

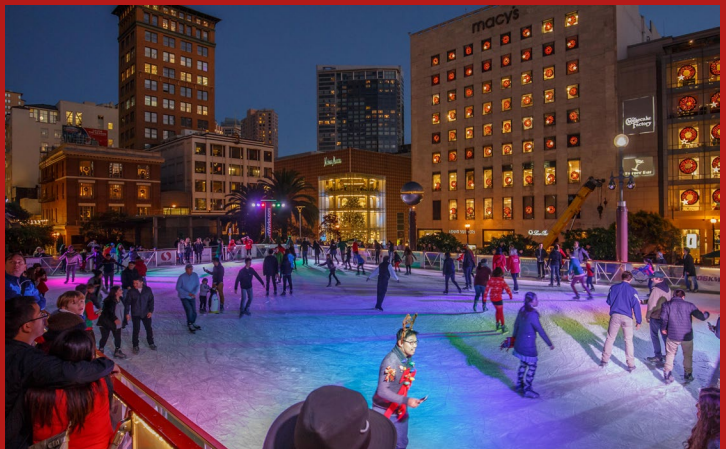


UNION SQUARE

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



“The Police Department works with the Union Square Business Improvement District. We are partners together on crime prevention, on public safety, on making sure that the businesses in Union Square remain safe.” — *David Lazar, Commander, San Francisco Police Department*

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.

“The Union Square BID is an incredibly strong partner with the Hotel Council of San Francisco. Together, we advocate for City policies that protect a safe and clean Union Square district for our businesses, employees and visitors.”
— Kevin Carroll, Executive Director, Hotel Council of San Francisco

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**

Cash	\$2,508,357
Receivables (Net)	\$55,500
Other Current Assets	\$105,355
Furniture & Equipment (Net)	\$609,490
Total Assets	\$3,278,702

LIABILITIES

Accounts Payable & Accrued Expenses	\$450,704
Total Liabilities	\$450,704

NET ASSETS

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

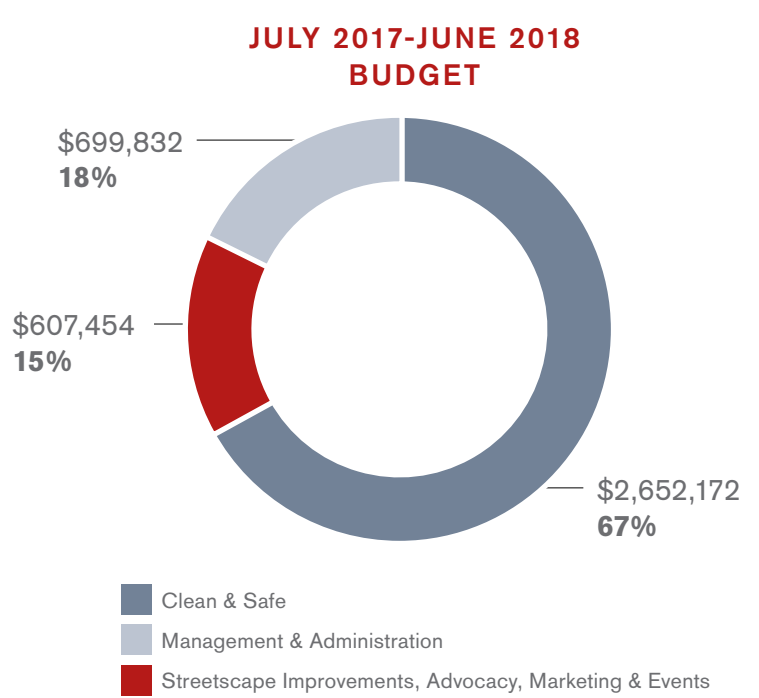
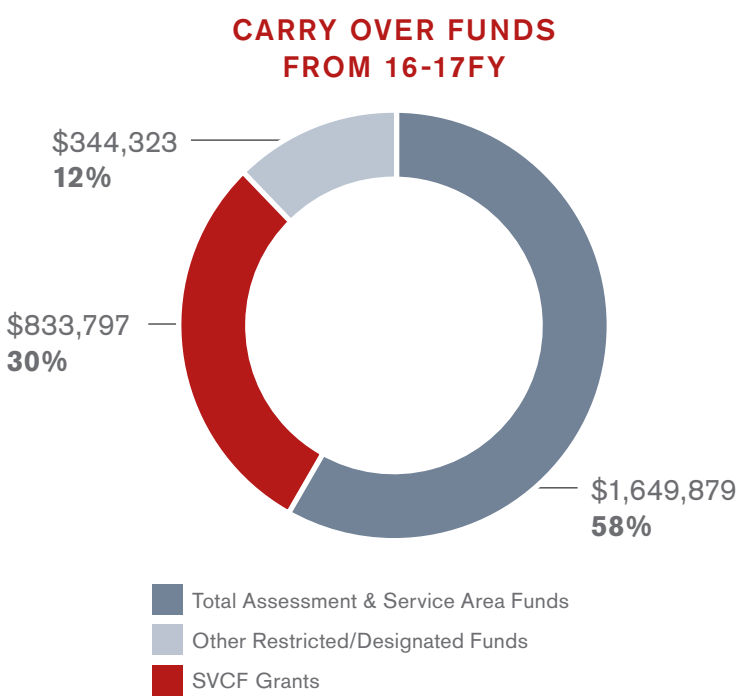
JULY 2017-JUNE 2018 BUDGET

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

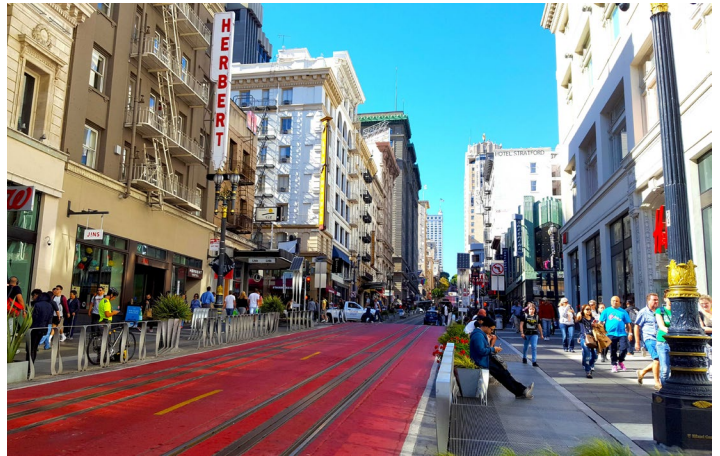
General Fund/Contingency	\$1,649,879
Total Assessment & Service Area Funds	\$1,649,879
SVCF Grants	\$833,797
Other Restricted/Designated Funds	\$344,323
Total Carry Over Funds (From 16-17)	\$2,827,999



- 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**

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Chris Boss

OPERATIONS SUPERVISOR

Karl Bijan

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SECRETARY / GENERAL MANAGER / THE
CHANCELLOR HOTEL ON UNION SQUARE

Wes Tyler

ADVISORY COMMITTEE CHAIRSAUDIT 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
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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

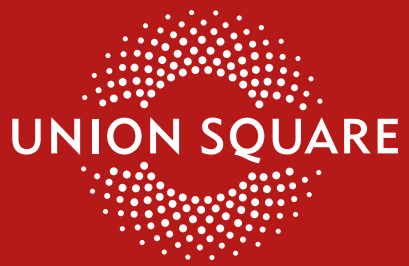
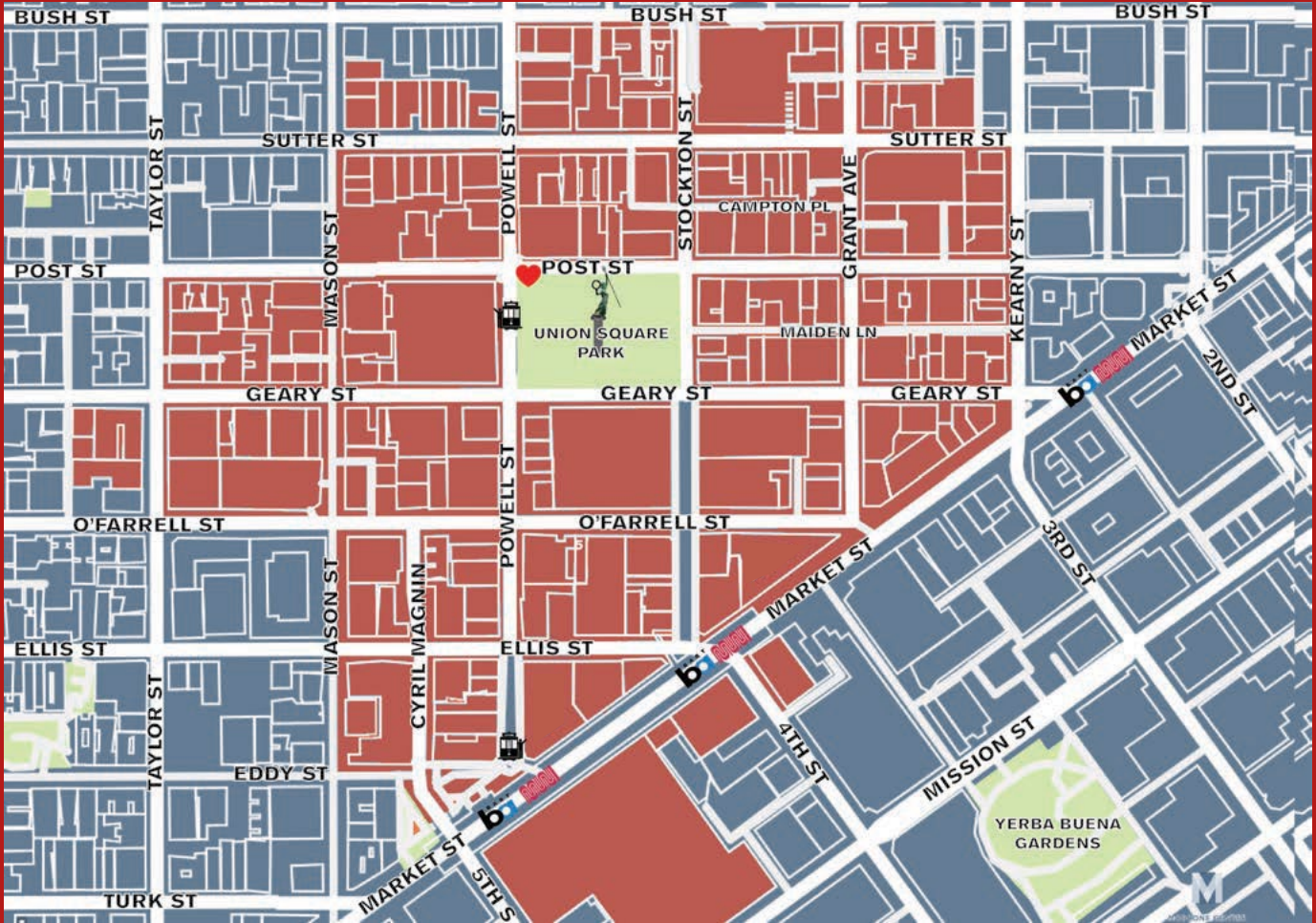
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DONATELLO

Don Thomas

GENERAL MANAGER / WESTIN ST. FRANCIS

Randy Zupanski





UNION SQUARE

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