Dear Friends and Neighbors,

Art, creativity and community are signature features of Yerba Buena. Our one-of-a-kind museums, cultural and commercial entities are vital to the neighborhood’s economic, social and emotional recovery in the post pandemic era. Hand-in-hand with our relentless focus on core clean and safe services, we at YBCBD continue to support, develop and implement ideas that reinforce our collective strength as the cultural heart of the City. Ensuring that our downtown district is safe, active and inspiring to attract workers, residents and visitors is essential to restoring vibrancy to Yerba Buena.

This year, the YBCBD is pleased to have undergone a successful and promising leadership transition. Our new executive director, Scott Rowitz, joined us determined to enact meaningful change in Yerba Buena that builds upon our unique attributes. The YBCBD Board of Directors selected Scott (insert link) precisely because of his skill, creativity and dedication to improving Yerba Buena. He follows in the immense footsteps of Cathy Maupin who retired this year after so deftly leading the organization for 14 years since our founding in 2008.

In this online report, we’re highlighting activities and events from fiscal year 2021-22, along with additional important accomplishments that occurred through the end of 2022.

During this time, the YBCBD featured several new programs and reinstated others in support of the arts. Our new “Experience The Art of....” campaign promotes neighborhood cultural, dining, shopping and other offerings. The Yerba Buena Art Market pilot event featured arts, commerce and performers. A new audio walking tour brings district public art to prominence. Monthly Hidden SF Walking Tours returned featuring theatrical performers to highlight neighborhood history. ARTober in October promoted activities of arts organizations. Yerba Buena Night, a free evening celebrating music, art and performance, brought thousands to the neighborhood.

Our partnerships benefitted the neighborhood this year as well. The Yerba Buena Gardens Conservancy, working with the YBCBD, the Mayor’s office, Moscone Center, SFMTA and others, secured a $1.8 million dollar grant to beautify and clean public spaces near the new Yerba Buena/Moscone subway station. The funds will allow for new plantings, murals, and a budget for
the YBCBD Clean Team to double the frequency of power washing and cleaning in the area. We supplemented our Community Guides program to ensure welcoming presence for Moscone Center conventioneers in collaboration with the Department of Public Works, the City’s Welcome Ambassador program and Downtown Streets Team. The popular Sunday Streets program came to SoMa in partnership with the nonprofit, Liveable Cities.

Our Clean Team removed hundreds of graffiti tags, hundreds of thousands of pounds of trash, and swept and steam cleaned our sidewalks. We also provided grants to nonprofits benefiting Yerba Buena through our Community Benefit Fund.

As we look ahead, we will continue providing core services, supporting businesses, nonprofits and cultural organizations in relevant ways, and adapting to new conditions. We’re adding new members to our Clean Team. Monthly Art Markets will begin following the successful pilot event. Annie North Plaza will open as a redesigned and revived public space thanks to YBCBD support. All of these, and many other programs, are designed to improve the quality of life in Yerba Buena.

Thank you to our Board of Directors, committees, staff, exceptional field teams, and to all who participate in making a difference in our neighborhood.

Sincerely,

Lisa Kirvin
Chair, YBCBD Board of Directors
MEET NEW YBCBD EXECUTIVE DIRECTOR

SCOTT ROWITZ

Scott’s work with local community leaders, public officials, and nonprofits, arts, and business entities will benefit the neighborhood and help the YBCBD to advance its mission to foster a clean, safe and welcoming environment where our entire community thrives.

He has made it his charge for nearly 15 years to improve the district’s cultural organizations, public places and sense of community. Scott spent the last four years as executive director of the Yerba Buena Gardens Conservancy leading the organization from its inception to its current central role as its nonprofit steward. Prior to that, he served as COO of the Yerba Buena Center for the Arts for ten years. Scott also volunteered as a YBCBD Board Member for more than a decade and served as a community advisor to the Moscone expansion project.

His deep understanding of our district’s singular attributes and proven ability to navigate its challenges allows for a seamless transition by a leader who cares deeply about Yerba Buena and San Francisco.
THANK YOU TO
CATHY MAUPIN!

Like Yerba Buena, Cathy Maupin is an original. Since the YBCBD’s inception in 2008, she served as its first executive director before retiring in 2022. When the YBCBD secured the highest level of support ever for a CBD renewal in 2015, it spoke volumes about her work. Cathy led efforts to create The Yerba Buena Street Life Plan to guide neighborhood public space improvements, a first for a CBD in the City. She secured the inclusion of Yerba Buena in the naming of the new district Central Subway stop. As a fierce supporter of the arts, dozens of initiatives Cathy guided resulted in new and original public art, events, and programs, such as Hank Willis Thomas’ public light installation Love Over Rules, Yerba Buena Night and artful bike racks. Before the pandemic and in response to it, funding support went to nonprofits, small businesses and arts groups in Yerba Buena.

Throughout her tenure, she was able to bring people together to create a sense of community in our ever evolving district. The YBCBD Board of Directors, staff and community are grateful for her leadership, dedication and countless original contributions to Yerba Buena.
SERVICES

WHAT WE DO + WHERE

Every day, our organization dedicates itself to help make Yerba Buena—San Francisco’s cultural heart—a thriving and vibrant downtown neighborhood. To sustain that goal, our district must be clean, safe, and welcoming.

Since 2008, we’ve been working with our volunteer Board of Directors, committees and community partners on ways to improve Yerba Buena, and in 2015 district property owners renewed our services for 15 more years. The YBCBD’s services focus on cleaning, safety, marketing, events, and more. Our Clean Team scours our streets, sidewalks and public spaces. Trained Community Guides assist residents, visitors and people in need, as well as keep an eye on areas in need of cleaning or reporting safety issues. A YBCBD-funded SFPD Bike Patrol Officer keeps us safer and our Social Service Outreach Specialist helps our street population find services.

Our services and programs stretch from Second to Fifth and Market to Perry streets, serving a neighborhood that residents share with world-class museums, convention space, public gardens, educational institutions, and exceptional dining, shopping and entertainment.
SPECIFIC SERVICES AND PROGRAMS

CLEAN TEAM. Our team sweeps and steam-cleans sidewalks, removes graffiti, picks up litter, and responds to immediate neighborhood cleaning needs every day 6 a.m.-10 p.m.

SFPD BIKE OFFICER. On top of existing police services, the YBCBD funds an SFPD Bike Patrol Officer to keep us safer — 10-12 hours a day, 7 days a week.

COMMUNITY GUIDES. Our Guides not only assist people in the neighborhood by directing visitors to local businesses, they contact our dispatcher to have areas cleaned and report safety issues, and help those in need — every day, 6 a.m.- 10 p.m.

SOCIAL SERVICE SPECIALIST. Our specialist compassionately connects people living on our neighborhood streets to available services ranging from hot meals to showers. They may also assist making appointments with, and escorting people to, service providers.

MARKETING + EVENTS. We promote Yerba Buena with websites, events, social media, street banners, and more in support of neighborhood businesses and organizations.

COMMUNITY BENEFIT FUND. We give grants to neighborhood nonprofits that support family programs, public art projects and cultural exhibits, and public safety.

PUBLIC REALM IMPROVEMENTS. We fund and advocate for streetscape projects—large and small—to improve our public spaces.

Anyone can report neighborhood cleanliness and non-emergency issues to the YBCBD’s Clean & Safe Dispatch office by calling (415) 543-9223, texting (415) 559-1362, or emailing dispatch@ybcbd.org.
2021-2022 HIGHLIGHTS

CLEAN + SAFE

• Partnered with The Yerba Buena Gardens Conservancy and the SFMTA to secure a $1.8 million dollar grant to beautify and clean public spaces near the new Yerba Buena/Moscone subway station to add new plantings, murals, and budget for the YBCBD Clean Team to double the frequency of power washing and cleaning in the area.

• Began a partnership with Public Works to receive and close out cleaning requests reported through the City’s 311 system.

• Continued daily work to address graffiti, sweeping and steam cleaning sidewalks, cleaning and weeding tree wells, painting poles and mail boxes, monitoring public trash receptacles, and reporting large items to the City for removal.

• Worked with our SFPD Bike Patrol Officer seven days a week to address quality of life issues.

• Continued work by our Community Guides to check-in daily with merchants and businesses through the incremental reopening of the economy, report areas that need to be cleaned, and serve as additional sets of eyes to report safety issues.

WE’VE ADDED MORE MEMBERS TO OUR CLEAN TEAM
PROMOTING BUSINESSES, ARTS + CULTURE

• Launched the “Experience The Art of...” campaign promoting neighborhood cultural, dining, shopping and other offerings with neighborhood street pole banners, online on our website and through social media.

• Co-produced the popular Litquake literary festival at venues in Yerba Buena.

• Released a “Welcome Back” video to promote neighborhood attractions.


• Kicked-off a public art audio walking tour.

• Relaunched Hidden SF Walking Tours that use theatrical performers to highlight neighborhood history.

IMPROVING STREETSCAPES

• Continued working with the Planning Department, Public Works, SFMOMA, and a diversity of community stakeholders on the Minna-Natoma Art Corridor Project that will connect Yerba Buena and the Salesforce Transit Center along Natoma and Minna streets.

• Replenished SFMTA with a supply of 50 YBCBD-designed bike racks to install along newly improved bike corridors and at community-requested locations.

• In partnership with Paint the Void, commissioned a 3-panel temporary mural, Bahay and Buhay, by local artist ChiChai.
COLLABORATION + ADVOCACY

- Supported public art, community engagement, streetscape improvements, and public safety enhancements through the YBCBD Community Benefit Fund.

- Supported the use of vacant land between Harrison and Bryant streets at the Interstate 80 exit at 5th Street for use as a nursery for San Francisco street trees.

- Participated in meetings with Moscone Center on supplementing clean and safe services as conventions returned.

- Served on advisory panels to promote neighborhood interests including: the SFPD Southern Station Community Police Advisory Board; Yerba Buena Gardens Conservancy Board; Tourism Improvement District Board; Better Market Street Community Advisory Committee; Clean Civil Sidewalks Coalition; CleanSafe365 Coalition; San Francisco Benefit District Alliance; and the Healthy Streets Operation Center (to inform the City of street conditions in Yerba Buena).

- In September 2022, we hosted a candidate forum for the District 6 Board of Supervisors election.
1. YERBA BUENA ART & MAKER’S MARKET

2. LITQUAKE PARTNERED WITH THE YBCBD TO BRING THEIR FESTIVAL TO OUR NEIGHBORHOOD

3. HOLLY JOLLY TROLLEY
Art is EverywHere in Yerba Buena

Listen

Public Art
Free Audio Walking Tour
Help us spread the word about our new public art tour.

Above: Our newly launched audio walking tour at www.visityerbabuena.com/public-art

Top right: Creating the Chichai Mural

Bottom right: National Night Out in the Yerba Buena Gardens
## BUDGET + BALANCE SHEET

### JULY 2021–JUNE 2022 ACTUALS

<table>
<thead>
<tr>
<th>INCOME</th>
<th>ACTUALS</th>
<th>PERCENTAGES</th>
<th>BUDGET</th>
<th>PERCENTAGES</th>
<th>OVER/(UNDER BUDGET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessments</td>
<td>$3,286,253.00</td>
<td>93%</td>
<td>$3,235,730.44</td>
<td>95%</td>
<td>$50,522.56</td>
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<tr>
<td>Fundraising/In-Kind</td>
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<td>$173,111.58</td>
<td>5%</td>
<td>$(31,568.58)</td>
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<td>Interest Income</td>
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<td>3%</td>
<td>$5,000.00</td>
<td>0%</td>
<td>$112,185.00</td>
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<tr>
<td><strong>TOTAL INCOME</strong></td>
<td><strong>$3,544,981.00</strong></td>
<td><strong>100%</strong></td>
<td><strong>$3,413,842.02</strong></td>
<td><strong>100%</strong></td>
<td><strong>$131,138.98</strong></td>
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<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>ACTUALS</th>
<th>PERCENTAGES</th>
<th>BUDGET</th>
<th>PERCENTAGES</th>
<th>OVER/(UNDER BUDGET)</th>
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</thead>
<tbody>
<tr>
<td>Management &amp; Operations</td>
<td>$559,372.00</td>
<td>16%</td>
<td>$606,366.27</td>
<td>13%</td>
<td>$(46,994.27)</td>
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<tr>
<td>Cleaning &amp; Streetscape Improvements</td>
<td>$1,259,001.00</td>
<td>36%</td>
<td>$1,711,961.44</td>
<td>37%</td>
<td>$(452,960.44)</td>
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<tr>
<td>Safety &amp; Security</td>
<td>$1,195,327.00</td>
<td>34%</td>
<td>$1,656,700.02</td>
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<td>$(461,373.02)</td>
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<td>Branding, Activation, &amp; Marketing</td>
<td>$492,525.00</td>
<td>14%</td>
<td>$649,792.95</td>
<td>14%</td>
<td>$(157,267.95)</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$3,506,225.00</strong></td>
<td><strong>100%</strong></td>
<td><strong>$4,624,820.68</strong></td>
<td><strong>100%</strong></td>
<td><strong>$(1,118,595.68)</strong></td>
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</tbody>
</table>

| NET INCOME / (CARRYOVER USED) | $38,756.00 | $(1,210,978.66) | $1,249,734.66 |

### JULY 2021–JUNE 2022 BALANCE SHEET as of June 30, 2022

<table>
<thead>
<tr>
<th>ASSETS</th>
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<tbody>
<tr>
<td>Cash &amp; Cash Equivalents</td>
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<tr>
<td>Other Assets</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
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</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expense</td>
<td>$229,110.00</td>
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<tr>
<td>Other Liabilities</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
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<table>
<thead>
<tr>
<th>NET ASSETS</th>
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<tr>
<td>Without Donor Restrictions</td>
<td>$4,760,642.00</td>
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</tr>
<tr>
<td>With Donor Restrictions</td>
<td>$11,850.00</td>
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</tr>
<tr>
<td><strong>TOTAL NET ASSETS / (CARRYOVER)</strong></td>
<td><strong>$4,772,492.00</strong></td>
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</tr>
</tbody>
</table>

| TOTAL LIABILITIES & NET ASSETS | **$5,027,382.00** | | | |
JULY 2021–JUNE 2022 BUDGET

**INCOME**
- Assessments $3,332,802.00
- Fundraising/In-Kind $315,163.00
- Interest Income $5,000.00
- Carryover Used $1,611,108.00

**TOTAL INCOME** $5,264,073.00

**EXPENSES**
- Management & Operations $730,385.00
- Cleaning & Streetscape Improvements $2,299,052.00
- Safety & Security $1,431,942.00
- Branding, Activation & Marketing $802,693.00

**TOTAL EXPENSES** $5,264,073.00

**CARRYOVER**

<table>
<thead>
<tr>
<th>CARRYOVER</th>
<th>AS OF 6.30.22</th>
<th>BUDGETED FOR FY22</th>
<th>BUDGETED FOR FUTURE YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management &amp; Operations</td>
<td>$1,417,757.00</td>
<td>$370,857.00</td>
<td>$1,046,899.00</td>
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<tr>
<td>Cleaning &amp; Streetscape Improvements</td>
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<td>$903,308.00</td>
<td>$2,087,095.00</td>
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<tr>
<td>Safety &amp; Security</td>
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<td>$114,063.00</td>
<td>$(70,626.00)</td>
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<tr>
<td>Branding, Activation, &amp; Marketing</td>
<td>$119,312.00</td>
<td>$222,880.00</td>
<td>$(103,568.00)</td>
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<tr>
<td>Fiscally Sponsored Projects</td>
<td>11,500.00</td>
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<tr>
<td>Other Projects</td>
<td>$350.00</td>
<td>–</td>
<td>$350.00</td>
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<tr>
<td>Capital Assets</td>
<td>$189,736.00</td>
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<td>$189,736.00</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td>$4,772,495.00</td>
<td>$1,611,108.00</td>
<td>$3,161,387.00</td>
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</tbody>
</table>
Yerba Buena bustles with world-class museums, shopping, dining, convention space, hotels, and educational institutions. Senior housing blends with live/work lofts and condominiums.

New district boundaries shown were approved as part of the YBCBD renewal in 2015. The district includes parcels from Second to Fifth streets and Market to Perry streets. Specific information on YBCBD boundaries is in the District Management Plan at www.YBCBD.org.
ASSESSMENT METHODOLOGY AND CALCULATION

The YBCCBD is funded through an annual assessment from district property owners. A new methodology for annual assessments was approved as part of the district renewal. The calculation for each property assessment is based on a formula that weighs the benefit of the YBCBD’s services for all types of properties in the district.

The formula assigns values to Land Use, Benefit Zone, Linear Street Frontage, and Building Square Footage to determine benefit points for each parcel. The parcel benefit point total is then multiplied by $9.88 based on the FY21-22 YBCBD Budget to calculate the assessment.

For example, a commercial property (Land Use, 4) in Benefit Zone 1 (Zone Factor, 1.5) that has 50 feet of linear frontage (Linear Frontage, 50) and 5,000 building square footage (Building Factor, 2) would calculate their assessment as follows:

\[
\text{Total Benefit Points} = (\text{Linear Frontage} + \text{Building Factor}) \times \text{Zone Factor} \times \text{Land Use}
\]

\[
= (50 + 2) \times 1.5 \times 4 = 300 \text{ Benefit Points}
\]

\[
300 \times 9.88 = 2,964.00 \text{ Total Assessment}
\]

As a result, properties like hotels, office buildings, museums and retailers with substantial street frontage, higher volumes of pedestrian traffic and more overall building square footage have different assessments than residential units because they benefit more from the YBCBD’s services. Details of the annual assessment calculation are in the District Management Plan at www.YBCBD.org.
YBCBD BOARD OF DIRECTORS

BOARD CHAIR
Lisa Kirvin
Renaissance Entrepreneurship Center

SECRETARY/TREASURER
Scott Rowitz, Yerba Buena Gardens Conservancy

BOARD MEMBERS
Chriselda Chew, Block Party Productions
John Carrillo, Hyatt SoMA
Clif Clark, The Palace Hotel
William Clements, Resident
Michelle Delaney, 111 Minna Gallery
Jennifer DePalm, SOMACC
Anita Engles, American Bookbinders Museum
Paul Frentsos, San Francisco Travel Association
Rachel Gordon, San Francisco Public Works
Katharine Greenbaum, Children’s Creativity Museum
Jeremiah Gregory, Jones Lang LaSalle
Andrew Hennis, Kilroy Realty
Lawrence Li, SPUR
Tom Maguire, San Francisco Municipal Transportation Agency
Frank Miskus, Brookfield Properties
Kerry O’Toole, Hearst Corporation
Jason Philips, Patelco
Richard Rendon, VA Community-Based Clinic
Nate Savalza, The St. Regis
Mike Seder, Moscone Convention Center
Micah Tell, The Keystone
Adine Varah, San Francisco Museum of Modern Art
Monetta White, Museum of the African Diaspora

YBCBD COMMITTEES
Audit, Community Benefit Fund, Executive, Finance, Marketing, Nominating, Services, Small Business Support, Streets & Public Space

YBCBD STAFF
Cathy Maupin, Executive Director
Constance Cavallas, Director of Neighborhood Services & Projects
Richard Ciccarone, Director of Branding, Activation, and Marketing
Sophia Cross, Administrative Manager

COMMUNITY SUPPORT
The YBCBD would like to thank the individuals and organizations below for their financial contributions and in-kind support.

IMPORTANT NUMBERS AND LETTERS

YBCBD DISPATCH:
There are three ways to report cleanliness and non-emergency safety issues to our dispatcher.

PHONE: 415-543-9223
EMAIL: dispatch@ybcbd.org
TEXT: 415-559-1362

Contact us for non-emergency services, public area cleaning and maintenance issues, and social services outreach.

EMERGENCY SERVICES: Call 9-1-1

Learn more about YBCBD programs and services at www.ybcbd.org and about neighborhood offerings and happenings at www.visityerbabuena.org.