

Section 1

Management District Plan Summary

The Excelsior Community Benefit District (“Excelsior CBD”) is being established, pursuant to the California Constitution and the Property and Business Improvement District Law of 1994, as amended and augmented by Article 15 of the San Francisco Business and Tax Regulations Code.

Developed by the Excelsior CBD Steering Committee, in coordination with the San Francisco Office of Economic and Workforce Development, the Excelsior CBD Management District Plan describes how the Excelsior CBD will improve and convey special benefits to assessed parcels located within the Excelsior CBD area. The Excelsior CBD will provide activities consisting of Clean & Beautiful, Marketing/Economic Development, and Administration. Each of these programs is designed to meet the goals of the Excelsior CBD; to improve the cleanliness and appearance of each individual assessed parcel within the Excelsior CBD, to increase building occupancy and lease rates, to encourage new business development, and attract ancillary businesses and services for assessed parcels within the Excelsior CBD.

<p>Location</p>	<p>The Excelsior CBD consists of approximately 17 whole or partial blocks and approximately 195 parcels. In general, the Excelsior CBD is made up of parcels facing on both sides of Mission. Parcels included on Mission begin at Silver Avenue on the north and continue to France Avenue in the south. Parcels on Onondaga Avenue between Alemany Boulevard and Mission street are included.</p>
<p>Boundary</p>	<p>See Section 2, page 7 and map, pages 8-10.</p>
<p>Improvements, Activities, Services</p>	<p>The Excelsior CBD will finance activities and improvements that will be provided directly to the assessed parcels, to improve the District’s environment in the following ways:</p> <p><u>Clean & Beautiful</u></p> <ul style="list-style-type: none"> • Programs that may consist of, but are not limited to, the following: <ul style="list-style-type: none"> - Sidewalk & gutter sweeping - Sidewalk pressure washing - Graffiti & handbill removal - Trash removal - Trees watered and weeded - Gardens planted and maintained <p><u>Marketing & Economic Development</u></p> <p>Programs may consist of, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Branding & Communication • Activation Events

- Media Relations
- Website
- District Stakeholder Outreach
- Art pop ups & workspaces program
- Storefront improvement, business recruitment

Administration

Administrative staff oversees the Excelsior CBD’s services which are delivered seven days a week.

EXPENDITURES	TOTAL BUDGET	% of Budget
Marketing/Economic Dev	33,500.00	9.59%
Administration	\$66,000.00	18.88%
Total Expenditures	\$349,500.00	100.00%
REVENUES		
Assessment Revenues	\$340,762.50	97.50%
Other Revenues (1)	\$8,737.50	2.50%
Total Revenues	\$349,500.00	100.00%

Method of Financing Levy of assessments upon real property that specially benefit from improvements and activities.

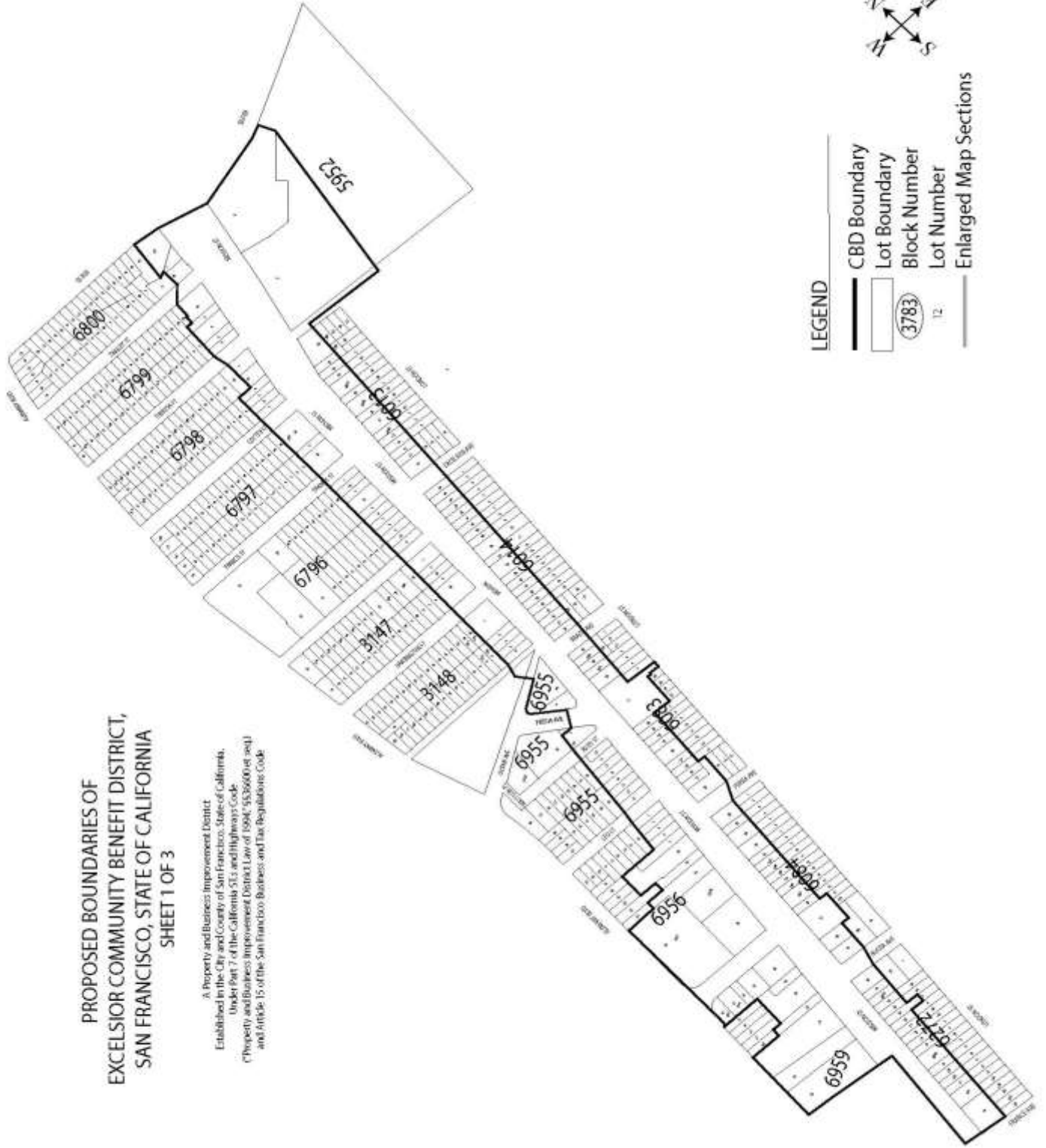
Assessments Annual assessments are based on program costs allocated among the parcels based on assessable footage. Two property assessment variables, building square footage, and linear front footage, will be used in the calculation.

	<p>Because commercial and residential parcels receive special benefits from all of the CBD activities, their estimated annual maximum assessment rates for the first year of the district are as follows:</p> <table border="1" data-bbox="669 317 1508 499"> <tr> <td data-bbox="669 317 1312 394">Building Square Foot Assessment Rate</td> <td data-bbox="1312 317 1508 394">\$0.09283</td> </tr> <tr> <td data-bbox="669 394 1312 499">Front Foot Assessment Rate</td> <td data-bbox="1312 394 1508 499">\$31.58478</td> </tr> </table> <p>By contrast, non-profits parcels do not specially benefit from Promotion of District activities and the portion of Administration directly relating to Marketing & Economic Development, so those types of entities will pay a reduced rate that does not reflect the cost of these activities:</p> <table border="1" data-bbox="669 751 1508 934"> <tr> <td data-bbox="669 751 1312 850">Non-Profit Building Square Foot Assessment Rate</td> <td data-bbox="1312 751 1508 850">\$0.07740</td> </tr> <tr> <td data-bbox="669 850 1312 934">Non-Profit Front Foot Assessment Rate</td> <td data-bbox="1312 850 1508 934">\$25.58478</td> </tr> </table>	Building Square Foot Assessment Rate	\$0.09283	Front Foot Assessment Rate	\$31.58478	Non-Profit Building Square Foot Assessment Rate	\$0.07740	Non-Profit Front Foot Assessment Rate	\$25.58478
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Annual Assessment Increase	<p>Expenditures may require an annual adjustment up or down to continue the intended level of programs and services. In no case shall these annual assessment increases exceed that year's increase in the San Francisco, Oakland, and San Jose area Consumer Price Index (CPI). Total assessment revenue may also increase based on development in the District. The determination of annual adjustments in assessment rates will be subject to the approval of the Excelsior CBD Owners' Association.</p>								
City Services	<p>The City and County of San Francisco has established and documented the base level of pre-existing City services. The Excelsior CBD will not replace any pre-existing general City services.</p>								
Collection	<p>Excelsior CBD assessments appear as a separate line item on the San Francisco City and County property tax bills.</p>								
District Governance	<p>The City may contract with a new non-profit corporation the Excelsior CBD Owners' Association or another non-profit Owners' Association to provide the day-to-day operations</p>								






	and carry out the services as provided for in this Management District Plan.
District Formation	<p>A CBD requires property owner approval through a two-step voting process in which the votes are weighted according to the proportional financial obligation of each affected property. The voting process is as follows:</p> <ol style="list-style-type: none"> 1. Property owners representing at least 30% of assessments proposed to be levied must submit a signed petition to the San Francisco Board of Supervisors. 2. If the Board of Supervisors adopts a “resolution of intent” to establish the District, the property owners will receive notice of the proposed assessment and a Ballot, with instructions on how to return the Ballot to the City. <p>The assessment shall not be imposed if the ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment, with ballots weighted according to the proportional financial obligation of the affected property.</p>
Duration	The Excelsior CBD will have a 10-year life beginning January 1, 2024 and ending December 31, 2033.

**PROPOSED BOUNDARIES OF
EXCELSIOR COMMUNITY BENEFIT DISTRICT,
SAN FRANCISCO, STATE OF CALIFORNIA
SHEET 1 OF 3**

A Property and Business Improvement District
Established in the City and County of San Francisco, State of California,
Under Part 7 of the California S.E. and Highway Code
(Property and Business Improvement District Law of 1994 (S.B. 600 et seq.)
and Article 15 of the San Francisco Business and Tax Regulations Code



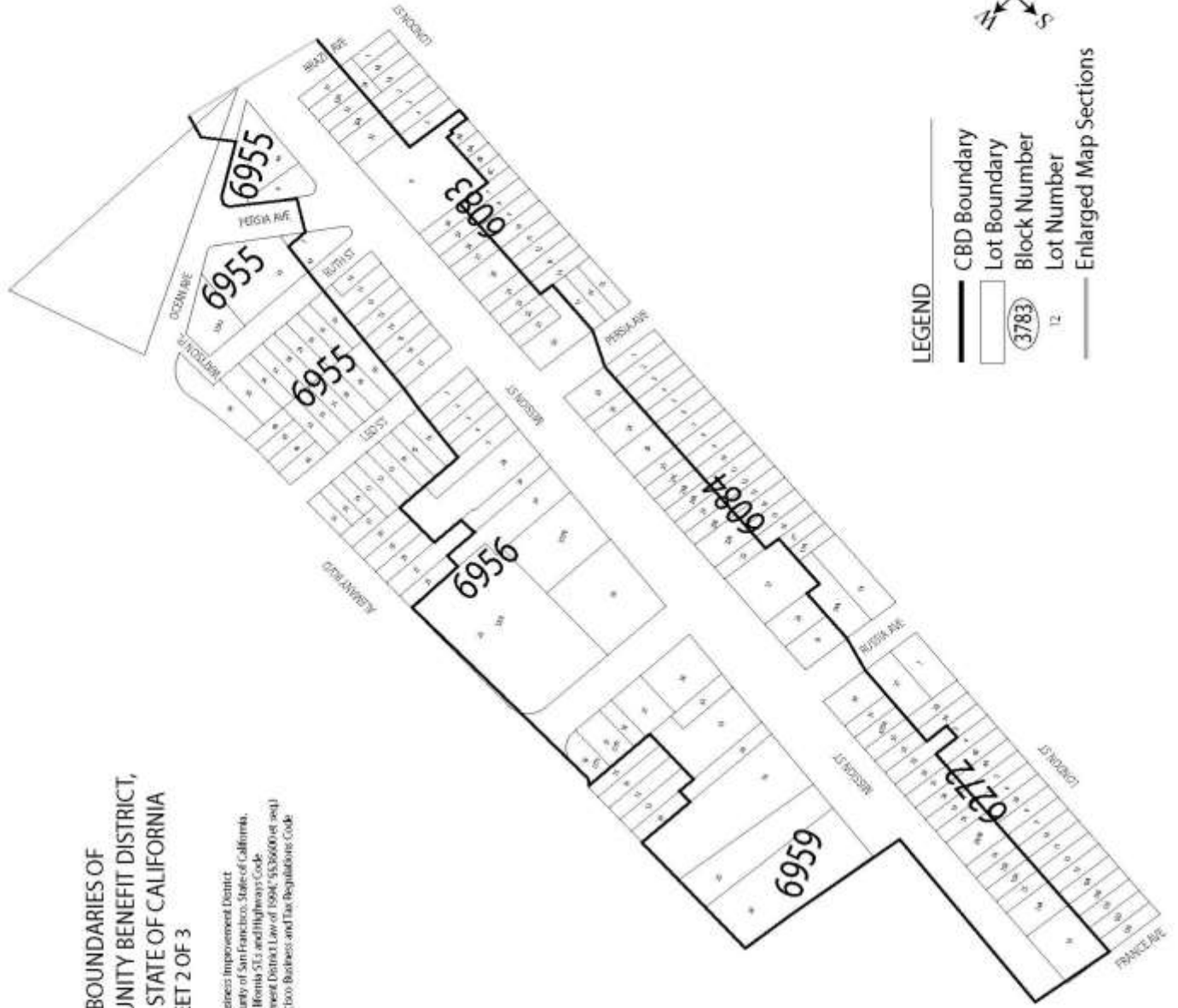
LEGEND

-  CBD Boundary
-  Lot Boundary
-  Block Number
-  Lot Number
-  Enlarged Map Sections



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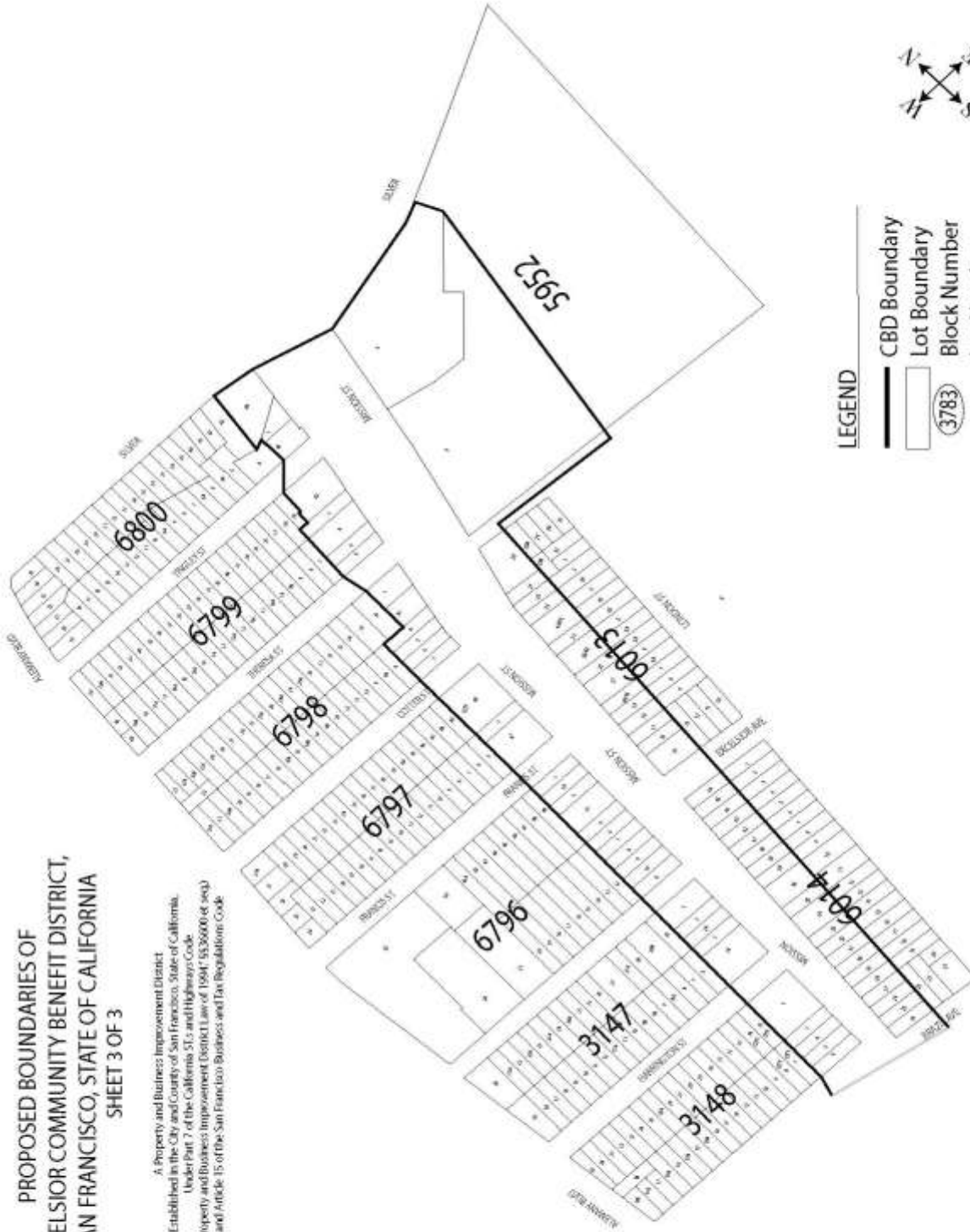


LEGEND






- CBD Boundary
- Lot Boundary
- Block Number
- Lot Number
- Enlarged Map Sections

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