



MIDYEAR REPORT

FY 2022/2023

Discover Polk Community Benefit District

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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 two 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 bimonthly, and working groups focusing on cleanliness & safety, streetscapes, and communication meet bimonthly as well.

For the first half of FY22/23 Discover Polk devoted its energy and resources toward addressing safety and security concerns in the neighborhood, partnering with other local neighborhood groups to promote family and merchant-oriented events, and planning the larger event and beautification projects for the latter half of the fiscal year.



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.
 - No other staffing changes occurred.
- Operations
 - StreetPlus ran at near full staffing levels.
 - At the Board's request, StreetPlus added a Safety Ambassador Position, full time, to address issues of neighborhood safety in real time, conduct outreach to our unhoused community members to help them connect with services, and to help communicate issues regularly to Executive Management Team and the SFPD.

NEIGHBORHOOD CLEANLINESS

- StreetPlus' near full staffing levels led to unprecedented levels of cleanliness throughout the district. The goal is to power wash and steam clean every inch of sidewalk twice per month, but StreetPlus was able to surpass that goal, cleaning the sidewalks about 2.5-2.7 times per month.
- StreetPlus crew also responded rapidly (usually within minutes) to resident and merchant requests for spot cleaning in the neighborhood.

PUBLIC SAFETY

- The neighborhood as a whole saw a tragic uptick in small business burglaries and small property crimes especially in condo complexes.
- DPCBD Board has made addressing public safety a main priority for the latter half of FY22-23 and intends to set aside budget in the following fiscal year for camera systems, neighborhood watch signs, and other tactics to make Discover Polk less of an attractive target for criminals.

STATISTICAL SUMMARY OF SERVICES PROVIDED BY STREETPLUS JULY 2022 THROUGH DECEMBER 2022

Month	Animal Feces	Graffiti Removed	Needles (# Needles Removed)	Sidewalk Sweeping	Pressure Washing (Block Faces Cleaned)	Pounds trash	311 request	overflow cans	linear footage-steam cleaned
22-Jul	74	62	11	1074	119	2000	57	0	44625
22-Aug	100	98	12	1783	158	2250	103	0	59250
22-Sep	78	131	5	1852	135	2250	82	2	50625
22-Oct	114	99	7	2649	110	2250	115	0	41250
22-Nov	81	125	8	1799	62	1625	93	21	23250
22-Dec	68	106	4	1678	106	2125	73	1	39750
Total	515	621	47	10835	690	12500	523	24	258750



STATUS AND PROGRESS OF DISTRICT PROGRAMS

BRANDING, ACTIVATION & MARKETING

- Regular monthly newsletters continued to the master communication list
- Under the guidance of Social Media Manager, Fields Agency, DPCBD continued to boost its presence on social media particularly through Instagram.
- DPCBD commissioned a mural through local nonprofit, Painting the Void, which was installed between Bell Tower and La Boutique on Polk and Jackson.
- DPCBD continued upkeep of tree lights and bistro lights up and down the corridor using Holiday Lighting Pros as a contractor.
- Events
 - DPCBD Executive Management Team successfully planned and executed three successful family-oriented events.
 - * Discover Polk Fleet Week event through a partnership with SF OEWD which included:
 - » A high energy official military band.
 - » District-wide decorations
 - * Discover Polk Halloween Spooktacular
 - » A family event done in partnership with Russian Hill Neighbors and Polk Street Merchants
 - » A day concert featuring a kid band and APE from DPCBD small business, the Bird School of Music at Helen Wills Park.
 - » Bouncy house and face painters at Helen Wills Park.
 - » Trick or treating for children and adults throughout the district to local merchants, including a printed scavenger hunt style map for participants to follow.
 - * Discover Polk Holiday Stroll
 - » Santa Claus and Frosty at the Bell Tower
 - » Merchant give aways to participants throughout the corridor
 - » A group of professional carolers to go “door to door” at the

local restaurants singing holiday songs for those dining out.
 » Free holiday “pet portrait” photographs, which was wildly popular, at BowWow Meow in Russian Hill.

COMMERCIAL VACANCIES AS OF 12/31/2022: (SEE ATTACHED AS EXHIBIT A)



FINANCIAL DATA

DPCBP MIDYEAR REPORT FY22

	Actuals thru 12.31.21	YTD Budget
REVENUE AND SUPPORT		
Assessments	333,803	333,500
Contributions	-	-
Grants	8,318	12,763
TOTAL REVENUE AND SUPPORT	342,121	346,263
EXPENSES		
Clean & Safe Program	221,943	276,206
Beautification & Placemaking	19,757	53,168
Economic Enhancements	31,820	72,668
Administration & Reserve	24,128	24,883
TOTAL EXPENSES	297,649	426,925
NET GAIN/(LOSS)	44,472	(80,661)

	Budget	%
FY22 Budget Summary		
REVENUE		
Assessments	667,001	96%
Contributions	-	0%
Grants	25,526	4%
TOTAL REVENUE	692,526	100%
EXPENSES		
Clean & Safe Program	552,413	80%
Beautification & Placemaking	106,335	15%
Economic Enhancements	145,335	21%
Administration & Reserve	49,766	7%
TOTAL EXPENSES	853,849	123%
NET GAIN/(LOSS)	(161,323)	-23%



FINANCIAL NOTES

Revenue

- Assessment revenues have followed closely with budgeted amounts.

Expense

- Overall expenses through 12.31.2022 are well below plan. Many of DPCBD's larger expenses are due to be paid in the second half of the fiscal year, and the District expects to stay within the budget for the balance of the year.

Clean & Safe

- Clean & Safe expenses are below plan for the first half of the year, due to StreetPlus not always running on full staffing levels which are budgeted for. Fortunately, StreetPlus continues to meet and exceed its benchmarks for neighborhood cleanliness.

Beautification & Placemaking

- Beautification & Placemaking expenses are below plan for the first half of the year. The expenses in this category will fall into the latter half of the fiscal year.

Economic Enhancements

- The planned economic enhancements will go into effect the second half of FY 22/23.

Admin & Reserve

- Admin & Reserve expenses are in line with budgeted amounts.



PREVIEW OF JANUARY 1 - JUNE 30, 2023

We believe that we will see the fruits of our labors come to fruition in the second half of FY22/23. This includes but is not limited to...

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
 - Continue to recruit high quality board members that meet our goals for maximum diversity and participation in the community.
- Finance and Fund Development (Budget for next fiscal year)
 - Work with Board to craft FY23-24 budget that reflects priorities of DPCBD and its stakeholders

Cleaning & Streetscape Improvements

- Install 24 hanging flower baskets (one on each corner of each intersection on Polk St.) which include weekly maintenance.
- Work with StreetPlus to further identify neighborhood “hotspots” of waste and trash
- Add additional Big Belly trash cans.
- Implement programs to target the root causes of hotspots proactively.

Safety & Security

- Organize a district-wide grassroots neighborhood watch program
- 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

- Step up sign-ups for DPCBD’s communications list and neighborhood watch program with new outreach strategies.

Events

- Execute year two of the “Pickin’ on the Polk” music festival which will include:
 - Multiple high quality blue grass acts playing in local restaurants, cafes, stores and bars
 - A street closure for a “main stage” to be held on Polk Street between Broadway and Pacific Ave.
 - Family friendly activities such as face painting and bands for children.



EXHIBIT A — COMMERCIAL VACANCIES AS OF DECEMBER 31, 2022

APN	ADDRESS	USE	SQFT	FORMER USE	OWNER
0643-003	1529 Polk St.	Commercial	1600	Sofa Store	Smith-Brennan Properties LLC
0644-016	1540 Polk St	Residential Hotel (Mixed Use)	900	Dry cleaner (Anytime)	Wai-Man Lee
0574-018	1548 Broadway	Residential (Mixed Use)	2500	SignoGraphics	David Lipshultz
0643-001	1553 Polk St	Commercial	950	retail	Housser Family Trust
0621-013	1610 Polk St	Residential (mixed Use)	1000	salon	1688 Sacrametno Street LLC
0598-013	1629 Jakson St	Residential (mixed Use)	800	na	Wong Family LVG TR
0598-013	1631 Jackson St	Residential (mixed Use)	800	na	Wong Family LVG TR
0622-002	1639 Polk St	Residential (mixed Use)	1400	retail (panchos)	Tooran G Khayam-Bashi
0621-022	1640 Polk St	Commercial	8330	Grocery (Big Apple)	Joe & Annie Eng
0574-011	1648 Pacific Ave	Office Building	3000	Retail	1648 Pacific LLC
0574-012	1650 Pacific Ave	Commercial	7,762	TRX Gym/Corp	Griffith 1995 Credit Shelter
0595-008	1675 Pacific	Light Industrial	3,000	Car Repair	2050 Van Ness LLC
0619-005	1701 Polk St	Residential (mixed Use)	650	retail (Smith)	Wai-Man Lee
0619-005	1713 Polk St	Residential (mixed Use)	1103	florist	Wai-Man Lee
0619-002	1735 Polk St	Mix Flat & Store	5227	Restaurant	Nguyen Venture LLC
0620-019	1738 Polk St	Residential (mixed Use)	1680	Modern Design	Devpac LLC
0597-015	1800 Polk St	Residential (mixed Use)	1900	It's a Grind (coffee Shop)	Raymond Li Tom
0598-014/015	1801 Polk St	Commercial Condo	2100	Dry Cleaners	Polk/Washington Association LLC
0597-015	1804 Polk St	Residential (mixed Use)	800	Fregosi Paints	Raymond Li Tom
0619-150	1810 Van Ness Ave	Commercial Condo	2583	Gym	Channers Inc
0597-054	1812 Polk St	Commercial Condo		na	Karina Vaysman
0598-001	1841 Polk St	Commercial	1165.5	California Cowboy	Julian M Hersch Trust
0597-029	1850 Polk St	Commercial Condo	2000	Town School Closet	1850 Polk Street Properties
0619-012	1860 Van Ness Ave	Residential (mixed Use)	1179	n/a	WVN Association
0596-021	1906 Polk St	Commercial	1030	optometrist (Potsinelli)	Peter Gumina
0596-022	1920 Polk St	Commercial	1600	Frame-O-Rama	Peter Gumina
0598-010A	1946 Van Ness Ave	Industrial	7405	Bakery	1946 Van Ness Avenue LLC
0595-005	2000 Van Ness Ave	Office Building	1965	retail	H E I R Property Holdings LLC
0573-012	2060 Polk St.	Residential Hotel (Mixed Use)	525	cleaners	Raymond G & Loraine J Choy
0574-005	2023 Polk St	Residential (mixed Use)	1400	n/a	Rose Wing Properties
0573-011	2030 Polk St.	Residential Hotel (Mixed Use)			Karen Quon Revocable Trust
0595-008	2050 Van Ness Ave	Commerical	12242	Restaurant	2050 Van Ness LLC
0573-012	2056 Polk St	Residential Hotel (Mixed Use)	800	retail (cris consignment)	Raymond G & Lorraine Choy