



OCEAN AVENUE ASSOCIATION COMMUNITY BENEFIT DISTRICT

2017–2018

ANNUAL REPORT

HELLO, NEIGHBOR!

The Ocean Avenue Association has started its eighth year of providing cleaning, maintenance, beautification, and marketing services to the Ocean Avenue Community Benefits District. This letter contains the highlights of our current work projects.

Cleaning and Maintenance

Cleanscapes SF, under contract with OAA, provides cleaning and maintenance services to Ocean Avenue six days per week while Arborist Now provides tree pruning and maintenance services as needed.

In the last year, OAA worked with the Mayor's Fix-It team, Public Works, and the Municipal Transportation Agency on issues of trash containers and trash management on the CBD corridor. Most of the sidewalk trash receptacles have been replaced. OAA also provided input to Public Works staff to better manage the corridor's private newspaper boxes.

Transportation

OAA is tracking the SF Park and Residential Permit Parking pilot programs, which will impact parking availability on and around Ocean Avenue. OAA advocates for transportation improvements to Ocean Avenue to provide pedestrian and bicyclist safety and landscaping from Geneva to San Jose Avenues, including the I-280 Ocean Avenue off-ramp realignment plan.

We believe that bikeshare provides an attractive transit option for commuters and shoppers, and in the past year, OAA advocated for stationed and stationless bikeshare to serve Ocean Avenue, City College of San Francisco, San Francisco State University, and the Balboa Park station area.

Safety

In the wake of three pedestrian fatalities on Ocean Avenue in the past year, OAA has advocated for Vision Zero improvements, worked with the County Transportation Authority and SFMTA to improve pedestrian safety conditions along the corridor, particularly for dangerous pedestrian intersections on the Western end of Ocean Avenue. This past year, OAA was awarded a District 7 Participatory Budgeting grant for SFMTA to install a flashing pedestrian beacon at the crosswalk of Granada and Ocean avenues.

Ocean Avenue has two new beat officers. Officers Keyon Watson and Mark Pineda have developed good working relationships with merchants and residents. OAA's staff interact with the officers daily about a variety of concerns.

Following two random shooting incidents early in 2017, SF SAFE — a nonprofit provider of public safety education — provided a Business Security Survey of Ocean Avenue and the intersection of Brighton and Holloway avenues. The report suggested improvements such as increased lighting and business security cameras.

Arts and Culture

Public art makes the corridor more attractive to residents, merchants and visitors. OAA is committed to commissioning more public art work in the corridor as a multi-year effort.

Since 2013 OAA has been creating sidewalk gardens throughout the corridor, in partnership with San Francisco Public Works and Friends of the Urban Forest. In June of 2017 OAA completed the landscaping and mural installation of two major public parcels at Geneva and Ocean avenues.

Our next major project is a gateway sculpture on Ocean Avenue at Ingleside library, which will serve as a sculptural arch to the planned pedestrian and bicycle pathway to the Balboa Reservoir housing development. OAA has also set up a mural and mosaic fund with grant funding, and we are researching nighttime lighting enhancements for the retail district and Unity Plaza.

In 2017-18 and ongoing, OAA received District 7 Participatory Budgeting funding to program Unity Plaza with arts and crafts tabling and music events. OAA has also been working with the new owners of the Timothy Pflueger-designed El Rey theater at 1970 Ocean Avenue, now a city landmark. Besides preserving its unique design, the revitalization of the El Rey Theater offers a great economic development opportunity to bring attention to the adjacent blocks, long blighted by vacant storefronts, on the Western end of the retail district.

Business Services

OAA has supported Happy Vape, one of the Avenue's small businesses, to change operations to a hookah lounge and secure permission to extend their business hours. OAA worked with new business owners at Kaisen Don and the Fog Lifter Cafe to secure beer and wine permits and extend their hours and offerings. We also work to fill vacant storefronts with appropriate uses. This past year, OAA conducted an informal survey of Ocean Avenue business patrons to propose types of businesses they want on Ocean Avenue. This helps us to get the right fit for empty storefronts.

This past year OAA worked with the SF Shines program to re-do the front facade of Quickly and Auto 280. OAA has helped to qualify four of our

oldest businesses for a new city Legacy Business program: Beep's Burgers, Faxon Garage, Ocean Hair Design, and The Ave Bar. During Small Business Week the OAA and the Ingleside Merchants Association honored these businesses at The Ave Bar.

Commercial Corridor Planning

OAA has made input into the land use plan and buildings design of the Balboa Reservoir housing project, particularly in regard to the Ocean Avenue commercial district.

In 2017, OAA completed a multi-year effort to create a Historic Preservation Survey for Ocean Avenue. The survey identifies potential significant historic buildings on the CBD corridor, which allow for small business tenancy and contribute to the neighborhood's overall character. The survey can also be used in the future to designate a historic district in the corridor.

After leading the charge to landmark the former El Rey theater, OAA engaged the owners about revitalizing the storefronts, facade, lobby, and auditorium. Rehabilitating this building would restore retail and cultural life back to the western end of the retail corridor.

Residents and merchants have responded positively to this approach. We believe this arts and landscaping approach helps us plan the future of Ocean Avenue and the Ingleside community.

Moving Forward

OAA staff, board of directors, and stakeholders look forward to working with the City of San Francisco to improve the quality of life for those who live, work, and visit Ingleside.



Dan Weaver,
Executive Director

PUTTING PEOPLE IN UNITY PLAZA



PARTY PEOPLE Lick-Wilmerding High School and Youth Art Exchange held their annual Block Party at Unity Plaza in April 2018, in partnership with OAA. Young artists and musicians performed and displayed their work during an afternoon of fun.



MAKING MUSIC The Tod Dickow Trio played standards at the June 23 Ocean Avenue Arts Bazaar, where local artists sell their wares.



SOLID SUPPORT Richard Kurylo participated at an Ocean Avenue Arts Bazaar in January 2018, selling bookmarks of the Arts Alive Ingleside banner designs.

PROMOTING OUR SMALL BUSINESSES

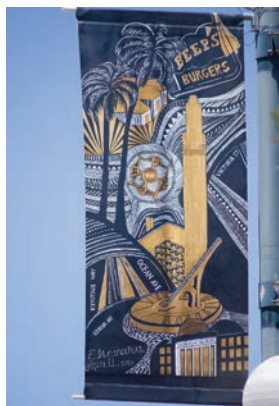


KUDOS

In May 2018, the Ocean Avenue Association along with the Ingleside Merchants Association, held a celebration for the neighborhood's four Legacy Businesses: Ave Bar and Lounge, Beep's Burgers, Faxon Garage, and Ocean Hair Design. OAA assisted these four businesses with obtaining legacy status and is working with others as well. Counter-clockwise from the top left: Beep's Burgers' manager Giselda Perez, Ocean Hair Design owners Allen Dang and Cindy Huynh, Faxon Garage owner Walee Gon, and Ave Bar owners Lucia Fuentes Zarate and Bomani Cuangula.

HONORING OUR HERITAGE

PROTECTED OAA RAISED FUNDS AND LED THE CHARGE TO LANDMARK THE FORMER EL REY THEATER IN AUGUST 2018. NOW OAA STAFF ARE WORKING WITH THE OWNERS TO PLAN THE HISTORIC BUILDING'S FUTURE.



ARTS ALIVE INGLESIDE

In June of 2018, OAA installed permanent banners featuring designs by San Francisco artists Ekevara Kitpowsong and Pixelstud™. Both works of art prominently feature the former El Rey theater. The banners' original art was initially displayed on Ocean Avenue along with 72 other artists' work as part of Arts Alive Ingleside.

SERVICES RECAP

Public Rights of Way, Sidewalk Operations and Public Safety

- Sweeping sidewalks
- Emptying trashcans on Muni boarding islands
- Graffiti removal within 24 hours of notification
- Regularly scheduled steam cleaning of sidewalks and Muni boarding islands
- Spot pressure washing as needed
- Emptying overfilled city trash cans
- Weeding tree wells and sidewalks
- Watering newly planted trees and landscaping
- Painting city light poles
- Removal of illegally posted notices on poles and other street furniture
- Wiping down street furniture
- Removing trash and bulk items from the public right of way
- Remove feces and needles from the public right of way

District Identity and Streetscape Improvements

- Continued to work with San Francisco Public Works for maintenance of its open space property, newspaper rack problems, sidewalk maintenance, etc. and the Planning Department on rezoning and the Ocean Avenue Corridor Study implementation.
- Worked with a core group of neighborhood-based volunteers and Lick-Wilmerding High School students to hang holiday decorations on the Ocean Avenue palm trees.
- OAA began a monthly event series at Unity Plaza, called the Ocean Avenue Arts Bazaar, in partnership with San Francisco Arts Commission, OMI Cultural Participation Project, Lick-Wilmerding High School
- The Street Life Committee meets monthly to discuss and plan streetscape improvements

and marketing events focused primarily at Unity Plaza

- The Business Committee continues to meet to discuss ways to support small businesses and fill retail vacancies on the Ocean Avenue corridor.
- OAA engaged with the Office of Economic and Workforce Development's SF Shines small business facade improvement program to make over two storefronts
- Arts Alive Ingleside Banner project continued for corridor marketing of the retail district

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contract and management plan.
- Apply for grants to bring additional resources to the CBD.
- Ensure compliance with California's Brown Act in noticing and conducting our meetings.
- Continue to recruit a variety of board members representing Ocean Avenue property owners, businesses and community members.
- Communicate with residential and other community organizations to address issues in the community and raise awareness about Ocean Avenue.
- Monitor contracts and services. Assist contractors and developers and new businesses in problem solving as necessary.
- Continue our promotion and marketing program with free events at Unity Plaza and at Ocean Avenue businesses.
- Increase and improve upon communication between CBD Board and property owners.
- Publish Mid Year and Annual Reports.
- Continue as active participants of the San Francisco CBD/BID Consortium.
- Support all committees of the Board of Directors including the Street Life and Business Committees.

ASSESSMENT METHODOLOGY + FINANCIALS

ASSESSMENT METHODOLOGY

The assessment was raised 3.0% for FY 2017-2018.

The proposed annual budget, including a cost estimate of providing the improvements and activities for 2017-2018 FY, is shown on the following pages.

There are no proposed changes in the boundaries of the improvement district or in any benefit zones or classification of property or businesses within the district.

The method and basis of levying the assessment in sufficient detail to allow each real property or business owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year is presented below.

The amount of surplus or deficit revenues to be carried over from a previous fiscal year is \$28,353 from unpaid assessments for years I-VII.

The amount of any contributions made other than assessments are discussed in the above section entitled "Fundraising."

ZONE 1 ASSESSMENT CALCULATION 2018-19 RATE CHART

Commercial, Residential, and Public Uses and Phelan Loop Parcel.....	\$30.86 per Linear Street Foot
Non-Profit Service Organization and Religious Institutional Uses.....	\$24.66 per Linear Street Foot
Commercial Property Use.....	\$0.1304 per Building Square Foot
Commercial Property Use.....	\$0.0324 per Lot Square Foot
Phelan Loop Corner Landscaped Parcel.....	\$1.54 per Lot Square Foot
Phelan Parcels Fronting and Accessed off of the Phelan Plaza.....	\$0.0674 per Lot Square Foot

ZONE 2 ASSESSMENT CALCULATION 2018-19 RATE CHART

Educational Institutional Property Use and Public Property Use.....	\$15.32 per Linear Street Foot
---	--------------------------------

JULY 2017 – JUNE 2018 STATEMENT

Income	Actuals	Budget	Variance
Assessments	\$ 364,890.00	\$ 377,654.00	\$ 12,764.00
Grants	\$ 45,784.00	\$ 167,029.00	\$ 121,245.00
Other	\$ 37,107.00	\$ 34,167.00	\$ (2,940.00)
Operating Reserve	\$ 185,242.00	\$ 185,242.00	\$ -
Total Income	\$ 633,023.00	\$ 764,092.00	\$ 131,069.00
Expenses	Actuals	Budget	Variance
Personnel	\$ 166,334.00	\$ 151,440.00	\$ (14,894.00)
Management & Operations	\$ 29,761.00	\$ 60,665.00	\$ 30,904.00
Cleaning, Maintenance & Safety	\$ 152,250.00	\$ 160,300.00	\$ 8,050.00
Marketing & Beautification	\$ 16,511.00	\$ 30,425.00	\$ 13,914.00
Contingency & Reserves	\$ -	\$ 12,500.00	\$ 12,500.00
Grant-Funded Projects	\$ 75,527.00	\$ 162,667.00	\$ 87,140.00
Total Expenses	\$ 440,383.00	\$ 577,997.00	\$ 137,614.00
Net Income	\$ 192,640.00	\$ 186,095.00	\$ (6,545.00)

July 2017 – June 2018 Balance Sheet

Assets	Actuals
Cash	\$ 200,864.00
Receivables	\$ 28,353.00
Other	\$ -
Total Assets	\$ 229,217.00

Liabilities	Actuals
Accounts Payable	\$ 7,368.59
Other	\$ -
Total Liabilities	\$ 7,368.59
Total Net Assets	\$ 221,848.41

JULY 2018 – JUNE 2019 BUDGET

Assessments	\$ 349,279.00
Grants	\$ 161,043.00
Other	\$ 34,927.00
Operating Reserve	\$ 191,668.00
Total Income	\$ 736,917.00

Expenses	Budget
Personnel	\$ 155,925.00
Management & Operations	\$ 65,165.00
Cleaning, Maintenance & Safety	\$ 173,500.00
Marketing & Beautification	\$ 36,050.00
Contingency & Reserves	\$ 15,000.00
Grant-Funded Projects	\$ 152,138.00
Total Expenses	\$ 597,778.00
Net Income	\$ 139,139.00

FUNDRAISING

Total funds raised through outside dollars, in kind services and volunteer services since the last report:

In kind donations of meeting space from Lick Wilmerding High School at totaling \$900.

Holiday decorations: total of 4 hours of volunteer service provided by 15 volunteers at a value of \$28.46/hour and 30 Lick-Wilmerding High School volunteers for 3 hours at \$15/hour. Total is \$3,057.60.

FY 2018-2019 Grants to the CBD include \$30,000 from the Mayor's Office of Housing and Community Development for staff payroll, benefits and accounting costs; \$40,000 from the Office of Economic and Workforce Development for a Public Life Study of Ocean Avenue and Corridor Activation; \$5,000 from OMI Community Collaborative for Ocean View Library programming; \$15,400 for Mural and Mosaic Fund from District 7 Participatory Budgeting; and \$25,000 for a Granada Crosswalk Beacon from District 7 Participatory Budgeting. Total new grants: \$115,400. (OAA also has an unspent \$40,500 grant for public art from the Mayor's Office of Housing.)

CHARITY STATUS

Since establishing in 2011, OAA has been a 501(c)(4) nonprofit, which restricts our fundraising activities to seeking grant awards. In 2018, we are working with an attorney consultant to secure 501(c)(3) public charity status, which will allow us to solicit tax-exempt donations and conduct public fundraising campaigns.



FUNDRAISING FOR GATEWAY SCULPTURE

Sculptor Eric Powell has designed a bold vision for a new sculptural gateway at Ingleside Library. OAA has secured grant funding to build the sculpture, but we need the community's help to make this vision a reality. In 2019, OAA will conduct a fundraising campaign to raise money for this sculpture and other public art projects in the neighborhood.

WHO WE ARE

OCEAN AVENUE ASSOCIATION STAFF

EXECUTIVE DIRECTOR

Dan Weaver

ASSOCIATE DIRECTOR

Neil Ballard

BOARD OFFICERS

CHAIR/ PUBLISHER / INGLESIDE-EXCELSIOR LIGHT

Alexander Mullaney

VICE CHAIR / OWNER / OCEAN ALE HOUSE

Miles Escobedo

TREASURER / ATTORNEY / PACHULSKI STANG ZIEHL
& JONES LLP

Henry Kevane

SECRETARY / SENIOR MANAGER / BAMTECH MEDIA

Shirley Lima

BOARD DIRECTORS

PRINCIPAL / CHUNG ENTERPRISES LP

Howard Chung

MANAGER / WHOLE FOODS MARKET

Janene Summerland

DIRECTOR / LICK-WILMERDING HIGH SCHOOL

Christy Godinez

OWNER / FAXON GARAGE

Walee Gon

PUBLIC AFFAIRS OFFICER / CITY COLLEGE OF SAN
FRANCISCO

Jeff Hamilton

OWNER / AVE BAR AND LOUNGE

Lucia Fuentes Zarate

STREET LIFE COMMITTEE

CHAIR / OWNER / OCEAN ALE HOUSE

Miles Escobedo

BUSINESS COMMITTEE

CHAIR/ PUBLISHER / INGLESIDE-EXCELSIOR LIGHT

Alexander Mullaney

SMALL BUSINESS SERVICES AVAILABLE!

REFERRALS AND CONSULTATIONS FREE FOR OCEAN AVENUE SMALL BUSINESSES



Counterclockwise from top left: Ave Bar owners Lucia Fuentes Zarate and Bomani Cuangula, Faxon Garage owner Walee Gon, Beep's Burgers owner Samantha Wong, and Ocean Hair Design owner Cindy Huynh.

The Ocean Avenue Association offers a range of services to all small businesses operating along Ocean Avenue between Manor Drive and Howth Street. Over the years, OAA has assisted small business owners with lease negotiation, compliance and applying for the San Francisco Legacy Business registry.

The OAA presently offers referral and consultation

for Business Planning; Marketing Plan (Advertising and Marketing Assistance); Financial Projections / Analysis; Loan Packaging; Lease Negotiation / Commercial Ownership Feasibility or Acquisition; Bookkeeping / Budgeting / Accounting; Retail Merchandising; Location / Site Identification; and San Francisco Legacy Business Application.

The OAA is pleased to serve so many businesses.

Ready for assistance?

Contact Alexander Mullaney
(415) 215-4246
amullaney@gmail.com

