

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”



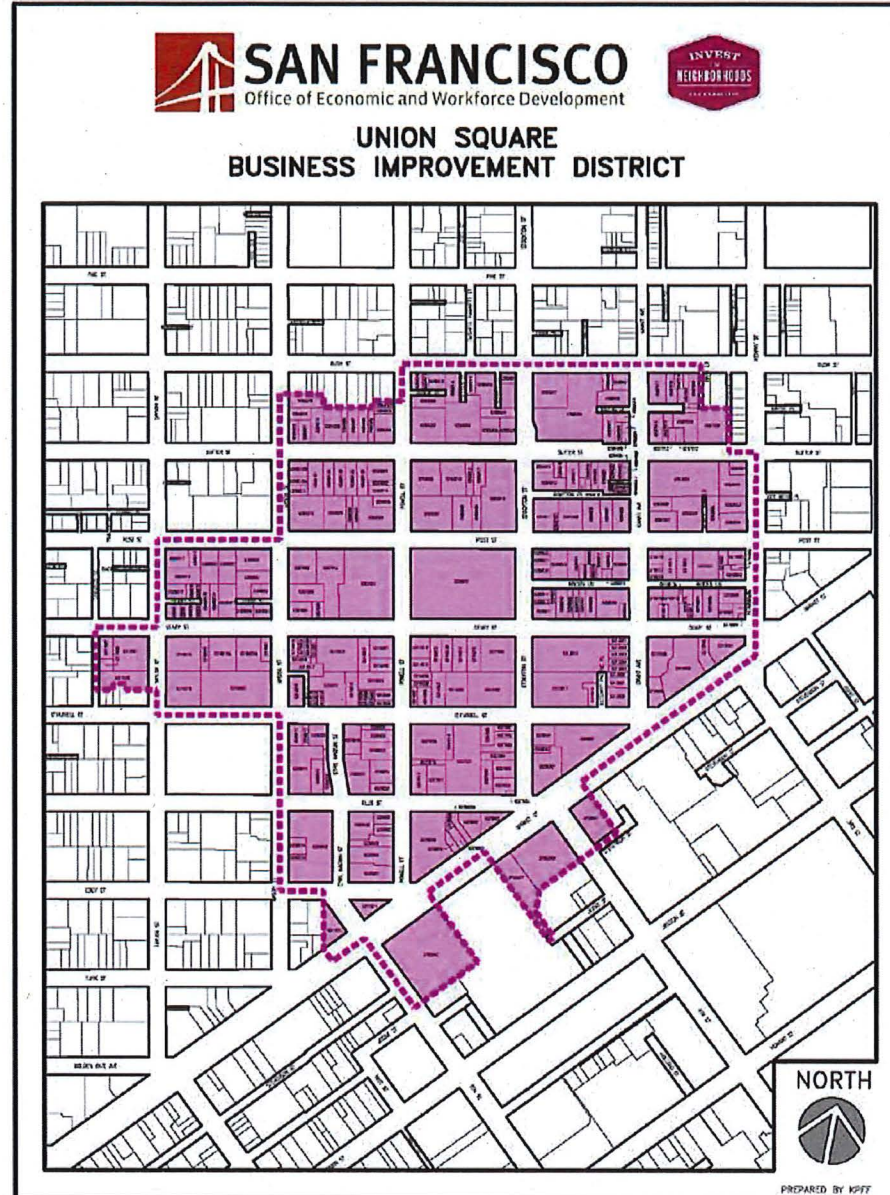
Review Process

This resolution covers Annual Reports for FY 2017-18

- 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; Deputy Director – 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.

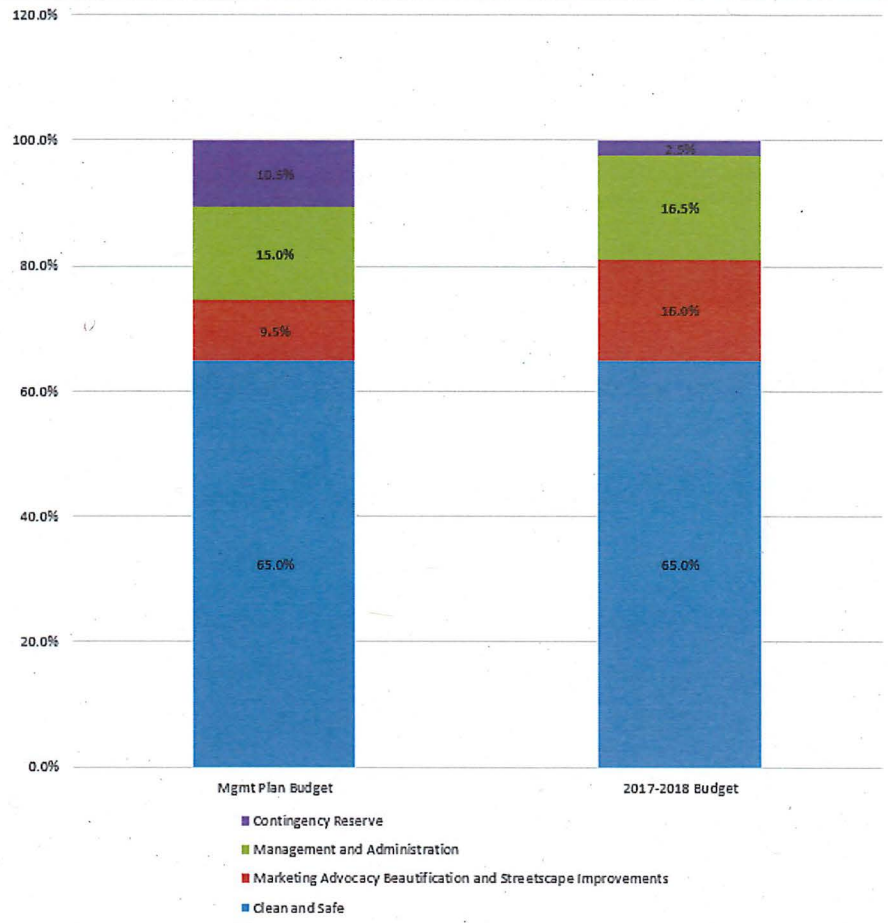
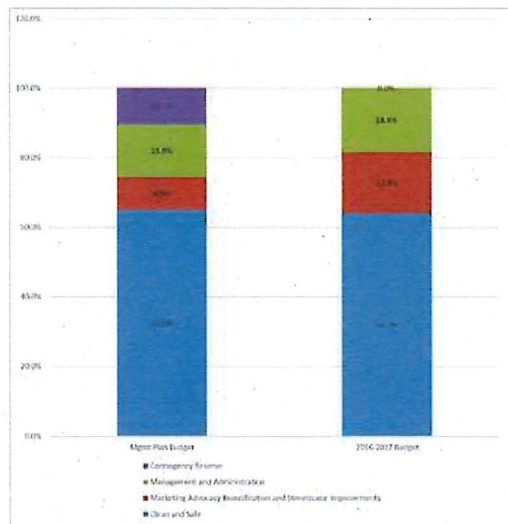
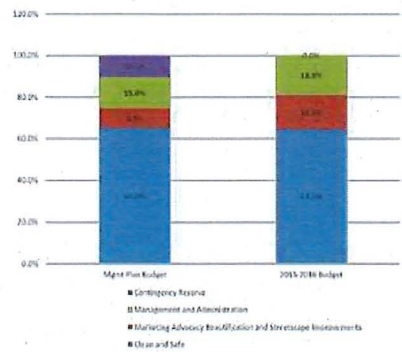
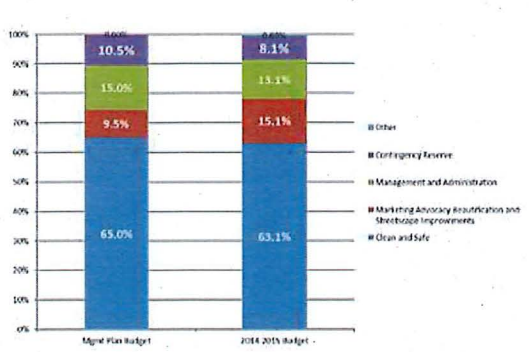
Benchmark 2 – Whether one percent (1%) of USBID's came from sources other than assessment revenue.

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.

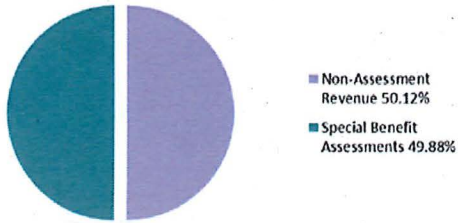


Management Plan vs. Annual Budgets

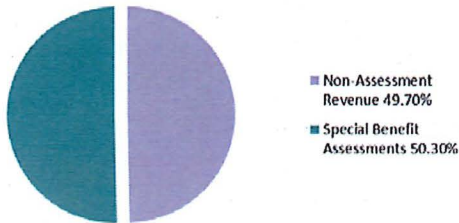


Assessment Revenue & Other Income

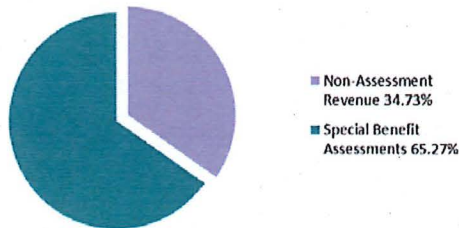
FY 2014 -2015



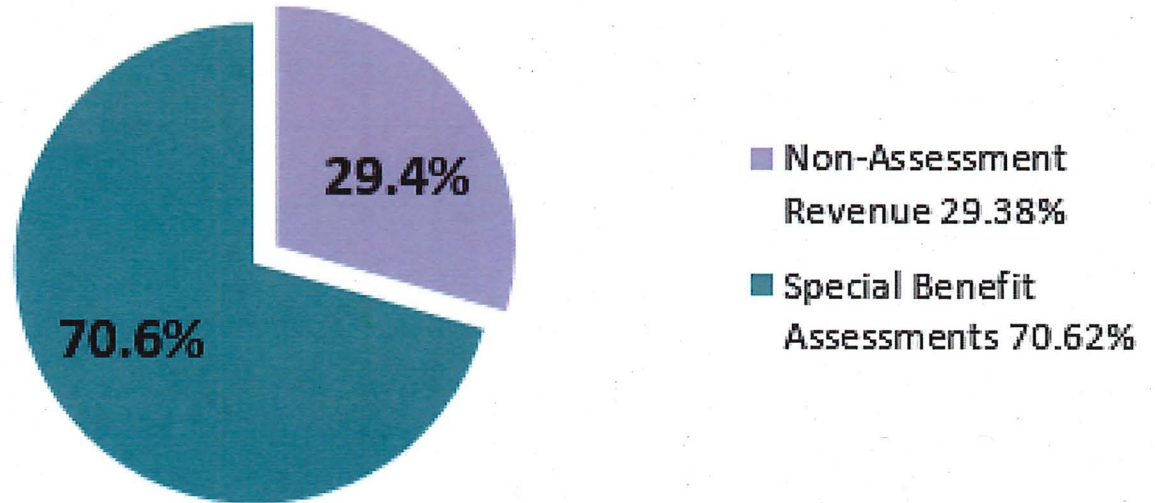
FY 2015 -2016



FY 2016 -2017



FY 2017 -2018



Budget vs Actuals

Service Category	FY 2014-2015 Variance Percentage Points	FY 2015-2016 Variance Percentage Points	FY 2016-2017 Variance Percentage Points	FY 2017-2018 Variance Percentage Points
Clean & Safe	+2.76%	-2.12%	+4.43%	+2.48%
Marketing, Advocacy, Beautification and Streetscape Improvements	2.51%	+2.32%	-2.79%	-1.92%
Management and Operations	+2.94%	-.59%	-1.64	-0.89%
Contingency & Reserves	-8.26%	+.40%	0%	+0.32



Carryover

Designated Projects	FY 2017-2018
Assessment & Core Operations	\$1,596,631
SVC Foundation Grant	\$201,605
Other Restricted/Designated Funds	\$239,344
Total Designated Amount	\$2,037,580



Findings & Recommendations for USBID

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

- The USBID successfully met all benchmark requirements
- They were particularly successful in raising funds and exceeding their general benefit requirements
- USBID is currently set to sunset at the end of 2019
- They are well underway in their renewal process (election phase)



Conclusion

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

- **Marketed and produced events, including Winter Walk.**
- **Partnered with community stakeholders and municipal agencies to activate and improve public spaces such as Hallidie Plaza**
- **Maintained an active board of directors and robust subcommittees**





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BUSINESS IMPROVEMENT
DISTRICT

San Francisco Government Audit &
Oversight Committee (GAO)
Union Square BID Fiscal Year 2017 – 2018

Presented by: Karin Flood, Executive Director
June 6, 2019

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.

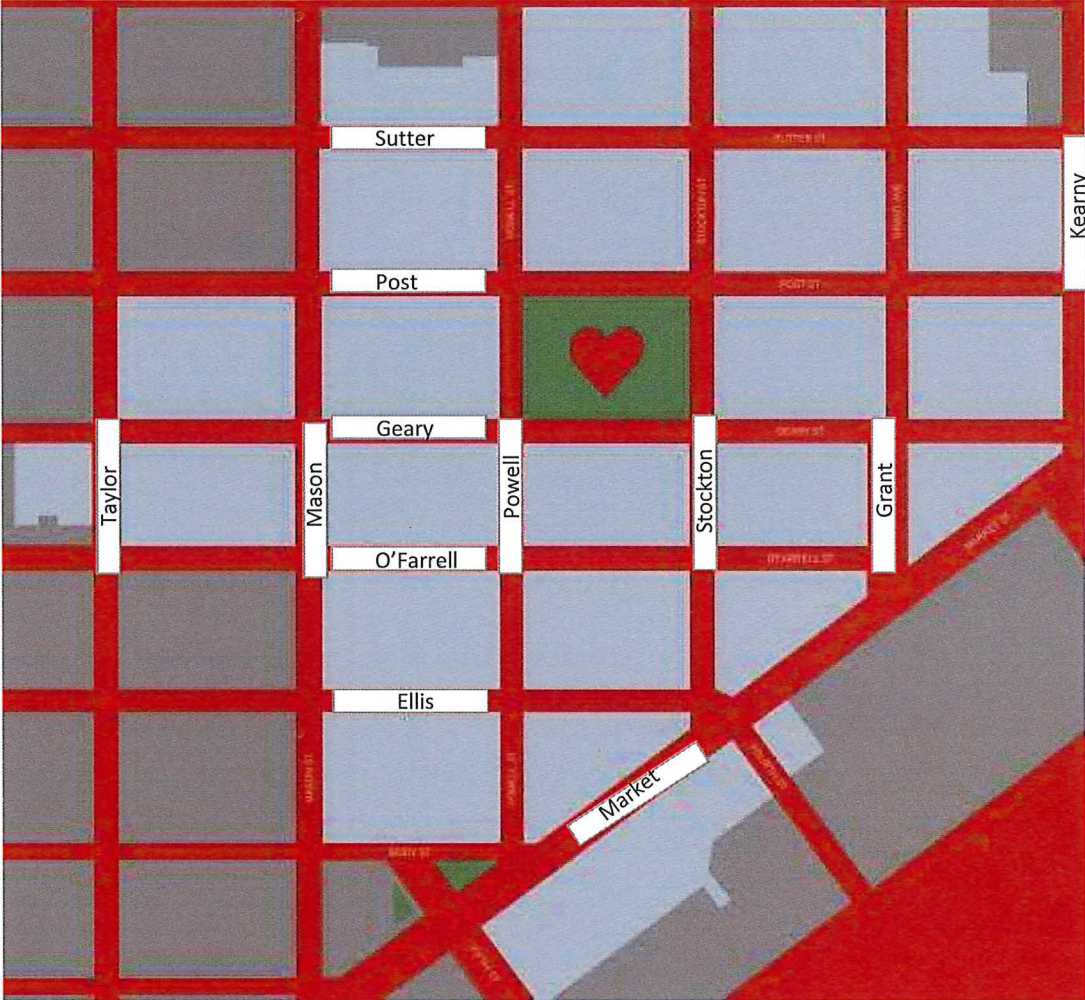
Vision

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.

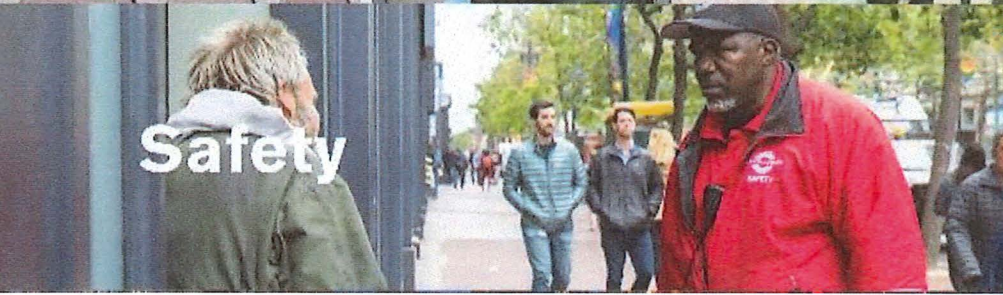


Boundaries of the USBID

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.



Pillars of the USBID

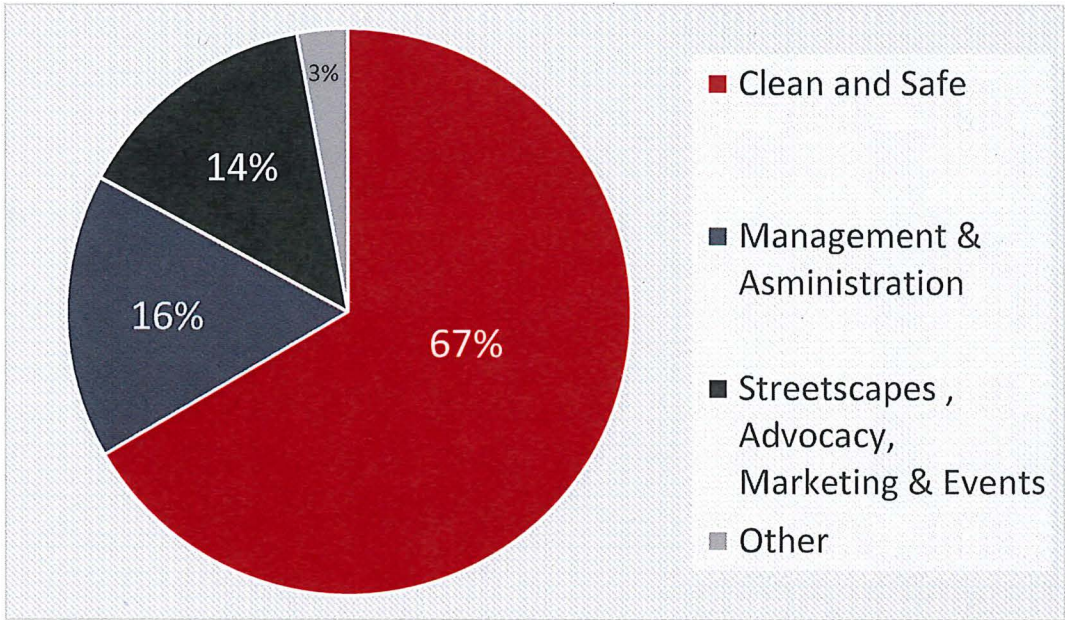


Assessment Methodology (17-18 FY)

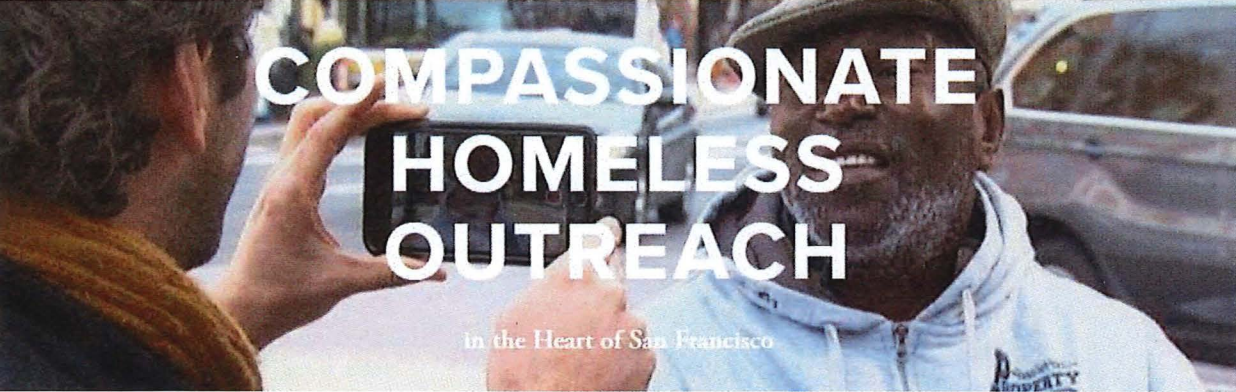
Assessments based on the following variables:

- Linear (sidewalk) frontage
- Rates for clean & safe services \$82.81 per linear foot
- Building square footage of non-residential properties
- Property usage
- Marketing, streetscapes, and advocacy rates start at \$88 per parcel (2,000 sqft. or less) up to \$5,867 (100,000 sqft. or more)
- Total Assessments in 17-18FY \$3.55mil

17-18 FY Assessment Expenses Budget



Major Accomplishments - Launched Union Square Foundation (501c3)



To establish a renewed 'sense of place' for the Union Square Area by supporting diverse artistic, cultural, and culinary programs and projects – and by cultivating a welcoming, caring community for all humankind.



4th Annual Winter Walk



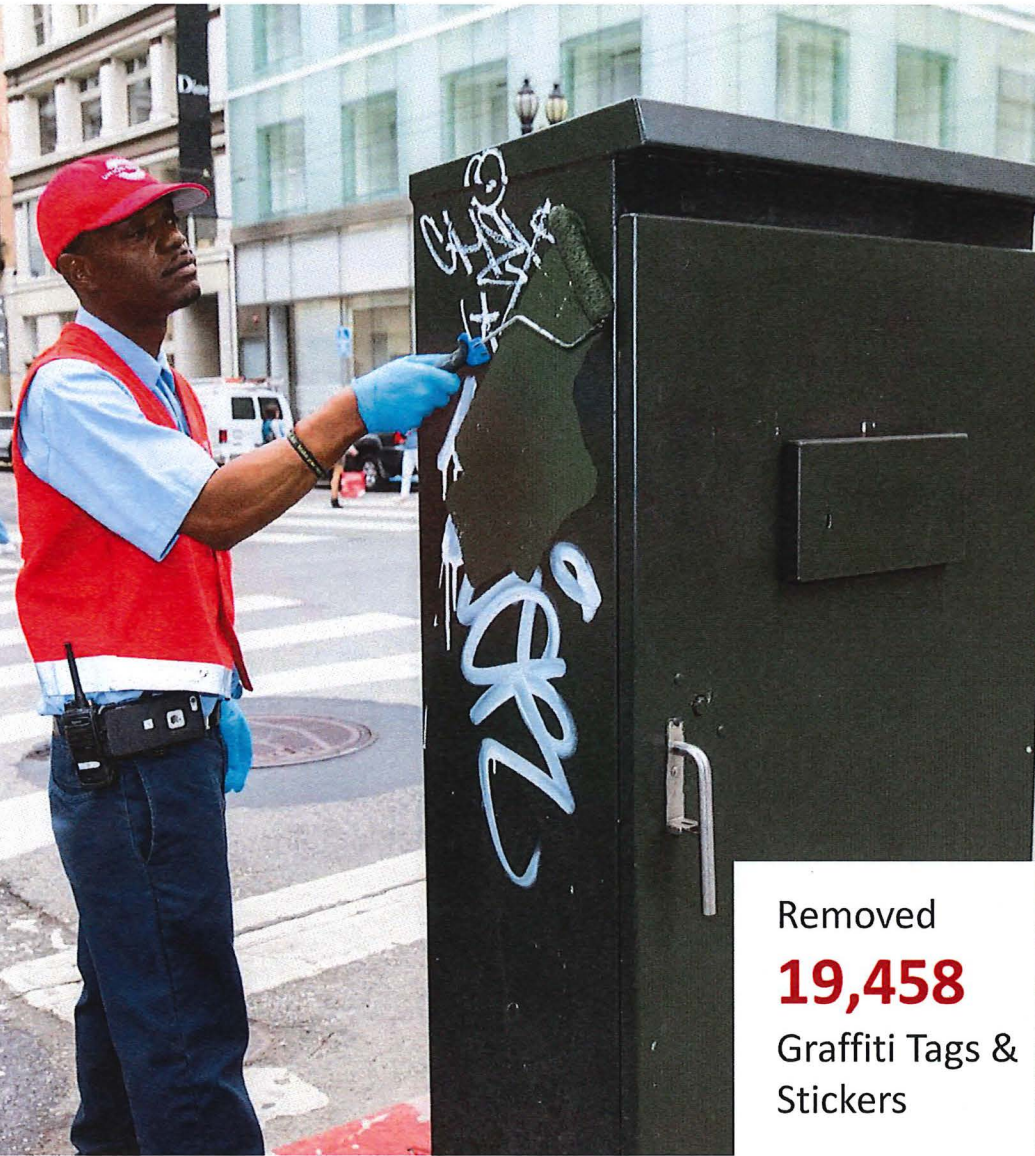
**1.7 million
visitors in
2017**

Downtown Streets Team



23
members
employed
to date

21
members
housed
to date



Removed
19,458
Graffiti Tags &
Stickers



Collected
603,325 lbs.
Of Trash & Debris

Removed
5,700
Needles



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Addressed

42,107

Quality of Life Issues



**Lunch on the Lane
Maiden Lane Activation**



Roadmap to Renewal



Union Square BID Renewal

- Launched renewal process in October 2017 with community meeting
- Formed Renewal Committee made up of 30 community members – Feb 2018
- Extensive renewal survey conducted spring 2018
- Draft Management Plan & Engineer's Report fall – winter 2018
- Petitions mailed to property owners in March 2019
- 45-day period when property owners receive and vote on their ballots: May – June 2019
- Resolution to be voted on by SF Board of Supervisors and signed by Mayor: July 2019



Vote YES on USBID Renewal





Thank you!

**Karin Flood,
Executive Director
Karin@unionsquarebid.com**