



Ocean Avenue Association

A San Francisco Community Benefits District

1728 Ocean Avenue PMB154

San Francisco, CA 94112

Mid-Year Report

July 1 – December 31, 2020

The Ocean Avenue Association is pleased to share this mid-year report outlining accomplishments, financial status, and other information for the first six months of the 2020-2021 fiscal year.

Summary of Accomplishments

Management & Operations

The OAA has a board of directors with ten members. Five represent property owners, three represent businesses, two are community members, and one represents City College. 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. The OAA holds its annual meeting in September. The OAA has a Street Life Committee that meets generally on the second Wednesday.

In the past year the pandemic conditions have resulted in changes of OAA's meeting schedules.

For this Mid-Year reporting period the OAA has had one full-time employee—an executive director—and one part time contract employee who focuses on assisting small businesses and promoting the retail corridor of Ocean Avenue.

The OAA seeks to work with and support other community organizations in the neighborhood. The OAA also works with other San Francisco Community Benefit 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 regular 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 to 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, 2020 to December 31, 2020

- 311 requests for large/bulky items — 95
- Human/animal waste pickups — 325
- Trash collected and removed (lbs) — 44,315
- Graffiti, stickers and posters removed — 255
- Instances of steam cleaning — 373
- Sharps/needles removed — 5

Public Art

In August, the OAA commissioned a temporary mural on the Chase Bank building at Faxon and Ocean to abate graffiti and beautify the building's facade, and OAA staff work 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 Avenue. Officer Drewkai Butler has also been a dedicated asset for the community's safety. During the Pandemic period covered by this report, public safety has been a larger concern of merchants and neighbors than during normal times.

Beautification

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

Between July and December 2020,

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 avenues. Also, OAA staff has partnered with SF Public Works to add 3 new sidewalk gardens in the district, on Capital, Harold and Ocean and on Granada in front of the Ingleside Library. In addition, the OAA continues to adopt unmaintained landscaping in the corridor.

Ocean Avenue Legacy Businesses

In 2020, the OAA assisted two additional small businesses in applying for San Francisco Legacy Business status. They are the Korean Martial Arts Center and Surfaces by David Bonk. These business applicants became Legacy businesses in Spring 2020.

OAA Small Business Assistance Program Written by Alex Mullaney

The Ocean Avenue Association's Small Business Assistance Program continued to focus on helping the district's small businesses weather the economic storm caused by the COVID-19 public health crisis by providing the following services to the district's merchant community:

- Daily updates from local, state and federal government about the pandemic
- One-on-one assistance applying for grants, loans, and new programs such as SF Shines for Reopening and Shared Spaces
- Holding webinars about new loan products and programs

The OAA Small Business Assistance Program shepherded Korean Martial Arts Center and Surfaces by David Bonk through the process to join San Francisco's Registry of Legacy Business.

End of Alex Mullaney's Report

Branding, Activation & Marketing

With a District 7 participatory budgeting grant, OAA received an Arts Commission award to put commission a mural on the PG and E gate that illustrates the natural landscape of Ocean Ave in 1895. Additional murals from that grant are anticipated in the Spring of 2021. Marketing the corridor's restaurants for take-out services during the pandemic has been a major focus of OAA, in collaboration with the Ingleside Merchants Association. In addition, dealing with the increased graffiti during the pandemic conditions has been another focus of OAA.

OAA continued it's tradition of decorating all the corridor's palm trees with Red bows for the Winter holidays.

The OAA continued to work with the OMI Cultural Participation Project to maintain the Unity Plaza area.

The OAA assisted in the promotion of Thanksgiving and Christmas Turkey Drives, and the Ave Bar Toy Drive in spite of pandemic conditions and virtual meetings.

Business Assistance

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

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.oceanavenueassociation.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.

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, 2021)

Address	Use	Former Use	Owner
1019 Ocean Avenue	Commercial	Bay Circle Printing	Ocean Investment Company
1125 Ocean Avenue	Commercial	Pizza Joint & Grill	1125 Ocean LLC
1423 Ocean Avenue	Commercial	Mckee And Company Electric	North East Medical Services
1437 Ocean Avenue	Commercial	Uoye Travel	Otto P H & Karen P K Chu Revocable Trust
1445 Ocean Avenue	Commercial	Office	North East Medical Services
1601 Ocean Avenue	Commercial	N/A	TJ Development Inc.
1601 Ocean Avenue	Commercial	Youg Ji Trading Company	TJ Development Inc.
1615 Ocean Avenue	Commercial	Star Nails	TJ Development Inc.
1623 Ocean Avenue	Commercial	New Fung Tai Framing & Gallery	TJ Development Inc.
1625 Ocean Avenue	Commercial	Year-Round Tax Prep	TJ Development Inc.
1627 Ocean Avenue	Commercial	Chy's Bay-fitted Clothing	TJ Development Inc.
1641 Ocean Avenue	Commercial	Bank of America ATM Vestibule	Lan Fong Huey 2007 Trust
1760 Ocean Avenue	Commercial	CVS	Siu Yee Keung & Mee Jing
1903 Ocean Avenue	Commercial	Shadow Man Sports	Panessi Partners
1920A Ocean Avenue	Commercial	Zozi's Loft	Gunther Surviving Spouses Trust
1940 Ocean Avenue	Commercial	Central Upholstery	Estate of Albert Ish
1941 Ocean Avenue	Commercial	Ocean Taqueria	Jeffrey & Sophie Lau
1943 Ocean Avenue	Commercial	E-Bikes SF	Jeffrey & Sophie Lau
1945 Ocean Avenue	Commercial	SKYD Express	Jeffrey & Sophie Lau
1944 Ocean Avenue	Commercial	1944 Collective	Lamax Nguyen
1970 Ocean Avenue	N/A	A Place to Meet Jesus	Optimal Partners GP

Mid-Year Financial Statement

The OAA's first 2020-21 assessment disbursement for FY 19-20 was received in the last week of December.

The OAA is within budgeted spending targets for all categories. Spending for grant-funded projects and Marketing & Beautification expenses are currently low, but increased spending is projected as staff works toward completion of budgeted projects such as landscaping and public art improvements.

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

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