



# 2022-2023

# ANNUAL REPORT

EXECUTIVE DIRECTOR  
CHRISTIAN MARTIN





# Table of Contents



Director's Intro	3
Summary of services	4
Cleaning and Maintenance Data	7
Landscaping, Streetscaping & Public Realm Projects	10
Community Outreach , Engagement and Events	13
Advocacy and Grants	16
Marketing and Communications	19
Financial Statements	22
Staff and Board Members	25



January 1, 2024

Dear Ocean Avenue Community,

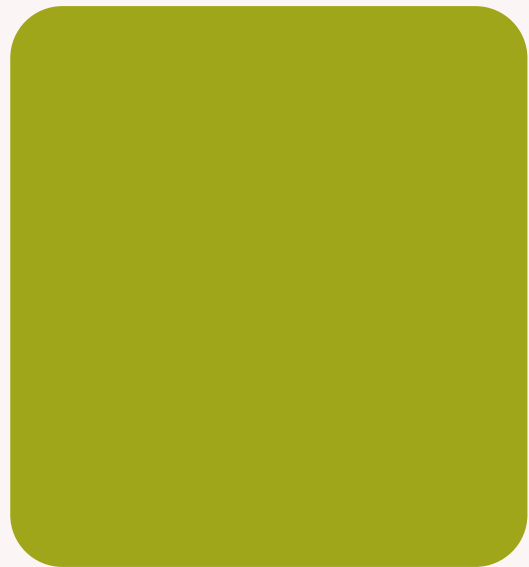
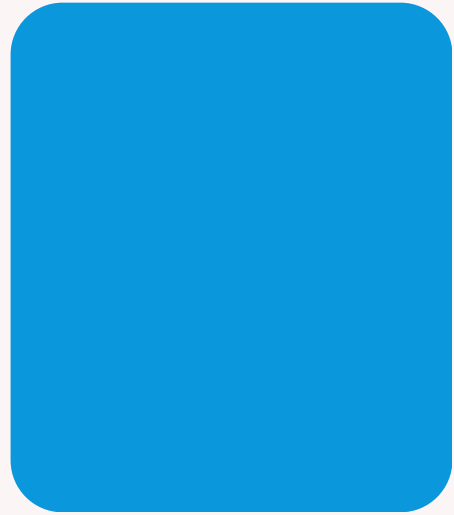
I am Christian Martin, the new Executive Director of the Ocean Avenue Association (OAA), and it's my pleasure to share our strides taken in 2023 on behalf of the Ocean Avenue corridor. This year, OAA launched a suite of services, from meticulous maintenance to innovative safety measures, enhancing our district's quality of life. Our proactive approach has resulted in increased trash removal, impactful beautification projects, and an exciting lineup of community events and programming that have made our neighborhood cleaner, safer, and more vibrant.

In 2023, we prioritized the aesthetics of Ocean Avenue, from weed removal to artistic collaborations like the Havelock Pedestrian Bridge Beautification project. Vibrant flower baskets along the corridor, curated by AllBay Landscaping, brought a splash of color and greenery to our streets.

Beyond services, 2023 saw OAA implement several administrative reforms to strengthen our organization from within. Our new office at 1720 Ocean Avenue and open office hours were established to better meet community needs. OAA actively sponsors, produces, and participates in events, fostering a vibrant and inclusive atmosphere. Finally, we renewed our focus on advocating for local businesses, offering information on grants, tax credits, and actively supporting our community's economic growth and vitality.

Thank you for entrusting OAA with the betterment of the Ocean Avenue corridor. Together, we are building a thriving and vibrant community.

Sincerely,



# SUMMARY OF SERVICES



# SUMMARY OF SERVICES

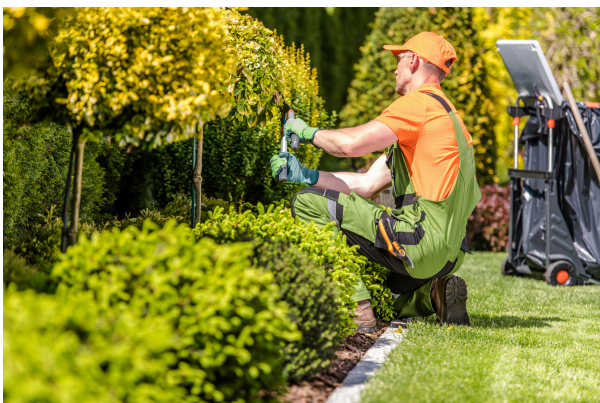
In 2023, Ocean Avenue Community Benefit District (OAA) launched a comprehensive suite of services designed to enhance the quality of life and business environment in the district. These services began on February 13th and include:

## Cleaning & Maintenance Program



This robust program includes meticulous cleaning, regular power washing, proactive graffiti removal, and innovative bike patrols to increase safety.

## Landscaping, Streetscaping, and Public Realm Projects



Significant efforts to beautify and improve the district's aesthetic appeal through various projects.

## SUMMARY OF SERVICES

### Community Outreach and Engagement

Initiatives designed to strengthen connections with local businesses and residents.

### Community Events

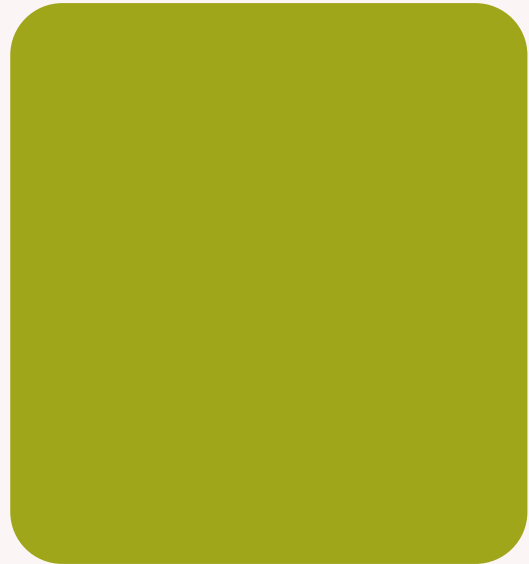
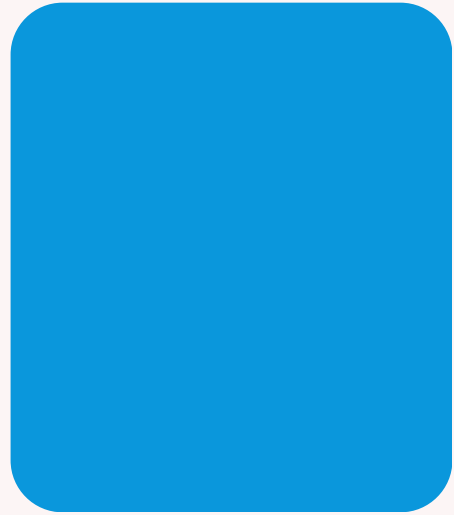
Creation and participation in various events to foster a vibrant and inclusive community atmosphere.

### Advocacy

Providing advocacy for local businesses and leveraging efforts at the local, state, and federal levels of government.



These services reflect OAA's commitment to enhancing the overall environment and fostering a strong, connected community.



# **CLEANING AND MAINTENANCE DATA**



The Ocean Avenue Association has been diligent in maintaining cleanliness and upkeep throughout the district. This year, we launched our cleaning and maintenance Ambassador Program which has effectively managed various tasks, including district sweeping, business check-ins, and graffiti removal. Key highlights from our monthly reports are:



Significant increase in trash bag completions and bulk item removal.



Effective management of tree well cleaning and drain cleaning.

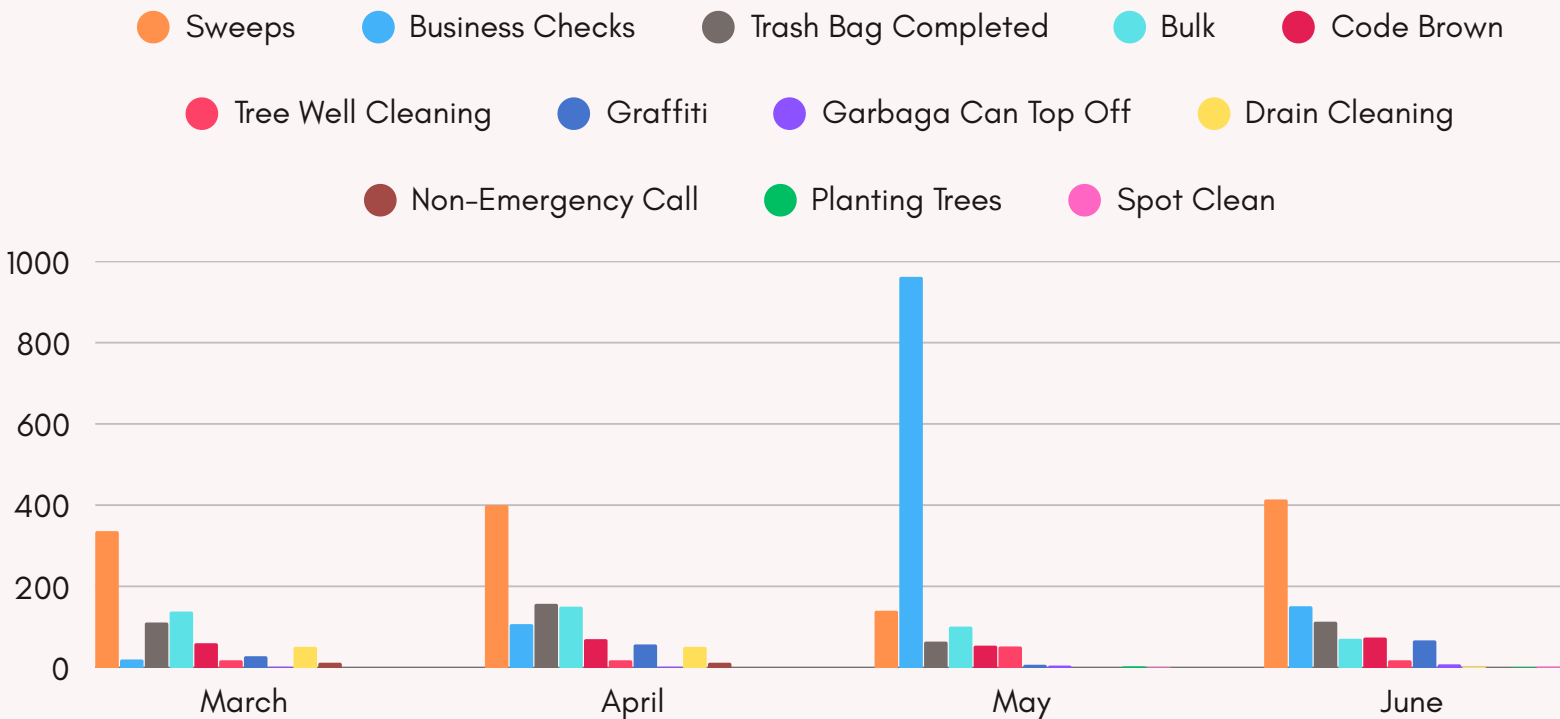


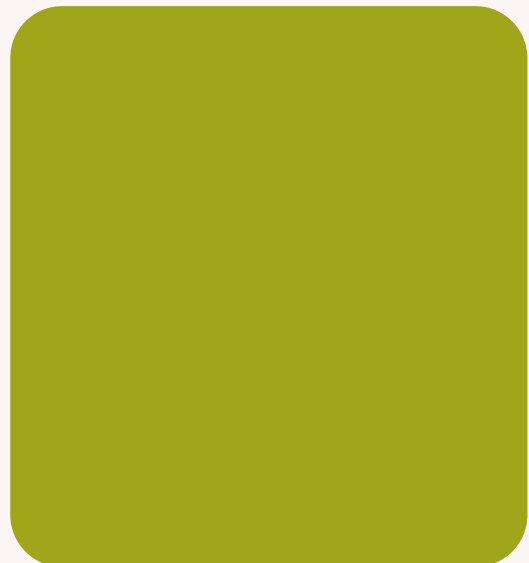
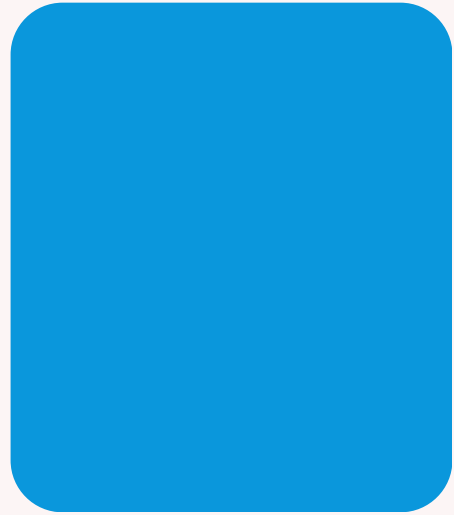
A notable decrease in non-emergency calls, reflecting our proactive approach.



# Task Completion By Month

Service start date 02/13/2023





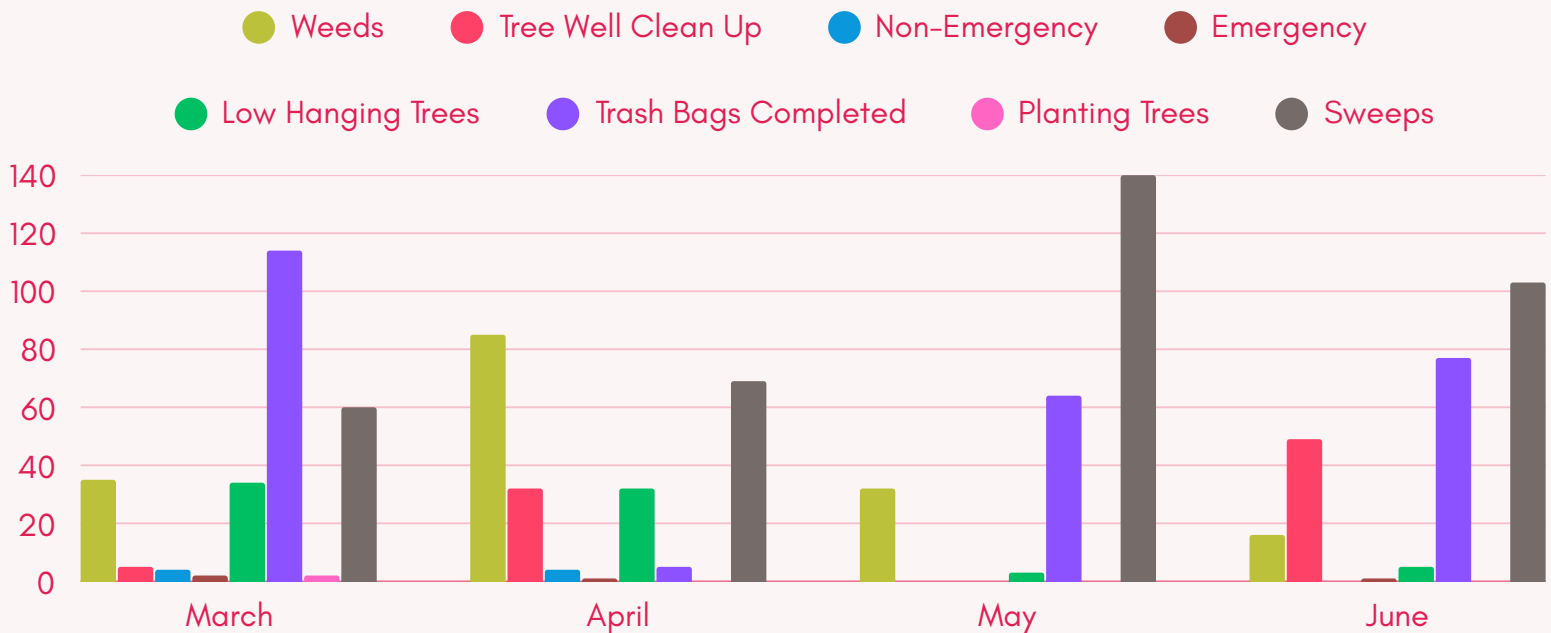
# **LANDSCAPING, STREETSCAPING, AND PUBLIC REALM PROJECTS**



# Landscaping, Streetscaping, & Public Realm Projects

2023 saw OAA's commitment to enhancing the streetscapes and public realm. Our landscaping efforts were focused on improving and maintaining the aesthetic appeal of our green spaces, with regular weed removal and tree well cleanups. The Havelock Pedestrian Bridge Beautification project, in collaboration with artist Neil Ballard, brought a new artistic dimension to our district. Additionally, the installation of vibrant flower baskets along the corridor, maintained by AllBay Landscaping, added a splash of color and life to Ocean Avenue.

## Landscaping Efforts by Month



# Projects and Highlights

## **Havelock Pedestrian Bridge Beautification**

In collaboration with artist Neil Ballard, this project brought a new artistic dimension to our district.

## **Flower Baskets**

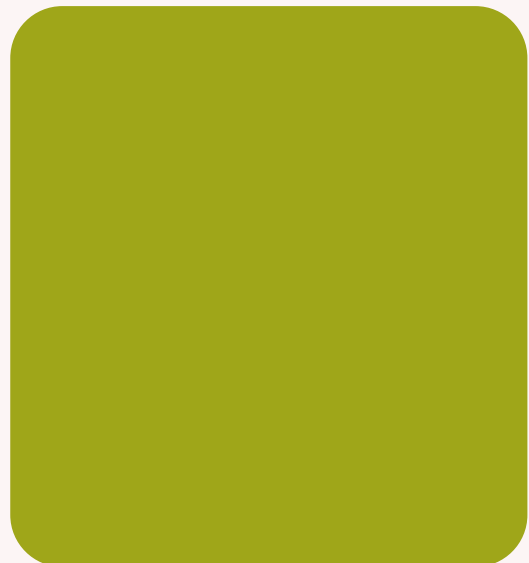
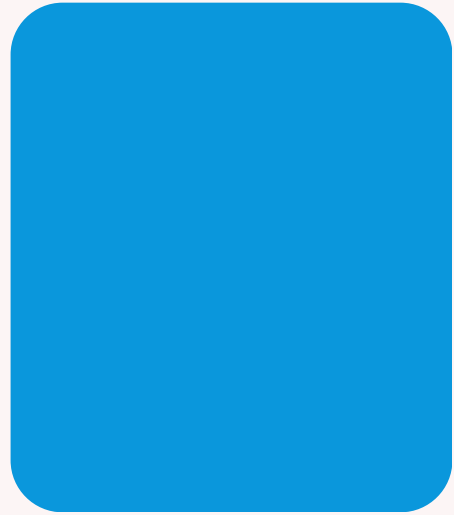
Installation of vibrant flower baskets along the corridor, maintained by AllBay Landscaping, added a splash of color and life to Ocean Avenue.

## **Bistro Lights Installation**

A grant from the Civic Joy Fund provided for decorative bistro lights along the corridor, brightening and beautifying Ocean Avenue after dark for businesses, residents, and visitors.

## **Lakeside Village Community Expansion**

In the spring of 2023, OAA expanded its services to include sweeping, pressure washing, and graffiti removal in the Lakeside Village community.



## **COMMUNITY OUTREACH, ENGAGEMENT & EVENTS**

## Community Outreach and Engagement



The OAA Office opened in April with hours from 10 am - 3 pm on Tuesdays and Thursdays to engage with Ocean Avenue businesses and residents. We adjusted our hours to 1:30 pm - 4 pm on Tuesdays and Thursdays to better address community needs.

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## Community Events



OAA promoted, sponsored, or participated in multiple events to improve the neighborhood experience for residents and visitors alike. Our active participation in various community events, from cultural celebrations to networking events, underscored our commitment to fostering a lively and inclusive community atmosphere. These events drive awareness and traffic to Ocean Avenue businesses and invite people to visit the district.

# 2023 Event Highlights



**February 3rd: Ocean Ale House: Back to the 80's**

**February 11th: Lunar New Year Celebration on Ocean Ave.**



**March 11th: Aztec Mexica 2023 New Year Celebration**

**March 19th: Fix a Flat Class**

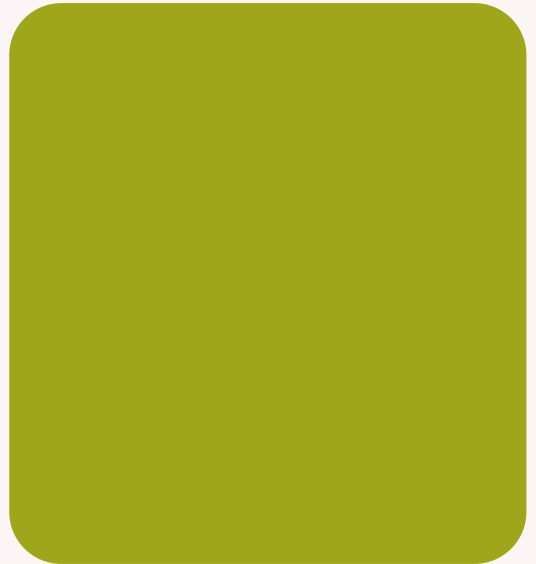
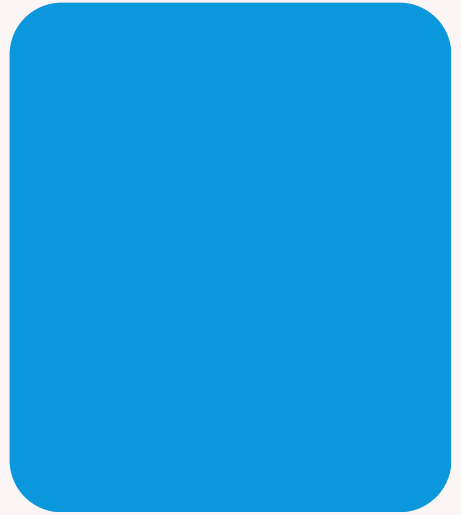
**April 2nd: Easter Egg Hunt**

**April 11th: Graffiti Meeting**

**April 13th: Entrepreneur, Investor, and Small Business Networking event**



**May 13th: Ocean Ave Car Show**



# ADVOCACY AND GRANTS



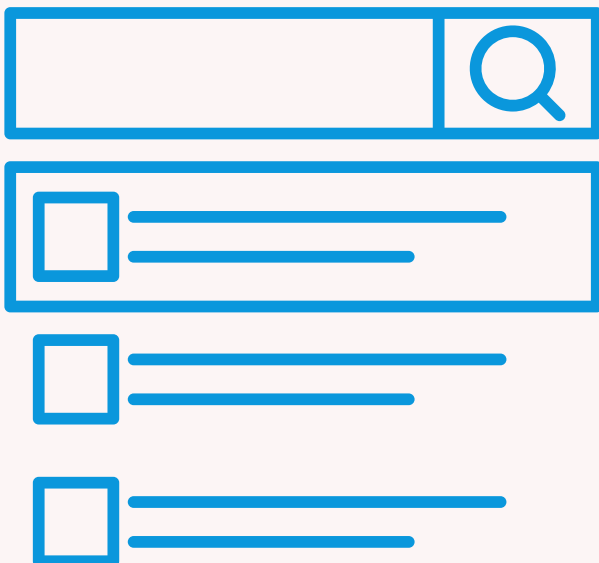
## Advocacy



OAA is at the forefront of advocating for local businesses. Our organization provides information and assistance to businesses on multiple grants and tax credits available to promote businesses and economic growth within the District.

OAA has joined the SFBID Alliance, California Downtown Association, and International Downtown Association to leverage existing advocacy efforts at the local, state, and federal levels of government.

## Business Directory



Ocean Ave. Business Directory was developed to help discover new destinations close to home.

It is available online, at the Ingleside Library, businesses along Ocean Ave, and by mail.

# Grants

**In 2023, OAA assisted local businesses in applying for and obtaining various grants to support their operations and growth. The available grants and assistance programs included:**

**Storefront Vandalism Relief Grant:**

Offers financial support of up to \$2,000 for small businesses that have experienced vandalism-related storefront damage. OAA has assisted five members in receiving assistance through this grant.

**Flood Damage Relief Grant:**

Small businesses affected by recent winter storms can apply for up to \$5,000 for significant physical damages.

**Business Training Grant:**

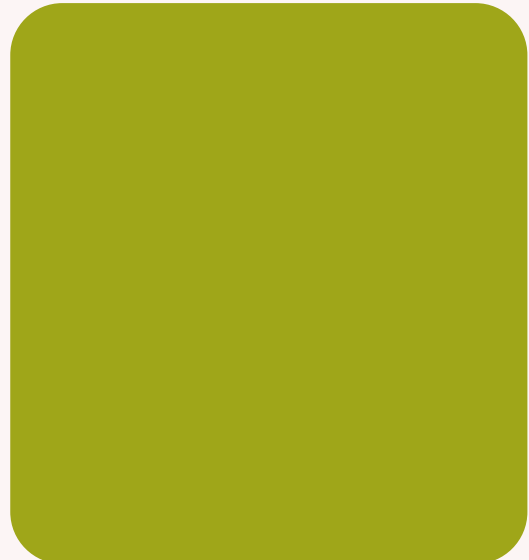
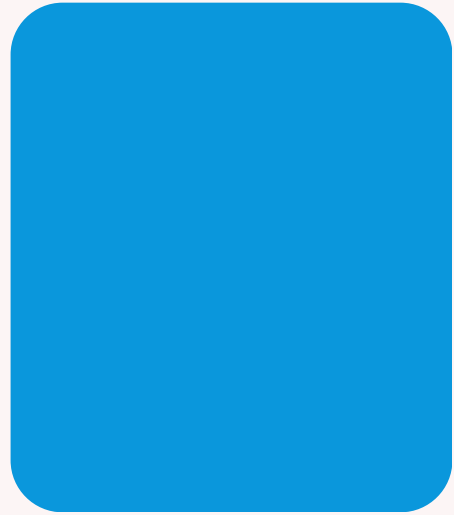
Provides funding ranging from \$5,000 to \$50,000 for small businesses in San Francisco, requiring participation in at least 12 hours of training and workshops.

**Storefront Opportunity Grant:**

Provides funding and technical assistance in signing a lease for a new commercial storefront. Eligible small businesses can apply to receive up to \$25,000 for the first storefront location or up to \$50,000 to expand to an additional storefront location.

**Shared Spaces Arts & Community Culture Grant:**

Provides funding to activate Shared Spaces with outdoor performances, installations, and other cultural engagement activities in partnership with San Francisco's Shared Spaces team.



# **MARKETING AND COMMUNICATIONS**

# Marketing and Communications

OAA releases a monthly newsletter and maintains an active presence on several social media channels, including Instagram, Facebook, and X (formerly Twitter). The organization has steadily and organically grown its audience by engaging with users and providing educational and relevant content.



## Monthly Newsletter

Our monthly newsletter is a critical tool in keeping stakeholders informed and engaged, boasting an impressive open rate of 55%. The primary audience is businesses in the OAA District. Surveys integrated into the newsletter encourage feedback, continuously improving our services based on community input.

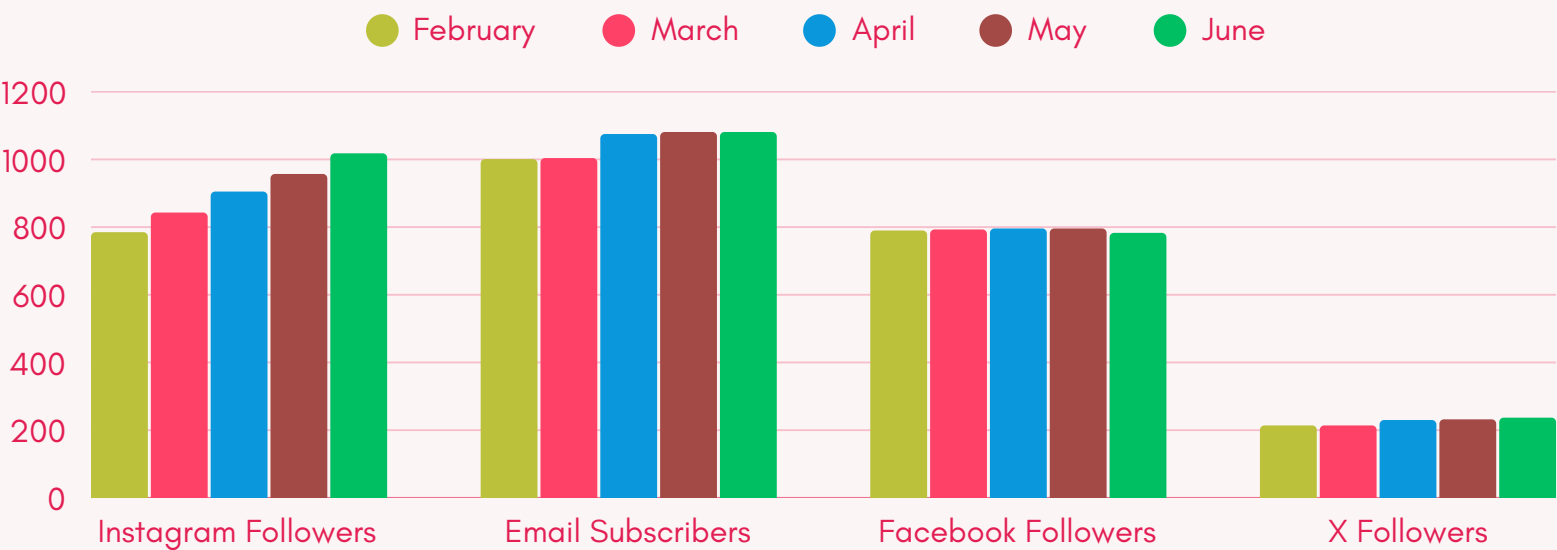


## Social Media

OAA's steady social media and newsletter growth is demonstrated through consistent engagement and follower growth across platforms.

# Social Media Engagement

OAA's steady social media and newsletter growth is demonstrated in the chart below by platform.







# Financial Statements

OAA maintains a strong focus on financial integrity and transparency. Our detailed financial statements and proactive responses to audit findings reflect our commitment to responsible fiscal management.

## Financial Data\*

### Statement of Operations (Actual vs. Budget)

for the fiscal year ended June 30, 2023

	Actual*	Budget	Variance Positive/(Negative)	Variance %
<b>REVENUE AND SUPPORT</b>				
Assessment revenue	356,465	355,853	612	0%
Government grants and contracts	200,672	236,452	(35,780)	-15%
Contributions	-	5,250	(5,250)	-100%
<b>TOTAL REVENUE AND SUPPORT</b>	<b>557,137</b>	<b>597,555</b>	<b>(40,418)</b>	<b>-7%</b>
<b>EXPENSES</b>				
Cleaning, Maintenance & Safety, and Marketing & Beautification	376,523	507,924	131,401	26%
Management and Operations	138,741	72,034	(66,707)	-93%
Contingency & Reserves	-	15,000	15,000	100%
<b>TOTAL EXPENSES</b>	<b>515,264</b>	<b>594,958</b>	<b>(51,707)</b>	<b>-9%</b>
Change in Net Assets	41,873	2,597	(39,276)	-1512%
Prior Year Net Assets (Carryover)	251,681	251,681	-	0%
<b>TOTAL NET ASSETS</b>	<b>293,554</b>	<b>254,278</b>	<b>(39,276)</b>	<b>-15%</b>

Allocation of Personnel Expenses	Amount	Percentage	Personnel Expense
Cleaning, Maintenance & Safety, and Marketing & Beautification	355,733	88%	152,191
Management and Operations	50,450	12%	21,584
<b>Total</b>	<b>406,183</b>	<b>100%</b>	<b>173,775</b>

### Statement of Financial Position

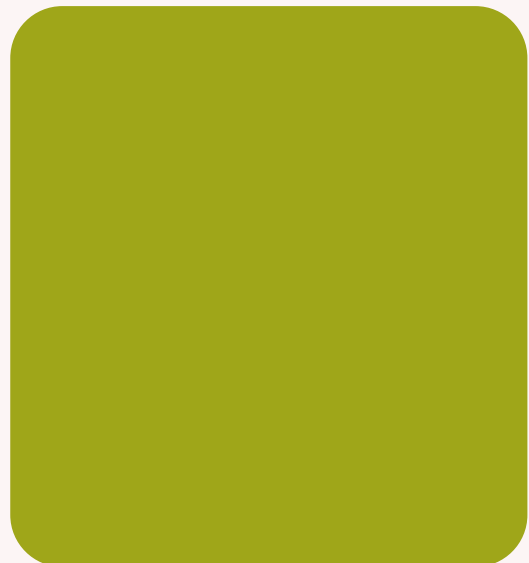
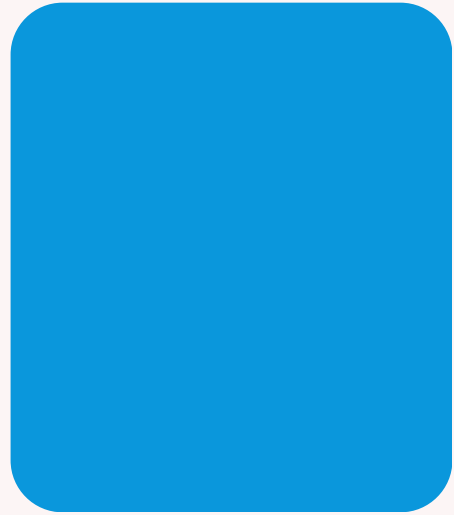
As of 06/30/2023

<b>ASSETS</b>	
Cash	272,946
Assessment receivable	59,075
Prepaid expenses	4,748
Grant receivable	90,956
<b>TOTAL ASSETS</b>	<b>427,726</b>
<b>LIABILITIES &amp; NET ASSETS</b>	
<b>LIABILITIES</b>	
Accounts payable and accrued expenses	134,172
<b>TOTAL LIABILITIES</b>	<b>134,172</b>
<b>NET ASSETS</b>	
Without Donor Restrictions	202,598
With Donor Restrictions	90,956
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>293,554</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>427,726</b>

# Audit Response

An audit that was initiated by the City and County of San Francisco revealed 19 areas requiring improvement. The Ocean Avenue Association's new CPA and team has systematically addressed each point, and the organization is now working closely with financial professionals to modernize bookkeeping systems and rectify past issues. We have also implemented new financial policies and best practices, ensuring transparency and excellence in fiscal management for the Association.

OAA and our Staff and Board Members will maintain a strong focus on financial integrity and transparency. The OAA's detailed financial statements above and proactive responses to audit findings reflect our commitment to responsible fiscal management.



# STAFF AND BOARD MEMBERS

# Staff and Board Members

The Ocean Avenue Association (OAA) maintains an open-door policy for its meetings, inviting public attendance. Agendas for each meeting are posted on the OAA website at least three days in advance of each meeting, and minutes from past meetings are easily accessible via the website for public review.

The OAA Board of Directors meets at least ten times annually to review and manage the organization's business. The Board encourages and welcomes community involvement to ensure transparency in its operations.



# Staff

The OAA Staff is led by Executive Director Christian Martin, who joined the organization in November of 2022. Christian is supported by Chief of Staff Brit Bostic, Deputy Director Gabriel Cory and Small Business and Marketing Manager Rosendo Betancourt. The new OAA staff implemented robust reporting on cleaning and maintenance activities through the Jia platform. The new OAA operations reports feature robust data and analytics, enabling full transparency into operations.

## **Executive Director – Christian Martin**

Christian is responsible for establishing the district's financial and operational systems. With over a decade of experience managing improvement districts, he excels in creating environments that benefit businesses, residents, and visitors alike. Contact: christianm@oaacbd.org.

## **Chief of Staff -- Brit Bostic**

Brit Bostic grew up in a business-oriented family in California's Wine Country, fueling her passion for various ventures. Now at the Ocean Avenue Association, she leverages her extensive experience to bring exceptional value to this non-profit organization. With over 10 years of experience in San Francisco's Financial District, Brit has worked in banking, private equity, and wealth management. She has also played key roles in scaling venture capital firms and tech startup companies. An active member of the Chief of Staff Association, Brit dedicates her time to mentoring and volunteering.

## **Deputy Director – Gabriel Cory**

A native of nearby Ingleside, Gabriel has always considered Ocean Avenue home. Gabriel holds a political science degree from Northeastern University, and he brings a wealth of experience to OAA, including serving as a product planner at Pioneer DJ EMEA and eight years at Dolby Laboratories. Now back home in San Francisco, Gabriel is committed to fostering new business and social opportunities on the corridor.

## **Small Business & Marketing Manager - Rosendo Betancourt**

Rosendo is an alumnus of San Francisco State University and holds a Broadcasting & Electronic Communication Arts degree. He brings a passion for community engagement to the Ocean Avenue Association. His previous role at the School for Self-Healing near Ocean Beach, San Francisco, honed his skills in connecting and assisting the local community.

# Board Members

## Executive Board Members

Shirley Lima: Chair

Vivian Liang: Vice-Chair

Howard Chung: Secretary

Henry Kevane: Treasurer

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## Board Members

Walee Gon

Ravi Lau

Alberto Vasquez

Larry Dorsey

Raymond Hou



## **Acknowledgements**

We would like to acknowledge and thank all those who have contributed to the preparation of this annual report. Your hard work and dedication are deeply appreciated.

Report designed by Brit Bostic