



OCEAN AVENUE ASSOCIATION

Community Benefit District



Muralist Amos Goldbaum and Auto 280 owner Gary Ng in front of the "Ocean Avenue North & South."

2018-2019

ANNUAL REPORT

HELLO, NEIGHBOR!

The Ocean Avenue Association has started its ninth year of providing cleaning, maintenance, beautification, and marketing services to the Ocean Avenue Community Benefits District. Here is a summary of OAA's accomplishments in Fiscal Year 2018-2019.

Cleaning and Maintenance

Recology CleanScapes provides cleaning and maintenance services for the district six days a week and Arborist Now provides tree pruning and maintenance services as needed. In the last year, OAA worked with San Francisco Public Works, the Municipal Transportation Agency, and 311 on issues of trash containers, trash management, and trash on the streets and sidewalks.

OAA advocates for transportation improvements to Ocean Avenue to provide pedestrian and bicyclist safety and landscaping from Geneva to San Jose avenues, including the Interstate-280 Ocean Avenue off-ramp realignment plan. OAA has been working with BART to get better cleaning and maintenance at the Balboa Park BART Station.

We believe that people need more options for getting around the neighborhood, and in 2018 we advocated for e-scooters on Ocean Avenue. In the wake of three pedestrian fatalities on Ocean Avenue in the recent past, OAA has advocated for Vision Zero improvements, worked with the County Transportation Authority, and MTA to improve pedestrian safety conditions along the corridor, particularly for dangerous pedestrian intersections along Ocean Avenue.

Ocean Avenue has two San Francisco Police Department foot beat officers, Officers Drewkai Butler and Mikey Devine, who have developed good working relations with small business own-

ers along the corridor. OAA staff interact with the officers as well about a variety of concerns.

Beautification and Promotion

Public art and gardens make the corridor more attractive to merchants, residents, and visitors alike. OAA is committed to commissioning more public artwork for the corridor as a multi-year effort. In the past year, OAA established the Ingleside Public Art Fund for murals and mosaics as project of the Ingleside Community Fund, the OAA's 501(c)(3) non-profit arm.

Since 2013, OAA has created sidewalk gardens throughout the corridor, in partnership with Public Works and Friends of the Urban Forest. In Fiscal Year 2018-2019, OAA's staff and board of directors continued to plan and design additional landscaped gardens along side streets close to Ocean such as Capitol and Harold avenues. Also we have revitalized small landscaped areas by weeding, watering, and adding new plants along the corridor. Our major sculpture project is a gate at Ingleside Library, which will serve as a connection to the planned pedestrian and bicycle pathway to and from the Balboa Reservoir housing development to the corridor.

We are researching nighttime lighting enhancements for the retail district and Unity Plaza. In this past year we won a participatory budgeting grant to enhance the lighting at Unity Plaza.

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, bringing attention to the adjacent blocks, long blighted by vacant storefronts, on the Western end of the retail district. OAA also worked with the Office of Economic and Workforce Development's SF Shines to commission a mural by Amos Goldbaum named "Ocean Avenue North & South" at the Auto 280 building.

Business Services

OAA worked with many business owners to secure beer and wine permits and extend their hours and offerings to purchase their buildings or get free services from nonprofit providers. We have worked with the businesses remaining at the 1601 Ocean development, a project that started in 2009. 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. OAA assisted Ocean Cyclery and Randy's Place in joining the Legacy Business registry.

Commercial Corridor Planning

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



OAA is working to revitalize the former El Rey theater for the health of the corridor.

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 along with historic preservation, helps us plan the future of Ocean Avenue and thereby 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

Dan Weaver,
Executive Director

BUSINESS SERVICES

OAA has a grant-funded small business specialist to assist the avenue's independent businesses grow and tackle the pernicious storefront vacancies. Here's a recap of what the small business specialist achieved in the 2018-2019 fiscal year.

STOREFRONT ACCESSIBILITY SEMINAR With the Office of Small Business and the Department of Building Inspection, the OAA organized an Accessible Business Entrance Ordinance Informational Seminar in March for property owners and small businesses to learn about the 2016 law that authorized new timelines for storefronts to become compliant with the Americans with Disabilities Act. OAA reached out to all the property owners by mailing and delivering flyers in both English and Cantonese.

STOREFRONT VACANCIES The best way to measure the commercial corridor's economic health is to measure the storefront vacancy rate. Every month, OAA conducts a review of non-performing storefronts and posts a Commercial Space Inventory report. The information is useful to prospective business owners. The reports are available on www.oceanavenueassociation.org/resources.

LEGACY BUSINESSES The OAA spearheaded the addition of two outstanding Ingleside businesses to San Francisco's Registry of Legacy Businesses. The OAA wrote applications for Randy's Place and Ocean Cyclery. The site of Randy's Place has been a saloon since the 1890s. Owner-operator Sue Castle has been serving affordable drinks in Ingleside since April 1969. Ocean Cyclery was founded in 1996 by Jeff Taliaferro and serves the region with its unique offerings in both retail and repairs. OAA is in the process of submitting three more Legacy Business applications.

RETAIL DISTRICT SURVEY In March and April 2019, the OAA conducted a community survey about desired retail experiences on the corridor. Its 260 responses showed that the community desires more full-service restaurants, book and periodical shops, and cafes.

Respondents specifically desire an entertainment venue, wine bars, bakeries, book stores, Italian restaurants, Mexican restaurants, pizzerias, and bars.

There was overwhelming support for allowing more than one business operate out of a storefront and to more easily allow formula retail that was homegrown but not outside chain stores. Strong support was given to pop-ups. Respondents indicated that they want more landscaping, murals, and lighting too.

LEASE ASSISTANCE OAA makes it a priority to business obtain new leases or modify existing leases.

- 3 New leases
- 2 Modified leases

PERMITS AND LICENSES ASSISTANCE The OAA makes it a priority to assist businesses get through the city bureaucracy to obtain permits.

- 1 Sidewalk Seating
- 1 Limited Live Performance
- 2 Beer and Wine

BUILDING PURCHASE OAA assisted Ocean Ale House negotiate a new lease, and then enter a purchasing agreement to buy their building, a move that will secure their business for decades to come.

BUSINESS ATTRACTION OAA worked with a dozen prospective businesses to show them vacant storefronts on the corridor and refer them to free services.

PROMOTING INGLESIDE



The Ocean Avenue Association is committed to activating and marketing the commercial corridor. In the last fiscal year, staff organized or co-organized 11 events and supported 12 events put on by other community organizations.

OAA EVENTS

- July 21, 2018** Ocean Avenue Arts Bazaar in Unity Plaza
- August 23, 2018** Ocean Avenue Arts Bazaar with City College of San Francisco in Unity Plaza
- September 15, 2018** Ocean Avenue History Bar Crawl with Western Neighborhoods Project at three different small businesses
- October 13, 2018** Unity Plaza Community Clean-Up led by community members
- October 13, 2018** Ocean Avenue Arts Bazaar in Unity Plaza
- October 13, 2018** Taste of Ingleside at six different small businesses
- November 8, 2018** Ocean Avenue Arts Bazaar with Loc-Tham Real Estate Group Children's Book Drive
- December 8, 2018** Ocean Avenue Holiday Arts Bazaar in Unity Plaza
- May 11, 2019** Ocean Avenue Sidewalk Sale with Ingleside Merchants Association
- June 15, 2019** Taste of Ingleside at eight different small businesses
- June 15, 2019** Ocean Avenue Wine Tasting at Fog Lifter Cafe

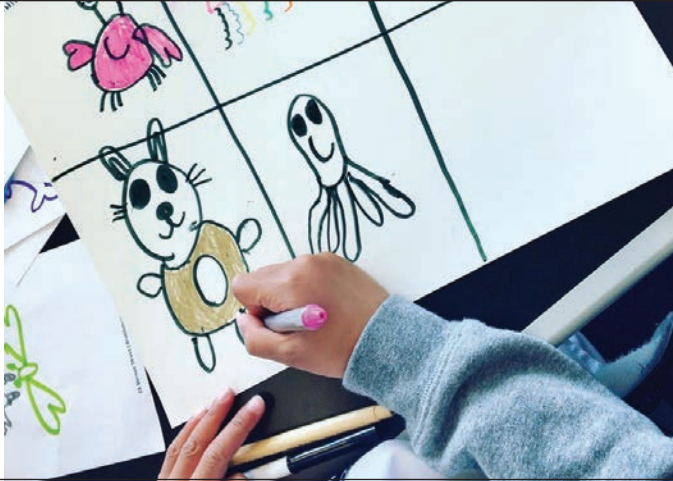
EVENTS SUPPORTED BY OAA

- October 1, 2018** Ocean Bloom Utility-Box Art Ribbon Cutting hosted by Youth Art Exchange
- October 28, 2018** OMI-CPP's Halloween Block Party on Faxon Avenue
- November 24, 2018** Small Business Saturday Sidewalk Sale with Ingleside Merchants Association
- November 17, 2018** Toy Drive at The Ave Bar with the San Francisco Firefighters Local 798
- February 9, 2018** Supervisor Norman Yee's Lunar New Year Celebration
- March 16, 2019** Ocean Avenue Block Party, hosted by Lick-Wilmerding High School and Youth Art Exchange
- April 4, 2019** Randy's Place 50th Anniversary and Legacy Business Celebration
- April 17, 2019** Munch and Mingle with Taraval Police Station
- April 28, 2019** Drive Electric Earth Day
- May 16, 2019** Film Screening & Discussion of "Demain" (Tomorrow) at Lick-Wilmerding High School
- May 27, 2019** Ingleside Crawfish Cookout at The Ave Bar
- June 22, 2019** OMI-CPP's OMI Antique and Exotic Car Show

PIVOTAL PROJECTS

Aside from managing the OAA's regular contracts for maintenance, cleaning and administration, OAA staff and board members work on numerous special projects throughout the year.

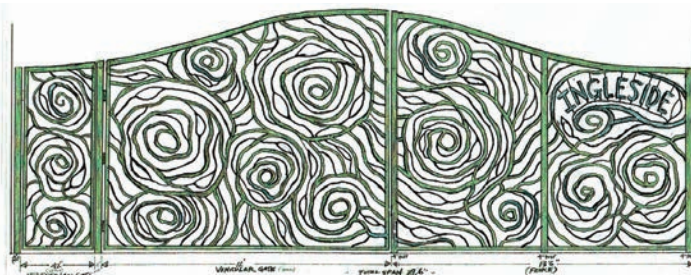
A CLEANER INGLESIDE OAA launched an anti-littering education campaign led by Ingleside resident Della Duncan resulting in several unique posters promoting neighborhood cleanliness designed by local children. The posters are currently being posted throughout the neighborhood.



AUTO 280 MURAL Last year, OAA and SF Shines had a new mural designed and painted by San Francisco artist Amos Goldbaum on Auto 280.



PUBLIC LIFE SURVEY OAA contracted Livable City to do a Public Life Survey to gauge the level of public amenities such as walkability, availability of gathering spaces, and business composition. It will be completed in the Fall of 2019.



INGLESIDE LIBRARY GATEWAY OAA has contracted with sculptor Eric Powell to design and fabricate a bold gate for the entrance of the Ingleside Library garden. The grant-funded project is expected to be completed in the winter.

HISTORIC DISTRICT OAA's grant-funded historic district survey focusing on Ocean Avenue's historic building's and African American population will be completed in the fall.



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 concluded 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 small businesses

- 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 makeover 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 2019-2020.

The proposed annual budget, including a cost estimate of providing the improvements and activities for FY 2019-2020, 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 \$130,803. The amount of any contributions made other than assessments are discussed in the above section entitled "Fundraising."

ZONE 1 ASSESSMENT CALCULATION 2019-2020 RATE CHART

Commercial, Residential, & Public Uses & City College Terminal Parcel.....	\$31.79 per Linear Street Foot
Non-Profit Service Organization and Religious Institutional Uses.....	\$25.40 per Linear Street Foot
Commercial Property Use.....	\$0.13 per Building Square Foot
Commercial Property Use.....	\$0.03 per Lot Square Foot
City College Terminal Corner Landscaped Parcel.....	\$1.59 per Lot Square Foot
Frida Kahlo Way Parcels Fronting and Accessed off of Unity Plaza.....	\$0.07 per Lot Square Foot

ZONE 2 ASSESSMENT CALCULATION 2019-2020 RATE CHART

Educational Institutional Property Use and Public Property Use.....	\$15.78 per Linear Street Foot
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JULY 2018 - JUNE 2019 STATEMENT

Income	Actuals	Budget	Variance
Assessments	\$ 319,731.00	\$ 354,497.00	\$ 34,766.00
Grants	\$ 45,865.00	\$ 150,950.00	\$ 121,245.00
Other	\$ 30,775.00	\$ 30,775.00	\$ --
Operating Reserve	\$ 225,189.00	\$ 225,189.00	\$ --
Total Income	\$ 623,560.00	\$ 761,411.00	\$ 137,851.00
Expenses	Actuals	Budget	Variance
Personnel	\$ 177,658.00	\$ 155,925.00	\$ (21,733.00)
Management & Operations	\$ 67,679.00	\$ 65,165.00	\$ (2,514.00)
Cleaning, Maintenance & Safety	\$ 166,570.00	\$ 173,500.00	\$ 6,930.00
Marketing & Beautification	\$ 41,687.00	\$ 36,050.00	\$ (5,637.00)
Contingency & Reserves	\$ --	\$ 15,000.00	\$ 15,000.00
Grant-Funded Projects	\$ 39,163.00	\$ 149,500.00	\$ 110,337.00
Total Expenses	\$ 492,757.00	\$ 595,140.00	\$ 102,383.00
Net Income	\$ 130,803.00	\$ 166,271.00	\$ 35,468.00

July 2018 - June 2019 Balance Sheet

	Actuals
Assets	
Cash	\$ 115,715.00
Receivables	\$ 19,292.00
Other	\$ 6,500.00
Total Assets	\$ 141,507.00

Liabilities	Actuals
Accounts Payable	\$ --
Other	\$ --
Total Liabilities	\$ --
Total Net Assets	\$ 141,507.00

JULY 2019 - JUNE 2020 BUDGET

Assessments	\$ 347,018.00
Grants	\$ 128,824.00
Other	\$ 30,000.00
Operating Reserve	\$ 130,803.00
Total Income	\$ 636,645.00

Expenses	Budget
Personnel	\$ 160,543.00
Management & Operations	\$ 44,290.00
Cleaning, Maintenance & Safety	\$ 180,500.00
Marketing & Beautification	\$ 42,050.00
Contingency & Reserves	\$ 15,000.00
Grant-Funded Projects	\$ 130,824.00
Total Expenses	\$ 573,207.00
Net Income	\$ 63,438.00



Cleaning and Maintenance

OAA contracts with Recology's Cleanscapes to perform daily maintenance of the corridor.

Below is a breakdown of the work done during the fiscal year.

- 62,570** Pounds of trash removed
- 689** Human and Animal Waste Pickups
- 422** Instances of Graffiti Removal
- 570** Instances of Steam Cleaning
- 27** Needle Pickups
- 174** Illegal Dumping 311 Calls

DEVELOPMENT

Year after year, OAA is awarded grants to perform necessary projects along Ocean Avenue's commercial corridor. Making the best use of our charitable status is necessary to do this.

GRANT FUNDING AWARDED

Between July 1, 2018 and June 30, 2019, OAA won three grants totaling \$65,000 that will benefit the neighborhood. That's nearly a quarter of the OAA's annual operating budget.

\$30,000 In May 2018, OAA secured a Community Development Block Grant for \$30,000 to provide technical assistance to businesses on Ocean Avenue. This money allows for one half-time staff person to connect Ocean Avenue merchants with free resources such as lease negotiation consulting, marketing and promotional efforts and grant and loan opportunities.

\$25,000 Through District 7 Participatory Budgeting 2018 Cycle, residents of District 7 voted in April 2019 to support OAA's proposal to install decorative lighting at Unity Plaza. The project is expected to begin in the fall of 2019.

\$5,000 In April 2019, District 7 residents voted to award OAA's proposal for \$5,000 to fund children's programming at Ingleside Library through District 7 Participatory Budgeting.

\$5,000 In June 2019, the Historic Preservation Fund Committee awarded OAA \$5,000 to complete work on the Ocean Avenue Historic Resource Survey so that the survey can be officially adopted by the Planning Commission.

501(c)(3) CONVERSION

In order to more easily raise funds and to be eligible for foundation grants and more government grants, OAA has been working to convert its 501(c)(4) tax status to 501(c)(3) status. OAA has hired nonprofit law firm Adler & Colvin to manage the conversion, which is expected to be completed in 2019.

FISCAL SPONSORSHIP PROGRAM

OAA is the fiscal sponsor for the Ingleside Merchants Association, which has allowed that organization to secure a grant to create a Discover Ingleside guide to be distributed in local businesses.

Additionally, OAA acted as the fiscal sponsor for Supervisor Norman Yee's Lunar New Year Cele-

bration on Ocean Avenue in February 2019. OAA staff coordinated payment of all expenses related to the event, including food, entertainment and promotion.

INGLESIDE COMMUNITY FUND

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.

In the past fiscal year, Ingleside Community Fund has raised \$3,334 for Public Art on Ocean Avenue by hosting fundraising events.

WHO WE ARE

OCEAN AVENUE ASSOCIATION STAFF

EXECUTIVE DIRECTOR

Dan Weaver

ASSOCIATE DIRECTOR

Neil Ballard

BOARD OFFICERS

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VICE CHAIR / OWNER / OCEAN ALE HOUSE

Miles Escobedo

TREASURER / ATTORNEY / PACHULSKI STANG ZIEHL
& JONES LLP

Henry Kevane

SECRETARY / MANAGER / WHOLE FOODS MARKET

Janene Summerland

BOARD DIRECTORS

PRINCIPAL / CHUNG ENTERPRISES LP

Howard Chung

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Shirley Lima

DIRECTOR OF CENTER FOR CIVIC ENGAGEMENT /
LICK-WILMERDING HIGH SCHOOL

Christy Godinez-Jackson

OWNER / FAXON GARAGE

Walee Gon

PUBLIC AFFAIRS OFFICER / CITY COLLEGE OF SAN
FRANCISCO

Jeff Hamilton

OWNER / THE AVE BAR

Lucia Fuentes-Zarate

OWNER / LOC-THAM REAL ESTATE GROUP

Peter Tham

STREET LIFE COMMITTEE

CHAIR / OWNER / OCEAN ALE HOUSE

Miles Escobedo

BUSINESS COMMITTEE

CHAIR / PUBLISHER / THIS SAN FRANCISCO

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