



FOR IMMEDIATE RELEASE

Tenderloin Community Benefit District Receives Financial Support From San Francisco's Office of Economic and Workforce Development, Saint Francis Foundation, Shorenstein Residential

SAN FRANCISCO, March 16, 2016 – The [Tenderloin](#) Community Benefit District (TLCBD) today announced a leadership initiative with the first three community sponsors to help the organization achieve its core purpose of leading the evolution of the Tenderloin into a vibrant community for all.

Operation Leadership is a new program that will strengthen TLCBD's leadership in the community and support the management of the CBD. The CBD provides maintenance, sidewalk cleaning and beautification services paid for by an assessment on property in the Tenderloin. Additionally, the TLCBD is implementing a pilot security camera system, a public art project on Larkin Street and a banner program, all of which work to improve the quality of life in the Tenderloin.

A public/private partnership, Operation Leadership launches with lead investments by The San Francisco's Office of Economic and Workforce Development (OEWD), [Saint Francis Foundation](#) through the Tenderloin Health Improvement Partnership (Tenderloin HIP), and [Shorenstein Residential](#).

The OEWD contributed \$50,000, Saint Francis/Tenderloin HIP and Shorenstein \$25,000 each to spearhead the initiative. The combined investment puts TLCBD one-third of the way toward a two-year fundraising goal of \$325,000. OEWD, Saint Francis and Shorenstein Residential are the first to invest in the initiative. The CBD is currently in discussions with other community partners to broaden this investment pool.

"We are very grateful for the generous financial support from the City, Saint Francis Foundation and Shorenstein Residential," said Steve Gibson, TLCBD's Interim Executive Director. "These are significant investments from community leaders, and their support will help our organization become a strong advocate for change in the community. We encourage other community leaders to invest alongside us to make the Tenderloin a neighborhood where individuals, families and business can all thrive."

Operation Leadership is the result of the TLCBD's decision to strengthen the leadership and oversight of the CBD. In 2015, the CBD Board, comprised of property owners, business owners, and residents, contracted with the consulting firm [Urban Place Consulting Group](#) to develop a strategic plan to improve the CBD's operations and guide its growth. A key priority was strengthening the CBD's management and its leadership in the community.

"The City believes stronger leadership and deeper engagement by the TLCBD in the community will benefit everyone in the Tenderloin," said Amy Cohen of the OEWD. "The TLCBD Board's recent efforts support our collective goal to improve safety and well-being for everyone who lives, works and visits the Tenderloin."

Kevin Causey, President of the San Francis Foundation, said: “Saint Francis Foundation is proud to support an initiative that is consistent with the vision of Tenderloin HIP for the neighborhood, which is to improve health outcomes and quality of life for the 33,000 residents who live and work in our community. Saint Francis Foundation, working together with Saint Francis Memorial Hospital, believes the new leadership and direction of the TLCBD can accelerate the very positive changes taking place in the community.”

Julie Burdick, Development Manager for Shorenstein Residential and Board Chair of the TLCBD, said: “The TLCBD Board is eager to build on the momentum created by the new strategic plan and recent changes to the Board and staff. A significant amount of work went into re-energizing the CBD, and we are now seeing the results. As a property owner in the district, Shorenstein sees the opportunity for the CBD to play a stronger leadership role in the community and create new partnerships and programs to improve the neighborhood for everyone.”

About Tenderloin Community Benefit District (TLCBD)

Founded in 2005, the Tenderloin Community Benefit District (TLCBD) believes that a clean and safe environment, strong community partnerships and supportive collaboration with city agencies will create positive change in the Tenderloin neighborhood. Organization services are focused on implementing neighborhood improvements such as enhanced cleaning, beautification and safety initiatives. Established collaboratively by community leaders and property owners, the city and neighborhood adopted the TLCBD management plan to work towards a mission of neighborhood improvement for all within the district boundaries. For more information, visit www.tlcbd.org.

Media Contacts

OEWD

Gloria Chan
415.554.6926
gloria.chan@sfgov.org

Saint Francis Foundation

Greg Berardi
415.239.7826
greg@bluemarlinpartners.com

Shorenstein Residential

Andrew Neilly
925.930.9848
andrew@gallen.com

Tenderloin Community Benefit District

Steve Gibson
562.243.3389
steve@urbanplaceconsulting.com