



Ocean Avenue Association
1728 Ocean Ave PMB 154
San Francisco, CA 94112

September 1, 2016

Dear Ocean Avenue CBD Business and Property Owners,

The Ocean Avenue Association's 5th Annual Report is enclosed.

OAA is pleased to report that in the 2015-2016 Fiscal Year we brought to the organization and the community \$172,468 in grants to augment \$293,097 in assessment income. For every assessment dollar, OAA raised \$0.59 in new grant funding to improve our commercial district. Also, OAA brought more than \$200,000 in City funding for new trees, street furniture and sidewalk gardens to improve the corridor.

The OAA's Annual Meeting and social event will be held on **Wednesday, September 21st at 5:30 p.m.** at Ocean Ale House, 1314 Ocean Avenue. At the meeting, we will provide information about the ways OAA serves Ocean Avenue commercial corridor. Community members are also welcome to make comments and suggestions. OAA will be recognizing Richard Kurylo of the Office of Economic and Workforce Development for his work with the Ocean Avenue Community Benefits District and the Ingleside neighborhood.

Items of interest to OAA property and small business owners include:

- Funding is available for small business façade improvements
- Funding is available to repair and prevent glass graffiti
- ADA free surveys are available for small businesses
- OAA, in conjunction with the Office of Economic and Workforce Development, connects businesses to **a variety of free assistance programs, detailed on the back side of this letter.**

We hope to see you at our annual meeting on the 21st!

Daniel Weaver

Daniel J Weaver, Executive Director
650.273.6223 info.oacbd@gmail.com
www.oceanavenueassociation.org

Does Your Small Business Need Assistance? Free Services Are Available!

The OAA is proud to support the small businesses of Ocean Avenue by offering free services to help business grow and flourish in today's competitive market. Take a look at the list below to see if any of the services we offer are right for your business.

We offer FREE small business support in the following areas

- ADA compliance
- Storefront facade improvements
- Cost-saving energy-use evaluations
- Classes on starting and growing your business- topics include finances, sales, legal issues, human resources, and more
- Personalized consulting to grow your business, including financial management, bookkeeping, marketing, sales, technology, web design
- Access to business improvement loans
- Zero-fee, low interest loans to rebuild or establish credit
- Legal help
- Lease negotiations assistance

Do not hesitate to contact us, as all services are available on a first-come-first-served basis. To get started, please contact:

Luis Licea
Small Business Program Manager
Ocean Avenue Association
415.691.5117
luis.oacbd@gmail.com

For help with marketing/promoting your business and to get involved with the Second Sundays events program, please contact:

Neil Ballard
Associate Director
Ocean Avenue Association
707.889.4837
neil.oacbd@gmail.com



OCEAN AVENUE
ASSOCIATION

Fifth Annual Report

July 1, 2015 – June 30, 2016

OCEAN AVENUE ASSOCIATION (OAA)
SERVICES PLAN WITH ANNUAL REPORT FY 2015-2016

Narrative of Work Performed FY 2015-16

This is the fourth Annual Report submitted by the Ocean Avenue Association, manager of the Ocean Avenue Community Benefits District. The community benefits district was formed in December 2010. Its first full fiscal year was for the period from July 1, 2010, through June 30, 2011. Although the OAA received assessment revenue for the first fiscal year, it did not commence active operations until July 2011, and did not submit an annual report for the first fiscal year because it expended no money and provided no services.

Public Rights of Way, Sidewalk Operations and Public Safety

Cleaning and Public Realm Management services includes two CleanScapes staff members five days a week, one staff member on Saturdays and a bi-weekly walk through with the Supervisor. The services performed include:

- Sweeping sidewalks and 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
- Topping off city trash cans
- Weeding tree wells, sidewalk gardens and sidewalks
- Watering newly planted trees and sidewalk gardens
- Painting city utility poles
- Removal of illegally posted notices on poles and other street furniture
- Wiping down street furniture
- Reporting to 311 and monitoring removal or removing items illegally deposited on the public right of way

The OAA worked with the SF Shines program to improve the storefront appearance of small businesses on Ocean Avenue. We also worked with RapidRenu to repair and abate glass graffiti at a number of Ocean Avenue businesses, using grant funding from the Office of Economic and Workforce Development's Invest In Neighborhoods program.

District Identity and Streetscape Improvements

- Continued to work with SF Public Works and the Planning department on streetscape improvements.
- In the retail district from Manor/Victoria to Phelan/Geneva, the planned landscaping improvements on and close to Ocean Ave. were installed in June of 2016.
- For the area East of Geneva Avenue, the [Ocean Avenue Corridor Design Plan](#), a multi-agency effort led by the Planning Department, was released and aspects of the plan were implemented.
- Continued to maintain and update the OAA website.

- Maintained the Ocean Avenue mobile parklet currently positioned outside the Ingleside Library.
- Worked with a core group of neighborhood-based volunteers to hang holiday decorations on the Ocean Avenue palm trees and to accomplish landscaping maintenance along the corridor.
- Continued the Second Sundays district promotion and entertainment program where participating businesses have offered live music and other entertainment on a monthly basis.
- The Street Life Committee meets monthly to discuss and plan streetscape improvements and marketing events in the district, as well as planning Second Sundays events.
- The Business Committee continues to meet monthly to discuss ways to support small businesses and fill retail vacancies on the Ocean Avenue corridor.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contract and management plan requirements.
- Work on organizational development issues including long term goals for the CBD.
- Apply for grants to bring additional resources to the CBD.
- Ensure compliance with the California 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 in problem solving as necessary.
- Continue our Second Sundays promotion and marketing program via print and internet communications.
- Increase and improve upon communication between CBD Board and property owners.
- Publish 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.
- Work with the City on quality of life issues.
- Apply for grants to continue and expand improvements to the CBD corridor.

Fundraising

Total funds raised through outside dollars, in kind services and volunteer services since the last report:

- In kind donations include office, storage and meeting space from Lick Wilmerding High School at 31 Howth Street = \$2,500.

- Holiday decorations: total of 6 hrs of volunteer service provided by 15 volunteers in 2015 at a value of \$14/hr. = \$1,260.
- Grants to the CBD in 2015-16 include \$34,500 from the Mayor's Challenge Grant program, \$25,000 for Ocean-Geneva activation and beautification from Invest in Neighborhoods, \$15,000 for Ocean-Geneva activation from the District 7 Participatory Budgeting process, and \$30,000 in Community Development Block Grant funding for small business support services, \$37,968 for a historic preservation survey of the Ocean Ave. commercial district, \$20,000 from D7 add-back budget, \$5,000 from the OMI CAG, Park Merced for Ingleside Library programming, \$5,000= \$172,468 in new grants.

Services Plan for FY 2015-16

Public Rights of Way and Sidewalk Operations

CleanScapesSF will continue to provide cleaning and graffiti removal services for the OAA. Services provided include two CleanScapes workers covering the district five days a week and one worker on Saturday. The services they perform include:

- Sweeping sidewalks and public plazas and maintaining an inviting environment in the district.
- Graffiti removal within 24 hours of notification.
- Regularly scheduled pressure washing of sidewalks and Muni boarding islands.
- Spot pressure washing.
- Topping off city trash cans.
- Weeding tree wells.
- Painting city poles and other street furniture.
- Reporting and monitoring pickup large items deposited on the sidewalk as trash.
- Watering and maintaining district sidewalk landscaped areas.

Public Safety Services

- The OAA will continue to work on Ocean Avenue public safety issues with SF SAFE and the San Francisco Police Department.
- OAA will address other security/safety issues that may arise.

District Identity and Streetscape Improvements

- OAA Board will continue to develop its fifteen year improvement plan, working with DPW and SFMTA.
- Continue to work with DPW on the installation of pedestal news racks throughout the district to replace the existing news racks.
- Provide new OAA banners on street light poles along Ocean Avenue.
- Encourage, help to fund and participate in marketing efforts to develop district identity such as Second Sundays, tree and garden volunteer planting events, and so forth.

Administrative and Corporate Operations

- Ensure functioning of CBD and compliance with City contracts and the Management Plan.
- Work on organizational development issues including long term goals for the CBD. Work on fundraising activities that bring additional outside resources to the CBD.
- Ensure compliance with the California Brown Act.
- Monitor contracts and services. Assist contractors in problem solving as is necessary.
- Continue to update website.
- Increase and improve upon communication between CBD Board and property owners.
- Publish CBD Annual Report.
- Continue as active member of CBD/BID Consortium.
- Support all working committees of the Board of Directors including: Street Life, Business, Public Safety committees, and Board Development.
- Work with the City on quality of life issues.

Description of Changes to the District Boundaries, Parcels or Assessment Calculations

- The assessment was raised 3.0% for FY 2016-17 to account for cost of living increases calculated by the City, and applied by OAA.
- The proposed annual budget, including a cost estimate of providing the improvements and activities for 2016/17 Fiscal Year, 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 \$122,448.54 from unpaid assessments for years I-VI.
- The amount of any contributions made other than assessments are \$34,500 from the Mayor’s Challenge Grant program, \$25,000 for Ocean-Geneva activation and beautification from Invest in Neighborhoods, \$15,000 for Ocean-Geneva activation from the District 7 Participatory Budgeting process, and \$30,000 in Community Development Block Grant funding for small business support services, \$37,968 for a historic preservation survey of the Ocean Ave. commercial district, \$20,000 from D7 add-back budget, \$5,000 from the OMI CAG, Park Merced for Ingleside Library programming, \$5,000= \$172,468 in grants.

Assessment Calculations

Zone 1 Fiscal Year 2016/17 Assessment Calculation Rates

Zone 1 – Assessment Category Description	2010/11 Original Rate	2016 Escalated Rate
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Linear Street Foot for Commercial Property Use, Residential Property Use, Public Property Use, and Phelan Loop Parcel	\$26.28 per linear street foot	\$29.09 per linear street foot
Linear Street Foot for Non-Profit Service Organization Property Use, and Religious Institutional Property Use	\$21.00 per linear street foot	\$23.25 per linear street foot
Building Square Foot for Commercial Property Use	\$0.1110 per building square foot	\$0.1228 per building square foot
Lot Square Foot for Commercial Property Use	\$0.0276 per lot square foot	\$0.0304 per lot square foot
Lot Square Foot for Phelan Loop Corner Landscaped Parcel	\$1.31 per lot lot square foot	\$1.45 per lot square foot
Lot Square Foot for Phelan Parcels Fronting and Accessed off of the Phelan Plaza	\$0.0574 per lot square foot	\$0.0634 per lot square foot

Zone 1 Annual Assessment Calculation:

Linear Street Frontage Assessment	=	Assigned Linear Street Frontage	x	Linear Street Frontage Assessment Rate
Building Square Footage Assessment	=	Commercial Property Use Building Square Footage	x	Building Square Footage Assessment Rate
Lot Square Foot Assessment	=	Commercial Property Use Lot Square Footage	x	Lot Square Footage Assessment Rate

Zone 1 Assessor's Parcel Annual Assessment:

Assessor's Parcel Annual Assessment	=	Linear Street Frontage Assessment	+	Building Square Footage Assessment	+	Lot Square Footage Assessment
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Zone 1 Phelan Loop Parcel Annual Assessment:

Phelan Loop Parcel Annual Assessment	=	Assigned Linear Street Frontage	x	Linear Street Frontage Assessment Rate	+	Assigned Lot Square Footage	x	Lot Square Footage Assessment Rate
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Zone 2 Fiscal Year 2015-2016 Assessment Calculation Rates

Zone 2- Assessment Category Description	2010/11 Original Rate	2016 Escalated Rate
Linear Street Foot for Educational Institutional Property Use and Public Property Use	\$13.90 per Linear Street Foot	\$15.39 per Linear Street Foot

Zone 2 Annual Assessment Calculation:

Linear Street Frontage Assessment	=	Linear Street Frontage	x	Linear Street Frontage Assessment Rate
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Zone 2 Assessor's Parcel Annual Assessment:

Assessor's Parcel Annual Assessment	=	Linear Street Frontage Assessment
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Maximum Annual Assessments

The Zone 1 Fiscal Year 2016/17 maximum annual assessment rates are as follows:

- Per Linear Street Foot (Commercial Property Use, Residential Property Use, Public Property Use, and Phelan Loop Parcel): \$29.09
- Per Linear Street Foot for (NonProfit Service Organization Property Use, and Religious and Institutional Property Use): \$23.25
- Per Commercial Property Use Building Square Foot: \$0.1228
- Per Commercial Property Use Lot Square Foot: \$0.0304
- Per Phelan Loop Parcel Lot Square Foot: \$1.45
- Per Phelan Parcels Fronting and Accessed off of the Phelan Plaza Square Foot: \$0.0634

The Zone 2 Fiscal Year 2016/17 maximum annual assessment rate is as follows:

- Per Linear Street Foot (Educational Institutional Property Use and Public Property Use): \$15.39

Year VII Budget, Rev 1 (7/15/16)

Item	Amount
INCOME	
Assessment Revenue	
Assessment Revenue (current year)	\$ 302,504.00
Assessment Revenue (prior year[s])	\$ 105,308.00
Prior Year(s) Assessment Refund	\$ -
Prior Year(s) Assessment Bad Debt	\$ -
Subtotal Assessment Revenue	\$ 407,812.00
Other Revenue- Current Year	
Fees (CDBG)	\$ 4,000.00
Other Revenue- Prior Year(s)	
Fees (IIN Ocean Avenue Design)	\$ 750.00
Subtotal Other Revenue	\$ 4,750.00
Grants- Current Year	
Staff Payroll (CDBG)	\$ 26,000.00
OMI CC Library Grant	\$ 5,000.00
Hist. Pres. Fund Committee Grant (2016)	\$ 37,968.00
Participatory Budgeting (2016)	\$ 15,000.00
Grants- Prior Year(s)	
IIN Grant (Second Sundays 14-15)	\$ 6,582.39
IIN Grant (Activation 15-16)	\$ 25,000.00
IIN Grant (Design 13-14)	\$ 8,837.00
Park Merced Library Programming Grant	\$ 3,297.35
MOH Mural Grant (SFPW Triangles)	\$ 45,500.00
Subtotal Grants	\$ 173,184.74
Operating Reserve	
Carryover Net Income from FY 15-16	\$ 194,297.00
Total Income	\$ 780,043.74

Item	Amount	Cleaning, Maintenance, & Safety	Marketing & Beautification	Management & Operations	Contingency & Reserves	Non-Assessment
EXPENSES						
Personnel:						
Full Time						
Salary (Executive Director)	\$ 74,972.27	\$ 14,994.45	\$ 22,491.68	\$ 37,486.14		
Payroll Tax	\$ 5,735.38	\$ 1,147.08	\$ 1,720.61	\$ 2,867.69		
IRA Contribution	\$ 3,244.50	\$ 648.90	\$ 973.35	\$ 1,622.25		
Part Time						
Salary-Assessment (Small Business Program Manager)	\$ 14,295.48	\$ 2,859.10	\$ 4,288.64	\$ 7,147.74		
Salary-CDBG (Small Business Program Manager)	\$ 13,000.00					\$ 13,000.00
IRA Contribution-Assessment (Small Business Program Mgr)	\$ 1,184.50	\$ 236.90	\$ 355.35	\$ 592.25		
IRA Contribution-CDBG (Small Business Program Mgr)	\$ 1,000.00					\$ 1,000.00
Payroll Tax (Small Business Program Mgr)	\$ 2,088.07	\$ 417.61	\$ 626.42	\$ 1,044.03		
Salary-Assessment (Associate Director)	\$ 14,295.48	\$ 2,859.10	\$ 4,288.64	\$ 7,147.74		
Salary-CDBG (Associate Director)	\$ 13,000.00					\$ 13,000.00
IRA Contribution (Associate Director)	\$ 1,184.50	\$ 236.90	\$ 355.35	\$ 592.25		
IRA Contribution-CDBG (Associate Director)	\$ 1,000.00					\$ 1,000.00
Payroll Tax (Associate Director)	\$ 2,088.07	\$ 417.61	\$ 626.42	\$ 1,044.03		

Subtotal Personnel (Assessment)	\$ 119,088.25	\$ 23,817.65	\$ 35,726.48	\$ 59,544.13		
Subtotal Personnel (Non-Assessment)	\$ 28,000.00					\$ 28,000.00
Personnel Ratios	100%	16%	24%	40%		19%
Management and Operations						
Payroll Processing Fees	\$ 1,240.00			\$ 1,240.00		
Accounting Fees	\$ 6,550.00			\$ 6,550.00		
Bookkeeping Fees	\$ 4,000.00			\$ 4,000.00		
Legal Fees (Gin)	\$ 1,000.00			\$ 1,000.00		
Banking Fees	\$ 100.00			\$ 100.00		
Office Supplies & Equipment	\$ 1,000.00			\$ 1,000.00		
Printing, Copying, Postage & Mailing Services	\$ 500.00			\$ 500.00		
Telephone, Telecom, Meeting Expense, Other	\$ 1,100.00			\$ 1,100.00		
Licenses, Permits, Filing Fees	\$ 125.00			\$ 125.00		
Insurance - Liability, D&O	\$ 5,500.00			\$ 5,500.00		
Workers Compensation Insurance	\$ 1,700.00			\$ 1,700.00		
Parklet Insurance	\$ 825.00			\$ 825.00		
Dues, Subscriptions, Workshops	\$ 2,000.00			\$ 2,000.00		
Annual Report and Meeting Expenses	\$ 2,500.00			\$ 2,500.00		
Assessment Roll Updating	\$ 2,000.00			\$ 2,000.00		
Subtotal Management and Operations	\$ 30,140.00			\$ 30,140.00		
Cleaning, Maintenance and Safety						
Sanitation and Graffiti Removal	\$ 116,215.00	\$ 116,215.00				
Tree Maintenance	\$ 31,000.00	\$ 31,000.00				
Safety and Security	\$ 300.00	\$ 300.00				
Watering/maintenance (plants and trees)	\$ 3,400.00	\$ 3,400.00				
Supplies and Materials	\$ 3,000.00	\$ 3,000.00				
Subtotal Cleaning, Maintenance & Safety	\$ 153,915.00	\$ 153,915.00				
Marketing and Beautification						
Webhosting	\$ 175.00		\$ 175.00			
Professional Services	\$ 1,000.00		\$ 1,000.00			
Beautification- Tree Planting and Landscaping	\$ 7,500.00		\$ 7,500.00			
Holiday Decorations	\$ 1,000.00		\$ 1,000.00			
Second Sundays	\$ 2,000.00		\$ 2,000.00			
Advertising	\$ 5,000.00		\$ 5,000.00			
Marketing - Events (inc. Farmers Market)	\$ 7,000.00		\$ 7,000.00			
Refreshments- Meetings and Volunteers	\$ 250.00		\$ 250.00			
Ocean Geneva Mural Cost Share	\$ 5,500.00		\$ 5,500.00			
Ocean-Geneva Bench and Sculpture Projects	\$ 7,500.00		\$ 7,500.00			
Subtotal Marketing & Beautification	\$ 36,925.00		\$ 36,925.00			
Contingency & Reserves						
Contingency and Reserves	\$ 10,000.00				\$ 10,000.00	
Subtotal Contingency & Reserves	\$ 10,000.00				\$ 10,000.00	
Subtotal Non-Personnel Assessment Expenses	\$ 230,980.00	\$ 153,915.00	\$ 36,925.00	\$ 30,140.00	\$ 10,000.00	
Item	Amount	Cleaning, Maintenance, & Safety	Marketing & Beautification	Management & Operations	Contingency & Reserves	Non-Assessment
Supplemental Non-Assessment Expenses						
Accounting Fees (CDBG)	\$ 2,000.00					\$ 2,000.00
Fees (IIN Ocean Avenue Design)	\$ 750.00					\$ 750.00
OMI CC Library Grant	\$ 5,000.00					\$ 5,000.00

Hist. Pres. Fund Committee Grant (2016)	\$ 37,968.00					\$ 37,968.00
Participatory Budgeting (2016)	\$ 15,000.00					\$ 15,000.00
IIN Grant (Second Sundays 14-15)	\$ 6,582.39					\$ 6,582.39
IIN Grant (Activation 15-16)	\$ 25,000.00					\$ 25,000.00
IIN Grant (Design 13-14)	\$ 8,837.00					\$ 8,837.00
Park Merced Library Programming Grant	\$ 3,297.35					\$ 3,297.35
MOH Mural Grant (SFPW Triangles)	\$ 45,500.00					\$ 45,500.00
Subtotal Supplemental Non-Assessment Expenses*	\$ 149,934.74					\$ 149,934.74
Total Non-Assessment Expenses (Including Payroll)	\$ 177,934.74					\$ 177,935
Total Assessment Expenses	\$ 350,068.25	\$ 177,733	\$ 72,651	\$ 89,684	\$ 10,000	
Total OAA Income**	\$ 429,975.49					
Net Income/Cash Balance***	\$ 252,040.75					

Year VII Budgeted Ratios	100%	51%	21%	26%	3%
Year VI Final Ratios	100%	54%	21%	22%	3%
MDP Targets- 2010	100%	52%	18%	26%	4%

* Not including grants awarded to OAA and administered by third party fiscal sponsors. Those are: Ocean-Geneva Triangles Community Challenge Grant totaling \$105,871

** Total Income less Total OAA Expenses

*** Total Income less the sum of Total Assessment Expenses and Total Non-Assessment Expenses (Including Personnel). Bank balance on 7/1/16 is \$194,297.