


2011-2012 ANNUAL REPORT



UNION SQUARE



UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS

OFFICERS

— PRESIDENT —

DAVID NADELMAN, GRAND HYATT SAN FRANCISCO

— SECRETARY —

J. TIMOTHY FALVEY, HANFORD-FREUND & COMPANY

— TREASURER —

JAMES C. FLOOD, FLOOD CORPORATION

DIRECTORS

HEATHER ALMOND, WESTFIELD SAN FRANCISCO CENTRE

STEPHEN BRETT, BRETT & COMPANY

JOHN CAPIZZI, NEIMAN MARCUS

KEVIN CARROLL, THE HOTEL COUNCIL

JIM CHAPPELL, PLANNING CONSULTANT

CONNIE HARTGRAVES, SAKS FIFTH AVENUE

DIANA HOLLAND-CRAMER, GUMP'S

SHIRLEY HOWARD JOHNSON, LORRAINE HANSBERRY THEATRE

RUSSELL D. KEIL JR., THE KEIL COMPANIES

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JON KIMBALL, THE WESTIN ST. FRANCIS

ANSON LEE, UPTOWN PARKING CORPORATION

LOUIS MEUNIER, MACY'S

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MAURICE QUILLEN, RECOLOGY

ELLEN RICHARD, A.C.T.

JIM SANGIACOMO, TRINITY PROPERTIES

SPENCER SECHLER, CITY PARK

DON THOMAS, CLUB DONATELLO HOMEOWNERS

WES TYLER, CHANCELLOR HOTEL ON UNION SQUARE

ADVISORY COMMITTEE CHAIRS

— MARKETING & COMMUNICATIONS —

TODD SOTKIEWICZ, MCEVOY MEDIA / 7 X 7, CALIFORNIA HOME + DESIGN

— PUBLIC AFFAIRS & ADVOCACY —

J. TIMOTHY FALVEY, HANFORD-FREUND & COMPANY

— FINANCE COMMITTEE —

JAMES C. FLOOD, FLOOD BUILDING

RUSSELL D. KEIL JR., THE KEIL COMPANIES

— STREETSCAPES & BEAUTIFICATION —

MANUELA ANNE KING, ROYSTON, HANAMOTO, ALLEY & ABEY

— AUDIT COMMITTEE —

LOUIS MEUNIER, MACY'S

— SERVICES & PUBLIC SAFETY —

WES TYLER, THE CHANCELLOR HOTEL ON UNION SQUARE

LETTER FROM THE BOARD PRESIDENT



I am pleased to present the Union Square Business Improvement District's 2011-2012 Annual Report. It has been a year of great accomplishment and our future looks promising with many exciting projects in the works—projects to further enhance the safety, cleanliness and beautification of the district. As your Board President for another year, I'm grateful to be joined by Treasurer, James C. Flood, Secretary J. Timothy Falvey and the dozens of volunteers serving on our board and committees dedicated to making the Union Square area the world's most popular destination.

On July 15, the BID announced the official retirement of one of Union Square's greatest supporters—our Executive Director Linda Mjellem. For nearly two decades Linda dedicated herself to improving Union Square. For 14 years, she led the Union Square Association applying her skills in marketing and advocacy to affect positive change in the area. She was a driving force that successfully merged the Association and the BID. As the BID's executive director, she oversaw its renewal and expansion to a new 27-block district. She leaves the position with a strong foundation and legacy of commitment, action and style.

Karin Flood brings those same qualities to the BID as our new Executive Director after serving as Interim Executive Director since January, 2012. I am thrilled to be working with Karin and our extended BID family as we continue to implement the objectives outlined in our ambitious Five Year Strategic Plan.

Our Strategic Plan provides a long-term vision and roadmap for the organization to continually improve the district in support of our property owners, residents and visitors. In the last fiscal year, many elements of the plan have been implemented or are underway. Last year we launched a dynamic new website www.VisitUnionSquareSF.com, produced a video for VirginAir's in-flight programming which will air again in September and October and redesigned and distributed our popular Map & Directory of Union Square businesses.

Significant progress has been made to launch several programs, including our Union Square Cares education campaign to support people in need, a Security Camera Pilot Project to improve safety in certain areas of the district, and a district wide Steetscapes Plan to further beautify the area. Continued improvements and activation of Hallidie Plaza—the gateway to our district—have started and will continue in the upcoming year. Finally, we continue to invest in digital marketing by increasing website traffic through SEO, adding descriptions to our listings and a compliance page for property owners and soon to come a mobile website to capture traffic from mobile devices.

We bring you these special projects in addition to the core Clean and Safe services that we provide daily. Uniformed BID Ambassadors and Taggers easily recognizable on the street are a reassuring presence to both residents and visitors. In the past year, the BID's Clean & Safe Services Team successfully completed nearly 93,500 interactions with people in the district including 17,179 calls for public assistance and 16,846 maintenance requests.

I look forward to working with all of you in the upcoming year to achieve our mission to: *“enhance the visitor experience and business environment, making Union Square the #1 destination in the world.”*

Sincerely,

David S. Nadelman
Board President



The Union Square Business Improvement District (USBID) is a 501 (C) 4 non-profit organization and currently the largest of San Francisco's 11 existing property-based business improvement districts. Well known for its unique mix of world-class shopping, hotels, theatre and restaurants, the Union Square district covers 27 blocks and includes nearly 3,000 parcels, both publicly and privately owned.

Funding for the district is proportionally shared by property owners, who are self-assessed to provide services to supplement those provided by the City. These annual assessments are based on the following variables:

- Linear (sidewalk) frontage
- Building square footage of non-residential properties
- Property usage

Each property owner's assessment is calculated according to the special benefit received from the services provided by the USBID. Accordingly, each property owner is assessed for their proportional special benefit for the following services:

- Cleaning, maintenance and safety services
- Marketing, beautification and streetscape improvements and advocacy (non-residential only)

The following are the property type categories and related assessment calculations:

PROPERTY TYPE	CLEAN & SAFE *	MARKETING / ADVOCACY **
Category 1 less than 2,000 bldg sq ft	\$72.62	\$77.17
Category 2 2,000 – 4,999 bldg sq ft	\$72.62	\$154.35
Category 3 5,000 – 9,999 bldg sq ft	\$72.62	\$514.50
Category 4 10,000 – 29,999 bldg sq ft	\$72.62	\$1,029.00
Category 5 30,000 – 99,999 bldg sq ft	\$72.62	\$1,286.25
Category 6 100,000 or more bldg sq ft	\$72.62	\$5,145.00
Residential Property and Public Property	\$72.62	0
Hallidie Plaza Parcels (1)	\$3.55***	0

* per linear street foot ** per assessor's parcel *** per linear square footage



2011-2012 FISCAL YEAR RESULTS

FUNDS	BUDGET	ACTUAL	VARIANCE	DETAILS
Special Assessment Funds	\$3,025,830	\$3,031,982	\$6,152	Interest and penalties collected
Other Funds	\$147,206	\$123,141	\$ (24,065)	Hallidie master lease revenue delayed
Total Funds	\$3,173,036	\$3,155,123	\$ (17,913)	
EXPENSES	BUDGET	ACTUAL	VARIANCE	DETAILS
Clean & Safe	\$2,295,974	\$2,068,513	\$227,461	Security camera pilot delayed until 12-13 FY, 10B under billed
Marketing / Streetscapes	\$715,077	\$375,995	\$339,082	Streetscapes projects and Union Square Cares rescheduled to 2012-2013 FY
Hallidie Plaza Grant	\$75,000	\$56,236	\$18,764	Grant extended into 2012-2013 FY
Management & Administration	\$553,164	\$514,150	\$39,014	Professional and legal fees below budget
Powell Street Project	\$209,550	\$141,637	\$67,913	Depreciation less than expected due to gift to C&CSF
Contingency & Reserve	\$307,207	\$843,502	\$ (536,295)	Gift of Powell Street Promenade to City of San Francisco
Total Expenses	\$4,155,972	\$4,000,033	\$155,939	
Net Deficit for 2011-2012FY		\$ (844,910)		

JULY 2011-JUNE 2012 STATEMENT OF FINANCIAL POSITION

ASSETS	LIABILITIES & NET ASSETS
Cash	Liabilities:
Accounts Receivable (Net)	Accounts Payable & Accrued Expenses
Other Current Assets	Total Liabilities
Furniture & Equipment (Net)	Net Assets:
Total Assets	Unrestricted
	Restricted Temporarily
	Total Net Assets
	Total Liabilities & Equities

JULY 2012 - JUNE 2013 BUDGET

INCOME	EXPENSES
Assessment Revenue	Clean & Safe
Fundraising & Other	Marketing, Advocacy, Streetscapes & Events
Total Income	Hallidie Plaza Grant & Master Lease Expenses
	Powell Street Promenade Project Expenses
	Management & Administration
	Contingency & Reserves
	Total Expenses

CARRY OVER FROM FISCAL YEAR 2011-2012

CARRY OVER FUNDS
Clean & Safe
Marketing, Advocacy, Streetscape & Events
Hallidie Plaza Grant
Management & Administration
General Fund / Contingency
Total Carry Over Funds



MANAGEMENT

- EXECUTIVE DIRECTOR —
KARIN FLOOD
- DEPUTY DIRECTOR —
DONNA N. FICARROTTA
- FINANCE MANAGER —
BENJAMIN W. HORNE
- ONLINE MARKETING & PUBLIC RELATIONS SPECIALIST —
JEANI HUNT-GIBBON
- EXECUTIVE ASSISTANT & PROJECT COORDINATOR —
CALLY HARDY
- CONTRACT SERVICE PROVIDER —
MJM MANAGEMENT GROUP

SERVICES OVERVIEW

COMMUNITY SERVICE AMBASSADORS
Seven days a week, 8:30 a.m. – 11:00 p.m.

DISPATCH SERVICES
Seven days a week, 8:30 a.m. – 10:00 p.m.

10-B POLICE OFFICERS
Ten hours daily

STEAMCLEANING
All properties – every two weeks

SIDEWALK SWEEPING AND GENERAL MAINTENANCE
Seven days a week, 6:00 a.m. – 9:00 p.m.

GRAFFITI REMOVAL
As needed, with property owner's authorization

MARKETING & COMMUNICATIONS
To ensure Union Square's standing as a dynamic, world-class destination

ADVOCACY
For business district improvements

STREETSCAPES & BEAUTIFICATION
To revitalize the urban environment throughout the district

Front cover photograph of the Dewey Monument was taken by Flickr member "creativeholly."
Back cover photograph of the Chinese New Year Parade was taken by Flickr member S.D. Lawson.
Aerial photograph by Steve Proehl (page two) was supplied by the
Landscape Architecture Office of Michael Fotheringham.

Design and production of this publication was by Brad Thomas Graphic Design Services.



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