



**FOR IMMEDIATE RELEASE:**

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**\*\*\* PRESS RELEASE \*\*\***

**DISCOVER POLK FORMS COMMUNITY BENEFIT DISTRICT**

*Commercial property owners vote to support special assessments to provide supplemental cleaning, security, and economic enhancements in the community*

**San Francisco, CA** – Mayor London N. Breed, Supervisor Aaron Peskin, the Office of Economic and Workforce Development, and the Discover Polk Steering Committee announced the creation and establishment of the Discover Polk Community Benefit District (CBD). Discover Polk joins 15 other CBDs that have been created in neighborhoods citywide, with the goal of ensuring a welcoming, clean, and economically vibrant area.

“Community Benefit Districts have been a successful model throughout our city and are critical to keeping their areas clean and safe,” said Mayor Breed. “I am excited that neighbors, merchants, and property owners have come together on this effort and I look forward to residents and visitors noticing a difference on our streets.”

The Discover Polk CBD was formed after a majority vote, based off weighted assessments cast by property owners in the area. It will raise approximately \$601,784 per year in special assessments to commercial properties to carry out its management plan over the next eleven years. The boundaries of the District include 535 parcels located on approximately 14 whole blocks, including blocks and partial blocks bounded by Polk Street, California Street, Broadway Street, and Van Ness Avenue.

“I am incredibly proud of this neighborhood’s three year-long effort to transform how services are delivered to the community,” said Supervisor Peskin. “Middle Polk is part of a culturally and economically vital corridor in District 3, and I’m confident that the CBD and its leadership will improve the quality of life for everyone within its boundaries.”

The services that the Discover Polk CBD will provide include:

- Maintenance teams that sweep, scrub, and pressure wash sidewalks and public spaces to remove litter, graffiti, and trash.
- Beautification improvements to make Discover Polk more visually attractive, which may include green spaces, wayfinding signage, trashcans, and enhanced streetscapes.
- Business liaison services to connect merchants to available resources and build a stronger economic climate.
- Marketing and district branding to promote a positive image of Discover Polk as a regional destination.



- Business retention and recruitment efforts within the California to Filbert boundary that would respect the unique character of the District.

This Community Benefit District (CBD) developed over three years of work by property owners, businesses, renters, and other stakeholders who want to mirror the successes of CBDs throughout the City. Technical assistance was provided throughout the process by the Invest in Neighborhoods (IIN) division of the Office of Economic and Workforce Development. IIN will continue to work with the CBD to ensure the smooth operation of the District and to help ensure it follows all legal and community obligations.

“The CBD will bring much needed emphasis on the development of our needs in this specific neighborhood of Polk Gulch. Having a strong emphasis on increasing foot traffic and keeping our streets clean and safe with direct input for us as business and building owners gives us hope for continuous improvement in our corridor,” said Gilbert Hoh, owner of the restaurant and bar Buffalo Theory.

“Polk Gulch is a lively, vital neighborhood that benefits from active community members who want to see a continued improvement throughout the neighborhood. There is a swell of support for investing in economic and environmental improvements that will strengthen our businesses and improve our quality of life,” said Suzanne Markel-Fox, Discover Polk CBD Steering Committee Chair. “The Discover Polk CBD is the most reliable and accountable way to achieve those goals.”

More information on the Discover Polk Community Benefit District and the Management District Plan can be found at: <http://oewd.org/community-benefit-districts>.

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