, color and vibrant spirit of the district.
  - Brand new website built by Geocentric – a business that specializes in CBD and BID websites, which includes a fully interactive map of the district with all merchants included.
  - Design and display of banners on nearly every lamp pole in the district with DPCBD branded materials including shop/dine local messages. This was done through SF OEWD and AAA Flag & Banner (one of their preferred partners).
- DPCBD commissioned three murals through local nonprofit, Painting the Void, the first of which was completed on Brownie’s Hardware in the first half of the fiscal year
- DPCBD continued to add lights to nearly every sizable tree in the district working with lighting contractor, Holiday Lighting Pros.
- Events
  - DPCBD Executive Management Team successfully planned and executed two district wide events.
    - \* Discover Polk Fleet Week event through a partnership with SF OEWD which included:
      - » A high energy official military band.

- » District-wide decorations
- » A “family event” at Helen Wills Park with facepainters, balloon animal makers, and a giant bouncy structure which was attended by over 100 children.
- » Street performers located throughout the DPCBD commercial corridor including a juggler, flamenco guitarist, fiddler, and a belly dancer.
- \* Discover Polk Holiday Event which included:
  - » A “family event” at Helen Wills Park which included a professional Santa Claus impersonator and a bouncy house.
  - » A group of professional carolers to go “door to door” at the local restaurants singing holiday songs for those dining out.

## COMMERCIAL VACANCIES AS OF 12/31/2021: (SEE ATTACHED AS EXHIBIT A)

- Seven of these have been vacant for between one and six years. Five of these 8 are owned by two property owners, neither of whom appears to be motivated to lease their properties.



# FINANCIAL DATA

## DPCBP MIDYEAR REPORT FY22

	Actuals thru 12.31.21	YTD Budget
<b>REVENUE AND SUPPORT</b>		
Assessments	317,658	348,320
Contributions	4,710	-
Grants	33,355	16,648
<b>TOTAL REVENUE AND SUPPORT</b>	<b>355,723</b>	<b>364,968</b>
<b>EXPENSES</b>		
Clean & Safe Program	204,930	242,083
Beautification & Placemaking	101,199	90,861
Economic Enhancements	34,051	85,401
Administration & Reserve	28,325	34,388
<b>TOTAL EXPENSES</b>	<b>368,505</b>	<b>452,733</b>
<b>NET GAIN/(LOSS)</b>	<b>(12,782)</b>	<b>(87,765)</b>

	Budget	%
<b>FY22 Budget Summary</b>		
<b>REVENUE</b>		
Assessments	696,640	95%
Contributions	-	0%
Grants	33,295	5%
<b>TOTAL REVENUE</b>	<b>729,935</b>	<b>100%</b>
<b>EXPENSES</b>		
Clean & Safe Program	484,167	66%
Beautification & Placemaking	181,722	25%
Economic Enhancements	119,802	16%
Administration & Reserve	68,756	9%
<b>TOTAL EXPENSES</b>	<b>854,446</b>	<b>117%</b>
<b>NET GAIN/(LOSS)</b>	<b>(124,511)</b>	<b>-17%</b>



# FINANCIAL NOTES

## Revenue

- Assessment revenues have followed closely with budgeted amounts.

## Expense

- Overall expenses through 12.31.2021 are well below plan, and the District expects to stay within the budget for the balance of the year.

### Clean & Safe

- Clean & Safe expenses below plan for the year due to staffing shortages in the early part of FY 21/22 and unspent, budgeted funds on added security measures which we expect to see completed in the second half of the FY. Fortunately, services have not suffered noticeably from these COVID-19 related staffing issues and the District has never been cleaner.

### Beautification & Placemaking

- The 12.31.2020 variance of \$7000 above plan is due to the robust permanent/holiday lighting installed district wide. A significant portion of these costs, however, will be reimbursed to DPCBD by a lighting grant from OEWD.

### Economic Enhancements

- The planned economic enhancements will go into effect the second half of FY 21/22, thus these expenses are not reflected in the summary.





# PREVIEW OF JANUARY 1 - JUNE 30, 2022

As it has for the last two years, DPCBD will focus efforts on helping the district recover from the devastating impacts of the COVID19 pandemic. Through regular meetings of the Clean & Safe, Streetscapes, and Communications working groups, DPCBD will prioritize initiatives that have a maximum benefit for merchants, property owners, residents and visitors to the district.

## Management & Operations

- Board
  - Continue regular meetings of the three working groups (mentioned above) to set priorities and make recommendations for expenditures in FY22-23 budget
  - Craft and adopt budget for FY22-23
- Executive Management
  - Schedule and host DPCBD Board Retreat
  - Work with Board to craft FY22-23 budget that reflects priorities of DPCBD and its stakeholders
- Finance and Fund Development (Budget for next fiscal year)

## Cleaning & Streetscape Improvements

- Work with StreetPlus to further identify neighborhood “hotspots” of waste and trash
- Implement programs to target the root causes of hotspots proactively
- Finish work on second and third commissioned murals and plan and execute fourth mural

## Safety & Security

- Continue to work with Captain of Northern Station PD to increase police presence in the district
- Augment communication strategies so local stakeholders can better communicate with City Leaders and law enforcement professionals their needs and concerns.

## Communications

- Commission high quality survey of local stakeholders to get a “baseline” of their concerns and their opinions on the efficacy of DPCBD

## Events

- Organize and execute “Discover Polk Bluegrass Festival” working in tandem with SF OWED and the organizers of Hardly Strictly Bluegrass which will include:
  - Multiple high quality blue grass acts playing in local restaurants, cafes, stores and bars
  - A possible street closure for a “main event” bluegrass to be held on Washington St between Polk and Van Ness



## EXHIBIT A – SUMMARY OF COMMERCIAL VACANCIES

APN	ADDRESS	USE	SQFT	FORMER USE	OWNER
0573-012	2056 Polk St	Residential Hotel (Mixed Use)	800	Retail (cris consignment)	Raymond G & Lorraine Choy
0574-011	1648 Pacific Ave	Office Building	3,000	Retail	1648 Pacific LLC
0574-012	1650 Pacific Ave	Commercial	7,762	TRX Gym/Corp	Griffith 1995 Credit Shelter
0574-018	1548 Broadway	Residential (Mixed Use)	2,500	SignoGraphics	David Lipshultz
0574-005	2023 Polk St	Residentual (mixed Use)	1,400	n/a	Rose Wing Properties
0595-005	2000 Van Ness Ave	Office Building	1,965	Retail	H E I R Property Holdings LLC
0595-008	2050 Van Ness Ave	Commerical	12,242	Restaurant	2050 Van Ness LLC
0596-021	1906 Polk St	Commercial	1,030	Optometrist (Posinelli)	Peter Gumina
0597-015	1800 Polk St	Residential (mixed Use)	1,900	It's a Grind (coffee Shop)	Raymond Li Tom
0597-015	1804 Polk St	Residential (mixed Use)	800	Fregosi Paints	Raymond Li Tom
0597-029	1850 Polk St	Commercial Condo	2,000	Town School Closet	1850 Polk Street Properties
0597-054	1812 Polk St	Commercial Condo		Escape Room	Karina Vaysman
0598-010A	1946 Van Ness Ave	Industrial	7,405	Bakery	1946 Van Ness Avenue LLC
0598-010B	1940 Van Ness Ave	Commerical	3,130	Cross Fit Gym	Stephen Honnert
0598-014/015	1801 Polk St	Commercial Condo	2,100	Dry Cleaners	Polk/Washington Association LLC
0619-002	1735 Polk St	Mix Flat & Store	5,227	Restaurant	Nguyen Venture LLC
0619-005	1701 Polk St	Residential (mixed Use)	650	Retail (Smith)	Wai-Man Lee
0619-005	1713 Polk St	Residential (mixed Use)	1,103	Florist	Wai-Man Lee
0619-012	1860 Van Ness Ave	Residential (mixed Use)	1,179	n/a	WVN Association
0619-150 ?	1810 Van Ness Ave	Commercial Condo	2,583	Gym	Channers Inc
0620-019	1738 Polk St	Residentual (mixed Use)	1,680	Modern Design	Devpac LLC
0621-013	1610 Polk St	Residentual (mixed Use)	1,000	Salon	1688 Sacrametno Street LLC
0621-022	1640 Polk St	Commercial	8,330	Grocery (Big Apple)	Joe & Annie Eng
0622-002	1639 Polk St	Residentual (mixed Use)	1,400	Restaurant (Panchos)	Tooran G Khayam-Bashi
0643-001	1553 Polk St	Commercial	950	Retail	Housser Family Trust
0644-016	1540 Polk St	Residential Hotel (Mixed Use)	900	Dry cleaner (Anytime)	Wai-Man Lee
0598-013	1629 Jackson St	Residential (Mixed Use)	800	na	Wong Family LVG TR
0598-013	1631 Jackson St	Residential (Mixed Use)	800	na	Wong Family LVG TR
0598-026	1700 Washington St	Commercial Condo	750	dry cleaner	Polk/Washington Association LLC