

File No. 180245

Committee Item No. 4

Board Item No. 35

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight
Board of Supervisors Meeting:

Date: April 4, 2018
Date: April 10, 2018

Cmte Board

- | | | |
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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Public Correspondence7 |

OTHER

- | | | |
|-------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>OEWD Presentation - April 4, 2018</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>CBD Annual Report - FY2016-2017</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>CBD Financial Statements - June 30, 2017</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>OEWD Letter - February 13, 2018</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Department Referral - March 20, 2018</u> |
| <input type="checkbox"/> | <input type="checkbox"/> | <u>_____</u> |

Prepared by: John Carroll
Prepared by: John Carroll

Date: March 30, 2018
Date: April 4, 2018

1 [Greater Union Square Business Improvement District - Annual Report - FY2016-2017]

2
3 **Resolution receiving and approving an annual report for the Greater Union Square**
4 **Business Improvement District for FY2016-2017, submitted as required by the Property**
5 **and Business Improvement District Law of 1994 (California Streets and Highways**
6 **Code, Sections 36600, et seq.), Section 36650, and the District's management**
7 **agreement with the City, Section 3.4.**

8
9 WHEREAS, On June 2, 2009, pursuant to the Property and Business Improvement
10 District Law of 1994 (the "Act"), California Streets and Highways Code Sections 36600 *et*
11 *seq.*, as augmented by Article 15 of the San Francisco Business and Tax Regulations Code,
12 the Board of Supervisors adopted Resolution No. 208-09, expressing the City's intention to re-
13 establish and expand the then existing Union Square Business Improvement District, to be
14 known as the Greater Union Square Business Improvement District ("Greater Union Square
15 BID"); and

16 WHEREAS, On July 28, 2009, the Board of Supervisors adopted Resolution
17 No. 320-09 establishing the Greater Union Square BID ("Resolution to Establish") for a period
18 of 10 years, commencing FY2009-2010; and

19 WHEREAS, On January 26, 2010, the Board of Supervisors adopted Resolution
20 No. 19-10, authorizing an agreement with the owners' association for the
21 administration/management of the Greater Union Square BID, and a management agreement
22 (the "Management Contract") with the owners' association, Greater Union Square Business
23 Improvement District, Inc., was executed accordingly; and

24 WHEREAS, A copy of the Management Contract is on file with the Clerk of the Board
25 of Supervisors in File No. 091437; and

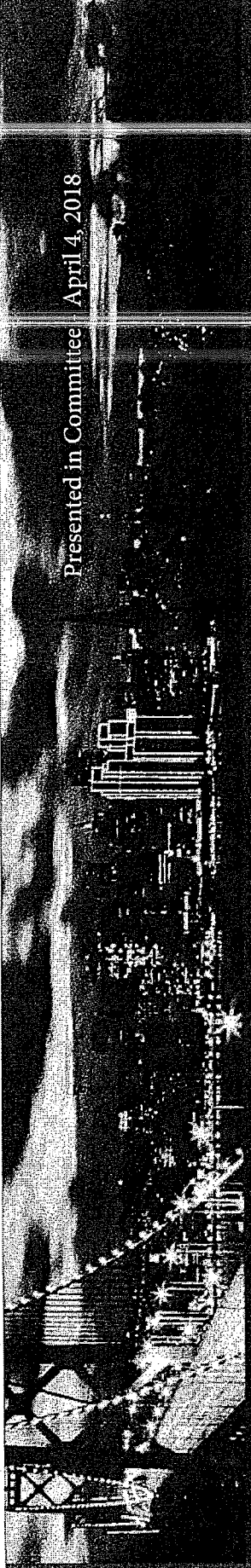
1 WHEREAS, On March 14, 2017, the Board of Supervisors approved the Greater Union
2 Square BID's annual reports for FY2015-2016 in Resolution No. 078-17; and

3 WHEREAS, The Greater Union Square BID has submitted for the Board's receipt and
4 approval the Greater Union Square BID's annual report for FY2016-2017 as required by
5 Section 36650 of the Act and Section 3.4 of the Management Contract; and

6 WHEREAS, The annual report for FY2016-2017 is on file with the Clerk of the Board of
7 Supervisors in File No. 180245, and are incorporated herein by reference as though fully set
8 forth; and

9 WHEREAS, Supporting documents, including, but not limited to, a transmittal letter and
10 memorandum report from the City's Office of Economic and Workforce Development, dated
11 February 13, 2018, and documentation from the Greater Union Square BID for the annual
12 report for FY2016-2017 is on file with the Clerk of the Board of Supervisors in File
13 No. 180245; now, therefore, be it

14 RESOLVED, That the Board of Supervisors hereby receives and approves the annual
15 report for the Greater Union Square Business Improvement District for FY2016-2017.
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Presented in Committee April 4, 2018

Union Square Business Improvement District



Legislative Overview

**Community Benefit Districts (CBDs) /
Business Improvement Districts (BIDs) are
governed by:**

- **State law**
 - “1994 Act”
- **Local law**
 - “Article 15”

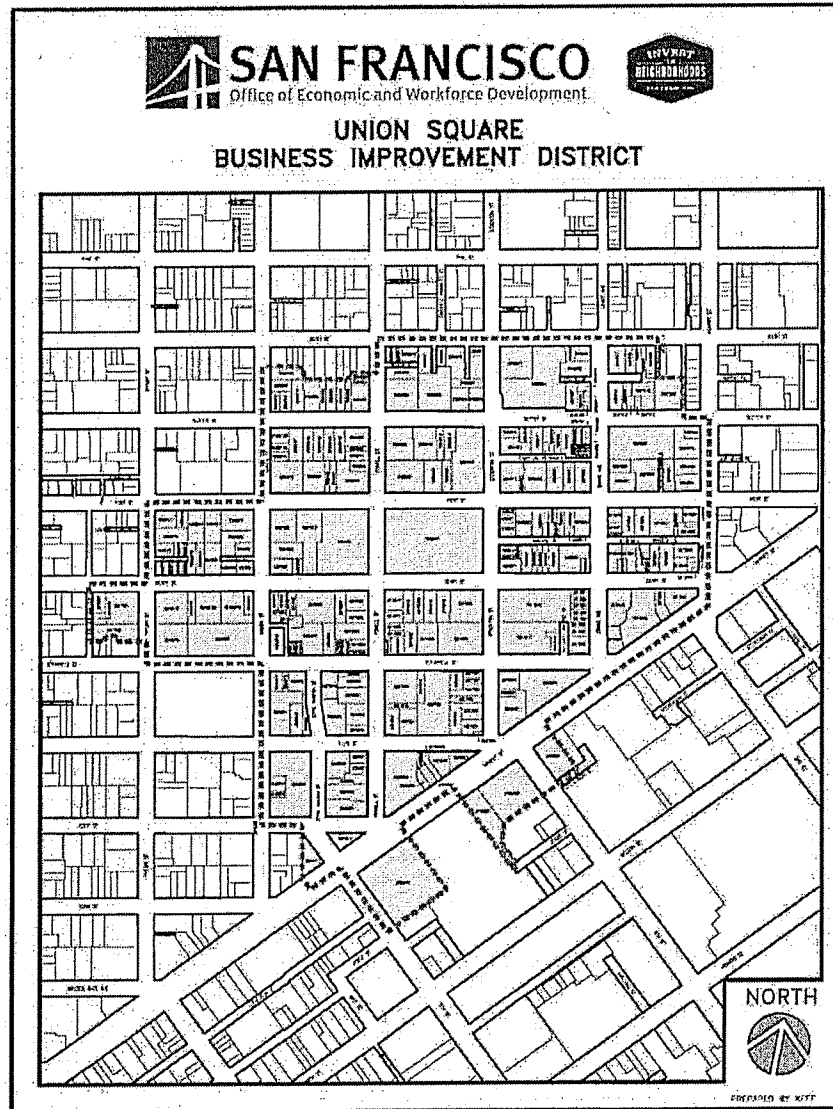
Review Process

This resolution covers Annual Reports for FY 2016-17

OEWD ensures that all CBDs/BIDs are meeting their management plans.

- OEWD staff conducts an annual review of Annual Reports and CPA Financial Reviews.
- OEWD provides the Board Supervisors with a summary memo.

Parcel Map



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USBID Formation

USBID	Type	Assessment Budget*	Year Renewed	Expires
	Property-Based	\$ 3,070,891	2009	June 30, 2019

1170

**budget identified in management plan*

USBID Operations

Staff

- Executive Director - Karin Flood; Deputy Director – Benjamin Horne; Director of Strategic Initiatives - Claude Imbault; Marketing Manager – Tara Jett

Service Areas

- **Clean and Safe**
 - This program includes sidewalk cleaning and maintenance, the Community Service Ambassadors and SFPD 10B officers.
- **Marketing, Advocacy, Beautification and Streetscape Improvements (MABSI)**
 - This service area promotes the district through brochures, a website, social media outlets and sponsors special events; advocates on behalf of Union Square property owners; beautifies the area through special projects.
- **Management and Operations**
 - Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.

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BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for USBID:

Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.

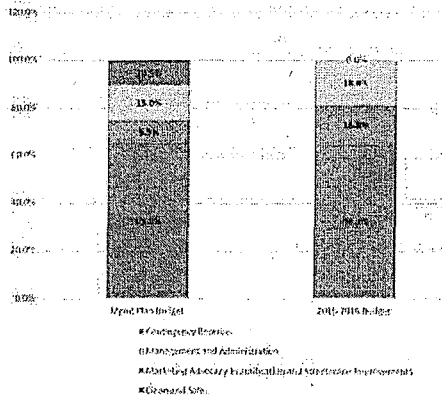
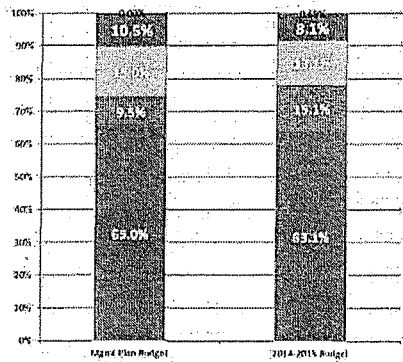
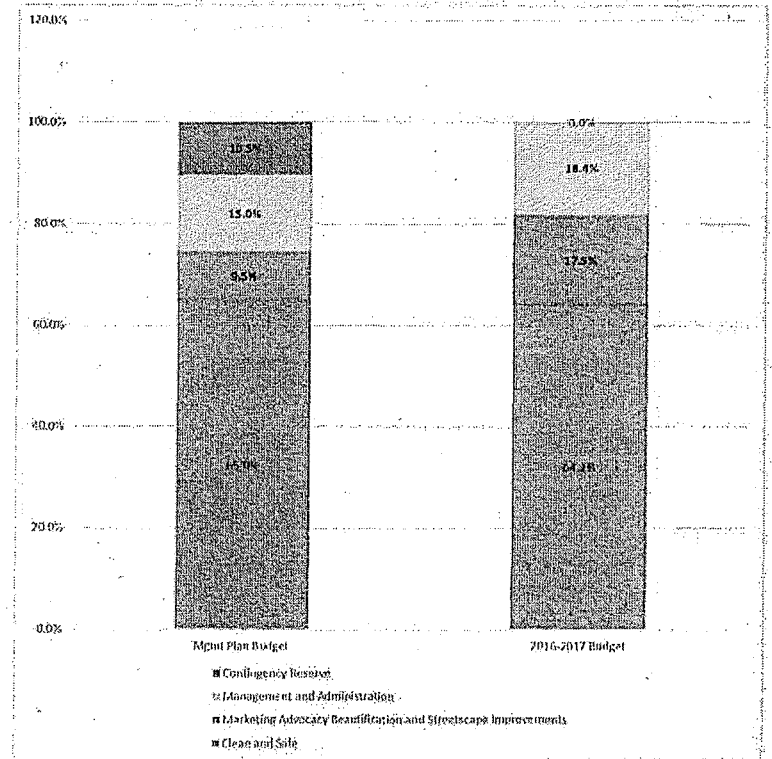
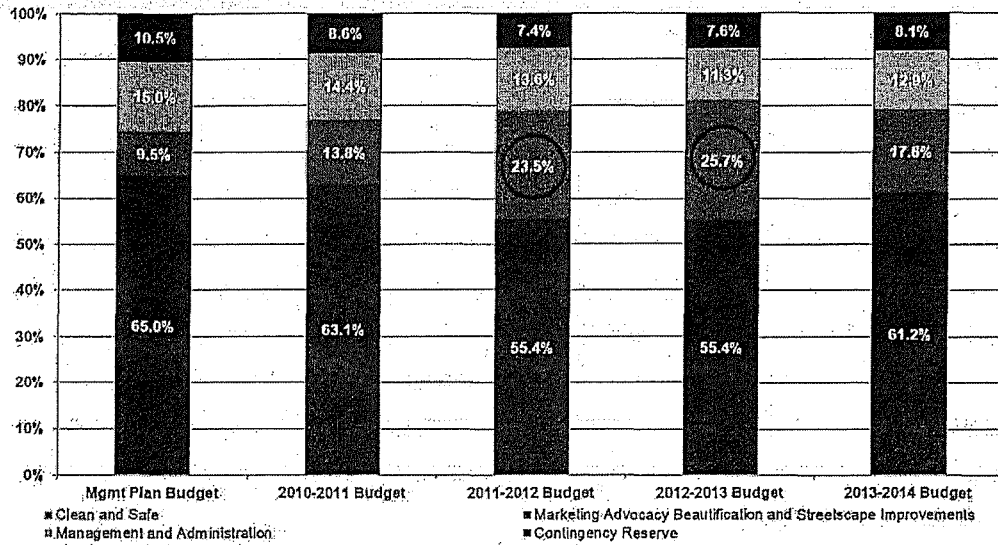
Benchmark 2 – Whether one percent (1%) of USBID's actuals came from sources other than assessment revenue.

Benchmark 3 - Whether the variance between the budget amounts for each service category was within 10 percentage points from the actuals.

Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.

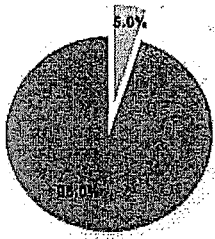
Management Plan vs. Annual Budgets

1173

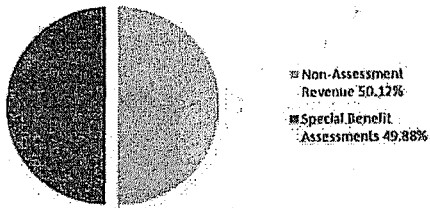


Assessment Revenue & Other Income

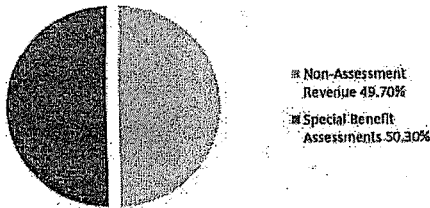
FY 2013 - 2014



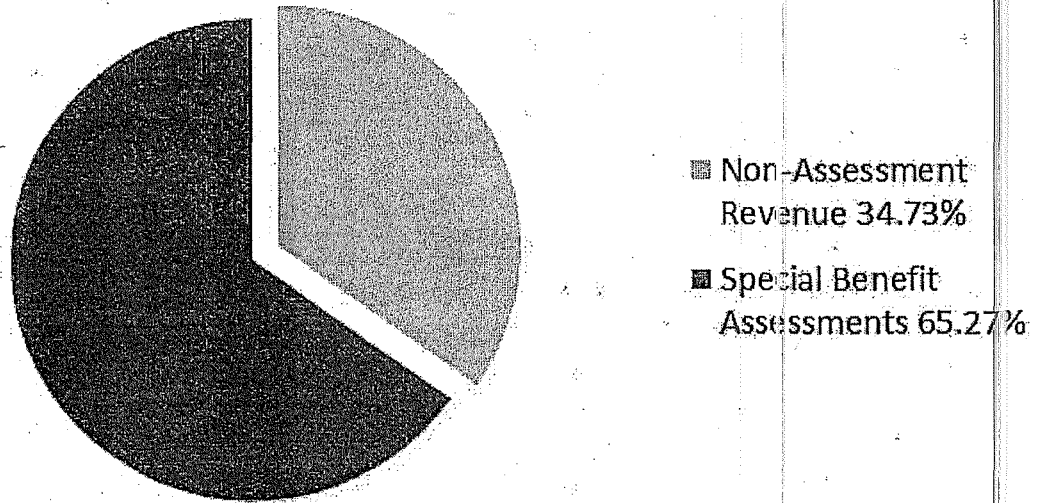
FY 2014 - 2015



FY 2015 - 2016



FY 2016 - 2017



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Budget vs Actuals

Service Category	FY 2013-2014 Variance Percentage Points	FY 2014-2015 Variance Percentage Points	FY 2015-2016 Variance Percentage Points	FY 2016-2017 Variance Percentage Points
Clean & Safe	+6.1%	+2.76%	-2.12%	+4.43%
Marketing, Advocacy, Beautification and Streetscape Improvements	+1.9%	2.51%	+2.32%	-2.79%
Management and Operations	0.0%	+2.94%	-.59%	-1.64
Contingency & Reserves	-8.1%	-8.26%	+.40%	0%

1175

Carryover

Designated Projects

FY 2016-2017

General Fund/Contingency

\$1,649,879

SVC Foundation Grant

\$833,797

Other Restricted/Designated Funds

\$3,44,323

Total Designated Amount

\$2,827,999

1176

Findings & Recommendations for USBID

In completing the review of the USBID's annual reports and financials, OEWD sets forth the following recommendations:

- The USBID was successful in acquiring non-assessment dollars.
- The USBID successfully met all benchmark requirements.
- USBID is currently set to sunset at the end of 2019
 - OEWD recommends USBID staff and governing board to continue preparing for their renewal campaign
 - OEWD is working with the BID to prepare a timeline to outline the renewal campaign

1177

Conclusion

Union Square BID has performed well in implementing the service plan in the district:

- Marketed and produced events, including Winter Walk.
- Collaborated with the City and local non-profits to beautify and improve Hallidie Plaza
- Began work on a strategic plan to prepare for the BID's renewal campaign
- Maintained an active board of directors and robust subcommittees



UNION SQUARE

UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

San Francisco Government Audit &
Oversight Committee (GAO)

Presented by: Karin Flood, Executive Director
April 4, 2018

About the USBID

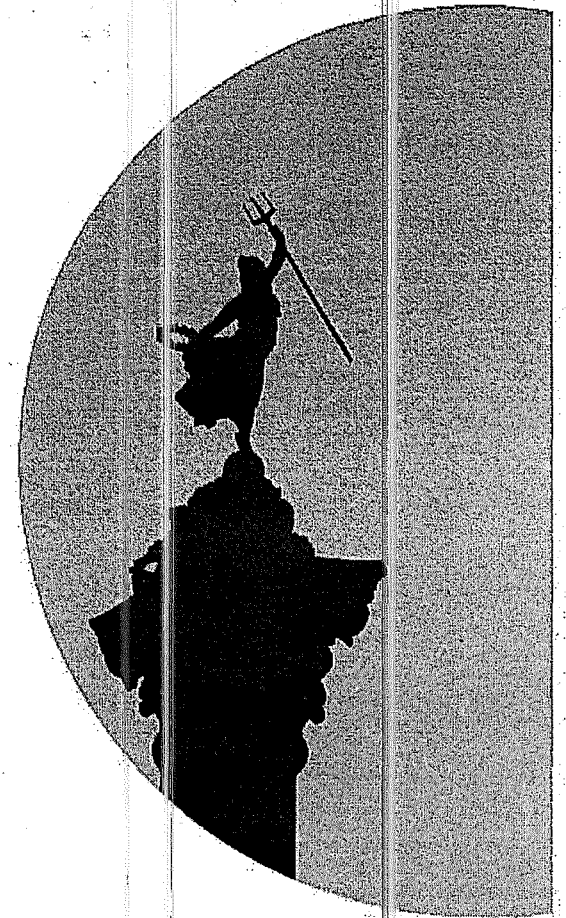
Mission

The Union Square BID serves members and creates a high quality visitor experience by managing and activating public spaces, attracting new investment, and advocating for the District's future success.

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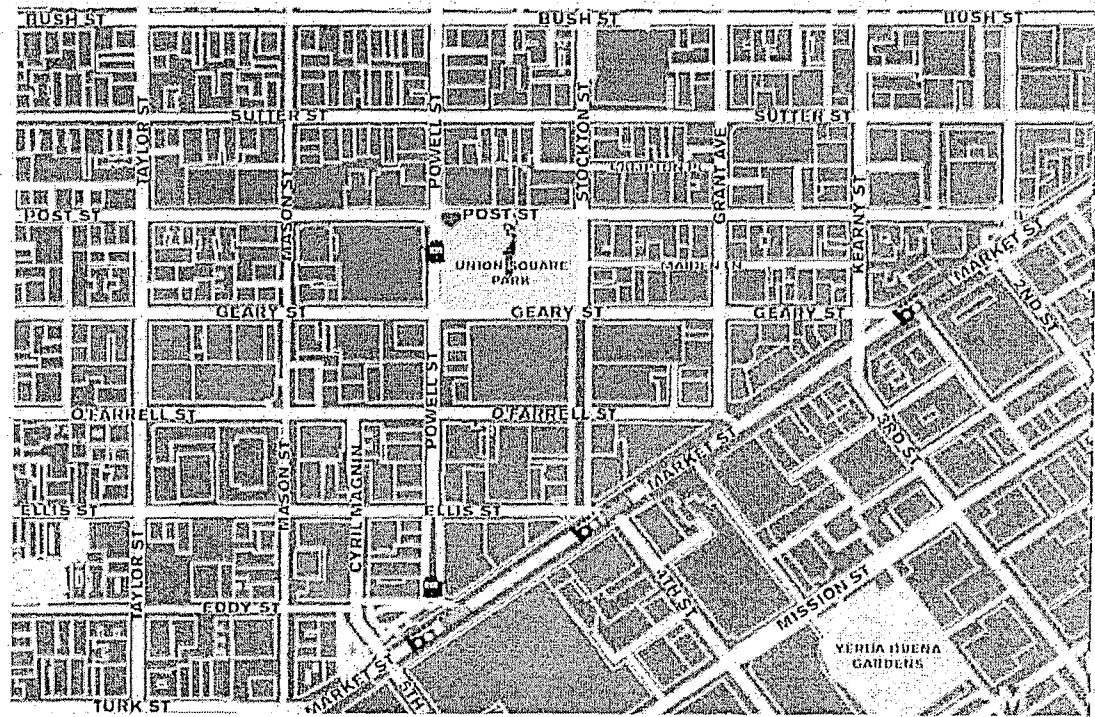
Vision

Union Square is the vibrant heart of San Francisco and an international destination where visitors come to enjoy exceptional retail experiences, luxury hotels, world-class cultural institutions, and great public spaces found only in the City by the Bay.



Boundaries of the USBID

27 blocks generally bordered on the north by Bush Street, on the east of Kearny Street, on the south by Market Street and on the west by Taylor Street.

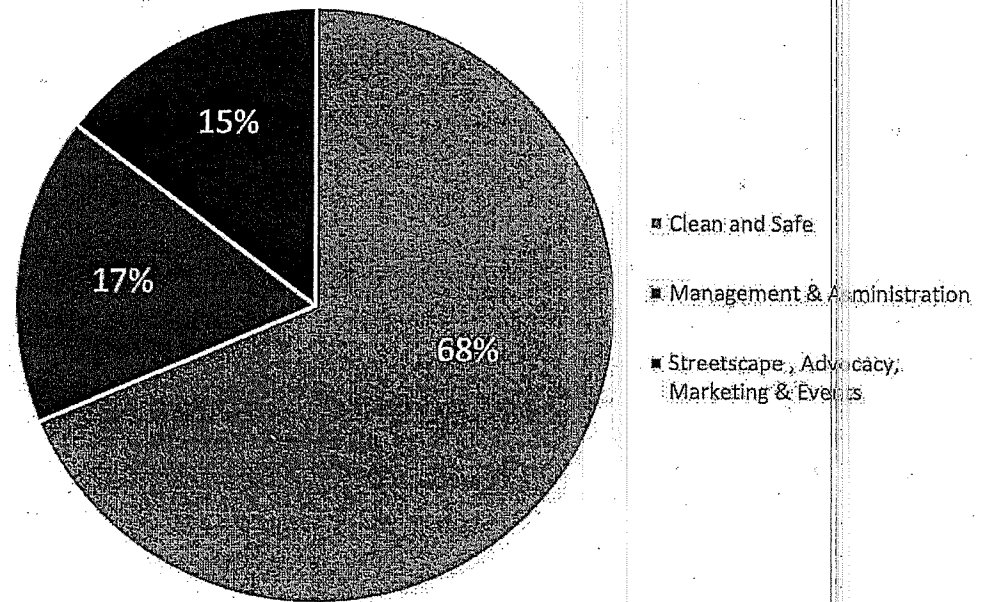


Assessment Methodology (16-17 FY)

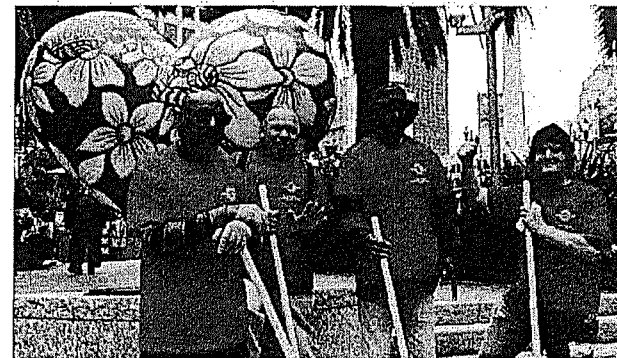
Assessments based on the following variables:

- Linear (sidewalk) frontage
- Rates for clean & safe services \$82.81 per linear foot
- Building square footage of non-residential properties
- Property usage
- Marketing & advocacy rates start at \$88 per parcel (2,000 sqft) up to \$5,867 (100,000 sqft or more)
- Total Assessments in 16-17FY \$3.4mil

16-17 FY Assessment Expenses Budget

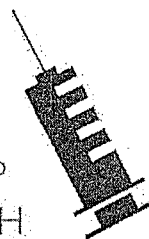


Major Accomplishments - Union Square Cares & Downtown Streets Team



COLLECTED
9,157 lb
OF DEBRIS
IN THE PAST
YEAR

AVERAGE OF
227
NEEDLES
PICKED UP
PER MONTH

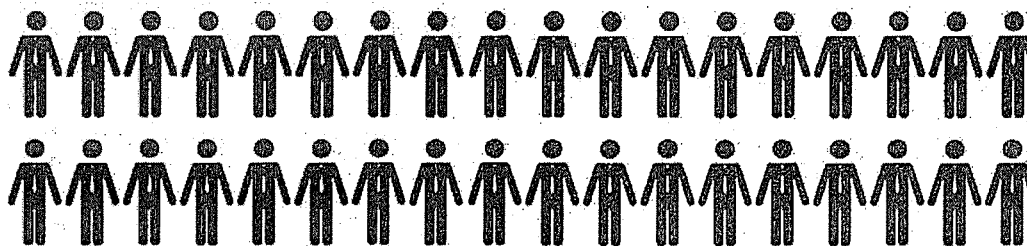


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9 TEAM MEMBERS ARE IN
PERMANENT HOUSING

OUT OF 36 TEAM MEMBERS
15 RECEIVED
FULL-TIME
EMPLOYMENT

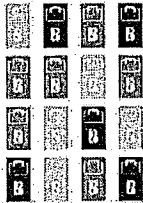


Major Accomplishments



BIGBELLY PROGRAM

WE DEPLOYED **25**
POTENTIALLY-
SPONSORED
BIGBELLY'S ACROSS
THE DISTRICT



FIVE
REGULAR CANS
EQUALS ONE BIGBELLY



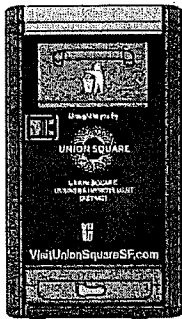
WINTER WALK SF



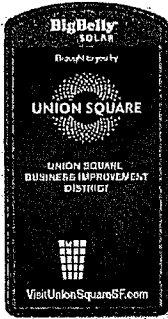
**3RD WINTER
WALK SF**



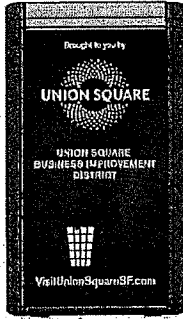
1184



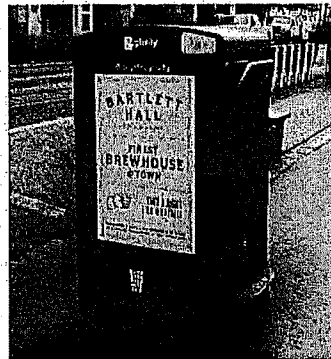
Front / Sidewalk facing



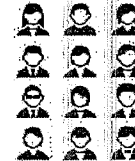
Side of Trash Bin



Rear / Street facing

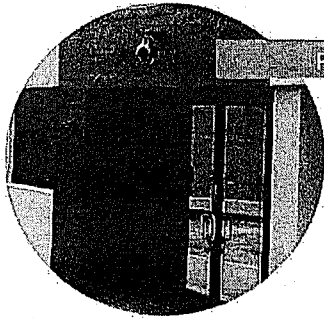


98% OF
ATTENDEES WOULD
LIKE TO SEE WINTER WALK
BECOME A PERMANENT EVENT



750,000
LOCALS AND VISITORS
IN ATTENDANCE

Major Accomplishments



PUBLIC SAFETY & SECURITY CAMERA PROJECT


350
CAMERAS

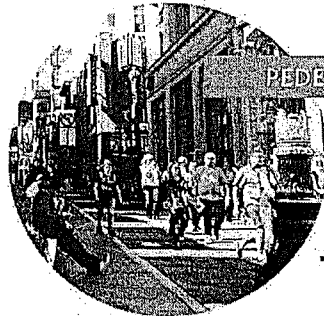
513 SFPD VIDEO
REQUESTS THAT HAVE
RESULTED IN
OVER 200
ARRESTS TO
DATE



\$1.25 M
FROM A DONOR
ADVISED FUND
OF THE SILICON VALLEY
COMMUNITY FOUNDATION



1185



PEDESTRIAN COUNTERS



10 REAL-TIME
PEDESTRIAN
COUNTERS
LAUNCHED IN
JANUARY 2017



10,000 HOURS
OF POLICE PATROLLING
THROUGHOUT UNION
SQUARE

HOLIDAY SAFE SHOPPER PROGRAM

8 FELONY ARRESTS
AND **45** MISDEMEANOR ARRESTS.



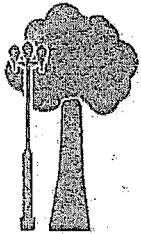
5 MILLION
VISITORS
CAME TO UNION
SQUARE IN THE
MONTH OF AUGUST



39 MILLION
VISITORS CAME
TO UNION SQUARE
SINCE JANUARY 2017



Leveraging Assessment Dollars for Public Realm Improvements



Total Other
Revenue Raised
\$1,837,276

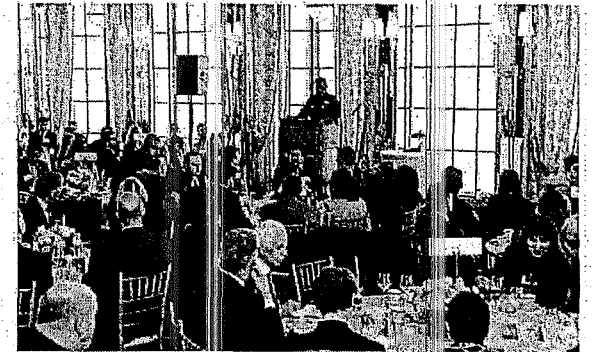
1186

That's 53% in addition
to assessment dollars

\$10,332,171 has been leveraged
by assessment dollars since July
2009. That's \$.40 raised for
every assessment dollar

ANNUAL LUNCHEON

Raised over
\$114,000 to
support public realm
improvement projects.



POWELL STREET PROMENADE

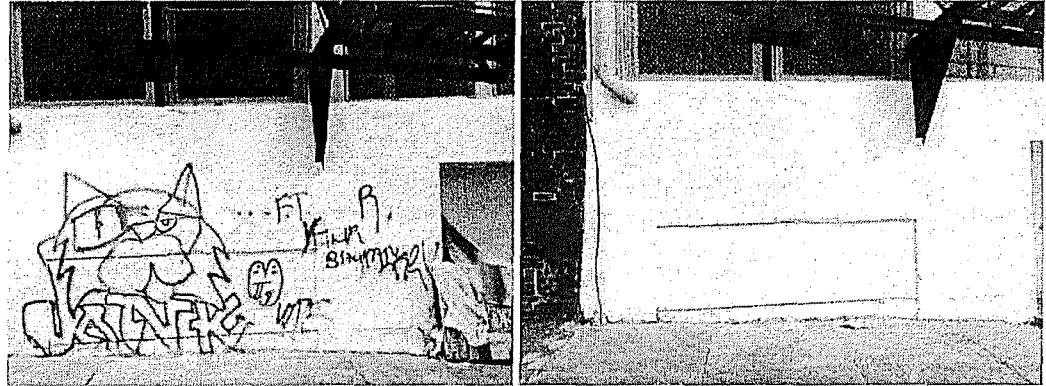
Received **\$125,000**
sponsorship from Audi to
maintain and repair the
existing parklett.



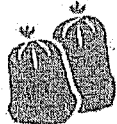
Services: Clean



14 FTE's provide 2 sweeps per sidewalk daily, power washing every 2 weeks and address illegal dumping, sidewalk stains, graffiti removal and excessive trash.



1187

Collected 
482,262 lbs
Of Trash & Debris

Removed
1,780
Syringes



Removed 
17,076
Graffiti Tags &
Stickers



*FY 16-17
Operations Report

Services: Safety



**10FTE Ambassadors (8 safety and 2 hospitality)
and 3 FTE Member Service Agents.**

**With rapid response times and innovative
coverage, our ambassadors and officers make
our district a safer place.**



1188

Engaged



6,272

Cases with the
Mentally Ill

Addressed

21,315

Sit/Lie Compliance



Addressed

1,288

Cases of
Aggressive
Panhandling



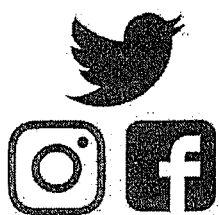
49,822

Directions Given by
Ambassadors



*FY 16-17
Operations Report

Destination Marketing & Events



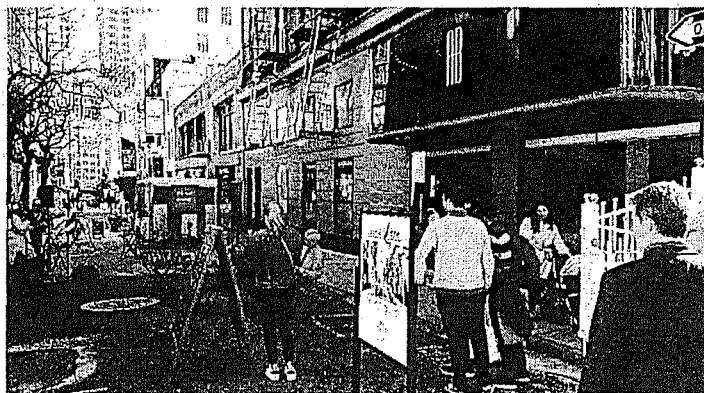
OVER
80,000
FOLLOWERS
ON SOCIAL MEDIA
PLATFORMS



OVER
4,500
SUBSCRIBERS

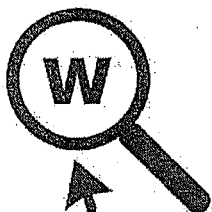
AROUND THE SQUARE
NEWSLETTER

Activated Maiden Lane



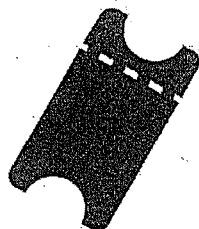
1189

MEMBERS RECEIVE THE FOLLOWING BENEFITS



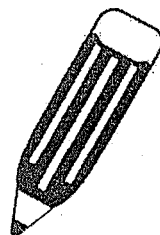
WEB PRESENCE

A business listing and events and deal promotions on our website:
VisitUnionSquareSF.com



EVENTS

Opportunity to attend member events and meetings.



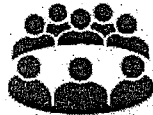
PROMOTIONS

Opportunity to be featured in our blog and newsletters.

Renewal Timeline & Milestones



SEPTEMBER 2017
Launch renewal campaign
with USBID members,
community stakeholders
and the City



OCTOBER 2017 - JULY 2018
Outreach meetings with stakeholders



OCTOBER 2018
Petitions mailed to
USBID members for
initial round of voting



APRIL 2019
Resolution voted
on by SF Board of
Supervisors and
signed by Mayor

2017

2018

2019



MARCH 2018
Membership survey to get your
feedback and shared vision.



JUNE 2018
Finalize assessment
methodology, management
plan, engineers report, and
boundary map



DECEMBER 2018 - JANUARY 2019
45-day mailing period when USBID
members receive and vote on their ballots.

Looking Ahead

Let's collaborate on issues relating to retail and tourism, planning and building codes, homelessness, and cleaning. A thriving business community enhances our position as an international destination. Together, we can provide a clean, safe and vibrant Union Square for all.

1191

- USBID Renewal
- Union Square Foundation 501c3 formation
- Winter Walk SF and other Public Realm Activations
- Hallidie Plaza Improvements
- Maiden Lane Improvements



Vote YES on USBID Renewal

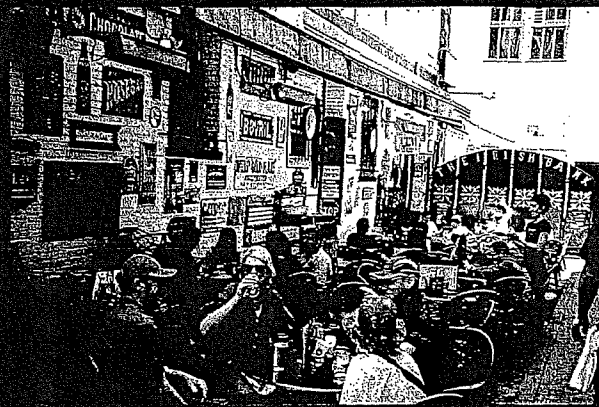
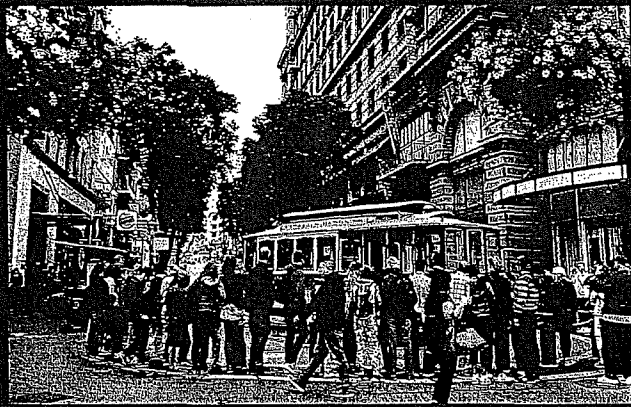
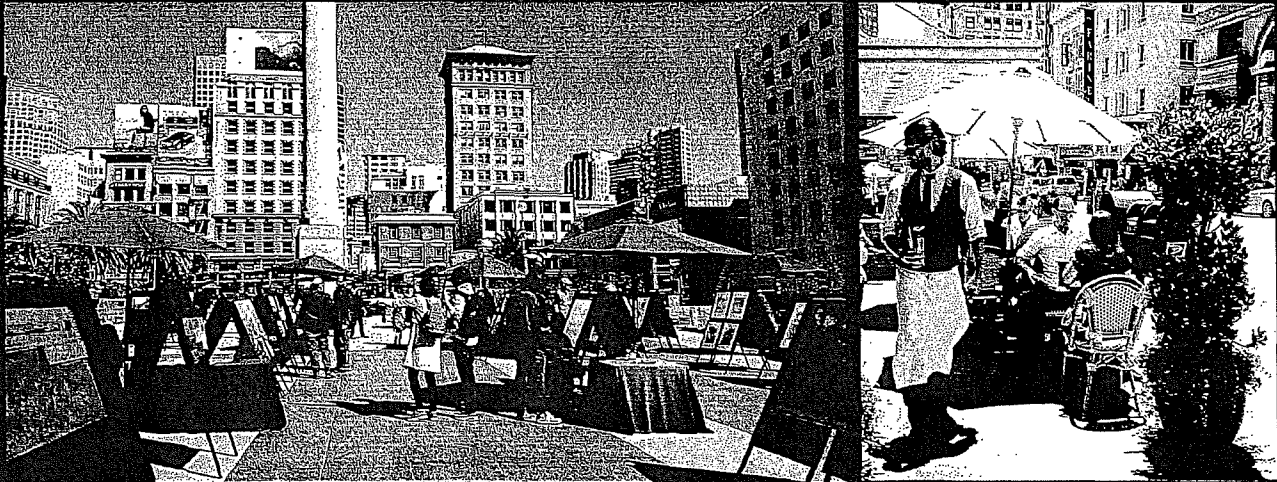


UNION SQUARE

UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

2016-2017

ANNUAL REPORT



WELCOME

On behalf of the Union Square Business Improvement District (USBID), our Board of Directors and staff, we present this Annual Report for our eighth year to all Union Square stakeholders and the City & County of San Francisco. The attached report highlights our major accomplishments and financial performance. We welcome your feedback, encourage you to join a committee, or stop by our office to meet us in person.

Union Square continues to serve as San Francisco's #1 visitor destination. With a rich history, and as the West Coast's largest collection of hotels, luxury retailers and iconic department stores, our district is the backbone of San Francisco's retail and tourism economy. Tens of thousands of employees work here every day, managers take pride in their storefronts, and property owners' legacy depends on the continued success of this important district.

The USBID provides leadership and critical services for this area. We champion on behalf of our members and serve the community with high quality, impactful services. Our members are our top priority. We are committed to making Union Square the best place to live, work and visit.

As the first Business Improvement District in San Francisco, we are a model for other districts and hold ourselves to the highest standards. We have forged lasting partnerships, working collaboratively with our

“Union Square continues to serve as San Francisco's #1 visitor destination.”

friends in government, the private sector and nonprofits to get things done. We could not do our job without the continued commitment of our members and partners.

Union Square has never been stronger. We are proud of where we are as a district today and see tremendous opportunity in the future. We are up to new challenges because we are confident in the hard work we have done these past eight years to lay a solid foundation for a prosperous future, together.

Looking ahead we will embark on a renewal process that will not only enable our organization to continue the tremendous work our members have come to rely on, but enhance our service levels to innovate and deliver even more value for Union Square and San Francisco.



Stephen Brett
Stephen Brett
Board President



Karin Flood
Karin Flood
Executive Director

SUPPORTING A PROSPEROUS SQUARE

As frontline stewards of this 27-block district, the Union Square Business Improvement District (USBID) is proud of the value we bring to our members in providing essential quality of life services. Always striving to innovate and go further, we complement these essential services with new ideas from around the world and our own best practices. We create exciting partnerships, like the Downtown Streets Team, that serve our community with efficiency and compassion. We implement technological advances, like installing state of the art technology security cameras, to keep pace with modern challenges. We partner with the City and local nonprofits to see that public realm improvements in the district, such as the 100+ planter boxes installed at Hallidie Plaza, are maintained to the highest standards.

“Community Housing Partnership [is] partnering everyday through our workforce training programs, our public policy work, with like-minded businesses and organizations like Union Square BID to make better policy choices, to make better decisions and to really drive home the fact that everyone in San Francisco deserves a home.”
— Gail Gilman, Executive Director, Community Housing Partnership



DOWNTOWN STREETS TEAM

Anchoring our Union Square Cares initiative for a cleaner and safer community, we've expanded our partnership with the Downtown Streets Team, an innovative workforce nonprofit providing dignity through employment and a path out of homelessness. Daily sweeps, trash removal and needle collections have generated 6,000 lbs. of debris.



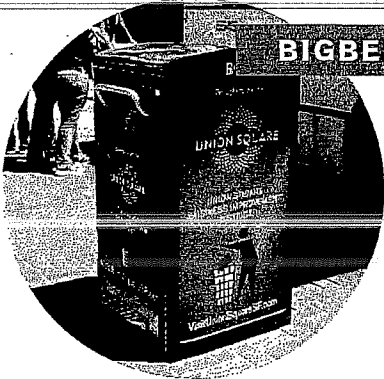
6,000 LBS.
OF DEBRIS
REMOVED



15 OUT OF
36 TEAM
MEMBERS RECEIVED
FULL-TIME EMPLOYMENT



9 TEAM MEMBERS
WERE PLACED
IN PERMANENT
HOUSING



BIGBELLY PROGRAM

The USBID boosted cleanliness in Union Square by launching the successful "Bigbelly" program, adding 25 solar-powered "smart" waste units across the District. With additional optimization of waste management, the USBID, with help from our partners, will ensure a sparkling district for all.



**PILOTED
5 UNITS IN
AUGUST 2016**

**INSTALLED 25 UNITS BY
SEPTEMBER 2017**

PEDESTRIAN COUNTERS

We utilize sophisticated pedestrian counters to track and measure footfall for the millions of visitors who frequent the district every year. The counters assist the district by measuring its overall economic performance and pedestrian activity.

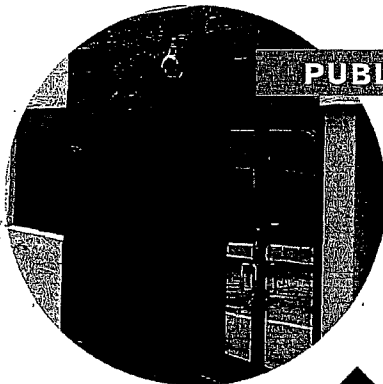
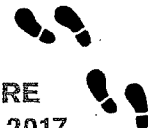


**10 REAL-TIME
PEDESTRIAN
COUNTERS
LAUNCHED IN
JANUARY 2017**

**5 MILLION
VISITORS
CAME TO UNION
SQUARE IN THE
MONTH OF AUGUST**



**39 MILLION
VISITORS CAME
TO UNION SQUARE
SINCE JANUARY 2017**



PUBLIC SAFETY & SECURITY CAMERA PROJECT

Our priority is to keep Union Square safe. We're proud of our collaboration with businesses and law enforcement. Thanks to another generous grant of \$1.25 million from a donor advised fund of the Silicon Valley Community Foundation (SVCF), we were able to continue maintaining the operation of our 350 surveillance cameras. This network enhances safety throughout our district resulting in 1,056 video requests (513 by the SFPD), and over 200 arrests.



**350
CAMERAS**

**513 SFPD VIDEO
REQUESTS THAT HAVE
RESULTED IN
OVER 200
ARRESTS TO
DATE**



**\$1.25 M
FROM A DONOR
ADVISED FUND
OF THE SILICON VALLEY
COMMUNITY FOUNDATION**



"HOLIDAY SAFE SHOPPER" PROGRAM

In addition to year-round safety services, we ensure a fun and memorable holiday experience for shoppers. The "Holiday Safe Shopper" program, funded by a donor advised fund of the SVCF, convenes and coordinates with SFPD and local businesses for optimum coverage in the district. During the 2016 holiday season, SFPD provided 10,000 patrol hours creating a visible safety presence and resulted in 8 felony arrests and 45 misdemeanors.



10,000 HOURS
OF POLICE PATROLLING
THROUGHOUT UNION
SQUARE

8 FELONY ARRESTS
AND **45 MISDEMEANOR ARRESTS.**



WINTER WALK SF

Drawing holiday-goers from around the world, Union Square's "Winter Walk SF" is a showcase for San Francisco's holiday season. In 2016, we designed and hosted our 3rd Annual event attended by 750,000 visitors. On this wonderland promenade, we activated Stockton Street with unique food, drinks, and family-friendly activities.



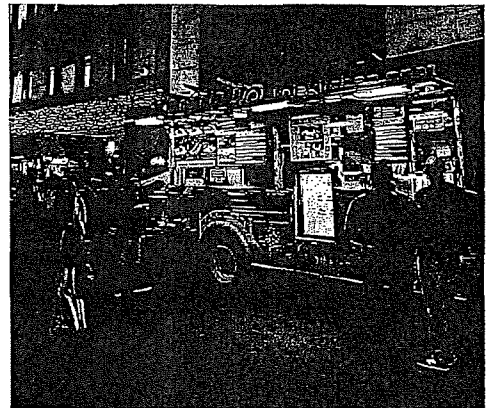
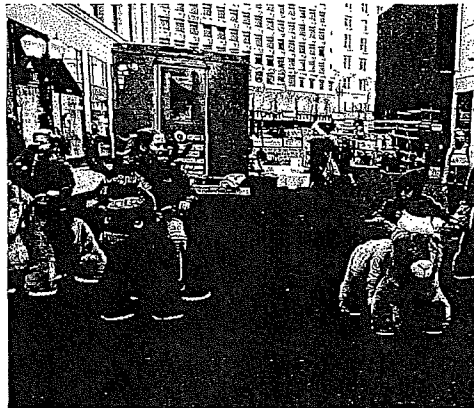
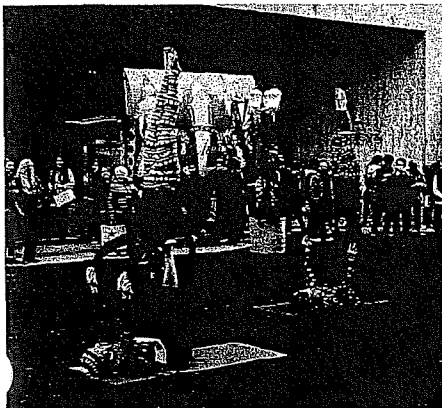
**3RD WINTER
WALK SF**



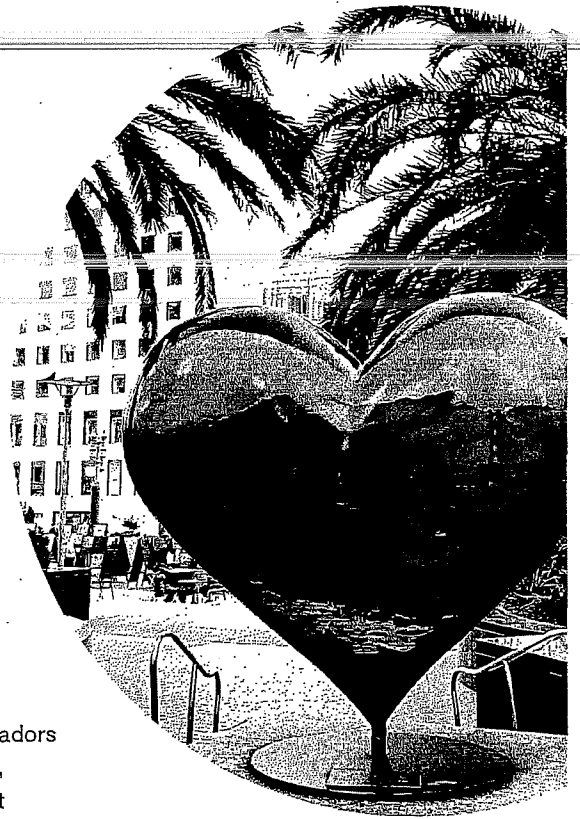
750,000
LOCALS AND VISITORS
IN ATTENDANCE



98% OF
ATTENDEES WOULD
LIKE TO SEE WINTER WALK
BECOME A PERMANENT EVENT



Business Improvement District We are partners, strategists and champions for our community. We are working to ensure the businesses in Union Square remain safe, clean and vibrant. Our mission is to provide a safe, clean and vibrant environment for our community.



PROVIDING ESSENTIAL SERVICES

As a champion for Union Square, our cleaning, safety and hospitality ambassadors work tirelessly to ensure a clean and safe environment for everyone who lives, works and plays in the district. Working with the City, we help shape a vibrant public realm for Union Square. We convene stakeholders, and we advocate for our community at City Hall. Securing outside resources, we augment assessments to achieve enhanced service levels. As vital service providers, we make it our daily responsibility to tackle any challenge in real-time with focus and passion.



CLEAN

We ensure a high level of cleanliness for Union Square and strive for continued operational improvements which is core to our mission.



SAFE

With rapid response times and innovative coverage, our ambassadors and officers make our district a safer place for visitors, workers and residents.



PUBLIC REALM

Working collaboratively with our government partners and district stakeholders, we are shaping the long-term vibrancy of our area with thoughtful public realm investments.



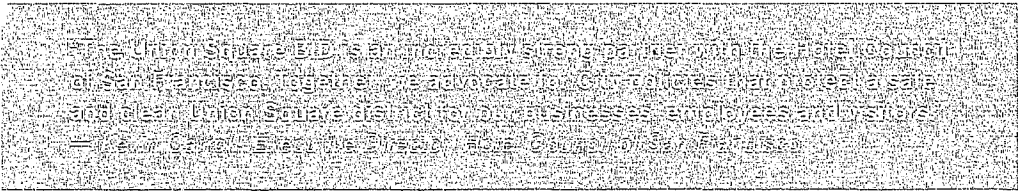
MARKETING

We provide connectivity that creates a seamless experience for visitors and locals alike, activating public spaces with popular events that draw crowds and reinforce Union Square's brand as an international destination.



ADVOCACY

As your champion, we take pride in representing our members to stay ahead of everyday challenges while building winning coalitions that achieve success.



FINANCIALS + ASSESSMENT METHODOLOGY

ASSESSMENT METHODOLOGY

The USBID is a 501(c)4 nonprofit organization and currently the largest of San Francisco's 14 existing property-based Business Improvement Districts. The Union Square district covers 27 blocks and includes nearly 600 parcels, both publicly and privately owned. Funding for the district is proportionally shared by property owners, who are self-assessed to supplement services provided by the City.

These annual assessments are based on the following variables:

- » **Linear (sidewalk) frontage**
- » **Building square footage of nonresidential 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 & advocacy (non-residential properties only)**

ASSESSMENT CALCULATION RATE CHART FOR 16-17FY

PROPERTY TYPE	CLEAN & SAFE*	MARKETING/ADVOCACY**
Category 1 less than 2,000 bldg sqft	\$82.81	\$87.99
Category 2 2,000-4,999 bldg sqft	\$82.81	\$175.99
Category 3 5,000-9,999 bldg sqft	\$82.81	\$586.65
Category 4 10,000-29,999 bldg sqft	\$82.81	\$1,173.31
Category 5 30,000-99,999 bldg sqft	\$82.81	\$1,466.64
Category 6 100,000 or more bldg sqft	\$82.81	\$5,866.56
Residential Property & Public Property	\$82.81	\$0.00
Hallidie Plaza Parcels	\$4.16***	\$0.00

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

JULY 2016 – JUNE 2017 STATEMENT OF FINANCIAL POSITION

ASSETS		LIABILITIES	
Cash	\$2,508,357	Accounts Payable & Accrued Expenses	\$450,704
Receivables (Net)	\$55,500	Total Liabilities	\$450,704
Other Current Assets	\$105,355		
Furniture & Equipment (Net)	\$609,490	NET ASSETS	
Total Assets	\$3,278,702	Unrestricted	\$1,821,765
		Restricted Temporarily	\$1,006,233
		Total Net Assets	\$2,827,998
		Total Liabilities & Net Assets	\$3,278,702

16-17FY FINANCIAL RESULTS – ASSESSMENT & CORE OPERATIONS

REVENUE	16-17 BUDGET	16-17 ACTUAL	VARIANCE
Special Assessment Revenue	\$3,447,327	\$3,453,377	\$6,050
Other Revenue	\$282,593	\$327,842	\$45,249
Total Funds	\$3,729,920	\$3,781,219	\$51,299
EXPENSES			
Clean & Safe	\$2,450,163	\$2,572,171	\$(122,008)
Streetscape Improvements, Advocacy, Marketing & Events	\$667,052	\$550,466	\$116,586
Management & Administration	\$702,093	\$627,884	\$74,209
Total Assessment Expenses	\$3,819,308	\$3,750,521	\$68,787
Surplus (Deficit) for Assessment Operations 16-17FY	\$(89,388)	\$30,698	\$120,086

16-17FY FINANCIAL TOTAL RESULTS (INCLUDING GRANTS)

REVENUE	16-17 BUDGET	16-17 ACTUAL	VARIANCE
Special Assessment Revenue	\$3,447,327	\$3,453,377	\$6,050
Other Revenue	\$531,325	\$1,837,276	\$1,305,951
Total Funds	\$3,978,652	\$5,290,653	\$1,312,001
EXPENSES			
Clean & Safe	\$2,450,163	\$2,572,171	\$(122,008)
Streetscape Improvements, Advocacy, Marketing & Events	\$667,052	\$550,466	\$116,586
Management & Administration	\$702,093	\$627,884	\$74,209
Total Assessment Expenses	\$3,819,308	\$3,750,521	\$68,787
SVCF Grants (Safe Shopper 2016 & Security Cameras)	\$768,935	\$1,887,041	\$(1,118,106)
Other Grants & Non-Assessment Funds	\$280,000	\$175,718	\$104,282
Total Expenses	\$4,868,243	\$5,813,280	\$945,037
Change Net Assets for 16-17FY	\$(889,591)	\$(522,627)	\$366,964

*Audited financial statements available upon request, ben@unionsquarebid.com

JULY 2017-JUNE 2018 BUDGET

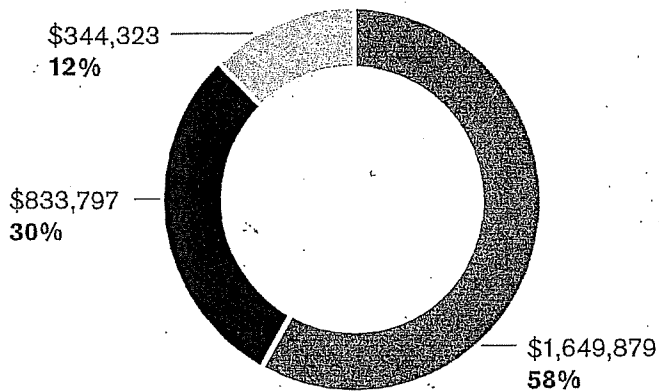
INCOME	AMOUNT	% OF INCOME
Assessment Revenue	\$3,551,533	89%
Fundraising & Other	\$420,933	11%
Total Income	\$3,972,466	100.00%

EXPENSES	ASSESSMENTS	% OF ASSESSMENT EXPENSES	% OF ALL EXPENSES
Clean & Safe	\$2,652,172	67%	53%
Streetscapes, Advocacy, Marketing & Events	\$607,454	15%	12%
Management & Administration	\$699,832	18%	14%
Total Assessment Expenses	\$3,959,458	100%	
SVCF Grant Expenses	\$723,263		14.5%
Other Grants & Funds	\$322,924		6.5%
Total Expenses	\$5,005,645		100%

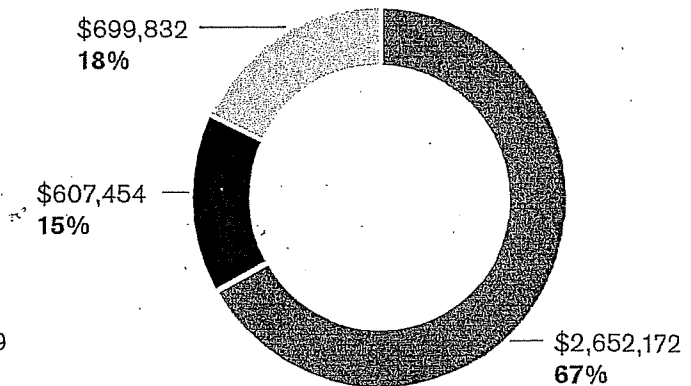
CARRY OVER FUNDS FROM 16-17FY

General Fund/Contingency	\$1,649,879
Total Assessment & Service Area Funds	\$1,649,879
SVCF Grants	\$833,797
Other Restricted/Designated Funds	\$344,323
Total Carry Over Funds (From 16-17)	\$2,827,999

CARRY OVER FUNDS FROM 16-17FY



JULY 2017-JUNE 2018 BUDGET



Total Assessment & Service Area Funds
 Other Restricted/Designated Funds
 SVCF Grants

Clean & Safe
 Management & Administration
 Streetscape Improvements, Advocacy, Marketing & Events

POWELL STREET PROMENADE

Received **\$125,000** sponsorship from Audi to maintain and repair the existing parklett.

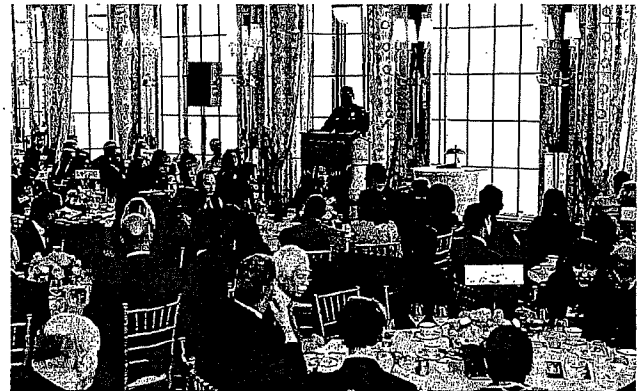


CAMPTON PLACE IMPROVEMENT PROJECT

Received a **\$40,000** grant from the City of San Francisco to activate Campton Place. Food trucks, tables and chairs, whimsical rabbits, and light-art coming soon!

ANNUAL LUNCHEON

Raised over **\$114,000** to support public realm improvement projects.



LUNCH ON THE LANE

Activated Maiden Lane with food vendors, tables & chairs and live entertainment every Friday from 11am-3pm. Increased pedestrian traffic on Maiden Lane for area merchants.

ANNUAL HOLIDAY FUNDRAISING EVENT

Raised over **\$40,000** for the Union Square Downtown Streets Team

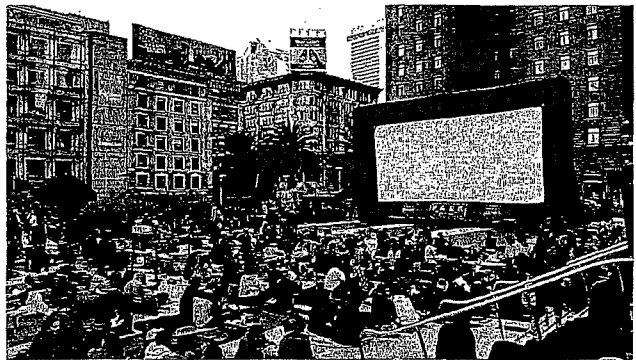
LOOKING FORWARD

The future is bright for Union Square. With property values rising, pedestrian traffic climbing and local business thriving, Union Square is well positioned to seize new opportunities for increased vitality and growth. As a model for public private partnerships, we've met and

exceeded our management goals by consistently delivering effective and efficient services while maximizing our resources to face emerging challenges. The USBID of tomorrow is an engine for shared prosperity by expanding on the critical services that our members



value and innovating to make the most of new opportunities as they arise. Renew and expand your commitment today, and we will plan collaboratively for a dynamic and vibrant Union Square tomorrow.



“As a Building Owner and Property Manager of commercial real estate within the BID, I am extremely grateful for the support and guidance provided by the Union Square BID staff. Over the past 6 years our property has been in the direct path of the Central Subway extension and the BID has been a strong advocate for safety, cleanliness, and open communication with the City during this difficult time.” — Lori Coleman, Vice President of Management Services, Madison Marquette



USBID STAFF

EXECUTIVE DIRECTOR
Karin Flood

DEPUTY DIRECTOR
Benjamin Horne

DIRECTOR OF STRATEGIC INITIATIVES
Claude Imbault

SERVICES MANAGER
Randall Scott

MANAGER OF MARKETING & MEMBER PROGRAMS
Tara Jett

PROJECT COORDINATOR
Joshua Chan

**OPERATIONS STAFF PROVIDED
BY BLOCK BY BLOCK**

OPERATIONS DIRECTOR
Chris Boss

OPERATIONS SUPERVISOR
Karl Bijan

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Stephen Brett

TREASURER / PRINCIPAL / TRINITY PROPERTIES
Jim Sangiacomo

SECRETARY / GENERAL MANAGER / THE
CHANCELLOR HOTEL ON UNION SQUARE
Wes Tyler

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AUDIT COMMITTEE CHAIR / OWNER / 250 POST
STREET LP
Tad Moore

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TRINITY PROPERTIES
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MARKETING COMMITTEE CHAIR / DIRECTOR
OF MARKETING / WESTFIELD SAN FRANCISCO
CENTRE
Amanda Fernandez

MARKETING COMMITTEE CHAIR / PRINCIPAL /
CALIFORNIA GIRL JEWELRY
Denise Forbes

PUBLIC AFFAIRS COMMITTEE CHAIR /
GENERAL MANAGER / CHANCELLOR HOTEL
ON UNION SQUARE
Wes Tyler

SERVICES & PUBLIC SAFETY COMMITTEE CHAIR
/ CDOA BOARD OF DIRECTOR / THE CLUB
DONATELLO
Don Thomas

STREETSCAPES & PUBLIC REALM COMMITTEE
CHAIR / PRINCIPAL / RHAA LANDSCAPE
ARCHITECTS
Manuela Anne King

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Richard Leider

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Alan Morrell

ASSOCIATE DIRECTOR / HOTEL COUNCIL
OF SAN FRANCISCO
Kelly Powers

SR. VICE PRESIDENT & GENERAL MANAGER /
GROSVENOR AMERICAS
Mark Purdy

DIRECTOR OF BUSINESS DEVELOPMENT /
IMPARK
Spencer Sechler

VICE PRESIDENT STORE MANAGER / MACY'S
Jennifer Sweeney

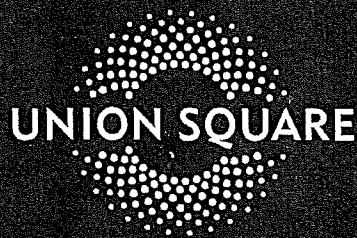
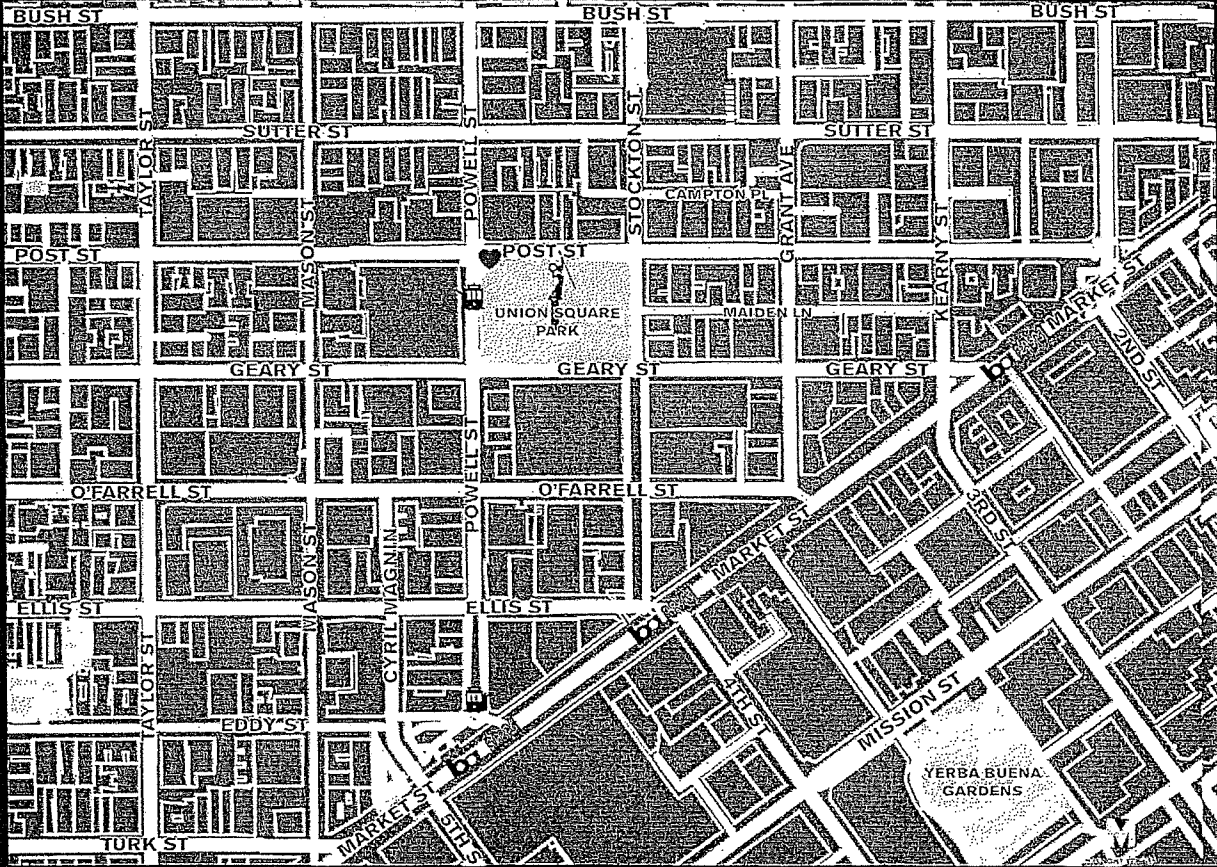
GENERAL MANAGER / RECOLOGY -
GOLDEN GATE
Minna Tao

EXECUTIVE VICE PRESIDENT / COLLIER'S
INTERNATIONAL
Julie Taylor

CDOA BOARD OF DIRECTOR / THE CLUB
DONATELLO
Don Thomas

GENERAL MANAGER / WESTIN ST. FRANCIS
Randy Zupanski





UNION SQUARE
UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

info@unionsquarebid.com | (415) 781-7880 | www.visitunionsquaresf.com



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

FINANCIAL STATEMENTS

**FOR THE YEAR ENDED JUNE 30, 2017
(WITH SUMMARIZED COMPARATIVE TOTALS FOR 2016)**

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

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Statement of Activities and Changes in Net Assets..... 4
Statement of Functional Expenses 5
Statement of Cash Flows 6

Notes to Financial Statements..... 7-17

INDEPENDENT AUDITORS' REPORT

To the Board of Directors
Union Square Business Improvement District

Report on the Financial Statements

We have audited the accompanying financial statements of Union Square Business Improvement District (a nonprofit organization), which comprise the statement of financial position as of June 30, 2017, and the related statements of activities and changes in net assets, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Union Square Business Improvement District as of June 30, 2017, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Report on Summarized Comparative Information

We have previously audited the Union Square Business Improvement District's 2016 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated September 22, 2016. In our opinion, the summarized comparative information presented herein as of and for the year ended June 30, 2016, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Marcum LLP

San Francisco, California
September 29, 2017

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2017

(WITH SUMMARIZED COMPARATIVE TOTALS FOR 2016)

	2017	2016
Assets		
Cash and cash equivalents	\$ 1,258,988	\$ 566,574
Promises to give	--	11,098
Assessments and accounts receivable, net	55,500	32,424
Prepaid expenses and deposits	105,355	70,432
Certificates of deposit	1,249,369	2,225,658
Furniture and equipment, net	609,490	857,807
Total Assets	\$ 3,278,702	\$ 3,763,993
Liabilities and Net Assets		
Liabilities		
Accounts payable and accrued expenses	\$ 430,049	\$ 299,703
Grants payable	--	87,500
Accrued benefits	20,068	10,247
Deferred revenue	587	15,918
Total Liabilities	450,704	413,368
Net Assets		
Unrestricted	1,821,765	1,773,636
Temporarily restricted	1,006,233	1,576,989
Total Net Assets	2,827,998	3,350,625
Total Liabilities and Net Assets	\$ 3,278,702	\$ 3,763,993

The accompanying notes are an integral part of these financial statements.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

**FOR THE YEAR ENDED JUNE 30, 2017
(WITH SUMMARIZED COMPARATIVE TOTALS FOR 2016)**

	Unrestricted	Temporarily Restricted	2017	2016
Revenue and Other Support				
Assessment revenue	\$ 3,453,377	\$ --	\$ 3,453,377	\$ 3,410,053
Contributions	1,328,755	314,033	1,642,788	3,253,757
Special event	114,642	--	114,642	101,250
Other revenue	71,971	--	71,971	12,500
Interest income	7,875	--	7,875	2,389
Net assets released from restrictions	<u>884,789</u>	<u>(884,789)</u>	<u>--</u>	<u>--</u>
Total Revenue and Other Support	<u>5,861,409</u>	<u>(570,756)</u>	<u>5,290,653</u>	<u>6,779,949</u>
Expenses				
Program	5,150,790	--	5,150,790	6,595,794
Management and administrative	627,892	--	627,892	674,481
Fundraising	<u>34,598</u>	<u>--</u>	<u>34,598</u>	<u>35,638</u>
Total Expenses	<u>5,813,280</u>	<u>--</u>	<u>5,813,280</u>	<u>7,305,913</u>
Change in Net Assets	<u>48,129</u>	<u>(570,756)</u>	<u>(522,627)</u>	<u>(525,964)</u>
Net Assets - Beginning	<u>1,773,636</u>	<u>1,576,989</u>	<u>3,350,625</u>	<u>3,876,589</u>
Net Assets - Ending	<u>\$ 1,821,765</u>	<u>\$ 1,006,233</u>	<u>\$ 2,827,998</u>	<u>\$ 3,350,625</u>

The accompanying notes are an integral part of these financial statements.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

STATEMENT OF FUNCTIONAL EXPENSES

FOR THE YEAR ENDED JUNE 30, 2017

(WITH SUMMARIZED COMPARATIVE TOTALS FOR 2016)

	Program	Management and Administrative	Fundraising	2017	2016
Holiday Safe Shopper and SFPD programs	\$ 944,794	\$ --	\$ --	\$ 944,794	\$ 2,471,157
Ambassadors and dispatch	871,296	--	--	871,296	852,967
Salaries, wages, benefits and payroll taxes	527,478	321,555	--	849,033	582,985
Maintenance and cleaning	698,547	--	--	698,547	653,848
Depreciation	403,598	9,105	--	412,703	261,015
10B police officers	300,371	--	--	300,371	316,322
Supervision (clean and safe services)	224,238	--	--	224,238	216,851
Public realm improvement projects	220,259	--	--	220,259	177,138
In-kind services	203,940	7,500	--	211,440	126,820
Security Camera Program operating expenses	198,578	--	--	198,578	146,331
Security Camera Program sub-grants	175,000	--	--	175,000	525,000
Accounting, legal and support	13,328	139,198	--	152,526	361,127
Rent and utilities	57,380	79,244	--	136,624	135,053
Downtown Streets Team Program	128,192	--	--	128,192	--
Special events and activation	50,821	--	34,061	84,882	99,315
Insurance, permits and fees	16,764	30,988	--	47,752	44,717
Public affairs, advocacy and Union Square Cares	42,928	--	--	42,928	45,961
Meetings, travel, conferences and office expenses	506	40,302	537	41,345	40,694
Clean and Safe operating expenses and projects	37,576	--	--	37,576	112,122
Marketing and promotion	35,196	--	--	35,196	136,290
Total	\$ 5,150,790	\$ 627,892	\$ 34,598	\$ 5,812,280	\$ 7,305,913

The accompanying notes are an integral part of these financial statements.

1214

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

STATEMENT OF CASH FLOWS

**FOR THE YEAR ENDED JUNE 30, 2017
(WITH SUMMARIZED COMPARATIVE TOTALS FOR 2016)**

	2017	2016
Cash Flows From Operating Activities		
Change in net assets	\$ (522,627)	\$ (525,964)
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:		
Change in allowance for uncollectible assessments	--	(18,910)
Depreciation	412,703	261,015
Loss on disposal of equipment	9,348	--
Changes in operating assets and liabilities:		
Promises to give	11,098	52,073
Assessments and accounts receivable	(23,076)	291,751
Prepaid expenses and deposits	(34,923)	(37,921)
Accounts payable and accrued expenses	130,346	(76,168)
Grants payable	(87,500)	87,500
Accrued benefits	9,821	5,460
Deferred revenue	(15,331)	15,918
Net Cash Provided By (Used In) Operating Activities	<u>(110,141)</u>	<u>54,754</u>
Cash Flows From Investing Activities		
Proceeds on sale/maturity of certificates of deposit	4,727,185	1,074,149
Purchase of certificates of deposit	(3,750,896)	(2,225,658)
Purchase of furniture and equipment	(173,734)	(845,314)
Net Cash Provided By (Used In) Investing Activities	<u>802,555</u>	<u>(1,996,823)</u>
Net Increase (Decrease) In Cash and Cash Equivalents	692,414	(1,942,069)
Cash and Cash Equivalents - Beginning	<u>566,574</u>	<u>2,508,643</u>
Cash and Cash Equivalents - Ending	<u>\$ 1,258,988</u>	<u>\$ 566,574</u>

The accompanying notes are an integral part of these financial statements.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

PURPOSE AND ORGANIZATION

The Union Square Business Improvement District (the USBID) was formed in 1999 by property owners and merchants to improve the image and economic vitality of the Union Square area by providing cleaning and maintenance and public safety programs to a 10 block area (the District). The USBID aims to provide services that assure a positive experience of Union Square so that Union Square will maintain its ranking as one of the top destinations in the world, that the District will be equally enjoyed by residents and workers, and that this experience will enhance the District's economic base and be reflected in positive property values for the USBID's members.

The USBID renewed its contract with the City and County of San Francisco (the City) for a ten year term on July 1, 2009. Effective with the renewal, the USBID expanded the District from the original ten blocks to twenty-seven whole or partial blocks, representing nearly 600 parcel owners in the District. The USBID also expanded services and added marketing, advocacy, beautification and capital improvement programs.

The USBID's mission statement is as follows:

The Union Square BID serves members and creates a high quality visitor experience by managing and activating public spaces, attracting new investment and advocating for the District's future success.

Major programs and services provided by the USBID are:

Clean and Safe:

- Safety and Hospitality Ambassadors – Ambassadors walk throughout the USBID to greet and assist the public with information and directions, and guide those in need of social services to appropriate resources. Ambassadors are on duty 5:30am to 11:00pm daily.
- 10B Police Officers – 10B Police Officers are on patrol in the District 10 hours daily to respond to members' needs and manage other quality of life issues in the District.
- Cleaning and Graffiti Removal – Maintenance staff are on duty daily from 5:30am to 8:30pm to clean litter from sidewalks and to remove graffiti. Each sidewalk in the District is steam cleaned every 2 weeks.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

PURPOSE AND ORGANIZATION (CONTINUED)

Silicon Valley Community Foundation:

- As a result of contributions from donor advised funds of the Silicon Valley Community Foundation, the USBID has been able to provide additional San Francisco Police Department (SFPD) patrols through the 10B program and expand the security camera project.

Other:

- Public Realm Improvements, Marketing, and Events – Promoting the Union Square area and its interests through events, digital and traditional marketing programs and public relations, public realm improvements, décor and other programs to beautify the area.
- Public Affairs Advocacy – Advocating public policy and services to ensure the economic vitality of the District.
- Union Square Cares – A program to provide homeless services and outreach and member education to help alleviate homelessness in Union Square.

BASIS OF ACCOUNTING

The USBID prepares its financial statements in accordance with accounting principles generally accepted in the United States of America (U.S. GAAP), which involves the application of accrual accounting; consequently, revenues and gains are recognized when earned, and expenses and losses are recognized when incurred regardless of the timing of cash flows.

CLASSIFICATION OF NET ASSETS

U.S. GAAP requires that the USBID report information regarding its financial position and activities according to three classes of net assets: unrestricted, temporarily restricted, and permanently restricted. Accordingly, the net assets of the USBID are classified and reported as described below:

Unrestricted: Those net assets and activities which represent the portion of expendable funds that are available to support the USBID's operations. A portion of these net assets may be designated by the Board of Directors for specific purposes.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

CLASSIFICATION OF NET ASSETS (CONTINUED)

Temporarily Restricted: Those net assets and activities which are donor-restricted for (a) support of specific operating activities; (b) investment for a specified term; (c) use in a specified future period; or (d) acquisition of long-lived assets.

Permanently Restricted: Those net assets and activities which are permanently donor-restricted for holdings of (a) assets donated with stipulations that they be used for a specified purpose, be preserved, and not be sold; or (b) assets donated with stipulations that they be invested to provide a permanent source of income.

As of June 30, 2017, the USBID did not have any net assets meeting the definition of permanently restricted.

ESTIMATES

The preparation of financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

CASH AND CASH EQUIVALENTS

The USBID considers all highly liquid investments with a maturity of three months or less when purchased to be cash equivalents.

PROMISES TO GIVE

Unconditional promises to give are recognized as revenues in the period such promises are made by the donor. Conditional promises to give are recognized only when the conditions on which they depend are substantially met and the promises become unconditional. Unconditional promises to give which are scheduled to be received after one year are discounted at rates commensurate with the risks involved. Amortization of the discount is recorded as additional contribution revenue in accordance with the donor imposed restrictions, if any.

The USBID uses the allowance method to account for uncollectible unconditional promises to give. The allowance is based on prior years' experience and management's analysis of specific promises made.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

ASSESSMENTS RECEIVABLE

Assessments receivable represent obligations of local property owners due to the USBID. Unpaid receivables do not accrue interest.

The USBID uses the allowance method to account for uncollectible assessments. The allowance for uncollectible assessments receivable reflects management's best estimate of the amounts that will not be collected based on historical experience and an evaluation of the outstanding receivables at the end of the year. As of June 30, 2017, the allowance for uncollectible assessments was approximately \$6,000.

CERTIFICATES OF DEPOSIT

The USBID's investments in certificates of deposit are carried at fair value.

FURNITURE AND EQUIPMENT

The USBID capitalizes acquisitions of furniture and equipment with a cost or value in excess of \$1,000 and with an estimated useful life beyond one year. Purchased assets are recorded at cost; donated assets are recorded at estimated fair value at the date of acquisition. Depreciation is calculated using the straight-line method based upon estimated useful lives ranging from 3 to 7 years. Maintenance and repairs are charged to expense as incurred; major renewals and betterments are capitalized. The cost and accumulated depreciation of assets sold or retired are removed from the respective accounts and any gain or loss is reflected in the statement of activities and changes in net assets.

IMPAIRMENT OF LONG-LIVED ASSETS

Long-lived assets are reviewed for impairment when circumstances indicate the carrying value of an asset may not be recoverable. For assets that are held and used, an impairment is recognized when the estimated undiscounted cash flows associated with the asset or group of assets is less than their carrying value. If impairment exists, an adjustment is made to write the asset down to its fair value, and a loss is recorded as the difference between the carrying value and fair value. Fair values are determined based on quoted market values, discounted cash flows or internal and external appraisal, as applicable. Assets to be disposed of are carried at the lower of carrying value or estimated net realizable value. No impairment losses were incurred during the years ended June 30, 2017 and 2016.

ACCRUED VACATION

Full-time employees may accrue up to 13 hours per month depending on the number of years employed. Part-time employees accrue vacation on a prorated basis. Employees can accrue a maximum of 150% of their annual vacation accrual.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

REVENUE RECOGNITION

Assessment Revenue

The USBID receives its support primarily from a special assessment levied by the City on properties located within the USBID in accordance with City Ordinance. The assessment is recorded by the USBID when assessed by the City. The City remits the assessment to the USBID as the assessments are collected from the property owners. Interest is not charged on late assessments, however late penalties are charged in accordance with the City's policy.

Contributions

The USBID recognizes all contributions when they are received or unconditionally promised, regardless of compliance with restrictions. Contributions without donor-imposed restrictions are reported as unrestricted support. Contributions with donor-imposed restrictions are reported as either temporarily restricted or permanently restricted support, depending upon the type of restriction. Contributions with donor-imposed restrictions that are complied with within the year of receipt are reported as unrestricted support.

The satisfaction of a donor-imposed restriction on a contribution is recognized when the corresponding expenditures are incurred or when the time restriction expires. This occurs by increasing one class of net assets and decreasing another in the statement of activities and changes in net assets. Such transactions are recorded as net assets released from restrictions and are reported separately from other transactions.

Contributed Goods and Services

Donated material and equipment are recorded as contributions at their estimated value on the date of receipt. Such donations are reported as unrestricted support unless the donor has restricted the donated asset to a specific purpose. Assets donated with explicit restrictions regarding their use are reported as restricted support. Absent donor stipulations regarding how long those donated assets must be maintained, the USBID reports expirations of donor restrictions over the estimated useful lives of the donated assets. The USBID reclassifies temporarily restricted net assets to unrestricted net assets at that time. There were no donations of material and equipment for the year ended June 30, 2017.

The USBID records contribution revenue for certain services received at the fair value of those services, if the services (a) create or enhance nonfinancial assets, or (b) require specialized skills, are provided by individuals possessing those skills, and would be purchased if not donated.

For the year ended June 30, 2017, the USBID recognized contributed goods and services in the amount of \$211,440.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

INCOME TAXES

The USBID is a qualified organization exempt from federal and state income taxes under §501(c)(4) of the Internal Revenue Code and §23701d of the California Revenue and Taxation Code, respectively.

The USBID recognizes a threshold and measurement attribute for the financial statement recognition and measurement of a tax position taken, or expected to be taken, in a tax return and requires the affirmative evaluation that is more-likely-than-not, based on the technical merits of a tax position, that an organization is entitled to economic benefits resulting from tax positions taken in income tax returns. For tax-exempt entities, favorable tax status itself is deemed to be an uncertainty, as events could potentially occur to jeopardize their tax-exempt status. If a tax position does not meet the more-likely-than-not recognition threshold, the benefit of that position is not recognized in the financial statements. The USBID's evaluation on June 30, 2017, revealed no tax positions that would have a material impact on the financial statements.

The USBID's tax returns are subject to examination by federal and state taxing authorities. However, management is unaware of any pending examinations nor are there any in progress.

CONCENTRATIONS OF RISK

Financial instruments which potentially subject the USBID to concentrations of credit risk consist principally of cash and cash equivalents. The USBID maintains its cash in various bank deposit accounts. The USBID has a policy requiring all funds be fully insured. Management believes that the USBID is not exposed to any significant credit risk related to concentrations.

FUNCTIONAL ALLOCATION OF EXPENSES

The costs of providing various programs and supporting services have been summarized on a functional basis in the accompanying statements of activities and changes in net assets and functional expenses. Accordingly, certain costs have been allocated among the programs and supporting services benefited, based on estimates made by management.

COMPARATIVE FINANCIAL INFORMATION

The financial statements include certain prior year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with U.S. GAAP. Accordingly, such information should be read in conjunction with the USBID's financial statements as of June 30, 2016 and for the year then ended, from which the summarized information was derived.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 1 - ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

RECLASSIFICATIONS

Certain amounts in the summarized comparative totals for 2016 have been reclassified to conform to the 2017 presentation. These reclassifications have no effect on previously reported net assets or change in net assets.

NOTE 2 - FAIR VALUE MEASUREMENTS

Fair value is defined as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. The USBID's financial assets and liabilities carried at fair value have been classified, for disclosure purposes, based on a hierarchy that gives the highest ranking to fair values determined using unadjusted quoted prices in active markets for identical assets and liabilities (Level 1) and the lowest ranking to fair values determined using methodologies and models with unobservable inputs (Level 3). The levels of the fair value hierarchy are as follows:

Level 1

Inputs are unadjusted quoted prices for identical assets and liabilities in active markets accessible at the measurement date.

Level 2

Inputs include quoted prices for similar assets or liabilities in active markets, quoted prices from those willing to trade in markets that are not active, or other inputs that are observable or can be corroborated by market data for the term of the instrument. Such inputs include market interest rates and volatilities, spreads, and yield curves.

Level 3

Certain inputs are unobservable (supported by little or no market activity) and significant to the fair value measurement. Unobservable inputs reflect the USBID's best estimate of what hypothetical market participants would use to determine a transaction price for the asset or liability at the reporting date.

An asset's or a liability's classification is based on the lowest level input that is significant to its measurement. Valuation techniques maximize the use of observable inputs and minimize the use of unobservable inputs.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 2 - FAIR VALUE MEASUREMENTS

The following is a description of the valuation methodology used for assets measured at fair value. There has been no change in the valuation methodology at June 30, 2017.

Certificates of Deposit

The fair value of fixed income securities is estimated using recently executed transactions or market price quotations (where observable).

The following table provides information as of June 30, 2017, about the USBID's financial assets measured at fair value on a recurring basis:

	<u>Level 1</u>	<u>Level 2</u>	<u>Level 3</u>	<u>Total</u>
Assets at Fair Value				
Certificates of deposit	\$ <u> --</u>	\$ <u>1,249,369</u>	\$ <u> --</u>	\$ <u>1,249,369</u>

NOTE 3 - FURNITURE AND EQUIPMENT

Furniture and equipment at June 30, 2017, consist of the following:

Security camera equipment	\$ 1,331,421
Furniture and miscellaneous equipment	<u>75,112</u>
	1,406,533
Less: accumulated depreciation	<u>(797,043)</u>
Total	<u>\$ 609,490</u>

NOTE 4 - LINE OF CREDIT

The USBID renewed a revolving line of credit with Wells Fargo on January 17, 2017, which expires on February 5, 2018, for a maximum borrowing amount of \$500,000. Interest is payable at the greater of the prime rate plus 1.25% (5.50% at June 30, 2017) or the floor rate of 5.00%. The line of credit is secured by the USBID's receivables and equipment. The USBID did not borrow from the line of credit during the year ended June 30, 2017.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 5 - UNRESTRICTED NET ASSETS

Unrestricted net assets at June 30, 2017, consist of the following:

Board designated:	
Streetscape projects	\$ 121,698
Advocacy	50,124
Net investment in furniture and miscellaneous equipment	12,262
Undesignated	<u>1,637,681</u>
Total	<u>\$ 1,821,765</u>

The USBID does not receive the first assessment payment for its fiscal year until January, thus it is incumbent on the USBID to maintain approximately eight months of operating capital at the end of each fiscal year to support operations until the first payment is received in the next fiscal year. This policy will also provide for the USBID to dissolve the entity in a timely manner should its contract with the City to provide services not be renewed in June 2019.

NOTE 6 - TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted net assets at June 30, 2017, consist of the following:

Net investment in security camera equipment	\$ 597,228
Security cameras	354,106
Others	<u>54,899</u>
Total	<u>\$ 1,006,233</u>

NOTE 7 - NET ASSETS RELEASED FROM RESTRICTIONS

Net assets were released from restrictions by incurring expenses which satisfied the restricted purposes during the year ended June 30, 2017, as follows:

Police patrols and security cameras	\$ 502,238
Depreciation on security cameras	380,595
Other	<u>1,956</u>
Total	<u>\$ 884,789</u>

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 8 - GRANTS

On June 16, 2015, the USBID entered into a sub-grant agreement for \$350,000 with the Central Market Community Benefit District (the CMCBD) for the purpose of purchasing, installing, operating, and maintaining security cameras and related equipment in the CMCBD. The term of the agreement was July 1, 2015 through June 30, 2017. The USBID advanced payment to the CMCBD based on evidence of progress on the project.

On November 2, 2015, the USBID entered into a sub-grant agreement for \$350,000 with the North of Market/Tenderloin Community Benefit District (the TLCBD) for the purpose of purchasing, installing, operating, and maintaining security cameras and related equipment in the TLCBD. The term of the agreement was November 2, 2015 through June 30, 2017. The USBID advanced payment to the TLCBD based on evidence of progress on the project.

The conditions associated with these sub-grants were satisfied during the year ended June 30, 2017, and as a result, no amounts are due to the sub-grantees.

NOTE 9 - COMMITMENTS

The USBID leases equipment under an agreement with a term from November 20, 2015 through February 20, 2019 requiring monthly payments of \$360. In September 2017, the USBID entered into a non-cancelable lease agreement for additional equipment requiring monthly payments of \$4,295 through August 31, 2019.

The USBID also leases its office, operations office, conference room, and storage on a month-to-month basis.

The following is a schedule of minimum lease commitments:

For the Years Ending June 30,	Amount
2018	\$ 55,860
2019	54,780
Thereafter	<u>8,590</u>
Total	<u>\$ 119,230</u>

Rent expense for the year ended June 30, 2017, was \$126,254.

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED JUNE 30, 2017

NOTE 10 - RELATED PARTY TRANSACTIONS

The USBID has a written conflict of interest policy that requires, among other things, that no member of the Board of Directors may participate in any decision in which he or she (or an immediate family member) has a material financial interest. Each Board member is required to certify compliance with the conflict of interest policy on an annual basis and indicate whether the USBID does business with an entity in which a Board member has a material financial interest.

When such relationships exist, measures are taken to appropriately manage the actual or perceived conflict in the best interests of the USBID. When a conflict of interest does exist, all affected parties (Board members or staff) must refrain from the decision-making process and abstain from the voting process.

A member of the USBID's Board of Directors is also associated with an organization that received a sub-grant during the year ended June 30, 2016, in the amount of \$350,000 from the USBID (Note 8). \$87,500 was paid to the organization during the year ended June 30, 2017.

A member of the USBID's Board of Directors is also associated with a company that contributed services to the USBID in the amount of approximately \$132,000 during the year ended June 30, 2017.

NOTE 11 - SUBSEQUENT EVENTS

In July 2017, the Union Square Foundation, a separate entity, was formed to raise funds and devote resources to public realm improvement programs and homeless programs to benefit the area and greater community. As of the date of this report, there have been no transactions between the Union Square Foundation and the USBID. The Union Square Foundation applied for 501(c)(3) status with the Internal Revenue Service in August 2017.

The USBID has evaluated all subsequent events through September 29, 2017, the date the financial statements were available to be issued. Other than the disclosure above, no other events requiring recognition or disclosure in the financial statements were identified.

MEMO

To: Supervisor Aaron Peskin, District 3
CC: San Francisco Board of Supervisors
From: Chris Corgas, OEWD Senior Program Manager
RE: Greater Union Square Business Improvement District
Date: February 13, 2018.

This is a memo summarizing the performance of the Greater Union Square Business Improvement District (USBID) and an analysis of its financial statements (based on their audits) for the period between July 1, 2016 and June 30, 2017. For the record the Greater Union Square Business Improvement is known as the Union Square Business Improvement District and will be referred to as such throughout this document. Initially the word "Greater" was used to distinguish from the original and smaller BID that was initially formed.

Each year the USBID is required to submit a mid-year report, an annual report, and a CPA Financial Review or Audit. The Union Square BID has complied with the submission of all these requirements. OEWD staff reviewed these financial documents to monitor and report on whether they have complied with the rules per the Property and Business Improvement District Law of 1994, California Streets and Highways Code Sections 36600 Et Seq.; San Francisco's Business and Tax Regulations Code Article 15; the USBID management contract with the City; and their Management Plan approved by the Board of Supervisors in 2009.

Also attached to this memo are the following documents:

1. Annual Report
 - a. FY 2016-2017
2. CPA Financial Audit Report
 - a. FY 2016-2017
3. Draft resolution from the Office of Economic and Workforce Development



Background

The USBID includes both privately and publicly owned properties. The district covers 27 blocks and includes approximately 597 parcels.

- July 28, 2009: the Board of Supervisors approved the resolution to renew and expand the Union Square Business Improvement District to cover 27 blocks for 10 years. Resolution # 320-09).
- January 26, 2010: the Board approved the contract for the administration and management of the Greater Union Square Business Improvement District (Resolution # 19-10).
- February 23, 2016: the Board of Supervisors approved the FY 2014 - 2015 annual report and audit report (Resolution 068-16).
- March 14, 2017: Board of Supervisors approved the FY 2015 – 2016 annual report and audit report (Resolution 078-17)

USBID Summary and Highlights

Year Renewed	July 2009
Assessment Collection Period	FY 2009-10 to FY 2018-19 (July 1, 2009 to June 30, 2019)
Services Start and End Date	January 1, 2010 – December 31, 2019
Initial Estimated Annual Budget	\$3,040,061
Fiscal Year	July 1 – June 30
Executive Director	Karin Flood
Name of Nonprofit Owners' Entity	Union Square Business Improvement District

The current USBID website <http://www.visitunionsquaresf.com/about-us>, includes all the pertinent information about the organization and their programs, a calendar of events, their Management Plan, Mid-Year Report, Annual Report and meeting schedules.

Summary of USBID Program Areas

Cleaning and Safety

USBID Cleaning and Safety services include teams of Cleaning, Safety and Hospitality Ambassadors, including SFPD "10B" officers and Downtown Street Team members. The *Union Square BID Management Plan* calls for 65% of the operating budget dedicated to this service area.

Cleaning Ambassadors and Downtown Streets Team

- Approximately 13 full-time Cleaning Ambassadors provide regular specialized sidewalk cleaning and maintenance services (**5:30am – 9:30am/7 days a week**), such as sidewalk and gutter sweeping, sidewalk pressure washing every two weeks, removing needles and biomedical waste, discarding illegally dumped cardboard, and removing graffiti and stickers.
- Between 3-6 full-time Union Square Downtown Streets Team members supplement Cleaning Ambassadors by providing specialized alley sweeping services, in addition to regular sidewalk and gutter sweeping (**7am – 11am & 1pm – 5pm, Mon.-Fri., and 7am – 11am, Sat.**), for select routes in Union Square.

Safety Ambassadors and SFPD “10B” Officers

- Approximately four (4) full-time Safety Ambassadors (6am-11pm/7 days a week) in red shirts emblazoned with the word “Safety” help to address and advise on quality of life issues in the district. They are the “eyes and ears” of Union Square to visitors and workers. Their primary responsibilities are to address street issues, such as aggressive panhandling and sit/lie violations, and to engage district visitors and workers with a friendly smile.
- SFPD “10B” officers hired by the USBID provide 10 hours a day (8am – 6pm/7 days a week) to supplement security to SFPD beat officers assigned to the district. The “10B” officers primarily come from the Tenderloin and Central SFPD stations.

Hospitality Ambassadors

- Approximately two (2) full-time Hospitality Ambassadors service the district (7:30am – 6pm/7 days a week). Their duties include providing Union Square visitors with a positive image of the district by offering the public information on local events and attractions, assisting with directions, handing out the USBID Map & Guide highlighting Union Square businesses, and providing visitor and member assistance as needed.

Member Services Dispatch

- Approximately two (2) full-time operators service the USBID’s Members Dispatch Center (7:00am - 7:30pm/7 days a week) to receive incident data and deploy cleaning, safety, and hospitality services to make the district a safer and more welcoming place for our visitors, workers, and residents.

Marketing and Communications, Public Realm Improvements, and Advocacy

These USBID services work to develop and promote Union Square as a world-class district to visitors, workers, and residents through multiple programs and initiatives, such as the USBID website (visitunionsquaresf.com), social media platforms (i.e. Facebook and Twitter), monthly and weekly newsletters, a Visitor Map & Guide, media and public affairs services, public policy advocacy, public realm improvements, and annual events such as Winter Walk SF and holiday décor. The Union Square BID Management Plan calls for 10% of the budget to be spent on Marketing, Public Realm Improvements, and Advocacy.

- **Marketing & Communications** – The USBID manages a professional member and consumer marketing programs centered on digital marketing, public space programming, and member events. In addition, the USBID publishes and distributes 60,000 Union Square Visitor Maps and Guides to reinforce the district’s brand through sponsorship and advertising. Member events are a large part of the USBID’s marketing programs, attracting between 20 – 200 attendees per event. The USBID’s Marketing Committee, comprised of Board members and marketing professionals, meets bi-monthly and provides feedback to the USBID on its marketing programs and best practices. The USBID also hosts “Coffee & Connections”, a bi-monthly networking event for Union Square area businesses and member programs such as “Meet the Concierge”.

- **Public Realm Improvements** – The USBID’s Public Realm and Streetscapes Committee meets monthly and includes design professionals, property managers, and public sector stakeholders to advise and assist with implementing projects detailed in the USBID’s Public Realm Action Plan. In addition, the committee address emerging transportation and land use issue impacting the district. This past year, the Committee worked with SFMTA, SF Planning, and SF Public Works to convene Union Square community meetings on permanent, pedestrian-oriented design improvements for lower Powell Street called the Powell Street Improvement Project pilot.
- **Advocacy** – The USBID’s Public Affairs & Advocacy Committee addresses State and local policy issues that impact the district and its members. For example, in 2016-2017, the Committee advocated on behalf of USBID members to mitigate the impacts of the Central Subway construction project, additional SFPD presence, additional homeless outreach services, appropriate placement of mobile food facilities, and other relevant local legislation.

Management and Administration

The USBID Board consists of 23 members representing property owners and managers, retailers, hospitality representatives, hotel operators, and several at-large stakeholders. There are seven advisory committees, including an Executive Committee, who meet regularly and take action on time-sensitive matters. The USBID recently completed (September 2016) a three-year strategic plan outlining a new vision and mission statement, goals and objectives by service area, key performance indicators, and work plan.

Summary of Delivery of Services and Accomplishments

FY 2016-2017

Clean and Safe

- Picked up and removed approximately 480,000 lbs. of trash and debris
- Collected and removed 1,780 syringes
- Provided approximately 50,000 directions to visitors, workers, and residents
- Cleaned up 9,273 instances of human biomedical waste
- Addressed approximately 6,000 instances of persons with a serious mental illness
- Approximately 19,172 sit/lie ordinance advisements
- Approximately 16,700 instances of graffiti, tags, and stickers removed
- Security camera program expanded to include over 350 cameras in operation and over 513 uses of the system by SFPD, resulting in over 200 of arrests.
- USBID’s annual “Holiday Safe Shopper” Program provided 10,000 hours of police patrolling during 2017 holiday season

Marketing

- Activated Maiden Lane with food vendors and live entertainment every Friday (11am – 3pm) from April – October resulting in increased pedestrian activity.
- Designed, branded, promoted, activated, and managed its third Winter Walk SF – a temporary, two-block, pedestrian plaza along lower Stockton Street during the holiday season that attracts over 750,000 visitors.

- Launched ten, electronic pedestrian counters to count foot traffic in high-pedestrian corridors in Union Square that showed approximately 25M visitors to Union Square in the first six-months of 2017.

Public Realm and Streetscapes

- Partnered with City and local businesses and organizations for Hallidie Plaza improvements, including paying for holiday décor and advocated Public Works to install and maintain 100+ planter boxes along the perimeter wall.
- Received \$125,000 sponsorship from Audi to upgrade and maintain the Powell Promenade, on one of San Francisco's oldest and largest parklets.
- Convened Union Square property owners and retailers for a series of four design workshops to develop concept plans for permanent pedestrian improvements to lower Powell Street.
- Received a \$40,000 from the San Francisco Planning Department to activate Campton Place with food trucks, moveable tables and chairs, and artistic lighting.

Advocacy and Government Affairs

- Approximately 15 out of 36 homeless individuals from Union Square's Downtown Streets Team have transitioned into full-time employment and 9 have been placed into permanent housing
- Advocated for additional beat cops in Union Square area.
- Advocated to bring the Mayor's Fix-It Team to Union Square and setup community meeting and tour with Fix It Team.
- Participated in the Value of Downtown's project with the International Downtown Association to report and highlight the economic impact of Union Square.

Management and Operations

- Received \$1,250,000 from a donor-advised fund of the Silicon Valley Communication Foundation for public safety-related initiatives.
- Raised over \$114,000 from the USBID's Annual Luncheon fundraiser for public realm improvements in the district.
- Raised over \$40,000 from the USBID's Annual Fundraising event for Union Square's Downtown Streets Team program.
- Drafted and approved FY 16-17 annual budget, mid-year budget modification, and drafted FY 17-18 annual budget and conducted audit for FY 15-16.

USBID Annual Budget Analysis

OEWD's staff reviewed the following budget related benchmarks for USBID:

- **BENCHMARK 1:** Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan (*Agreement for the Administration of the "Greater Union Square Business Improvement District", Section 3.9 – Budget*)
- **BENCHMARK 2:** Whether one percent (1%) of actuals came from sources other than assessment revenue (*CA Streets & Highways Code, Section 36650(B)(6); Agreement for the Administration of the "Greater Union Square Business Improvement District", Section 3.4 – Annual Reports*)

- **BENCHMARK 3:** Whether the variance between the budget amount and actual expenses within a fiscal year was within 10 percentage points (*Agreement for the Administration of the "Greater Union Square Business Improvement District", Section 3.9 – Budget*)
- **BENCHMARK 4:** Whether USBID is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year (*CA Streets & Highways Code, Section 36650(B)(5)*).

FY 2016-2017

BENCHMARK 1: Whether the variance between the budget amounts for each service category was within 10 percentage points from the budget identified in the Management Plan

ANALYSIS: USBID met this requirement. See table below.

Service Category	Management Plan Budget	% of Budget	FY 2016-2017 Budget	% of Budget	Variance Percentage Points
Clean & Safe	\$1,995,400	65%	\$2,450,163	64.15%	-0.85%
Marketing, Advocacy, Beautification and Streetscape Improvements*	\$291,675	10%	\$667,052	17.47%	+7.47%
Management and Operations	\$460,488	15%	\$702,093	18.38%	+3.38%
Contingency & Reserves	\$323,328	10%	\$0	0%	-10%
TOTAL	\$3,070,891	100.0%	\$3,819,308	100.0%	

BENCHMARK 2: Whether one percent (1%) of USBID's actuals came from sources other than assessment revenue

ANALYSIS: USBID met this requirement. Assessment revenue was \$3,453,377 or 65.27% of actuals and non-assessment revenue was \$1,837,276 or 34.73% of actuals. See table below.

Revenue Sources	FY 2016-2017 Actuals	% of Actuals
Special Benefit Assessments	\$3,453,377	65.27%
Total assessment revenue	\$3,453,377	65.27%
Contributions and Sponsorships	\$1,642,788	31.05%
Donations	--	--
Grants	--	--
Interest Earned	\$7,875	0.15%
Earned Revenue	\$114,642	2.17%
Other	\$71,971	1.36%
Total non-assessment revenue	\$1,837,276	34.73%
Total	\$5,290,653	100%

BENCHMARK 3: Whether the variance between the budget amount and actual expenses (for assessment funds) within a fiscal year was within 10 percentage points

ANALYSIS: USBID met this requirement. See table below.

Service Category	FY 2016-2017 Budget	% of Budget	FY 2016-2017 Actuals	% of Actuals	Variance Percentage Points
Clean & Safe	\$2,450,163	64.15%	\$2,572,171	68.58%	+4.43%
Marketing, Advocacy, Beautification and Streetscape Improvements*	\$667,052	17.47%	\$550,466	14.68%	-2.79%
Management and Operations	\$702,093	18.38%	\$627,884	16.74%	-1.64
Contingency Reserve	\$0	0%	\$0	0%	0%
TOTAL	\$3,819,308	100.0%	\$3,750,521	100%	

BENCHMARK 4: Whether USBID is indicating the amount of funds to be carried forward into the next fiscal year and designating projects to be spent in current fiscal year

ANALYSIS: USBID met this requirement. Please note: There is a period between when the City collects assessment payment and when the City disburses the funds to the USBID. As a result, BIDs/CBDs typically have a fund balance at the end of the fiscal year that is equal to about 6 months of their annual budget. See table below.

FY 2016-2017 Carryover Disbursement	\$2,827,999
General Fund/Contingency	\$1,649,879
Silicon Valley Community Foundation Grant	\$833, 797
Other Restricted/Designated Funds	\$3,44,323
Total Carryover amount from FY 2016-2017	\$2,827,999

Findings and Recommendations

USBID has met all benchmarks as defined on pages 5 and 6 of this memo. USBID has well exceeded its general benefit requirements of one percent (1%). The USBID was successful in acquiring grant dollars for cleaning, safety, and streetscape related projects. USBID worked to increase foot traffic through the activation of Maiden Lane and was able to attract hundreds of thousands of visitors to the district with Winter Walk SF and other events. USBID collaborated with the City and local non-profits to beautify and improve Hallidie Plaza.

USBID will be up for renewal in FY 2018 – 2019 and the USBID’s Board and staff have continued preparing for the renewal process through formal outreach luncheons and meetings to USBID stakeholders.

Conclusion

The USBID has performed exceptionally well in implementing the services outlined in their management plan. USBID has continued to successfully sponsor and help promote events in Union Square, including Winter Walk SF. The USBID has been particularly successful raising funds, with approximately 34% of their operating budget in FY 16-17 coming from non-assessment sources. USBID has done an outstanding job in partnering with community stakeholders and numerous municipal agencies for the activation and improvement of public spaces. USBID is a well-run organization with an active Board, committee members and will continue to successfully carry out its mission as a business improvement district.



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City officials take firsthand look at Castro District public safety issues



Supervisor Jeff Sheehy and Mayor Mark Farrell walked through the Castro District Monday morning for a look at homelessness and public safety issues in the neighborhood. (Photo by Sadie Gribbon/Special to The Examiner)

By Sadie Gribbon on March 26, 2018 6:06 pm

City officials took a walk through the Castro District Monday morning to get a street-level view of issues with homelessness, cleanliness and crime in the neighborhood.

Supervisor Jeff Sheehy, who is running to keep his seat as District 8 Supervisor, met with Mayor Mark Farrell at the corner of Castro and 18th streets for a tour that took in trash on the ground, homeless people living on the sidewalks and a car with smashed in windows in a parking lot on 18th Street.

The final stop was at the Harvey Milk Memorial Library, which has been the recent recipient of new outdoor lighting, tree trimming for visibility and a fence to keep people from loitering.

Homelessness, and specifically homeless youth, were the primary points of concern for Sheehy and Farrell, who were accompanied by police officials and department heads including Public Works Director Mohammed Nuru.

"Since I've been in office, one of the things that has been hardest for me to deal with is what is going on in the Castro," Sheehy said, referencing the issues of homelessness in the area. "Our response is always to call the police or the DPW (Department of Public Works) to find them a place to stay. We cannot solve the problem until we find places."

Sheehy is a supporter of Proposition D, a June ballot measure that would tax commercial rents to allocate funds toward housing and homeless services, which he says is the first step in solving the multifaceted problems in the Castro.

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"One of the target areas is here, in the Castro," Farrell said. "This is going to be the number one focus area that we have across the city of San Francisco."

Following the visit, the mayor's office said it will lead several improvement projects in the neighborhood including additional homeless outreach during evening hours and the closure of the public parking lot on 18th Street between 1 a.m. and 7 a.m. in an effort to reduce loitering and drug use in the lot.

In addition, the city will expand the Healthy Streets Operation, a multi-agency cooperative effort to respond to non-emergency complaints and connect homeless residents to proper housing and health services, from its current focus around Market and Castro Streets to reach further into the district

The visit by Farrell and Sheehy was greeted with skepticism by some neighborhood residents. Daniel Bergerac, president of the Castro Merchants Association, joined them on their walk but said afterward that he thought the condition of the streets Monday morning was not representative of the Castro.

"This morning when I got here, there were three or four DPW (Department of Public Works) trucks and DPW workers and we had cops and we had Homeless Outreach Team members sort of cleaning and sanitizing the situation," Bergerac said.

"I think that it creates a false narrative, it doesn't allow the powers that be to really see what is happening in the neighborhood," he said.

Robby Peddycoart, a San Francisco resident who has been homeless since 1992 and lives on Castro Street, said that despite the visit he felt that the needs of the homeless residents are overlooked by city officials.

"My experience is that we are underserved and we need some help out here," Peddycoart said.

He was unaware of Prop. D, and said he felt that the homeless needed a representative in City Hall.

"What is Prop. D? That's my whole point. I don't know what Prop. D is, it is not right in front of us," Peddycoart said. "We don't have a voice right now. We're being kept out of the process."

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Lyft, Uber commit 64 percent of downtown SF traffic violations

Ride-hailing drivers trying to use taxi lanes account for most of the problem

By Adam Brinklow | Sep 26, 2017, 9:33am PDT



Photo by Jeramey Lende

The San Francisco Police Department gave the city's Board of Supervisors an earful at a Monday hearing about downtown traffic and pointed the finger for traffic violations squarely at so-called transit network companies (TNCs) like Lyft and Uber.

At a hearing in front of the city's Land Use and Transportation Committee, Robert O'Sullivan, the department's commander of municipal transportation, presented a dramatic graphic to city lawmakers breaking down traffic violations during a three month period.

According to Cmdr. O'Sullivan, on a dozen targeted days between April 1 and June 30 of this year, SFPD recorded 2,656 transit violations in SoMa, FiDi, and parts of the Mission, of which 1,723 occurred on account of TNC drivers.

That would make companies like Lyft and Uber the genesis of more than 64 percent of traffic crimes in those neighborhoods.

Note that O’Sullivan says SFPD recorded cars bearing stickers identifying them as TNC drivers; it’s not clear how many violations were committed on the job versus on drivers’ own time.

LIVE Downtown Enforcement Efforts
April 1, 2017 – June 30, 2017

Violation	# of Violations	# Identified as TNC
7.2.72 TC (Drive in Transit Lane)	1,715	1,144
21209 CVC (Drive in Bike Lane)	18	15
21211 CVC (Obstruct Bike Lane)	10	7
7.2.70 TC (Obstruct Bike Lane or Lane of Traffic)	239	183
21950 CVC (Failure to Yield to Ped.)	50	26
21202 CVC (U-Turn in Business District)	57	42
Other Transit Violations	567	306
Total	2,656	1,723

SFPD
SFGovTV

Chart via SFPD, SFGovTV

The overwhelming majority of problems stemmed from drivers straying into transit-only lanes. Of 1,715 such violations, 1,144 were TNCs. This one error accounts for more than two-thirds of TNC-related problems.

Perhaps notable is the fact that taxis bearing city-issued medallions may use these lanes, but Lyft and Uber drivers cannot.

Undefined “other violations” were the next most common error, with TNCs behind 306 out of 567, with the next most common problem being bike lane obstructions, of which TNC drivers committed 183 out of 239.

“This seems like a class-action problem,” said Supervisor Aaron Peskin. “We should take this to the state attorney general.”

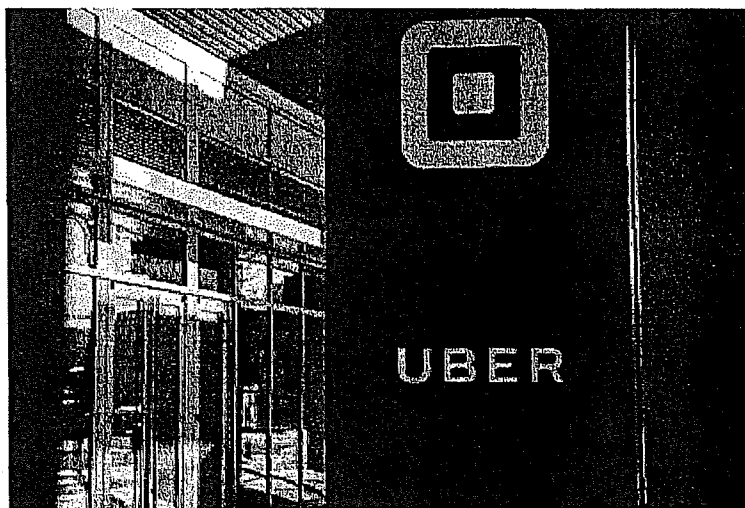


Photo by Vincenzo Mancuso

Since O’Sullivan specifically instructed officers to record TNC-related problems during this period, it’s not clear if these results are typical of other times or reflect what’s happening to other neighborhoods.

A separate presentation at the same hearing claimed that San Francisco sees 170,000 ride-hailing trips during a typical weekday. Spokespersons for Uber and for Lyft were not immediately available for comment.

[Update: Lyft spokesperson Chelsea Harrison says simply, “We are supportive of holistic efforts to address congestion and have been in conversations with city officials for months to engage collaboratively on a pilot program to do just that.”

Uber public policy manager Alex Randolph says the company “shares concerns” about traffic, adding, “Every day in San Francisco, thousands of people use Uber in ways that complement rather than compete with public transit, bicycling and walking. Our aim is to continue contributing to a robust, multi-modal transportation network that works well for everyone.”]

This is not the first time that the city routed blame for traffic woes toward TNCs. Last December, for example, SFMTA suggested that the city should cap how many ride-hailing drivers it allows on the streets. Although at the time, a spokesperson for the Metropolitan Transportation Commission said that blaming these companies for downtown traffic is “probably giving them more credit than they deserve.”

- Transportation Committee, 9.25.17 [SF Gov TV]
 - Hearing Agenda, 9.25.17 [City of SF]
 - Officials Blame Uber, Lyft [KQED]
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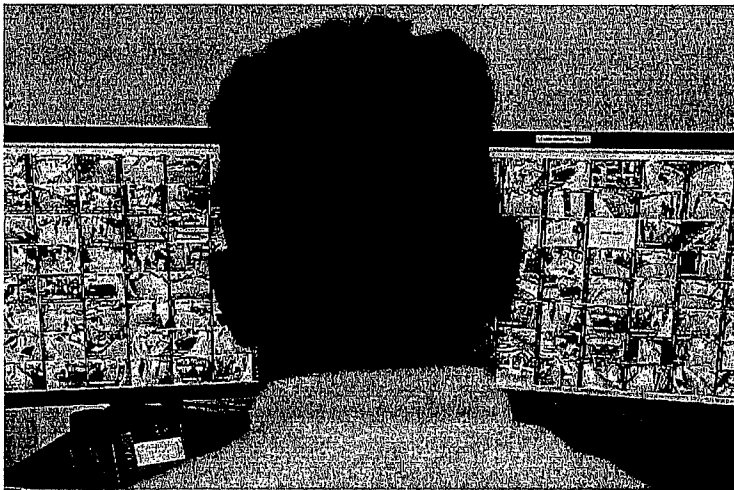
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The City > San Francisco News > Bay Area > Breaking News > Editor's Picks > Featured Breaking

Little-known surveillance helps nab thieves



Footage from the cameras is turned over to police or prosecutors to help them make cases against criminals. (Jessica Christian/S.F. Examiner)

By Joshua Sabatini on December 26, 2017 1:00 am

In 2012, the Union Square Business Improvement District installed six crime cameras to monitor the area of Market and Powell streets. That was just the beginning.

Five years later, the nonprofit managing the district has created a widespread surveillance network linking hundreds of cameras monitoring the Union Square area, San Francisco's commercial hub full of boutique hotels and big-name retailers like Macy's and the Apple store.

The footage from the cameras flows into a "video control center" overseen by the Union Square business district where cameras can be adjusted and live-monitored, although they say they are not. The footage is stored and turned over to police or prosecutors upon request to make cases against criminals like shoplifters or muggers.

More districts have since implemented a camera surveillance program or have plans underway to replicate one. The Fisherman's Wharf Community Benefit District and the East Cut Community Benefit District, which includes Rincon Hill and South Beach, are planning to establish security camera programs and see them as a means to combat the increasing incidents of thieves smashing car windows to grab what's inside, and other crimes.

The Tenderloin Community Benefit District has already installed cameras in "hot spots for violent and drug-related crimes," according to the district's reported activities. So has the Central Market Community Benefit District.

The TLCBD has installed "20 multi-sensor cameras with three views each for a total of 60 different views across seven locations" and is looking to expand the program while also asking property owners to link their security cameras to the network.

Sixty percent of the 27-block Union Square Business Improvement District is being watched by the cameras. The stored footage is frequently requested by the San

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The Union Square BID reports that since its security camera program's inception, there were 1,056 video requests, of which 513 came from the Police Department that contributed to 200 arrests.

It appears the installation of these cameras has escaped controversy, even though civil liberty groups often raise concerns about use of camera surveillance. That could be because these camera programs are established outside the realm of City Hall, where they would receive more scrutiny and public notice.

Community benefit districts or business improvement districts, of which there are 15 formed in San Francisco, are established through a vote by those with properties within the boundaries and they agree to pay an annual fee that funds services to augment what The City provides, such as increased street cleaning or graffiti abatement. These districts are overseen by nonprofits with a board of directors. The creation of the districts and their management plans require approval by the Board Supervisors.

The Union Square BID district uses Mission District-based company Applied Video Solutions, Inc. for the camera system, and was able to afford the camera program only after receiving more than \$2 million in grant funding from an anonymous donor through the Silicon Valley Community Foundation.

Karen Flood, executive director of the Union Square Business Improvement District, said the cameras each cost \$4,000 to install and the district spends \$250,000 annually to operate the program.

Flood said district continues to rely on grant funding, and she would like to expand the camera coverage to include all of the district, but doesn't have the funding for that.

She doesn't consider the cameras an infringement on someone's right to privacy. "Everyone has a cell phone with a camera," Flood said. "If we're not capturing it, someone else is."

The district also has protocols in place published on its website regarding the camera use, including a policy to "generally" only store footage for 30 days and then delete it on the 31st day.

Flood said it's unclear if the cameras are a crime deterrent, but believes as more cases are brought against thieves using the footage, the word will get out to criminals that "Union Square is hot" and they would stay away.

If the cameras are monitored live, concerns over privacy and abuse of surveillance are more pronounced.

Randall Scott, the Union Square BID services manager, said they do view the cameras live when adjusting them or for maintenance, but they are not "scanning for criminal activity."

The district had planned to pilot live monitoring the cameras between 1 a.m. and 6 a.m. from April to June "to assess the utility" of doing so, but Flood said they never did after not coming up with the funding for it.

Troy Campbell, executive director of the Fisherman's Wharf community benefit district, said that Applied Video Solutions is currently meeting with Fisherman's Wharf property owners to assess their existing security camera equipment and determine what exterior cameras would be needed to replicate something like Union Square has.

He said the cameras could help crack down on shoplifting, scammers and auto-break ins. Thieves often target vehicles with out-of-state plates or rental cars when targeting cars to break into. Fisherman's Wharf is a popular destination among out-of-towners.

Campbell said he expects to have the surveillance system up and running in time for the busy season, which begins around March.

Andrew Robinson, executive director of the East Cut Community Benefit District, said they are meeting with the same camera company next month to discuss what a camera surveillance program might look like for them. Robinson said the district currently doesn't have the funds to build out a system, but suggested The City could step up and provide funding in a public-private partnership.

Robinson said their district is more focused on residential crime concerns, such as home burglaries where bicycles are stolen from garages and auto-break ins.

Robinson said that installing cameras along First Street could make sense to capture people who may "smash and grab" and then "jump onto the bridge." He also said live-monitoring is an option worth examining in instances where they are aware of incidents occurring in certain places at certain times.

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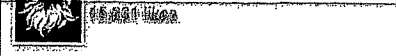
"We're looking at this being the most efficient and effective method for addressing" a problem that's been occurring across The City, Robinson said.

Footage can help connect more incidents to specific individuals, helping to bring more significant charges. It's suspected a small number of organized street gangs are responsible for a high number of auto break-ins.

Cameras connected through the districts are not the only surveillance resource being tapped into to make cases. District Attorney George Gascon has a program where those with their own security cameras can register them online with his office. Since Sept. 15, 2015, 288 people have registered their cameras through the website.

Editor's note: An earlier version of this story attributed the final two quotes to the wrong person. The quotes should be attributed to Andrew Robinson, executive director of the East Cut Community Benefit District.

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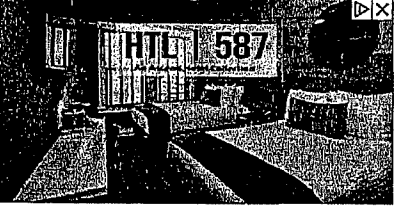
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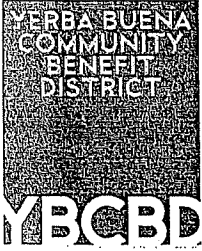


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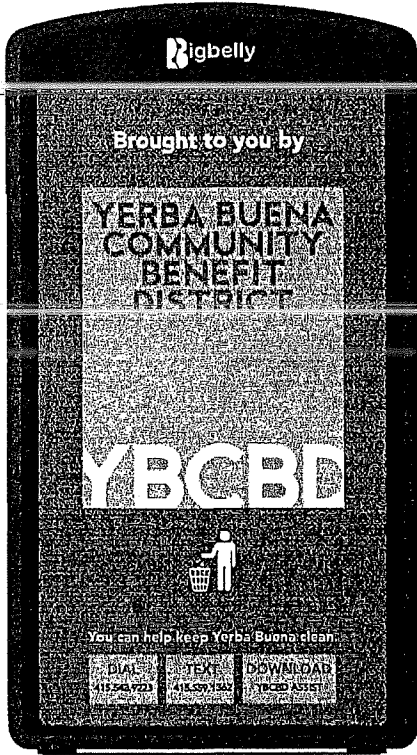
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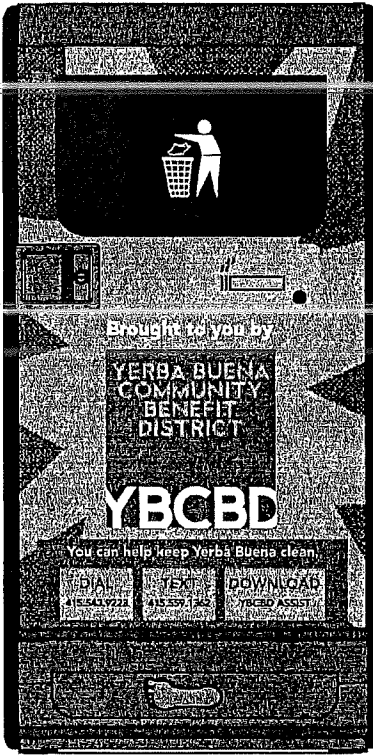
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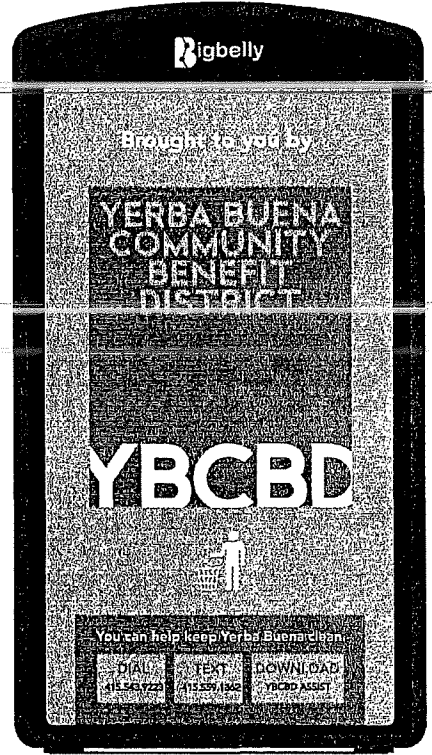
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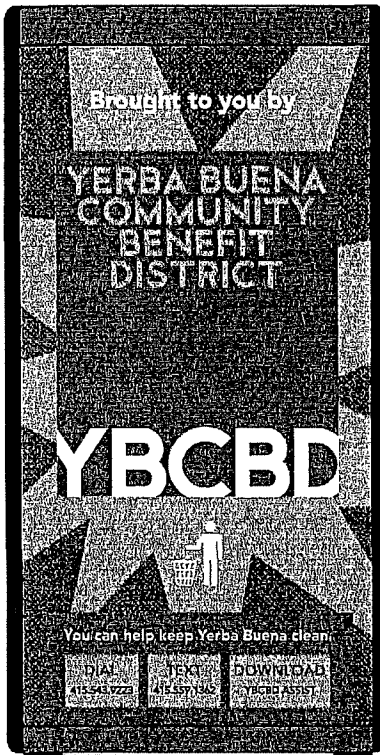
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We are holding a ribbon cutting ceremony on Tuesday, December 19th at 10:00am on Market Street and Yerba Buena Lane. Stop by and see these wonderful new receptacles and say hi!

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MEMORANDUM

TO: Ben Rosenfield, City Controller, Office of the Controller
Todd Rufo, Director, Office of Economic and Workforce Development

FROM: John Carroll, Assistant Clerk, Government Audit and Oversight
Committee, Board of Supervisors

DATE: March 20, 2018

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Government Audit and Oversight Committee has received the following proposed legislation, introduced by Supervisor Peskin on March 13, 2018:

File No. 180245

Resolution receiving and approving an annual report for the Greater Union Square Business Improvement District for FY2016-2017, submitted as required by the Property and Business Improvement District Law of 1994 (California Streets and Highways Code, Sections 36600, et seq.), Section 36650, and the District's management agreement with the City, Section 3.4

If you have any comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c: Todd Rydstrom, Office of the Controller
Ken Rich, Office of Economic and Workforce Development
Lisa Pagan, Office of Economic and Workforce Development

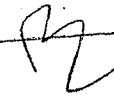
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- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor inquiries"
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- 6. Call File No. from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No.
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- Planning Commission
- Building Inspection Commission

Note: For the Imperative Agenda (a resolution not on the printed agenda), use the Imperative Form.

Sponsor(s):

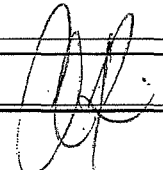
Supervisor Aaron Peskin

Subject:

Greater Union Square Business Improvement District - Annual Report for FY 2016-2017

The text is listed:

Resolution receiving and approving annual report for the Greater Union Square Business Improvement District for fiscal year 2016-2017, submitted as required by the Property and Business Improvement District Law of 1994 (California Streets and Highways Code, Sections 36600, et seq.), Section 36650, and the District's management agreement with the City, Section 3.4.

Signature of Sponsoring Supervisor: 

For Clerk's Use Only