



# Community Benefit District Annual Reports

## FY 2021-2022

- Ocean Avenue Association
- SOMA West
- Fisherman's Wharf
- Lower Polk
- Union Square Alliance
- TID/MED
- Downtown Partnership



# Legislative Overview

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

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

# Review Process

- OEWD ensures that all CBDs/BIDs are meeting their management plans.
- OEWD staff conducts an annual review of the Annual Reports and CPA Financial Reviews.
- OEWD provides the Board of Supervisors with a summary memo.

## Basic Information

CBD Name	Type	Management Plan Assessment Budget	FY21-22 Assessment Roll Submission	Year(s) Formed and Renewed	Expires
<b>Ocean Avenue</b>	Property-based	\$239,578.00	\$339,580.72	2010	2025
<b>SOMA West</b>	Property-based	\$3,741,943.94	3,996,910.40	2019	2034
<b>Fisherman's Wharf</b>	Property-based	\$1,218,907.64	\$1,204,734.20	2005, 2020	2035
<b>Lower Polk</b>	Property-based	\$799,093.54	\$926,992.00	2014	2029
<b>Union Square Alliance</b>	Property-based	6,036,111.00	\$6,328,080.80	1999, 2009, 2019	2029
<b>Tourism Improvement District</b>	Business-based	\$27,000,000.00	-	2008	2023*
<b>Moscone Expansion District</b>	Business-based	\$19,332,000.00	-	2013	2045
<b>Downtown Partnership</b>	Property-based	\$3,873,491.14	\$4,007,035.84	2019	2034



# Benchmarks

OEWD's staff reviewed the following budget related benchmarks for each CBD/BID:

- **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 the CBD met its non-assessment revenue source requirement.
- **Benchmark 3** - Whether the variance between the budget amounts for each service category was within 10 percentage points from the fiscal 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.

# Ocean Avenue - Benchmarks

Benchmark	Question	Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 1.00\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	No
<b>Benchmark 4</b>	Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	No

# Ocean Avenue - Findings and Recommendations (Part 1 of 2)

## *Missed Benchmarks (3 & 4)*

- OAA budget amount and actual expenses for fiscal year were not within 10 percentage points as they overspent in their Cleaning, Maintenance, and Public Safety category by 0.53%.
  - **Analysis & Recommendation:** OEWD believes this could have been prevented had the CBD followed through on planned spending in the Marketing, Streetscape Improvements, and Beautification service area and through the solicitation of committee/board feedback before making a proposal.
- For the second year in a row, OAA did not provide carryforward amount and spenddown plan in their annual report; provided the information in supplemental documentation
  - **Recommendation:** Utilize the OEWD provided annual reporting template to ensure they include all required reporting fields

# Ocean Avenue - Findings and Recommendations (Part 2 of 2)

- **Strategic Plan & Progress:** Throughout this reporting period, OEWD extensively tracked the success of this organization as it aimed to follow **organization, operational, and financial** recommendations included in the OEWD-funded Ocean Avenue Strategic Plan (the Plan) which aimed to fix systemic and structural issues within the organization
  - **Analysis & Recommendation:** Due to slow progress on many recommendations, OEWD did plan to utilize budget to have the Office of Controller audit the organization in FY 22-23 (an action also requested by Supervisor Melgar)
- **Leadership Changes:** New Executive Director (Mr. Pierre Smit) was hired in spring 2021 - Mr. Smit resigned shortly after the end of this reporting period
- **Brown Act Compliance:** OEWD received multiple complaints regarding Brown Act violations during this reporting period and provided complainants with remedies set forth in the Brown Act itself.
- **Service Delivery:** OEWD received multiple complaints regarding core service delivery of the CBD toward the end of the fiscal year which it passed on to the organization.

*\*Though not in this reporting period, OEWD acknowledges significant strides through and beyond FY 22-23\**

# SOMA West - Benchmarks

Benchmark	Question	Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 5.22\%$	No
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	No



# SoMa West- Findings and Recommendations (Part 1 of 2)

## *Missed Benchmarks (2 & 4)*

- 5.22% of SOMA West actuals *did not* come from sources other than assessment revenue as required. This missed requirement is likely due to a combination of it being the first true year of operations for the CBD and general impacts to donor solicitations caused by the COVID-19 pandemic.
  - **Recommendation:** The CBD can meet this goal through a combination of grants, donations, as well as in-kind services provided to it.
- SOMA West did not provide a carryforward amount and spenddown plan in their annual report as is required by state law. \*The CBD did provide enough financial information through financial statements for OEWD to have an understanding of these figures\*
  - **Recommendation:** Inclusion of this chart field in future annual reports.



# SoMa West- Findings and Recommendations (Part 2 of 2)

- **Service Delivery:** SoMa West CBD performed extraordinary implementation of services in its first full fiscal year of operations - **completed 1,549 (27.12%) of 311 service requests within their geographic boundaries.**
  - OEWD believes the CBD would be able to handle a greater amount of these requests with non-assessment dollars (either via city grant dollars or donations) to hire additional staff to fulfill the scale of 311 requests that come in.
- **Strong Community Partner:** During the pandemic, the CBD allowed use of its facilities to store PPE for use by all other CBDs throughout the City allowing OEWD to better coordinate logistics for PPE deliveries to all of our geographic-based CBDs.
  - Further, one of the initial partners in the 311 Connected Worker pilot program (also known as integrated 311).
- **Surveillance Technology:** SoMa West CBD *did not* employ surveillance technology in this reporting period.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.

• **Overall, the CBD is well-positioned to carry on its mission.**

# Fisherman's Wharf - Benchmarks

Benchmark	Question	Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is X < 10%?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is X $\geq$ 9.08%	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is X < 10%	Yes
<b>Benchmark 4</b>	Were carryforward funds indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes

# Fisherman's Wharf - Findings and Recommendations

- **Transition Year:** FY 21-22 marks the first year that the CBD operated solely as the Landside portion of the district (due to the failure of the Portside's renewal in the previous fiscal year)
- **Optimizing Digital Presence:** In late FY 20-21, FWCBD launched a joint website partnership with the Fisherman's Wharf Merchants Association. **The first full fiscal year saw a 143% increase in the number of users and a 247% increase in the number of page views compared to the previous fiscal.** The combined website ensures the maximum search engine optimization for the Fisherman's Wharf brand.
- **Surveillance Technology:** The CBD does employ surveillance technology and did comply with OEWD's memo regarding this technology.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.
- Overall, the CBD is well-positioned to carry on its mission.

# Lower Polk - Benchmarks

Benchmark	Question	Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 5.55\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes

# Lower Polk CBD - Findings and Recommendations

- **Service Delivery:** During this review period, the CBD continued their COVID-19 response work of the prior years, expanding their Ambassador Clean Team - increasing district cleaning, trained staff on PPE use, and provided business support services to merchants and renters.
- **Surveillance Technology:** The CBD does employ surveillance technology and did comply with OEWD's memo regarding this technology.
- **Board Attendance Challenges:** The CBD held three board meetings (up from two in the prior year); the CBD has made efforts to improve attendance - prioritizing fixed meetings throughout the fiscal year and hiring of a consultant to improve engagement
  - **Recommendation:** Continue to prioritize board engagement efforts (both through consultant and internally via Executive Director communications).
- **Administrative Challenges:** Continued struggles to submit their annual report in a timely manner.
  - **Recommendation:** Prioritize reporting deadlines with staff and financial partners.

# Union Square - Benchmarks

Benchmark	Question	Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 8.00\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward funds indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes



# Union Square Alliance - Findings and Recommendations

- **Activations & Marketing of District:** Continued to identify/prioritize needs and solutions to bring both local and international visitors to the area to support local businesses.
  - Installed an array of pink and purple lanterns at Maiden Lane, Union Square Park, and Hallidie Plaza & activated Union Square Park with a regular music series.
  - Spurred by holiday success, light displays were made permanent throughout the year
  - Activated Hallidie Plaza with a series of colorful improvements, including holiday décor, lanterns, wayfinding banners, a mural, café tables and seating, and landscaping maintenance.
  - Completed a district rebrand and developed a social media strategy as well as ad campaigns throughout the fiscal year.
- **Smooth Leadership Transition:** In this year, Karin Flood - longtime executive director - left the position and was replaced by former Head of the Office of Cannabis and Assistant District Attorney, Marisa Rodriguez early in FY 21-22.
- **Surveillance Technology:** The CBD does employ surveillance technology and did comply with OEWD's memo regarding this technology.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.
- Overall, the CBD is well-positioned to carry on its mission.

# Tourism Improvement District (TID) & Moscone Expansion District (MED) - Benchmarks

Benchmark	Question	TID: Was This Met in FY2022?	MED: Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is X < 10%?	Yes	Yes
<b>Benchmark 2</b>	Variance between fiscal year budget and fiscal year actuals is X < 10%	Yes	Yes
<b>Benchmark 3</b>	Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes	Yes

# TID/MED - Findings and Recommendations

- **Pandemic Impact on Revenue:** Both districts' special assessment revenues were significantly impacted by the Covid-19 pandemic. The formula for both districts is based on a percentage of revenue generated from hotel room purchases in the City and County of San Francisco.
  - This impact can be seen with both districts' respective actuals for the reporting period.
- **Successful TID Renewal/Expansion:** Though just outside of this reporting period, the TID completed its renewal and expansion process in Fall 2022. With this, the District is now set to expire in December 2038.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.
- The Districts continue to succeed at their primary purpose of attracting tourism and conventions to San Francisco and renovating the Moscone Convention Center.

# Downtown Partnership - Benchmarks

Benchmark	Question	Was This Met in FY2022?
<b>Benchmark 1</b>	Variance between management plan budget and fiscal year budget is $X < 10\%$ ?	Yes
<b>Benchmark 2</b>	Non-assessment revenue is $X \geq 3.20\%$	Yes
<b>Benchmark 3</b>	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
<b>Benchmark 4</b>	Were carryforward funds indicated from current fiscal year to the next fiscal and were projects designated to be spent on?	Yes

# Downtown SF Partnership - Findings and Recommendations

- **First Annual Report Submission:** The Downtown SF Partnership was formed in 2019 and its first full year of operation was FY 20-21. In accordance with state statute, this is the organization's first annual report submitted to the City and County of San Francisco.
- **Service Delivery:** Although new, the Downtown SF Partnership quickly emerged as a thought and best practice leader.
  - In FY 21-22, they were able to respond and complete a total of 300 unique 311 tickets, or 47.24% of those generated within their service area (recorded through their participation in the Connected Worker app)
  - The CBD prioritized attracting folks into the downtown core and back to the office with new public space activations (inaugural Let's Glow SF light show) and working to enhance and support timeless traditions (such as Bastille Day)
- **Surveillance Technology:** The Downtown Partnership *did not* employ surveillance technology in this reporting period.
- **Compliance:** There were no reported violations to OEWD of the Brown Act or CA Public Records Act.
- Overall, the CBD is well-positioned to carry on its mission.

**ANNUAL REPORT**  
**Fiscal Year 2021-2022**  
***OCEAN AVENUE ASSOCIATION***

The Ocean Avenue Community Benefit District consists of a 12-block retail business corridor in the southern part of San Francisco.

It is at the center of a quiet residential area easily accessible by BART, MUNI, 280 Freeway, Junipero Serra or 19th Avenue, and is a place of unity for businesses serving people of all backgrounds.

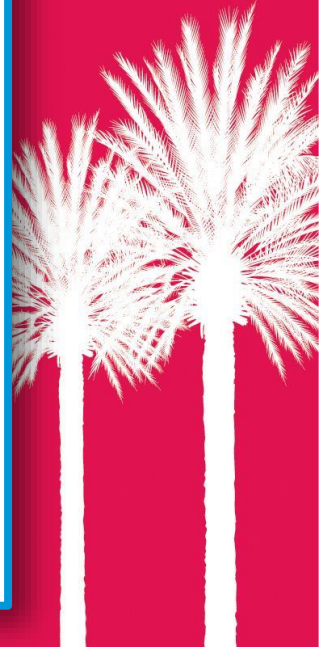




# Intro

**FY 2021-2022 was a time of great progress for OAA, for example:**

- ★ We reviewed and updated our contracts.
- ★ We worked with Cleanscapes to make sure Ocean Avenue was clean and graffiti free.
- ★ We worked with DPW to add five trash cans at critical locations.
- ★ Our “*Respect New 20 MPH on Ocean Avenue*” prints were posted on windows of businesses, and our posters appeared on social media with politicians and law enforcement officers.
- ★ We developed and participated in a series of events to bring neighbors to Ocean Avenue.



## Cleaning-Graffiti Data:

- ★ Trash Collected: 25,000 lbs.
- ★ Graffiti cleaned-up: 1,300 occurrences
- ★ Blocks power washed: 200
- ★ #311 Calls (big items removal): 340
- ★ Palm Trees Cleaned: 50
- ★ Other Trees Thinning: +/- 40
- ★ Feces cleaning: 600

By The Numbers

## Spreading The Word

### Marketing:

- ★ OAA developed a database of all businesses, and produced the Ocean Avenue Business Directory that can be found at multiple locations on Ocean Avenue,
- ★ OAA has increased its email list by 38% during the FY 21/22. Emails with Community Updates are sent out 2 to 3 times monthly.
- ★ OAA is active on Facebook, Twitter, and Instagram.
- ★ Posting happened 2 to 3 times weekly.
- ★ In FY 21/22, we showed a 300% increase in Instagram followers telling us that a young audience is very involved on Ocean Avenue.
- ★ We saw an average increase of 40% in Email / Facebook / Twitter / Instagram for FY 21/22.

## **San Francisco adopted a speed reduction of 5 MPH along Ocean Avenue, and:**

- ★ OAA promptly started a public campaign to promote the new 20 MPH speed limit by passing window signs to businesses, stickers to kids, and posing at events with posters promoting the new speed limit of 20 MPH.
- ★ All intersections on the Ocean Avenue business corridor have a traffic light signal except at Granada.
- ★ OAA collected about 400 signatures asking our district supervisor to install a STOP sign on Ocean at Granada Avenue.

**Street Safety**

## Examples:

- ★ Thanks to a grant from Paint the Void, a free temporary artwork was painted by artist Andrea Perreira on the front of the NEMS building (1441 Ocean) in January 2022.
- ★ Bows were installed on all palm trees of the district at the end of November 2021 giving a cheerful Holiday welcome to the visitors.
- ★ OAA worked with the property owner SFMTA to regularly steam clean the plaza. OAA also worked with their team to keep up the landscape around the plaza.

## Beautification



## Helping Merchants:

- ★ OAA has diligently encouraged businesses to apply for the Vandalism Relief Grant. An instruction pamphlet was designed in English/Chinese to help affected businesses.
- ★ OAA is working with the Office of Small Business to resolve ADA issues with retail stores who need to update their entrances to qualify for grants.
- ★ We worked with merchants that qualified for the OEWD Rent Relief Pilot Program.
- ★ In March 2022, our vacancy report showed a 25% vacancy. By June, this report showed vacancies had fallen to about 12%.

**Business Assistance**





## Events and Activations

### Examples:

- ★ “National Night Out”: a community-building that promotes police-community partnerships.
- ★ “Ocean After Hour”: a business owners & neighbors gathering (Jul, Aug & Sept 21); past Executive Director Dan Weaver was presented with a Mayor’s Proclamation.
- ★ “Open The Gate”: Ingleside Library Gateway Grand Opening in September 2021.
- ★ “MuSix September”: featured musicians on Ocean Avenue between Miramar and Faxon. Sponsors included Whole Foods Market (4 Gift Certificates), Ocean Paws/The Plant Lady.
- ★ “Gotta Love Ocean Avenue” Art Show: organized by community member Kate Favetti, OAA sponsored this well attended event in October 2021.



- ★ Community Cleanup of Unity Plaza on National Public Lands Day – with community volunteers, Whole Foods Market employees, OAA Board Directors & staff (Sept 2021). 25 bags of weeds and trash were collected.
- ★ 20 dedicated students from Lick-Wilmerding volunteered to clean-up the walkway known as 699 Ocean Avenue and collected 40 bags of trash and weeds.
- ★ A group of 15 students from Lick-Wilmerding volunteered to make noise on Ocean & Granada Avenues to make drivers aware of the new 20 MPH speed limit.
- ★ OAA sponsored the SF Turkey Drive who collects turkeys to feed the poor and homeless coming to St. Anthony's Dining Room to get fed.

## Events and Activations

**From the FY 20/21 Strategic Plan, the following accomplishments were made:**

- ★ Board Member Handbook
- ★ Personnel Policies and Procedures
- ★ Financial Policies

**Looking Forward**



## 2022 and Beyond:

- ★ The process for the renewal of OAA started with the signing of the contract with the consulting firm NBS in July 2021.
- ★ The Renewal & Expansion working group met with new stakeholders including a Lakeside Village group, Mayor's Office of Housing and Community Development, Municipal Transportation Authority, Parks & Rec, and BART.

# Looking Forward



# Budget

o Comparing Totals FY 21/22 Budget

Service Category	Assessment \$	% of Budget from Assessment	Non-Assessment \$	% of Budget from Non-Assessment	Total Amount \$	% of Total Budget
Cleaning, Maintenance & Safety Program	\$192,155	45.03%	-	-	\$192,155	30.57%
Marketing, Streetscape Improvements & Beautification Program	\$88,945	20.85%	\$11,988	5.94%	\$100,933	16.05%
Management & Operations	\$130,560	30.60%	\$190,000	94.06%	\$320,560	50.99%
Contingency & Reserves	\$15,000	3.52%	-	-	\$15,000	2.39%
<b>Total Budget</b>	<b>\$426,660</b>	<b>100%</b>	<b>\$201,988</b>	<b>100%</b>	<b>\$628,648</b>	<b>100%</b>

o Comparing Totals FY 21/22 Actual

Service Category	Assessment \$	% of Budget from Assessment	Non-Assessment \$	% of Budget from Non-Assessment	Total Amount \$	% of Total Budget
Cleaning, Maintenance & Safety Program	\$190,882	55.56%	-	-	\$190,882	40.68%
Marketing, Streetscape Improvements & Beautification Program	\$41,380	12.05%	\$11,968	9.52%	\$53,348	11.37%
Management & Operations	\$111,255	32.39%	\$113,749	90.48%	\$225,004	47.95%
Contingency & Reserves	-	-	-	-	-	-
<b>Total Budget</b>	<b>\$343,517</b>	<b>100%</b>	<b>\$125,717</b>	<b>100%</b>	<b>\$469,234</b>	<b>100%</b>





## OPERATIONS

July 1st, 2021 - June 30th, 2022

# 2021 - 2022



# SERVICES

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SOMA West Community Benefit provides the following service with an in-house team of full-time employees with full benefits, as well as contractors on an as-needed basis.

- **Cleaning & Maintenance**
- **SOMA West Night Crew**
- **Outreach**
- **Public Realm and Streetscape Improvements**
- **Neighborhood Identity and Marketing**
- **Advocacy**



## CLEANING & MAINTENANCE OPERATIONS



SOMA West CBD ambassadors' hard work is driven by real-time data collected through multiple channels, including 311 and daily walk-through of our district's ten cleaning zones. As a district of our size, this data-driven approach allows us to track tasks and provide services to the far reaches of our district more efficiently. Cleaning and maintenance services include sidewalk and gutter sweeping, sticker and handbill removal, pressure washing, graffiti removal, trash and bulk removal, greening and maintenance, and more.

*SOMA West Community Benefit District Mid-Year Report 2022*

## CLEANING & MAINTENANCE OPERATIONS

- Micro neighborhood approach (10 zones) 21 ambassadors
- 6 trucks
- 1 Street Vacuum
- 1 Dump Truck
- 1 Pressure Washer
- Landscaper
- contractor
- Jia (location-based field management software for ambassadors)
- Performance incentives and Hazard pay
- Employee support and professional development opportunities
- Employee wellness program including once a month group meetings, gatherings, and trainings



## NIGHT TEAM AMBASSADOR PROGRAM



**Beginning in March 2021, we have operated a small but mighty Night Crew Ambassador Program.** The Night Crew program's key priority is maintaining a welcoming and vibrant neighborhood by directly interacting with neighborhood stakeholders and providing our cleaning and maintenance services in the evening. Since its launch, the Night Crew has been successful and popular, especially with businesses that have worked with the night shift to help their customers and employees feel safer with their presence. Our 'eyes on the street' approach have helped deter crime, including arson and vehicular break-ins.

While our small team of night ambassadors does a lot, we have been advocating to expand this group to improve the overall feeling of safety in the neighborhood.

**Growing this team is our organization's and neighbors' priority for 2023 and beyond.**



## OUTREACH

We are incredibly proud of our outreach efforts in the district, primarily through the leadership of Outreach Director Hanif Hakeem. Hanif walks and bikes the streets of SOMA West each day - connecting people to services, handing out food, water, sanitary items, and warm accessories, including ponchos on those rainy days we have been experiencing- all while building relationships and trust with the local community of individuals experiencing homelessness. Quantifying our team's work under his leadership is challenging, but his impact is felt throughout the neighborhood.

We continue to partner with City Departments to help address these issues, including Healthy Streets Operation Center (HSOC unit), the S.F. HOT team, the Encampment Resolution Team, Health-Right 360, Food Runners S.F. AIDS foundation, DPW, and SFPD.

As a bright spot this year, we receive hundreds of donations of ponchos, new socks, gloves, beanies, snacks, and sanitary items to support our unhoused neighbors.



CLEANING &  
MAINTENANCE  
STATS

# 825,173

POUNDS OF GARBAGE REMOVED\*



\*Not including bulk items

SOMA West Community Benefit  
District Mid-Year Report 2022  
Maintenance Data



## COVERAGE MAP



## OPERATIONS DATA BY THE NUMBERS

**825,173**

LBS OF GARBAGE  
REMOVED

**328,935**

CLEANING TASKS

**101,447**

SWEEPING TASKS

**64,318**

HAZARDOUS  
TASKS

**82,443**

TRASH BAGS  
COLLECTED

**16,985**

LANDSCAPING  
TASKS

**18,198**

GRAFFITI  
REMOVAL TASKS

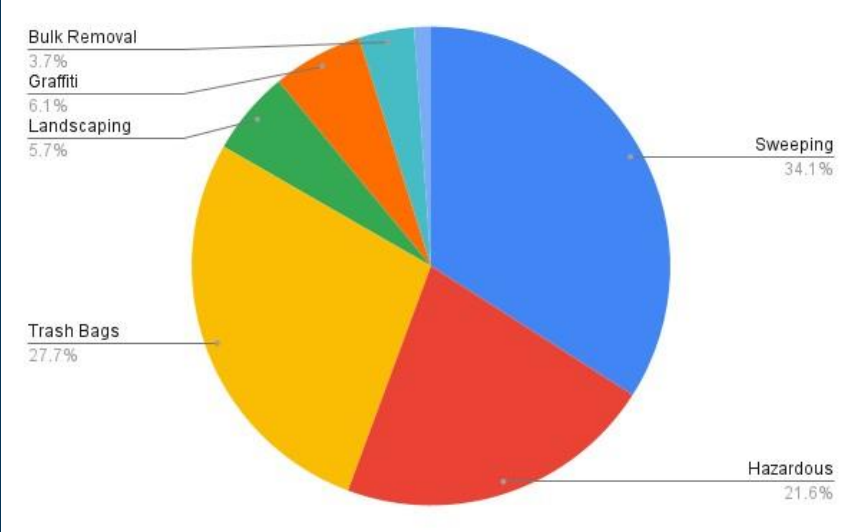
**11,150**

BULK ITEM TASKS

**3,386**

MISCELLANEOUS  
TASKS

# OPERATIONS TASK BREAKDOWN



## STREETSCAPES & PUBLIC REALM

### Hanging Baskets

We piloted a hanging flower basket program that we plan on continuing and expanding. We selected the 11th Street nightlife corridor and Eagle Plaza and the feedback was overwhelmingly positive. The bright bursts of color were welcomed by neighbors in all of SOMA's diverse communities.

**Joshua Hubert, Glimmer, Clementina & 8th** Partnered with Bay Area lighting artist Josh Hubert to install an LED artwork between two buildings at 8th and Clementina. Glimmer features are programmable with infinite patterns and daytime optical effects. Glimmer is not just a cutting-edge sculpture but the first in multiple light-art sculptures to be brought to the SOMA West neighborhood, making it an attractive destination to benefit the local community and businesses alike. The goal of Glimmer is to bring art to the area and create a beautiful illumination to improve the safety of our community.





## STREETSCAPES & PUBLIC REALM

**Planters** We rolled out and maintain over 150 planters throughout the district, bringing more green into our neighborhood. This is an ongoing program that will continue and expand.



SOMA West Community Benefit  
District Mid-Year Report 2022  
Streetscapes & Public Realm

# STREETSCAPES & PUBLIC REALM

## Velia de Iulis Mural, Folsom and 7th Street

Commissioned San Francisco-born artist Velia De Iulis to paint California Native flowers on a wall that has a long record of being regularly tagged with graffiti.



## Ringold Alley Maintenance

Ringold Alley Maintenance was completed in Spring of 2022 in partnership with the SF Leather and LGBTQ Cultural District. Ringold Alley is a historic location for the Leather community in SOMA. Leather pride colored paving, bronze boot prints, stone plinths, and more were all implemented in 2012 and have been in serious need of maintenance. SOMA West CBD funded the maintenance work and the celebration for the completion of the work.





## STREETSCAPES & PUBLIC REALM

### Hot Off the Press Mural by 1AM Projects

Sponsored mural by acclaimed neighborhood mural artists  
1AM in collaboration with The Box SF and SF parks  
Alliance as part of the Moss Metamorphosis Project.



## COMMUNITY EVENTS

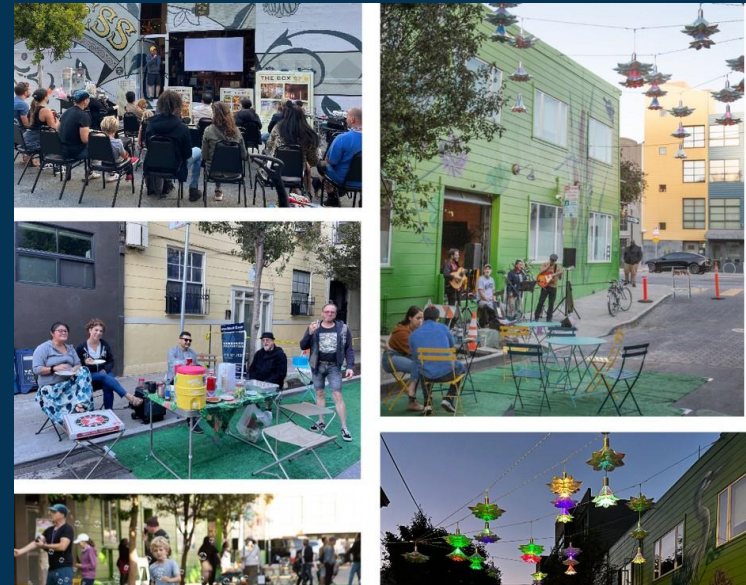
### Ringold Revival Event

Ringold Revival Block Party to celebrate the completion of maintenance with history tour with renowned historian Gayle Rubin, a caricature artist, boot blacking, and an artist boot auction to benefit the Leather Cultural District.



### Moss Metamorphosis Community Block Party

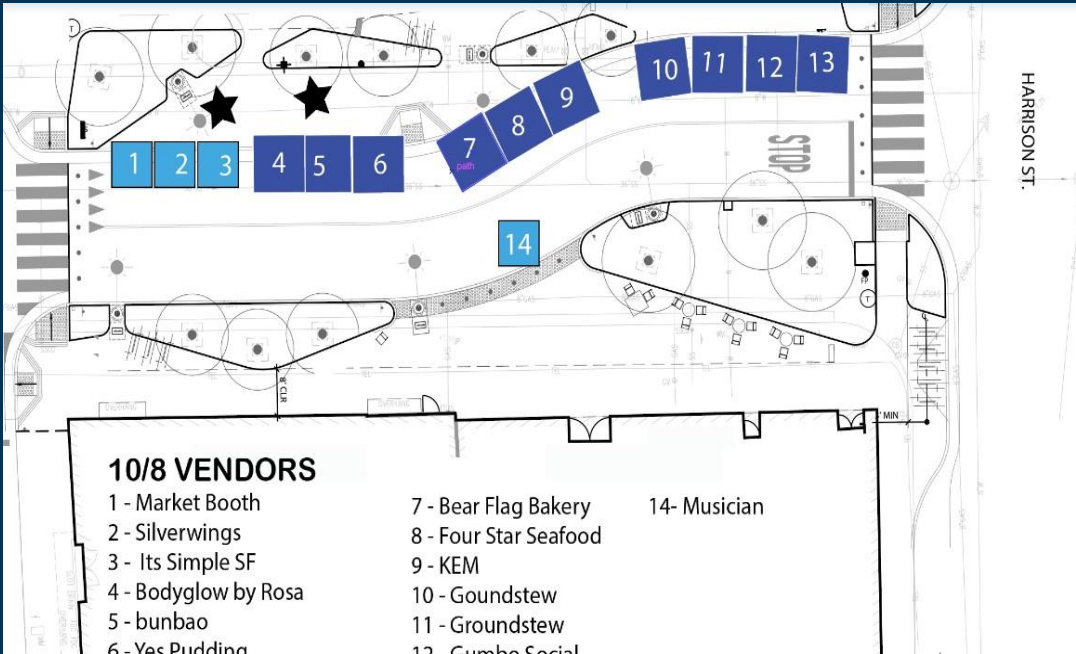
In celebration of installation of lights, planting, and murals that have recently been completed as part of the SF Parks Alliance's Moss Metamorphosis, we hosted a gathering of neighbors and community members to enjoy the enhanced streetscape on Moss.



## COMMUNITY EVENTS

### SOMA West Farmers Market Planning

Planning for the SOMA West Farmers Market Pilot ongoing. Location analysis, stakeholder and community engagement, vendor outreach, marketing and communications, and permitting all in preparation for a July 16th 2022 launch. The pilot program will run from July 16th - October 29th, 2022 at Eagle Plaza.





## COMMUNITY EVENTS

### Sockgiving

With the Support of the Sisters of Perpetual Indulgence and SF Cat Club, donations of socks, beanies, and sanitary items were donated for SOMA West CBD's outreach efforts.

#### PLAYLAND X SOCKSGIVING!

SOCK DRIVE TO SUPPORT SOMA WEST CBD OUTREACH

PRESENTED BY: THE SISTERS OF PERPETUAL INDULGENCE

AT PLAYLAND: SF'S WEEKLY FETISH SOCIAL & DANCE PARTY IN THE HEART OF SOMA!



### SOMA Sings

Event with SOMA Pilipinas where Russ Street was closed to traffic for SOMA Sings, a holiday event centered around music with the TNT Traysikel Karaoke machine and the Holly Jolly Trolley, a cable car decked out with holiday decorations and holiday carolers, in collaboration with SFOEWD.



### Heron Arts

SOMA West CBD sponsored an event at Heron Arts featuring a dance performance choreographed for one of the artworks. We look forward to partnering with them in the coming year!



### SOMA Second Saturdays

A monthly leather and kink craft fair that takes place at Eagle Plaza on Saturdays after the Farmers Market in partnership with the SF Leather and LGBTQ Cultural District and Folsom Street



### SOMArts Gala

SOMA West CBD has sponsored events from our neighbors at SOMArts, supporting their endeavors to bring more people into the South of Market neighborhood through dynamic, exciting program highlighting diverse local artists. Most recently we sponsored their annual fundraising gala.

## COMMUNITY EVENTS



### Cleanup days on Russ and Moss Streets

Partnered with SOMA Pilipinas, SF Parks Alliance, partnered twice to host a neighborhood cleaning around Russ and Moss Streets.



### Sunday Streets Folsom

SOMA West CBD participated in the Sunday Streets SOMA - handing out flyers and surveys for the neighborhood, as well as meeting neighbors. SOMA West CBD also sponsored local food businesses to participate in Sunday Streets by covering the cost of Health Department Permitting.



### Moss Street Block Party

In partnership with SOMA Pilipinas and Parks Alliance, a community block party with live music, performing arts, food vendors, and play structures for families, July 2021.

## ADVOCACY



### ADVOCACY ACTIVITIES BY SOMA WEST STAFF AND BOARD

- International Downtown Association Federal Policy Committee Policy Priorities: Homelessness
- Economic Development and Placemaking Housing
- Public Safety
- California Downtown Association Our legislative voice in Sacramento
- San Francisco CBD Alliance
- City Hall policy reform
- SF Rail yards Project Community Advisory Committee SOMA Community Advisory Committee
- District Six Representation for the San Francisco Public Space Advisory Committee (CBD Board Member)
- SOMArts Board
- Friends of Eagle Plaza Board WalkSF



# MARKETING & COMMUNICATIONS

## District 360

SOMA West CBD took a big step in organizing our operations by getting the entire district's property data onto District360, a software built on the Salesforce platform. District360 brings all of our property, business, and stakeholder information into one system giving our team a 360-degree view of all operations in SOMA West.

## Monthly Newsletter

We are continuing to produce a monthly newsletter that highlights our internal operations, City resources and announcements, neighborhood news, events, and more!

**SOMA West Community Benefit District**  
February 2023 Monthly Newsletter

**SWCBD Updates**

**SWCBD Employee of the Month**  
January 2023



2023's first employee of the month is no stranger to the title. She is the first of our amazing SWCBD staff - Shana Moore! What is significant about Shana is that as a former member of our community, she has a deep understanding of our neighborhood and the community. This month, her willingness to perform additional tasks to help the team stand out. She took it as a big reward for all that always being there to help.

**January 2023 Operations Report**  
Dig into the numbers of our cleaning and maintenance operations from January 2023! View the report [here](#).

**89,775**  
Total pounds of garbage removed



**OUR PLACE IN THE PARK**  
SATURDAY, 2.11.23, 2-6pm @ VNO Park!



**SOMA West CBD & SF Urban Film Fest Presents: Our Place in the Park!**  
Saturday, 2.11.23, 2-6pm @ VNO Park!

Join us at the historic Mission Children's Park for a feature film that got hearts in our generation. Bookies, artists, and activists for a community reclamation. The movie that features film screenings of the movie, Our Place, directed by Dylan Reid and his family. It takes the road to San Francisco, directed by Harvey Margulies, Lashley, and Eric from SOMA Square, a love for the South. These people in just one night with SOMA West CBD that offers a snapshot of people's lives in the South of Market neighborhood. In addition to the film, the event will feature food, an artist talk by local performers, musician and art vendor Sophie, and TSO Karam's Pop-Up Pastry Mobile Studio, where kids can make their own puppets and art all night!

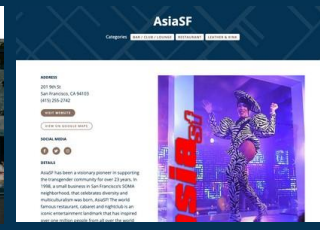
This event is produced in collaboration with SF Urban Film Fest, SOMA West CBD, (Graphic, James Garcia), SOMA Pilgrims Cultural Film Fest, Kalliope Labs, and generally supported by the SOMA Community Collaborative, the Call Center Foundation, and the City of San Francisco Office of Economic and Workforce Development.

[Learn more about the event and register here!](#)


**Neighborhood News**

## New Website

Development of a new website with Geocentric, who specialize in building beautiful websites for districts and corridors. We selected Geocentric because of their emphasis on celebrating the uniqueness of a place: highlighting small businesses, community organizations, and local events. We aim to be a hub of information for SOMA residents and businesses, a space to learn about the neighborhood and support local businesses. The website was completed in spring of 2021.



**NEIGHBORHOOD MAP**  
NEWS EXPLORE EVENTS SERVICES ABOUT



**Eat + Drink**

**RECENT RESULTS**

1001 Bar & Kitchen 160 Mission St	7 Mission Restaurant 100 7th St	All Dots 201 8th St
Amor's Pizzeria & Deli 1000 Mission St	AsiaSF 301 9th St	Audie Nightclub 100 10th St

**SOMA West Blog**

**RECENT RESULTS**

**Spotlight: The Sisters of Perpetual Indulgence & Opening Event: Project Homeing 15 Sanctuary**  
Spotlight on the Sisters of Perpetual Indulgence and their upcoming event at the 15th Avenue.

**Rejoice: Our Place in the Park: A Resounding Celebration of Community at Mission Children's Park**  
Our Place in the Park was a resounding celebration of community and neighborhood pride at the historic Mission Children's Park.

**Latest SOMA West CBD Power Washing Schedule for Summer 2023 is ready!**  
Now the latest power washing schedule for the summer season is ready!

**SOMA Pilgrims' Open Core: West Celebration**  
Celebrate the 10th of SOMA West with the SOMA Pilgrims' Open Core: West Celebration!

# MARKETING & COMMUNICATIONS

## SOMASAPIENS Film Series

SOMA Sapiens is a series of ongoing short films by Grant Thompson in partnership with SOMA West Community Benefit District that offers a snapshot of people’s lives in the South of Market neighborhood in San Francisco. We aim to celebrate and uplift the stories of the individuals that make this diverse neighborhood into a vibrant community.



**Spot Design**

[READ MORE >](#)



**Elmira**

[READ MORE >](#)



**Biro & Sons**

[READ MORE >](#)



**1AM Gallery**

[READ MORE >](#)



# SOMA WEST CBD BOARD MEMBERS

**James Spinello**  
President

**Alex Ludlum**  
Vice President

**Ryan Dick**  
Secretary

**Brendan Tobin**  
Treasurer

**Adam Mesnick**, Deli Board (Small Business Owner)  
**Barry Synoground**, DNA Lounge (Small Business)  
**Beth Stokes**, Episcopal Community Services (Non-Profit Housing Organization)  
**Brandon McGanty**, (Property Owner & Resident)  
**Brian Pepin**, (Property Owner)  
**Carla Laurel**, West Bay Filipino Center (Community Organization)  
**DeeDee Crosset**, San Francisco Institute of Esthetics and Cosmetology (Education)  
**Eric Lopez**, (Property Owner & Resident)  
**Harold Hoogasian**, Hoogasian Flowers (Small Business)  
**Henry Karnilowicz**, (Small Business Owner and Resident)  
**Jason Cinq-Mars**, LGBTQ+Leather District (Cultural Organization)  
**Maria Jenson**, SOMArts (Cultural Organization)  
**Randy Maupin**, Cat Club (Small Business Owner and Resident)  
**Tim Figueras**, (Resident)  
**Kevin Bixler**, (Property Owner & Resident)  
**Lisa Creed**, (Property Owner & Resident)  
**Stuart Collins**, (Property Owner & Resident)  
**Tova Lobatz**, (Cultural Organization)  
**Laura Kudritzki**, (Small Business Owner)  
**Jesse Tepfl**, (Resident)  
**Patrick Eggan**, (Resident)

## **Committees**

**Executive**

**Safety & Services**

**Nominations**

**Finance & Governance**

**Neighborhood Identity**

The logo features the text 'SO/MA WEST' in a white, sans-serif font. A blue diagonal slash is positioned between 'SO' and 'MA'. Below 'WEST' is the text 'COMMUNITY BENEFIT DISTRICT' in a smaller, white, sans-serif font. The background is a dark blue field with a repeating pattern of lighter blue 'X' shapes.

SO/MA  
WEST COMMUNITY  
BENEFIT  
DISTRICT

# 2021/22 GAO Presentation

Jul. 1, 2021 – Jun. 30, 2022





# Website Launch Results

Jul. 1, 2021 – Jun. 30, 2022

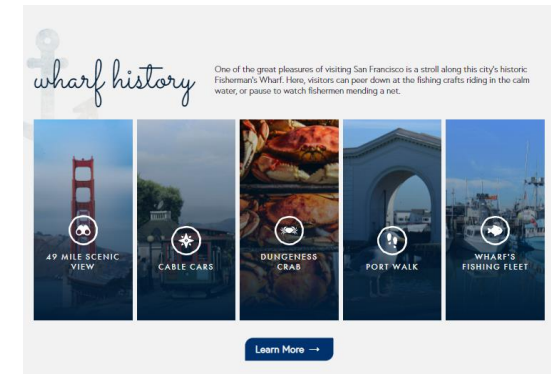
The first full fiscal year saw a

**143%**

increase in users

**247%**

increase in pageviews from the 2020/21 fiscal year.



# Events & Holidays

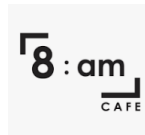
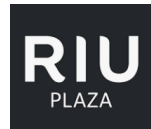
Jul. 1, 2021 – Jun. 30, 2022

- For **Fleet Week 2021**, FWCBD hosted a band at the Fisherman's Wharf plaza and facilitated the command post, working closely with SFPD and the Academy of Arts to safely communicate in case of an emergency.
- The FWCBD partnered with a vendor to install **Christmas lights on the Fisherman's Wharf Sign**, offering visitors the perfect Holiday photo destination.
- Due to COVID-19 and public safety concerns, **Merry Time at the Wharf**, our annual holiday event, was canceled.
- In March 2022, the FWCBD partnered with the head of San Francisco tourism, the Chamber of Commerce, and 8 other civic entities in San Francisco to launch a "high-end" cannabis festival **Evergreen San Francisco** for guests looking for alternatives to Hippie Hill (more on next slide).
- In April 2022, the FWCBD partnered with KPFA, SF Public Library, Green Apple Books, and Seaweed for a **special book signing event** at the Fisherman's Wharf plaza with one of San Francisco's most renowned writers Alia Voltz, author of Home Baked: My Mom, Marijuana, and the Stoning of San Francisco.

# Affiliate Marketing

Jul. 1, 2021 – Jun. 30, 2022

- The District is funded through an annual assessment for 15 years from the property owners for both the Landside and Portside boundaries of the district. In 2021, the Portside CBD elected not to renew. The FWCBD Affiliate Program was relaunched in February 2022 to champion this financial setback by regaining those businesses on the Northside of Jefferson who still want to receive selected services from the FWCBD for a fee.
- From February to June 2022, **15 new affiliates:**



Pier 41 Location



Committed to Participate in  
May; Signed Up in August



Renewal

# Advertising

Jul. 1, 2021 – Jun. 30, 2022

- Received a **\$120,000** Google Grant for AdWords. This annual grant allows the FWCBD to create ad campaigns and boost its search ranking on Google, which is our top referral search engine. The FWCBD partnered with Nonprofit Megaphone to increase overall clicks and optimize Google Ads.
  - This included **18** ads that generated **60,636** clicks, **599,854** impressions, and an average CTR of **10.11%**.
- From July 2021 to June 2022, we ran two campaigns highlighting Fleet Week and the What's Up Wharf blog program for a total spend of **\$1,014.99**.
  - This included a paid reach of **96,507** people and **6,010** clicks, and **209,944** impressions.

# Ambassador Program

Jul. 1, 2021 – Jun. 30, 2022

- 7 days a week, the **FWCBD Ambassadors** help keep Fisherman's Wharf clean by sweeping the streets and power washing; removing graffiti and stickers; and collecting trash.

- Cleaning Highlights:**

- Pounds of Trash Collected **28,890**
- Graffiti & Stickers Removed **5,547**
- Pan & Broom Block Faces Swept **14,815**
- Sidewalk Outreach **2,854**
- Street Furniture Cleaned **4,009**
- Painting Projects Completed **494**





# Financials

Jul. 1, 2021 – Jun. 30, 2022

## 2021-2022 Year-End Financials

July 1, 2021 to June 30, 2022

REVENUE	ACTUAL	BUDGET	Variance
Assessments	\$ 1,223,784	\$ 1,223,784	\$ -
Grants/Other	183,313	82,000	101,313
Donations (Cash & In-Kind)	132,017	-	132,017
<b>Total Revenue</b>	<b>\$ 1,539,114</b>	<b>\$ 1,305,784</b>	<b>\$ 233,330</b>
<b>EXPENSES</b>			
Clean and Safe Program	\$ 723,975	\$ 655,700	\$ 68,275
Marketing and Event Marketing Program	497,174	377,480	119,694
Administration & Contingency	228,957	272,604	(43,647)
<b>Total Expenses</b>	<b>\$ 1,450,106</b>	<b>\$ 1,305,784</b>	<b>\$ 144,322</b>
<b>Revenue over Expenses</b>	<b>\$ 89,008</b>	<b>\$ -</b>	<b>\$ 89,008</b>
<b>Prior Year Carryover</b>	<b>\$ 710,713</b>	<b>\$ 710,713</b>	<b>\$ -</b>
<b>2021-2022 Year-End Carryover</b>	<b>\$ 799,721</b>	<b>\$ 710,713</b>	<b>\$ 89,008</b>

## 2022-2023 Budget

July 1, 2022 to June 30, 2023

REVENUE	BUDGET
Assessments	\$ 1,284,990
Grants/Other	69,000
<b>Total Revenue</b>	<b>\$ 1,353,990</b>
<b>EXPENSES</b>	
Clean and Safe Program	\$ 636,200
Marketing and Event Marketing Program	421,030
Administration & Contingency	296,760
<b>Total Expenses</b>	<b>\$ 1,353,990</b>
<b>Revenue over Expenses</b>	<b>\$ -</b>

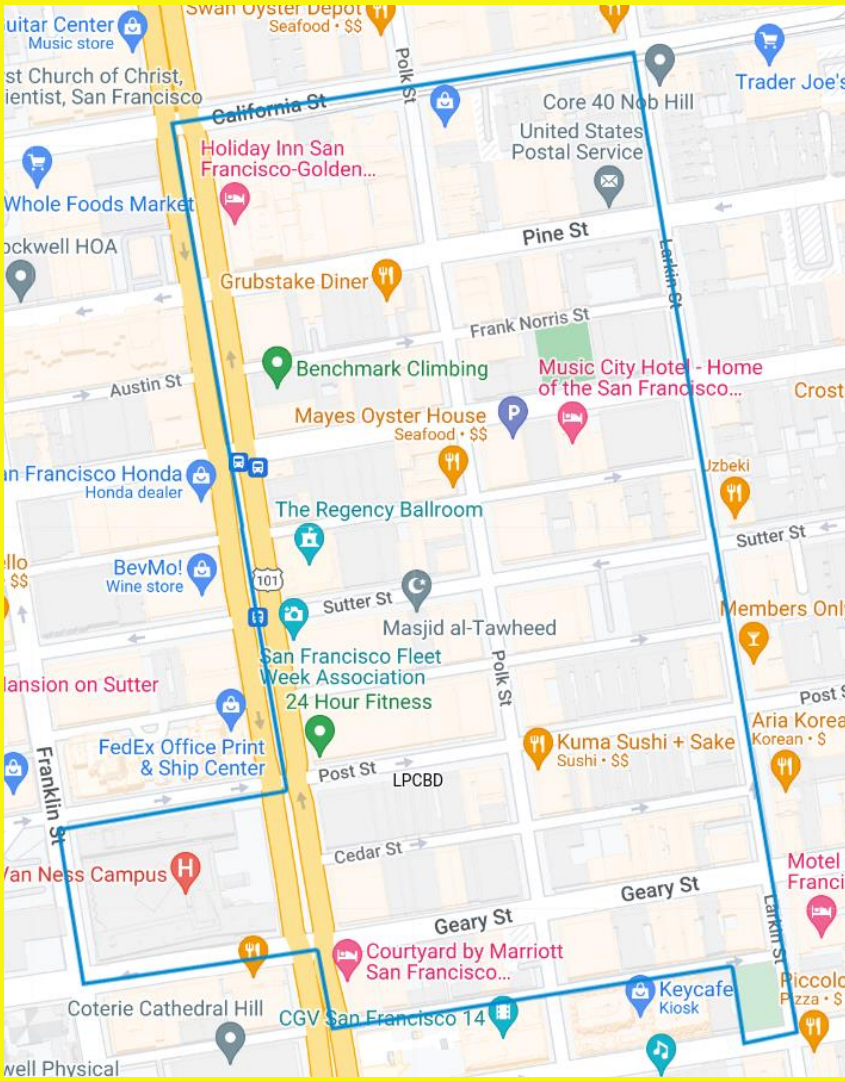
Thank You!



• **LOWER POLK** •

**COMMUNITY BENEFIT DISTRICT**

2021-2022 Annual Report



The Lower Polk CBD encompasses 22 whole or partial blocks on lower Polk street. It is a diverse and challenging District, due to its proximity to the Tenderloin, and to the high traffic Van Ness corridor.

The tail end of the pandemic continued to be challenging, yet the members of our local, diverse, and active Board of Directors continued to collectively demonstrate outstanding leadership and commitment to our unique and vibrant District.



## In 2021-2022:

**Cleaning:** We continued to increase District cleaning and sanitizing public fixtures, train staff on personal protective equipment (PPE) use, and provide business support services to merchants and renters affected by the pandemic.

**Business support:** We transitioned our placemaking and arts program from an events and arts focus to a business support activation focus to support businesses facing COVID-19 losses and impacts. As FY 21-22 regulations shifted and the LPCBD assisted businesses in keeping up in an ever changing regulatory environment.

**Community engagement:** We continued to serve on the Lower Polk Neighbors stakeholder group, the Lower Polk TAY Navigation Center CAC, and the San Francisco Community Benefit District Consortium.





Elected new board members, new officers and community chairs. Renewed the terms of current board members.

Kept up with new developments in the Lower Polk District, including the post-pandemic shift to hybrid and remote work, and their effect on quality of life and other issues. The district has been negatively impacted and the nightlife economy has suffered, and the LPCBD has shifted resources accordingly.

Stayed involved in leadership positions with many community and City organizations, including Lower Polk Neighbors and the Lower Polk TAY Navigation Center CAC, among others.



With respect to finance and fund development:

Completed our organizational annual audit and received an unmodified opinion, which shows approval.

Prepared budget projections, taking into account the changing economic landscape of San Francisco.

Reviewed our organizational investments and insurance.



## We Continued To:

Continued to provide regular cleaning and maintenance services throughout the District, with a focus on keeping public spaces clean and safe.

Expanded the LPCBD Ambassador Clean Team to meet the increased needs of the District.

Implemented new performance measures and goals for neighborhood cleanliness.

Hired a contracted pressure washing/steam company to clean the district in its entirety and specific areas as needed.

## We Continued To:

Worked closely with the San Francisco Police Department and the Department of Homelessness and Supportive Housing to address issues around quality of life and safety, including homelessness and drug use.

Brought the OEWD-funded Hospitality Ambassador team on board during Q3 and Q4.

Provided funding for presence at Sgt. Macaulay park to provide both a safety/stewardship presence at the park and resources for individuals experiencing homelessness and other social service needs.

Participated in multiple neighborhood safety and security groups to discuss and take action on issues and trends, with a special focus on the safety and condition of alleyways.

## We Continued To:

Collaborate with the Department of Public Health to address homelessness and the neighborhood street population.

Continued to operate the award-winning Lower Polk Tenant Landlord Clinic, which helps landlords, small merchants and tenants resolve issues that may lead to tenant or merchant displacement.

Advocated to city Departments and Elected Officials and others for needs of the District.





The Lower Polk Tenant Landlord Clinic (TLC) is a unique interdisciplinary program designed to keep residential tenants and small businesses stably sited. It works with people who live in the Lower Polk or surrounding areas, or operate a small business in the Lower Polk or surrounding areas.

Its coalition members include the Bar Association of San Francisco and UC Hastings.

Lower Polk  
Tenant Landlord Clinic

The Lower Polk Tenant Landlord Clinic

Welcome to the TLC

CONTACT US NOW

About the TLC

The Lower Polk Tenant Landlord Clinic (TLC) is a unique interdisciplinary program designed to help prevent homelessness by keeping people housed in their current places of abode. If you live in the Lower Polk or surrounding areas, and are experiencing problems with your current housing, you are urged to contact the TLC now at [contact@lptlc.org](mailto:contact@lptlc.org).

## Financial Data\*

### Statement of Operations (Actual vs. Budget)

for the fiscal year ended June 30, 2022

	Actual	Budget	Variance Positive/(Negative)	Variance %
<b>REVENUE AND SUPPORT</b>				
Assessment revenue	926,992	982,784	(55,792)	-6%
Grant revenue	859,469	173,102	686,367	397%
Contributions	68,208	57,199	11,009	19%
Interest	30	-	30	100%
<b>TOTAL REVENUE AND SUPPORT</b>	<b>1,854,699</b>	<b>1,213,085</b>	<b>641,614</b>	<b>53%</b>
<b>EXPENSES</b>				
Cleaning, Maintenance, and Safety	781,955	666,154	(115,802)	-17%
Marketing, Streetscape, and Beautification	659,183	290,782	(368,400)	-127%
Management and Operations	124,347	217,527	93,180	43%
<b>TOTAL EXPENSES</b>	<b>1,565,485</b>	<b>1,174,463</b>	<b>(391,023)</b>	<b>-33%</b>
Change in Net Assets	289,214	38,622	(250,591)	-649%
Prior Year Net Assets (Carryover)	732,993	732,993	-	0%
<b>TOTAL NET ASSETS</b>	<b>1,022,207</b>	<b>771,616</b>	<b>(250,591)</b>	<b>-32%</b>

## Statement of Financial Position

As of 06/30/2022

### ASSETS

Cash and Cash Equivalents	925,166
Grants Receivables	575,887
Assessment and Other Receivables	21,520
Prepaid Expenses	105,021
Equipment, net	64,890
<b>TOTAL ASSETS</b>	<b>1,692,484</b>

-

### LIABILITIES & NET ASSETS

#### LIABILITIES

Accounts Payable	410,896
Accrued Liabilities	57,214
Unearned Revenue	18,750
CARES Act PPP Loan	183,417
<b>TOTAL LIABILITIES</b>	<b>670,277</b>

#### NET ASSETS

Without Donor Restrictions	446,320
With Donor Restrictions	575,887
<b>TOTAL NET ASSETS (CARRYOVER)</b>	<b>1,022,207</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,692,484</b>

-

Note: Our AR is late because of delayed completion of our financial statements and the subsequent audit. This unexpected delay was set in motion due to a significant late billing for the fiscal year by a Lower Polk Tenant Landlord Clinic subcontractor. This unexpected delay had a cascading effect on all our end-of-year processes.



## Budget

FY 2022-23

### REVENUE AND SUPPORT

Assessments	1,012,268
Grants	280,000
Contributions	0
Interest	0
<b>TOTAL REVENUE AND SUPPORT</b>	<b>1,292,268</b>

### EXPENSES

Cleaning, Maintenance, and Safety	883,597
Marketing, Streetscape, and Beautification	233,178
Management and Operations	160,276
<b>TOTAL EXPENSES</b>	<b>1,277,052</b>

<b>DEFICIT</b>	<b>15,216</b>
----------------	---------------



# San Francisco Government Audit & Oversight Committee (GAO)

Union Square Alliance Fiscal Year 2021 – 2022  
February 1, 2024

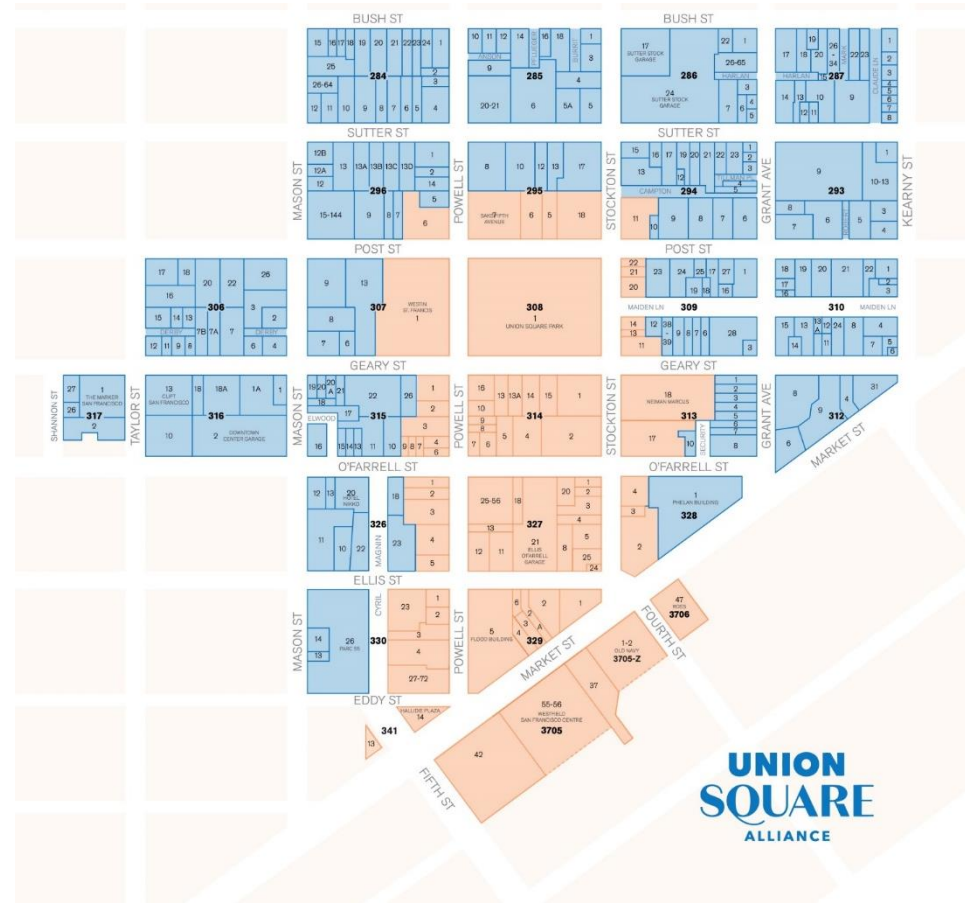
Marisa Rodriguez, Union Square Alliance

# Introduction

## Mission

The Union Square Alliance (formerly known as the Union Square Business Improvement District) serves members and creates a high visitor experience by managing and activating public spaces, attracting new investment, and advocating for the District's future success.

The Alliance oversees a 27-block area surrounding Union Square Park in the heart of San Francisco. It is generally boarded on the north by Bush Street, on the east by Kearny Street, on the south by Market Street and on the west by Taylor Street.

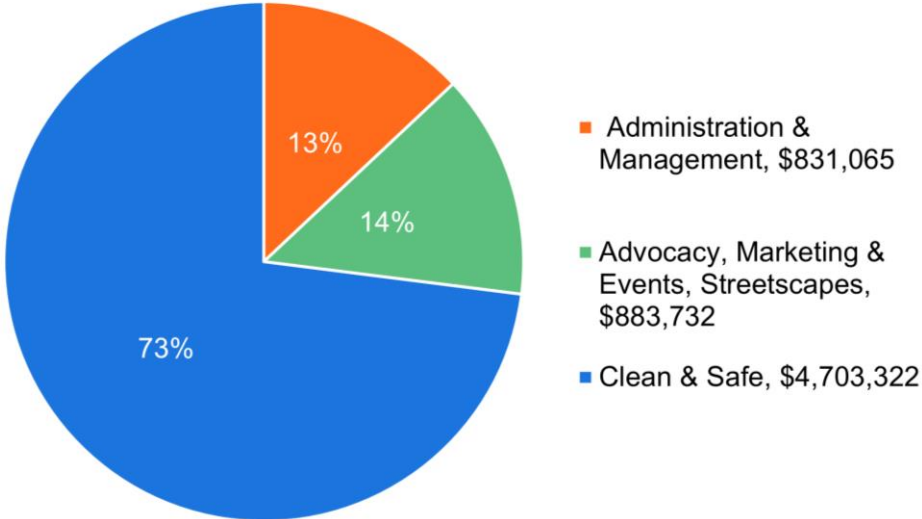




# Assessment Methodology 21-22

## Assessments based on the following variables

- Linear (sidewalk) frontage
- Lot square footage
- Building square footage
- Type of land use
- Zone
- Total Assessments in 21-22 FY  
\$6.3million



# Cleaning & Safety Services

Clean and Safe services include a 24/7 staffed dispatch hotline, round the clock cleaning staff, ambassadors and overnight security

New services programs:

- New Leadership
- 24/7 Member Services
- Union Square Plaza Services
- Additional Security Cameras
- Legion Security and Patrol Vehicle
- Miracle Messages
- SFPD Community Ambassador Program



## Cleaning

by the Numbers

---

**453,075** Pounds of trash removed from street

---

**21,740** Hazardous Waste Removed

---

**18,741** Graffiti Tags Removed

---

**8,969** Cleaning Requests Received

---

**910,052** Feet of Block Fronts Pressure Washed

---

**9,765** Overflowing Cans Leveled

## Safety

by the Numbers

---

**39,913** Quality of Life Incidents Addressed

---

**9,357** Incidents Addressed by 10B Officers

---

**421** Video Footage Requests

---

**472** Public Safety Request Received

---

**8,168** Incidents Addressed by Private Security

---

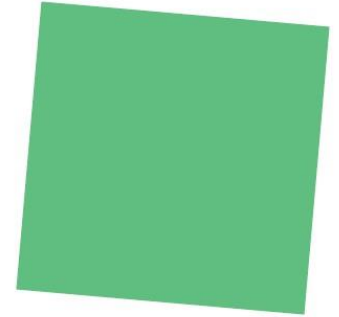
**29** Additional Cameras Installed

# District Marketing

We educate the community about the Alliance and promote Union Square as a world class destination

- New Leadership
- Website redesign
- Union Square Dance & Music Series
- Union Square in Bloom
- Ad Campaigns
- Social Media Strategy

Accounts are @UnionSquareSF on Facebook, Instagram, Twitter and LinkedIn

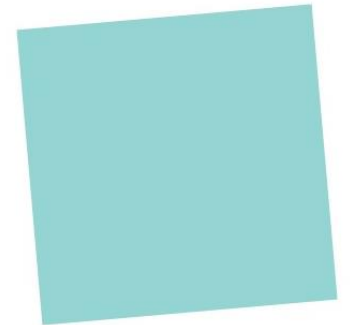
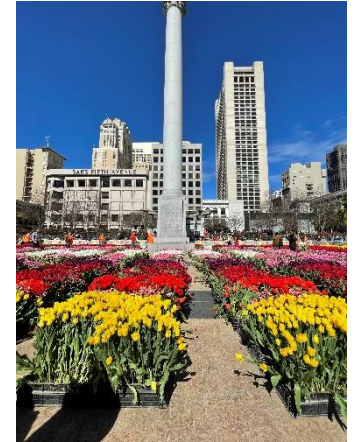
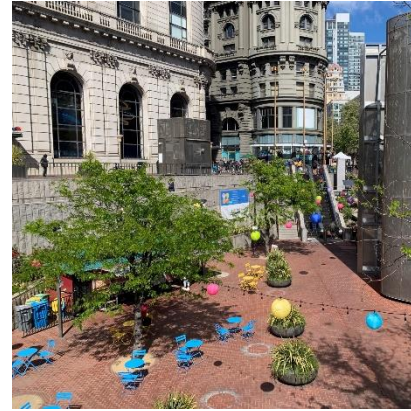




# Public Realm & Streetscapes

We create an active and attractive public realm by activating public spaces with food, art, entertainment

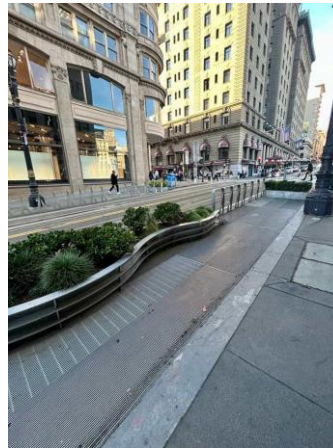
- Lantern Project
- Maiden Lane
- Permanent Lighting
- BloomSF
- Hallidie Plaza
- Ornament Project



# Advocacy

We advocate for clean, safe, attractive, and vibrant Union Square to City officials and stakeholders

- Retail Summits
- Mobile Command Center
- Powell Street Promenade
- Economic Recovery Grant





Marisa Rodriguez  
named the new  
Executive Director,  
Union Square Alliance  
October 2021

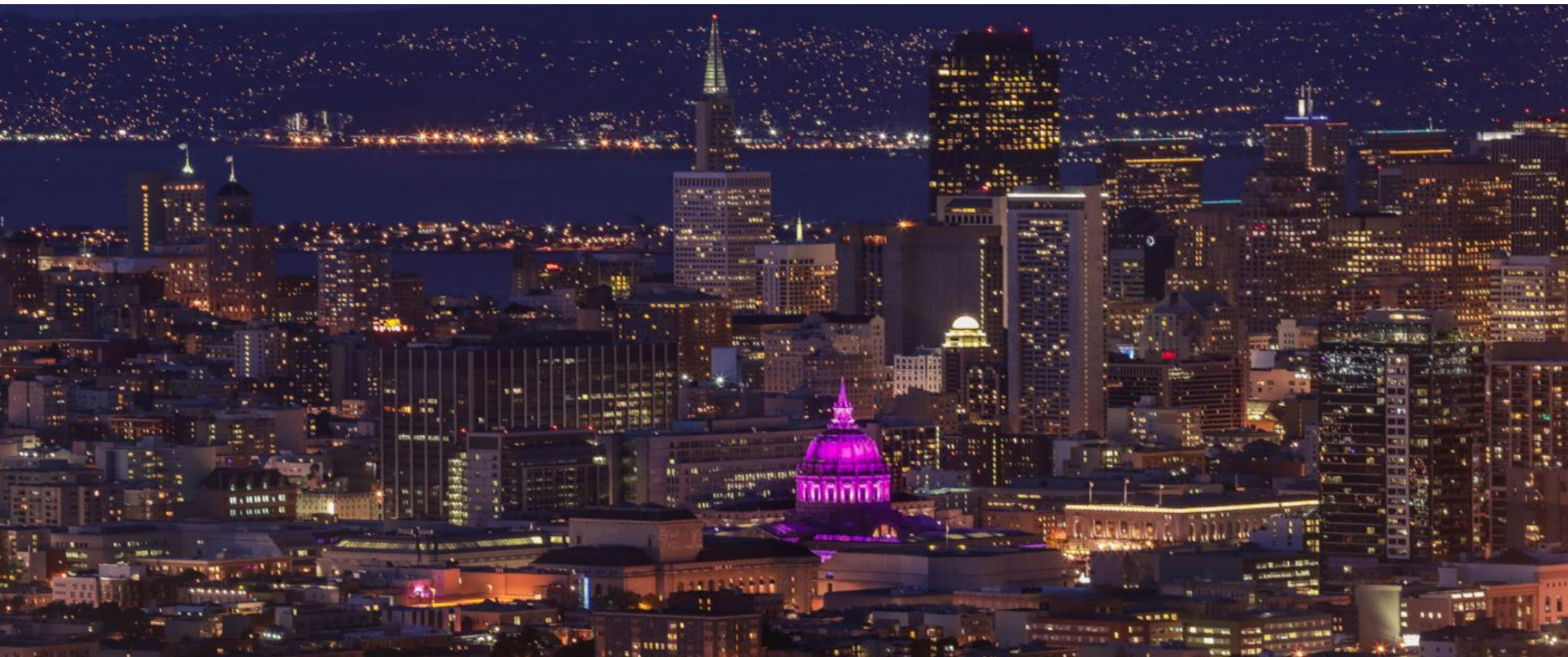




Thank You

# CITY & COUNTY OF SAN FRANCISCO GOVERNMENT AUDIT & OVERSIGHT COMMITTEE

FEBRUARY 1, 2024



# TOURISM IMPROVEMENT DISTRICT 2021 – 2022

## TOURISM IMPROVEMENT DISTRICT

### Convention Sales

- Meetings and Conventions generated over 850 meetings (7 Moscone Events) with \$222.2 million in direct spending
- Sales team booked over 641,700 rooms nights in 2021 for all future years
- Attended 72 virtual meetings and 18 in-person meetings

### Marketing and Promotion

- Leisure visitors compromised 81% of all visitors
- The Visitor Information Center is closed due to lack of funding.





## TOURISM IMPROVEMENT DISTRICT

### MARKETING EFFORTS

- 17.0 Million Visitors
- 1.2 billion media impressions which equates to more than \$96+ million in value
- [www.sftravel.com](http://www.sftravel.com)
  - 3.1 million unique visitors
  - \$106.9 million in economic impact
- Instagram @onlyinSF 295,000 followers
- Twitter @onlyinSF 201,000 followers
- Facebook @onyinSF 698,000 followers





# MOSCONE EXPANSION DISTRICT 2021 – 2022

## MOSCONE EXPANSION DISTRICT

- \$551+ million-dollar expansion and renovation continues to be front and center for attracting new and repeat business to San Francisco. The center is much more competitive in total space and meeting planner accommodations related to set-up and configuration
- Moscone Center preparing for the upcoming MPI (Meeting Professionals International) Western Conference in June 2022. Over 2000 planners and suppliers attended this prestigious event.



## MOSCONE EXPANSION DISTRICT

Moscone Expansion Incentive Fund Balance as of June 30, 2022 | \$1,047,743

- Used to attract new clients
- Retain current clients during Moscone shut-down due to Covid-19 and into the future





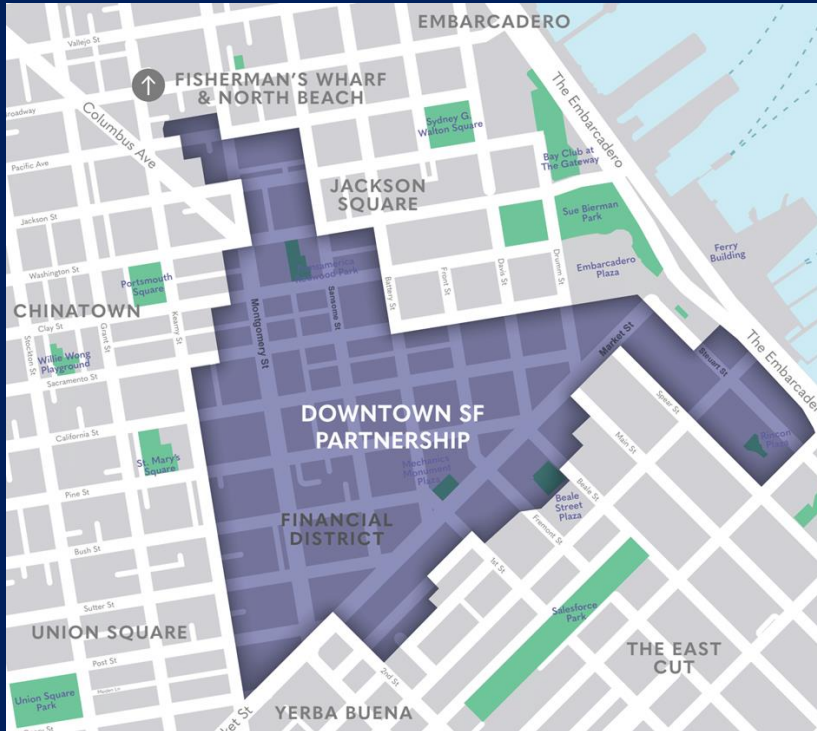
SF GAO: 2/1/24 for FY 21-22



DOWNTOWN SF   
PARTNERSHIP

# DISTRICT MAP

43-blocks serving the Financial District & Jackson Square



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

DOWNTOWN SF  
PARTNERSHIP

# ABOUT US (DSFP)

Our Vision: Downtown San Francisco is an economic powerhouse and historic core, redefining what makes our city vibrant, resilient, and welcoming.



Started: January 2020  
Term: 15 years (2034)  
Budget: \$4.4M  
Staff: 7 FTEs  
Clean & Safe Team: 30  
Board of Directors: 15





DAY ONE  
ON THE JOB



Front Street & Halleck Alley

# RESULTS MATTER



**53%**

Decrease in Quality-of-Life  
Issues



**85%**

Reduction in the Number  
of Graffiti Incidents



**78%**

Reduction in the Amount  
of Hazardous Waste



**94%**

Reduction of Litter on  
the Streets

Clean & Safe Metrics

# PUBLIC REALM ACTION PLAN



Fast Company's Pandemic Innovation Award



# “BATTERY BRIDGE”



1,900 sq ft mural by Claudio Talavera Ballon

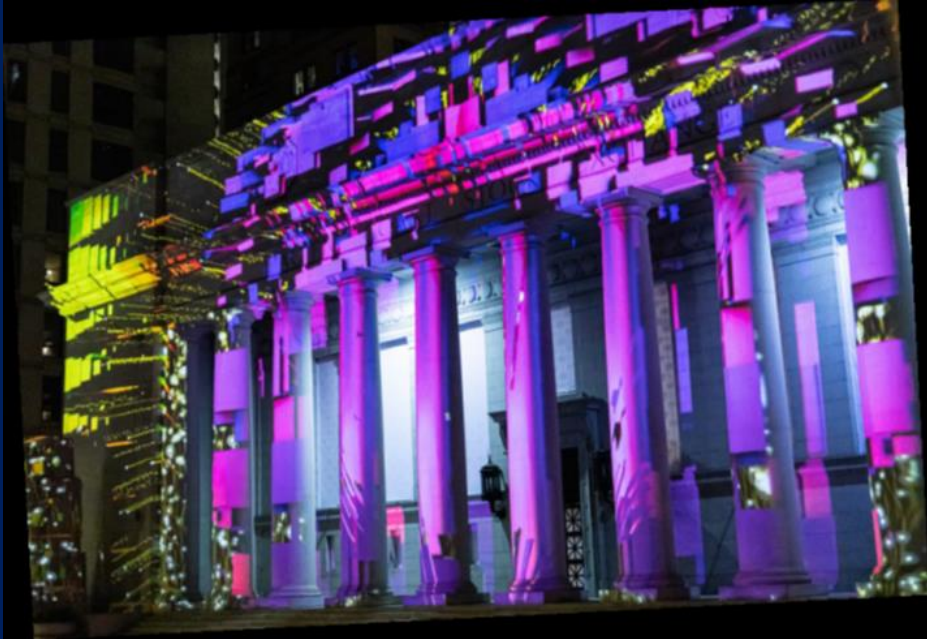
# BELDEN PLACE



Bastille on Belden increased business by 20%



# LET'S GLOW SF



The largest projection arts festival in the U.S.



# WHERE ARE WE HEADING

- Implementation of the Public Realm Action Plan
- Additional Events & Activations
- Enhanced Cleaning & Safety Services
- Economic Development Program







THANK YOU!

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Executive Director, Downtown SF Partnership