

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT



UNION SQUARE

ANNUAL REPORT
2013 - 2014



LETTER FROM THE BOARD PRESIDENT



I am pleased to present the Union Square Business Improvement District's 2013-2014 Annual Report—a year of great accomplishment. Our future looks bright as we focus on delivering value to our stakeholders to further enhance the safety, cleanliness, beautification and promotion of Union Square. As your Board President, I am grateful to be joined by the leadership of Treasurer J. Timothy Falvey and Secretary James Sangiacomo, as well as the dozens of volunteers serving on our board and advisory committees who are dedicated to making Union Square a top visitor destination.

Thanks in large part to a committed and engaged Board of Directors and staff members, this past year saw several remarkable accomplishments. Notably, there were some big wins on the legislative front including the successful passage of Supervisor Mark Farrell's Laura's Law which we strongly supported to address those in need on our streets. The San Francisco Plaza legislation which will enable community stewards to improve underutilized public spaces also passed. If selected as a steward for Hallidie Plaza we will have the opportunity to improve this important public space. In addition, we are excited that the architectural plans for the new Apple store on Post Street were approved which will bring more retail energy north toward the heart of our district.

This year we were proud to have organized some amazing events which both brought our stakeholders together and also attracted new visitors and awareness to Union Square. Our annual lunch drew over 250 guests including many City Officials and constituents and raised over 70K. We also launched Fall Fashion Fest this past October, a consumer-facing event that drew over 1,000 people to 28 participating stores in one night. To celebrate the opening of our new office suite overlooking Union Square Park we held a holiday open house in addition to our holiday party atop the Grand Hyatt. We further enhanced the consumer experience through exciting digital engagement including a 73.75% increase in website traffic, a 30% increase in Facebook followership and a 100% increase in Twitter fans.

As we continue to draw a large volume of visitors, we understand the need for enhanced public safety. Over the past 6 months after conducting an ROI evaluation of our initial security camera pilot we launched phase two with 10 additional cameras along Market Street, Hallidie Plaza and the Parc 55. After just over a year of active use, the cameras and mapping project have already been instrumental in several SFPD investigations and we hope to expand coverage.

These special projects are delivered in addition to the core clean and safe services that we provide daily. Through the BID's contract with MJM Management Group, our uniformed Ambassadors and Taggers continue to create a welcoming environment for visitors while maintaining the district's cleanliness and safety. Over the course of the year, the BID's clean and safe team successfully engaged in over 67,767 interactions with visitors. Finally, the BID staff conducted numerous evaluations of the clean and safe services provider, which led to several beneficial operational changes.

Looking ahead, the BID plans to continue working on these important projects, in addition to positively activating Hallidie Plaza, mitigating the impact of the ongoing Central Subway construction and working to ensure that our membership is satisfied with our efforts to improve our visitor and business environment. Our new Project Coordinator & Executive Assistant Iris Rollins will be instrumental in supporting the team in executing on these projects. We encourage you to become involved—whether through an advisory committee, a special project, or simply by letting us know how we're doing.

I look forward to working with all of you in the coming year to continue to make strides towards achieving our mission to *"enhance the visitor experience and business environment, making Union Square the #1 destination in the world."*

Sincerely,

A handwritten signature in blue ink, appearing to read "R. Keil".

Russell D. Keil, Jr.
2014 Board President



2013 - 2014 ACCOMPLISHMENTS

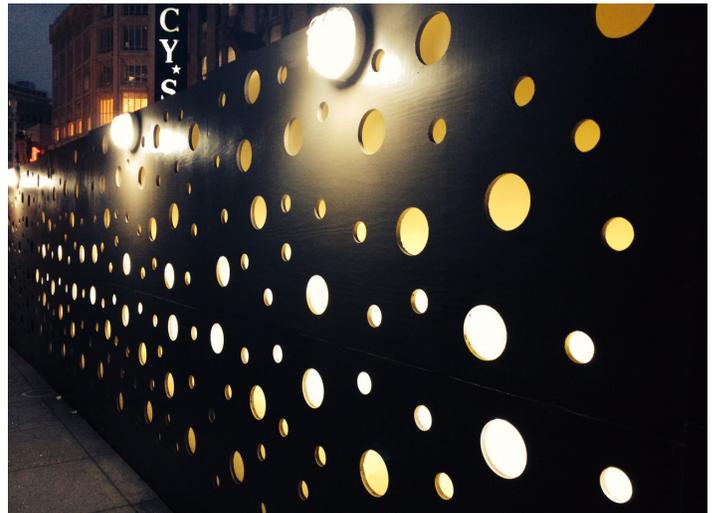
Services & Public Safety

- Organized and led a special safety meeting for luxury retailers bringing together numerous Union Square stakeholders, the SFPD and DA's office to address the recent "smash and grab" crimes occurring in that area and discuss preventive measures these retailers can take to protect themselves.
- Organized Holiday Safe Shopper Program in partnership with the Hotel Council, bringing together numerous stakeholders, the SFPD and the DA's office, as well as other safety organizations for review of Holiday security measures.
- Sponsored a valet program with Neiman Marcus, Louis Vuitton, and Bottega Veneta during the Holiday season.
- Worked alongside our neighborhood DA to address repeated acts of vandalism and quality of life issues and understand the process for building strong cases against repeat offenders and potential suspects.
- Conducted a six-month ROI evaluation of initial pilot camera surveillance system at Hallidie Plaza and completed district-wide mapping of private security camera locations, including approval to implement "Phase II" of the pilot with the installation of 10 additional cameras along Market Street, Hallidie Plaza and nearby properties.
- Managed two service audits and reviews; drafted new 10B Officer reporting protocol and procedures; audited sidewalk cleanliness and steam cleaning services; instituted new audit practices and processes and modified performance evaluations to quantify results.
- Partnered with SFPD and the BID service provider on addressing illegal night-time activities in hot spots around the BID and a supplemental training with the District's hotel front-line staff and security personnel.
- BID Executive Committee initiated a request for BID staff to revise existing services agreement and to conduct an RFP process for cleaning and maintenance proposals.

Public Affairs & Advocacy

- Took a leadership role in working with Supervisor Mark Farrell's office to support and advocate for the successful passage of Laura's Law at the Board of Supervisors
- Joined ad-hoc consortium of California BIDs to support, advocate and fundraise to pass AB 2618 which would clarify the definition of BID benefits making BIDs less likely to be challenged legally.
- Introduced Square Affairs as a monthly e-newsletter to update members on all of our program areas.
- Drafted an MOU with the Department of Public Health for *Union Square Cares* dedicated outreach worker scheduled to begin in August, 2014.
- Further developed strategic *Union Square Cares* partnerships with SF Travel, Hotel Council, HOPE, Project Homeless Connect, and other social service agencies.

- Organized and executed a strategic retreat for the San Francisco CBD Consortium to explore advocating as one voice.
- Met regularly with Mayor Lee and Chief Suhr to advocate for additional police presence in district.
- Continued to cultivate relationships with other organizations advocating for property owners and businesses in San Francisco, including the SF Chamber, BOMA, SBN and other CBDs.
- Actively weighed in and supported Apple's architectural design for their new store on Post Street
- Stayed current on legislative issues that may impact members, such as the Geary BRT, Minimum Wage, Formula Retail, Mobile Retail and more.
- Attended IDA World Congress in NYC and participated in sessions including, *Advocating for Your Downtown and Legal Challenges: Street Order and Civil Liberties*.



Finance, Audit and Administration

- Completed 12-13FY Audit and received unqualified clean opinion with no adjustments.
- Completed 990 Filing with IRS, 199 with California and RRF-1 with California Attorney General.
- Drafted and approved 13-14FY annual budget, mid-year budget modification and 14-15 Budget.
- Revised and updated Strategic Plan through committees (Fall 2013).
- Renewed line of credit and negotiated for zero bank fees to USBID.
- Reconciled and continue to work with City on assessment payments and collections. Brought receivables to lowest point in history (under \$60K).
- Managed all insurance matters including all policy applications, renewals, billings, audits, claims and continually reviewed and audited BID operations and assessed for insurance coverage.

- Generated financial statements and reports for 6 Finance Committee and 6 Board of Directors meetings.
- Held 6 meetings of Executive Committee and Board orientation for new members.
- Managed claims for Powell Street Promenade (collected \$17,000) and Audi grant billing.
- Negotiated benefit package for staff (health, dental and vision) and implemented.
- Implemented commuter check plan for staff.
- Increased assessments by 2.4% generating additional \$375K of revenues over rest of BID term.
- Hired new Executive Assistant/Project Coordinator.

Streetscapes and Beautification

- Provided public testimony supporting the SF "Plaza Program," new legislation providing activation, management, and/or maintenance of "city plazas" by non-profit organizations.
- Worked with SFMTA to install a custom-designed construction barrier with decorative, back-light panels and security lighting for a cleaner and safer work area. *(See photo on opposite page)*
- Worked with Powell Street Promenade vendor to complete extensive repairs and completed significant improvements resulting in a more attractive Promenade.
- Collaborated with the SF Planning Department "Market Street Prototype Festival" to discuss public space installations along Market Street.
- Completed a detailed Hallidie Plaza Retail Plan with Gensler in participation with RHAA and other experts.
- Funded and implemented an expanded holiday decor program for Hallidie Plaza, in partnership with DPW, giving this critical District gateway a festive atmosphere.

Marketing & Communications

Digital Accomplishments

- Increased website traffic by 73.75% & average pages per visit to 3.45 vs 2.92 through SEO retainer, Adwords campaign and content development.
- Grew Facebook followership by 30% to over 43K fans.
- Grew Twitter followers by 100% to about 2,400 (including a successful Twitter ad campaign).
- Continued to grow Newsletter list to over 2K.
- Completed website improvement project with added Deals Page, Sponsorship opportunities and usability augmentation on the Parking & Directions page and Events page.

Promotions, Branding & Collateral

- Launched Affiliate Program for adjacent businesses to benefit from USBID Marketing programs.

- Executed a successful "Emerging Markets Panel" to educate members on working with new consumer sectors with special emphasis on the Brazilian and Chinese visitors.
- Completed design and printing of mobile website flyer to increase awareness.
- Completed consumer study on branding, website and collateral to better understand the ways we can improve our marketing programs for visitors and locals. Full report available upon request.
- Managed PR program with 20+ positive media hits including the following publications: Four Seasons Magazine, Daily Candy, The Avant Gardist, San Francisco Business Times, Funcheap SF, the San Francisco Chronicle, Refinery 29 and more.
- Updated Map & Guide listings and copy and raised \$25,000 in sponsorships. Distributed 55K copies.

Consumer Events, Meetings & Member Engagement

- Conceptualized, promoted and executed the first ever F3: Fall Fashion Fest - 28 participating stores, 1,628 RSVPs, 50% increase in web traffic and media hits in the SF Chronicle, 7X7, KGO Radio and more. *(See photo below)*
- Launched successful Valentine's campaign with special satellite Union Square Live event, Love & Heartbreak social media contest and Valentine's tweet up.
- Continued to increase member engagement with well-attended Marketing Committee meetings, Spring Fling event at Ghurka, Holiday Open House and Holiday Party.
- Launched Communications Working Group to increase member participation and feedback.
- Evaluated and maximized value of sponsorships, including Film Night in the Park, Union Square Live and the Holiday Ice Rink in Union Square
- Held Annual Lunch and raised ~\$70K - 10% increase over prior year and most successful lunch to date since USBID's renewal in 2009.
- Conceptualized and launched Food + Art event to showcase the hospitality and art gallery offerings in Union Square (August 2014).



The Union Square Business Improvement District (USBID) is a 501 (C) 4 non-profit organization and currently the largest of San Francisco's 11 existing property-based business improvement districts. Well known for its unique mix of world-class shopping, hotels, theatre and restaurants, the Union Square district covers 27 blocks and includes nearly 3,000 parcels, both publicly and privately owned.

Funding for the district is proportionally shared by property owners, who are self-assessed to provide services to supplement those provided by the City. These annual assessments are based on the following variables:

- Linear (sidewalk) frontage
- Building square footage of non-residential 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 and advocacy (non-residential only)

The following are the property type categories and related assessment calculations for 2014-2015 FY:

| PROPERTY TYPE | CLEAN & SAFE * | MARKETING / ADVOCACY ** |
|--|----------------|-------------------------|
| Category 1 less than 2,000 bldg sq ft | \$76.15 | \$80.90 |
| Category 2 2,000 - 4,999 bldg sq ft | \$76.15 | \$161.84 |
| Category 3 5,000 - 9,999 bldg sq ft | \$76.15 | \$539.49 |
| Category 4 10,000 - 29,999 bldg sq ft | \$76.15 | \$1,078.98 |
| Category 5 30,000 - 99,999 bldg sq ft | \$76.15 | \$1,348.73 |
| Category 6 100,000 or more bldg sq ft | \$76.15 | \$5,394.92 |
| Residential Property & Public Property | \$76.15 | 0 |
| Hallidie Plaza Parcels (1) | \$3.83*** | 0 |

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



2013-2014 FISCAL YEAR RESULTS

| FUNDS | BUDGET | ACTUAL | VARIANCE | DETAILS |
|--------------------------|--------------------|--------------------|-----------------|---|
| Special Assessment Funds | \$3,188,251 | \$3,202,318 | \$14,067 | Collected \$14K of interest and penalties |
| Other Funds | \$139,630 | \$168,508 | \$28,878 | Annual Lunch revenues and in-kind |
| Total Funds | \$3,327,881 | \$3,370,826 | \$42,945 | |

| EXPENSES | BUDGET | ACTUAL | VARIANCE | DETAILS |
|---|--------------------|--------------------|------------------|---|
| Clean & Safe | \$2,457,988 | \$2,238,347 | \$219,641 | Social services contractor rescheduled 14-15, security camera equip capitalized |
| Marketing, Advocacy & Streetscapes Improvements | \$716,708 | \$590,551 | \$126,157 | Streetscapes projects, Union Square Cares program and events rescheduled |
| Hallidie Plaza Grant & Master Lease | \$25,491 | \$25,840 | (349) | |
| Management & Administration | \$532,183 | \$429,428 | \$102,755 | Legal, professional fees, other admin expenses lower than budgeted |
| Powell Street Project | \$71,470 | \$39,342 | \$32,128 | Insurance reimbursements and repair reimbursements decreased expenses |
| Contingency & Reserve | \$318,825 | — | \$318,825 | |
| Total Expenses | \$4,122,665 | \$3,323,508 | \$799,157 | |
| Net Surplus for 2013-2014 FY | | \$47,318 | | |

JULY 2013 - JUNE 2014 STATEMENT OF FINANCIAL POSITION

| ASSETS | LIABILITIES |
|-----------------------------|---|
| Cash | Accounts Payable & Accrued Expenses |
| \$1,966,726 | \$292,326 |
| Receivable (Net) | Total Liabilities |
| \$139,662 | \$292,326 |
| Other Current Assets | NET ASSETS |
| \$16,349 | Unrestricted |
| Furniture & Equipment (Net) | \$1,880,600 |
| \$103,416 | Restricted Temporarily |
| | \$53,226 |
| Total Assets | Total Net Assets |
| \$2,226,153 | \$1,933,826 |
| | Total Liabilities & Net Assets |
| | \$2,226,153 |

JULY 2014 - JUNE 2015 BUDGET

| INCOME | EXPENSES | % of Expenses |
|-------------------------|--|---------------|
| Assessment Revenue | Clean & Safe | 63% |
| \$3,264,634 96% | \$2,547,186 | |
| Fundraising & Other | Marketing, Advocacy, Streetscapes & Events | 15% |
| \$150,740 4% | \$608,216 | |
| Total Income | Powell Street Promenade Project Expenses | 1% |
| \$3,415,374 100% | \$60,800 | |
| | Management & Administration | 13% |
| | \$527,403 | |
| | Contingency & Reserves | 8% |
| | \$326,463 | |
| | Total Expenses | 100% |
| | \$4,070,068 | |

CARRY OVER FROM FISCAL YEAR 2013 - 2014

| CARRY OVER FUNDS |
|--|
| Clean & Safe |
| \$26,154 |
| Management & Administration |
| \$239,565 |
| Other Restricted/Designated Funds |
| \$155,246 |
| General Fund/Contingency |
| \$1,512,861 |
| Total Carry Over Funds (from 2013-2014) |
| \$1,933,826 |

INTERACTIONS REPORTED BY MJM MANAGEMENT GROUP

JULY 2013 — JUNE 2014 TOTALS

| | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | Totals |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | 2013 | | | | | | 2014 | | | | | | |
| TOURIST & MERCHANT INTERACTIONS | | | | | | | | | | | | | |
| Directions | 846 | 1168 | 1389 | 3462 | 2609 | 1830 | 1244 | 1550 | 1631 | 1512 | 1677 | 2081 | 20999 |
| Maps Distributed | 530 | 199 | 253 | 184 | 108 | 73 | 376 | 34 | 129 | 140 | 51 | 45 | 2122 |
| Referrals to Shops & Restaurants | 100 | 28 | 84 | 26 | 25 | 30 | 105 | 8 | 72 | 80 | 101 | 70 | 729 |
| Assisted Merchants Directly | 229 | 306 | 328 | 293 | 1 | 221 | 151 | 11 | 394 | 23 | 96 | 114 | 2167 |
| Meet & Greets | 768 | 491 | 900 | 870 | 588 | 781 | 675 | 285 | 295 | 199 | 207 | 320 | 6379 |
| TOTALS | 2473 | 2192 | 2954 | 4835 | 3331 | 2935 | 2551 | 1888 | 2521 | 1954 | 2132 | 2630 | 32,396 |
| PUBLIC ASSISTANCE | | | | | | | | | | | | | |
| Aggressive Panhandling | 217 | 140 | 161 | 195 | 130 | 144 | 216 | 153 | 148 | 100 | 75 | 167 | 1846 |
| Sleepers/Campers/25 MPC Issues | 240 | 877 | 1026 | 972 | 735 | 803 | 698 | 595 | 835 | 907 | 921 | 998 | 9607 |
| Trespassing & Loitering | 439 | 73 | 71 | 73 | 55 | 123 | 99 | 101 | 511 | 77 | 121 | 30 | 1773 |
| Drunk & Disorderly | 45 | 24 | 21 | 21 | 12 | 22 | 38 | 20 | 28 | 24 | 19 | 19 | 293 |
| Illegal Vendors | 10 | 6 | 10 | 7 | 5 | 24 | 28 | 11 | 24 | 7 | 5 | 7 | 144 |
| Noise Complaints & Street Musicians | 34 | 31 | 22 | 32 | 14 | 41 | 75 | 40 | 26 | 22 | 10 | 17 | 364 |
| Mentally Disturbed | 31 | 21 | 20 | 29 | 17 | 12 | 34 | 25 | 39 | 22 | 16 | 13 | 279 |
| TOTALS | 1016 | 1172 | 1331 | 1329 | 968 | 1169 | 1188 | 945 | 1611 | 1159 | 1167 | 1251 | 14,306 |
| CITY BEAUTIFICATION | | | | | | | | | | | | | |
| Graffiti Removal | 126 | 282 | 208 | 344 | 210 | 176 | 212 | 231 | 247 | 176 | 159 | 107 | 2478 |
| Stickers & Flyers Removed | 16 | 90 | 24 | 54 | 31 | 44 | 142 | 86 | 71 | 48 | 96 | 12 | 714 |
| Overflowing Trashcans Leveled | 51 | 60 | 80 | 122 | 78 | 63 | 57 | 30 | 45 | 24 | 26 | 36 | 672 |
| Repainted Public Property | 12 | 20 | 12 | 17 | 45 | 29 | 26 | 27 | 2 | 10 | 6 | 9 | 215 |
| Sweep Requests | 400 | 379 | 482 | 805 | 619 | 600 | 694 | 785 | 715 | 500 | 170 | 143 | 6292 |
| Scrub Requests | 208 | 343 | 275 | 481 | 234 | 677 | 429 | 44 | 288 | 276 | 254 | 519 | 4028 |
| TOTALS | 813 | 1174 | 1081 | 1823 | 1217 | 1589 | 1560 | 1203 | 1368 | 1034 | 711 | 826 | 14,399 |

JULY 2013 — JUNE 2014 TOTALS

| | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | Totals |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------------|
| | 2013 | | | | | | 2014 | | | | | | |
| CONSTRUCTION & DPW ISSUES | | | | | | | | | | | | | |
| 311 Called | 20 | 37 | 35 | 30 | 36 | 31 | 64 | 93 | 45 | 22 | 20 | 21 | 454 |
| Illegal Dumping | 22 | 36 | 42 | 47 | 57 | 40 | 106 | 52 | 64 | 58 | 56 | 20 | 600 |
| Safety Hazards & Extreme Vandalism | 58 | 51 | 54 | 68 | 11 | 29 | 22 | 12 | 54 | 29 | 41 | 12 | 441 |
| Construction | 6 | 3 | 1 | 1 | 2 | 0 | 1 | 4 | 15 | 4 | 11 | 0 | 48 |
| Cardboard & Pallets (City) | 0 | 0 | 0 | 2 | 6 | 0 | 103 | 114 | 66 | 32 | 70 | 38 | 431 |
| TOTALS | 106 | 127 | 132 | 148 | 112 | 100 | 296 | 275 | 244 | 145 | 198 | 91 | 1974 |
| NON-EMERGENCY & EMERGENCY SITUATIONS | | | | | | | | | | | | | |
| Arrests | 6 | 3 | 9 | 5 | 0 | 4 | 15 | 21 | 9 | 9 | 5 | 0 | 86 |
| Non-Emergency & 10B Officer | 159 | 190 | 179 | 223 | 106 | 155 | 411 | 515 | 527 | 807 | 983 | 0 | 4255 |
| 911 Calls | 23 | 24 | 22 | 16 | 0 | 0 | 3 | 10 | 28 | 2 | 1 | 3 | 132 |
| Fights & Assaults | 4 | 4 | 3 | 2 | 2 | 2 | 10 | 8 | 33 | 4 | 2 | 5 | 79 |
| Theft & Shoplifting | 14 | 1 | 4 | 5 | 3 | 3 | 12 | 3 | 16 | 7 | 2 | 4 | 74 |
| Vehicular Accidents | 3 | 1 | 0 | 2 | 0 | 0 | 4 | 2 | 5 | 2 | 14 | 11 | 44 |
| Fires & Fire Alarms | 6 | 2 | 0 | 2 | 0 | 0 | 2 | 6 | 0 | 4 | 0 | 0 | 22 |
| TOTALS | 215 | 225 | 217 | 255 | 111 | 164 | 457 | 565 | 618 | 835 | 1007 | 23 | 4692 |
| GRAND TOTALS | 4623 | 4890 | 5715 | 8390 | 5739 | 5957 | 6052 | 4876 | 6362 | 5127 | 5215 | 4821 | 67,767 |



Union Square BID Ambassadors Robert Owens & Wayne Alexis

2014 BOARD OF DIRECTORS

OFFICERS

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RUSSELL D. KEIL, JR. - THE KEIL COMPANIES

— TREASURER —
J. TIMOTHY FALVEY - HANFORD ▪ FREUND & COMPANY

— SECRETARY —
JAMES SANGIACOMO - TRINITY PROPERTIES

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THOMAS CARROLL - TIFFANY & CO
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JAMES C. FLOOD - FLOOD CORPORATION
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JON KIMBALL - THE WESTIN ST. FRANCIS
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BETSY NELSON - MACY'S
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SPENCER SECHLER - CITY PARK
DON THOMAS - CLUB DONATELLO HOMEOWNERS
WES TYLER - CHANCELLOR HOTEL ON UNION SQUARE

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— AUDIT —
LOUIS MEUNIER - RETAIL CONSULTANT

— FINANCE —
J. TIMOTHY FALVEY - HANFORD ▪ FREUND & COMPANY

— MARKETING & COMMUNICATIONS —
AMY BENSON, WESTFIELD SAN FRANCISCO CENTRE

— PUBLIC AFFAIRS & ADVOCACY —
STEPHEN BRETT - BRETT & COMPANY

— SERVICES & PUBLIC SAFETY —
WES TYLER - CHANCELLOR HOTEL ON UNION SQUARE

—STREETSCAPES & BEAUTIFICATION —
MANUELA ANNE KING - ROYSTON, HANAMOTO, ALLEY & ABEY

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KARIN FLOOD

— MARKETING & COMMUNICATIONS MANAGER —
JEANI HUNT-GIBBON

— STREETSAPES & SERVICES PROJECT MANAGER —
CLAUDE IMBAULT

— EXECUTIVE ASSISTANT & PROJECT COORDINATOR —
IRIS ROLLINS

— CONTRACT FINANCE MANAGER —
BENJAMIN W. HORNE

— CONTRACT SERVICE PROVIDER —
MJM MANAGEMENT GROUP

SERVICES OVERVIEW

COMMUNITY SERVICE AMBASSADORS
Seven days a week, 8:30 a.m. - 11:00 p.m.

DISPATCH SERVICES
Seven days a week, 8:30 a.m. - 10:00 p.m.

10-B POLICE OFFICERS
Ten hours daily

STEAM CLEANING
All properties - twice monthly

SIDEWALK SWEEPING & GENERAL MAINTENANCE
Seven days a week, 6:00 a.m. - 9:00 p.m.

GRAFFITI REMOVAL
As needed, with property owner's authorization

MARKETING & COMMUNICATIONS
To ensure Union Square's standing as a dynamic, world-class destination

ADVOCACY
To represent district on clean, safe, quality of life and business issues

STREETSAPES & BEAUTIFCATION
To revitalize the urban environment throughout the district



UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

323 GEARY STREET, SUITE 203 SAN FRANCISCO, CA 94102

TEL (415) 781-7880 FAX (415) 781-0258 FOR DISPATCH SERVICES CALL (415) 781-4456

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