

YERBA BUENA
COMMUNITY
BENEFIT
DISTRICT

YBCBD



Yerba Buena Community Benefit District – Mid-Year Report

July-December 2022

Executive Summary

We are pleased to submit this mid-year report outlining our accomplishments and financial status for the first six months of the 2022-2023 fiscal year.

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 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.

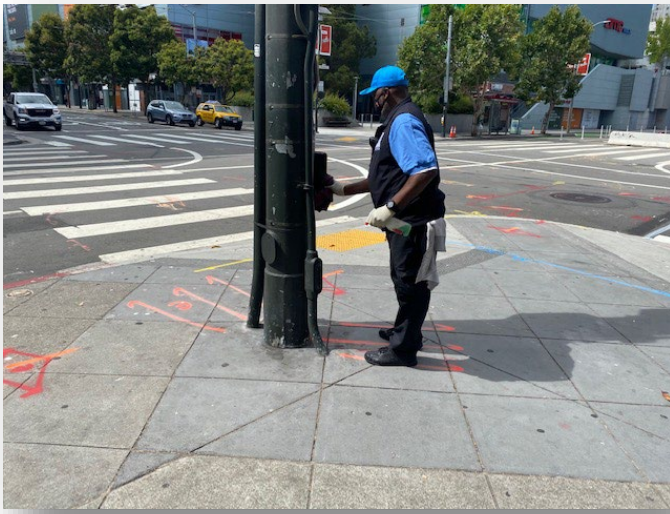
In this report, we’re highlighting activities and events from this fiscal year through December 31, 2022.

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 conventioners in collaboration with the Department of Public Works, the City’s Welcome Ambassador program and the 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.



YBCBD Clean Team member cleaning high touch points



The YBCBD partnered with Livable Cities to help produce Sunday Streets

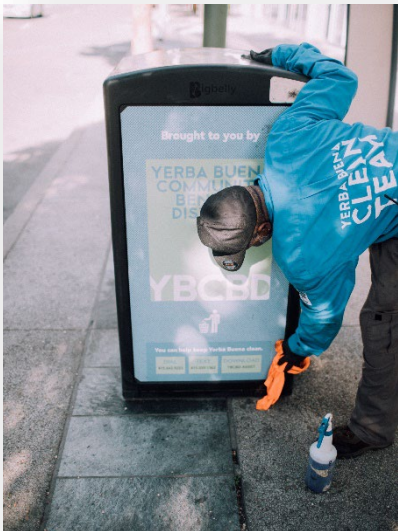


With generous support for the City, the YBCBD produced the very successful first Art and Makers Market

Statistical Summary of Services Provided – July 1, 2022 to December 31, 2022

Cleaning and safety services have remained steady, as well as our monthly street population count.

▪ Cleaning Services Provided	63,173
▪ Public Safety Services Provided	5,997
▪ Pounds of Trash Removed	240,000
▪ Graffiti and Stickers Removed	4,630
▪ Social Service Referrals	236
▪ Street Population Average Monthly Count	29
▪ Linear Frontage Steam Cleaned	6,615,396
▪ Commercial Vacancies as of January 25, 2023 – 67 commercial/retail vacancies (up from 58 in 2022); data gathered from field observations and only includes commercial retail properties with 1,000 or more available square feet.	



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 with 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.

Status and Progress of Programs

Highlights of our accomplishments for the first six months of the 2022-2023 fiscal year are outlined below.

Cleaning & Streetscape Improvements

- Neighborhood Cleanliness
 - Continued to work with Streetplus as the service provider for clean and safe services; implemented a quarterly reporting schedule and continued internal quarterly performance walks.
 - YBCBD Clean Team continues to work 365 days a year addressing graffiti, sweeping and steam cleaning sidewalks, cleaning and weeding tree wells, painting poles and mail boxes, monitoring public trash receptacles and reporting large trash items to the City for removal.
 - YBCBD Community Guides continued to work daily to check in on merchants and businesses in the neighborhood, assist visitors with directions and general information, and serve as an additional set of eyes and ears to report safety issues. Guides and the SFPD Bike Patrol officer conduct daily meet-and-greets with businesses and residential properties.
 - Began an 18-month grant program to double cleaning and pressure washing services along 3rd and 4th streets between Market and Harrison streets. These pathways are most traveled for transit connections and by conventioners. The Clean CA Grant was secured through partnership with the SFMTA and the Yerba Buena Gardens Conservancy, awarded by Caltrans.
 - Secured new equipment to improve efficiencies in keeping the neighborhood clean.
 - Completed one year, and continue to work in partnership with 311 and Public Works to receive, abate, and close out cleaning requests in the neighborhood through the Connected Worker app.
 - Managed the Downtown Streets Team contract for supplemental cleaning services around the Moscone Center on convention days.
 - Participated in District 6 Love Our City Event to collect litter from our streets with neighborhood volunteers.

- Streetscape Improvements
 - Launched a free 15-stop audio walking tour featuring a variety of public art in the neighborhood. The tour is self-guided and available through the app EngageART. Each stop features a 90 second educational recording about the featured public art piece.
 - Installed the of first of our latest YBCBD bike rack design, with new inlay art from local non-profit, Kultivate Labs. A total of 50 new bike racks were gifted to the SFMTA for installation in the neighborhood.

- Commissioned a community mural on boarded retail spaces in partnership with Paint the Void. Volunteers assisted local artist ChiChai to complete her three-panel mural, Bahay at Bahuy, which features Tagalog deities. Members of the Filipinx community were invited by the artist to write offerings to the City on each of the panels.
- Through partnership with the Yerba Buena Gardens Conservancy, the Moscone Center, and the City, finalized designs for a “Dog Spot” pet relief area to be constructed at 3rd and Folsom streets in 2023.
- Awarded a grant to the Academy of Art for installation of a public mural at their 180 New Montgomery campus. The mural is by artist John Martinez, and features the Monarch Butterfly to bring attention to its endangered status.
- In partnership with SOMA Pilipinas, assisted in distributing holiday Parol Lanterns to local businesses, lighting up the neighborhood for the 20th Parol Lantern festival.
- Preview of 2023: Cleaning & Streetscape Improvements
 - Open an improved Annie North Plaza, in partnership with neighboring property owners.
 - Install Yerba Buena bike racks and benches, and a graphic crosswalk at part of the Folsom Street Improvement Project.
 - Begin construction of a new Dog Spot pet relief area at the corner of 3rd and Folsom streets in partnership with Moscone Center and the Yerba Buena Gardens Conservancy.
 - Work in partnership with the City and begin implementation of the Minna-Natoma Art Corridor Project.
 - Work with SFMTA to install two bike parking hangars as part of a pilot program for secure bike parking.
 - Continue working with 311 to address and close service requests in Yerba Buena.

Safety & Security

- Neighborhood Safety
 - YBCBD Community Guides continued to work daily to check in on merchants and businesses in the neighborhood, assist visitors with directions and general information, and serve as an additional set of eyes and ears to report safety issues. Guides and the SFPD Bike Patrol officer conduct daily meet-and-greets with businesses and residential properties.
 - Our Social Service Outreach Specialist continued to build relationships with people living on our neighborhood streets, learn their individual needs to connect them to the appropriate City and non-profit services available. We work with HSOC and the Street Crisis Response Team to get people into shelter spaces.

- Attended weekly meetings with the Healthy Streets Operation Center (HSOC) to inform the City of street conditions in Yerba Buena and to coordinate City resources and responses.
- Participated in the Clean Safe Civil Coalition (San Francisco Travel) and the CleanSafe365 Coalition (Hotel Council) to better advocate and implement solutions to keep the City cleaner and safer.
- Participated in regular neighborhood safety meetings hosted by the Yerba Buena Gardens Conservancy.
- Conducted a district walk with new Southern Station Captain, Luke Martin.
- Preview of 2023: Safety & Security
 - Continue to monitor and evaluate the work of our SFPD Bike Patrol officers.
 - Continue to meet regularly with SFPD to discuss improvements to the program.
 - Implement a Narcan program for key members of our field staff.

Branding, Activation & Marketing

- Communications
 - Promoted the new “Public Art Audio Walking Tour” through social media and by providing specially made bandanas to local bars to distribute to customers as part of a guerilla marketing campaign.
 - Produced six (6) monthly e-newsletters of both YBCBD and neighborhood events and activities.
 - Recognized individuals and organizations for their contributions to the Yerba Buena neighborhood through the 6th Annual Yerba Buena Community Excellence Awards. Awardees included:
 - Community Service Awards: Streetplus supervisors Harlan Alarcon and Stefan Rzepiela
 - Community Spirt Award: Michelle Delaney, owner of 111 Minna Gallery, Neighborhood Activation Award: UNDSVCVRD Market. Gina Mariko Rosales, co-founder of UNDSVCVRD, Desi Danganan, Executive Director of Kultivate Labs, Raquel Redondiez, of SOMA Pilipinas
 - Community Improvement Award: Annie Plaza North project. Frank Miskus of Brookfield Properties, Clif Clark of the Palace Hotel, Jim Bruntz of Commercial Interior Builders, the Hearst Corporation, and JMA Ventures.
- Neighborhood Identity and Branding
 - Created the first ever “ARTober” online event in which visitors were encouraged to visit all the museums and galleries in the district. Using a new digital platform, Bandwango, we were able to engage visitors by offering them prizes for participation.
 - Created a new Tik Tok account to promote the work in our community.
 - Increased engagement across all social media platforms.
- Neighborhood Events and Connections

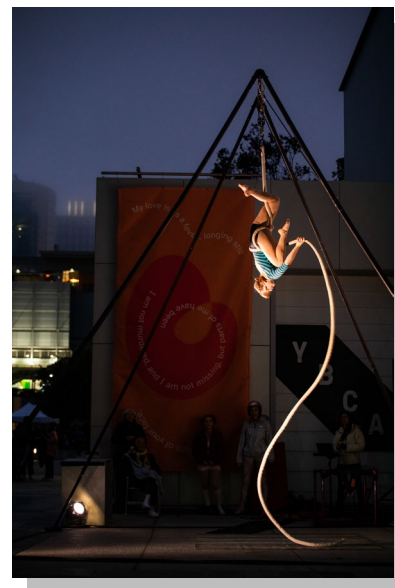
- Produced the 10th Annual Yerba Buena Night in partnership with several local organizations, museums, and galleries including the Museum of the African Diaspora, American Bookbinders Museum, 111 Minna Gallery, Executive Order Bar, Fly Trap Restaurant, and the Yerba Buena Gardens Festival and Conservancy.
- Produced the first Yerba Buena Art and Maker’s Market with the Yerba Buena Gardens Festival and Yerba Buena Gardens Conservancy. This event hosted 21 local creators to sell their work in the community and space to local organizations such as the Yerba Buena Center for the Arts, Department of Elections, and the American Bookbinders Museum to promote their organizations. This event also featured live musical performances.
- Continued the successful monthly Hidden SF live walking tour.
- Preview of 2023: Branding, Activation & Marketing
 - Plan the opening event for the new Annie North Plaza.
 - Plan the opening event for the new dog spots.
 - Continue our Hidden San Francisco monthly guided walking tour of the district.
 - Continue to grow a greater presence on social media.
 - Create quarterly, community-wide, meet and greets to speak with residents about ideas and concerns.
 - Begin planning for Monthly Yerba Buena Art Markets
- Community Benefit Fund
 - Awarded 8 Full Grants to the California Historical Society, Contemporary Jewish Museum, SOMA Pilipinas, Kultivate Labs, Museum of the African Diaspora, Northern California MLK Foundation, Renaissance Entrepreneurship Center, and the San Francisco Museum of Modern Art totaling \$71,000.
 - Awarded 3 Mini-Grant and Event Sponsorship grants to Children’s Creativity Museum, Kultivate Labs, and Senior Disability Action totaling \$13,000.

Management & Operations

- Board & Staff
 - Elected five (5) new board members in January 2023 and elected new officers and committee chairs. Board elections occurred at the YBCBD Annual Meeting on January 19, 2023.
 - Hired a new Executive Director, Scott Rowitz, to replace Executive Director Cathy Maupin who retired in June 2022.
 - Opened new administrative office within Yerba Buena Gardens.
 - Continued to stay abreast of new developments in the neighborhood and their overall impact.
 - Active participation and/or leadership positions with the:
 - The Yerba Buena Gardens Conservancy
 - CleanSafe365 Coalition

- San Francisco Benefit District Alliance
 - Southern Station Community Police Advisory Board
 - Yerba Buena Alliance
 - Vision Zero Coalition
 - Tourism Improvement District
- Finance and Fund Development
 - Completed the organizational annual audit and received an unmodified opinion.
 - Conducted a review of organizational investments.
 - Conducted a review of organizational insurance.
 - Prepared five-year budget projections.
 - Preview of 2023: Management & Operations
 - Board
 - Conduct board officer, committee chair, and new director orientation including training on The Brown Act.
 - Finance and Fund Development
 - Prepare mid-year forecast for FY23.
 - Prepare the FY24 budget.
 - Prepare updated 5-year budget projections.
 - Continue to seek funding for organizational initiatives.
 - Meet and exceed our non-assessment revenue requirement.
 - Complete another audit and secure an unmodified opinion.
 - Other
 - Continue active participation and/or leadership roles in the San Francisco CBD Consortium, Clean-Safe-Civil Coalition, CleanSafe365 Coalition, and The Yerba Buena Gardens Conservancy.

Aerialist performer at the 10th Yerba Buena Night



Commercial/Retail Vacancies in Yerba Buena - as of January 25, 2023					
	Address	Use	Vacant Square Feet	Former Use	Owner
1	619 Market Street	Commercial/Restaurant	Unknown	Buckhorn Grill	Unknown
2	695 Market Street	Commercial/Retail	Unknown	Corner Bakery	Kyoya Management Company
3	731 Market Street	Commercial/Retail	Unknown	CVS	731 Market Street Owner LLC
4	602 Mission Street	Commercial/Restaurant	Unknown	Archive Kitchen	Regent West LTD LP
5	606 Mission Street	Commercial/Restaurant	Unknown	Atlas Tap Room	Regent West LTD LP
6	625 Mission Street	Commercial/Retail	Unknown	Specialty's	Sun Life Assurance Co.
7	637 Mission Street	Commercial/Retail	Unknown	Walgreens	Unknown
8	680 Mission Street	Commercial/Retail	Unknown	Urban Remedy	Third & Mission Associates LLC
9	780 Mission Street	Commercial/Retail	Unknown	Fleet Feet Sports	Marriott Corporation
10	814 Mission Street	Commercial/Restaurant	Unknown	Tokyo Express	Bulletin Building Owner LLC
11	825 Mission Street	Commercial/Restaurant	Unknown	Green Papaya	SFMTA – 5 th and Mission Garage
12	657 Howard Street	Commercial/Retail	Unknown	Gagosian Gallery	657 Howard Street LLC
13	661 Howard Street	Commercial/Restaurant	Unknown	Thirsty Bear Brewing Co.	661 Howard Street LLC
14	667 Howard Street	Commercial/Retail	Unknown	Anova Culinary	Unknown
15	749 Howard Street	Commercial/Retail	Unknown	SF Visitor Center	Redevelopment Agency of CCSF
16	801 Howard Street	Commercial/Retail	Unknown	SF Exposure Gallery	Woolf House Partners LP
17	839 Howard Street	Commercial/Retail	Unknown	Elan Event Venue	Unknown
18	843 Howard Street	Commercial/Retail	Unknown	The Green Door	Boss Investments Inc.

Commercial/Retail Vacancies in Yerba Buena - as of January 25, 2023					
	Address	Use	Vacant Square Feet	Former Use	Owner
19	899 Howard Street	Commercial/Retail	Unknown	Burlington Coat Factory	Howard Street Associates LLC
20	655 Folsom Street	Commercial/Restaurant	Unknown	Canton Dim Sum	Forton Fund LLC
21	680 Folsom Street	Commercial/Restaurant	Unknown	Specialty's & Peet's; Alexander's Steak House	Boston Properties
22	699 Folsom Street	Commercial/Restaurant	Unknown	What's Up Dog	Unknown
23	701 Folsom Street	Commercial/Restaurant	Unknown	Cha-Am Thai	Museum Parc
24	725 Folsom Street	Commercial/Retail	Unknown	Museum Parc Market	Museum Parc
25	826 Folsom Street	Commercial/Restaurant	Unknown	Zero Zero	Rowena Wu
26	844-846 Folsom Street	Mixed Use/Retail	Unknown	Unknown	844-6 Folsom LLC
27	893-895 Folsom Street	Mixed Use/Retail	8,254	Elite Audio Systems	Market Street Property Management
28	894 Folsom Street	Commercial/Retail	Unknown	My Mechanic	Unknown
29	650 Harrison Street	Commercial	Unknown	Fastsigns	Ares Commercial Properties
30	657 Harrison Street	Commercial/Restaurant	Unknown	Supperclub	Cal Hotel & Restaurant Inc.
31	681 Harrison Street	Light Industrial	2,645	Unknown	John Zappettini
32	685 Harrison Street	Mixed Use/Retail	Unknown	Coletta Gelato	Victoria Evans
33	715 Harrison Street	Commercial/Restaurant	Unknown	Escape from New York Pizza	715 Harrison LLC
34	870 Harrison Street	Commercial/Retail	Unknown	Borden Decal	Unknown
35	28 2 nd Street	Commercial/Restaurant	Unknown	Mehfil Indian Restaurant	28 Second LLC
36	30 2 nd Street	Commercial/Restaurant	Unknown	Subway	Unknown
37	54 2 nd Street	Commercial/Restaurant	Unknown	Sunrise Deli	John Yee
38	142 2 nd Street	Commercial/Retail	Unknown	Juice Shop	Unknown
39	198 2 nd St	Commercial/Restaurant	Unknown	Umbria	Second & Howard 88 LLC

Commercial/Retail Vacancies in Yerba Buena - as of January 25, 2023					
	Address	Use	Vacant Square Feet	Former Use	Owner
40	90 New Montgomery	Commercial/Retail	Unknown	Papyrus	Unknown
41	116 New Montgomery	Commercial/Retail	Unknown	Walgreens	Unknown
42	117 New Montgomery	Commercial/Restaurant	Unknown	Super Duper	Unknown
43	121 New Montgomery	Commercial/Restaurant	Unknown	K-Asian Korean Food	Unknown
44	126 New Montgomery	Commercial/Restaurant	Unknown	Chipotle	Unknown
45	140 New Montgomery	Commercial/Restaurant	Unknown	Trou Normand	Stockbridge 140 New Montgomery
46	141 New Montgomery	Commercial/Retail	Unknown	Blick Art Materials	Unknown
47	149 New Montgomery	Commercial/Retail	Unknown	Kaplan Test Prep	149 New Montgomery LLC
48	199 New Montgomery	Commercial/Restaurant	Unknown	The Roastery	Swallowtail Retail LLC
49	5 3 rd Street	Commercial/Retail	Unknown	T-Mobile	Hearst Corporation
50	7 3 rd Street	Commercial/Retails	Unknown	Starbucks	Hearst Corporation
51	11 3 rd Street	Commercial/Restaurant	Unknown	Subway	Hearst Corporation
52	251 3 rd Street	Commercial/Restaurant	Unknown	3 rd Street Tap Room	SFMTA – Moscone Garage
53	257 3 rd Street	Commercial/Retail	Unknown	Multiple spaces in the Moscone Garage	SFMTA – Moscone Garage
54	311 3 rd Street	Commercial/Restaurant	Unknown	Osha Thai	Unknown
55	335 3 rd Street	Commercial/Retail	Unknown	Moscone Cleaners	Unknown
56	360 3 rd Street	Commercial/Restaurant	Unknown	La Capra	Kilroy Realty
57	428 3 rd Street	Commercial/Retail	Unknown	Rayko	428 Third Street LLC
58	1 Yerba Buena Lane	Commercial/Restaurant	Unknown	Bluestem Brasserie	Unknown
59	99 Yerba Buena Lane	Commercial/Restaurant	Unknown	Beard Papa	City of San Francisco
60	210 4 th Street	Commercial/Retail	Unknown	Unknown	TODCO
61	220 4 th Street	Commercial/Retail	Unknown	Unknown	TODCO
62	145 4 th Street	Commercial/Restaurant	Unknown	Split Bread	Unknown
63	161 4 th Street	Commercial/Retail	Unknown	Brows n More	Unknown

Commercial/Retail Vacancies in Yerba Buena - as of January 25, 2023					
	Address	Use	Vacant Square Feet	Former Use	Owner
64	165 4 th Street	Commercial/Retail	Unknown	Chronicle Books	Unknown
65	175 4 th Street	Commercial/Restaurant	Unknown	Table Top Tap House	Unknown
66	71 5 th Street	Commercial/Restaurant	Unknown	Kaisen Sushi	YHB San Francisco LLC
67	280 5 th Street	Commercial/Restaurant	Unknown	Les Gourmands Bakery	Unknown

Summary Financial Data

We do not expect any significant deviations from our approved FY23 annual budget.

	Actuals thru 12.31.22	Year-To-Date Budget
REVENUE		
Assessments	\$ 3,332,802	\$ 3,332,802
Fundraising	\$ 100,967	\$ 146,245
Interest Income	\$ 19,000	\$ 2,500
Carryover from Previous Years	\$1,430,967	\$ 0
TOTAL REVENUE	\$ 4,882,937	\$ 3,481,548
EXPENSE		
Management & Operations	\$ 454,822	\$ 475,706
Cleaning & Streetscape Improvements	\$ 689,577	\$ 1,104,265
Safety & Security	\$ 556,218	\$ 696,629
Branding, Activation & Marketing	\$ 369,516	\$ 416,742
TOTAL EXPENSE	\$ 2,070,134	\$ 2,693,342
NET GAIN/(LOSS)	\$ 2,815,131	\$ 788,206

Financial Notes

Revenue

- Assessment and Non-Assessment Revenue are tracking to budget plan. Timing of fundraising is slightly delayed to release timing of additional revenue due to program timing. On track to meet non assessment % goals.

Expense

- Management & Operations
 - Expenses are presently tracking lower than projected budget due to delay in moving offices resulting in timing of expenses. We expect to be close to budget by the end of the fiscal year.
- Cleaning & Streetscape Improvements
 - Expenses are lower than projected due to pandemic related delays on streetscape projects and the challenge of maintaining full staffing of our clean team in present job market. We expect both to rebound in the second half of the year. We project to be close to budget by the end of the fiscal year.
- Safety & Security
 - Expenses are lower than projected primarily due to the challenges of filling all of our SFPD 10B shifts. We project to be close to budget by the end of the fiscal year.
- Branding, Activation & Marketing
 - Expenses are under budget as a result of fewer events than projected. We expect to be close to budget by the end of the year.

Carryover Status

- We began Fiscal Year 2023 with a carryover balance of \$4.7 million.
- In 2019, the YBCBD Board of Directors approved a Reserve Policy that stipulates a minimum goal of eight (8) months of average operating costs in reserve. As calculated for the FY23 fiscal year, that amount is \$2.5 million.
- As part of our budgeting process each year, we develop 5-year budget projections in order to anticipate costs and to monitor carryover.

Description and Status of Each Contract to Provide Programs/Services

Streetplus

- Starting in January 2022 we signed a three-year agreement with StreetsPlus for cleaning and community guide services throughout the district, along with Social Services Specialist services to work solely with our street population. Services are provided 365 Days a year. Terms and conditions have remained similar to previous contracts with Streetsplus/MJM. The YBCBD meets weekly with Streetsplus 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. In July 2021, we adjusted the daily hours of our Bike Patrol Officer. Officers work either 8 or 10 hours a day, 365 days a year. Police officers are on bicycle the majority of the time to better cover the entire neighborhood. They spend a few hours each day walking the neighborhood with a Community Guide and conducting “meet and greets” with neighborhood businesses and residential properties.

Profile Strategies

- We have worked with Profile Strategies since 2009 on public relations and marketing efforts. They serve as our media expert and contact, are instrumental in developing mailings to property owners, and provide public relations services.

