

Core Purpose

The Tenderloin Community Benefit District's core purpose is to lead the evolution of the Tenderloin into a vibrant community for ALL*.

Core Values

Connection

We are rooted in our Love for the Tenderloin. We honor, celebrate, and champion its history, culture, and people. We strive always to represent a collective voice for its diverse communities. The greatest expression of our work is to foster connection among our neighbors.

Respect

We approach our work with uncompromising respect for ALL with a lens of empathy and compassion. Our programs, advocacy, and partnerships seek equitable outcomes within and for the neighborhood.

Responsibility

We have a deep responsibility to the community. Our organization represents an investment on behalf of Tenderloin property owners for the benefit of everyone. This is our foundation and the most critical element of our decision-making and programs. We work to be transparent, accessible, and accountable.

Courage

We hold courage as an inspiration, aspiration, and action. It underscores our choice to lead and work together. We are humbled and driven by daily acts of hope, determination, and beauty displayed in the Tenderloin.

How we define **ALL: The Tenderloin welcomes people of all ages, races, religions, genders, sexual orientations, experiences, and circumstances. When we say "neighbors," we are referring to **ALL our neighbors** including people experiencing homelessness. We believe **ALL our neighbors deserve pathways and opportunities to thrive.***