



2010 ANNUAL REPORT

WWW.THEFILLMOREDISTRICT.COM

The Fillmore Jazz District Community Benefit District Swinging into a New Decade of Development and Opportunity

Since its inception in 2006, the Fillmore Jazz District Community Association of San Francisco has provided services and improvements to promote, beautify and increase public utilization, appreciation and enjoyment of the historic Fillmore District through management and operation of the Fillmore Jazz District Community Benefit District (CBD).

Working in conjunction with the City and County of San Francisco, the CBD aims to preserve the Fillmore's local character, multi-cultural heritage and storied past as the city's premier live music destination. Each week, visitors and locals pour into the District to enjoy our live performance venues, restaurants, shops, open spaces, Saturday farmers market and public events.

The Association's nonprofit board of directors, comprised of District property owners, merchants and community members, proudly operates the CBD; an executive director and a part-time assistant handle day-to-day management. CBD activities include sidewalk cleaning, streetscape improvements, graffiti removal, marketing, public relations and branding services. The CBD is funded by special assessments on 303 properties in the district (based on each building's linear frontage, land area, square footage, and usage), as well as from grants from the City and County of San Francisco.





LETTER FROM BOARD PRESIDENT

Dear Community Members:

As we approach this year of transition for the Fillmore Jazz District Community Association of San Francisco, we anticipate the successful completion of a ten-year renewal of the Fillmore Jazz District Community Benefit District. We are truly grateful for the interim leadership of Jeff Eichenfield who has resigned to explore another professional opportunity. Further, we are ecstatic about the exceptional Marketing Assistant work being provided by Meaghan Mitchell.

As the Fillmore Jazz District Community Association of San Francisco, we are in the midst of transition as we pursue renewing our commitment to providing superior street cleaning, marketing, and safety to the Fillmore District. Special thanks to all the board members, property owners, merchants and community partners who have come together to give an overwhelming amount of volunteer time to accomplish the task of CBD renewal!

Taking a glimpse at 2010 we made a significant impact on the Fillmore District. We maintained daily street maintenance to keep the Fillmore District safe and clean. Through the aggressive work of our Marketing committee, we were able to promote several events including: Fat Tuesday, Fillmore Jazz Festival weekend, Cool Black Ball, Salsa Festival and Sunday Streets just to name a few. We ask for continued support of all the businesses in the Fillmore corridor.

Although our Interim Director has resigned, we thank Jeff for his stellar leadership and consummate professionalism in providing valuable management and oversight of the operations of the Fillmore Jazz District Community Association. Special thanks are offered to Meaghan Mitchell who has provided excellent administrative services during our search for new Interim Executive leadership.

In early 2011, we anticipate hiring an Interim Executive Director and completing our CBD Renewal process. We plan to promote new events, welcome new businesses and engage more residents within the Fillmore District. As a community member, we welcome you to become active within our Association as a board member or community participant. Please visit us at www.thefillmoredistrict.com to find more information

I ask you to join me in envisioning the Fillmore District as a Premier Destination for business and living.

Best,

Floyd W. Trammell
Board President
Fillmore Jazz District Community Association of San Francisco

FILLMORE COMMUNITY BENEFIT DISTRICT FISCAL 2010-YEAR ANNUAL REPORT

This is the Annual Report for the Fillmore Jazz District Community Benefit District. This report covers the fiscal year January 1, 2010 – December 31, 2010.

During the report period there were no changes in the boundaries of the Community Benefit District, the benefit zones or the basis and method of levying assessments.

The Fillmore Jazz District Community Benefit District is managed by the nonprofit, Fillmore Jazz District Community Association of San Francisco. In 2010 the organization had an interim Executive Director and a part-time Marketing Assistant. For most of the year, the organization's Board of Directors was comprised of eight members representing 50% property owners, 25% business owners and 25% community members.

The total expenditures for FY 2010 were \$354,060. Total revenue was \$355,611, which included \$321,031 from special benefit assessment funds and \$34,580 in grant funds.

The budget for FY 2011 (January 1, 2011 – June 30, 2011) is \$193,785. Revenues include an estimated \$155,587 from assessment funds, \$1,548 carried forward from the previous year, \$36,500 in grant funds and \$150 from investment income. The Board of Directors voted on a six-month budget because the community benefit district will expire on June 30, 2011 and is currently going through a renewal process. In the event that the district will not be renewed, any unspent funds will be returned to the all the property owners within the district.

2010 ACTIVITIES

SIDEWALK OPERATIONS, BEAUTIFICATION & ORDER (SOBO)

The CBD spent \$162,909 to conduct the following activities:

Sidewalk Cleaning – The CBD contracted with GMG Janitorial Inc. to make the District more appealing to residents, business owners, shoppers, patrons, and investors. Services provided included:

DAILY

- Sidewalk and curb sweeping
- Trash removal from tree basins and grates
- Removal of trash found around city garbage cans
- Removal of unauthorized advertising materials

TWICE WEEKLY

- Removal of graffiti from public property

WEEKLY

- Area sidewalk hot and cold power washing with degreaser.

The cleaning staff included local residents and were hired using the Fillmore District's One Stop Business Services. The Fillmore CBD created crew caps, jackets and shirts for GMG employees to wear while working in the neighborhood.





DISTRICT IDENTITY & STREETScape IMPROVEMENTS (DISI)

The CBD received a \$50,000 grant from the City of San Francisco Office of Economic and Workforce Development (OEWD) to augment assessment funds to conduct marketing and public relations activities including:

Special Events Support – the CBD promoted numerous district events with calendar listings, social media mentions, public relations support and outreach to media including:

- Fillmore Farmer's Market**
- A Taste of Fillmore (food+wine event)**
- San Francisco International Film Festival**
- Kwanzaa in the Fillmore**
- The Fillmore Art Walk**
- Independent Artists Week**
- Fillmore Concert and Film Series**
- Jazz Heritage Center events**
- San Francisco Black Film Festival**
- Fillmore Youth Art Show**
- Fillmore Cocktail Crawl**
- Fat Tuesday in the Fillmore**
- Marcus Books 50th Anniversary**
- Salsa Festival in the Fillmore**
- Sunday Streets**
- Cool Black Couture Ball**
- Fillmore Jazz Festival**

SUNDAY STREETS

In 2008 Mayor Gavin Newsom announced “Sunday Streets” which is an event, sponsored by the City of San Francisco that creates a large, temporary, public space by closing off a portion of a neighborhood's streets to traffic and opening them to pedestrians, bicyclists and activities for several hours on a Sunday. The coordinator of the event, Susan King of Livable City travels to each district in San Francisco and does outreach to CBD’s and other key community organizations and partners with them to do programming for the event.



In September 2010, Sunday Streets was held in the Western Addition for the first time. Susan King and Meaghan Mitchell teamed up to plan activities in The Fillmore District. With funding from the OEWD, bands who performed at The Fillmore Center Plaza, Fat Angel and Bruno’s Pizzeria were hired.

Through extensive merchant outreach, Ms. Mitchell was able to get some of the businesses to open their doors early for Sunday Streets attendees. Ms. Mitchell rented a 25ft. artificial rock-climbing wall for the Gene Suttle Plaza, which was really well received by the community. The Plaza was also used as a space for bike rental/repair station from a company called San Francylco. On Fillmore and McAllister, Sunday Streets attendees enjoyed “Rock the Bike” which is a company that has power pedaled bikes that play music. The San Francisco Arts Commission also sponsored a giant mobile wall of a blank canvas for people to do art.

FILLMORE JAZZ FESTIVAL



On July 3rd and 4th, Steve Restivo presented the 26th Annual Fillmore Jazz Festival. This event is nationally recognized and has a history of attracting over 100,000 people. The Festival takes place on Fillmore St from Jackson to Eddy. Steve Restivo teamed up with marketing committee Chair Monetta White and team including Ellen Seibold, Cynthia Traina, Keith Potter, and Meaghan Mitchell to program activities south of Geary. Steve Restivo provided the CBD with \$8,500 which was spent on activities on Fillmore from Geary to Eddy that included securing and paying for entertainers on the stage on Eddy Street drawing Festival goes to the lower Fillmore community. Music impresario Bobbie Webb located and contracted with the bands for the stage on Eddy Street.

Meaghan Mitchell staffed a CBD booth at the festival. She handed out the new brochure, sold District T-shirts, held contests for District-wide coupons and gift certificates.

The CBD publicized and promoted the stage and booths south of Geary including press releases, media outreach, Twitter monitoring and updates, and Facebook postings throughout the Festival. Covering the cost of the merchant booths brought down to zero the cost for those businesses.

SOCIAL MEDIA WEBSITE MAINTENANCE

Social Media— Ms. Mitchell made daily social media postings to highlight District happenings and events on the District’s Twitter and Facebook sites and coordinated with other district businesses (including Live Nation’s The Fillmore Auditorium, 1300 on Fillmore, Sheba Piano Lounge, Yoshi’s Jazz Club, The Jazz Heritage Center, Fat Angel Food and Libation, Marcus Book Store, Mo Magic, African American Art and Cultural Complex and Rasselas Jazz Club) to repost each other’s mentions and with hotel concierges to encourage them to follow the different sites. The CBD increased its Twitter followers from 562 to 1,650 and Facebook “likes” from 933 to 2,877.

Electronic (e)-Newsletter—CBD staff created a comprehensive database of the District’s target audiences with names and contact information in order to send them electronic newsletters. The first e-newsletter was distributed in December 2010.

Website Maintenance—Monthly website maintenance was done by Keith Potter Design to add/update:

- CBD news items
- CBD agendas and minutes
- Meeting dates
- Events calendar items
- Merchants directory and profiles
- Links to merchants’ web and social media sites
- Printable business directory
- Online marketing scrapbook of CBD promotions



ADVERTISING & COLLATERAL MATERIALS

Advertising—Traina PR placed a full-page ad in the San Francisco CVB's Visitors Guide book. Merchant coupons have been solicited by Ms. Mitchell and Keith Potter created them for the CBD Website a new coupon section; these coupons were also distributed at the Jazz Festival.

Collateral Materials--A promotional brochure for the district for distribution at local hotels and visitor centers has been designed and printed, as has a promotional postcard announcing the District's Facebook, Twitter and Websites.



ADMINISTRATION, ORGANIZATION & CORPORATE OPERATIONS

Staffing - The CBD maintained a contract with Jeff Eichenfield to serve as Interim Executive Director and with Meaghan Mitchell to serve as Marketing Assistant.

Board Development – For the first three quarters of 2010, the board was comprised of eight members representing property owners, merchants and community members. The board included:

- Paul Hyams, Fillmore Center/The Laramar Group
- Monetta White, 1300 Fillmore
- Nikki Szeto, ARCI/Webster Towers
- Daniel Combs, Fillmore Center/The Laramar Group
- Rev. Floyd Trammel, West Bay Community Center
- Kaz Kajimura, Yoshi's Jazz Club & Restaurant
- Netsanet Alemayehu, Sheba Piano Lounge
- Sheryl Davis, Mo' Magic

The CBD conducted a board recruitment process for its October elections and voted to increase the board to twelve members including:

- Rev. Floyd Trammel, West Bay Community Center, President
- Paul Hyams, Fillmore Center/The Laramar Group, Vice President
- Michele Wilson, Gussie's Chicken and Waffles, Secretary
- Charles Spencer, New Chicago Barbershop, Treasurer
- Todd Clayter, Urban Core LLC
- Kaz Kajimura, Yoshi's Jazz Club & Restaurant
- Richard Hashimoto, Japantown Center Garage
- Nikki Szeto, ARCI/Webster Towers
- Amie Bailey, Live Nation/Fillmore Auditorium
- Monetta White, 1300 Fillmore
- Gregory Johnson, Marcus Books
- Doug Zarybnisky, Fillmore Center/The Laramar Group

The CBD Annual meeting was planned by Jeff Eichenfield and Meaghan Mitchell. Together they did merchant outreach and got restaurants within the CBD to donate food for the event.

They sent customized invitations to all property owners and the event was held at West Bay Conference Center.

Supervisor Ross Mirkarimi joined the event and provided remarks about the CBD and what he would like to see in the future.

Office space – The CBD leased executive office space in the West Bay Community Center to house staff, files and computer equipment.

Status of Contracts for Services (Jan. 1, 2010 – Dec. 31, 2010)

- The CBD maintained a contract with Jeff Eichenfield to serve as Interim Executive Director and with Meaghan Mitchell to serve as Marketing Assistant.
- The CBD maintained a contract with Traina PR for marketing and public relations services.
- The CBD maintained a contract with Keith R. Potter Design for graphic design and website maintenance services.
- The CBD maintained a contract with Seebold Marketing for marketing and special event services.
- The CBD began a contract with MJM Management for the community benefit district renewal process. This contract began in November 2010 and will continue until June 2011.

FINANCIAL DATA

The total expenditures for FY 2010 were \$354,060. Total revenue was \$355,611, which included \$321,031 from special benefit assessments and \$34,580 in grant funds. Information from unaudited financial statements through December 31, 2010 are included below:

2010 Income and Expenses

INCOME	ACTUALS	BUDGET
Special Benefit Assessments	\$321,031	\$311,980
Surplus funds carried over		\$36,062
Grants	\$34,580	\$50,000
Miscellaneous Income		\$1,000
TOTAL INCOME	\$355,611	\$399,042
EXPENSES	ACTUALS	BUDGET
Sidewalk Operations, Beautification and Order	\$162,909	\$200,000
District Identity, Streetscape Improvement, Marketing and Promotions	\$85,229	\$84,447
Administrative	\$74,970	\$96,347
Contingency/Reserve	\$30,952	\$18,248
TOTAL EXPENSES	\$354,060	\$399,042

BUDGET FY 2011

(January 1, 2011 – June 30, 2011)

INCOME	BUDGET
Special Benefit Assessments	\$155,587
Surplus funds carried over	\$1,548
Grants	\$36,500
Miscellaneous Income	\$150
TOTAL INCOME	\$193,785
EXPENSES	BUDGET
Sidewalk Operations, Beautification and Order	\$78,000
District Identity, Streetscape Improvement, Marketing and Promotions	\$30,900
Administrative	\$32,300
Contingency/Reserve	
-Renewal	\$29,990
-Reserve	\$22,595
TOTAL EXPENSES	\$193,785

CBD RENEWAL ACTIVITIES

CBD RENEWAL:

The CBD will begin the process of gathering community, merchant and property owner input into plans for renewing the CBD's assessment district mechanism, which is set to expire on June 30, 2011. A Steering Committee will be formed to facilitate the process. MJM Management Group will be the consultant who will assist in the formation and renewal of the Fillmore Community Benefit District. MJM Management Group assisted in the original formation of the district in 2005-2006.

Over the next several months the entire board will invest a significant amount of time working on the renewal of the CBD. Through weekly meetings and collaboration with the City, property and business owners, residents and community stakeholders, the board will produce a Management Plan that will be the basis for a vote by CBD property owners to extend the life of the CBD for at least seven years.

There is no doubt that over the last five years the CBD has made significant progress through its marketing and promotion, street cleaning and safety programs. Notably, Supervisor Ross Mirkarimi acknowledges the high standards of cleanliness, safety and pedestrian vitality that are a direct result of CBD initiatives. It is our hope that you will join our efforts to continue to make the Fillmore District an environmentally friendly place that heralds as the premier entertainment, dining and retail destination in San Francisco.

District Identity/Marketing and Promotions/Events

To bring more foot traffic to the district, the CBD will continue to find innovative ways to market and promote the Fillmore. This includes utilizing social media outlets such as Facebook and Twitter, sending out press releases, putting ads in various local and regional publications and working with the San Francisco Convention and Visitor's Bureau. The CBD will work with local anchors like the Fillmore Auditorium and Yoshi's on ways to cross-market events. The CBD will also ensure that the website – www.thefillmoredistrict.com -- is up to date and includes all the special events and happenings in the neighborhood.

The CBD will work with the Office of Economic and Workforce Development (OEWD) Fillmore Economic Action Plan, on promoting all the events and activities supported by the Fillmore Events & Promotions Mini Grant Program. The CBD will also sponsor its own events such as Mardi Gras/Fat Tuesday and Juneteenth. OEWD will provide a grant to the CBD to help support all of these marketing and promotions activities.

One item that was popular this past year was the coupon book for local neighborhood serving businesses. The CBD will design and create another coupon book in 2011.

The CBD is interested in finding grants to support beautification and streetscape improvement projects that will not only encourage greater participation among local residents but also bring more people from other places to the area.

CLEANING AND MAINTENANCE ACTIVITIES

Cleaning and Maintenance

As a special assessment district established by a group of property owners, merchants and community members to improve the cleanliness, safety and economic vitality of the Fillmore area, the Fillmore CBD is committed to maintaining a positive image and improving environmental quality by providing a clean environment for the enjoyment of area residents, visitors and businesses.

Sidewalk sweeping, periodic steam cleaning, graffiti removal and general cleaning is a required multi-purpose operation with three primary objectives:

1. Provide a clean, aesthetically pleasing appearance to SF Fillmore neighborhood.
2. Prevent leaves, debris and litter from clogging public right-of-ways.
3. Reduce the amount of pollutants that get into storm water run-off system and pollute waterways and San Francisco Bay.

In 2011, the CBD will continue to have cleaning and maintenance of the district as one of its top priorities.

Method and Basis for Levying 2011 Assessment

Assessment Methodology: The Fillmore Community Benefit District is funded through an annual assessment from Property variables-square footage of the building, gross footage of the lot and linear frontage (sidewalk frontage).

There are four benefit zones in the district and the rates for each of the three variables depend on the benefit zone in which the parcel is located and the type of use of the particular building.



The Fillmore CBD is located on Fillmore Street and bounded by Post Street, Webster Street, Golden Gate Avenue and Steiner Street.

Benefit Zone	Gross Building Square Footage, First Year	Gross Lot Size First Year	Gross Linear Frontage (All sides), First Year
1	Per Square foot (A/Retail): \$ 0.16 (see table D-3 for Building Use Categories) Per Square foot (B/Office): \$ 0.10 Per square foot (C – F): \$ 0.03 Per square foot (G) – no charge Per square foot (H) Amphitheater/auditorium with maximum occupancy of 1,000 or more: \$0.32	\$0.12 per square foot	\$14.00 per linear foot
2	Per square foot (A/Retail): \$ 0.10 Per Square foot (B/Office): \$0. 07 Per Square foot (C-F): \$ 0.03 Per square foot (G) no charge	\$0.09 per square foot	\$10.00 per linear foot
3	Per square foot (A/Retail): \$ 0.13 Per square foot (B/Office): \$ 0.08 Per square foot (C – F): \$ 0.0175 Per square foot (G) – no charge	\$ 0.096 per square foot	\$10.00 per linear foot
4	Per square foot (A/Retail): \$ 0.10 Per square foot (B/Office): \$ 0.07 Per square foot (C – F): \$ 0.03 Per square foot (G) – no charge	\$ 0.05 per square foot	\$4.00 per linear foot

Total Property Assessment Calculation
 Benefit Zone #
 Building square foot lot size x rate per lot size + Building linear frontage x rate per linear frontage + Building square footage x rate per square foot = Total Assessment Amount

Building Use Code	Description of Use
A	Retail space, hotels, motels;
B	Office and Commercial uses, free standing for-profit parking structures;
C	Industrial/Manufacturing/Distribution/Wholesale;
D	Institutional (City, County, School, public utility, parks, etc.);
E	Church, non-profit public benefit corporations;
F/Residential	Multi-unit housing, condominiums, apartments
G (exempt)	Non-functional building structures, the building square feet comprising a parking structure that services the residential or office population within the building
H	Amphitheater/Auditorium with maximum occupancy of 1,000 or more

SPECIAL THANKS TO:

Ed Lee, Mayor of San Francisco

Gavin Newsom, Lieutenant Governor and former Mayor of San Francisco

Ross Mirkarimi, Supervisor, District 5

Vallie Brown, Legislative Aide, District 5

San Francisco Board of Supervisors

Jennifer Entine Matz, Director, Office of Economic and Workforce Development (OEWD)

Michael Cohen, Former Director, Office of Economic and Workforce Development (OEWD)

Lisa Pagan, Project Manager, Community Benefit District Program, OEWD

Katerina Villanueva, Project Manager, Community Benefit District Program, OEWD

Amy Cohen, Director of Neighborhood Business Development, OEWD

Andrea Baker, Fillmore Neighborhood Marketplace Initiative, OEWD

MGM Management, Mary McCue, Jim Chappell, and Karin Eklund

Captain Ann Mannix, SF Police Department, Northern Station

Sergeant William Griffin, SF Police Department, Northern Station

Mohammed Nuru, Deputy Director, SF Department of Public Works

Alex Murillo, Public Affairs Office, SF Department of Public Works

Liz Lerma, Acting Superintendent, SF Bureau of Urban Forestry

Fred Blackwell, Director, San Francisco Redevelopment Agency

Stephen Maduli-Williams, Deputy Director, San Francisco Redevelopment Agency

Gaynell Armstrong-McCurn, Project Manager, San Francisco Redevelopment Agency

Majeid Crawford, Board Member, Brothers for Change

Erris Edgerly, Board Member, Brothers for Change

Jenny McNulty, Executive Director, Urban Solutions

Helen Branham, Director of Small Business Services, Urban Solutions

London Breed, Executive Director, African American Art & Cultural Complex

Cynthia Traina, Traina PR

Ellen Seebold, Seebold Marketing

Keith Potter, Keith Potter Design

Andy Wolfe, RMKB

Fillmore District CBD Outgoing Board of Directors

Netsanet Alemayehu, Sheba Piano Lounge

Sheryl Davis, Mo' Magic

Jeff Eichenfield, Interim Executive Director

Meaghan Mitchell, Marketing Assistant

Fillmore District Property Owners and Merchants

Annual Report Designed by: Meaghan Mitchell

Pictures, Map, Brochure, Logo designed by: Keith Potter