



January 29, 2010

Lisa Pagan  
Project Manager  
Office of Economic and Workforce Development  
City of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 448  
San Francisco, CA 94102

Dear Lisa,

On behalf of the Board of Directors of the Yerba Buena Community Benefit District, we are proud to present the Yerba Buena Community Benefit District's Mid-Year Report for the period July thru December 2009. This report highlights our activities and accomplishments over the first half of the fiscal year along with our current financial position. We think you'll be pleased with our efforts thus far.

I've also enclosed the latest postcard that was mailed to all of our constituents in December. It highlights our 10B police services and again includes a perforated business card with the dispatch number and our office contact information.

Thank you for your ongoing support of the Yerba Buena Community Benefit District. We look forward to working in partnership to enhance the experience of those who live, work, and visit the Yerba Buena neighborhood.

Sincerely,

A handwritten signature in blue ink, appearing to read "Cathy Maupin", is written over the printed name.

Cathy Maupin  
Interim Executive Director

Cc: Heather Almond, YBCBD Board Chair



# Yerba Buena Community Benefit District Mid-Year Report

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*July-December 2009*

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## Executive Summary

We are pleased to submit our first mid-year report outlining our accomplishments and financial status for the first six months of the 2009-2010 fiscal year. Our accomplishments are due in no small part to a very active and involved Board of Directors and neighborhood members. We have active participation on all of our committees (five current standing committees with two more set to begin in the third quarter) which has enabled us to make great strides in meeting the goals outlined in our District Management Plan.

While much has been accomplished there is much left to do. We look forward to working in partnership with the City of San Francisco to improve the quality of life for those who live, work, and visit the Yerba Buena neighborhood.

## Status and Progress of Programs

Highlights of our accomplishments for the first six months of the 2009-2010 fiscal year are outlined below.

### Administration

- Board
  - Approved creation of three new committees: Community Benefit Fund, Fundraising, and Greening
  - Formed the Executive Search Working Group and contracted with CompassPoint to coordinate the search efforts
  - Held a Board Orientation and Brown Act Training for all board members
  - Conducted a Committee Chair Orientation
  - Nominating Committee developed a proposed slate of officers, committee chairs, and directors
  - Produced first annual report
  - Approved operational structure for all committees
  - Formed a working group to work with the Yerba Buena Alliance to determine ongoing relationship
- Finance
  - Approved financial and investment policies
  - Implemented accounting and report system through QuickBooks
  - Completed CPA review of financial statements
- Personnel & General Administration
  - Approved personnel policies
  - Hired our first staff member, Administrative Manager Paolo Cosulich-Schwartz
  - Secured office space
  - Staff trained in the Brown Act

### Sidewalk Operations & Beautification

- Launched cleaning and community guide services
  - All streets in the district are steam-cleaned twice each month
  - Power washing is offered as needed and/or requested
  - Instituted a regular schedule of trash removal and able to respond to specific requests in a timely manner
  - Addressed a backlog of graffiti and currently respond as needed and/or requested
  - Community Guides continue to meet with merchants to inform them about services while working with social service providers to connect people in need with services. The Guides also work in partnership with the 10B officer on safety and security matters.
- Launched 10B officer program
  - Officers work 10 hour shifts, 7 days a week and focus on quality of life issues
  - All officers are on bicycle to enable them to cover the entire neighborhood
- Developed and administered a services survey of all street-front property owners
- Drafted and tested a public safety survey (will be administered in the third quarter of FY10)

### District Identity & Streetscape Improvement

- Designed and produced YBCBD uniforms for Community Guides and Clean Team members
- Distributed two news bulletins to property owners regarding YBCBD programs and services
- Began process of hiring a firm to develop a neighborhood brand and identity
- Developed an event plan for FY10
- Conducted outreach at homeowner’s association meetings and other neighborhood cohort groups, i.e. neighborhood security council, etc. We average 5-6 community meetings per month.
- Sponsored events including the Yerba Buena Alliance Gala and Market Street Snowflakes
- Developed the YBCBD website to better inform the public of YBCBD services, operations, and public meetings

### Summary Financial Data

We do not expect any significant deviations from our approved FY10 annual budget.

	Actuals thru 12.31.09	YTD Budget
REVENUE		
Assessments	\$ 2,221,935.56	\$ 2,384,045.00
Fundraising	\$ 4,075.10	\$ 62,738.02
Interest Income	\$ 0.00	\$ 2,500.00
<b>TOTAL REVENUE</b>	<b>\$ 2,226,010.66</b>	<b>\$ 2,449,283.02</b>

	Actuals thru 12.31.09	YTD Budget
EXPENSE		
Administration	\$ 153,427.76	\$ 155,620.25
Sidewalk Operations & Beautification	\$ 666,074.24	\$ 700,806.00
District Identity & Streetscape Improvement	\$ 20,640.97	\$ 77,499.98
Contingency/Reserve	\$ 0.00	\$ 275,000.02
<b>TOTAL EXPENSE</b>	<b>\$ 840,142.97</b>	<b>\$ 1,208,926.25</b>
<b>NET GAIN/(LOSS)</b>	<b>\$ 1,385,867.69</b>	<b>\$ 1,240,356.77</b>

## Financial Notes

### Revenue

- Fundraising
  - We expect to secure \$25,000 to \$40,000 through in-kind contributions this year. These contributions are expected to come primarily from the donation of meeting space, office furniture and equipment, event support, and legal services.
  - We recently established a Fundraising Committee that will explore other options, i.e. grants, events, etc. to secure additional revenue. We also plan to reach out to other CBDs to learn from their experience.
- Interest Income
  - We expect to begin earning interest in the third quarter of the fiscal year.

### Expense

- District Identity & Streetscape Improvement
  - Due to the timing of activities, we expect to increase spending significantly in this category in the second half of the fiscal year. For example, we have identified and are currently in negotiations with a firm to help us establish a neighborhood brand and identity.
  - We plan to kick off monthly block parties in February as a way to help foster stronger relationships among businesses and residents and create a healthy sense of community.

## Description and Status of Each Contract to Provide Programs/Services

### **MJM Management Group, Inc.**

- MJM was hired in May 2009 to provide cleaning and community guide services throughout the district. Services are provided 365 days a year with a current staff of 11 clean team members and 8 community guides. MJM also hired a designated full-time Operations Manager to oversee

services in the neighborhood. Cleaning and community guide services have been operational for six months and we continue to receive positive anecdotal feedback from constituents in the neighborhood. YBCBD representatives meet monthly with MJM to discuss how to continually improve services.

### **San Francisco Police Department**

- The YBCBD contracted with the San Francisco Police Department to engage 10B police officers as of July 1, 2009. We currently contract for 70 hours each week or 7 ten-hour days. Police officers are on bicycle to better cover the entire neighborhood and work in conjunction with MJM and the Community Guides. YBCBD representatives meet monthly with SFPD to discuss issues and how to continually improve services.

### **CompassPoint**

- CompassPoint Nonprofit Services was hired in December 2009 to coordinate the search for a permanent executive director. We hope to complete the hiring process in April 2010.