

DOWN TOWN

SAN FRANCISCO

ANNUAL REPORT FY 20/21

DowntownSF.org



DOWN TOWN

SAN FRANCISCO

OUR MISSION

is to improve the District's vitality through best-in-class clean and safe programming, infrastructure enhancements, dynamic partnerships and productive marketing.



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Historic. World-renowned. Resilient.



**Christine Mann,
Board President**

Downtown San Francisco represents many things to those who've experienced the area's urban vitality and history. This historic District remains one of the country's top downtowns for emerging trends in technology, finance, and commerce. In our first year of existence, the Downtown Community Benefit District, "Downtown SF", has shaped the area into a safer, cleaner, more welcome place for all.



**Robbie Silver,
Executive Director**

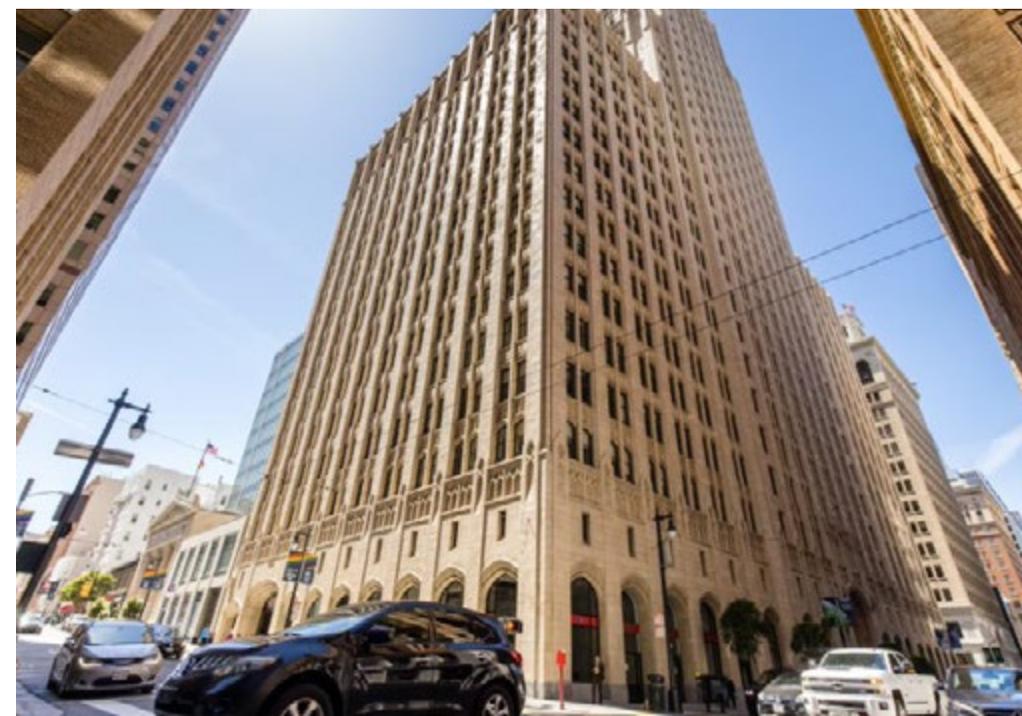
With the backdrop of the COVID-19 pandemic, Downtown SF developed and launched on-the-ground vital cleaning and safety services, acting as stewards to support a vibrant and active downtown. We have built a team of dedicated staff members to promote businesses and keep streets and public spaces cleaner and safer. This is a resilient downtown. Downtown SF is well positioned to become an increasingly 24-hour District through public art installations and lighting, inclusive event programming, and destination marketing.

The formation of this community benefit district was possible because of values set forth by a driven group of stakeholders with a shared vision of a cleaner, safer, brighter Downtown.

As we keep our eyes on the horizon, looking forward to the days past lockdowns, masks, and vaccination cards, the District is dedicated to the idea that adaptability, community engagement, and inviting spaces will allow Downtown SF to not only survive, but continue to thrive in a post-COVID world.

The future of Downtown San Francisco is bright and the opportunities to brand our 43-blocks as a destination for locals and visitors are endless.

**WE WILL BE A LEADER
IN THE ECONOMIC
RECOVERY OF
SAN FRANCISCO.**



What We've Accomplished



CLEANING



Attention to detail is our thing! The Downtown SF's cleaning team works tirelessly to ensure the sidewalks and public spaces stay as clean and inviting as possible. Starting their day early in the morning, team members prepare the district before businesses open by sweeping away litter and removing debris and unwanted hazardous materials. Cleaning services go above and beyond what is provided by The City to include; sidewalk sweeps, spot cleaning, power washing, graffiti abatement, and hazardous waste removal.

Cleaning services operate from 6 a.m. - 8 p.m. daily

SAFETY*



At the forefront of Downtown SF's safety efforts are the Safety Ambassadors: visible and engaged members of the team who observe, advise, and report quality of life issues throughout the District. They are the eyes and ears of the District. Wearing downtown branded uniforms, Safety Ambassadors offer a friendly hand to those in need, either providing directions to a nearby restaurant or public transportation.

Safety Ambassadors operate from 6 a.m. - 8 p.m. daily

Beginning in April of 2021, the District partnered with SFPD in launching a 10-B Officer Program. SFPD uniformed officers provide an additional level of safety to the Downtown area from 7 a.m. to 7 p.m. each day to handle escalated safety issues and parking/traffic violations.

*Pursuant to the Board of Supervisors Resolution #027-21, the Downtown Community Benefit District did not operate or utilize surveillance technology during FY 20-21. The Downtown CBD at this time, does not plan to operate or utilize surveillance technology in FY 21-22.

MOBILITY



Safe access to, from and around Downtown SF is important. Downtown San Francisco is known for being public transportation-forward. We work with local and regional transportation agency partners and key stakeholders to advocate for safe and reliable multi-modal transit options.

In Spring 2021, Downtown SF partnered with the San Francisco Municipal Transportation Agency to host the Transportation Recovery Plan Town Hall, conveying to District stakeholders the importance that public transportation plays in reopening Downtown SF in a post-lockdown world, as well as the abundance of safety protocols in place on each mode of transportation.





PUBLIC REALM & BEAUTIFICATION



Downtown San Francisco is filled with major streets and alleys shadowed by historical buildings and sites dating back to the Gold Rush. We partner with the business community, City departments, residents and other stakeholders to define a public realm vision, implement physical improvements, and host programming. Examples include art installations, flexible seating, specialty lighting, and inclusive activations that inspire a sense of place.

In fall 2020, we partnered with Paint the Void to install two temporary murals on boarded up windows.

Within the Financial District and Jackson Square, we installed 160 street banners on 80 poles to welcome people to downtown.

In summer 2021, we released a public realm action plan RFP to hire a design firm to develop a vision and implementation plan to re-imagine downtown's public spaces and streets. Firm selection and community engagement will begin in Fall 2021.

MARKETING & MEDIA



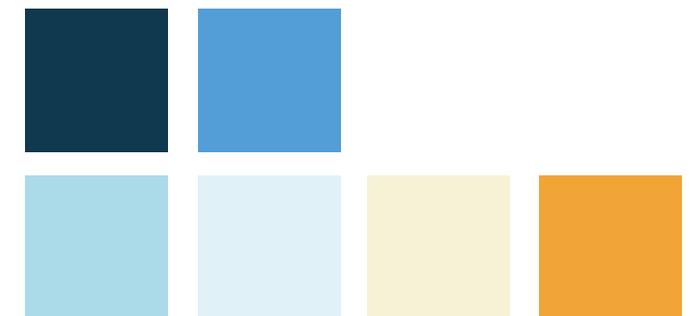
Downtown SF is filled with pockets of personality. We work to promote, brand, and market the collective experiences that make up the image known worldwide. To accomplish this, we use tools like DowntownSF.com, social media, and a bi-weekly e-newsletter that is delivered to all District stakeholders.

During the first year, we developed a new logo and organizational brand identity that speaks to who we represent.

Complete Logo



Color Guide





IN THE NEWS



“Downtown’s Recovery is the City’s Recovery”



By Robbie Silver

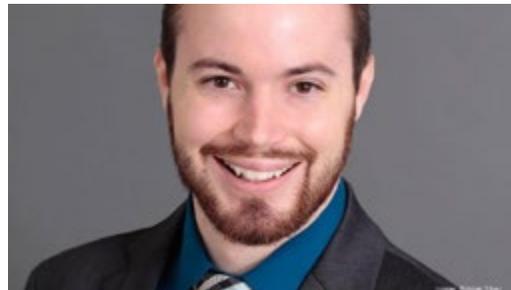
Despite the difficult reality of shutting down The City, San Francisco’s pragmatic approach to curbing the COVID-19 pandemic has paid off. The City has now reopened in alignment with state guidelines, at least 80% of its population has received the first dose of the COVID-19 vaccine, and we are close to reaching herd immunity. Still, the

[Click HERE to view](#)



Commercial Real Estate

**How does downtown S.F. rebound?
This 29-year-old has some ideas.**



Robbie Silver, 29, last week became the permanent executive director of the San Francisco Downtown Community Benefit District, which was formed in January 2020. One of his goals is combatting the perception that downtown San Francisco is “just a bunch of office buildings.”

ROBBIE SILVER

[Click HERE to view](#)



Creating a new public space in the heart of downtown.



[Click HERE to view](#)



Hybrid workflow creates plenty of downtown San Francisco office space.



[Click HERE to view](#)

WANNA TALK TRASH? Bigbelly Trash Cans

During the summer of 2021, Downtown SF installed 35 solar compacted bins throughout the District. Bigbellies are equipped with sensors that communicate real-time status to waste management provider so that the District stays clean and inviting at all times.



Creating a sense of place is a challenge for many districts, and we're fortunate enough to tap into a long and storied history here in San Francisco. We looked to the past to inspire the designs for our ultra-modern, Bigbelly public waste solutions.

From iconic locals like Emperor Norton, to the Pony Express, The Mint and more, our whimsical, on-street messaging ties together our heritage with clean and efficient public infrastructure that also supplied the look and feel for this report. Snap the QR code and let's talk trash!

**BURIED
SHIPS**



GET YOUR BUTTS IN HERE! TerraCycles

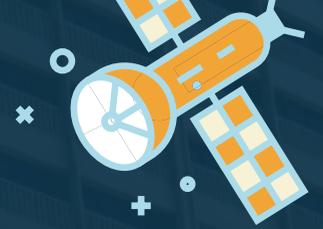
Downtown SF has installed 25 TerraCycles throughout the District. These collection containers are part of a recycling program, allowing cigarette waste to be converted into a variety of industrial products, such as plastic pallets, and any remaining tobacco to be converted into compost. Not only is this an environmentally sustainable effort, but it keeps cigarette butts off the District's streets and sidewalks too!

SHOW OFF YOUR PRIDE! Pride Banners

Downtown SF celebrated Pride Month through the installation of San Francisco's first-ever street banners to feature an inclusive pride flag, specifically representing people of color, trans individuals, and other members of the LGBTQ+ community.



Cleaning & Safety Statistics



74,635

Pounds of Trash Collected



6,837

Graffiti Tags Abated



4,984

Trash Can Wipe Downs



**CLEAN
STREETS
= HAPPY
STREETS**

2,124

Hazardous Waste Removed



318

Spills Cleaned



747

Syringes Removed



875

Requests for Service



348

Blocks Power Washed



2,248

Requests for Directions



Laying the Foundation



Emperor Norton, the Pony Express, and old Chronicle Building on Market can be spotted on our Bigbelly wraps throughout downtown, which are visual cues of our historical past.

Interim Board of Directors formed, governance policies and procedures established

SPRING 2020

First budget approved

AUG 2020

Permanent Board of Directors installed

NOV 2020

Interim Executive Director appointed, budget reforecast completed, expanded cleaning services to begin at 6 a.m. daily, Director of Public Realm hired

MAR 2021

Launched regular district power washing, installed 25 Terracycles, celebrated Pride Month, formalized financial policies and procedures

MAY 2021

Installed 35 Bigbellys, launched new website, hired marketing and communications manager, published recovery op-ed in the SF Examiner

JUL 2021

JAN 2020

Community Benefit District established and legislation signed by Mayor London Breed

JUN 2020

Pilot cleaning program launched

FALL 2020

Interim website went live, District branding conducted, e-newsletter distributed, Cleaning & Safety Services RFP released

DEC 2020

Streetplus hired to perform cleaning and safety services from 8 a.m. - 5 p.m.

APR 2021

Launched 10B Officer Program 7 a.m. - 7 p.m. daily

JUN 2021

Permanent Executive Director appointed, launched Safety Ambassador Program, FY 22 budget approved, public realm action plan RFP released, additional staff positions created



Board of Directors and Committees

EXECUTIVE COMMITTEE

CHRISTINE MANN
President
Rockhill Management

NOAH UNGER
Vice President
Ritz Carlton Club & Residences

BILL WHITFIELD
Treasurer
Shorenstein

GLENN GOOD
Secretary
Tishman Speyer



BOARD MEMBERS

REBECCA AGUILAR
SO. Hudson 555 Management

KRISTIE AREVALO
CBRE

ANGELA BRAVERMAN
Space Lace

JOHN DUNLAP
Resident

MICHELLE FUNKHOUSER
Hines

UMBERTO GIBIN
Perbacco

CAROLINE GRAFFT
Hudson Pacific

DAVID KURTZ
Homage Restaurant

MARY JANSSEN
JLL

MEGHA RAJPUT
Clint Reilly Landmark
Properties

BRIAN REED
Bri Hospitality

JOHN M. SANGER
Sanger Real Estate Inc.

PETER SCOTT
Tusker Corporation

ADVISORY COMMITTEES

CLEAN AND SAFE COMMITTEE

NOAH UNGER
Chair

KRISTIE AREVALO
Vice Chair

ANGELA BRAVERMAN

MICHELLE FUNKHOUSER

PETER SCOTT

DISTRICT IDENTITY & STREETScape IMPROVEMENTS COMMITTEE

DAVID KURTZ
Chair

BRIAN REED
Vice Chair

UMBERTO GIBIN

MARY JANSSEN

JOHN M. SANGER

FINANCE COMMITTEE

GLENN GOOD
Chair

CAROLINE GRAFFT
Vice Chair

REBECCA AGUILAR

BILL WHITFIELD

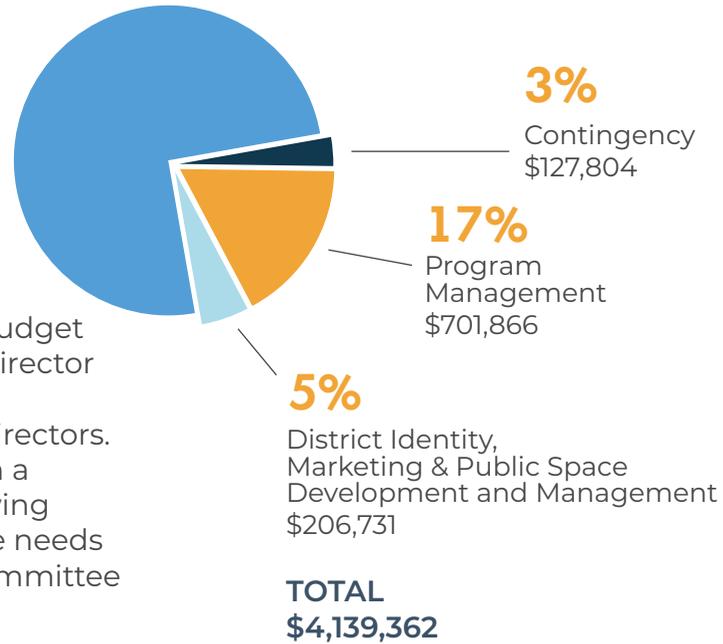
FY 21 Financial Statements & Budget



FY 21 Budget

75%

Civil Sidewalks/
Mobility Management
\$3,102,961



Per the financial policies and procedures of the DCBD, the budget is managed by the Executive Director and is overseen by the Finance Committee and full Board of Directors. The Board of Directors votes on a proposed budget for the following fiscal year in June based on the needs of the community, staff and committee recommendations.

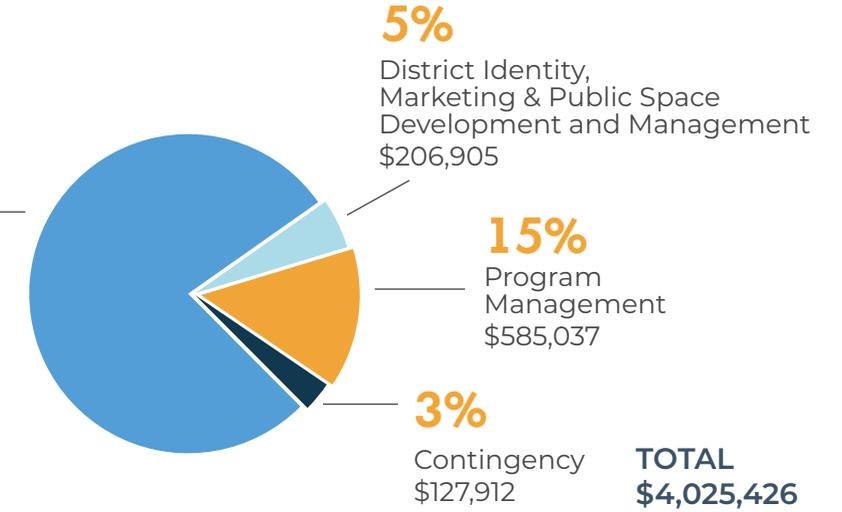
Management Plan Budget

| SERVICE CATEGORY | DOLLAR AMOUNT | PERCENTAGE |
|--|--------------------|---------------|
| Civil Sidewalks/Mobility Management | \$3,000,000 | 77.45% |
| District Identity, Marketing & Public Space Development and Management | \$200,000 | 5.16% |
| Program Management | \$550,000 | 14.20% |
| Contingency | \$123,491 | 3.19% |
| TOTAL | \$3,873,491 | 100% |
| ASSESSMENT REVENUE | \$3,873,491 | 96.80% |
| NON-ASSESSMENT REVENUE | \$128,000 | 3.20% |
| TOTAL | \$4,001,491 | 100% |

FY 21 Actuals

77%

Civil Sidewalks/
Mobility Management
\$3,105,573



The DCBD hired a third party CPA consultant to conduct an audit of the FY 21 financials, which provided a “clean” unmodified opinion and was approved by the DCBD Board of Directors in September 2021.



Revenue Sources

| REVENUE SOURCES | FY 2020-21 ACTUALS | PERCENTAGE OF ACTUALS |
|---|--------------------|-----------------------|
| FY Assessment Revenue | \$4,005,975 | 99% |
| Penalties | \$3,803 | 0% |
| Redemption + Redemption Penalties | - | 0% |
| TOTAL ASSESSMENT (SPECIAL BENEFIT) REVENUE*1 | \$4,009,778 | 100% |
| Contributions and Sponsorships | - | 0% |
| Grants | - | 0% |
| Donations | - | 0% |
| Interest Earned | \$494 | 0.01% |
| Earned Revenue | - | 0% |
| Other (In-Kind) | \$15,154 | .38% |
| TOTAL NON-ASSESSMENT (GENERAL BENEFIT) REVENUE | \$15,648 | .39% |
| TOTAL | \$4,025,426 | 100% |

*1 The DCBD did not meet the special benefit fundraising requirement in FY 21 due to the COVID-19 pandemic and projected carryforward funds. The DCBD plans to actively fundraise for public realm improvements in FY 22

Carryforward*2

FY 2020-21 ASSESSMENT CARRYFORWARD DISBURSEMENT

| SERVICE CATEGORY | DOLLAR AMOUNT |
|--|--------------------|
| Civil Sidewalks/Mobility Management | \$2,021,595 |
| District Identity, Marketing & Public Space Development and Management | \$ (22,345) |
| Program Management | \$246,036 |
| Contingency | \$127,949 |
| SPECIAL ASSESSMENT TOTAL | \$2,373,235 |

*2 In spring 2021, the DCBD Board of Directors approved a Reserve and Investment Policy that stipulates 50% of the carryforward funds from FY 21 allocated toward FY 22 expenses and the remaining 50% would be placed in reserves with a goal to cover (6) months of operating costs. The DCBD in June 2021 voted unanimously on the FY 22 budget, which proposes a number of community benefit enhancements used by carryforward funds from FY 21 to include but not limited to: 10B Officer Program, homeless outreach and social services program, and public realm enhancements to benefit sidewalks and public spaces. The DCBD will continue to monitor carryforward funds and invest into programs that benefit the community.

Donations

FY 20-21 DONORS \$1,000.00 AND OVER

| DONOR | DATE OF DONATION | GIFT | ESTIMATED VALUE OF GIFT | FINANCIAL INTEREST OF DONOR |
|---------------------------------|------------------|--|-------------------------|--|
| Russ Building 235 Montgomery | 4/22/2021 | In kind donation - storage space | \$ 1,350 | DCBD Board member providing in-kind services |
| Tishman Speyer 333 Bush | 3/31/2021 | In kind donation - office space and rent | \$ 13,304 | DCBD Board member providing in-kind services |

Assessment Methodology



BENEFIT ZONES

ZONE 1 DEVELOPED

All commercial/non-profit/institutional/apartment buildings/city owned buildings and residential/time share parcels in the district will pay at the rate of \$0.10 per square foot for the gross building area to fund all the special benefit services that are delivered to the parcels in the district.

ZONE 2 UNDEVELOPED

Undeveloped, empty parcels shall pay \$0.08 in assessments in the community benefit district. The parcels are assessed on lot size rather than building square footage, and at a rate of \$0.08 rather than \$0.10, to account for the fact that they are undeveloped

DATA IN DISTRICT

Building Square Footage:
Approx. 39,150,000 sq. ft.

Lot size (empty lots only)
69,798 sq. ft.

OVERVIEW

The District Management Plan provides for the levy of assessments to fund services and activities that specially benefit properties in the Downtown Community Benefit District. These assessments are not taxes for the general benefit of the City, but instead pay for special benefits to the assessed parcels.

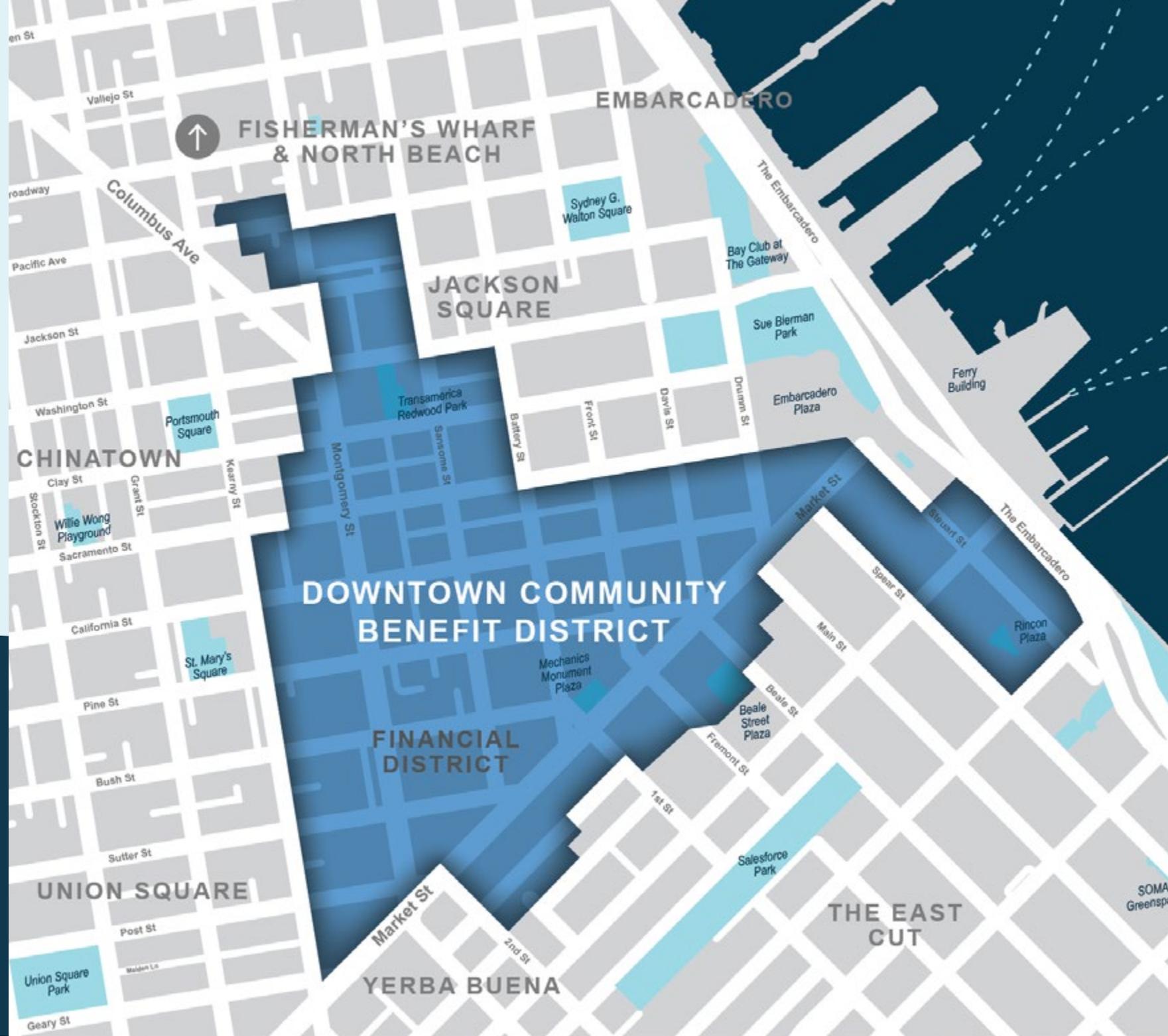
EXEMPTIONS

No specially benefitting parcels, regardless of taxable or tax-exempt property tax status, will be exempt from the assessments funding the special benefit services of the Downtown CBD. Special benefit services will not be provided to any parcels outside of the boundaries of the district.

CALCULATION OF ASSESSMENTS

Approximately 99.86% of the total special assessments are allocated from Zone 1. Zone 2 generates approximately .14%.

District Map



Request Services

DID YOU KNOW?
THERE ARE 4 WAYS
TO REPORT
CLEANING AND
SAFETY SERVICES?

- 1** Call: Dispatch 415-829-3878
- 2** Text: 'Service' to 21000
- 3** Email: Service@DowntownSF.org
- 4** Visit: DowntownSF.org/request-services

TOGETHER WE CAN KEEP
DOWNTOWN SF CLEAN, SAFE AND INVITING.

BE IN THE KNOW!

Sign up for our e-newsletter at DowntownSF.org



F
A
Q

You've Got Questions. We've Got Answers.

Do we replace City services?

No. The City does not reduce its existing services and has established and documented the base level of pre-existing City services prior to DCBD's formation in 2020. We do not replace any pre-existing general City services. DCBD and the City work closely together to maintain the area, each providing a unique set of services that benefit the community.

How is the Downtown Community Benefit District managed?

DCBD is a 501(C)(3) nonprofit overseen by a board of directors comprised of 80% property owners and 20% at-large seats. Four advisory committees meet regularly to collaborate on programmatic areas. Downtown SF staff implement and execute on the strategic vision of the organization outlined in the management plan.

Are there other community benefit districts in the area?

Yes. The SF Benefit District Alliance that represents 18 special assessment district throughout San Francisco. There are approximately 1,400 special assessment district worldwide. The DCBD is an active member of the International Downtown Association where we collaborate on the world stage of fellow downtowns and share best practices.

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DE'ANTE BERNSTINE
Streetplus
Operations Director

What is Downtown SF?

CENTRAL **RESILIENT** FINANCIAL DISTRICT
THE PULSE OF THE CITY
THE SUM OF SF'S BEST PARTS BOUTIQUE SHOPS
CABLE CARS **JACKSON SQUARE**
BIG CITY FEEL **HISTORIC** THE ORIGINAL SF
ARCHITECTURE **MECHANICS PLAZA**
WALKABLE DIVERSE
WORLD RENOWNED BELDEN PLACE
DINING DESTINATION **TRANSAMERICA BUILDING**
THE HEART OF SAN FRANCISCO

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