



**YERBA
BUENA
PARTNERSHIP**

ANNUAL REPORT
2023-2024



Change is
Beautiful

DEAR FRIENDS AND NEIGHBORS,



YERBA BUENA PARTNERSHIP

In Yerba Buena, we embrace change as beautiful, bold and uplifting. We are inspired by new art exhibitions and exhilarating cultural events. We are buoyed by the diversity of our residents and visitors from around the world. We are excited by the innovation and fortitude of our small business community. We are invigorated by reinvention and original thinking.

In 2024, our organization's evolution continued. We changed our name from Yerba Buena Community Benefit District to Yerba Buena Partnership to reflect our passion for bringing people and organizations together to improve Yerba Buena. We raised the curtain on a new logo with vivid colors and bold angles that mirror our arts scene and our neighborhood's overall creative, sophisticated, fun and funky tapestry of places and people. Our new identity is the first step to elevate the way people engage with the neighborhood.

COMMITMENT TO CORE SERVICES

What did not change is our relentless commitment to providing services that make a difference. Our strategic focus is clear:

- Implementing core clean and safe services
- Reinforcing the neighborhood as the City's arts district
- Supporting small businesses
- Beautifying our streetscapes
- Advocating for and leveraging resources and support

SUSTAINING A THRIVING PARTNER PROGRAM

Building upon our existing partnerships and securing new ones helps us sustain our strategic focus, maximize resources, and build community. Our work with a variety of organizations, such as San Francisco's Office of Economic and Workforce Development (OEWD), San Francisco Municipal Transportation Agency (SFMTA), California Department of Transportation (Caltrans), San Francisco Public Works, SOMA Pilipinas, residents, businesses, cultural institutions, and many others, demonstrates the positive impact of our intentional collaboration.

In the past year, partnerships resulted in successful public realm improvement projects, events, and clean and safe efforts. Examples include the Downtown First Thursdays street festival, a redesigned Annie North Plaza, Yerba Buena Barklet dog gathering spot, and adding more ambassadors to newly established hospitality, entertainment, arts and cultural, retail and tourism (HEART) corridors between Moscone Center and Union Square. Grants we secured supported our Art All Around program to beautify empty storefronts and provide additional safety services. Additionally, we provided nearly \$190,000 in grants to support public art, activities, and events that invigorated the neighborhood and created welcoming opportunities for residents, workers, and visitors.

Throughout the year, our exceptional Clean and Safe Team removed thousands of graffiti tags, hundreds of thousands of pounds of trash, and swept and steam cleaned our sidewalks in support of local entities (see pages 15 and 16). Their efforts make a difference every day in our neighborhood.

MAKING PROGRESS TOGETHER

Looking ahead, our cultivation of partnerships will continue to make a difference in Yerba Buena. In collaboration with Caltrans and Public Works, a new neighborhood dog park will open at 5th and Harrison streets. Grants from OEWD will support an enhanced safety program for the neighborhood with a focus on a new welcome and safety kiosk at 4th and Mission streets. The same grant will help fund a sparkling lighting project, adding vibrancy to parts of Fourth, Fifth, Jessie and Mission streets. Working with the City, three alleys in Yerba Buena will become entertainment zones for special events and outdoor imbibing to activate the neighborhood and build community.

CONNECTING PEOPLE TO YERBA BUENA

To elevate how we connect with and inform the community, visitors, partners and broader audiences, we will debut a new website with easy-to-use mapping and calendar features for neighborhood attractions. We are upgrading our social media platforms and introducing new marketing efforts that are both citywide and hyperlocal. Our new name and logo will begin to appear on banners, Clean and Safe Team uniforms and service vehicles. In addition to our core services, these are some of the steps we're taking to support neighborhood attractions and cultivate community.

We are deeply thankful to our volunteer Board of Directors, committees, staff, and community members for their commitment to Yerba Buena's recovery and evolution. Our neighborhood is stronger because of their work and partnerships that inspire unabashed change to steward a bright future in Yerba Buena.

SINCERELY,

Rachel Gordon

Rachel Gordon
Chair, Yerba Buena Partnership
Board of Directors

Scott Rowitz

Scott Rowitz
Executive Director,
Yerba Buena Partnership



▲ San Francisco Museum of Modern Art

WHAT WE DO + WHERE

Every day, our organization dedicates itself to help ensure that Yerba Buena — San Francisco's arts district — is a vibrant downtown neighborhood. To sustain that goal, our district must be clean, safe and welcoming.

Since 2008, we've worked with our volunteer Board of Directors, committees and community partners on ways to improve Yerba Buena. In 2015, district property owners voted to renew our services for 15 more years. Yerba Buena Partnership's services focus on cleaning, safety, marketing, events, and more. 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.



▲ Yerba Buena Center for the Arts

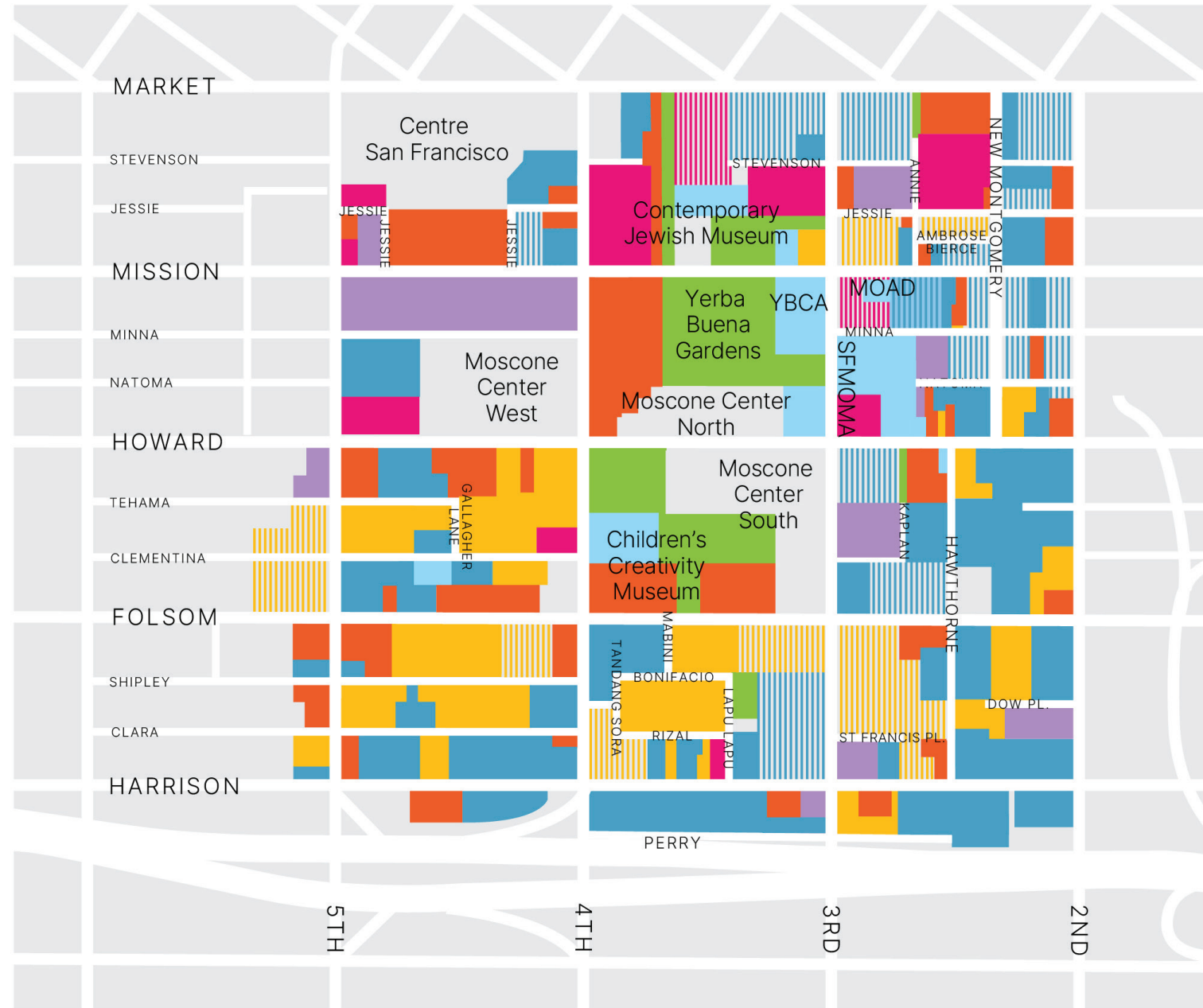
Yerba Buena Gardens ►



MAP

YERBA BUENA PARTNERSHIP NEIGHBORHOOD MAP

Yerba Buena Partnership manages and maintains the neighborhood emanating from Yerba Buena Gardens and located within the larger Filipino Cultural Heritage District. It features iconic destinations such as SFMOMA, YBCA, MoAD, Children’s Creativity Museum and Moscone Center, along with premier hotels, Academy of Art University, City College, and dining, shopping and entertainment venues. Thousands of residents live in senior housing and apartments that blend with live/work lofts and condominiums. The district includes parcels from Second to Fifth streets and Market to Perry streets. Specific information on our boundaries is in the District Management Plan at www.YerbaBuena.org.



LEGEND

- Culture
- Hotel
- Hotel/Residential
- Office
- Open Space
- Parking
- Residential
- Retail/Entertainment
- Retail/Office
- Retail/Residential

CLEAN AND SAFE NEIGHBORHOOD SERVICES AND PROGRAMS

Clean and Safe Team. Our team sweeps and steam-cleans sidewalks, removes graffiti, picks up litter, and responds to immediate neighborhood cleaning needs. They monitor public areas and report safety issues. In addition to existing police services, the Yerba Buena Partnership engages a San Francisco Police Department Officer to improve pedestrian and overall safety, and address quality of life issues.



▲ Clean and Safe Team



Pressure washing the sidewalks ►



◀ Woven Kultura by DeeJae Paeste

▼ SANCTORUM by Mel Vera Cruz



BEAUTIFICATION AND VIBRANCY SERVICES AND PROGRAMS

Streetscape Improvements: Streetscape programs – large and small – improve public spaces with greening programs, artful bike racks, seating, alley designs, public art plans, and more. The Yerba Buena Street Life Plan, a road map developed by the community and Yerba Buena Partnership, guides public realm improvements.

Marketing: We promote community events and extend the visibility of cultural organizations and businesses through marketing efforts such as targeted email campaigns, social media, posters, street banners, and more to support Yerba Buena's economic goals.

Grant funding: As part of our commitment to improving Yerba Buena, \$190,000 in grants was awarded in FY24 through our Community Benefit Fund. This fund, which is unique among community benefit districts in San Francisco, provides grants to nonprofits that support public art and projects, activities, exhibits, and events that reinvigorate the neighborhood and create welcoming opportunities for residents, employees, and visitors.

Clean and Safe Services: By the Numbers

YERBA BUENA
CLEAN
TEAM

CLEANING SERVICES

434,750

Pounds of
Litter Removed

10,973

Graffiti and
Stickers Removed

102,430

Sidewalks
Swept

6,492

Hazardous
Waste Removed

1,621

Steam Cleaning
Requests

3,538

Steam Cleaning
Ongoing (Blocks
cleaned)

11,700

Needles
Removed

580

Overflowing
Garbage Cans
Addressed

SAFETY AND HOSPITALITY SERVICES

3,003

Clean and Safe Team
Meet & Greets with
Merchants & Residents

6,554

Guidance,
information and
directions provided

11,339

Wellness
Checks

208

Social Services
Referrals

16,171

Hotspot
Checks

7,157

Incidents Addressed
by Partnership-funded
SFPD officer

Anyone can report neighborhood cleanliness and non-emergency issues to Yerba Buena Partnership's Clean and Safe Team by calling/texting **(415) 559-1362** or emailing cleanandsafe@yerbabuena.org.



CLEAN AND SAFE HIGHLIGHTS

- Responded to **nearly 3,000 direct requests** for clean and safe services, and **1,000+ 311 cleaning requests** through an ongoing partnership with Public Works.
- **Released a Clean and Safe Services survey** to obtain community feedback and inform adjustments to clean and safe services and advocacy.
- Signed a contract with a new clean and safe service provider, **Block by Block**, with an in-the-field start date of **July 1, 2024**.
- **Supported Moscone Center** via representation at pre-convention meetings and on-the-ground clean and safe efforts for conferences, including Dreamforce, SEMICON, The RSA Conference, SPIE, and others.
- **Supported Downtown First Thursdays** monthly street party providing with on-the-ground clean and safe services on and near the event.
- **Trained our Clean and Safe Team** to administer **life-saving Narcan**, for overdose reversals.

◀ Downtown First Thursdays

"Ani - Harvested Hopes" by Venazir Martinez ▶



IMPROVING STREETSAPES

- Partnered with the SFMTA to install artist **Amanda Lynn's** mural on a new Bike Hangar parking pilot project.
- Partnered on the first Art All Around project with City College of San Francisco, SOMA Pilipinas and the City to install **Dre Sibayan's "Tayo Ay Pinagtagpi — We are Woven Together"** window mural at the downtown campus.
- Partnered with Yerba Buena Gardens Conservancy to secure a **\$1.8 million dollar grant to beautify and clean public spaces** near the new Yerba Buena/Moscone Center subway station, transforming the area with new plantings, murals, and double the frequency of power washing and cleaning in the area.
- Opened the **"Yerba Buena Barklet"** at Third and Folsom streets, a landscaped pet relief and play area.
- Celebrated the life of former Board Chair and Yerba Buena community advocate, the late **Lynn Farzaroli**, with a **Yerba Buena bench in the Garden's Tot Lot**.
- Secured grant funding from the OEWD to support our new **Art All Around program**, allowing us to focus on the pathways that draw foot traffic through the neighborhood and improve the pedestrian's experience.
- Awarded Community Benefit Fund Grants to support multiple neighborhood beautification projects, such as: Renaissance Entrepreneurship Center's commissioned mural, **"Ani - Harvested Hopes" by Venazir Martinez**; Yerba Buena Center for the Arts' commissioned mural, **"We fly for a liberated we, we rooted in flight" by Lukaza Branfman-Verissimo**.

PROMOTING BUSINESSES, ARTS + CULTURE

- Partnered with producer **Into the Streets**, the **Civic Joy Fund** and the **East Cut Community Benefit District** to launch the new **Downtown First Thursday (DFT)** street parties. This monthly event attracts **10,000+** to the east side of Yerba Buena.
- Connected Yerba Buena small businesses and all cultural organizations to DFT, resulting in a new, reliable **monthly sales**.
- Supported public art, free museum admission days, concerts, and neighborhood activations through our **Community Benefit Fund grants**.
- **Revamped our monthly neighborhood newsletter** that highlights events, businesses and other news, and tripled its distribution with beta-tested mapping within Yerba Buena. The first product, a happy hour guide, provided both navigation and recommendations.

◀ Revamped monthly newsletter

COLLABORATION + ADVOCACY

- Supported Moscone Center's efforts to secure events by **highlighting our clean and safe services** for all conventions.
- Worked with the community, including **hosting five workshops** to seek insight about neighborhood perceptions, to create a relevant logo design, brand, and new name for our organization.
- Partnered with Yerba Buena Gardens Conservancy to install **two murals by community artists ChiChai Mateo and Dre Sibayan** along the 4th Street walls to create a welcoming gateway to the neighborhood from the adjacent SFMTA Yerba Buena/Moscone Station.
- **Collaborated with SOMA Pilipinas** to secure funds for culturally significant lighting in our districts.
- **Advocated for the Yerba Buena neighborhood** with the City to secure additional resources to support businesses, safety, events, art endeavors and more.
- **Created connections or enhanced relationships** with small businesses and cultural organizations.
- **Served on advisory panels to promote neighborhood interests** including: Yerba Buena Gardens Conservancy; San Francisco Benefit District Alliance; Clean Safe Coalition; and Healthy Streets Operation Center.

SOMA Pilipinas Mural ▶



YERBA BUENA PARTNERSHIP BOARD OF DIRECTORS

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San Francisco Marriott Marquis

KENNETH BUKOWSKI

City Of San Francisco Convention
Facilities Department

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Hyatt Regency Downtown SOMA

ANGIE CLIFTON

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Yerba Buena Gardens Festival

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Inspired Sandwiches

BRIAN SHEEHAN

Future Bars Group

MIKE SEDER

Moscone Center

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706 Mission Residences

YERBA BUENA PARTNERSHIP STAFF

SCOTT ROWITZ

Executive Director

CONSTANCE CAVALLAS

Deputy Director

JILL LINWOOD

External Affairs Director

BRANDI YNOCENCIO

Administrative Coordinator

COMMUNITY SUPPORT

Thank you to the Office of Mayor London N. Breed and Office of Economic Workforce Development, for their generous support of the Yerba Buena neighborhood.

Thank you to Supervisor Matt Dorsey and staff for their strong advocacy.

Thank you to 2022-2024 Board Chair Lisa Kirvin for her excellent leadership.

Thank you to the many community partners who have provided support throughout the year, including:

ABC Imaging

Block by Block

Brookfield Properties

Children's Creativity Museum

City College of San Francisco

Civic Joy Fund

Contemporary Jewish Museum

Convention Facilities Department,
City and County of San Francisco

Downtown SF Partnership

East Cut Community Benefit District

Future Bars Group

Cathy Maupin

Hyatt Regency Downtown SOMA

Into the Streets

Joyride Pizza

Kilroy Realty Corporation

Kultivate Labs

Metreon

Mid Market/Civic Center
Community Benefit Districts

Millennium Partners

MoAD

Moscone Center

Palace Hotel

Recology

Renaissance Entrepreneurship
Center

San Francisco Marriott Marquis

SFMTA

SFMOMA

San Francisco Public Works

San Francisco Tourism
Improvement District

San Francisco Board of Supervisors

San Francisco Police Department

San Francisco Centre

SF Travel

Streetplus

SOMA Pilipinas

The St. Regis San Francisco

TODCO Group

Union Square Alliance

W San Francisco

YBCA

Yerba Buena Gardens Conservancy

Yerba Buena Gardens Festival

111 Minna

ASSESSMENT METHODOLOGY AND CALCULATION

The Yerba Buena Community Benefit District (dba Yerba Buena Partnership) is funded through an annual assessment from 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 Partnership'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 \$10.88 based on the FY23-24 Yerba Buena Partnership 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:

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

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

$$300 \times \$10.88 = \$3,264.00 \text{ Total Assessment}$$

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 Partnership's services. Details of the annual assessment calculation are in the District Management Plan at www.YerbaBuena.org.



▲ *Museum of the African Diaspora*



STATEMENT OF FINANCIAL POSITION

June 30, 2024*

ASSETS

Cash and cash equivalents	\$ 437,255
Certificate of Deposits	4,284,901
Other receivables	12,381
Prepaid Expenses	33,002
Capital assets (net)	343,901
Right of use assets-operating leases	254,822
TOTAL ASSETS	\$ 5,366,262

LIABILITIES AND NET ASSETS LIABILITIES

Accounts payable and accrued expenses	\$ 235,110
Accrued vacation	34,959
Lease Liability-operating leases	260,448
TOTAL LIABILITIES	\$ 530,517

NET ASSETS

Without donor restrictions	\$ 4,835,745
With donor restrictions	-
TOTAL NET ASSETS	\$ 4,835,745
TOTAL LIABILITIES AND NET ASSETS	\$ 5,366,262

REVENUE

	FY 23-24 Actuals	% of Actuals
Total Assessment (Special Benefit) Revenue	\$ 3,506,316	83.1
Grants	165,831	3.9
Other (In-Kind Contributions & Sponsorships)	546,762	13.0
Total Non-Assessment (General Benefit) Revenue	712,593	16.9
Grand Total (Assessment and Non-Assessment) Revenue	\$ 4,218,909	100%

EXPENSE - BUDGET TO ACTUAL

Service Category	FY 23-24 Asst. Budget (Percentage)	FY 23-24 Total Budget (Percentage)	FY 23-24 Actuals - Asst (Percentage)	FY 23-24 Actuals - Total (Percentage)
Cleaning & Streetscape Improvements	\$ 1,809,875 37.4%	\$ 2,241,775 46.3%	\$ 1,832,582 37.9%	1,832,582 37.9%
Safety & Security	1,307,425 27.0%	1,334,225 27.6%	918,417 19.0%	918,417 19.0%
Branding, Activation, & Marketing	485,821 10.0%	676,441 14.0%	537,430 11%	537,430 11%
Management & Operations	428,880 8.9%	587,680 12.1%	514,126 10.6%	576,883 11.9%
TOTAL	\$ 4,032,001 100%	\$ 4,840,121 100%	\$ 3,802,555 100%	\$ 3,865,312 100%

CARRY FORWARD

Assessment (Special Benefit) Carry Forward	As of 6/30/2024	Budgeted for 2025	Budgeted for Future Years
Cleaning & Streetscape Improvements	\$ 2,622,993	\$ 317,600	\$ 2,305,393
Safety & Security	1,261,438	150,000	1,111,438
Branding, Activation, & Marketing	167,930	25,000	142,930
Management & Operations	167,486	25,000	142,486
Total Assessment Carry Forward	\$ 4,219,847	\$ 517,600	\$ 3,702,247
Total Non-Assessment Carry Forward	\$ 615,898	\$ 73,540	\$ 542,358
Grand Total Carry Forward	\$ 4,835,745	\$ 591,140	\$ 4,244,605



**YERBA
BUENA**
PARTNERSHIP

750 HOWARD STREET
SAN FRANCISCO, CA 94103

(415) 919-4049

YERBABUENA.ORG