

Downtown SF Partnership: RENEWAL + EXPANSION

**San Francisco Board of Supervisors
July 21, 2026**



OUR WORK

We lead the way in building a thriving downtown where business gets done, people feel welcome, come to explore, and make memories.

The Downtown SF Partnership (DSFP) is a 501(c)(3) non-profit placemaking organization overseeing a 43-block community benefit district across the Financial District and Jackson Square. Established in 2019 to ensure clean, safe streets and a thriving public realm, DSFP has since become a leader in urban innovation and downtown revitalization.

What We Do

DOWNTOWN SF
PARTNERSHIP



Cleaning
and Safety



Public Realm



Economic
Development



Marketing
and Events

We're your boots on the ground.

With 100,000 daily visitors, cleanliness and safety are the linchpins of downtown vitality. Our Clean Team is a critical force, tackling litter and hazardous waste seven days a week. Specialized services like deep-cleaning and rapid graffiti removal protect property values and ensure a pristine first impression.

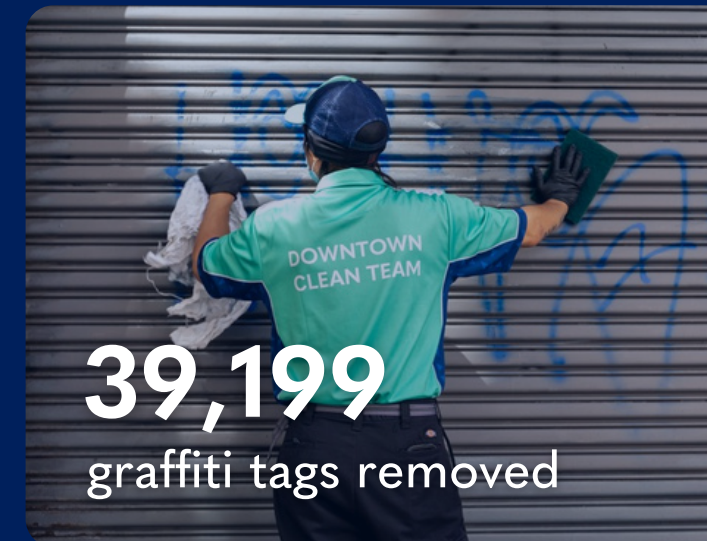
Simultaneously, our Safety and Hospitality Ambassadors serve as the district's eyes and ears, managing quality-of-life issues and offering a helping hand to ensure a welcoming core.



723,150
lbs trash removed



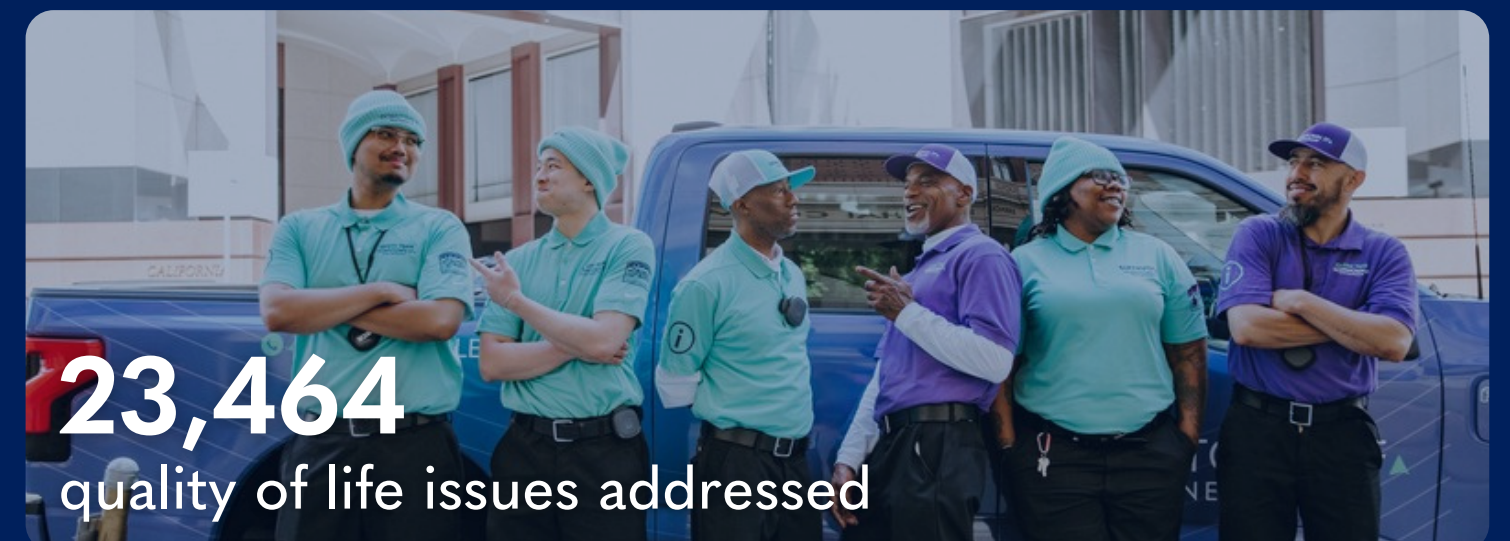
7,497
blocks power washed



39,199
graffiti tags removed



29,235
directions provided



23,464
quality of life issues addressed



Market Street Ambassador Corridor Pilot Program

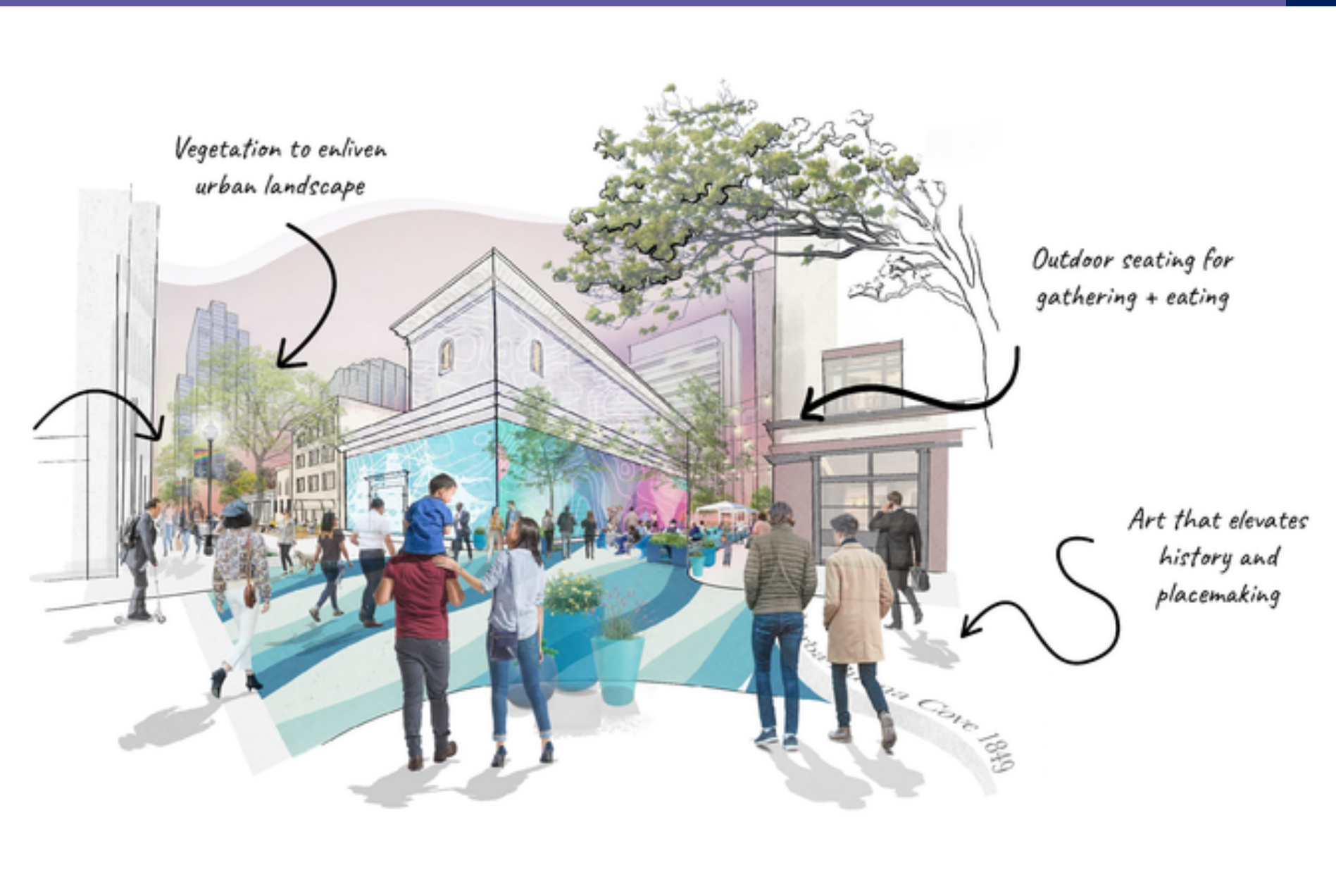
Launched to address rising concerns around public safety, cleanliness, and quality of life conditions in and around San Francisco's downtown transit hubs.

Since July 2025, the program has redefined the commuter experience at key transit hubs, yielding **71,000+ public interactions** and a **53% reduction** in safety-related 911 calls.

An Actionable Roadmap

Launched with SITELAB Urban Studio, DSFP's Public Realm Action Plan (PRAP) reimagines downtown streets as vital tools for economic development.

By integrating physical and programmatic improvements, the plan transforms the district into a social destination that fosters community gathering and cultural exchange, essential drivers for local commerce and the next era of San Francisco.



Landing at Leidesdorff



Front St. Entertainment Zone

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DOWNTOWN GATEWAY



Mechanics Monument Plaza

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Our **Signature** Events

The Downtown SF Partnership produces large-scale signature events that activate streets, support local businesses, and showcase downtown as a cultural destination—including Drag Me Downtown, Let's Glow SF, Bastille on Belden, State of Downtown, St. Pat's on Front St., Oktoberfest on Front, and Fridays on Front St.



DOWNTOWN IS RECLAIMING CENTER STAGE

In late 2020, downtown San Francisco was at a tipping point. Offices went dark, streets were empty, and everyone was asking the same question: **what's next for the city's core?**

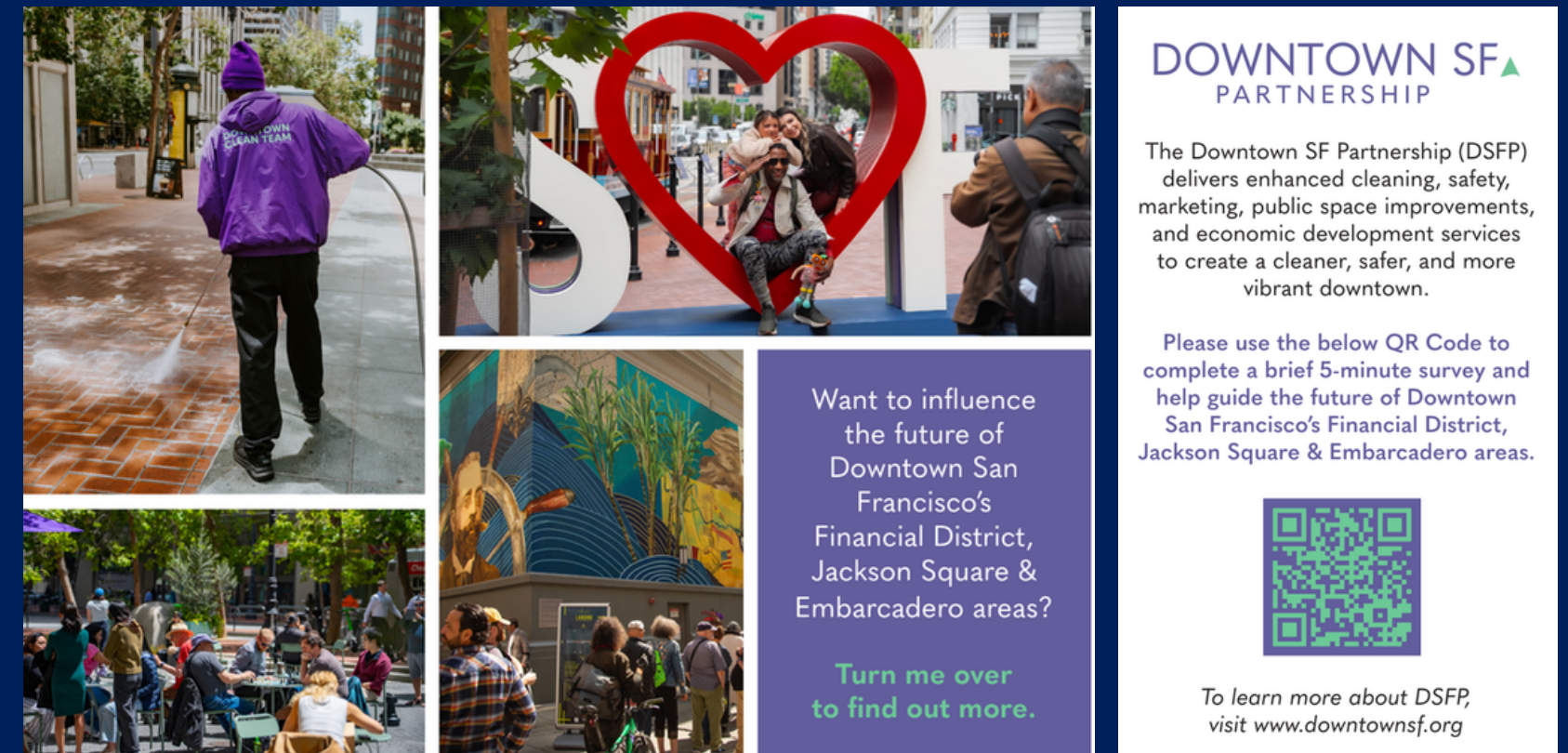
San Francisco is undergoing a historic transformation. To build on this momentum, the Downtown SF Partnership is renewing the district 8 years ahead of schedule to accelerate San Francisco's economic recovery and expand its footprint to The Embarcadero.

Renewing and expanding the district accelerates downtown's recovery, and positions downtown for its next stage as a world-class destination welcoming to all.



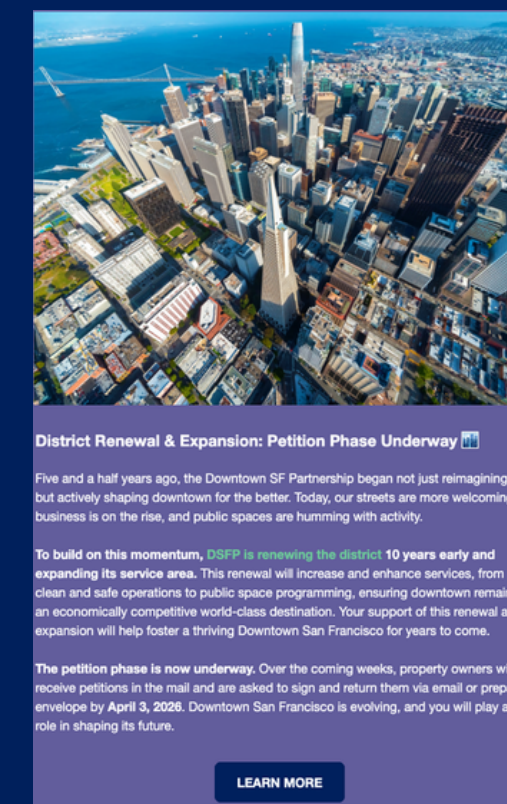
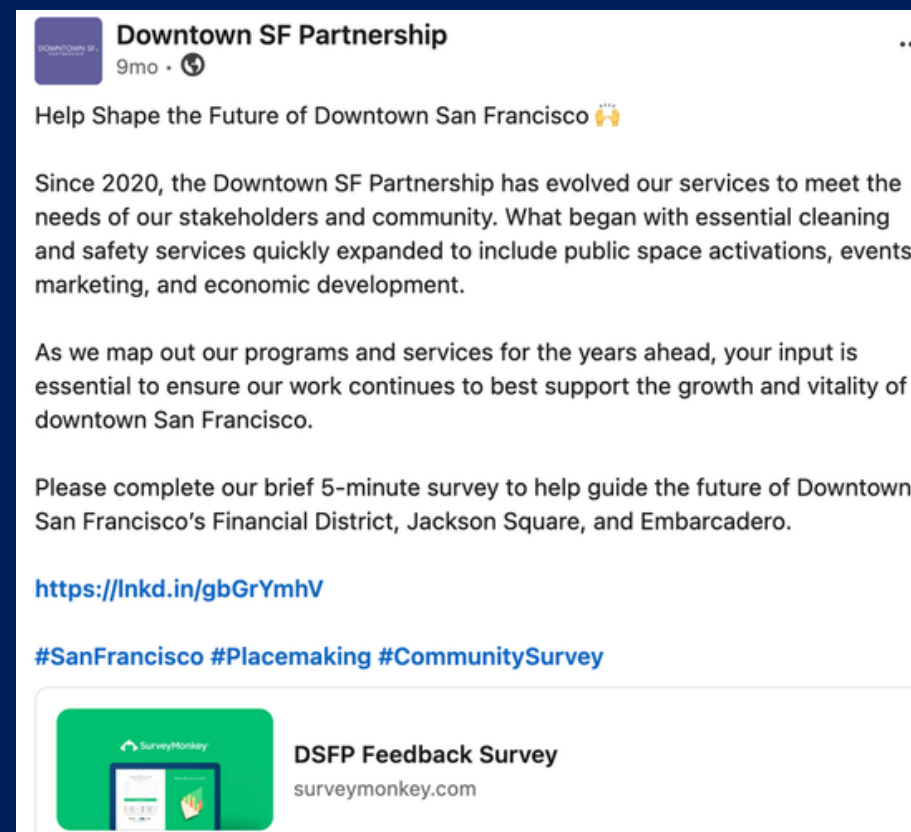
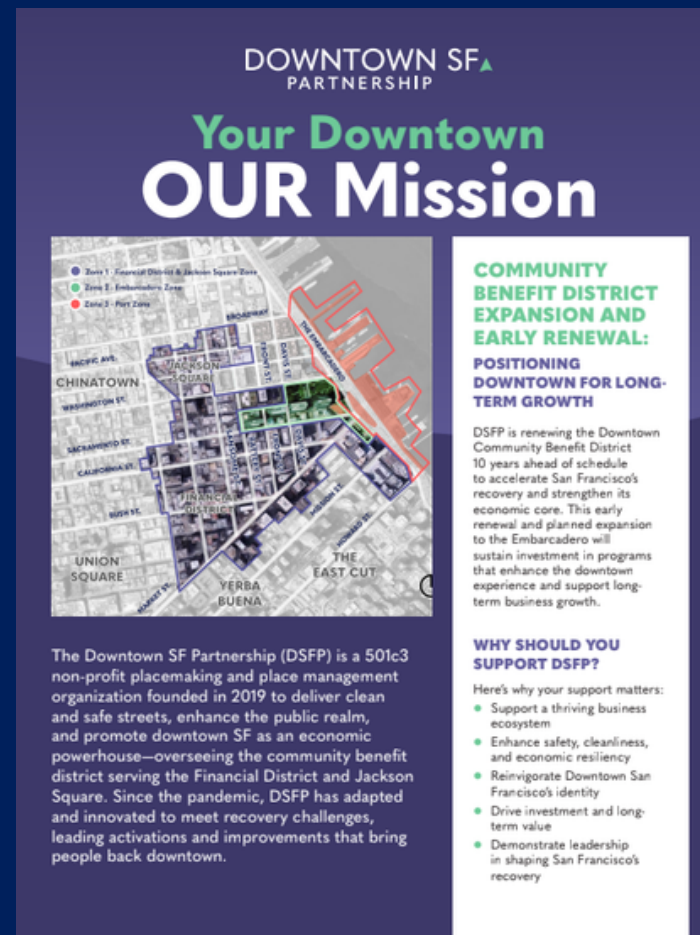
Community Outreach Steps

- Formed Renewal/Expansion Steering Committee co-chaired by Dan Kingsley & Chris Freise
- Developed a dedicated “Renewal & Expansion” website hosted on the DSFP website with extensive details and process steps
- Conducted focus groups with DSFP Board members, property managers, and residents in the existing and proposed expansion areas
- Held (2) online community information sessions to gather stakeholder input
- Mailed a postcard to all District property owners with a QR survey code to gather information on their service priorities



Community Outreach Steps

- Conducted 1:1 interviews with targeted DSFP property owners and DSFP Board Members
- Tri-fold mailer “Your Downtown: Our Mission” sent to all District property owners
- Multiple mentions in DSFP’s monthly newsletter about project updates and links to project details
- Earned media article in the SF Business Times about DSFP’s early renewal/expansion initiative
- Extensive coordination with project partners: OEWD, Port of San Francisco, & SF Rec & Park



GOALS OF EARLY RENEWAL & EXPANSION

1

Competitive Edge

Sharpen downtown San Francisco's image, competitive edge and build on new momentum and market optimism

2

Strategic Alignment

Align the investment in with other major North American downtowns post-pandemic

3

Advocacy & Investment

Serve as the unified voice of downtown to shape policy, secure public and private investment, and advance bold solutions that strengthen economic competitiveness and long-term growth.

4

Program & Service Delivery

Provide operational excellence in Clean & Safe, market vitality in economic development, and high-impact placemaking

5

Embarcadero Park

Secure sustainable funding for ongoing programming and services for Downtown SF's newest public realm capital project

HOW WE STACK UP: RENEWAL POSITIONS DOWNTOWN TO COMPETE

District	Assesment Budget	Appx District Sq.Ft.	\$ per sq. ft.
Alliance for Downtown New York (2024)	\$ 20,400,000	82.9M	\$0.25
Downtown Seattle MID (2024)	\$ 19,306,000	80.7M	\$0.24
Houston Downtown Mgt District (2025)	\$ 17,065,000	56.9M	\$0.30
Downtown San Diego PBID (2024)	\$ 12,144,000	52.3M	\$0.23
Downtown DC BID (2024)	\$ 10,654,000	58.5M	\$0.18
Downtown LA Downtown Center BID (2024)	\$ 8,664,000	64.0M	\$0.14
Union Square CBD (2024)	\$ 7,800,000	17.3M	\$0.45
Downtown Denver BID (2023)	\$ 7,289,000	38.4M	\$0.19
Downtown Sacramento PBID (2025)	\$ 5,921,000	25.2M	\$0.23
Downtown SF Partnership CBD (2024)	\$ 4,862,000	39.1M	\$0.13

PROPOSED SERVICE ENHANCEMENTS



CLEANING & SAFETY

Services increase by 100%, becoming 24/7. Funding 3 new programs, adding homeless outreach case workers, overnight safety patrols, and integrated safety network.



PLACEMAKING

Implementation of the award-winning Downtown SF Public Realm Action Plan - increasing improvements and activations.



ECONOMIC DEVELOPMENT & ADVOCACY

Accelerate downtown economic recovery through ground floor business attraction and policy collaboration.



PROGRAM MANAGEMENT

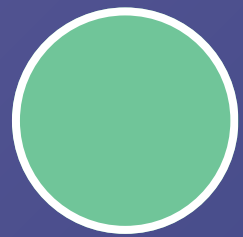
Ensure appropriate support of organizational capacity and resources meeting urban place management industry standards.

DISTRICT MAP



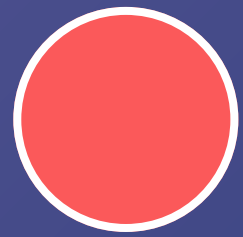
= Financial District & Jackson Square Zone

- 43-block existing plus 12-block expansion
- x2 the amount of cleaning & safety services
- New fund for placemaking & economic development



= Embarcadero Zone

- 8-block expansion
- ½ of the programs & services compared to Zone 1 with a focused deployment



= Port Zone

- 7-block expansion
- Public safety, hospitality, and placemaking services only



CLEAN & SAFE SERVICES OFFERED

SERVICE	CURRENT	PROPOSED <i>*Clean & Safe becomes 24/7</i>
Clean Team Hours of Operation	6 AM – 8 PM daily	5 AM – 10 PM daily
Cleaning Team	2 cleanings daily	Properties will receive 4 cleanings daily (manual & mechanical sidewalk & curblane sweeping, trash & debris removal, graffiti abatement, & address other cleaning needs in the public right-of-way).
Overnight Power Washing	6-week rotation + spot cleaning	4-week rotation, Market Street weekly + spot cleaning
Safety Team	2 visits daily	Trained, uniformed, & guard carded ambassadors will visit properties 4 times daily (address quality of life issues, de-escalate negative street behavior, & report crimes to SFPD).
Hospitality	2 support staff	4 support staff. Members will interact with the public to provide directions, staff information kiosks near public spaces & transit portals, & assist with district activations.
Homeless Outreach Program	None	NEW program to fund (2) case workers + transportation to services offered in the city
Overnight Patrols	None	NEW program to fund overnight safety patrols (a proactive service to deter crime in partnership with SFPD + building security)
Security Camera Network	None	NEW program to create an integrated safety network

DISTRICT IDENTITY, PLACEMAKING, ECONOMIC DEVELOPMENT, & ADVOCACY

SERVICES	CURRENT	PROPOSED
District Identity (Marketing & Promotion)	Basic	Increases fund for district branding, destination advertising, small business promotion, and public relations
Economic Development	None	NEW fund for ground floor business attraction and retention, permit technical assistance
Advocacy	None	NEW fund to amplify the district on the local, state, and federal level, build coalitions, and influence policy
Streetscape Improvements	Grant Funded	NEW fund to implement the Downtown SF Public Realm Action Plan and install flexible seating, lighting, plantings, public art, and other urbanism strategies in key public places
Public Space Programming	Grant Funded	NEW fund to activate public spaces with regular programming such as Mechanics Monument Plaza, Landing at Leidesdorff, Downtown Gateway, and the Front Street Entertainment Zone and special events like Let's Glow SF

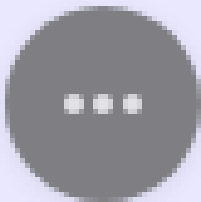
OVERALL ASSESSMENT RATES

	FINANCIAL DISTRICT & JACKSON SQUARE ZONE	EMBARCADERO ZONE	PORT ZONE
Clean, Safe, & Placemaking	\$0.1556 /BSF	\$0.0778 /BSF	N/A
District Identity, Economic Development, Advocacy, Admin & Management, Contingency	\$0.0684 /BSF	\$0.0684 /BSF	N/A
Total Per Foot:	\$0.2236	\$0.1452	\$273.32*
Total Assessments Generated	\$9,604,293	\$565,500	\$882,375



**Linear Frontage via Portside*

PROPOSED MANAGEMENT PLAN BUDGET



14.05%

District Identity, Economic
Development, & Advocacy
\$1,610,000

\$7,850,000

\$1,875,557

YEAR 1 ASSESSMENTS GENERATED: \$11,052,000

YEAR 1 GENERAL BENEFIT: \$283,389

TOTAL: \$11,335,557

EMBARCADERO PARK

More than just a revitalization of two public spaces, this project serves as a **major investment in the future** of downtown San Francisco



Reenergize the waterfront through world-class activation



Enhance five acres with sustainable, resilient design



Drive property value and local economic resurgence



PARK OVERLAY RATES

A special park overlay assessment will establish a baseline budget of \$1.8M to fund regular programming, special events, and supplemental cleaning and safety.

This overlay assessment will not be enacted until the park is significantly completed (est. FY28 – FY29) and an agreement in place with Rec & Parks.

PARCELS	
Within 1⁄8th mi	\$0.08
Within 1⁄4th mi	\$0.04
Other district parcels	\$0.02

RENEWAL TIMELINE

DOWNTOWN SF
PARTNERSHIP

JUL – NOV 2025

Conduct outreach to property owners and managers to develop a shared vision. Define district boundaries and assessment methodology

DEC 2025 – JAN 2026

Create new district management plan & assessment engineer's report for City approval

MARCH - APRIL 2026

Petition Drive: A written petition must be signed by property owners who are responsible for paying more than 30% of the total proposed assessments

JUNE 2026

Ballot voting: After the petition is approved, ballots are mailed to all property owners within the proposed district. A weighted majority of ballots (over 50%) is then required to approve the formation

Port Commission: Unanimously approved joining the district.

JULY 2026

Resolution voted on by SF Board of Supervisors and signed by the Mayor

JANUARY 2027

Launch new district & rollout of new services

THANK YOU



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downtownsf.org