

### MID-YEAR REPORT JULY-DECEMBER 2021



# TABLE OF CONTENTS

<b>01</b> Major Accomplishments & Challenges	2
<b>02</b> Status and Progress of Programs and Services	3
<b>03</b> Data Summary of Services Provided	13
<b>04</b> Financial Statement and Report	16

#### INTRODUCTION

Greetings, SOMA West Community Benefit District Stakeholders! We are grateful for the opportunity to reflect on the last two quarters. While it has been challenging due to the pandemic, we have made the most of it thanks to our outstanding team and dedicated community members who work every day to make SOMA West a cleaner, safer, and more inviting place to be. With the vast amount of work to do in the neighborhood, we have relied on an incredible board of directors who are deeply committed to the neighborhood and volunteer countless hours to support our organization and community.

We thank everyone sincerely for their support as we continue to build on the momentum and look forward to a brighter and healthier 2022!

**Christian Martin** 

**Executive Director** 

Christian Martin

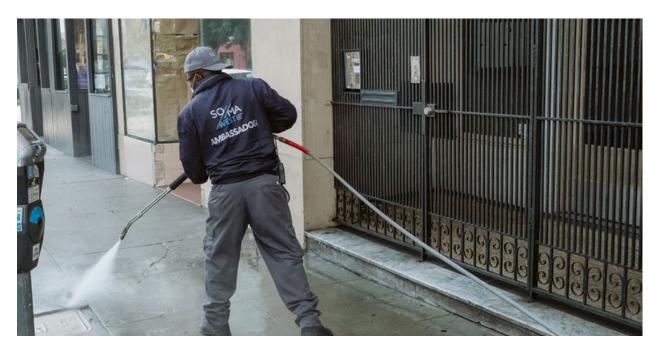
SOMA West Community Benefit District

## CHALLENGES & ACCOMMPLISHMENTS

The ongoing pandemic has caused a consistent increase in adverse outcomes and behaviors, including homelessness, crime, graffiti, mental health challenges, property damage, perception of safety, drug abuse, theft, and general quality of life issues throughout the district.

Despite these challenges, our organization continues to operate with determination to improve the quality of life throughout the district for everyone.

We have maintained an in-house operations team of twenty staff members that have become a familiar, friendly, and integral presence in the neighborhood. We are incredibly proud of our low employee turnover rate.



SOMA West Community Benefit District Mid-Year Report 2021 Introduction

## PROGRAMS & SERVICE UPDATES

#### **CLEANING & MAINTENANCE**

Our ground game has continued to grow and to operate efficiently and effectively. Our average graffiti response time is within **24-48** hours of a request, and while the work is never-ending, we are proud of what we have accomplished in these last six months. Our operation is data-driven and transparent. Through the use of advanced software. We are able to track our ambassadors in real-time, allowing for us to respond to service requests and 311 calls quickly and efficiently over the 107 blocks of SOMA West.

Starting this quarter (Q1 2022), we are contracting with District Works to plant more hearty native plant species and pollinators. We will maintain over 150 planters throughout the district, bringing more green into our neighborhood, which is in desperate need.



#### **NIGHT SHIFT**

Beginning in March 2021, we piloted our Night Shift Program. The program's key priority is to maintain a welcoming and vibrant neighborhood by directly interacting with neighborhood stakeholders and providing our cleaning and maintenance services in the evening. Since its launch, the Night Shift has been successful and popular, especially with businesses that have worked with the night shift to help their customers and employees feel safer with their presence. Our 'eyes on the street' approach has helped deter crime, including arson and vehicular break-ins on occasion.

#### **OUTREACH**

We are incredibly proud of our outreach efforts in the district, primarily through the leadership of Outreach Director Hanif Hakeem. Hanif walks and bikes the streets of SOMA West each day - connecting people to services, handing out food, water, sanitary items, and warm accessories - all while building relationships and trust with the local community of individuals experiencing homelessness. It isn't easy to quantify the amount of work done by our team under his leadership. These pandemic years have been an incredibly challenging time, especially in SOMA. With increased encampments, a general uptick in mental-health crises, and drug-related incidents, we are up against a lot as a district. Still, Hanif and our ambassadors have been a constant, safe presence in the neighborhood, even saving lives in the process through Narcan administration.

#### **EVENTS**

With some ebbs and flows of the pandemic surges, SOMA West CBD was able to work closely with SOMA's various cultural districts and community organizations to bring fun events to the neighborhood, allowing the community to come together safely.



**SOMA Second Saturdays**: a monthly leather and kink craft fair that took place in several locations over the past six months, including Folsom and 10th Street, Eagle Plaza.



Moss Street Block Party: in partnership with SOMA Pilipinas and Parks Alliance, a community block party with live music, performing arts, food vendors, and play structures for families, July 2021.





SOMA West Community Benefit District Mid-Year Report 2021 Introduction

#### **EVENTS (CONT.)**

#### **SOMA Sings!**

A holiday event took place on Russ Street at Folsom and included the TNT Traysikel SideCaraoke machine, the Holly Jolly Trolley, the holiday-themed cable car full of carolers. Neighborhood families came out and sang to celebrate the beginning of the holiday season. Russ Street was closed to traffic, allowing families and four-legged friends to enjoy the pedestrian environment.

We worked with local businesses, including Tita Rosie, to supply Filipino treats and Sextant Coffee Roasters, who provided hot cocoa and warm cider, December 2021.









#### **EVENTS ON THE HORIZON**

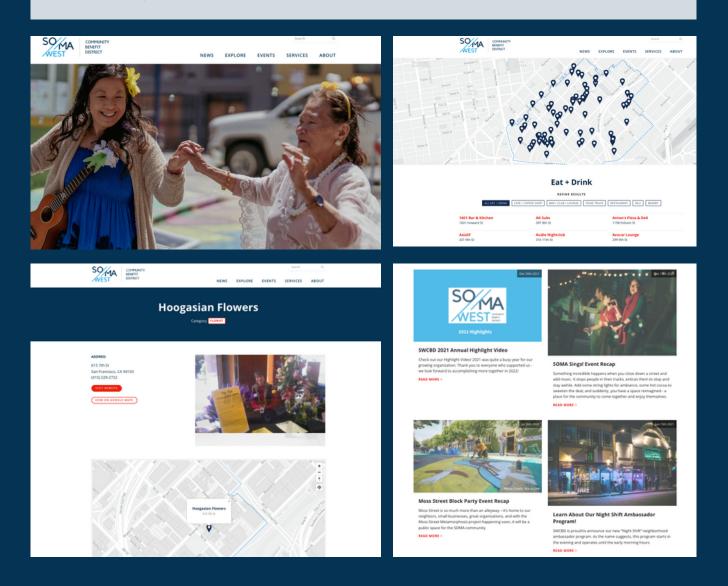
**SOMA West ArtFest:** We connected with a local art collective, the Collab-Lab, to plan a future art market on Sherman Street, an alleyway between Bessie Carmichel School and Victoria Manalo Draves Park, TBD Spring 2022.

**Farmer's Market:** SOMA West CBD has laid the groundwork to bring a weekly farmer's market to the district. While this is a huge undertaking, we have the community's support and continue to work this year to realize this vision, collaborating closely with a diverse array of community stakeholders to ensure its success. TBD 2022.

**Victoria Manalo Draves Park Programming:** VMD Park was closed for the better part of 2021 for construction, with upgrades to security and hardscaping. Now that it has been reopened, we are starting a dialogue with community members to bring diverse programming to the park, including arts and crafts, workshops, film screenings, and exercise classes. TBD 2022.

#### **MARKETING & COMMUNICATIONS**

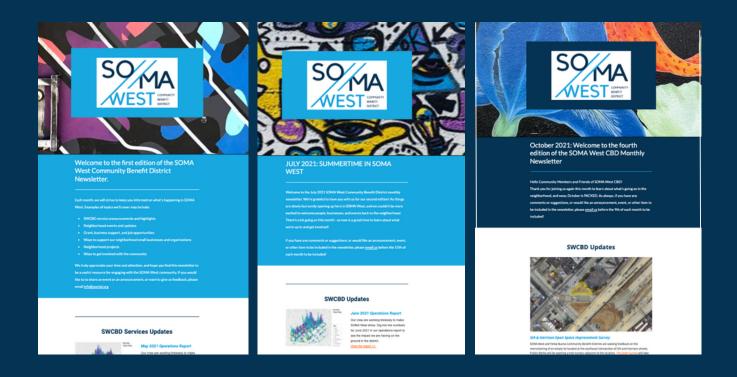
**New Website:** In the last six months, we have undertaken the development of a new website with the web development company, Geocentric, specializing in building beautiful websites for districts and corridors. We selected Geocentric because of their emphasis on celebrating the uniqueness of a place: highlighting small businesses, community organizations, and local events. We aim to be a hub of information for SOMA residents and businesses, a space to learn about the neighborhood and support local businesses. The website will be launching in early 2022.



#### MARKETING & COMMUNICATIONS (CONT.)

**District Photography:** We were fortunate to work with two talented, local photographers to capture SOMA's distinct personalities, places, and events: Felix Uribe and Nix Guirre. You can see their work throughout this report.

Monthly Newsletter: We officially launched the SOMA West Community Benefit District Monthly Newsletter to great reception in July of 2021. The newsletter, released around the 15th each month, features district and neighborhood updates, City announcements, employment opportunities, upcoming events, SOMA-related news coverage, development updates, arts and culture happenings, and more. Each month we highlight a local artwork and the artist behind it.



#### **MARKETING & COMMUNICATIONS (CONT.)**

SOMASapiens: We continue to work with local award-winning filmmaker Grant Thompson on his short documentaries that offer a snapshot of people's lives in the South of Market neighborhood in San Francisco. We aim to celebrate and uplift the stories of the individuals that make this diverse neighborhood into a vibrant community. SOMASapien subjects include members of the Filipino community from Kapwa Gardens and United Playaz; inspirational figures at local nonprofits like Women's Audio Mission and SOMArts; and small business owners like Tony Baloney, who make up the unique urban fabric of the neighborhood, available to watch now on Youtube and our website.



Spot Design



Elmira READ MORE >



Biro & Sons READ MORE >



1AM Gallery

#### **ART & PLACEMAKING**

**Velia de Iuliis Mural, 7th & Folsom:** We're thrilled to have completed the first mural that SOMA West CBD ever commissioned in September 2021, which you can find in the heart of our district at 7th and Folsom. The stunning mural was painted by SF Native Velia de Iuliis and depicts California native flowers in a brilliant arrangement on the side of a former gym that is currently vacant. The wall is consistently a target for graffiti, which the brightly colored mural has deterred since being painted, completed September 2021.





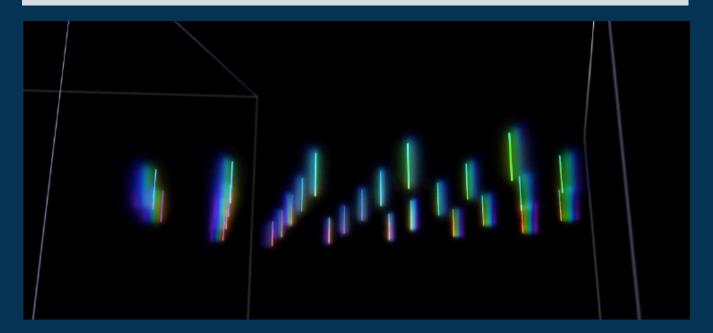
Sidewalk Gardens: We partnered with the Friends of the Urban Forest to plant almost 1000 square feet of sidewalk gardens on Kissling and Howard Streets, allowing us to prevent stormwater runoff into the bay and bring more green into the neighborhood. completed September 2021.





#### **ART & PLACEMAKING (CONT.)**

Joshua Hubert, Glimmer, Clementina & 8th (coming soon) We have contracted with Bay Area lighting artist Josh Hubert to install an LED artwork between two buildings at 8th and Clementina. Glimmer features programmable with infinite patterns and daytime optical effects. Glimmer is not just a cutting-edge sculpture but the first in multiple light-art sculptures to be brought to the SOMA West neighborhood, making it an attractive destination to benefit the local community and businesses alike. The goal of Glimmer is to bring art to the area and create a beautiful illumination to improve the safety of our community. We are aiming for an installation in the first quarter of 2022.



#### **ART & PLACEMAKING (CONT.)**

**Sherman Street Tree Lighting:** (coming soon) We have been working with the leadership at Bessie Carmichael School and SFUSD to get more lights installed around the school, particularly on Sherman Street. We are working to wrap the upper canopy of six large ficus trees to increase pedestrian safety and provide a pleasant ambiance for the street in the evening, TBD 2022.





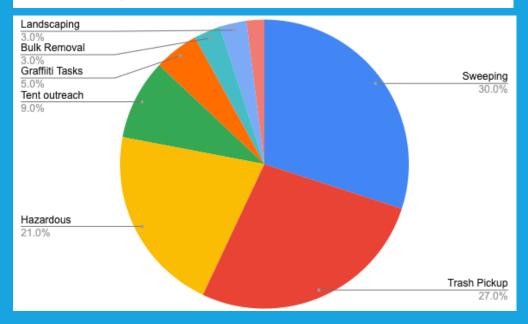


## **MAINTENANCE DATA**

## 106,567

#### **TOTAL CLEANING TASKS COMPLETED**

32,047 Sweeping Tasks	30%
28,438 Trash Pickup Tasks	27%
22,430 Hazardous Tasks	21%
10,025 Tent Count	9%
5,646 Graffiti Tasks	5%
3,653 Bulk Removal Tasks	3%
3,158 Landscaping Tasks	3%
1,170 Other Tasks	1%



SOMA West Community Benefit District Mid-Year Report 2021
Introduction

#### **6-MONTH COVERAGE MAP**



#### **CLEANING & MAINTENANCE STATS**



# **382,200**POUNDS OF GARBAGE

The mid-year trash haul represents an average of +5% per month since 2021



# FINANCIAL STATEMENTS

#### SWCBD Mid Year Report FY22

	,	Actuals thru 12.31.21	Year-To-Date Budget
REVENUE			
Assessments	\$	1,992,656	\$ 1,984,914
Contributions		22,491	109,107
Grants	<u> </u>	-	-
Interest	<u></u>	184	150
TOTAL REVENUE	\$	2,015,331	\$ 2,094,172
EXPENSE			
Clean, Safe, Beautiful	\$	1,351,562	\$ 1,535,596
Marketing & Advocacy	<u> </u>	209,622	\$ 103,918
Admin		175,191	\$ 199,393
Fundraising	<b></b>	14,218	\$ 17,722
TOTAL EXPENSE	\$	1,750,592	\$ 1,856,629
NET GAIN/(LOSS)	\$	264,739	\$ 237,542

FY22 Budget Summary	Budget	%
REVENUE		
Assessments	\$ 3,969,828	95%
Contributions	\$ 218,515	5%
Grants	\$ -	0%
TOTAL REVENUE	\$ 4,188,343	100%
EXPENSE		
Clean, Safe, Beautiful	\$ 3,071,192	73%
Marketing & Advocacy	\$ 207,836	5%
Admin	\$ 398,786	10%
Fundraising	\$ 35,444	1%
TOTAL EXPENSE	\$ 3,713,258	89%
NET GAIN/(LOSS)	\$ 475,085	11%

