



MIDYEAR REPORT

LET'S MAKE IT SWEET!

Fiscal Year 2021-2022

July 1, 2021 to Dec 31, 2021

FISCAL YEAR 2021-2022 MID-YEAR REPORT

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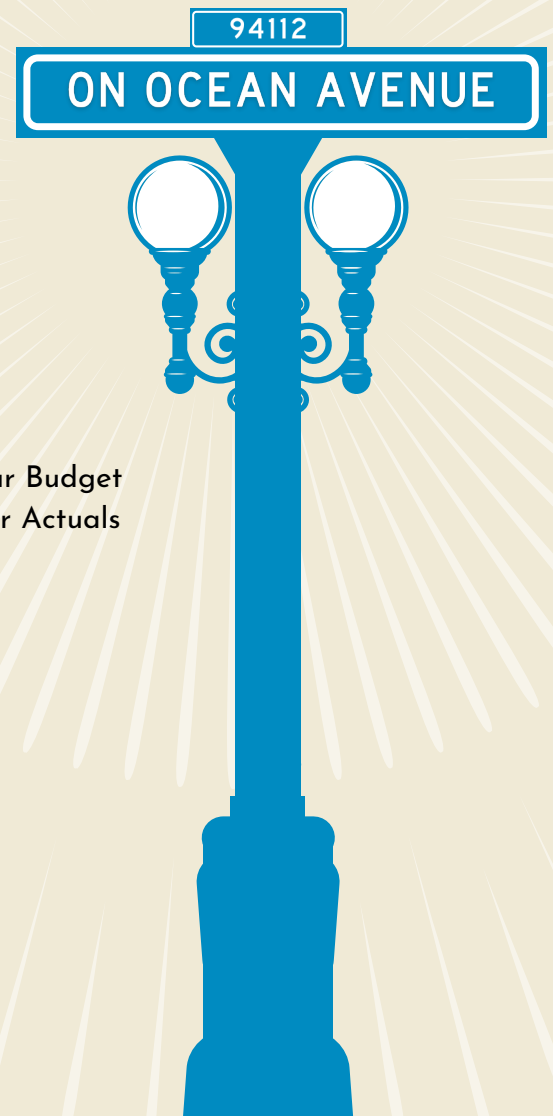
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Note from our Executive Director, Pierre Smit



Dear Stakeholders, Neighbors and Friends:

Welcome to my first mid-year report showing our accomplishments and our challenges in the first 6 months of this fiscal year 2021-2022. It has been a learning curve and an exciting time to have the opportunity to grow this organization in a new direction. We can already see some changes on Ocean Avenue, and we are working on keeping it going.

Our goal is to have a welcoming and thriving business corridor where folks from the surrounding neighborhoods come to shop and dine. But, like every retail area, Ocean Avenue has seen some negative effects from the COVID-19 pandemic. Yes, there are empty store fronts that need a new operator. Other businesses are waiting for students to fully return to school before re-opening.

We welcomed the following new businesses in the first 6 months of FY 2021-2022:

- Ocean Incubators (Ingleside Art Gallery & Sunshine Dance Studio), 1507 Ocean Ave.
- A1 Bakery (newly remodeled), 1727 Ocean Ave.
- The Pawber Shop, 1963 Ocean Ave.

With a new Board of Directors, a new Small Business & Marketing Manager, a new Executive Director at the helm, this organization that started in 2010 to make improvements, offer services and organize activities, has the opportunity to move further and improve the area in new ways.

The Ocean Avenue Association principal programs are:

1. A cleaning, maintenance and safety program,
2. A marketing, streetscape and beautification program.

The fiscal year 2020-2021 was a year of transitions for the Ocean Avenue Association. That year has settled and we are now moving forward. So, let's make it sweet and enjoyable!

See you on the Avenue!

Pierre Smit

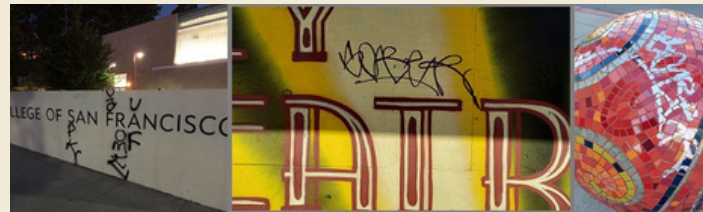
1. Services Provided: Accomplishments & Challenges

a. Cleaning Program:

Accomplishment: Considering that this program has the highest priority, the contract with Cleanscapes was reviewed thoroughly for the 1st time in over 8 years. An updated agreement was approved by the Board and signed by the ED. This agreement has improved terms including more frequent sidewalk steam cleaning from twice a year to four times per year. With this updated contract and frequent follow ups, we have noticed immediate changes with clean sidewalks and quick response to issues such as graffiti or dog poops.

Yes, we have aggressively been removing graffiti within 24 hours of noticing it. Some of these appeared on the entire façade of Walgreens, over the City College sign, over our wonderful murals or even on the mosaic decoration ball. OAA has been cleaning graffiti quickly; the result is simply to have a welcoming neighborhood.

Challenge: While our business corridor is getting cleaner, the amount of trash grabbed on Ocean Avenue by our cleaning crew is astounding. Below are the figures for the first 6 months of this fiscal year:



Month, 2021	Pounds of trash	Employee hours (for sweeping, pressure washing sidewalks and graffiti removal)
July	1,850 pounds of trash	362 hours
August	1,770 pounds of trash	373 hours
September	1,710 pounds of trash	345 hours
October	2,010 pounds of trash	280 hours
November	2,430 pounds of trash	319 hours
December	2,080 pounds of trash	271 hours
Total 1st 6 months of FY21-22	11,850 pounds of trash	1,950 employee hours



b. Maintenance Program:

OAA is in charge of planting areas and trees are to be maintained by the SF Dept. of Public Works or by OAA.

Accomplishment: Our crew maintains the planting areas very well every week with watering, clearing weeds, etc. We have been thinning some of the trees so branches can resist the Avenue's strong wind or storms.

Challenge: Trees are to be maintained by SF Dept. of Public Works. The palm trees have not been maintained properly as DPW is short of staff due to the pandemic. We understand the importance to keep Ocean Avenue welcoming, clean and safe from falling dead palms. OAA will be working 2022 in resolving this situation.

c. Safety on Ocean Avenue:

i. Safety on the street:

Challenge: There are serious safety issues on Ocean Avenue:

- Two restaurant parklets are inches away from cars passing at high speed.
- At Granada Avenue, pedestrians need to cross Ocean Avenue in crosswalks; this is the only cross street without a traffic light and cars don't stop readily.
- Bicyclists face difficulties along the corridor.
- Pedestrians are crossing the streets at red lights; cars are turning right at red lights.
- Cars are making dangerous U-turns.
- Cars are coming off the FWY280 at full speed without the need to stop.

Something has to be done about safety on Ocean Avenue!

Accomplishments: OAA participated at the Phil Ting Bike Fair at Aptos Park and at the OMI-CPP Halloween on Faxon Street. At both events, participants were asked to sign a petition going to D7 Supervisor Melgar with some specific points such as asking for a speed reduction on Ocean Avenue, adding a STOP sign at Granada, no right turn at red lights allowed at Miramar, etc. A total of 111 signed petitions were collected and sent to our District-7 Supervisor asking for safety improvements on Ocean Avenue. Thanks to a new State law signed late in Fall 2021, the speed limit will be reduced on Ocean Avenue from 25 MPH to 20 MHP. Year 2022 will be the year for awareness for drivers and pedestrians to improve safety. A presentation by SF Walk is scheduled for the OAA April 2021 Board Meeting.



ii. Business Safety:

Challenge: In the Winter 2021, businesses started getting hit by a vandal who did not find any other pleasure in life than breaking the windows of mostly, but not only, Asian owned businesses.



Accomplishment: OAA staff walked the corridor once with D7 Supervisor Melgar, her staff, the Taraval Police Station representatives and OEWD staff to reassure the businesses that a relief grant was being worked on.

The DA's staff also visited the Avenue to reassure the affected businesses that once the perpetrator is caught, he will be prosecuted!

Accomplishment: The Vandalism Relief Grant from OEWD came out in September 2021. OAA created an English & Chinese brochure and our Small Business & Marketing Manager went to the businesses that had been affected to assist them with the application process. After a month or two, many of the businesses received some funds from the City and were very thankful for the help.

Challenge: The perpetrator was caught in August and released on December 23 after being granted Mental Health Diversion (MHD). He failed to appear in court on January 31, 2022, and the court has since issued a bench warrant (according to the DA).

iii. Safety of OAA:

Accomplishment: Review of the insurance policies. One of the first jobs of the new E.D. was to review all policies and make sure all were up to date. There were some issues in getting in contact with the right people at the different agencies, but ultimately were able to establish a great line of communication.

d. Events by OAA:

Challenge: Bringing neighbors is key to wholesome enjoyment of the area.



Accomplishments: OAA organized, participated or sponsored the following events to improve the experience of neighbors and visitors. These events are making everyone aware of the businesses available on the Ocean Avenue corridor.

i. MuSix or Mu6:

In September 2021, OAA started MuSix happening on the 6th day of each month at 6pm for a couple of hours. Two bands were hired to perform a block away from each other. Musicians from the neighborhood were invited to come and play on sidewalks. The idea was to have a musical event on the street for neighbors to explore the avenue, enjoy the music and sponsor businesses.



A marketing campaign included announcement by social media, posters placed in the entire neighborhood, and a mailer sent to over 3,000 local addresses. A raffle for four \$50 gift cards from Whole Foods Market was introduced. Three businesses sponsored the event covering some of the cost for the bands and the printing of posters. With the Board of Directors' input, MuSix needed to be reviewed with a city permit policy. MuSix October was cancelled. MuSix November had to be set in an indoor location with one band at That's Amore Pizzeria. This was a big hit among neighbors. With Winter weather and permit issues, this monthly Ocean Avenue event will need to be reviewed in the Spring.

ii. Shop and Dine in the 49:

Thanks to a program from the San Francisco Chamber of Commerce, OAA participated for the 1st time in "Shop and Dine in the 49", a Holiday event with a motorized cable car and carolers congregating at Unity Plaza to promote the local businesses. 100 tote bags stuffed with goodies from businesses and a listing of businesses were handed out as well as 100 hot cocoas.



iii. Sleigh This Holiday, an Arts & Crafts Holiday Fair:

The collaboration of OMI-CPP and OAA put together an Arts & Crafts Fair on Unity Plaza. It brought kids and adults together for three hours with Santa Claus, games for kids, some crafts by neighbors and a choir from Riordan High School.



iv. Holiday Bows Photography Contest:

Holiday bows were installed right after Thanksgiving on all palm trees of Ocean Avenue from Geneva to Victoria. We advertised in OAA Community Updates, via social media and by contacting local schools of a photography contest with the prize of a \$100 Whole Foods Market gift card for the most creative selfie or picture with "yourself". The winner was selected by members of the Board and Yuliia received her winning price.



v. National Night Out:

OAA engaged with the neighboring community at the National Night Out. We had a popcorn stand at the Minnie & Lovie Ward Park and a shaved ice stand at the Ingleside Police station. Lots of fun and many smiles.





2. Marketing, Beautification, Streetscapes: Accomplishments & Challenges.

a. Community Updates & Social Media Marketing

Twice a month, OAA sends a Community Update email to its list. These emails include events on or around Ocean Avenue, things that are happening such as the opening of a new business, Board meeting announcements, etc. In December 2021, the Community Update emails included the list of businesses on the Avenue sorted by type of businesses with address, phone number and website URL. Social media campaigns were included on Twitter and Instagram.

A database with all business locations on Ocean Avenue was developed in 2021. It is sorted by type of business, and includes phone numbers, websites, etc. A directory is being developed for early 2022 to be distributed in the neighborhood. OAA plans to work with businesses who do not have a web presence to make it available. Monthly results of social marketing are reported by the Small Business & Marketing Manager.

b. Streetscape:

In a meeting with SF DPW, we requested the installation of additional trash cans along the Avenue. For some reason, the opposite happened resulting in the removal of 3 trash cans in our district. A couple of weeks later, one of these reappeared. Following a meeting with DPW Interim Director Carla Short, it looks like there is a debate about trash cans. The more trash cans are present, the more folks are placing their home refuse around it. And without trash cans, pedestrians have a tendency to throw their trash anywhere.

Challenge: While the study of having or not having trash cans is being developed, OAA will develop an alternative solution to keep the Avenue clean for the time being.

c. Beautification:

Accomplishment: Thanks to a grant from MOHCD that was started years ago and that involved many City Departments, Ocean Avenue Association (OAA) and Ingleside Community Fund (ICF) had the chance to witness the installation of the Ingleside Library Gateway in Sept 27, 2021 for the ribbon cutting celebration. This is a very large-scale art piece for the neighborhood. It is lively, breezy, swirly and welcoming at 1298 Ocean Avenue.



d. Community Clean-up:

Accomplishments: OAA organized some community clean-ups of Unity Plaza with Together SF on National Public Lands Day. The OAA with 18 volunteers from Lick Wilmerding High School cleaned-up for 2-hour an area at 699 Ocean Avenue, a pathway covered with graffiti and overgrown vegetation.

Challenges:

- (1) Obtaining a contract with SFMUNI to handle daily cleaning of Unity Plaza.
- (2) Finding a way to clean up 699 Ocean Avenue and make it a useful pathway.



e. OAA Staff:

Accomplishment: A new Small Business and Marketing Manager and a new Executive Director were hired. The past Executive Director Daniel Weaver trained both Jordan Mar and Pierre Smit. Thereafter, Dan remained in the background, but always available for questions or meeting on the Avenue to go over different issues.

A Celebration for Daniel Weaver:

In early September, we celebrated Dan Weaver and his contribution to Ocean Avenue during the past 25 years. He was thanked by many including long time Board members Howard Chung and Henry Kevane, as well as D7 City Supervisor Myrna Melgar. Dan received a Mayor's Proclamation from Christopher Corgas of OEWD. Then, Dan told his story on the Avenue and what it took to get the CBD started and going. Dan is planning some travelling now.

3. Renewal & Expansion: Accomplishments & Challenges

As explained in the OAA Annual Report 2020-2021, a Strategic Plan to move the Community Benefit District in a new and bigger direction was approved by OAA Board in 2021. From the recommendations, here is the status of what has been accomplished so far:

a. Organizational Recommendations:

- Creation of a Board Member Handbook and this handbook has been given to all Board members and incoming members. Additional training may be needed to guide the relationship with the staff.
- Brown Act training was provided at a Board Meeting by the City Attorney's office.
- The Board meeting agenda is set by the staff and reviewed with the Secretary and Chair 5 days prior to the Board meeting.
- Standing Committees: 3 working groups: Expansion & Renewal; Street Life & Business; Grants/Finance/ Fundraising.
 - Expansion & Renewal:
 - NBS contract was signed and the work has started
 - Meeting group has met with new stakeholders: Supervisor Melgar, SFMTA, SF Parks & Rec, BART, Lakeside Village.
 - The program is now scheduled to be finalized in June 2023.
 - A map of the targeted area has now been defined.
 - Street Life & Business: worked on the Dec 4 Holiday Craft Fair.
 - Grants/Finance/Fundraising: The Chair did apply for a grant unsuccessfully.

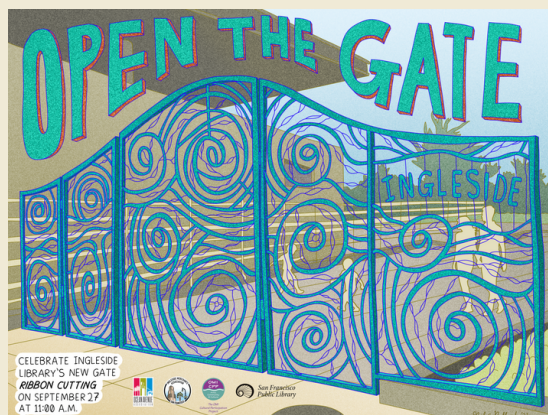
b. External Recommendations:

- Communication with stakeholders is done with Community Update emails sent at least twice monthly. A decision to mail a community update newsletter monthly to property owners was approved but has not yet been implemented.
- The contract agreement with Cleanscapes was reviewed, updated and signed.

c. Financial Recommendations:

- A budget was approved in July 2021 for FY 21-22. At each monthly Board meeting, the actual budget has been shared.
- A check signing policy has only two signers allowed: the Secretary of the Board and the Executive Director. Most payments have been made electronically for simplicity.
- Contract policy: the Board has been approving the larger contracts (NBS and Cleanscapes) and the E.D. has signed it. Smaller contracts are handled by the E.D.
- Financial review of the budget and tax filing is done by Treasurer, Bookkeeper and E.D.

- Bank statements and account reconciliation has been the work of the bookkeeper; the bookkeeper has at least a monthly meeting with the E.D. to go over the expenditures and payments received so she can update the budget.
- A grant policy has not been defined yet. The work on grants included the following:
 - The Board spoke with one candidate that wanted to help apply for grants.
 - The Chair working with the candidate did apply in the Fall for a grant unsuccessfully; only after the fact did the Board heard of this fact.
 - Some Board members, the Small Business & Marketing Manager and this candidate followed a course on Grant writing.
 - Applying to grants: a series of OEWD grant proposals were received in mid-December. The E.D. did apply in January 2022 for a SF Shine Design Services Grant targeting small businesses owners with limited English proficiency.
 - Recapping all grants still open at the start of FY21-22:
 - Historical Preservation Survey Grant: the report was delivered by vendor; the grant is now closed.
 - Public Life Study Grant: the report by Livable City was delivered early July 2021; the grant is now closed.
 - SF Shine Façade & Tenant Improvement Program Grant: closed early by City.
 - CDBG Grant for the Small Business & Marketing Manager: remains active.
 - SFAC Grant: the painting of the murals done in FY 20-21 has been funded.
 - Ingleside Community Fund SFMOHD Grant: the Ingleside Library Gateway was installed in Aug/Sept 2021 and the grant is now closed.
 - Renewal & Expansion (R&E) Grant: the updated RFP212 grant document was produced in Fall 2021. This includes the Strategic Plan 2021.
 - OAA R&E Working Group is working on the renewal and the expansion of the CBD; the targeted completion date is Jun 30, 2023.
 - The Lunar New Year grant remains open.
 - Vandalism Relief Grant: flyers in English & Chinese describing the application process were delivered to businesses that suffered from broken windows by vandals.
 - Expense policy: the ED works with the approved budget as the main tool for expenditures that have been kept to a minimum.



4. Financial Data

a. Fiscal year 21/22 Budget

Budget Description (Management Plan) From Assessment Sources	Goal % of Total Budget	2021-22 Budget	2021-22 % of Budget	2021-22 Mid-Year Actual \$	2021-22 Mid-Year Actual %
Cleaning, Maintenance, and Safety Program	52%	\$174,693	43.1%	\$82,668	50.3%
Marketing, Streetscape Improvements, and Beautification Program	18%	\$82,855	20.5%	\$22,401	13.6%
Management and Operations	26%	\$132,523	32.7%	\$59,355	36.1%
Contingency and Reserves	4%	\$15,000	3.7%	-	-
Total Budget	100%	\$405,071	100%	\$164,424	100%

Annual Revenue	% of Total Yr Revenue (Mgmt Plan)	FY 21-22 Revenue Budget	% of Budget	FY 21-22 Mid-Year Actual Rev.	% of Actual
Assessment Revenue	99%	\$385,766	66%	\$237,772	88%
Other Revenue (grants, donations, and fees for service contracts and in-kind donations)	1%	\$202,037	34%	\$31,025	12%
Total 2021-2022 Annual Revenue	100%	\$587,803	100%	\$268,797	100%

b. Comparing Totals in FY 21-22 Mid-Year Budget

Service Category	Assessment \$	% of Budget from Assessment	Non-Assessment \$	% of Budget from non-Assessment	Total Amount \$	% of Total Budget
Cleaning, Maintenance & Safety Program	\$174,693	43.1%	-	-	\$174,693	32.0%
Marketing, Streetscape Improvements & Beautification Program	\$82,855	20.5%	\$8,837	6.4%	\$91,692	16.9%
Management & Operations	\$132,523	32.7%	\$130,000	93.6%	\$262,523	48.3%
Contingency & Reserves	\$15,000	3.7%	-	-	\$15,000	2.8%
Total Budget	\$405,071	100%	\$138,837	100%	\$543,908	100%

c. Comparing Totals in FY 21-22 Mid-Year Actual

Service Category	Assessment \$	% of Budget from Assessment	Non-Assessment \$	% of Budget from non-Assessment	Total Amount \$	% of Total Budget
Cleaning, Maintenance & Safety Program	\$82,668	50.3%	-	-	\$82,668	43.4%
Marketing, Streetscape Improvements & Beautification Program	\$22,401	13.6%	\$5,385	20.7%	\$27,786	14.6%
Management & Operations	\$59,355	36.1%	\$20,595	79.3%	\$79,950	42.0%
Contingency & Reserves	-	-	-	-	-	-
Total Budget	\$164,424	100%	\$25,980	100%	\$190,404	100%

5. Closing Note

The Ocean Avenue Association is a non-profit organization established to promote local businesses and ensure social welfare through a comprehensive safety and cleaning program throughout the Ocean Avenue Community Benefits District. Activities include (a) sidewalk steam cleaning, trash collection, graffiti removal and landscaping services, (b) marketing events and business promotion, (c) neighborhood advocacy with the City, and (d) other long-range initiatives.

We work closely with property owners, business owners, community organizations, neighbors and volunteers to make Ocean Avenue a safe, vibrant and convivial neighborhood.

We encourage all stakeholders to participate in improving the neighborhood and in defining a vision for the future. Anyone can volunteer in OAA activities, support our businesses, walk the corridor, talk to friends and family members about our activities, or even join the Board of Directors. Our organization is always looking for volunteers to make the neighborhood a better place for everyone.

Together, we can make Ocean Avenue a wonderful place to live and work and a magnet for visitors throughout the City!



The Ocean Avenue Community Benefits District consists of a 12-block retail business corridor in the southern part of San Francisco.

Ocean Avenue is the center of a quiet residential area easily accessible by BART, MUNI, 280 Freeway, Junipero Serra or 19th Avenue. It is an alley to educational institutions such as San Francisco City College, San Francisco State University, many High Schools, Middle Schools and Elementary Schools.

Ocean Avenue is located steps away from many very different neighborhoods, and it is a place of unity for businesses serving folks of all backgrounds.



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