

Centrally located along Market Street, MMCBD's 98 acres include parts of Civic Center, SOMA, Tenderloin, and Union Square neighborhoods. With over 900 existing parcels and several new residential and commercial development projects underway, we are one of San Francisco's most dynamic property-based improvement Districts. Home to two of downtown San Francisco's busiest transit stations—Powell Street and Civic Center—early morning commuters, late night theater-goers, residents, and international tourists enjoy convenient access to the City's Municipal Railway (Muni) and Bay Area Rapid Transit (BART).

The heavily-trafficked area requires balancing the District's needs with a specialized approach and great attention to detail. MMCBD provides core neighborhood services with its Community Ambassadors and Clean Team, promotes local businesses, supports economic development and public improvement efforts, and advocates on behalf of its constituents regarding policy, planning, and quality-of-life issues.

Since 2007, MMCBD has been working with an engaged Board of Directors, committees and community partners to improve the Mid Market public realm. In 2014, district property owners renewed the CBD's services for another 15 years. MMCBD is committed to keeping the public realm as clean and safe as possible while also working to recover from the challenges of the Pandemic in partnership with all City agencies.

MMCBD Dispatch
 7 am-7 pm, Everyday
 Use the SF311 App
 Call/Text Dispatch (415) 543-5223

- MMCBD Parcels
- Parcels in development

CLEANING & MAINTENANCE



CLEAN TEAM

San Francisco Public Works is responsible for street maintenance and street trees, while property owners are responsible for sidewalk maintenance. MMCBD's Clean Team maintains sidewalks and public plazas on behalf of property owners.

In an effort to provide a cleaner, safer and more vibrant environment our Clean Team sweeps and pressure washes sidewalks and plazas, monitors public trash receptacles for overflow, removes litter, conducts graffiti abatement, and weeds tree basins. The Clean Team responds to neighborhood cleaning needs that arrive via 311 or through our Dispatch Office seven days a week, from 7am to 7pm. Cleaners also proactively identify and report the need for Ambassador support while in the field.



AMBASSADORS

Highly trained Community Ambassadors provide hospitality and wayfinding support for pedestrians. They also serve as eyes and ears on the street, to proactively deter crime and address anti-social behavior. MMCBD Ambassadors serve as first responders helping to reduce unnecessary calls to local Police and Fire Departments. They can assess situations and determine the proper course of action without having to involve the authorities. Their presence and work results in more appropriate and effective help for individuals and provides cost savings for San Francisco taxpayers.

SAFETY TEAMS

MMCBD Safety Teams consist of an SFPD 10B Officer and an MMCBD Ambassador. These co-responder teams proactively walk targeted areas in the District and together respond to calls for service. By drawing upon the combined expertise of the Officer and the Community Ambassador, the team is able to effectively address pedestrian safety issues in public spaces and connect people in need with appropriate services. The teams consistently work to meet and get to know the community, building trust and strengthening communication. Merchants, residents, and visitors greatly appreciate the Safety Teams and the heightened levels of safety they provide.

PUBLIC SAFETY CAMERAS

MMCBD's public safety cameras are a proactive deterrent to illegal activity; and provide law enforcement with accurate accounts of situations occurring in the public realm should the need arise. Learn more about the program by contacting: video@midmarketcbd.org



PUBLIC SAFETY



ECONOMIC DEVELOPMENT

BUSINESS ATTRACTION, RETENTION & EXPANSION

MMCBD works to ensure the District is home to a diverse and vibrant mix of retail establishments. We help attract and retain small businesses in the District by vetting and connecting prospective tenants with landlords, and conducting tours of the neighborhood. MMCBD staff facilitate connections to leasing assistance and access to capital, as well as City-sponsored economic development incentives, programs and permitting.

[District wide vacancies](#)
[List of Available Retail Space](#)

NEW DISTRICT BUSINESSES IN 2023:

- Bay Food Market
- DACHA Cafe & Bar
- IKEA
- Jonathan Carver Moore
- Melifolla Dance
- Pixlcat Coffee



DACHA Cafe & Bar



BLICK Art Materials



Orange Theory Fitness



IKEA Grand Opening



Jonathan Carver Moore Gallery



BAIT



DACHA Cafe & Bar



IKEA



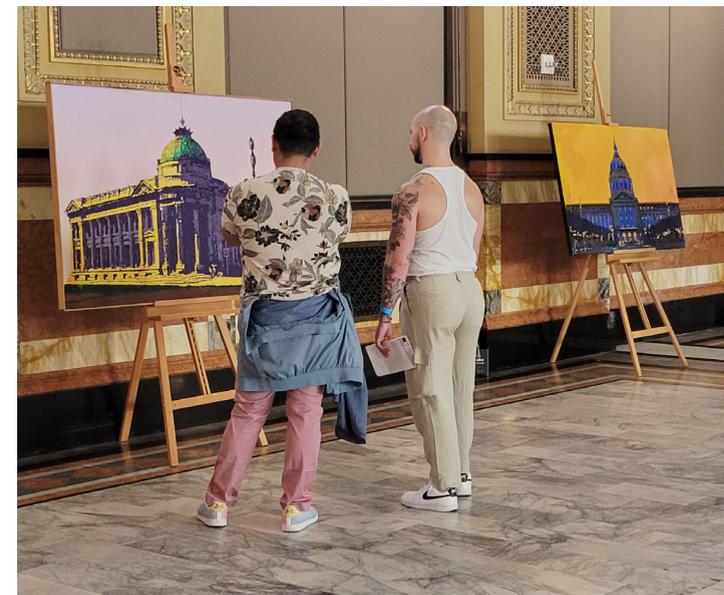
Burma Loya



MMCBD held its 10th annual art walk on Market Street, between 5th and 8th Streets, on November 11th and 12th with over 20 arts and entertainment locations. The interest from arts enthusiasts to visit downtown and support the arts surpassed all expectations.

Along the three blocks, vacant and commercial spaces in development opened their doors to an incredible array of art installations, from painting to sculpture and woodworking. Artists greeted hundreds of art walk goers each day and enjoyed tremendous exposure. Retail brokers and prospective tenants could also view available ground floor spaces while enjoying the art.

In addition to multiple gallery spaces, attendees were treated to free tours of the historic Hibernia building, an all-day hip-hop dance festival, live music, and drag show performances.



Left to right (top): Nya Serano at Yotel (1095 Market St.), Ray Buffalo at Fellow Barber (973 Market St.), Doty Glasco (944 Market St.), Sasinun Kladpetch at The Line Hotel (33 Turk St.) Left to right (bottom): Willy Julius Duerr (944 Market St.), Richard Perri at The Hibernia (1 Jones St.)



ANNUAL MEDIA CAMPAIGN PROMOTES MID MARKET

Love on Market Street: A Q&A with the new LINE Hotel's General Manager Antonio Flores



LINE Hotel General Manager Antonio Flores stands in the newly minted lobby, wall art by Sasurin.

Hearts, candles, flowers — the Valentine's Day holiday is bubbly and there are a multitude of ways to celebrate, be it with a date, friends, or just indulging in some self-care. Here we talk with the LINE Hotel's General Manager Antonio Flores, about how to celebrate the holiday along Market Street. A person-in-the-know, he shares not only his selections for Valentine's Day, but places to visit all year long.

What excites you most about being in downtown San Francisco?
I think I'm in the best city in the US, so I'm a little biased. San Francisco is a great walking city, and nothing is too far that you can't enjoy a stroll from one place to another.

How do you travel the area?
One of the best things about San Francisco are the options to get around the City. I live in the Castro, so I often take MUNI. The M, K, L, or F lines get me where I want to go. If I'm in the mood for an Irish Coffee at Buena Vista Café I take the Hyde Cable Car. When I want to enjoy the bay, I ride an e-bike from work down Market onto the Embarcadero. We have an e-bike station just outside the hotel.

Tell us a little bit more about the LINE Hotel.
The LINE San Francisco is a special place where you can experience both the grit and glitter of Mid Market at a brand-new building in the heart of the historic Theater District. Eat, drink, rest, take in the views, and discover the thriving creative community. But first, coffee. Alfred Coffee at the LINE serves an extensive menu of coffee and beverages including their World-Famous Iced Vanilla Latte.



Littlejohn's Candies

If buying a bottle of wine at Whole Foods or The Market on Market, what are some brands/bubbles you would recommend?
Whole Foods is just a 10-minute walk from the LINE. I'm sure I will be stopping by to pick up my favorite Veuve NV Brut Champagne. They have so many options. You're sure to find something to help make the night special.

What is the LINE doing for the month of love?
We are celebrating the month of LOVE with our fun promotion called "BUBBLE LOVE." We invite everyone to come be our LINE Valentine: stay with us during

Tenderheart is a flowing indoor-outdoor celebration of Northern California cuisine through a multicultural lens, by Executive Chef Joe Hou.

Rise Over Run is our rooftop bar and solarium which serves invigilating bites and panoramic views of the city. Lastly, coming soon is our main floor late night cocktail space called Dark Bar. This will be the spot for those cocktail creatives.

Best LINE amenities for couples staying any time of year?
If you're looking to impress, book one of our soaking tub guest rooms, that will be a great surprise for anyone looking to getaway. Our suites have separate soaking tubs and shower rooms to soothe anyone into a relaxing evening.

Can you tell us your other neighborhood favorites you love to visit? Where's your favorite place for a drink?
I think I'm in the best city in the US, so I'm a little biased. San Francisco is a great walking city, and nothing is too far that you can't enjoy a stroll from one place to another.

Best hidden gems on Market Street?
After you have checked out the amazing views from Rise Over Run, walk over to Burma Love in Mint Plaza. I always order the camoucas and jasmine rice.

Best upcoming show/concert/dance to see with a date?
On Wednesdays we wear pink! I am so excited to see San Girls at the Golden Gate Theater, which opened on January 31st. It's sure to be the hottest show in San Francisco.

Thank you so much Antonio! If you haven't yet, be sure to check out the LINE Hotel on Market between 5th and 6th.

Here are some more options along Market Street to check out this Valentine's Day:

Candy: Littlejohn's Candies' fudge is delicious, they also sell the classic heart shaped boxes full of handmade chocolates, as well as other sweet treats such as their signature English lozenges. Visit their delicious shop or order your heart to be delivered via the mail.

Flowers: Pick up seasonal bouquets, potted plants or long-stem roses at The Market on Market, Whole Foods Trinity Place, Madras Flowers, or the Heart of the City Farmers' Market (Sundays and Wednesdays).

Wine: Shop reds, whites, rosés and bubbles at The Market on Market or Whole Foods at Trinity Place, the wine staff at both stores can help you select a bottle at any price point.

Brunch: If your ideal date is more breakfast or lunch than dinner, make sure to check out the recently reopened SAMS, an American Eatery. I love their brunch specials, such as Citrus Mascarpone French Toast and Harvest Spice Korean Ramen. And don't forget to order a mimosa!

Romantic Views of the City: Take in the view from the LINE's Rise over Run or the Proper Hotel's Charming's, and grab dinner and a cocktail with your date. Also, the Proper Hotel is also offering Valentine's Day pre-fixe dinner options at Vilon American Restaurant & Lounge and La Bande.

Grab a Glass of Wine or Beer: If your date night includes a fire to the Orpheum Theatre to see Dean Cain or to The Warfield for a concert, Fermentation Lab is a great spot to grab a glass of wine or a local beer before heading off for the night.

Cozy Dinner Date: In addition to the other wonderful places mentioned, Montesacro, a cozy Italian gem, is a great spot for an intimate dinner date. Make sure to check out their extensive wine menu as well.

Unique Date Idea: If looking to do something unique for a date night, consider a Splitter Date at the Smash Room, where couples don themselves in white painter suits before painting wildy. Alternatively, the Smash Room can also be a great option if you want to break stuff after a recent break up!



Downtown workers on Market Street in 1935, courtesy of the San Francisco Historical Society, SF Public Library (D. Dorsey's proximity to his office.)

Life at the Center of It All: A Q&A with Mid Market Resident and District 6 Supervisor Matt Dorsey

Living in Mid Market means being steps away from world-class restaurants and performances, public transit, well-stocked markets, retail stores, quick bike cafes and coffee shops; and for District 6 Supervisor Matt Dorsey, it means being just a quick walk to work. A resident-in-the-know, he shares our heart to be delivered via the mail.



Power to the people: You can often spot Supervisor Dorsey commuting by bike - even in a suit!

As a Mid Market resident are you enjoying the convenience of downtown living?
As someone who works at City Hall, just a few blocks from where I live, Mid Market is a neighborhood that's not only convenient to my own workplace but convenient to work almost anywhere in the Bay Area, given its unmatched proximity to transit. It's a place where people like me can choose to live without a car, easily access my neighborhood and others with bike share and a well-protected bike network, and truly enjoy the benefits of the urbanist experience. Mid Market is an amazing place to live, and I'm proud to represent it at City Hall.

What does your typical day along Market Street look like?
A favorite way to start my day is with a run along the Embarcadero to watch the sunrise, then I head back for coffee or breakfast meetings before heading into City Hall. Daily meetings have me crosscutting and traversing Market Street multiple times a day and into the evening.

Transit Rich Mid Market
• Powell and Civic Center BART & Muni Stations
• Service to SFO and OAK
• 21 bus routes
• Bike share stations
• Easy freeway access
• F-Line Vintage Street Cars

Another great benefit to being centrally-located is easy access to delicious food. Where are a few Mid Market places you like to visit for a quick bite?
One of the things I love about the Market is that it's close to home and work, and has so many delicious options! I love Manila Bowl and the Poke Bar, and their pre-made hot sandwiches have been a delicious fast option on busy days. I'm a Cadillac Grill fan, too, as well as Gai Chicken.

There are some recent and upcoming openings along Market Street as well! Tell us what we have to look forward to?
I'm excited to see the opening of IKEA's Livat concept store, which I believe will be a great addition to our neighborhood and, I hope, a groundbreaking model that could help redefine the retail experience to include workplace and placemaking options.

And since it is March, did you attend the St Patrick's Day Parade on Market Street?
I'm an Irish Catholic who came to San Francisco from Boston, so I suppose St. Patrick's Day is one of my community's high holy days. I'm also a parishioner at St. Patrick's Church, which hosts a mass that brings together the Irish and Filipino communities. I was excited to be in the parade, and I'm proud that it kicked off from District 6.



Dorsey and staffer Madison Tom at La Colombe Cafe.

Shopping Local in Mid Market The Heart of the City Farmers' Market is a Cornucopia of Great Things



- Market Offerings**
- Bread
 - Cheese
 - Dates
 - Eggs
 - Fresh Cut Flowers
 - Fruit
 - Honey
 - Hummus
 - Jam
 - Nuts
 - Olive Oil
 - Pies
 - Seafood
 - Succulents and Plants
 - Vegetables



"Asparagus, cherries, avocados, berries, leafy greens, herbs"

Steve Pulliam, Director of the HOC Farmers' Market, lists off the fresh, colorful spring produce shoppers can get ready to shop for this season, adding "Sometimes we will get an early flush of blueberries and apricots." Market goers searching for the harder-to-locate produce can also find themselves in luck! Among the 40 farms at the market, shoppers can discover produce such as the fragrant citrus Buddha's Hand, and sugar cane, kaffir lime leaves, pomelos, many types of Asian squash and greens, mountain potatoes, specialty mushrooms (and! mushrooms)," Pulliam adds.



Steve Pulliam, Director of the HOC Farmers' Market.



Ruby Alvarez and Maria Gutierrez of Green Thumb Farms.



Grab some kale from Green Thumb Farms, and the other ingredients from neighboring vendors and make:

PURPLE KALE PESTO RECIPE

High in antioxidants, Gonzalez says to use this recipe in your favorite pasta or as a spread.

- INGREDIENTS:**
- 2 cups purple curly kale, packed
 - 1/2 cup fresh lemon juice (juice from one fruit)
 - 1/3 cup oil of choice
 - 1 cup walnuts (measured whole)
 - 2 cloves garlic salt to taste

- INSTRUCTIONS:**
1. Add all ingredients in a blender except for the oil.
 2. Slowly incorporate oil a little at a time until fully infused.
 3. Taste and enjoy!



Klem's Seafood has been a Market staple for over 20 years, the highly-rated seafood stand sells everything from crabs and clams to seasonal fresh fish. Just like produce vendors, fishermen follow the seasons too.



FOOD VENDORS (Wednesday only) Pulliam notes:

Estrellita's Snacks: "The best pupusas in town."

Auntie Lan's: "Malaysian cuisine with fresh made dumplings and curries, a true chef."

Rolli Roti Chicken: "Excellent quality chicken and ribs, also their famous panetta sandwich - and don't miss the roasted potatoes and brussel sprouts."

Cabalen: "Filipino/Mediterranean dishes, great chicken adobo, lumpia, shawarma, and latifal."

Other great options:
Victory Dumplings: (Chinese Dumplings)
Pak Foods: (Pakistani cuisine)
Street Meet: (Taco Truck)



Auntie Lan's makes hot delicious items.



Open rain or shine!
Wednesdays 7am-5:30pm and Sundays 7am-5pm; credit cards accepted. (415) 558-9455 | hotfarmersmarket.org
» For public, buyer, and school educational tours, contact by phone or through the HOC website.
» Pre-ordering and easy pick-up available for restaurants and large orders.

New homes in the center of it all - Mid Market

Rooftop Terraces • Pools • Parking • Gyms • Pet Friendly



LINE

SAMS

MONTESACRO
PISERIA ROMANA

LITTLEJOHN'S
CANDIES

DAVID RIO
CHOCOLATIER

WHOLE FOODS
MARKET

BURMA LOVE

54 MINT

PROPER
HOTEL

FERMENTATION LAB

FL

GET MOVING

Exploring the Vibrant Workout Options in Mid Market

Black Box VR Fitness Market at 9th
Tech meets fitness at Black Box VR, this virtual world workout delivers real results with resistance training and a HIIT cardio workout program.

Can you explain what 'Orangetheory' means and what the orange lighting is about?
No matter your workout style, Mid Market is an epicenter of fitness: gyms, personal trainers, dance classes, Pilates, VR and more. Orangetheory Manager and fitness enthusiast Anthony Sanders talks about what visitors can expect when they step through the doors, where people from all backgrounds, ages and fitness levels come together to encourage and inspire one another to get moving.

What does an average class consist of and is there a studio capacity?
In a one-hour class people can expect rowing, cardio and strength training. This low impact workout helps improve endurance, strength and power; everyone goes at their own pace based on fitness level. The weight and floor exercises change daily to focus on different muscles and coaches can provide alternate options for any movements, in a class that welcomes up to 45 people.

Do you have a fitness mentor?
I would have to say my fave! Sebastian, who also happens to be a coach at Orangetheory. Seeing the dedication, heart, discipline and impact he puts into fitness is so inspiring. He pushes me to be the best version of myself and helps keep me accountable with my fitness goals.

Do most members get to the Mid Market studio by public transit or is there parking nearby?
Most of our members live close to our studio so they either walk or take public transportation (easily accessible via Muni stops F, J, K, M, N, 6, 7, 9, 14, 19, 49, and Civic Center BART station). If driving, there's street parking along 9th and 10th. We also have members who bike. (Limited indoor bike parking, outdoor racks adjacent to building).

What are the benefits of using your technology [heart rate monitor] inside and outside of the studio?
The wearable heart rate monitors are part of the Orangetheory trifecta of science, coaching and technology. It's the data from the heart rate monitor that equips coaches to help members overcome fitness hurdles, and can also be utilized outside the studio during a run down Market Street or a hike up any of San Francisco's hills!

[Readers can reach out to Orangetheory - Mid Market for a free first class pass!]

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Most of our members live close to our studio so they either walk or take public transportation (easily accessible via Muni stops F, J, K, M, N, 6, 7, 9, 14, 19, 49, and Civic Center BART station). If driving, there's street parking along 9th and 10th. We also have members who bike. (Limited indoor bike parking, outdoor racks adjacent to building).

What are the benefits of using your technology [heart rate monitor] inside and outside of the studio?
The wearable heart rate monitors are part of the Orangetheory trifecta of science, coaching and technology. It's the data from the heart rate monitor that equips coaches to help members overcome fitness hurdles, and can also be utilized outside the studio during a run down Market Street or a hike up any of San Francisco's hills!

[Readers can reach out to Orangetheory - Mid Market for a free first class pass!]

GET MOVING

Exploring the Vibrant Workout Options in Mid Market

Black Box VR Fitness Market at 9th
Tech meets fitness at Black Box VR, this virtual world workout delivers real results with resistance training and a HIIT cardio workout program.

Can you explain what 'Orangetheory' means and what the orange lighting is about?
No matter your workout style, Mid Market is an epicenter of fitness: gyms, personal trainers, dance classes, Pilates, VR and more. Orangetheory Manager and fitness enthusiast Anthony Sanders talks about what visitors can expect when they step through the doors, where people from all backgrounds, ages and fitness levels come together to encourage and inspire one another to get moving.

What does an average class consist of and is there a studio capacity?
In a one-hour class people can expect rowing, cardio and strength training. This low impact workout helps improve endurance, strength and power; everyone goes at their own pace based on fitness level. The weight and floor exercises change daily to focus on different muscles and coaches can provide alternate options for any movements, in a class that welcomes up to 45 people.

Do you have a fitness mentor?
I would have to say my fave! Sebastian, who also happens to be a coach at Orangetheory. Seeing the dedication, heart, discipline and impact he puts into fitness is so inspiring. He pushes me to be the best version of myself and helps keep me accountable with my fitness goals.

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FEBRUARY - Mid Market Small Businesses

MARCH - Residential Housing

APRIL - Heart of the City Farmers' Market

MAY - Fitness Options

Market Street Reigns: More Than 100 Years of Parades & Celebrations

Market Street has served as the location for all of San Francisco's major parades, protests and moving celebrations since it was created in 1847, from presidential motorcades, to 49ers, SF Giants and Warriors Championships, to war and human rights protests, and every major San Francisco milestone in-between. Market Street brings San Francisco together and will once again serve as the place to be as 200+ floats and performers take to the street for the year's 53rd Annual Pride Parade.

53rd Annual San Francisco Pride Parade: Sunday, June 25th, 10:30am; Market Street, from Beale to 8th Street.
San Francisco Pride Celebration: Civic Center Plaza, Saturday, June 24th noon-6pm; and Sunday, June 25th, 11am-6pm.

A Q&A with SF Pride's Executive Director Suzanne Ford as this year's Parade Readies to Commence

EXTRA TIPS:
 The Strand Theater at 1127 Market (between 7th and 8th) will open its lobby for those who need to take a parade break, use restrooms and refill water bottles.
 To cross Market Street on the Parade has commenced, use any underground BART/Muni station to get to the other side.

Very few people can say they run an organization that puts on one of the country's largest Pride parades! How did you decide to bring you to this point in your career?
 I started in the packaging industry in a business and sales role. About 10 years ago I started to do volunteer work at my church in Marin, which led to volunteering in other ways, including with Trans HeartLine, which helps to house train service animals connected with human rights activist Melanie Nahan, which led to SF Pride. In 2018 I was elected to the SF Pride Board and became Treasurer. I was elected for a second term, and jumped at the chance to serve as Interim Executive Director before becoming elected to the position last year.

When does parade planning begin each year?
 It's a year-long job, this year's planning began about 24 hours after the completion of the 2023 parade. Following the parade for the good work the team did on the parade, I was at City Hall on Monday to discuss the 2023 Parade budget.

What was the first parade you ever attended?
 It was about three or four and it was the Christmas Parade in my hometown of Owensboro, Kentucky, and I was marching with my Cub Scout troop, but I really wanted to be with my sister's dance troop. Growing up in Kentucky, I would see the SF Pride Parade on the national news and they would be showing it in more of a "shock-you" sort of way, but what I saw was a magical place. And I know there are kids all over the U.S. who are going to see it on the news or the internet and also think what a magical place!

Mid Market Streetwear Scene Continues to Grow as Trendsetters Shop the Street



Shaun Kaiser of the most recently added store BAIT (101 Market) - answered a few questions about the past, present and future of streetwear in San Francisco:

Can you tell us a little about BAIT's history? We started in 2011 and have nine stores in major cities, mostly on the West Coast. We evolved from being a retailer to partnering with the best brands in the industry for exclusive merchandise offerings. We collaborate with the top footwear brands, Reebok, New Balance, Puma and Adidas, and with major sports leagues NBA, MLB, and NHL. And we're also a licensing partner with Microsoft, Sony, Universal Pictures and DreamWorks.

How would you define San Francisco's streetwear style? Skate culture embodies the true streetwear style here, and as a native I have seen more comfortable and casual looks in recent years; it also gets cold, so think hoodies, beanies, and fitted hats.

Who are some of your favorite streetwear designers featured at BAIT? Some of my favorites are Nigo, the founder of A Bathing Ape and Jerry Lorenzo, founder of Fear of God, and Virgil Abloh from Off-White.

What's the current, most sought after streetwear apparel item? Shoes will always bring shoppers to the stores; shoe culture is big for many reasons (from expression to collecting). Right now, the Nike Dunk is having a moment, but before you know it, something else will be trending.

How has streetwear evolved over the years? Transplants to SF have added their own style and path. Some style choices have been repeated, where you see the same shoes over and over again, or a familiar way to style an outfit. But there are some young people I see that experiment with their clothes, shoes and accessories; I love it.

Anyone shopping the luxury brands in neighboring Union Square can't help but see the influence streetwear has had on brands like Gucci, Prada and Louis Vuitton.

Any upcoming BAIT collaborations you're excited about? Yes, of course. We just finished a shoe and clothing collaboration with the video game Street Fighter, so up next is a collaboration with DC Comics for the release of the movie The Flash.

Gen X paved the way, and now Gen Y&Z are the first generations to grow up with skateboarding being normalized because Mom and Dad used to skate.

Hope there is indeed for more fashion retailers and stores of all kinds in Mid Market. The streetwear scene is thriving, and IKEA is ready to open adjacent to the two-storied Sheikh flagship store, which has been operating at 929 Market since 2006. You can often spot the store by other major sneaker fans waiting to buy the latest Nikes. And Supreme, which opened in 2019 at 1015 Market as one of only eight locations in the world, also generates long lines down the block.

Also in the works is a new skatepark in nearby UN Plaza. Skaters have informally used the Plaza for years. This fall the City plans to follow suit with other major international cities, like Paris and Madrid, by adding curbs, ramps, and rails to meet demand. The skate park is also a place where new streetwear fashion trends will continue to emerge, with the stores just across the street ready to outfit them.

Other retailers eager to be in the mix shouldn't delay. Groundfloor spaces (neatly compiled by the Mid Market Benefit District whose team connects businesses to spaces and helps them cut through City red tape to get open) will fill up quickly given the success of existing shops and the soon-to-open IKEA. "The time is now," says the District's Tracy Everwine. "It's a tenant's market. We've never seen this much support for the business community from landlords and City agencies to help usher in new retail."

What was the first parade you ever attended?
 It was about three or four and it was the Christmas Parade in my hometown of Owensboro, Kentucky, and I was marching with my Cub Scout troop, but I really wanted to be with my sister's dance troop. Growing up in Kentucky, I would see the SF Pride Parade on the national news and they would be showing it in more of a "shock-you" sort of way, but what I saw was a magical place. And I know there are kids all over the U.S. who are going to see it on the news or the internet and also think what a magical place!

BAIT 1091 Market Street Monday-Saturday 11am-7pm Sunday 11am-6pm	CREATE 60 4th Street Monday-Saturday 11am-7pm Sunday 11am-6pm	Oxford Street 911 Market Street Monday-Saturday 10am-7:30pm Sunday 11am-6pm	Supreme 910 Market Street Monday-Saturday 10am-6pm Sunday 11am-6pm	THRASHER 66 6th Street Tuesday-Sunday 12pm-6pm
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Bey of new students and retail giant bolster back-to-school business downtown

This August, UC College of the Law completed the second phase of its Academic Village with 650 units of new student housing in downtown San Francisco. What's unique is that students residing in the Village attend classes at graduate and professional schools from across San Francisco and beyond: UC Law SF, UCSF, SF State, USF and University of the Pacific Dugoni School of Dentistry. The facility also houses students from UC Berkeley and UC Davis. The Davis students enrolled in a graduate-level San Francisco based data analytics program. "The Academic Village appeals to students preferring the dynamic character of a dense urban area with access to museums, bars, restaurants, and cultural events," says Chancellor and Dean David Faigman.

And just in time for this year's back-to-school season, IKEA opened on Market Street. The retail giant's only San Francisco store sits in the Mid Market neighborhood between 6th and 6th streets - and back-to-school season is for IKEA what the holidays are for most retailers. This store's focus is on smaller urban dwellings installing outdoor fitness equipment, ping pong tables and daily recreation classes. Nearby SF Conservatory of Music recently added 100 student apartments next to City Hall, and the French American School has expansion plans in the Village area.

French American's forthcoming campus on Market at Franklin includes a 6-story building with classrooms and apartments for 400 students.

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Businesses who've been in the area for years also welcome the influx of new students, faculty, and staff. Hillek Art Materials has served students from all over the City at its Market Street location since 2010. Their back to school sale runs through the end of this month and Senior Vice President of Retail and Manufacturing Baron Vaughn notes the store is well-stocked for upicks of students and artists to the area. "We currently have over 15,000 items on sale."

With its Broadway theaters, trendy streetwear shops, arts & culture, and influx of new students, faculty and staff - Mid Market has much in common with its newest neighbor IKEA when it comes to variety and vibrancy.



Grand opening day at IKEA at Market Street

Mid Market Marched Forward with Open House Art Event

If you avoided downtown during APEC, you missed out on one of a kind event that was so successful it shocked organizers. The Mid Market Community Benefit District held its 10th art walk on Market Street, between 6th and 8th streets, November 10th and 11th. The group knew the event would benefit from additional foot traffic created by APEC visitors and ArtsPa's Open Studios running over the same two days, but they had no idea there would be so much interest from art enthusiasts to visit downtown and support the arts, despite warnings of traffic delays and heightened security as world leaders descended upon the City for the economic forum.

"We had no shortage of businesses, property owners or artists wanting to participate," said the District's event lead Marlo Sandler. "And the participating artists saw upwards of 600 people visit their exhibitions each day, far exceeding our expectations."

The CBD also attributed the success of the event to property owners, who went above and beyond to accommodate artists with complicated installations such as intricate hanging works and site-specific sculptures. The Hibernia hosted art, a DJ, a cash bar and offered free guided tours of the building's historic architecture. The four major Mid Market theaters also made their lobbies available for live performances, from rock and roll music to drag shows.

Public Works also advanced up Market Street construction in anticipation of the event, making sure sidewalks were unobstructed, and attendees reported many a sign of antisocial behavior along the stretch over both days, with many singing the praises of local law enforcement.

Retail brokers were also invited to join art patrons as some installations inhabited vacant and available retail spaces. The CBD hopes to hold another event in the new year and recreate the hip, art-focused, Chelsea-like vibe in Mid Market yet again.



MID MARKET THE CENTER OF IT ALL

Contact the MM CBD for more information on retail vacancies.

2024

Ride MUNI for free on NYE until 3am!

NEW 10 YEARS OF EVE

NEW SCARLET SOUL

DO MIXX

NEW BOHEMIA NYE 2024

Experience a NYE like no other at the Mint - newbohemianye.com

JUNE - Parades + Pride

JULY - Mid Market's Streetwear Cluster

AUGUST - Back to School

DECEMBER - Art Walk + Retail + Leasing

2023 FINANCIALS

FY 2023 Budget

	Assessment	Assessment %
Cleaning & Maintenance	\$558,598	29.98%
Public Safety	\$744,639	39.96%
Contingency & Reserve	\$5,000	0.27%
Management & Administration	\$555,293	29.80%
Total	\$1,863,530	100.00%

	Non-Assessment	Non-Assessment %
Grants	\$90,356	9.58%
Fee for Service	\$662,353	70.24%
Other	\$190,294	20.18%
Total	\$943,003	100.00%

FY 2023 Actual

	Assessment	Assessment %
Cleaning & Maintenance	\$561,835	32.60%
Public Safety	\$518,157	30.06%
Contingency & Reserve	\$55,000	3.19%
Management & Administration	\$588,487	34.15%
Total	\$1,723,480	100.00%

	Non-Assessment	Non-Assessment %
Grants	\$55,280	6.21%
Fee for Service	\$672,583	75.55%
Other	\$162,420	18.24%
Total	\$890,282	100.00%

FY 2023 Carryforward Spending

Clean Team	\$15,300	January - December 2023
General Fund	\$178,897	January - December 2023
Total	\$194,197	

Statement of Financial Position

Cash & Contingency	\$1,719,930
Receivables Net	\$196,664
Furniture & Equipment Net	\$18,370
Other Current Assets	\$2,115
Total Assets	\$1,937,080

Liabilities & Net Assets

Accounts Payable & Accrued Expenses	\$238,910
Deferred Revenues	\$1,302,437
Notes Payable (Capital Equipment)	\$18,137
Total Liabilities	\$1,559,484

NET ASSETS

Without Donor Restrictions	\$377,596
With Donor Restrictions	\$0
Total Net Assets	\$377,596

Total Liabilities & Net Assets	\$1,937,080
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The Hibernia

Board of Directors

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