



# **SOMA West Community Benefit District**

## **Mid-Year Report for Q3 and Q4 (July 1 to December 31), 2020**



## Executive Summary

*We are pleased to submit this mid-year report outlining our numerous organizational accomplishments and our solid financial status for the last six months of the 2020 fiscal year.*

The SOMA West CBD Board of Directors continues to demonstrate outstanding leadership, vision, and commitment to our organization. They participate in four standing committees (a Neighborhood Identity Committee, a Safety & Services Committee, an Executive Committee, and a Streetscape & Public Realm Committee.)

As a new CBD, we have been exceedingly busy during the last six months of 2020. Some of our initiatives have included, but are not limited to:

### **Forming:**

- ★ A Neighborhood Identity Committee, a Safety & Services Committee, an Executive Committee, and a Streetscape & Public Realm Committee.
- ★ An effective and compassionate outreach team. SOMA West is a diverse District, and our goal is to improve the lives of all people.
- ★ From zero, a diverse Clean Team consisting of 16 Ambassadors, six trucks, a purpose-built pressure washing rig, and more.

### **Cleaning:**

- ★ Up 143.375 tons of trash.

### **Improving:**

- ★ Cleanliness issues in our District by 10,000 issues (a 33 percent improvement).

### **Undertaking:**

- ★ A large and comprehensive project to document the dining establishments in the District that were (and are) open for business. This resulted in our “Open For Dining” page which is located here: <https://www.somawestcbd.org/open-for-dining/>.

### **Becoming:**

- ★ A key sponsor of Sunday Streets: this activates the entire District.



### Launching:

- ★ Several initiatives for small merchants, including a strategic partnership with the Lower Polk Tenant Landlord Clinic, and embarked on a series of SOMASapiens documentary videos to raise merchant awareness. See <https://bit.ly/3467CZp> for details.

### Continuing:

- ★ To build out our website at [somawestcbd.org](http://somawestcbd.org), our Facebook page, and our Twitter page. Our website now features COVID-19 information in multiple languages.

### Installing:

- ★ 75 planters and plants.
- ★ 53 Big Belly trash cans featuring art from local artists and the LGBTQ Leather community.

### Working:

- ★ To train and employ a diverse crew, often helping them re-enter the workforce, and providing essential job-skills training.

While much has been accomplished over the first year of our existence – including the above – much remains to be done as we move forward into 2021 and beyond. We look forward to our continuing partnership with the City of San Francisco to improve the quality of life for all those who live, work, and visit SOMA West.

## Status And Progress Of Programs

### Management & Operations

#### Board & Staff

- ★ Elected new board members and renewed terms of current board members, and elected new officers and committee chairs.
- ★ Continued to stay abreast of new developments in the SOMA West District and their overall impact on quality of life, and other issues.
- ★ SWCBD staff continue to be involved in leadership positions with many community and City organizations, including the Leather & LGBTQ Cultural District, the CleanSafe365 Coalition, the San Francisco CBD Consortium, the Southern Station Community Police Advisory Board, and the Vision Zero Coalition.



## Finance

- ★ Conducted a review of organizational investments.
- ★ Conducted a review of organizational insurance.
- ★ Prepared five-year budget projections.

## Clean, Safe and Beautiful

### Neighborhood Cleanliness

- ★ We built out a diverse team consisting of 16 ambassadors, six trucks, a purpose-built pressure washing rig, and more. This clean team continues to work 365 days a year to address graffiti, sweeping and steam cleaning sidewalks, cleaning and weeding tree wells, painting poles, mail boxes and fire plugs, monitoring public trash receptacles and reporting large items to the City for removal.
- ★ We continued implementation of performance measures for neighborhood cleanliness.
- ★ We completed a services trend analysis report, analyzing SWCBD services over time to better understand neighborhood issues and create solutions to improve neighborhood safety and cleanliness, and presented the findings at our annual board meeting.

### Streetscape Improvements

- ★ We Installed 53 Big Belly trash cans featuring art from local artists and the LGBTQ Leather community.
- ★ Among other initiatives, we also installed 75 planters and plants.

## Safety & Security

### Neighborhood Safety

SWCBD Ambassadors continue to work 365 days a year to connect those who need help with services, report areas that need to be cleaned, provide directions and information about the neighborhood, and serve as an additional set of eyes for the community to report safety issues. And during COVID-19, neighborhood safety became an even higher priority of the SWCBD. Our residents, merchants, visitors, property owners, and other constituents should always feel safe to enjoy our District. Therefore we:

- ★ Continued to work with SFPD to address quality of life issues and safety issues;
- ★ Continued to work with the Department of Homelessness and Supportive Housing;



- ★ Continued to utilize ambassador staff to report areas that need to be cleaned, provide directions and information about the neighborhood, and to generally serve as an additional set of eyes for the community to report safety issues; and
- ★ Continued to participate in multiple neighborhood safety and security groups to discuss and take action on issues, trends, etc., with a special focus on our SWCBD alleyways.
- ★ Worked with the City on potential policies with respect to empty storefronts.
- ★ Laid groundwork for, and began assembly of, the SWCBD Night Ambassador Team.

## Constituent Support

### Merchant Support

- ★ SWCBD undertook a large and comprehensive project to document the dining establishments in the District that were (and are) open for business. This resulted in our “Open For Dining” page which is located here: <https://www.somawestcbd.org/open-for-dining/>
- ★ We formed a strategic partnership with the Lower Polk Tenant Landlord Clinic to assist merchants at risk of displacement.
- ★ We embarked on a series of SOMASapiens documentary videos to raise merchant awareness. See <https://bit.ly/3467CZp> for details

### Resident Support

- ★ Attended numerous Homeowners Association meetings and coordinated additional constituent meetings to discuss SWCBD services and address specific concerns.

### Homeless Outreach & Neighborhood Stabilization

- ★ Collaborated with the Department of Public Health and Department of Homelessness and Supportive Housing to work against homelessness in the neighborhood.
- ★ Created a working collaboration with the Lower Polk Tenant Landlord Clinic to offer free anti-eviction services to tenants who are not stably housed.

## Marketing and Advocacy

### Arts & Placemaking

- ★ Folsom & 7th Mural - Velia de Iulis



- ★ Anthony Brown No. 2 Pencils
- ★ Sherman Tree lighting
- ★ Big Belly reprint + updates
- ★ Sidewalk Gardens + planters
- ★ District Banners
- ★ Shimmer Light Installation

## Marketing & Communications

- ★ Newsletter (Digital + Print)
- ★ Social Media planning
- ★ Website revamp
- ★ PR strategy
- ★ District Photography
- ★ Volunteer program
- ★ Continued to build-out our new Facebook presence.
- ★ Continued to build out our new Twitter presence.
- ★ Became Sponsor of Sunday Streets

## Events

- ★ SOMA Second Saturdays
- ★ Moss Street Block Party
- ★ Big Black Brunch
- ★ Sherman Art Market
- ★ Farmers Market

## Fundraising

- ★ Grant research
- ★ Sponsorships
- ★ Donations



- ★ Revenue

## Other Accomplishments

Continued active participation and/or leadership positions with the:

- ★ Leather & LGBTQ Cultural District
- ★ Clean, Safe, Civil Coalition
- ★ CleanSafe365 Coalition
- ★ San Francisco CBD Consortium
- ★ Southern Station Community Police Advisory Board
- ★ Vision Zero Coalition

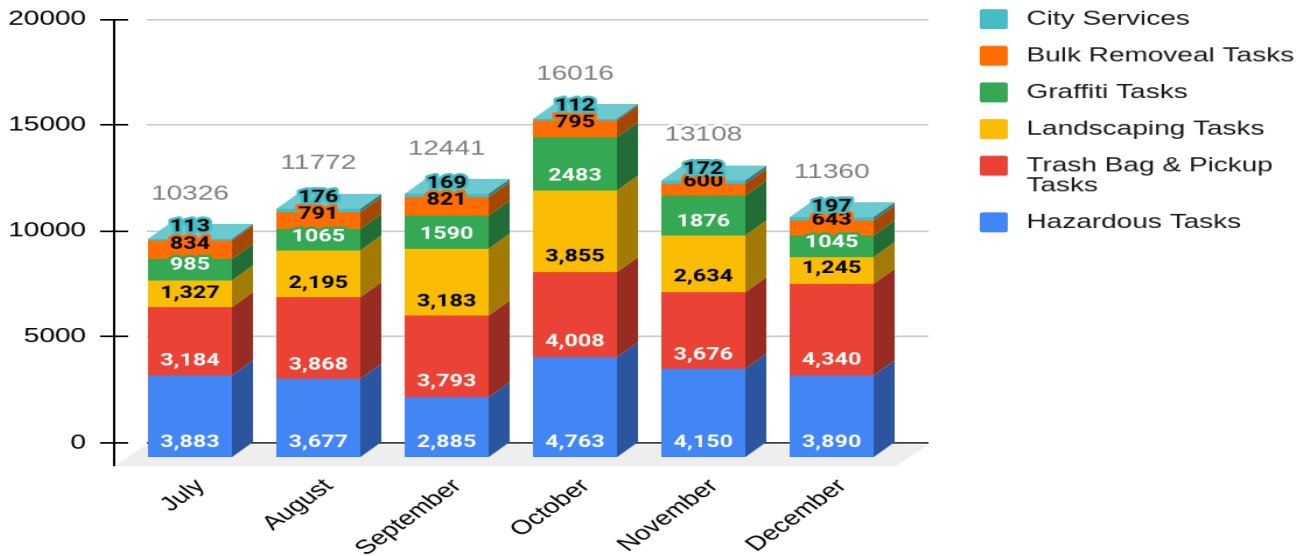
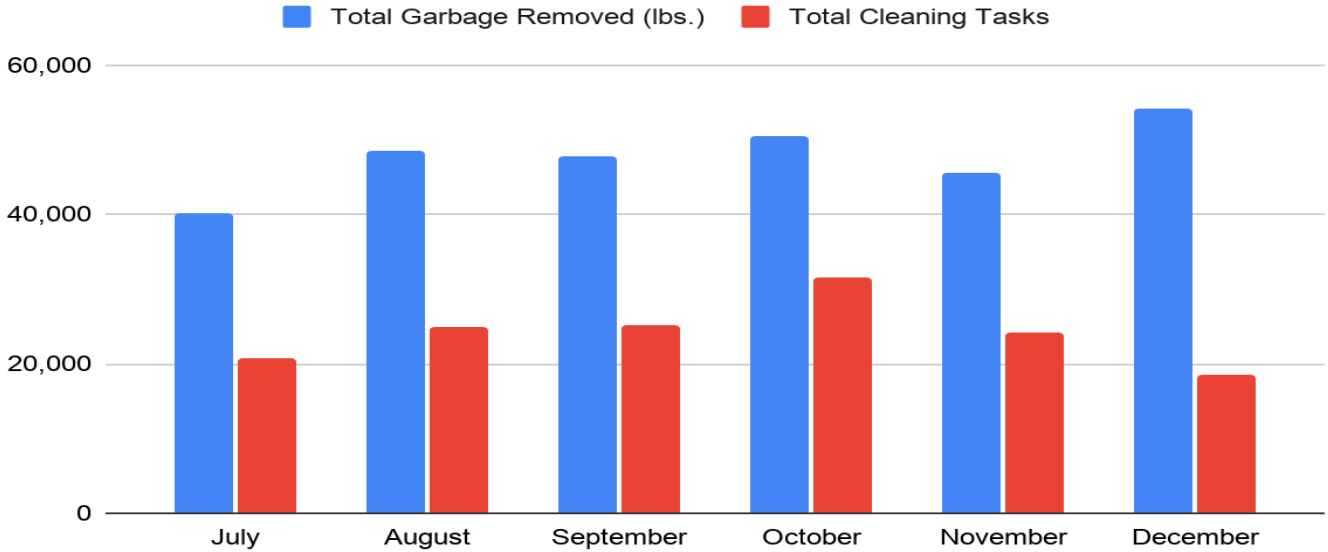


## Statistical Summary Of Services Provided

	July	August	September	October	November	December	SUM
Total Garbage Removed (lbs.)	40,200	48,600	47,825	50,425	45,550	54,150	286,750
Total Cleaning Tasks	20,762	24,895	25,269	31,655	24,144	18,611	145,336
Total Sweeping Tasks	10,436	13,123	12,828	15,638	11,036	7,251	70,312
Hazardous Tasks	3,883	3,677	2,885	4,763	4,150	3,890	23,248
Trash Bag & Pickup Tasks	3,184	3,868	3,793	4,008	3,676	4,340	22,869
Landscaping Tasks	1,327	2,195	3,183	3,855	2,634	1,245	14,439
Graffiti Tasks	985	1,065	1,590	2,483	1,876	1,045	9044
Bulk Removal Tasks	834	791	821	795	600	643	4484
City Services	113	176	169	112	172	197	939



## Total Garbage Removed (lbs.) and Total Cleaning Tasks





## Summary Financial Data

	Actuals thru 12.31.20	Year-To-Date Budget
<b>REVENUE</b>		
	\$	\$
Assessments	1,935,126	1,927,101
Contributions	23,640	106,135
Grants	39,768	20,000
Interest	181	-
<b>TOTAL REVENUE</b>	<b>1,998,715</b>	<b>2,053,236</b>
<b>EXPENSE</b>		
	\$	\$
Clean, Safe, Beautiful	1,477,260	1,315,989
Marketing & Advocacy	59,977	71,320
Admin	181,857	165,531
Fundraising	7,065	4,622
<b>TOTAL EXPENSE</b>	<b>1,726,159</b>	<b>1,557,462</b>
<b>NET GAIN/(LOSS)</b>	<b>272,556</b>	<b>495,774</b>



## Manner of Calculating Assessments

Each property owner pays a share of the cost of the SWCBD, based on a formula which is summarized on pages 17 through 28 of our Management Plan at:

[https://drive.google.com/file/d/1aTqMk7sYl2L\\_x5Hes3uXKsSS7JxSEe4g/view?usp=sharing](https://drive.google.com/file/d/1aTqMk7sYl2L_x5Hes3uXKsSS7JxSEe4g/view?usp=sharing)