



Ocean Ave Association

A San Francisco Community Benefits District
1728 Ocean Ave PMB 154
San Francisco, CA 94112

Mid-Year Report

July 1 – December 31, 2019

The Ocean Ave Association is pleased to share this mid-year report outlining accomplishments, financial status, and other information for the first six months of the 2019-20 fiscal year.

Summary of Accomplishments

Management & Operations

The OAA has a board of directors with nine members. Five represent property owners, three represent businesses, and two represent community members. Board members serve two-year terms. Each year, half of the board members are up for reelection. Board officers are up for election every year.

The OAA board meets January to June and August to November on the third Wednesday of the month. The OAA holds its annual meeting in September. The OAA has a Street Life Committee and a Business Committee. Both meet on the second Wednesday, as needed.

The OAA has one full-time employee—an executive director—and two part-time employees. One part-time employee focuses on assisting small businesses and promoting the retail corridor of Ocean Ave and the other works on administration and special projects.

The OAA seeks to work with and support other community organizations in the neighborhood. The OAA also works with other San Francisco Community Benefit Districts Consortium and Business Improvement Districts by meeting with them on a regular basis.

The OAA issues an annual report after every September, and a mid-year report every January. The OAA's finances are annually reviewed by accountants utilizing State and City criteria for Community Benefit Districts.

Neighborhood Cleanliness

The OAA contracts with CleanScapes SF, a division of Recology, to provide street and sidewalk cleaning and maintenance Monday through Saturday. The OAA and CleanScapes SF staff perform biweekly corridor walks to identify problem areas, such as graffiti, overfilled trash cans, abandoned bulky items such as mattresses and furniture, and dirty sidewalks. CleanScapes SF staff perform regular steam cleaning of the sidewalk, and they coordinate pickup of trash or abandoned items by reporting to 311.

(To report sidewalk, gutter, landscaping or graffiti problems contact the OAA at (650) 273-6223 or email info.oacbd@gmail.com.)

Statistical Summary of Cleaning Services – July 1, 2019 to December 31, 2019

- 311 requests for large/bulky items — 81
- Human/animal waste pickups — 299
- Trash collected and removed (lbs) — 43,985
- Graffiti, stickers and posters removed — 148
- Instances of steam cleaning — 373
- Sharps/needles removed — 2

Public Art

In August, the OAA commissioned a temporary mural on the El Rey Theater at 1970 Ocean Ave to abate graffiti and beautify the building's facade, and OAA staff worked on reaching out to property owners to plan more murals on commercial buildings. OAA staff worked toward completion of a decorative gate at Ingleside Library, and on a plan to install dynamic lighting at Unity Plaza. The OAA fund-raised for the Public Art Fund by hosting a bar crawl in September.

Public Safety

The San Francisco Police Department's Taraval Station assigns two footbeat officers to Ocean Ave. Officer Drewkai Butler has been a dedicated asset for the community's safety.

Beautification

Most of the public space along Ocean Ave is paved. The OAA has installed sidewalk gardens featuring various plants and trees, and in open space areas around Ocean and Geneva larger landscape areas have been constructed and maintained.

Between July and December 2019,

The OAA has been able to fund additional maintenance work for the gardens. The work includes watering plants, pruning and supporting trees and plants, trash removal and weeding. Currently, in addition to Cleanscapes, the gardening crew maintains all landscaped areas of the corridor from Victoria/Manor to the 3 green space gardens at the intersection of Ocean and Geneva Aves.

Ocean Ave Legacy Businesses

In the Fall of 2019, the OAA assisted three small businesses in applying for Legacy Business status. They are the Korean Martial Arts Center, Surfaces by David Bonk, and Kim for Hair. The OAA anticipates their applications to be adopted in spring 2020.

Branding, Activation & Marketing

With funds raised from events, the OAA put a mural on the graffiti-prone former El Rey theater that harks back to the historic building's past.

The OAA organized its annual Ocean Ave Bar Crawl. All funds raised went to the OAA's Public Art Fund.

With Lick-Wilmerding volunteers, the OAA put red bows on all the corridor's palm trees for the Winter holidays.

The OAA partnered with the OMI Cultural Participation Project to hold the Ocean Ave Holiday Bazaar in Unity Plaza in December.

The OAA assisted in the promotion of Thanksgiving and Christmas Turkey Drives, NAMI Walk, High School Fair, Ave Bar Toy Drive, the Ave's anniversary, OMI Goodness neighborhood party, and Ocean View Library redevelopment meetings.

Business Assistance

The OAA has a CDBG grant to provide services to small businesses. In accordance with the grant's requirements, a staff person serves numerous small business owners and performs data collection.

In December, the OAA co-hosted a free small business legal clinic with the Lawyers' Committee for Civil Rights Legal Services for Entrepreneurs. Over a dozen small business owners participated.

Communications

In July 2019, the OAA launched an upgraded website that is ADA and mobile friendly.

The OAA uses an email newsletter to communicate meetings and neighborhood events. (To sign up, go to www.oceanAveassociation.org.) The OAA also uses neighborhood periodicals and social media for promotion.

Ingleside Community Fund

OAA established Ingleside Community Fund, a 501(c)(3) public charity to allow donors a tax deduction for contributions and to be able to apply for grants that require public charity status. In Fall 2019, the Internal Revenue Service granted the OAA 501(c)(3) public charity status. OAA will absorb Ingleside Community Fund in 2020.

Subcontracts

From July to December 2019, the OAA maintained ongoing contracts with CleanScapes Recology for sidewalk and street cleaning and steam cleaning services, Roberto Maya for gardening maintenance and watering, Arborist Now for tree pruning and maintenance, 1AM muralists for mural services, and sculptor Eric Powell for a planned decorative gate at Ingleside Library.

Non-Performing Commercial Units (As of Jan. 2, 2020)

Address	Use	Former Use	Owner
1271-1275 Capitol Ave	Commercial	N/A	TJ Development Inc.
1019 Ocean Ave	Commercial	Bay Circle Printing	Ocean Investment

1125 Ocean Ave	Commercial	Pizza Joint & Grill	1125 Ocean LLC
1423 Ocean Ave	Commercial	Mckee And Company Electric	North East Medical Services
1437 Ocean Ave	Commercial	Uoye Travel	Otto P H & Karen P K Chu Revocable Trust
1445 Ocean Ave	Commercial	Office	North East Medical Services
1601 Ocean Ave	Commercial	Youg Ji Trading Company	TJ Development Inc.
1615 Ocean Ave	Commercial	Star Nails	TJ Development Inc.
1623 Ocean Ave	Commercial	New Fung Tai Framing & Gallery	TJ Development Inc.
1625 Ocean Ave	Commercial	Year Round Tax Prep	TJ Development Inc.
1627 Ocean Ave	Commercial	Chy's Bayfitted Clothing	TJ Development Inc.
1641 Ocean Ave	Commercial	Bank of America ATM Vestibule	Lan Fong Huey 2007 Trust
1760 Ocean Ave	Commercial	CVS	Siu Yee Keung & Mee Jing
1903 Ocean Ave	Commercial	Shadow Man Sports	Panessi Partners
1920AOcean Ave.	Commercial	Zozi's Loft	Gunther Surviving Spouses Trust
1940 Ocean Ave	Commercial	Central Upholstery	Albert Ish
1941 Ocean Ave	Commercial	Ocean Taqueria	Jeffrey & Sophie Lau
1943 Ocean Ave	Commercial	EBikes SF	Jeffrey & Sophie Lau
1945 Ocean Ave	Commercial	SKYD Express	Jeffrey & Sophie Lau
1944 Ocean Ave	Commercial	1944 Collective	Lamax Nguyen
1970 Ocean Ave	N/A	A Place to Meet Jesus	Optimal Partners GP

Mid-Year Financial Statement

The OAA's net income was negative as of December 31, as the assessment disbursement for FY 19-20 had not been received until January 1, 2020.

The OAA is within budgeted spending targets for all categories. Spending for grant-funded projects as well as Cleaning, Maintenance & Safety and Marketing & Beautification assessment income expenses is currently low, but increased spending is projected as staff works toward completion of projects.

OAA is on track to complete all of its planned and budgeted projects during the 2019-2020 FY

The OAA has spent down part of its operating reserve, which was \$225,189 in December of 2018.

Income	Actuals	Budget
Assessment	\$0	\$365,320
Grants	\$26,000	\$110,900
Other	\$19,000	\$36,500
Operating Reserve	\$115,852	\$115,852
Total Income	\$160,852	\$628,572
Expenses	Actuals	Budget
Personnel	\$79,358	\$160,543
Management & Operations	\$44,290	\$11,212
Cleaning, Maintenance & Safety	\$43,198	\$180,793
Marketing & Beautification	\$3,783	\$42,050
Contingency & Reserves	\$0	\$15,000
Grant-Funded Projects	\$10,500	\$113,850
Total Expenses	\$181,129	\$523,448
Net Income	(\$20,277)	\$105,124

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