



**Mid-Year Report July - December 2018**

## **Executive Summary**

The Japantown Community Benefit District celebrated our first-year anniversary in November of 2018. We are extremely proud of the accomplishments made in the second half of our first year in operation.

Our Board of Directors, led by President David Ishida, has been key in making sure that we remain focused on our mission – to promote and build on the economic development for property owners and merchants, to enhance the beautification of the public spaces, and provide a safe environment in Japantown for all to enjoy.

In July we unveiled the new JapantownSF branding that will be used to promote the neighborhood. An internal Marketing and Communication Committee was created to put a strategic marketing plan together to better promote Japantown. A Greater Japantown Marketing and Communication Group will be formed to address the needs and seek collaborative ways to make this all happen.

Safety and cleanliness were on the top of the list when we surveyed the CBD stakeholders during the formation process. Our Community Ambassadors have played an important role in making sure our streets are clean as well as checking in on our merchants on a daily basis. Seeing the difference they have made, community members, businesses and property owners are taking a more active role in keeping our streets clean.

In August, we received an anonymous donation in the amount of \$750,000.00 to be used towards a camera surveillance program and one year of maintenance. First phase of the JapantownSF SafeCity Camera Program was completed at the end of 2018 and by April of this year all 150 cameras will be installed and online before the 52nd Annual Northern California Cherry Blossom Festival.

In December, we were notified that our grant application for the Bigbelly Trash Can Pilot Program was approved. The JCBD will receive 4 Bigbelly SMART HC5 waste receptacles.

Our work not only involves the economic and environmental enhancements of Japantown but includes building relationships and making solid connections with City departments and those who represent us in District 5. In December, JCBD partnered with the Department of Building Inspection and Office of Small

Business to address the Accessible Business Entrance Program and provided translation services for Japanese speaking businesses and restaurants.

Making sure that Japantown is well represented at various City-wide and neighborhood meetings and functions is key to ensuring our visibility and strengthens our voice as a community.

Our stakeholders are seeing the difference we are making. We have become an integral organization where businesses, property owners as well as those who live, work and visit turn to for support and guidance. That in itself is a huge accomplishment and we will continue to promote our businesses, events and create ways to keep Japantown thriving.

## **2017-2018 Mid-Year Highlights:**

### **Keeping Japantown Safe**

Began active participation at SFPD Northern Station's Community Police Advisory Board monthly meetings as representative of Japantown.

Secured contract with Applied Video Systems to implement the JapantownSF SafeCity Camera Program.

Co-hosted API Council's SFPD Round Table held at the Japanese Cultural and Community Center of No. California.

Represented the Japantown Merchants Assoc. at the San Francisco Council of District Merchants & SFPD's 1st Small Business Security Summit.

Phase 1 of the JapantownSF SafeCity Camera Program completed with 8 cameras installed on the exterior of the Hotel Kabuki and 11 cameras installed on 1700 Post Street.

### **Keeping Japantown Clean**

Participated in Mayor's Fix-It Team's District 5 Community Clean Up. Included replanting of new trees along Sutter Street and weed abatement in the Buchanan Mall.

Community Ambassadors began bike mounted pressure wash schedule for all district sidewalks.

Met with Recology's Dan Negrón, Ron Sherman and Beau Agnello to discuss service for the JCBD, review current services for Japantown business and plan a Community Meeting with Recology in the near future.

Began discussion with the Chinatown Youth Council to provide steam cleaning service for Japantown.

Awarded OEWD grant for Bigbelly Trash Can Pilot Program.

## **Statistical Summary of Services Provided**

July 1, 2017 to December 31, 2017

- Hotline Answered – 27
- Hospitality Assistance – 243
- Request for SFPD, SFFD & EMS – 9
- 311 Requests – 182
- Pounds of Trash Removed – 10,322
- Trash Bags Collected – 379
- Cigarette Butt Picked Up – 96,877
- Auto Glass Clean Up – 134
- Graffiti & Sticker Removed – 341
- Needle Clean Up – 68
- Weed Abatement – 49
- Sidewalk Power Washing – 13

### **Keeping Japantown Informed**

Produced and distributed newsletters, emailed to property owners and hand delivered to businesses and organizations in Japantown.

Hosted a Community Meeting with the Department of Building Inspection and Office of Small Business to address the Accessible Business Entrance Program.

Launched the [www.jtowncbd.org](http://www.jtowncbd.org) website

Established presence on social media (Facebook, Twitter, Instagram) - #jtownsfcbd

Monthly attendance in Japan Center Garage Board and Japantown Task Force meetings. Providing JCBD updates, cleaning highlights and crime report.

Submitted grant to the San Francisco Japantown Foundation for the revitalization Vision Plan for the Buchanan Mall.

## **Promoting Japantown**

Sponsored 3rd Annual Osaka Matsuri.

Sponsored 45th Annual Nihonmachi Street Fair.

Helped organize SF Travel's Japantown Merchant Walk.

Met with Lance Lew, Director of Community Marketing of NBC11 in regards to 2020 Tokyo Olympic and discuss opportunities to promote the event in Japantown.