



Union Square Business Improvement District



*CELESTIAL + PASTORAL
9/16/12 3:00 PM*

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 2014-15

- 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.



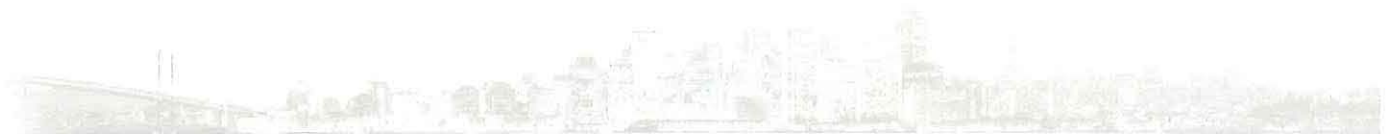
Parcel Map



USBID Formation

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

**budget identified in management plan*



USBID Operations

Staff

- Executive Director - Karin Flood; Marketing and Communications Manager – Jeani Hunt-Gibbon; Director of Strategic Initiatives - Claude Imbault; Contract Services Manager – Randall Scott; Contract Finance Manager – Benjamin Horne

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.



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.

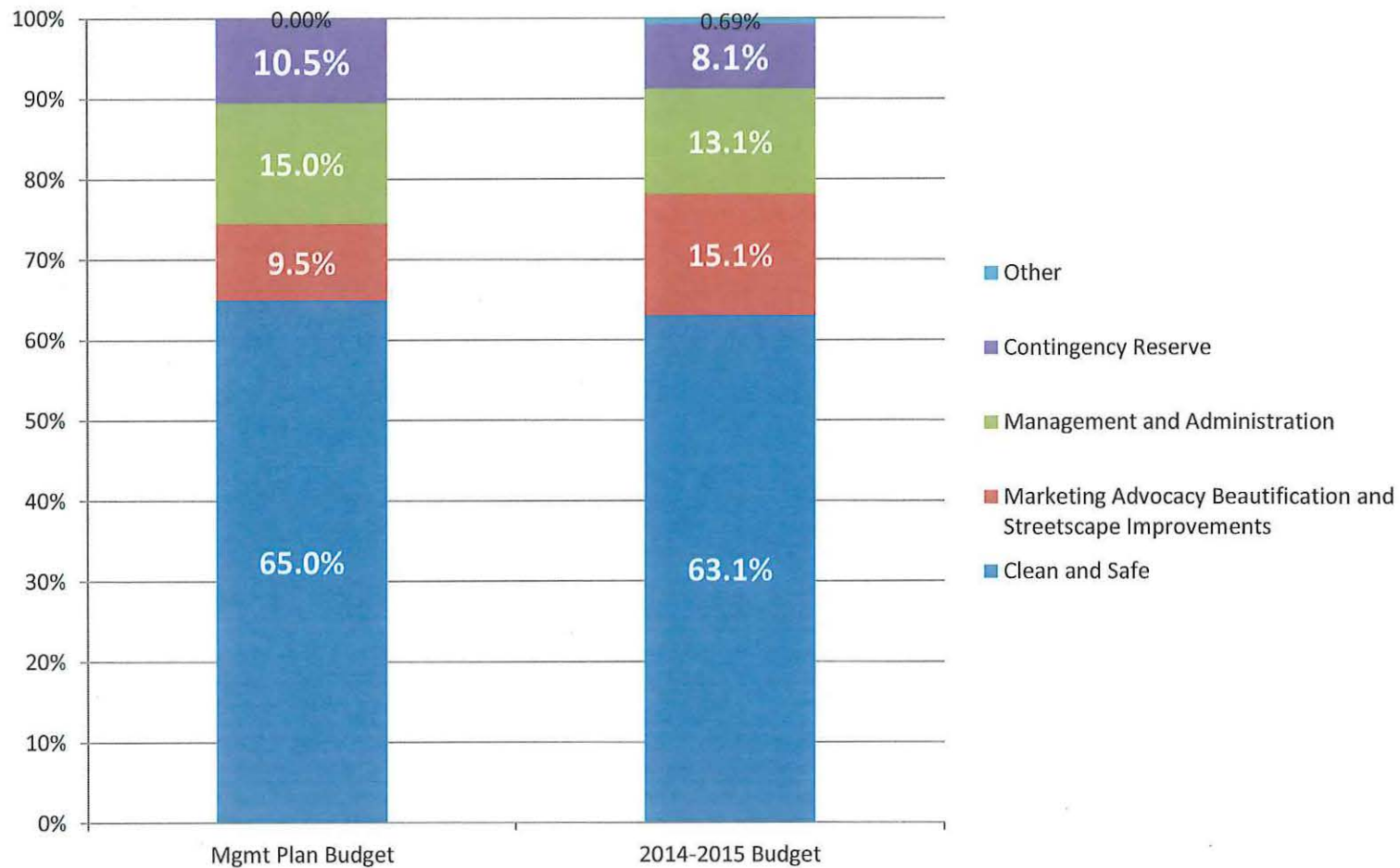
Benchmark 2 – Whether one percent (1%) of USBID's actuals came from sources other than assessment revenue.

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

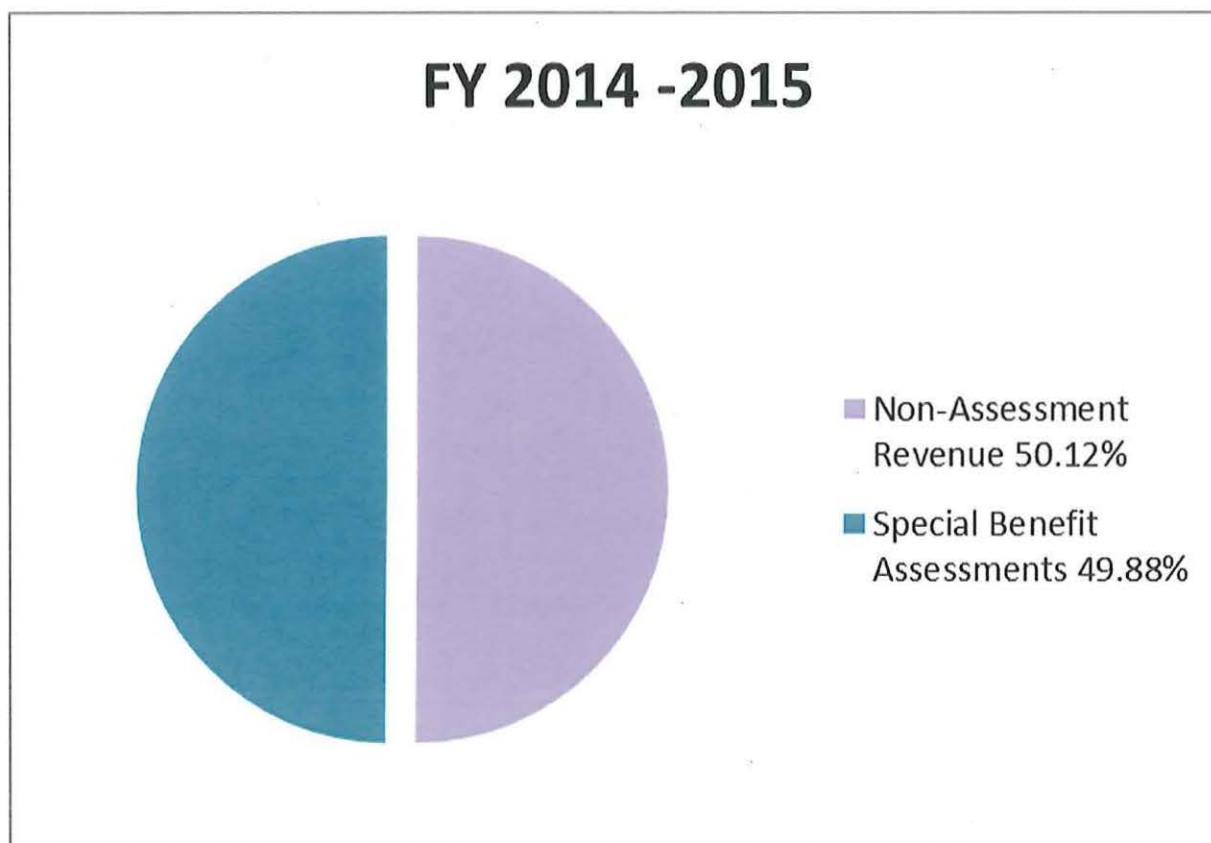
Benchmark 4 - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.



Management Plan vs. Annual Budgets

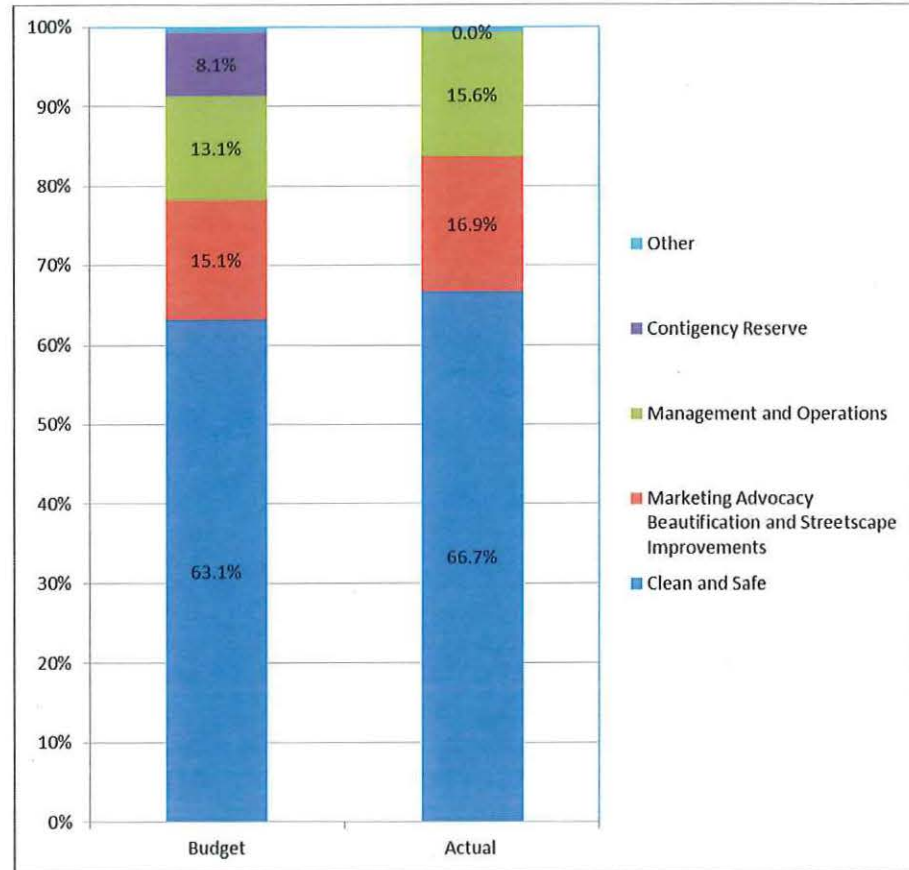


Assessment Revenue & Other Income



Budget vs Actuals

Service Category	FY 2014-2015 Variance Percentage Points
Clean & Safe	+2.76%
Marketing, Advocacy, Beautification and Streetscape Improvements	2.51%
Management and Operations	+2.94%
Contingency & Reserves	-8.26%
Other	+0.05%



Carryover

Designated Projects	FY 2014-2015
Management and Operations	\$207,173
Marketing, Advocacy, Streetscape & Events	\$1,150,589
2015 IDA Conference	\$50,000
HHR Floral Fund	\$1,889
Security Camera Donations	\$19,507
SVCF – Security Camera Programs	\$1,943,356
Winter Walk	\$74,554
BOD Designated Advocacy Fund	\$69,518
Total Designated Amount	\$3,876,587



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.
- Moving forward OEWD will continue to work with USBID staff to ensure the organization continues to meet its Management Plan



Conclusion

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

- Marketed and produced events – including Fall Fashion Fest and Winter Walk.
- Successfully hosted the 2015 IDA Conference which brought approximately 800 downtown management professionals to San Francisco
- Maintained an active board of directors and robust subcommittees



Union Square Business Improvement District (USBID)

Presentation to SF Government Audit & Oversight Committee

FY' 2014 - 2015

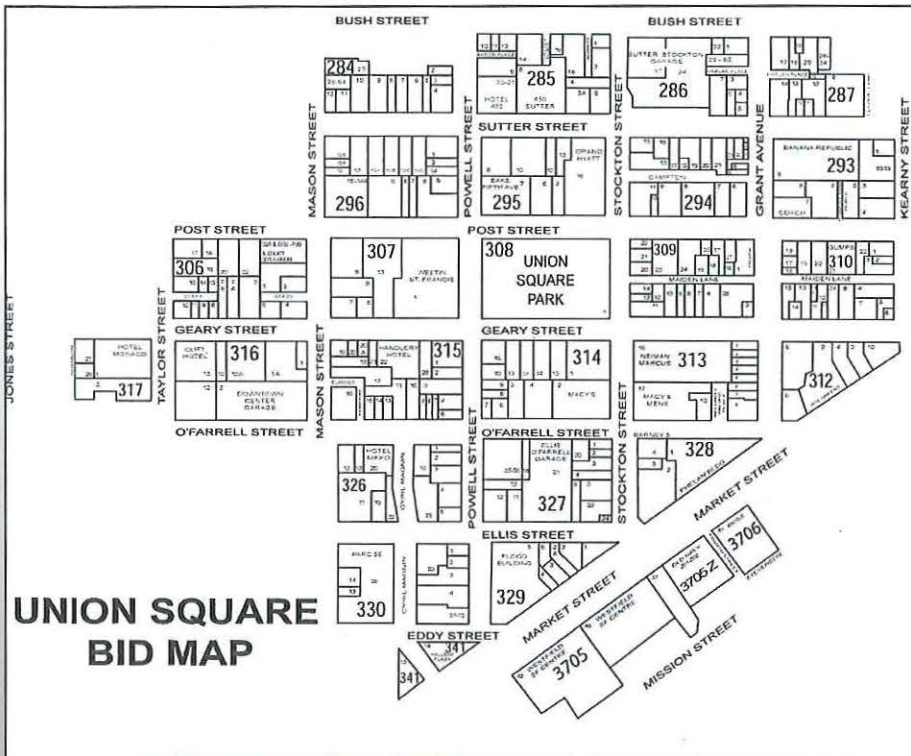


Karin Flood (USBID Executive Director)



"San Francisco Starts Here"

USBID Parcel Map



USBID Fast Facts (FY 14-15)

- **27** blocks downtown SF
- **600** parcels serviced
- **1,000** businesses served
- **\$6.6M** overall budget
- **\$3.3M** assessment budget
- **\$2.1M** cleaning & public safety

Ambassador, Cleaning & Safety Services

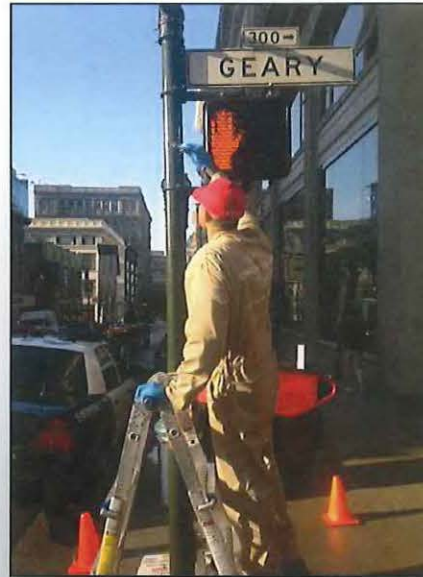


Ambassador Program

- Hospitality
- Public Safety
- Cleaning
- Special Projects

10-B Program

- 70 hours a week



(6) Committees Supporting Our Work



- Executive Committee
- Finance & Audit Advisory Committees
- Marketing Advisory Committee
- Public Affairs & Advocacy Advisory Committee
- Services & Public Safety Advisory Committee
- Streetscapes & Public Realm Advisory Committee

Partner Organizations



City of San Francisco

- OEWD
- SFPD
- SFMTA
- Public Works
- Planning
- Public Health
- Parks and Recreation
- District Attorney's Office

Non-Profits

- SF Travel
- SPUR
- SF Chamber
- SF Hotel Council
- PHFE Public Health Foundation Enterprises
- SF Small Business Network
- BOMA

Community Foundations

- Silicon Valley Community Foundation

Grants and Other Funds



Silicon Valley Community Foundation

➤ SFPD Safe Shopper	\$1,000,000
➤ Camera Project	\$2,000,000
Subtotal	<u>\$3,000,000</u>

IDA Conference (*OEWD & Planning*) \$50,000

AUDI of America (*Powell Promenade*) \$33,000

Winter Walk (*Grants for the Arts*) \$25,000

Fundraising, sponsorships, & donations \$187,000

TOTAL \$3,295,000

Overall Accomplishments



SVCF Grant

- **SFPD – 10B Safe Shopper Program**
 - 10,000 hours of 10B officers
 - Over 13K incidences reported

- **Security Program**
 - Added 38 cameras in FY 14-15
 - Total of 100+ cameras by end of December 2015
 - Received 48 video requests btwn. Jan. – Jun. 2015
 - 10 requests used in active SFPD investigations

- **Sub-Grants**
 - USBID developed camera agreement with Central Market CBD and North of Market/Tenderloin CBD

Summary of Program Areas



Clean & Safe



- Hired new service provider (Block-by-Block)
- Hired Social Service Outreach Worker (*member of City's HOT's team*)
- 13 Safety & Hospitality Ambassadors 7 days a week
- Operate dispatch center 7 days a week (*7:00am – 7:30pm*)
- Handled 26,102 calls for assistance
- Approximately 77,000 interactions with visitors
- Completed 8,000 merchant check-ins
- Completed 18,409 clean-up and graffiti requests

Summary of Program Areas

Marketing & Communications



- 335,000 visits to USBID website
- 51,000 "Likes" on Facebook and 3,435 Twitter fans
- Redesign of newsletter "Around the Square" and increased list to over 3,000
- Over 60,000 Union Square Map & Guides distributed to hotels and visitors
- Raised \$50K in sponsorships
- Events including the 2nd annual Fall Fashion Fest with over 700 attendees, Food + Art with over 950 attendees.

Summary of Program Areas

Streetscapes & Public Realm



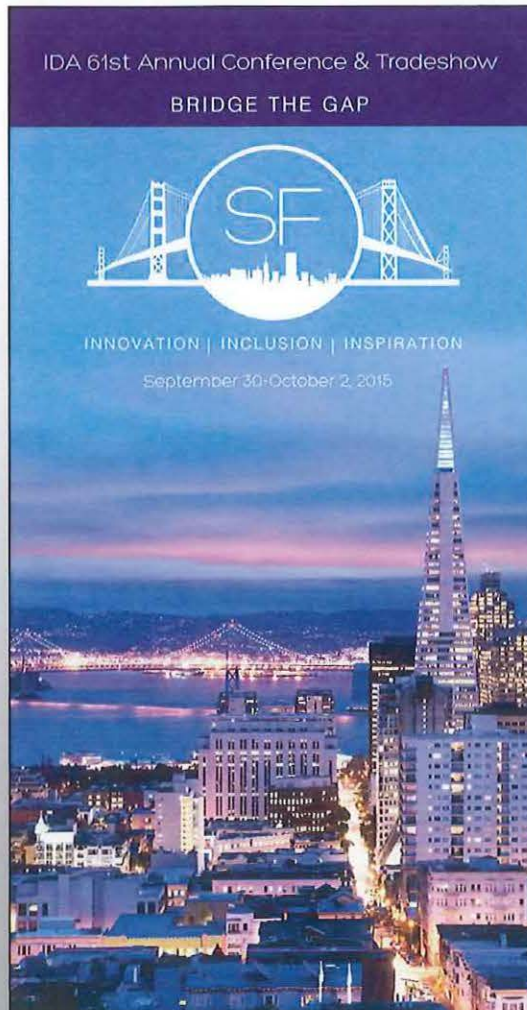
- Joint Streetscapes & Marketing effort with SFMTA Central Subway project team to design, program, and manage Winter Walk SF
- 2014 WW survey findings*
 - *88% of WW survey respondents favor permanent Stockton Street pedestrian plaza*
 - *96% would return to WW*
- Completed a draft USBID Public Realm Action Plan to identify small-scale, low-cost, big impact public realm improvements
- Partnered with SF Planning to implement, temporary, innovative public space installations along Market Street

**2014 WW pedestrian intercept survey findings by Destination Analysts (n=763)*

Summary of Program Areas



Advocacy/Public Affairs



- International Downtown Association (IDA) Conference - Sept. 30 – Oct. 2
 - Conference theme "Bridge the Gap: Innovation, Inclusion, Inspiration"
 - Hosted by USBID, OEWD, SF Planning
 - International conference of BID's from North America, Europe, and South Africa
 - 800 + conference attendees confirmed
 - Fundraising goals of \$200K + with IDA through conference sponsorships

- Advocate on legislative policies (SFPD presence, Vision Zero, MFF, Public Space enhancements, Central Subway mitigation)

Continuing Challenges

Illegal Scavenging and Dumping



- Increase in *illegal trash scavenging* of garbage and recycle totes across the entire district
- Increase in *illegal dumping* of cardboard, store displays, office equipment, and construction materials
- Inconsistent or lack of ongoing *City enforcement* of illegal dumping by stores and businesses

Continuing Challenges

Enforcement of City Codes and Ordinances



- Need for *parking and traffic enforcement* to support safe streets
- Need for *sidewalk code enforcement* of sidewalk treatments
- Need for *quality design standards* of street artists and mobile food carts



Continuing Challenges



Enforcement of City Codes and Ordinances



- Need for additional SFPD officers to mitigate opportunistic crimes and promote visitor safety (*currently one beat officer for 27 block area*)
- Need for more *comprehensive continuum of care* (e.g., housing, substance abuse, mental health, case management) for homeless individuals to achieve long-term stability
- Assistance with attention to *quality-of-life issues* negatively impacting resident and visitor perceptions

Upcoming Opportunities



- Union Square Cares
- New USBID Strategic Plan
- US BID Renewal Campaign (2017-2019)
- Security Camera System Expansion
- Additional SVCF – SFPD Safe Shopper (2016)
- Powell & Stockton Streets Public Space Concepts
- Backstreets Activation & Programming – Campton Alley
- Advocacy at State level for clean and safe policies

Vision



The USBID remains consistent with its management plan and 5-year strategic plan:

- Ensure maximum possible cleanliness of sidewalks, curb, and street fixtures
- Create a safe, welcoming environment for residents, merchants, and workers
- Increase and enhance the local and international tourist markets
- Promote/brand the district, ultimately increasing foot traffic and visitor spending
- Influence public policy on important issues to visitors and members
- Operate a fiscally sound and well-managed non-profit organization



Thank You