

ANNUAL REPORT

July 1st, 2022 - June 30th, 2023

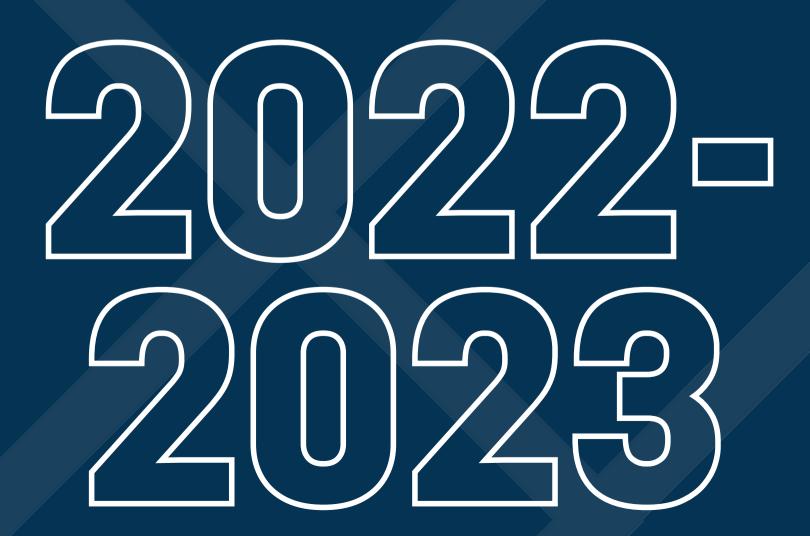


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INTRODUCTION

SWCBD Community,

I'd like to take this annual meeting to reflect on the accomplishments we have achieved at SOMA West CBD in our first 3 years in operation. I'd also like to share my vision and plan for driving significant progress across a number of key areas for the next fiscal year, and beyond.

One of our greatest successes has been the implementation of an outstanding data-driven cleaning and maintenance operation, which is managed in-house. Through our focus on efficiency, data-driven decision making, and staff training, we have been able to dramatically improve the cleanliness of our district.

Our integration with SF311 continues to be a model for other districts. Further, our turnover is significantly lower than similar ambassador programs and our team is widely regarded as the best in the City. This has been a key factor in maintaining the quality of life for residents and visitors alike, despite the uncertainty and stress of the pandemic and macro economic and social conditions.

We have also made significant progress in establishing a sound foundation of financial systems and growing reserves. Our emphasis on fiscal responsibility, and strategic planning has helped to build SOMA West CBD's financial strength and stability for years to come. This has allowed us to invest in critical infrastructure and programming that supports our mission, while also ensuring that we are well positioned for future growth and service expansion.

Finally, our commitment to arts and placemaking enhancements has been a key factor in driving community engagement and building support for our organization. Our focus on creating vibrant public spaces and events that promote the unique character of our district has helped to build a strong sense of community and foster a sense of pride among residents, businesses, and visitors.

Overall, I am proud of the SOMA West CBD staff and programming that we've developed in the past 3 and a half years. By focusing on our people first, we have created a culture of competence and efficiency that has resulted in significant progress across a range of key areas. I am confident that with continued focus and investments in our people, our organization will continue to attract and retain talent.

LOOKING AHEAD

As we look ahead to next year, I am excited to share my vision for the growth and development of our organization. With the continued dedication and support of our board, staff, and community partners, I am confident that we can achieve our ambitious goals and make a cleaner, safer, and more vibrant SOMA West.

Fundraising Objectives:

Over the next five years, one of our top priorities will be to increase fundraising efforts and secure new funding sources. To achieve this, we will:

- 1. Expand our donor base: We will develop targeted outreach campaigns to engage donors and supporters, including local businesses, residents, and foundations.
- 2. Diversify revenue streams: We will explore new revenue streams, including sponsorships, grants, and fundraising events, to reduce our reliance on assessment revenue alone.
- 3. Leverage technology: We will invest in new technology and digital tools to streamline fundraising efforts, enhance our donor engagement strategies, and improve data tracking and analysis.
- 4. Increase City and State advocacy (e.g. CalTrans payments and add backs from Board of Supervisors)
- 5. Fee for service contracts with other entities
- 6. Premium services options
- 7. Merch branding and sales
- 8. Workforce development grants
- 9. Explore advertising opportunities on uniforms, trucks, and equipment.

Security:

Another critical area of focus next year will be to enhance our security measures and improve the safety of our district. To achieve this, I will work with the Services and Safety Committee to:

- 1. Conduct a security assessment: We will conduct a comprehensive security assessment of our district to identify current crime data, vulnerabilities, and areas for improvement.
- 2. Develop a security plan: We will develop a comprehensive security plan based on the findings of the assessment, including measures to enhance lighting, surveillance, and community policing efforts, and the role SWCBD can play in these efforts.

3. Build community partnerships: We will work closely with local law enforcement agencies, community groups, and residents to build strong partnerships and leverage the collective resources of our community to improve safety and security in SOMA West.

Arts and Placemaking:

I am also excited to present a plan to establish a vibrant arts and cultural district that celebrates the diverse Leather and Filipino communities, and the rich history and creativity of our neighborhood. This plan builds on our current efforts and partnerships while laying out a roadmap for achieving our goals.

FY23/24: Community Engagement

This year we will be focused on engaging with the community, identifying potential partners and funding sources, and building momentum for our vision. This will include:

- 1. Conducting a feasibility study to determine the economic and cultural impact of the district and to identify potential funding sources.
- 2. Building partnerships with local artists, arts organizations, and community groups to leverage their expertise and support for our vision.
- 3. Securing initial funding from grants, foundations, and private donors to support our planning and community engagement efforts.
- 4. Kickoff Event with SOMArts

I believe that with the support of our board, staff, and community partners, we can make this vision a reality and create a vibrant and thriving arts and cultural district that will serve our community for generations to come.

Sincerely,

Christian Martin
Executive Director

SOMA West Community Benefit District

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



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







24% Ambassador Turnover Rate

best in the City amongst large CBD's

6 Trucks 1 Street Vac 2 Pressure Washers 1 Dump Truck

- Mirco Neighborhood Approach 10 Zones
- 24 Ambassadors
- Two shifts per day
 Day shift: 6:30am 3:00 pm

 Night Shift: 6:00 pm 2:00 am

ADMINISTRATIVE & PROGRAM STAFF



Christian Martin, Executive Director



Matt Allen, Director of Operations



Brit Bostic, Chief of Staff



Erica Waltemade, Director of Placemaking and Communications



Kimberly Hartwig-Schulman, Office Manager



Hanif Hakeem, Director of Outreach



Pandora Noir, Community liason



Rayshaun Hudson, Operations Manager

ANNOUNCING THIS WINTER 2023: SWCBD DISPATCH

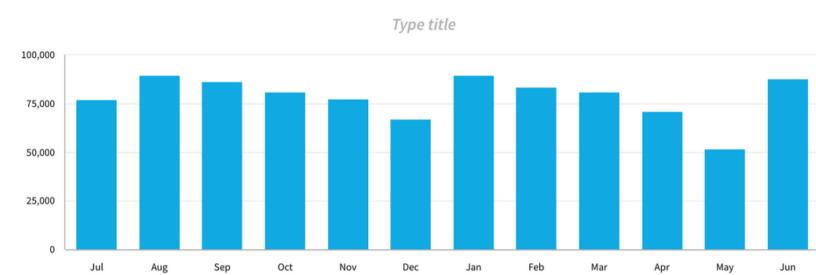
In the coming weeks we will launch a dedicated dispatcher to better manage the numerous service requests we receive over phone, text, email and 311, and through our website.

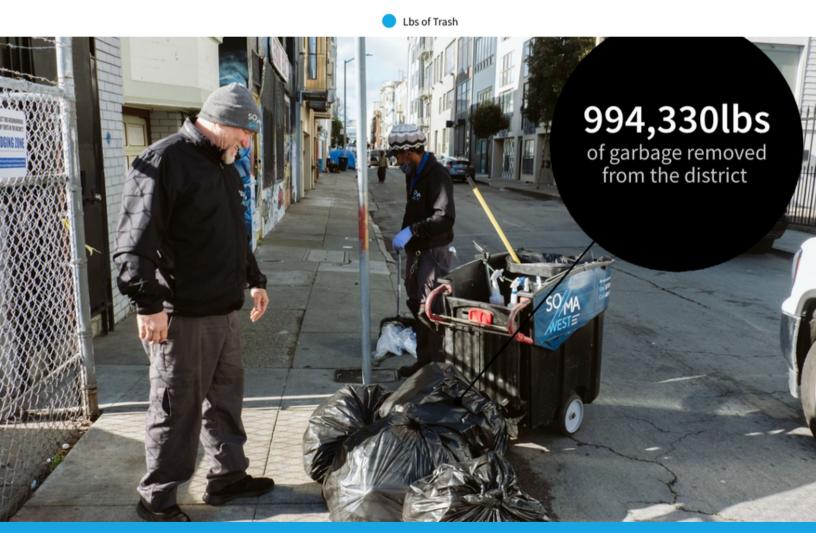
- Serve as primary point of contact
- Quickly assess the request and dispatch ambassador services
- Maintain communications with ambassador and team
- Assist in operations reporting



Tamera Casillas, SWCBD Dispatcher

Pounds of Garbage by Month





*Not including bulk items

SOMA West Community Benefit District Annual Report 2022-2023
Cleaning & Maintenance Data

COVERAGE MAP



SOMA West Community Benefit District Annual Report 2022-2023 Cleaning & Maintenance Data

OPERATIONS DATA BY THE NUMBERS

994,330

LBS OF GARBAGE REMOVED 191,691

CLEANING TASKS

66,345

SWEEPING TASKS

599

STREET SWEEPER

51,878

HAZARDOUS TASKS 37,183

TRASH BAGS COLLECTED

5,581

LANDSCAPING TASKS 1,323

POWER WASH

9,759

GRAFFITI REMOVAL TASKS 10,603

BULK ITEM TASKS

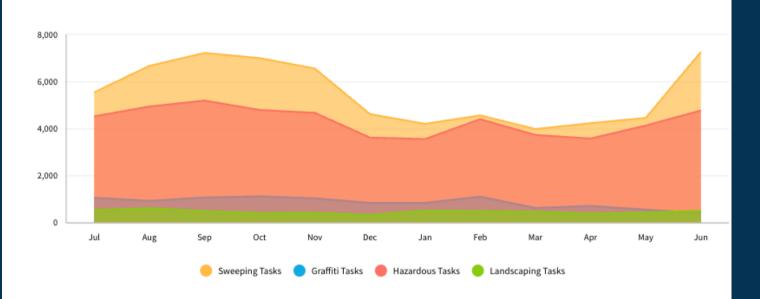
5,377

MISCELLENEOUS TASKS

218

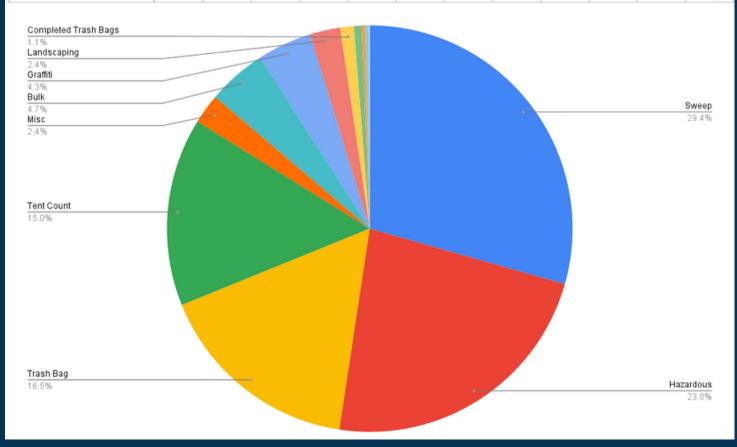
TREES PLANTED

Cleaning & Maintenance Tasks by Month

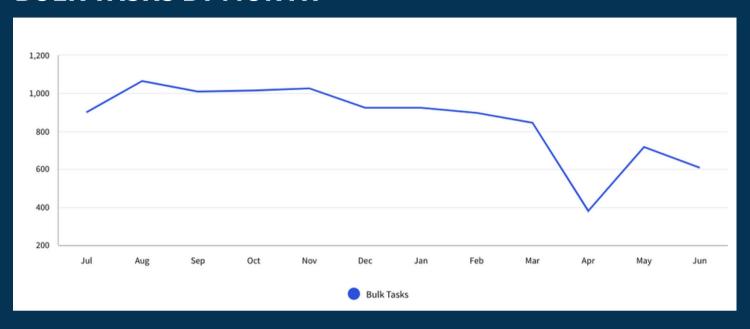




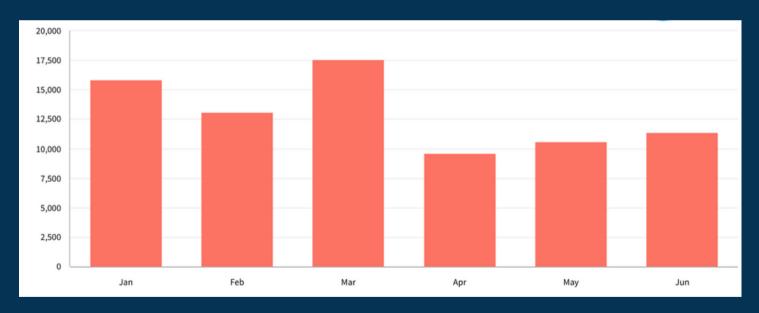
	July 2022	Aug 2022	Sept 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023
Sweeping Tasks	5543	6670	7219	7002	6557	4615	4199	4561	3979	4229	4452	7265
Graffiti Tasks	1053	920	1064	1111	1028	832	832	1101	619	702	547	397
Hazardous Tasks 🗻 🛱	4520	4938	5191	4792	4669	3614	3553	4401	3727	3574	4128	4769
Landscaping Tasks 🔟 🌣	522	603	483	401	409	318	503	481	455	373	423	499



BULK TASKS BY MONTH



RECOLOGY TRIPS BY MONTH



^{*}Started collecting this data in January 2023

Landscaping

Planters We rolled out and maintain over 35 new planters throughout the district, bringing more green into our neighborhood. This is an ongoing program that will continue and expand. We also provide weeding services, install and maintain planter baskets, and plant trees.











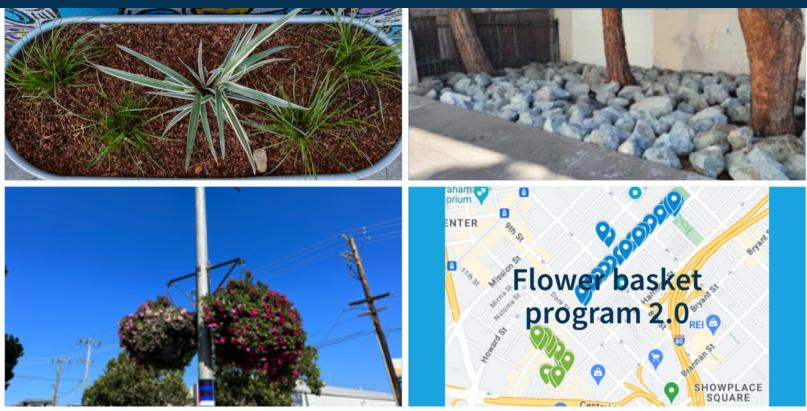


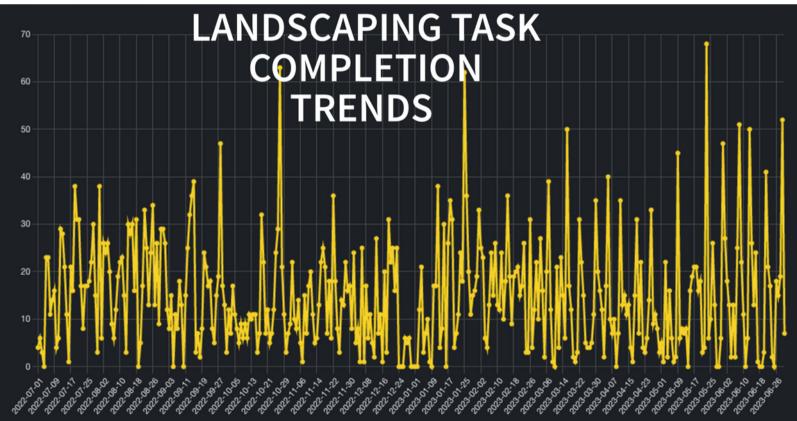


SOMA West Community Benefit District Annual Report 2022-2023

Landscaping

LANDSCAPING OPERATIONS





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.





STREETSCAPES & PUBLIC REALM

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. Installation completed July 2022.

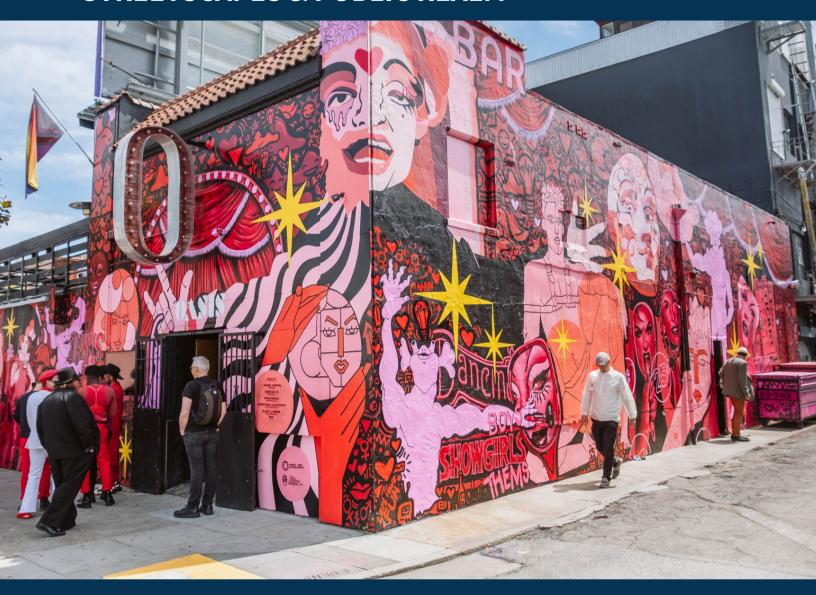


Hanging Baskets

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.



STREETSCAPES & PUBLIC REALM





SHOWTIME, OASIS MURAL

ARTISTS: SIMON VALDEZ, SERGE GAY JR.
ELLIOTT C. NATHAN, J MANUEL CARMONA,
JOSHUA MCCUTCHEON

SWCBD sponsored anti-graffiti coating for the mural, partnering with Oasis and the SF Leather & LGBTQ Cultural District

STREETSCAPES & PUBLIC REALM

Carabou, Mural by Franceska Gamez & Cece Carpio, Russ at Folsom Street









STREETSCAPES & PUBLIC REALM IN PROGRESS



Heron Alley Lighting Project

Replace broken string lights across Heron Alley to provide more light in the evening and create a festive atmosphere for events

SWCBD Funded



SOMA Pilipinas x SWCBD x Mission Hiring Hall Mural by ChiChai

- Funded by SWCBD through SFOEWD Grant for alleyway activation
- to be completed by November
- A part of the SOMA Pilipinas Gateway Project
- Complimentary to the recently completed Franceska Gamez mural across Russ



Eng-Skell Building Facade Activation

- SWCBD funded multi-colored programmable LED light sculpture and dichroic flood lighting
- Partnering with renowned photographer Janet Delaney to highlight the history of the building while it awaits development/construction
- help mitigate rough conditions on Russ Street through positive activation
- Working to include more lighting
- Working on securing funding sources



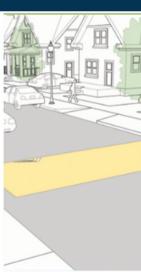
MORE LIGHTING



MORE MURALS



MORE GREEN



PEDESTRIAN SAFETY



CALTRANS Adopt-a-Highway @ 7th Street

SOMA West Farmers Market

Eagle Plaza served as the setting for a weekly Saturday market which featured a selection of produce from local farmers, food producers, prepared foods, community tabling, and family-friendly live entertainment.

The certified farmers market was the result of the close partnership and months of preparation with the Friends of Eagle Plaza, the LEATHER & LGBTQ Cultural District, the SF Eagle Bar, HQ, neighborhood residents, and with support from the San Francisco Office of Economic and Workforce Development.

















SUNDAY STREETS 2022



SOMA West Community Benefit District Annual Report 2022-2023 Community Events

Moss Cleanup Day with SF Parks Alliance







SOMA West Community Benefit District Annual Report 2022-2023 Community Events

Our Place in the Park w/ SOMA Pilipinas x SF Urban Film Fest

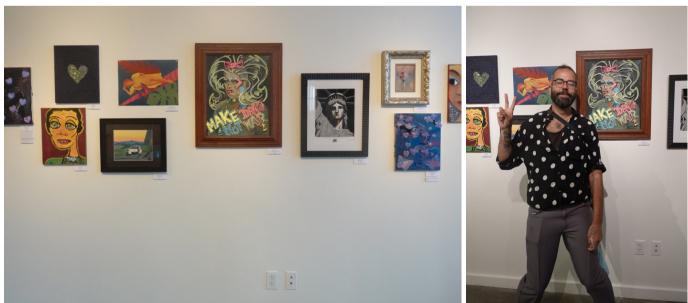






Heron Arts + SF LEATHER & LGBTQ Cultural District: Pride Pop Up





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
- Folsom & Howard Streetscape Project
- SF Bureau of Urban Forestry
- SF311 Integration
- SOMA Community Advisory Committee
- District Six Representation for the San Francisco Public Space Advisory Committee (CBD Board Member)
- 11th & Natoma Park Design & Naming
- SOMArts Board
- Friends of Eagle Plaza Board
- WalkSF Board

SOMA West Community Benefit District Annual Report 2022-2023 Community Events

MARKETING & COMMUNICATIONS



Monthly Newsletter

Steady growth on our monthly newsletter that highlights news about the CBD, the neighborhood, businesses, development, events, and more. Make sure to subscribe if you're not already!

Summer 2023 Marketing Intern

Max Guerrera was our summer 2023 paid marketing intern, who provided neighborhood event coverage, social media support, staff bios, photos, and more

Farmers Market Specific Marketing

Established separate brand identity for SOMA West Farmers Market, hired local artist/illustrator to help develop and deploy digital art, video content, paid advertisement, and more for farmers market marketing efforts.

1 Part Time contractor (ongoing)

Regular posts and engagement have grown our following significantly in the last year thanks to part time contractor, Rosendo Betancourt who helps with newsletter and social media

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.



















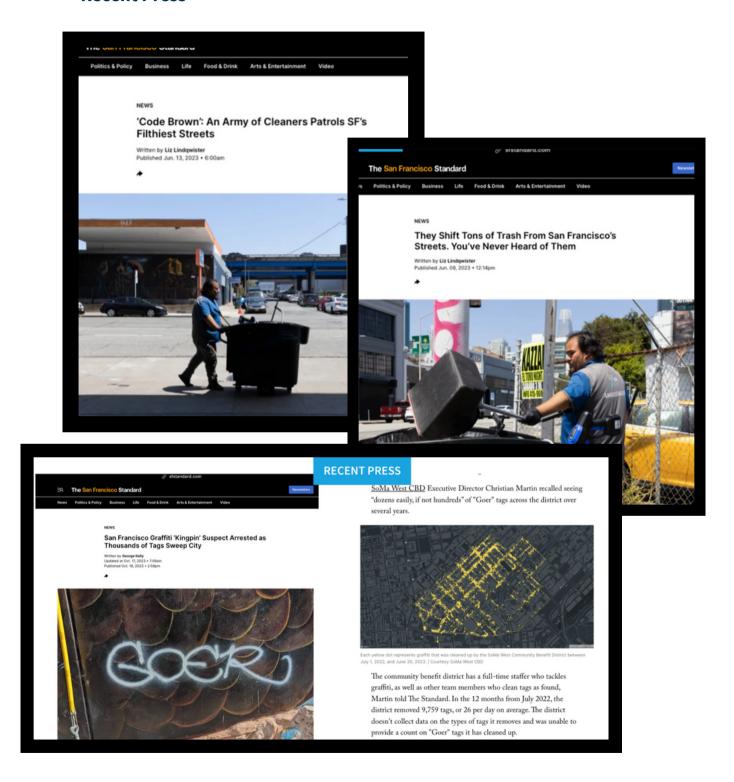
Meet humans of SoMa in new short films

SOMASAPIENS features people from the South of Market neighborhood, a documentary project attempting to capture the lives of SoMa's denizens.

Mission Local/Sep 21

MARKETING & COMMUNICATIONS

Recent Press



FINANCIAL STATEMENTS

TO BE UPDATED AFTER AUDIT

SOMA WEST COMMUNITY BENEFIT DISTRICT Financial Reporting PTE 6/30/2022											
BENCHMARK 1: Whether the variance between the	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	SOMA WEST COMMUNITY BENEFIT DISTRICT Revenue per Management Plan P7/021-22 Revenue per Budget P7/021-22										
Service Category/Budget Line	Total	General Benefit	Assessment	% of Total Rev per Mgmt Plan	Total	General Benefit	eneral Benefit Assessment		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	ş -	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	ş -	188,641	5%	0.00%	Admin and Reserves	
FALSE				0%				0%	0.00%		
FALSE FALSE				0%			· · · · · · · · · · · · · · · · · · ·	0% 0%	0.00%		
TOTAL	\$ 4,188,343	\$ 218,515	\$ 3,969,828		\$4,188,343	\$ 218,515	\$ 3,969,828		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%	<u>;</u>
Contributions and Sponsorships	24,788	0.62%	Various
Grants		0.00%	Various
In-kind Donations		0.00%	<i>;</i>
Interest Earned	508	0.01%	<u>;</u>
Earned Revenue	j	0.00%	<u>;</u>
Other	-	0.00%	
Total Non-Assessment (General Benefit) Revenue	25,296	0.63%	
Total	\$ 4,015,333	100.00%	

FINANCIAL STATEMENTS

TO BE UPDATED AFTER AUDIT

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 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. Actl)	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	1	(-	0%	0%				0%	0%	0%	0%	
FALSE	1			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

	as	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

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 CBD BOARD MEMBERS

James Spinello Alex Ludlum
President Vice President

Ryan Dick Brendan Tobin

Secretary 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

SOMA West Community Benefit District Annual Report 2022 - 2023

Board of Directors

