



## **JCBD August, 2022 Board Meeting Packet**

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Packet includes the following:

1. JCBD August 24, 2022 Board Agenda
2. JCBD July 27, 2022 Board Meeting Minutes - Draft
3. JCBD July Financials: Variance Report, Balance Sheet and P&L
4. JCBD Fiscal Year 2022 - 2023 Draft Budget Version 7
5. Curb Appeal Proposal
6. NCC Anti Asian Hate Funding Information
7. OEWD RFP 224
8. AVS Financial Report
9. Cleaning Highlights
10. Crime Report
11. JCBD Staff Report

We ask all board members to review each document and come prepared to address any of the items being reported on by Officers and staff.



## Board of Directors Meeting and Agenda

August 24, 2022 • 6:00 P.M. - 7:00 P.M.

Via ZOOM conference: <https://us02web.zoom.us/j/86909160163>

Phone Option: 1-669-90-06833 • Meeting ID: 869 0916 0163

JCBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda during the discussion of those items, and may also address the Board on items not on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

1. Call to order and roll call 6:00
2. **Action Item:** Resolution Making Findings to Allow Teleconferenced Meetings Under California Government Code Section 54953(e) 6:03
3. **Action Item:** Approval of July 2022 Minutes 6:05
4. **Action Item:** Approval of July 2022 Financial Report 6:10
5. **Action Item:** Approval of FY 22-23 Budget 6:15
5. Executive Director & Staff Reports 6:30
  - A. **Action Item:** Curb Appeal Proposal for Pressure Washing
  - B. New Partnerships
  - C. New Businesses in Japantown
  - D. JTF Small Business Coordinator
  - E. Funding Updates - OEWD RFP 223, SF Shines, State/City Anti Terroism
  - F. Cleaning, Safety and SafeCity Updates
  - G. Nikkei Community Intern
7. General public comment - 2 minute per person 6:50
8. Announcements and New Business 6:55
9. **Action Item:** Adjournment 7:00

**Next JCBD Board Meeting:** The next scheduled JCBD Board meeting will take place on Wednesday, September 28, 2022 at 6pm. We will be continuing with our virtual meetings for the time being until we hear more from the City on guidance. After the roll call at the start of each meeting, the JCBD Board will take a vote to allow teleconference meetings under the CA Government Code Section 54953(e).

Login information is located at the top of the page. Agenda materials distributed to the JCBD Board members are available for inspection during regular office hours please contact Meliisa Bailey Nihei at [melissa@jtowncbd.org](mailto:melissa@jtowncbd.org) to request materials.



## Board of Directors Meeting Minutes

July 27, 2022 • 6:00 P.M. - 7:00 P.M.

Via ZOOM conference: <https://us02web.zoom.us/j/86909160163>

Phone Option: 1-669-90-06833 • Meeting ID: 869 0916 0163

**Attendees:** Robert Sakai, Kathy Nelsen, Mary Ishisaki, Jerry Ono, Eunice Ashizawa, Steve Ishii, Emily Nichols, Kim Kolbe, David Dunham, Jerry Ono

**Absent:** Daniel Byron, Dennis Kern

**Staff:** Grace Horikiri, Brandon Quan, Melissa Bailey Nihei, Max Nihei, Nicholas Jimenez

**Guests:** Greg Viloria (JCM), Dr. Emily Murase (JTF), Susie Kagami (JTF), Jim Andersen

1. Call to order and roll call 6:00
2. **Action Item:** Resolution Making Findings to Allow Teleconferenced Meetings Under California Government Code Section 54953(e) 6:03  
Motion: Mary Ishisaki; Second: Jerry Ono  
The motion passed unanimously.
3. **Action Item:** Approval of June 2022 Minutes 6:05  
Motion: Jerry Ono; Second: Dave Dunham  
The motion passed unanimously.
4. **Action Item:** Approval of June 2022 Financial Report 6:10  
Motion: Kathy Nelsen; Second: Eunice Ashizawa  
The motion passed unanimously.  
Budget Variance Report: The July year-to-date report shows gross income of \$5,630. During the month, we received \$630 from Nihonmachi Parking Corporation and \$5,000 from Japantown Task Force. The actual expenses in July is \$33,414 and the budget ytd is \$45,289. This is \$11,875 under the budget or 26%.  
Balance Sheet: The July year-to-date balance sheet shows a cash balance of \$677,348 which is a 5.77% decrease from prior month's \$718,834 balance. The balance sheet includes the \$80,000 agency reserves funding for: (1) operations \$50,000 and (2) Safecity Camera \$30,000. It has a retained earnings of \$854,887.56.  
Profit & Loss: The total income for July is \$5,630 and the total expenses is \$33,414 which gives a net loss before carryovers of \$27,784. With the carryovers from the prior years included in the budget, the net income is \$35,315.  
A. **Action Item:** Approval to accept operational expenses of \$52,373.00 (equals to 1/12 of FY 21-22 budget) until a budget is approved by the Board at the August 24, 2022 meeting.  
Motion: Steve Ishii; Second: Dave Dunham  
The motion passed unanimously.  
The budget is delayed due to the pending finalization of a grant award that will require reallocation of funds within the new fiscal year budget prior to approval. The budget will be ready for approval next month.

5. Announcement: Board Member Emily Nichols Resignation 6:25  
 Board Member Emily Nichols has been assigned full time to the Alton Hotel in Fisherman's Wharf, and will no longer be at the Buchanan Hotel in Japantown. She will remain on the board until the nomination and approval of Marlon Smith, the new General Manager at the Buchanan Hotel.
6. Executive Director & Staff Reports 6:30
- A. Update: Anti Asian Hate Violence Grant  
 This grant award is pending and funds will be coming through OEWD and administered by APILO. Staff met with Dean Ito Taylor to discuss edits to the reporting and designation of the funds. The total funding will be \$282,660. The three areas of funding are 1) enhance the existing JCBD security program through the establishment of a neighborhood watch and addition of lighting throughout Japantown; 2) Community engagement and capacity building which would include Nihonmachi Community Coalition meetings and other community meetings; 3) Continuing providing COVID support to small businesses. This is a reimbursement grant, and funds will be turned around generally within 30 days.
- B. Curb Appeal Proposal for Pressure Washing  
 Curb Appeal provides this service to the Noe Valley CBD and were referred to us. Staff has made multiple attempts to the City and Chinatown Community Youth Council asking for steam cleaning services but haven't received a response. \$7000 would be for a 3 month cleaning period for the year, and would be done in sections. Staff will ask the surrounding properties to contribute to this cost up to \$5000. Spot cleaning after the initial cleaning costs \$150 an hour. The cleaning will be assessed after one year to determine how often it is needed.
- C. Nikkei Community Intern  
 Nicholas Jimenez has been helpful in the past month and a half collecting data to use to report to stakeholders towards the end of the year including data on crime, cleaning, vacancies, and sales tax pre and post COVID. He has also been interviewing community members. Today he interviewed Officer Yuka Nagamine and Gen from Hoshinoya. Yesterday he interviewed Stephan Jordan of Sakura Sakura and Benh Nakajo. Next week is his last week.
- D. Funding Updates - OEWD RFP 223, SF Shines  
 OEWD RFP 223 was submitted in April but we are still waiting on funding notification. This is a two year \$50,000 grant for economic revitalization and small business support. SF Shines is a city program that offers \$5000 grants for community projects mostly focused on cleaning and hospitality. This grant will be applied to the Community Clean Ups and will pay for items to encourage return volunteers as well as food and beverage costs for volunteers at the clean ups.
- E. Cleaning, Safety and SafeCity Updates  
 Brandon shared the 311 Connected Workers App dashboard. There were 47 total requests, and JCBD completed 13 of them. DPW is still taking care of 29. Most were general cleaning requests. Keiko Sakamoto from Kinmon Gakuen donated \$100 towards the June clean up. Robert, Grace, and Brandon went to AVS offices for a meeting and tour. AVS proposed a few formats to provide to the board as an annual report that better explain the back end work for the camera program. The report will coincide with the signing of the contract in November.
7. General public comment - 2 minute per person 6:50  
 Susie Kagami: Thank you for the great work JCBD does, it reminds me of all of the services and things you provide to keep us safe. Thank you also for how efficient this Board Meeting runs. Japantown Cultural District's next event will be taking place on August 6th from 6-7:30PM. We are hosting a community Obon program in partnership with Nihonmachi Street Fair will teach the broader audience about the traditions of Obon and its significance within Japanese American

culture. Please join us and the community at this event.

Dr. Emily Murase: Thank you also to JCBD for your financial support of Bon Pop. I have a couple of announcements related to JTF. We bid a fond farewell to Brandon and are happy he's moved over to JCBD on a full time basis. The \$8 million shortfall for the Peace Plaza has mostly been taken care of. Phil Ting has secured \$6 million from state money, a request is in to Nancy Pelosi's office, and Rec and Park stated that if need be they can cover the difference. September 20th will be a town hall with Phil Ting on the Peace Plaza. I am working closely with Grace and Robert on the Osaka Way renovation. Since Peace Plaza won't begin until 2024, we are hoping to have Osaka Way done before it begins. JTF has 4 interns coming from Japan, they will be doing outreach to merchants about these renovations. If anyone is interested in hosting an intern, please let me know. This weekend is the second weekend of Japantenna Fukuoka, Kim Kolbe put together a beautiful storefront. They had over 1300 attendees the first weekend, and there were total purchases of over \$7000 at other Japantown merchants.

Max Nihei: I recently had the opportunity to install an exhibition at AZ Gallery in Tanforan Mall.

Sansei Granddaughters' Journey showcases the work of a number of JA artists and will be up until September 3rd, with programs every weekend.

Grace Horikiri: Aloha by the Bay is taking place this Saturday, please come out and join. Last Saturday was the K Fest event. The City contacted me to help make sure the safety and security issues they were worried about would be taken care of. The Nihonmachi Street Fair crew spent the day out there observing and assisting. There were times I had to come down on the organizers, but hopefully they came away with lessons learned. NSF is the first festival that's being asked to create a crisis plan to address active shooters. This was created with the help of Brandon and Sherriff Richard Jue. We can share this with other festivals in future.

- |    |                                                                                                                  |      |
|----|------------------------------------------------------------------------------------------------------------------|------|
| 8. | Announcements and New Business                                                                                   | 6:55 |
| 9. | <b>Action Item:</b> Adjournment<br>Motion: Mary Ishisaki; Second: Kathy Nelsen<br>The motion passed unanimously. | 7:00 |

**Next JCBD Board Meeting:** The next scheduled JCBD Board meeting will take place on Wednesday, August 24, 2022 at 6pm. We will be continuing with our virtual meetings for the time being until we hear more from the City on guidance. After the roll call at the start of each meeting, the JCBD Board will take a vote to allow teleconference meetings under the CA Government Code Section 54953(e).

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**Japantown Community Benefit District, Inc.**  
**Budget to Actual Variance Report • July 2022**

	Budget	Year-to-Date Actual	Year-to-Date Budget	Variance \$	Variance %	Remaining in Budget
6 <b>INCOME</b>						
7 Assessment Revenue	\$ 32,750	\$ -	\$ 32,750	-32,750	-100.00%	\$ 32,750
8 Non Assessment Revenues	\$ 1,667	\$ 5,630	\$ 1,667	3,963	237.80%	\$ (3,963)
9 <b>TOTAL INCOME</b>	<b>\$ 34,417</b>	<b>\$ 5,630</b>	<b>\$ 34,417</b>	<b>\$ (28,787)</b>	<b>-83.64%</b>	<b>\$ 28,787</b>
10	\$ -					
11 <b>EXPENSES</b>	\$ -					
12 Economic Enhancement Expense	\$ 15,798	\$ 7,564	\$ 15,798	-8,234	-52.12%	\$ 8,234
13 Environmental Enhancement Expense	\$ 13,602	\$ 13,066	\$ 13,602	-536	-3.94%	\$ 536
14 Advocacy/Admin Expense	\$ 6,404	\$ 8,341	\$ 6,404	1,937	30.25%	\$ (1,937)
15 Safecity Maintenance	\$ 5,288	\$ -	\$ 5,288	-5,288	-100.00%	\$ 5,288
16 Heart of Jtown Resiliency Fund	\$ 833	\$ 1,427	\$ 833	594	71.24%	\$ (594)
17 Other Expenses (non-assessment)	\$ 3,364	\$ 3,016	\$ 3,364	-348	-10.35%	\$ 348
18 <b>Total Expenses</b>	<b>\$ 45,289</b>	<b>\$ 33,414</b>	<b>\$ 45,289</b>	<b>\$ (11,875)</b>	<b>-26.22%</b>	<b>\$ 11,875</b>
19						
20 <b>NET INCOME</b>	<b>\$ (17,956)</b>	<b>\$ (27,784)</b>	<b>\$ (10,872)</b>	<b>\$ (16,912)</b>	<b>155.55%</b>	<b>\$ 16,912</b>
21						
22 <b>CARRYOVERS</b>						
23 Carry Overs - Assessment (incl. reserves \$90k)	\$ 41,231	\$ 41,231	\$ 41,231	0	0.00%	\$ -
24 Balance as of 5/31/2021 Non Assessment Revenues	\$ 8,041	\$ 8,041	\$ 8,041	0	0.00%	\$ -
25 Balance as of 5/31/2021 Heart of Jtown Resiliency	\$ 4,744	\$ 4,744	\$ 4,744	0	0.00%	\$ -
26 Balance as of 5/31/2021 Safecity	\$ 9,083	\$ 9,083	\$ 9,083	0	0.00%	\$ -
27 Total Carryovers	\$ 63,099	\$ 63,099	\$ 63,099			
28						
29 <b>Income</b>	<b>\$ 97,516</b>	<b>\$ 68,729</b>	<b>\$ 97,516</b>	<b>\$ (28,787)</b>	<b>-30%</b>	<b>\$ 28,787</b>
30 <b>Expenses</b>	<b>\$ 52,372</b>	<b>\$ 33,414</b>	<b>\$ 45,289</b>	<b>\$ (11,875)</b>	<b>-26%</b>	<b>\$ 18,958</b>
31 <b>Net Income After Carryovers</b>	<b>\$ 45,143</b>	<b>\$ 35,315</b>	<b>\$ 52,226</b>	<b>\$ (16,912)</b>	<b>-32%</b>	<b>\$ 9,829</b>

Notes:

1. Board Approved 1 month budget extension
2. Safecity Camera Reserve \$30,000 is included in the carryovers on line 23. Begin FY2021, funding at \$10,000 each year.
3. JCBD Reserve \$50,000 is included in the carryovers on line 23. FY2018-2023 4 years at \$10,000 each year.
4. \$20,000 reserve for any marketing projects included in Economic Enhancement expense budget; Line 12

Japantown Community Benefit District, Inc.		
Profit and Loss		
July 2022		
		Total
6	Income	
7	General Benefits	5,630.00
8	Total Income	\$ 5,630.00
9	Gross Profit	\$ 5,630.00
10	Expenses	
11	Advocacy/Admin Expense	
12	Dues & subscriptions	
13	Paychex	191.20
14	Total Dues & subscriptions	\$ 191.20
15	Insurance	
16	Commercial Fire Property	4,449.97
17	General Liability	892.03
18	Total Insurance	\$ 5,342.00
19	Telephone/Zoom Communication	43.00
20	Total Advocacy/Admin Expense	\$ 5,576.20
21	Economic Enhancement	2,000.00
22	Block by Block Hospitality	
23	Community Ambassadors - Hospitality	2,731.64
24	Total Block by Block Hospitality	\$ 2,731.64
25	Community Outreach Meetings	74.34
26	JCBD Community Fund	1,000.00
27	Marketing & Communication - Japantown SF	120.00
28	JapantownSF Website	
29	Monthly Maintenance - Ziel Creatives	350.00
30	Total JapantownSF Website	\$ 350.00
31	Total Marketing & Communication - Japantown SF	\$ 470.00
32	Total Economic Enhancement	\$ 6,275.98
33	Environmental Enhancement Expenses	
34	Big Belly Trash Can	
35	Monthly Service Fee	551.65
36	Total Big Belly Trash Can	\$ 551.65
37	Block by Block Cleaning	9,718.84
38	Community Ambassadors - Cleaning	313.51
39	Total Block by Block Cleaning	\$ 10,032.35
40	Total Environmental Enhancement Expenses	\$ 10,584.00
41	Heart of Jtown Resiliency Fund	1,427.00
42	Payroll Expenses	
43	Gross Wages - Admin	8,872.30
44	Payroll Expenses Employer	678.72
45	Total Payroll Expenses	\$ 9,551.02
46	Total Expenses	\$ 33,414.20
47	Net Operating Income	\$ (27,784.20)
48	Net Income	\$ (27,784.20)

Japantown Community Benefit District, Inc.		
Balance Sheet		
As of July 31, 2022		
		Total
6	ASSETS	
7	Current Assets	
8	Bank Accounts	
9	Union Bank	677,347.76
10	Total Bank Accounts	\$ 677,347.76
11	Accounts Receivable	
12	A/R Other	34,125.11
13	Total Accounts Receivable	\$ 34,125.11
14	Other Current Assets	
15	Prepaid Expense	551.65
16	Total Other Current Assets	\$ 551.65
17	Total Current Assets	\$ 712,024.52
18	Fixed Assets	
19	Accumulated Depreciation	(354,874.13)
20	Safe City Equipment	562,743.61
21	Total Fixed Assets	\$ 207,869.48
22	TOTAL ASSETS	\$ 919,894.00
23	LIABILITIES AND EQUITY	
24	Liabilities	
25	Current Liabilities	
26	Accounts Payable	
27	Accounts Payable (A/P)	12,790.64
28	Total Accounts Payable	\$ 12,790.64
29	Other Current Liabilities	
30	Agency Reserves	80,000.00
31	Total Other Current Liabilities	\$ 80,000.00
32	Total Current Liabilities	\$ 92,790.64
33	Total Liabilities	\$ 92,790.64
34	Equity	
35	Retained Earnings	854,887.56
36	Net Income	(27,784.20)
37	Total Equity	\$ 827,103.36
38	TOTAL LIABILITIES AND EQUITY	\$ 919,894.00



	A	B	C	D
1	Japantown Community Benefit District, Inc.			
2	Draft Budget #7			
3	July 2022 - June 2023			
5				
6		Total OEWD w/o Carryovers	Total Non- Assessment & Past OEWD Carryovers	Total Agency
7	<b>Income</b>			
8	<b>Assessment Revenue</b>	393,000.00	0.00	393,000.00
9	Assessment Revenue - Carryovers thru 6/30/22	0.00	463,552.68	463,552.68
10	<b>Non-Assessment Revenues:</b>			
11	Heart of Jtown Resiliency Fund	0.00	10,000.00	10,000.00
12	OEWD	0.00	88,800.00	88,800.00
13	Dean Ito Fund	0.00	282,660.00	282,660.00
14	Holiday Lighting	0.00	19,000.00	19,000.00
15	Balance as of 6/30/2022 Non Assessment Revenues	0.00	104,500.53	104,500.53
16	Balance as of 6/30/2022 Heart of Jtown Resiliency	\$ 0.00	\$ 40,221.96	\$ 40,221.96
17	Balance as of 6/30/2022 Safecity	\$ 0.00	\$ 78,852.91	\$ 78,852.91
18	<b>Total Income</b>	\$ 393,000.00	\$ 1,087,588.08	\$ 1,480,588.08
19				
20	<b>Expenses</b>			
21	Advocacy/Admin Expense	81,594.34		81,594.34
22	Economic Enhancement	121,417.34	51,100.00	172,517.34
23	Environmental Enhancement Expenses	173,870.25	31,734.48	205,604.73
24	SafeCity Cameras	1,750.00	45,352.50	47,102.50
25	Heart of Jtown Resiliency	0.00	10,000.00	10,000.00
26	Other Grants (Staff Payroll Budget only)	0.00	23,845.18	23,845.18
27	Dean Ito Fund	0.00	282,660.00	282,660.00
28	Total Expenses	\$ 378,631.93	\$ 444,692.16	\$ 823,324.10
29	Net Operating Income	14,368.07	642,895.92	657,263.98



## **Funding Proposal for Curb Appeal Pressure Washing for Japantown**

8/17/2022

Prior to COVID the JCBD was able to work with SF Public Works to receive pressure washing 2 times a year, sometimes 3. However, due to COVID, SF Public Works has stopped this service. The Community Youth Council (CYC) who has a contract with SF Public Works to do pressure washing has only been servicing around City owned trash receptacles.

The public sidewalks do need cleaning and the portable pressure washer that our Community Ambassadors use to spot clean areas is not strong enough to tackle the 2 years of accumulated dirt on our public sidewalks.

**The JCBD Board will vote on August 24th to accept Curb Appeal's pressure washing proposal. This is for the first year of deep cleaning of public streets within the JCBD district. The cost is \$7,000.00.**

We will be asking property owners\* to help contribute to this cost based on lot size. Contribution requests will range from \$500 - \$1,500. JCBD has budgeted \$1000 to go towards this service.

JCBD staff did reach out to a few vendors, including Tenderloin CBD who has in-house pressure washing capabilities (estimated at \$11K). Curb Appeal was recommended by the Noe Valley CBD and they were the only ones that came out to conduct a site survey and walk-through with JCBD staff.

\*Pressure washing will NOT be conducted on Peace Plaza due to the fragile tiles.



## **San Francisco Japantown Small Business Assistance & Prevention of Anti-Asian Hate Violence Grant**

8/17/2022

As part of the City's efforts to assist San Francisco's Japantown Small Businesses and combat Anti-Asian Hate Violence, the Office of Economic Workforce Development has designated \$900K to Japantown. The various efforts, projects and programs will be spearheaded by key organizations that are part of the Nihonmachi Community Coalition (NCC) including the JCBD.

The Japanese Community Youth Council (JCYC) will be the fiscal lead. Asian Pacific Legal Outreach (APILO) will serve as the coordinator who will manage the reporting/deliverables, coordinate project services that each organization will be responsible for. This grant is reimbursement based. Payment to each organization will not happen until all have submitted their reports. Note: the JCBD's portion is the most detailed and will receive the largest portion of the funding/grant.

### **The 3 areas of funding that the JCBD will work on are:**

1. Enhance the existing JCBD security programs	\$153,900.00
2. Community Engagement & Capacity Building	\$63,760.00
3. COVID support for Small Businesses	\$65,000.00
<b>TOTAL</b>	<b>\$282,660.00</b>

### **Enhance the Existing JCBD Security Programs**

This area can include the maintenance of the SafeCity Cameras, research into expanding the SafeCity network in Japantown and surrounding neighborhoods, as well as staff time. Also exploring neighborhood watch programs with SF Safe. The funds are NOT to be used for purchasing camera equipment.

### **Community Engagement & Capacity Building**

This area can include the start of monthly Japantown Public Safety meetings in partnership with SFPD Northern Station and SF Safe., distributing safety outreach materials & creating signage.

### **COVID Support for Small Business**

Continuing the work that the JCBD already has in place. Funding to go towards staff time in getting City policies, relief effort and other COVID related health policy changes, and to cover any translation services needed (Japanese and Korean).

Please see attached contract.

**SUB-CONTRACTOR AGREEMENT  
FOR GRANT SERVICES**

This agreement is made and entered into on \_\_\_\_\_ (date) by and between Japanese Community Youth Council, hereafter referred to as “JCYC” and \_\_\_\_\_ (agency) hereinafter referred to as “Contractor”.

**WITNESSETH**

Whereas, both parties desire to enter into an agreement in order to provide for professional services in support of JCYC’s interests and activities.

**NOW, THEREFORE, IT IS AGREED AND UNDERSTOOD AS FOLLOWS:**

1. Contractor’s responsibility shall include, but not be limited to the following:
  - a) Security Patrol (Need to have APILO change title)
  - b) Community Engagement & Capacity Building
  - c) COVID Regulatory Compliance Support & Outreach
  - d)
2. Contractor shall report to JCYC’s Executive Director or designee.
3. a. JCYC agrees to compensate Contractor for services rendered through \_\_\_\_\_ (date). The Contractor shall be entitled to pre-approved out-of-pocket expenses.  
  
b. Payment shall be made upon receipt of invoices. (Need to have APILO update)
4. Propriety Data-Confidentiality: The Contractor agrees that all data of whatsoever description, developed by the Contractor for the project under this agreement shall be the property of JCYC.
5. Liability: The Contractor shall be liable for and shall indemnify and hold JCYC harmless against any loss of damage arising from the fault of negligence of the Contractor and its representatives. JCYC shall be liable for and shall indemnify and hold the Contractor harmless against any representatives. In no event shall the Contractor or JCYC be liable, to the other, for indirect, special, or consequential damages arising out of performance of this agreement.
6. Assignment: Neither party may assign this agreement, or any of its rights and obligations hereunder without the prior written consent of the other party.
7. No employer/employee relationship is created with this Agreement, it being understood that Contractor will act thereunder as an independent contractor. Accordingly, Contractor shall not have any claim under this Agreement against Social Security, vacation pay, sick leave, retirement benefits, Worker’s Compensation, disability or unemployment benefits or

employee benefits of any kind, except as specified in writing between JCYC and Contractor.

8.
  - a. Either party may terminate this agreement by giving the other party 30 days notice in writing with the intention to do so. The terms of this agreement shall expire at the end of such 30-day period.
  - b. In event of termination, the Contractor shall be reimbursed for services and material costs rendered during the performance period and not less than the agreed upon monthly payment of services.
9. The payment for services will be based on:
  - a. Total project completion of \$ \_\_\_\_\_ or
  - b. Rate of pay of \$ \_\_\_\_\_/hour.
10. The maximum dollar amount of this contract is \$ \_\_\_\_\_.

The effective date of this contract shall be \_\_\_\_\_ (date).

DATE: \_\_\_\_\_  
at San Francisco, California

DATED: \_\_\_\_\_  
at San Francisco, California

\_\_\_\_\_  
**Representative**  
**Agency**

\_\_\_\_\_  
Jon Osaki  
Executive Director or Designee

\_\_\_\_\_  
Social Security Number/Tax ID Number

## OEWD RFP 224

### Program Area D: Visitor Attraction Campaign

**Anticipated Number of Awards:** 1 to 2

**Initial Funding Awards:** Total amount of funding available under this program area is currently anticipated to be up to \$600,000 for 12 months of services; however, grant agreements may be negotiated for longer terms (e.g. 2 years or 4 years) and funding awards will be adjusted commensurate with the adjusted service period.

Applicants may propose budgets of up to **\$600,000** but are encouraged to submit requests commensurate with the scale and/or duration of the activity proposed. The number of funded proposals and the scale of funding awards will be determined by the number of responsive proposals that meet departmental strategies and objectives.

**Grant Renewals:** There may be funding to continue activities following the initial grant period; however, the precise amount cannot be anticipated at the time of this RFP. Renewals are contingent on available funding, as well as the selected grantee's performance in the initial grant period. Should additional funding become available, award amounts may be increased significantly beyond the originally anticipated amount at a level commensurate to the cost-per-deliverable or cost-per-client detailed in the RFP and subsequently negotiated with selected grantees. By way of example, in the event additional funding becomes available to OEWD following the issuance of this RFP, any grant awarded under this program area may be renewed at an amount as high as **\$2.5 million**, such award to be commensurate with to the cost-per-deliverable or cost-per-client.

In the event that recovery needs change for a particular neighborhood within the term of the RFP, OEWD may also elect to revisit submitted proposals and extend funding offers to other highly-ranked applicants not selected for funding in the first round. If more than \$2.5 million in additional funding is identified to support the services in this program area, applicants to this program area may be invited to submit an additional proposal in order to justify a new grant or increase the size of an existing grant award.

**Expected Start Date:** November 2022 or later

**Eligible Neighborhood(s):** Citywide

**Target Population(s):** Domestic and international tourists, meetings and convention professionals.

### **Scope of Work:**

The COVID-19 pandemic chilled San Francisco's \$10B tourism industry and emptied offices in and around the economic core as employers adopted remote working schedules. Both of these

areas have continued to lag in economic recovery. Despite lifting its travel advisory in June 2021, San Francisco closed out 2021 with a 70% loss in hospitality industry revenue in 2021 as compared with 2019, equating to a 69% loss in tax revenues to the City. As of June 2022, San Francisco still had only recovered 80% of its domestic travel and 60% its international travel. As travel recovers nationally, capturing a large portion of the tourist market will be an important component to San Francisco's recovery.

San Francisco is a dynamic urban environment that is home to an array of communities and cultures, thriving businesses, world renowned cultural assets, natural beauty, state of the art institutions, and some of the most creative and talented people in the world. In order to attract regional, national, and international travelers back to San Francisco, the City aims to develop and launch marketing campaigns that promote the City as a fun, cultural, and world-class destination with a range of amenities and offerings for visitors. To recapture market share in the tourism sector, San Francisco needs a proactive marketing campaign to raise its appeal as a destination for recreational, leisure, and business travel.

The intent of a Recovery Campaign would be to:

- Remind people of San Francisco's jaw dropping beauty, one-of-a-kind culture, and unparalleled status as an innovation capital of the world.
- Brand San Francisco as a year-long destination filled with uniquely creative people and immersive urban outdoor experiences.
- Re-establish San Francisco as a city with worldwide appeal that speaks to businesses and individuals alike.
- Drive interest in communities and businesses that need support recovering from the COVID-19 pandemic.
- Enhance existing and build new lasting partnerships between industry, arts, cultural districts and tourism groups that maximize returns to all in a virtuous cycle that outlives this campaign and preserves San Francisco's competitiveness into the future.

The ideal campaign would use some or all of the following strategies to connect with people:

- Resonant visual images with a strong call to action
- Traditional media such as television and billboards in key domestic and international markets
- Digital media
- Social media channels and influencers
- Public relations and communications pieces that reinforce campaign messages
- Grassroots "viral" marketing opportunities to increase awareness of the campaign

Other creative strategies may be proposed and included as part of this campaign.

### **Performance Measures:**

- Reach of digital marketing ads
- Increase in visits from target demographics
- Increase in meetings booked from demographics reached by campaign
- Increase in number of hotel nights booked
- Increase in air passenger travel into San Francisco International Airport (SFO)
- Increase in parking garage revenues
- Increase in Bay Area Rapid Transit (BART) exits at key stations

### **Minimum Qualifications:**

- Applicant must be a fully established nonprofit entity, duly formed, validly existing, in good standing with State of California and eligible to do business with the City and County of San Francisco.
- Applicant must have experience managing large scale travel-oriented marketing campaigns.

### **Preferred Qualifications:**

- Existing relationships and/or past projects with San Francisco based community groups, arts and culture organizations, and industry and tourism groups, with experience in engaging with underrepresented groups.
- Track record of participation in partnerships, including those with industry groups, property owners, and the City.
- Experience managing nationally and internationally directed marketing campaigns centered on tourism.
- The proposed budget for this Program Area including some leveraged, private resources (e.g. financial commitments, in-kind donations, staff time, etc.) equal to at least 25% of the budget request is desirable.

### **Supplementary Questions:**

The following questions must be addressed under Section II, “Approach, Activities and Outcomes”, in your proposal narrative.

- a) Please describe your vision for San Francisco’s brand, including how your organization would tailor the brand to specific target audiences referenced above.
- b) Please explain the expected focus on domestic travelers, international travelers, or both and detail why there is more opportunity in that demographic.
- c) Please explain if and how your organization would target meetings and convention professionals.



- d) Please describe how your organization would leverage private sector, nonprofit or governmental partners to achieve the goals of this grant.

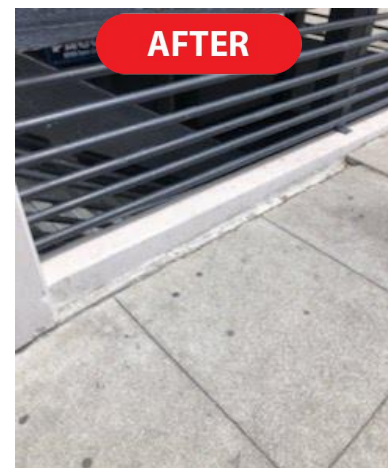
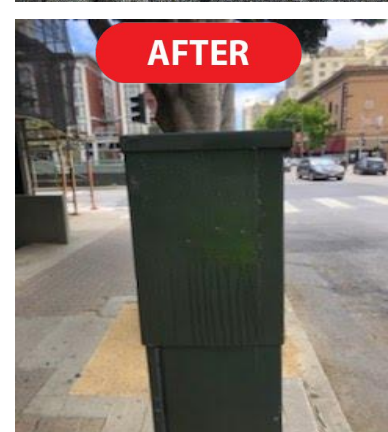
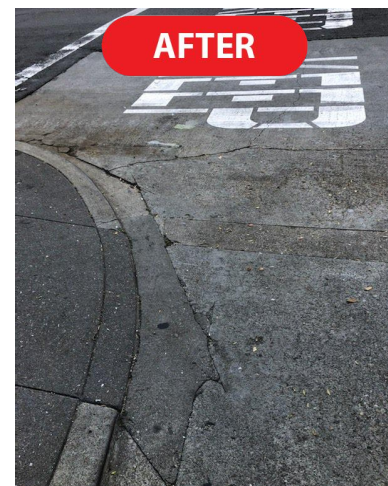
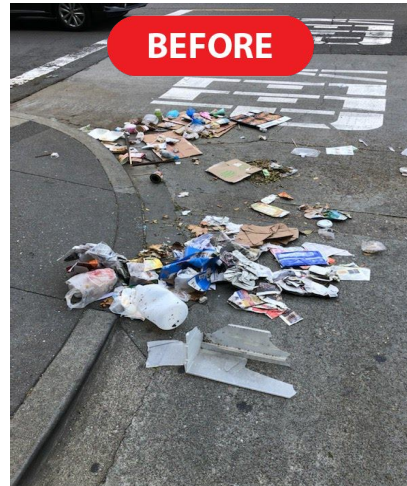
Applied Video Solutions, Inc.  
Financial Statement for Japantown CBD - SafeCity

Location	Estimated			Actual			Funded to Date		Open Balance	
	Num	Date	Amount	Num	Date	Amount	Date	Amount	Date	Amount
<b>Japantown CBD</b>										
<b>Phase 1</b>										
1700 Post St	N/A	N/A	N/A	JCPS0104-1	1/4/2019	60,743.89	11/15/2018	118,889.22	8/15/2022	-
Kabuki Hotel	N/A	N/A	N/A	JCKA0104-1	1/4/2019	84,701.01	1/14/2019	26,555.68	8/15/2022	-
<b>Total Phase 1</b>			<u>-</u>			<u>145,444.90</u>		<u>145,444.90</u>		<u>-</u>
<b>Phase 2</b>										
1765 Sutter	JCOB1210-1	12/10/2018	11,105.22	JCOB0213-1	2/13/2019	10,855.22	1/4/2019	11,105.22	8/15/2022	(250.00)
AMC Theaters	JCAT0104-1	1/4/2019	77,033.50	JCAT0121-1	1/21/2019	75,345.96	1/4/2019	77,033.50	8/15/2022	(1,687.54)
Kimpton Hotel	JCKI0104-1	1/4/2019	47,370.91	JCKI0122-2	1/4/2019	47,870.91	1/4/2019	47,370.91	8/15/2022	500.00
<b>Total Phase 2</b>			<u>135,509.63</u>			<u>134,072.09</u>		<u>135,509.63</u>	8/15/2022	<u>(1,437.54)</u>
<b>Phase 3</b>										
Kinokunya Mall	JCKM0227	2/27/2019	53,481.20	JCKM0227	4/30/2019	57,290.44	4/17/2019	53,481.20	8/15/2022	3,809.24
Balance Transferred from Phase 2									8/15/2022	(1,437.54)
Japan Center Mall East	JCME0227	2/27/2019	51,837.71	JCME0227	6/4/2019	50,337.71	3/13/2019	51,837.71	8/15/2022	(1,500.00)
Japan Center Mall West	JCMW0227	2/27/2019	79,953.78	JCME0227	6/4/2019	79,953.78	3/13/2019	79,953.78	8/15/2022	-
<b>Total Phase 3</b>			<u>185,272.69</u>			<u>187,581.93</u>		<u>185,272.69</u>		<u>871.70</u>
<b>Phase 4</b>										
Balance Transferred from Phase 3								-	8/15/2022	871.70
1610 Laguna/Post	JCPS0812-1	8/12/2019	45,462.46	JCPS0812-1	8/12/2019	45,462.46	9/5/2019	45,462.46	8/15/2022	-
Union Bank				JCUB0313-1	3/13/2020	2,000.00	8/13/2019	-	8/15/2022	2,000.00
Pearl Spa (1654-6 Post)	JCPS0309-2	3/9/2020	14,936.12	JCPS0309-2	3/9/2020	14,936.12	4/13/2020	14,936.12	8/15/2022	-
Buchanan Gate (1747 Buchanan)	JCBG1125-1	11/25/2019	14,778.89	JCBG0324-1	3/24/2021	2,591.91	3/18/2020	14,778.89	8/15/2022	(12,186.98)
Shabu Sen (1728 Buchanan)	JCBS0730-1	7/30/2019	21,338.92	JCBS0730-1	3/31/2020	24,026.67	12/12/2019	21,338.92	8/15/2022	2,687.75
<b>Total Phase 4</b>			<u>96,516.39</u>			<u>89,017.16</u>		<u>96,516.39</u>		<u>(6,627.53)</u>
<b>Phase 5</b>										
Balance Transferred from Phase 4								-	8/15/2022	(6,627.53)
Supermira (1790 Sutter)	JCSS0308-1	3/8/2021	13,255.05	JCSS0308-1	3/22/21	6,627.53	3/22/21	-	8/15/2022	6,627.53
<b>Total Phase 5</b>			<u>13,255.05</u>			<u>6,627.53</u>		<u>-</u>		<u>-</u>
<b>Service</b>										
Japan Center Mall West				CAS-03057-P0T2R6	9/11/2020	250.00	9/30/2020	250.00	8/15/2022	-
Kimpton Hotel				CAS-03058-R0X0P0	9/11/2020	250.00	10/19/2020	250.00	8/15/2022	-
Kabuki Hotel				CAS-02925-M5S8S8	9/11/2020	250.00	10/5/2020	250.00	8/15/2022	-
Kimpton Hotel				CAS-02879-B9V8Q2	10/9/2020	250.00	10/26/2020	250.00	8/15/2022	-
11 Peace Plaza				CAS-03182-R1N4Y6	10/30/2020	125.00	12/1/2020	125.00	8/15/2022	-
JCBD				CAS-03497-V5P2G6	2/19/2021	0.00	2/19/2021	-	8/15/2022	-
1610 Laguna/Post				CAS-03522-R3L2G2	3/5/2021	250.00	3/22/2021	250.00	8/15/2022	-
1700 Post				CAS-04028-D3R4C2	11/5/2021	72.90	12/7/2021	72.90	8/15/2022	-
1700 Post				CAS-04945-Z7C5P4	7/22/2022	87.49		-	8/15/2022	87.49
AMC Theaters				CAS-05025-P4Q5F2	8/5/2022	186.63		-	8/15/2022	186.63
<b>Total</b>			<u>-</u>			<u>1,722.02</u>		<u>1,447.90</u>		<u>274.12</u>
<b>Managed Services</b>										
JCBD Support Plan PROVanatage	JCBD1019SP2	44,054.00	63,450.00	JCBD1019SP2	8/11/2020	63450.00	11/25/2020	63,450.00		-
JCBD Support Plan PROVanatage	JCBD1019SP2	44,525.00	57,400.00	JCBD1019SP2	11/25/2021	57400.00	12/1/2021	57,400.00		-
<b>Total Managed Services</b>			<u>120,850.00</u>			<u>120,850.00</u>		<u>120,850.00</u>		<u>-</u>

TOTAL GRANT AMOUNT	<b>750,000.00</b>
APPROVED IMPLEMENTATION BUDGET	595,000.00
AVS PAYMENTS TO DATE	(685,041.51)
OPEN BALANCE	274.12
SUPPORT MANAGED SERVICES	120,850.00
PROFESSIONAL SERVICES	13,000.00
REMAINING BALANCE	<u><b>51,684.37</b></u>

# Cleaning Highlights July 2022

311 Requests	31
Answered Hotline	3
Auto Glass Clean Up	15
Biohazard Clean Up	16
Business Contact/Check Ins	14
Cigarette Butts	2300
Hospitality Assistance	69
Requests for Police/Fire/EMS	1
Needle (Sharp) Clean Up	48
Stickers/Graffiti Removal	65
Trash (lbs)	1407
Trash Bags Collected	62
Weed Abatement	1
Sidewalk Power Wash	0
Sidewalk Steam Cleaning	0





## Japantown Crime Report July, 2022



Month	June '22	July '22
Arson	0	2
Assault	5	0
Burglary	0	3
Fraud	2	4
Larceny Theft	90	80
Motor Vehicle Theft	4	1
Other Miscellaneous	13	16
Robbery	2	3
Vandalism	9	11
<b>TOTAL</b>	<b>125</b>	<b>120</b>

Avery & Post	Larceny Theft x3
Erkson & Post	Robbery
Fillmore & Post	Conspiracy
	Found Person
	Larceny Theft x14
	Lost Property
	Vandalism x2
Garden & Divisadero	Motor Vehicle Theft
	Robbery
	Vandalism
Geary & Divisadero	Larceny Theft
	Mental Health Detention
Gough & Post	Burglary
	Larceny Theft x3
	Recovered Vehicle
Hemlock & Laguna	Larceny Theft x6
	Lost Property
	Vandalism x3
Post & Buchanan	Burglary x2
	Fraud x2
	Larceny Theft x25
	Naloxone Deployment
	Vandalism x3
Post & Scott	Disorderly Contact x3
	Larceny Theft
	Municipal Code Violation
	Robbery
	Vandalism
Steiner & Post	Larceny Theft x2
	Mental Health Detention X2
Sutter & Baker	Larceny Theft
Sutter & Buchanan	Larceny Theft x4
Sutter & Laguna	Larceny Theft x2
Sutter & Octavia	Found Person
	Larceny Theft x3
	Missing Person
Sutter & Pierce	Larceny Theft
Sutter & Webster	Larceny Theft x4
	Vandalism
Webster & Post	Arson x2
	Fraud x2
	Larceny Theft x10
	Lost Property

## **JCBD Monthly Staff Report 07.01.22 - 07.31.22**

**Grace Horikiri**

### **Summary of Activities - July 2022**

#### **COVID-19 Small Business Relief & Recovery Efforts**

JCBD's has continued to be a resource and assistance to Japantown small businesses.

March's efforts included:

- 3 e-Newsletters sent out to Japantown small businesses, 4 to general public
- Provided PPE supplies (masks) and test kits to small businesses
- Met with Audrey Moi retired Investigator for the District Attorney, who is currently very active in providing safety information to the AAPI communities. She discussed the current rise in fraudulent ADA compliance lawsuits against small businesses.
- COVID testing by Virus Geeks continues. Approximately 929 individuals were tested (data provided by Virus Geeks, Inc.) for the month of July. There approx. 54 positive cases.

#### **Japantown Beautification**

##### **Walkthrough of Japantown with Curb Appeal**

JCBD met with Steve Kerekes of Curb Appeal on June 1st to do a walkthrough of Japantown in order to get an estimate for power washing of the public sidewalks. DPW has also provided other companies that are listed under City vendors. In the past we have also contacted Tenderloin CBD that provides power washing service.

- Tenderloin CBD's estimate in 2019 \$11,000.00
- Curb Appeal's estimate \$7000.00 (see attached estimate)

#### **Japantown Safety**

Attending and being present at various public safety meetings is important so that the JCBD keeps a pulse on the safety issues facing Japantown as well as surrounding neighborhoods.

- Attended Chief Scott's Small Business Advisory Forum (7/1)
- Attended City Wide CPAB meeting (7/11) - Planning of the City Wide Community Police Advisory Board Symposium which will be held 10/22. The Symposium brings together all CPABs in the City along with SFPD Command Staff and other law enforcement departments to discuss and brainstorm about improving public safety for our districts.
- Attended various zoom meetings regarding the Bay Area KPOP Festival that was held on 7/23. This was the first time the organizers put together the event. Concerns from Rec & Park, SFMTA's ISCOTT (street closure), SFPD, Dept. of Emergency Management were addressed to the organizers.
- Met via Zoom with Dean Ito Taylor and Derreck Figueras of APILO who are overseeing the contracts for the Nihonmachi Community Coalition Anti Asian Hate Fund. This fund is made possible through the Office of Economic Workforce Development. Under the current funding areas, the JCBD is identified to provide various safety programs/services which totals up to \$282,660.00.

## **Japantown Cleanliness**

Our Community Ambassadors continue to augment baseline services to keep our public streets clean.

- Block by Block hired Lloyd Glover as our 2nd Community Ambassador.
- Monthly discussions with Recology and SF Public Works. Areas discussed included loading dock area for the Kinokuniya Building and illegal dumping

## **Japantown Activities**

Participating and representing the JCBD at various events in Japantown and throughout the City is part of keeping JCBD visible, accessible and at the forefront when it comes to Japantown.

### **Bay Area KPOP Festival - 7/23**

Grace was present to make sure that organizers were following correct procedures in having a safe public event. Stayed in close contact with SFPD and SF Rec & Park.

### **Golden State Warriors - 7/29**

Grace and Brandon met with Miguel Guerrero, Coordinator of Public Affair for the Warriors to discuss some upcoming partnerships to help promote Japantown. This includes possible filming of Warriors Rookies in Japantown as part of their introduction to the City.

**Melissa Ayumi Bailey**

**Summary of Activities- July 2022**

**Administrative Work**

Attended Finance Working Group Meetings.

Attended Staff Meetings (Mondays).

Attended PR and Marketing Meetings.

Drafted Board Meeting Minutes, sent out notifications, packets.

Completed monthly staff report and timesheets.

Entered invoices into Quickbooks.

Completed calculations for assessment rolls for 6 new condo units.

Big Belly Sponsorship Work:

- Drafted and sent out request letters for sponsors.
- Began invoicing new sponsors and started design consultation work.

## **Brandon Quan**

### **Summary of Activities - July 2022**

#### **COVID-related**

- Deliver PPE and signage to merchants as requested
- Check in with merchants
- Deliver COVID home test kits to merchants upon request
- Deliver masks to merchants upon request

#### **Video Requests:**

- SFPD - Storefront break-in
- SFPD - Car break-in

#### **Safety and SFPD**

- Maintain contact and outreach through email updates to SFPD Northern Station contacts
- Liaison with Patrol Officers
- Assist merchant with video login access, coordinate with AVS
- Fire at 1730 Geary, damage to camera dome. Report to SFPD, coordinate with AVS for dome replacement
- Safety Alert regarding fire

#### **Cleaning and Ambassadors**

- 311 items as needed
- In person check-in's with the Ambassadors daily, and as needed by telephone

#### **Meetings**

- Recology/DPW
- JTF/JCBD/JMA weekly meetings
- SF Nihonmachi Community Coalition
- Check in with Merchants
- Block by Block - Unions
- Attend Japantenna Ribbon Cutting
- Check in with Kenji Taguma
- APILO - OEWD grant
- JCBD Finance meetings
- JCBD Staff meetings
- Planning meeting for Legacy Business Video Project
- SFDPW - Neighborhood Beautification Day 8/27
- Bay Area K-Fest - planning/support meeting
- Golden State Warriors - collaborative event



## **Staff Work**

- Work on the monthly staff report, timesheets, as well as tracking and organizing the data for the cleaning and crime reports.
- Supervise intern during work assignments
- Assist with application to Shine-on grant
- Presentation to NCI cohort on SafeCity Camera Network