

## ANNUAL REPORT July 1st, 2021 - June 30th, 2022



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## INTRODUCTION

To the SOMA West Community:

We are grateful for the opportunity to reflect and share all that we've been able to accomplish in the last year.

Now that the first two quarters of 2021-2022 are behind us, we have much to be proud of as an organization and a community. While South of Market and the downtown neighbors continue to bear the brunt of the City's most significant challenges, we are continually taken aback by the Western SOMA community's strength, tenacity, and resilience.

This year, we continued to increase our cleaning and maintenance operations, and we are about to embark on a pilot season of the SOMA West Farmers Market. We are fortunate to have engaged, talented board members who are dedicated community members and will continue to strengthen our organization with their expertise and knowledge in various fields.

We thank everyone sincerely for their support as we continue to build on the momentum and look forward to what the future brings for SOMA West.

Christian Martin

Christian Martin Executive Director SOMA West Community Benefit District

#### SOMA West Community Benefit District Mid-Year Report 2022 Introduction

## SERVICES

SOMA West Community Benefit provides the following service with an in-house team of full-time employees with full benefits, as well as contractors on an as-needed basis.

- Cleaning & Maintenance
- SOMA West Night Crew
- Outreach
- Public Realm and Streetscape Improvements
- Neighborhood Identity and Marketing
- Advocacy



SOMA West Community Benefit District Mid-Year Report 2022 SOMA West CBD Services Overview

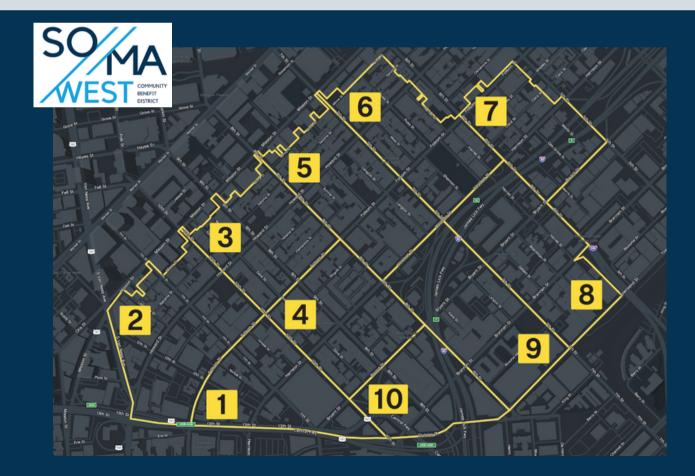
### **CLEANING & MAINTENANCE OPERARATIONS**



SOMA West CBD ambassadors' hard work is driven by real-time data collected through multiple channels, including 311 and daily walk-through of our district's ten cleaning zones. As a district of our size, this data-driven approach allows us to track tasks and provide services to the far reaches of our district more efficiently. Cleaning and maintenance services include sidewalk and gutter sweeping, sticker and handbill removal, pressure washing, graffiti removal, trash and bulk removal, greening and maintenance, and more.

## **CLEANING & MAINTENANCE OPERARATIONS**

- Micro neighborhood approach (10 zones)
- 21 ambassadors
- 6 trucks
- 1 Street Vacuum
- 1 Dump Truck
- 1 Pressure Washer
- Landscaper contractor
- Jia (location-based field management software for ambassadors)
- Performance incentives and Hazard pay
- Employee support and professional development opportunities
- Employee wellness program including once a month group meetings, gatherings, and trainings



## NIGHT CREW AMBASSADOR PROGRAM

Beginning in March 2021, we have operated a small but mighty Night Crew Ambassador Program. The Night Crew program's key priority is maintaining a welcoming and vibrant neighborhood by directly interacting with neighborhood stakeholders and providing our cleaning and maintenance services in the evening. Since its launch, the Night Crew has been successful and popular, especially with businesses that have worked with the night shift to help their customers and employees feel safer with their presence. Our 'eyes on the street' approach have helped deter crime, including arson and vehicular break-ins.

While our small team of night ambassadors does a lot, we have been advocating to expand this group to improve the overall feeling of safety in the neighborhood. Growing this team is our organization's and neighbors' priority for 2023 and beyond.



SWCBD Night Crew members David and Woodrow in their new uniforms

## OUTREACH

We are incredibly proud of our outreach efforts in the district, primarily through the leadership of Outreach Director Hanif Hakeem. Hanif walks and bikes the streets of SOMA West each day - connecting people to services, handing out food, water, sanitary items, and warm accessories, including ponchos on those rainy days we have been experiencing- all while building relationships and trust with the local community of individuals experiencing homelessness. Quantifying our team's work under his leadership is challenging, but his impact is felt throughout the neighborhood.

We continue to partner with City Departments to help address these issues, including Healthy Streets Operation Center (HSOC unit), the S.F. HOT team, the Encampment Resolution Team, Health-Right 360, Food Runners S.F. AIDS foundation, DPW, and SFPD.

As a bright spot this year, we receive hundreds of donations of ponchos, new socks, gloves, beanies, snacks, and sanitary items to support our unhoused neighbors.



## **CLEANING & MAINTENANCE STATS**

# **825, 173** POUNDS OF GARBAGE REMOVED\*



\*Not including bulk items

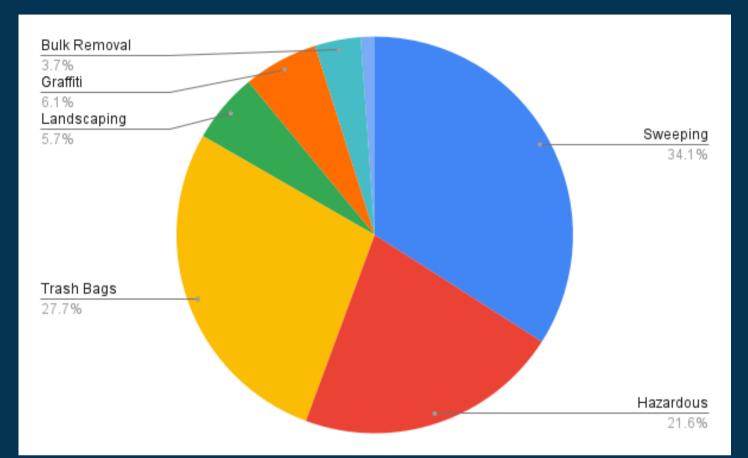
### **COVERAGE MAP**



### **OPERATIONS DATA BY THE NUMBERS**



## **OPERATIONS TASK BREAKDOWN**





Joshua Hubert, Glimmer, Clementina & 8th Partnered with Bay Area lighting artist Josh Hubert to install an LED artwork between two buildings at 8th and Clementina. Glimmer features are programmable with infinite patterns and daytime optical effects. Glimmer is not just a cutting-edge sculpture but the first in multiple light-art sculptures to be brought to the SOMA West neighborhood, making it an attractive destination to benefit the local community and businesses alike. The goal of Glimmer is to bring art to the area and create a beautiful illumination to improve the safety of our community.



#### **Hanging Baskets**

We piloted a hanging flower basket program that we plan on continuing and expanding. We selected the 11th Street nightlife corridor and Eagle Plaza and the feedback was overwhelmingly positive. The bright bursts of color were welcomed by neighbors in all of SOMA's diverse communities.



**Planters** We rolled out and maintain over 150 planters throughout the district, bringing more green into our neighborhood. This is an ongoing program that will continue and expand.



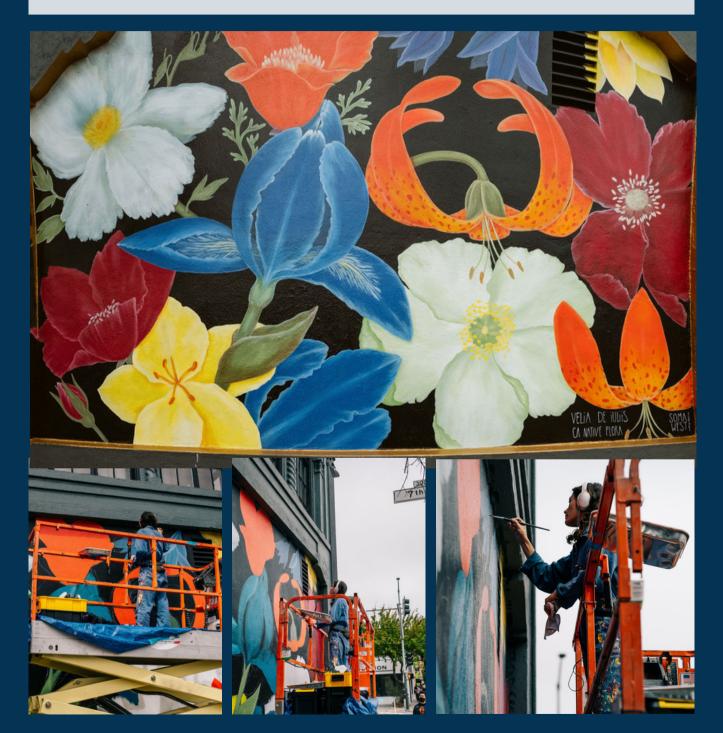
### **Ringold Alley Maintenance**

Ringold Alley Maintenance was completed in Spring of 2022 in partnership with the SF Leather and LGBTQ Cultural District. Ringold Alley is a historic location for the Leather community in SOMA. Leather pride colored paving, bronze boot prints, stone plinths, and more were all implemented in 2012 and have been in serious need of maintenance. SOMA West CBD funded the maintenance work and the celebration for the completion of the work.



### Velia de Iulis Mural, Folsom and 7th Street

Commissioned San Francisco-born artist Velia De Iulis to paint California Native flowers on a wall that has a long record of being regularly tagged with graffiti.



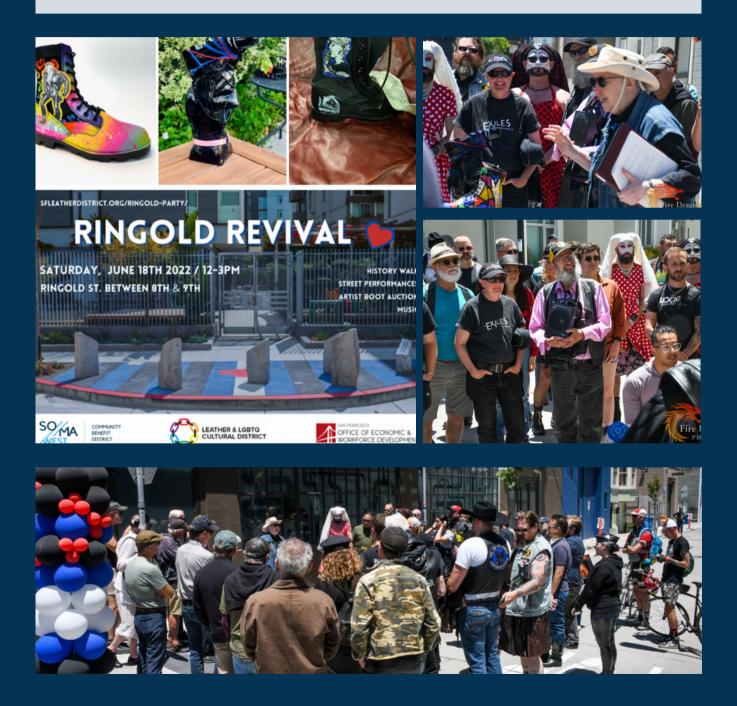
### Hot Off the Press Mural by 1AM Projects

Sponsored mural by acclaimed neighborhood mural artists 1AM in collaboration with The Box SF and SF parks Alliance as part of the Moss Metamorphosis Project.



#### **Ringold Revival Event**

Ringold Revival Block Party to celebrate the completion of maintenance with history tour with renowned historian Gayle Rubin, a caricature artist, boot blacking, and a artist boot auction to benefit the Leather Cultural District.



SOMA West Community Benefit District Mid-Year Report 2022 Community Events

### **Moss Metamorphosis Community Block Party**

In celebration of installation of lights, planting, and murals that have recently been completed as part of the SF Parks Alliance's Moss Metamorphosis, we hosted a gathering of neighbors and community members to enjoy the enhanced streetscape on Moss.



SOMA West Community Benefit District Mid-Year Report 2022 Community Events

#### **SOMA West Farmers Market Planning**

Planning for the SOMA West Farmers Market Pilot ongoing. Location analysis, stakeholder and community engagement, vendor outreach, marketing and communications, and permitting all in preparation for a July 16th 2022 launch. The pilot program will run from July 16th - October 29th, 2022 at Eagle Plaza.



SOMA West Community Benefit District Mid-Year Report 2022 Community Events



#### **SOMA Sings**

Event with SOMA Pilipinas where Russ Street was closed to traffic for SOMA Sings, a holiday event centered around music with the TNT Traysikel Karaoke machine and the Holly Jolly Trolley, a cable car decked out with holiday decorations and holiday carolers, in collaboration with SFOEWD.



#### **SOMArts Gala**

SOMA West CBD has sponsored events from our neighbors at SOMArts, supporting their endeavors to bring more people into the South of Market neighborhood through dynamic, exciting program highlighting diverse local artists. Most recently we sponsored their annual fundraising gala.

#### SOMA West Community Benefit District Mid-Year Report 2022 Community Events

### Sockgiving

With the Support of the Sisters of Perpetual Indulgence and SF Cat Club, donations of socks, beanies, and sanitary items were donated for SOMA West CBD's outreach efforts.

### PLAYLAND X SOCKSGIVING!

SOCK DRIVE TO SUPPORT SOMA WEST CBD OUTREACH

PRESENTED BY: THE SISTERS OF PERPETUAL INDULGENCE

AT PLAYLAND: SF'S WEEKLY FETISH SOCIAL & DANCE PARTY IN THE HEART OF SOMA!







#### **Heron Arts**

SOMA West CBD sponsored an event at Heron Arts featuring a dance performance choreographed for one of the artworks. We look forward to partnering with them in the coming year!

#### **SOMA Second Saturdays**

A monthly leather and kink craft fair that takes place at Eagle Plaza on Saturdays after the Farmers Market in partnership with the SF Leather and LGBTQ Cultural District and Folsom Street

SOMA West Community Benefit District Mid-Year Report 2022 Community Events

20



#### **Cleanup days on Russ and Moss Streets**

Partnered with SOMA Pilipinas, SF Parks Alliance, partnered twice to host a neighborhood cleaning around Russ and Moss Streets.



#### **Sunday Streets Folsom**

SOMA West CBD participated in the Sunday Streets SOMA - handing out flyers and surveys for the neighborhood, as well as meeting neighbors. SOMA West CBD also sponsored local food businesses to participate in Sunday Streets by covering the cost of Health Department Permitting.



#### **Moss Street Block Party**

In partnership with SOMA Pilipinas and Parks Alliance, a community block party with live music, performing arts, food vendors, and play structures for families, July 2021.

SOMA West Community Benefit District Mid-Year Report 2022 Community Events

## ADVOCACY



#### ADVOCACY ACTIVITIES BY SOMA WEST STAFF AND BOARD

- International Downtown Association
- Federal Policy Committee Policy Priorities:
- Homelessness
- Economic Development and Placemaking
- Housing
- Public Safety
- California Downtown Association
- Our legislative voice in Sacramento
- San Francisco CBD Alliance
- City Hall policy reform
- SF Rail yards Project Community Advisory Committee
- SOMA Community Advisory Committee
- District Six Representation for the San Francisco Public Space Advisory Committee (CBD Board Member)
- SOMArts Board
- Friends of Eagle Plaza Board
- WalkSF

### **MARKETING & COMMUNICATIONS**

#### **District 360**

SOMA West CBD took a big step in organizing our operations by getting the entire district's property data onto District360, a software built on the Salesforce platform. District360 brings all of our property, business, and stakeholder information into one system giving our team a 360-degree view of all operations in SOMA West.

#### **Monthly Newsletter**

We are continuing to produce a monthly newsletter that highlights our internal operations, City resources and announcements, neighborhood new, events, and more!

SOMA West Community Benefit District February 2023 Monthly Newsletter



#### SWCBD Employee of the Month January 2023

COTTO first employee of the march is no stranger to the SHE – this is this third Sme saming the distinction - Usian Riscoel What is significant this result is that his team members meninated him the Tribe title. Is do is \$2000, mightochood flature-widely losed by colleagues and the community. This manth, his willing most to perform in different rates to high the track tood with the bit is to big a small for fict - he's abusys willing to the up.

January 2023 Operations Report

Dig into the numbers of our cleaning and maintenance-operations from January 2023 Weattherepart leaves-





#### SOMA West CBD & SF Urban Film Fest Presents: Our Place in the Park: Saturday, 3.11.23, 2-Gpm @ VMD Park!

Joinus at the Victoria Manula Dasses Park for a fective risual that gathers interpretational families, actists, and activists for a community selectoristics. The mini-fair will feature film screenings of its Amini Dar Place, directed by Dyar Baks and Nin turine, It Takes the Hood to Save the Hood, directed by Harvey Magsayary Lazada; and films from Schler Sapiers, a series by thant. Then poor in partnessing with Schler Neet Citts that offers a snapshot of people's lives in the Sauch of Market neighborhood. In addition to the Films, the event will feature facel, reacial acts. By local performers, essance and at ven der backs, and films!

This event is produced in collaboration with SF Urban. Film Fest, SDMA West CBD, (people, prover media), SDMM Pilipinas Cultural Heritage District, Hultisate Laks, and generately supported by the SDMA Community Collaborative, the California Humanities, and the City of Itan Francisco Office of Itaneonic and Workforce Development.

Learn more about the event and register here?

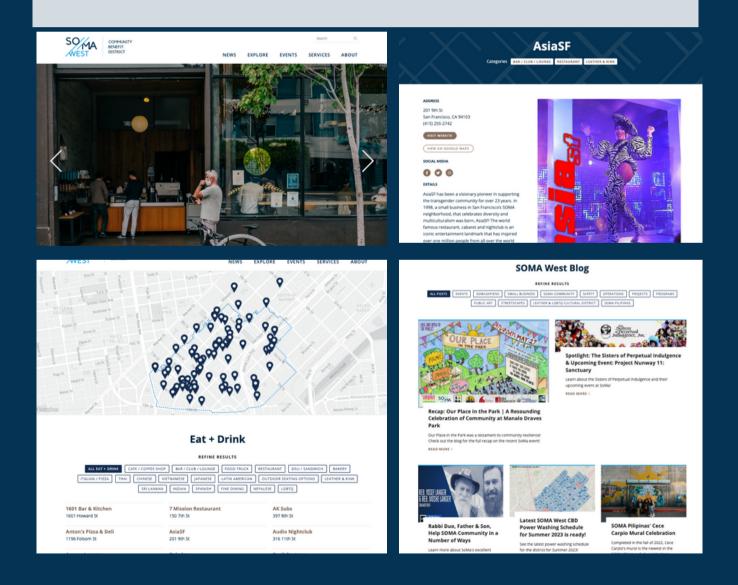
#### **Neighborhood News**

SOMA West Community Benefit District Mid-Year Report 2022 Marketing & Communications

## **MARKETING & COMMUNICATIONS**

#### **New Website**

Development of a new website with Geocentric, who specialize in building beautiful websites for districts and corridors. We selected Geocentric because of their emphasis on celebrating the uniqueness of a place: highlighting small businesses, community organizations, and local events. We aim to be a hub of information for SOMA residents and businesses, a space to learn about the neighborhood and support local businesses. The website was completed in spring of 2021.



#### SOMA West Community Benefit District Mid-Year Report 2022 Marketing & Communications

### **MARKETING & COMMUNICATIONS**

#### **SOMASAPIENS Film Series**

SOMA Sapiens is a series of ongoing short films by Grant Thompson in partnership with SOMA West Community Benefit District that offers a snapshot of people's lives in the South of Market neighborhood in San Francisco. We aim to celebrate and uplift the stories of the individuals that make this diverse neighborhood into a vibrant community.



Spot Design READ MORE >



Elmira



Biro & Sons



1AM Gallery READ MORE >



SOMA West Community Benefit District Mid-Year Report 2022 Marketing & Communications

# FINANCIAL STATEMENTS

SOMA WEST COMMUNITY BENEFIT DISTRICT

Financial Reporting FYE 6/30/2022

BENCHMARK 1: Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

SOMA WEST COMMUNITY BENEFIT DISTRICT		Revenue per Mana	gement Plan FY2021-22			Revenue per B					
Service Category/Budget Line	Total	General Benefit	Assessment	% of Total Rev per Mgmt Plan	Total	General Benefit Assessment		% of Total Rev per Budget	Variance (% Budget - % Plan)	Source	
Clean, Safe & Beautiful	\$ 3,319,665	\$ 218,515	\$ 3,101,151	79%	\$ 3,319,665	\$ 218,515	\$ 3,101,151	79%	0.00%	Cleaning & Safety	
Marketing and Advocacy	299,174	s -	\$ 299,174	7%	299,174	s -	299,174	7%	0.00%	Beautification Program	
Administration	380,863		380,863	9%	380,863	s -	380,863	9%	0.00%	Marketing & Business Support	
Contingency, Reserve, City Fees	188,641		188,641	5%	188,641	s -	188,641	5%	0.00%	Admin and Reserves	
FALSE	•			0%				0%	0.00%		
FALSE		· · · ·		0%				0%	0.00%		
FALSE	-			0%		-	-	0%	0.00%		
TOTAL	\$ 4,188,343	\$ 218,515	\$ 3,969,828	100%	\$4,188,343	\$ 218,515	\$ 3,969,828	100%	0.00%		

#### BENCHMARK 2: General Benefit Requirement

FALSE

Revenue Sources	FY 2021-2022 Actuals	% of actuals	Source
Assessment Revenue	\$ 3,990,037		;
Total Assessment (Special Benefit) Revenue	3,990,037	99.37%	
Contributions and Sponsorships	24,788	0.62%	Various
Grants	-	0.00%	Various
In-kind Donations	-	0.00%	
Interest Earned	508	0.01%	
Earned Revenue	-	0.00%	
Other	-	0.00%	
Total Non-Assessment (General Benefit) Revenue	25,296	0.63%	
Total	\$ 4,015,333	100.00%	

#### SOMA West Community Benefit District Mid-Year Report 2022 Financial Statements

# FINANCIAL STATEMENTS

#### BENCHMARK 3: Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points

SOMA WEST COMMUNITY BENEFIT DISTRICT	Expenses per Budget FY 2021-22 Expenses Actual FY 2021-22								Variance				
Service Category/Budget Line	Total	from Assessment	from General Benefit	% Assessment (vertical)	% Total Budget	Total	from Assessment	from General Benefit	% Assessment (vertical)	% Total Budget	Assessment (Bdgt v. Acti)	Total (Bdgt v. Acti)	Source
Clean, Safe & Beautiful	\$ 3,071,192	\$ 2,852,678	\$ 218,515	82%	83%	\$ 2,858,684	\$ 2,848,134	\$ 10,550	80%	79%	-2%	-3%	
Marketing and Advocacy	207,836	\$ 207,836		6%	6%	357,904	\$ 357,904		10%	10%	4%	4%	
Administration	434,230	\$ 434,230		12%	12%	386,201	\$ 371,455	14,746	10%	11%	-2%	-1%	
Contingency, Reserve, City Fees		\$ -		0%	0%				0%	0%	0%	0%	
FALSE	· · · · ·	· · · · ·		0%	0%				0%	0%	0%	0%	
FALSE	· · · ·			0%	0%		· · · ·		0%	0%	0%	0%	
FALSE			-	0%	0%				0%	0%	0%	0%	
TOTAL	\$ 3,713,258	\$ 3,494,744	\$ 218,515	100%	100%	\$ 3,602,789	\$ 3,577,493	\$ 25,296	100%	100%			

#### BENCHMARK 4: Whether CBD is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

	a	s of 6/30/22		FY23	Thereafter
FY 2021-2022 Carryover Disbursement	\$	3,336,805			
General Benefit Project					
Clean & Safe			[].		
Marketing and Advocacy		-			
Administration					
Contingency, Reserve, City Fees		-			
General Project Total	\$	-	\$	-	\$ -
Special Assessment Project	\$	3,336,805			
Clean, Safe & Beautiful			\$	2,505,467	
Marketing and Advocacy			\$	225,797	
Administration			\$	287,451	
Contingency, Reserve, City Fees			\$	142,374	
SA 51 - Soma West CBD - Commitment for last 6 months					175,717
FALSE FALSE					
Special Assessment Project Total			\$	3,161,088	\$ 175,717
Total Designated Amount	\$	3,336,805	\$	3,161,088	\$ 175,717

#### SOMA West Community Benefit District Mid-Year Report 2022 Financial Statements

## CONTRACTORS & STAFF

**District Works** Landscaping Services **Big Belly** Installation of XX smart trashcans

Cube 84 CRM & District Management **Geocentric** Website service provider

Jia Technologies Field Management Software **RLM** Power Washing Services

**Reynaldo E. Arellano, CPA, PFS, CGMA** Accounting Services

## SOMA WEST CBD STAFF

Christian Martin Executive Director Matt Allen Director of Operations **Erica Waltemade** Director of Placemaking and Communications

Hanif Hakeem Director of Homeless Outreach **Rayshaun Hudson** Operations Manager **Pandora Noir** Administrative Assistant

Kimberley Hartwig-Schulman Office Manager

SOMA West Community Benefit District Mid-Year Report 2022

## SOMA WEST CBD BOARD MEMBERS

James Spinello President Alex Ludlum Vice President

**Ryan Dick** Secretary **Brendan Tobin** Treasurer

Adam Mesnick, Deli Board (Small Business Owner) **Barry Synoground,** DNA Lounge (Small Business) Beth Stokes, Episcopal Community Services (Non-Profit Housing Organization) Brandon McGanty, (Property Owner & Resident) Brian Pepin, (Property Owner) **Carla Laurel**, West Bay Filipino Center (Community Organization) DeeDee Crosset, San Francisco Institute of Esthetics and Cosmetology (Education) Eric Lopez, (Property Owner & Resident) Harold Hoogasian, Hoogasian Flowers (Small Business) Henry Karnilowicz, (Small Business Owner and Resident) Jason Cinq-Mars, LGBTQ+Leather District (Cultural Organization) Maria Jenson, SOMArts (Cultural Organization) Randy Maupin, Cat Club (Small Business Owner and Resident) **Tim Figueras**, (Resident) Kevin Bixler, (Property Owner & Resident) Lisa Creed, (Property Owner & Resident) **Stuart Collins,** (Property Owner & Resident) **Tova Lobatz**, (Cultural Organization) Laura Kudritzki, (Small Business Owner) Jesse Tepll, (Resident) Patrick Eggan, (Resident)

Committees Executive Safety & Services Nominations Finance & Governance Neighborhood Identity

