



Presented in Committee - April 4, 2018

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”

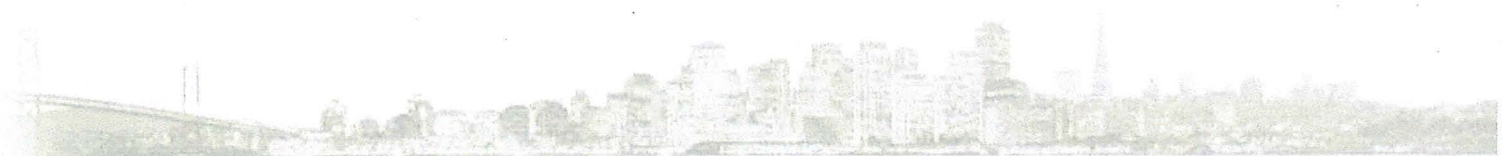


Review Process

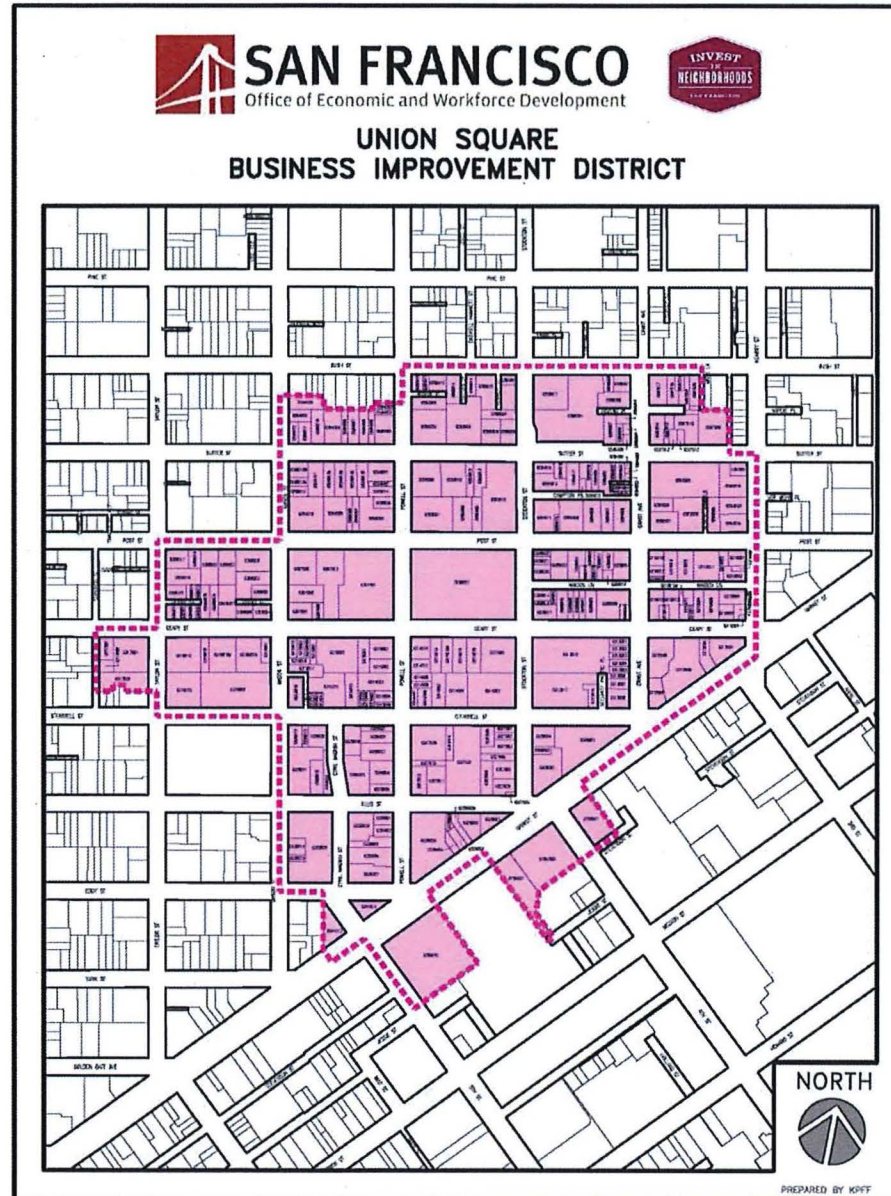
This resolution covers Annual Reports for FY 2016-17

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; Director of Strategic Initiatives - Claude Imbault; Marketing Manager – Tara Jett

Service Areas

- **Clean and Safe**
 - This program includes sidewalk cleaning and maintenance, the Community Service Ambassadors and SFPD 10B officers.
- **Marketing, Advocacy, Beautification and Streetscape Improvements (MABSI)**
 - This service area promotes the district through brochures, a website, social media outlets and sponsors special events; advocates on behalf of Union Square property owners; beautifies the area through special projects.
- **Management and Operations**
 - Admin and operations includes oversight of service contract, implementation of major projects, staffing the Board of Directors and Committees, and general day to day operations.



BENCHMARKS

OEWD's staff reviewed the following budget related benchmarks for USBID:

Benchmark 1 – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.

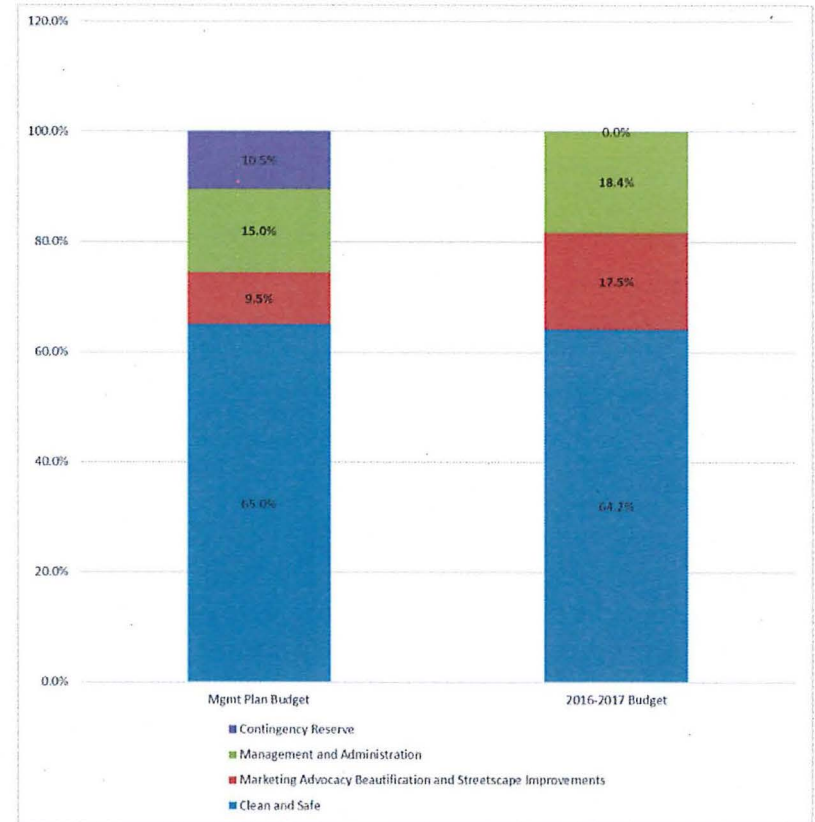
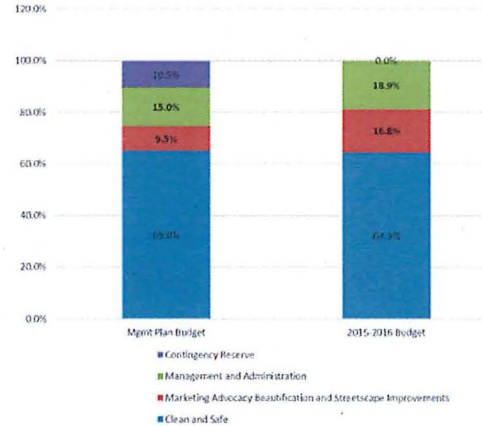
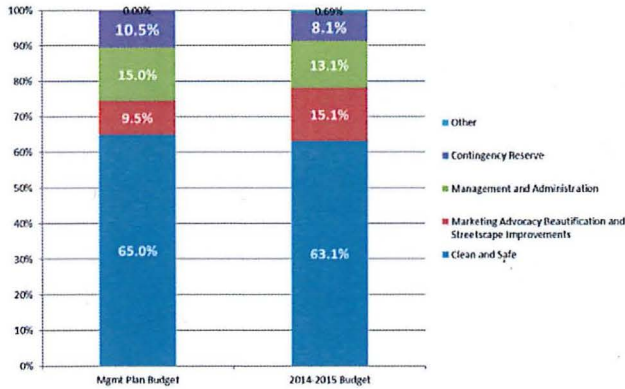
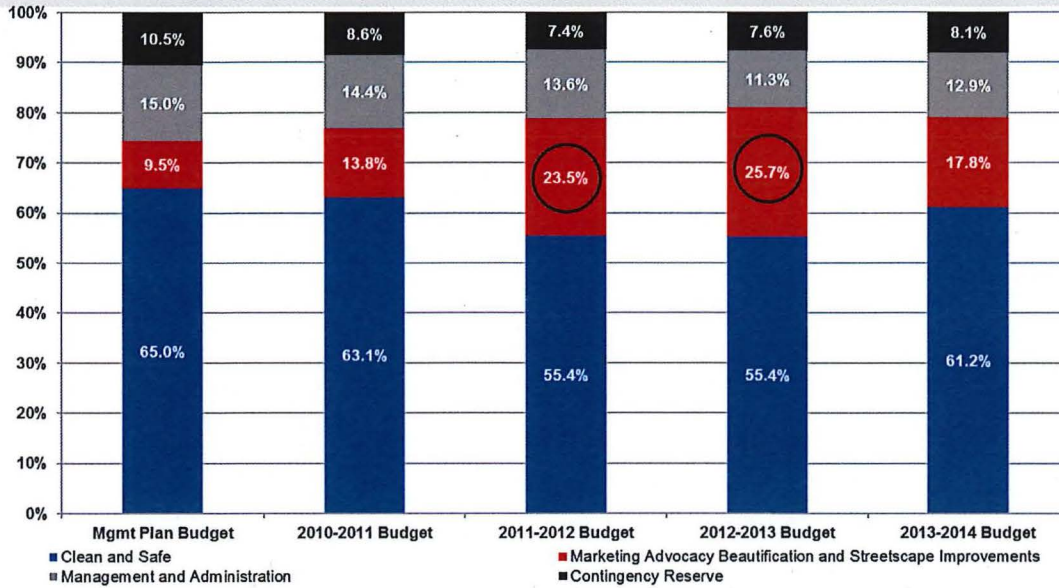
Benchmark 2 – Whether one percent (1%) of USBID's actuals came from sources other than assessment revenue.

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

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

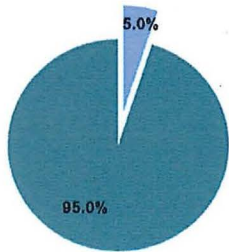


Management Plan vs. Annual Budgets

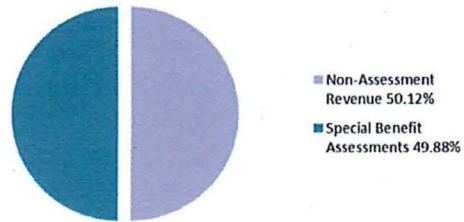


Assessment Revenue & Other Income

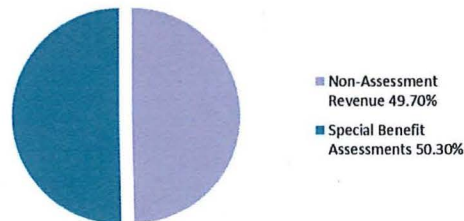
FY 2013 - 2014



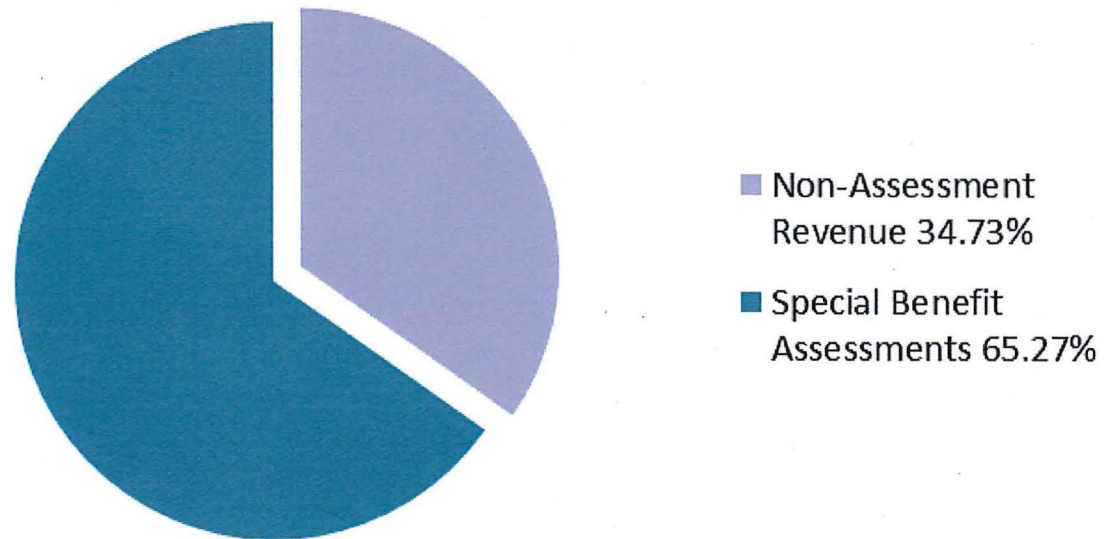
FY 2014 -2015



FY 2015 -2016



FY 2016 -2017



■ Non-Assessment Revenue

■ Special Benefit Assessments

Budget vs Actuals

Service Category	FY 2013-2014 Variance Percentage Points	FY 2014-2015 Variance Percentage Points	FY 2015-2016 Variance Percentage Points	FY 2016-2017 Variance Percentage Points
Clean & Safe	+6.1%	+2.76%	-2.12%	+4.43%
Marketing, Advocacy, Beautification and Streetscape Improvements	+1.9%	2.51%	+2.32%	-2.79%
Management and Operations	0.0%	+2.94%	-.59%	-1.64
Contingency & Reserves	-8.1%	-8.26%	+.40%	0%



Carryover

Designated Projects	FY 2016-2017
General Fund/Contingency	\$1,649,879
SVC Foundation Grant	\$833,797
Other Restricted/Designated Funds	\$3,44,323
Total Designated Amount	\$2,827,999



Findings & Recommendations for USBID

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

- The USBID was successful in acquiring non-assessment dollars.
- The USBID successfully met all benchmark requirements.
- USBID is currently set to sunset at the end of 2019
 - OEWD recommends USBID staff and governing board to continue preparing for their renewal campaign
 - OEWD is working with the BID to prepare a timeline to outline the renewal campaign



Conclusion

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

- **Marketed and produced events, including Winter Walk.**
- **Collaborated with the City and local non-profits to beautify and improve Hallidie Plaza**
- **Began work on a strategic plan to prepare for the BID's renewal campaign**
- **Maintained an active board of directors and robust subcommittees**





UNION SQUARE

UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

San Francisco Government Audit & Oversight Committee (GAO)

Presented by: Karin Flood, Executive Director
April 4, 2018

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.

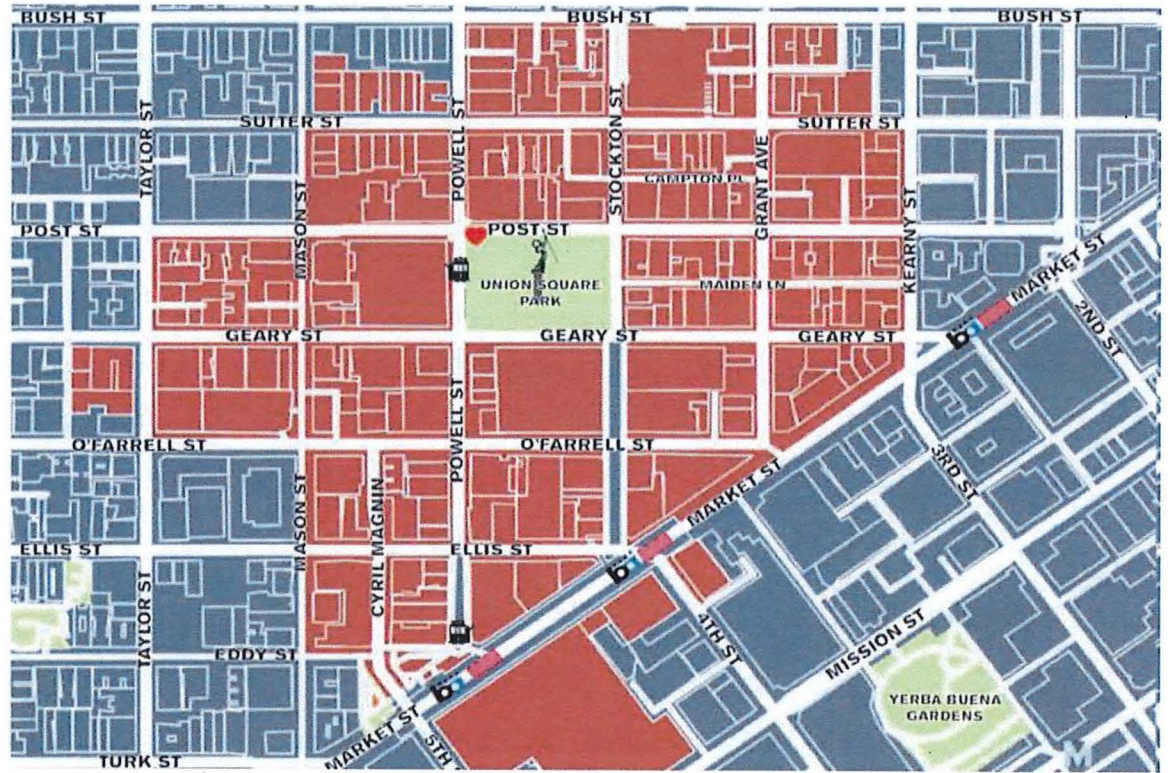
Vision

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.

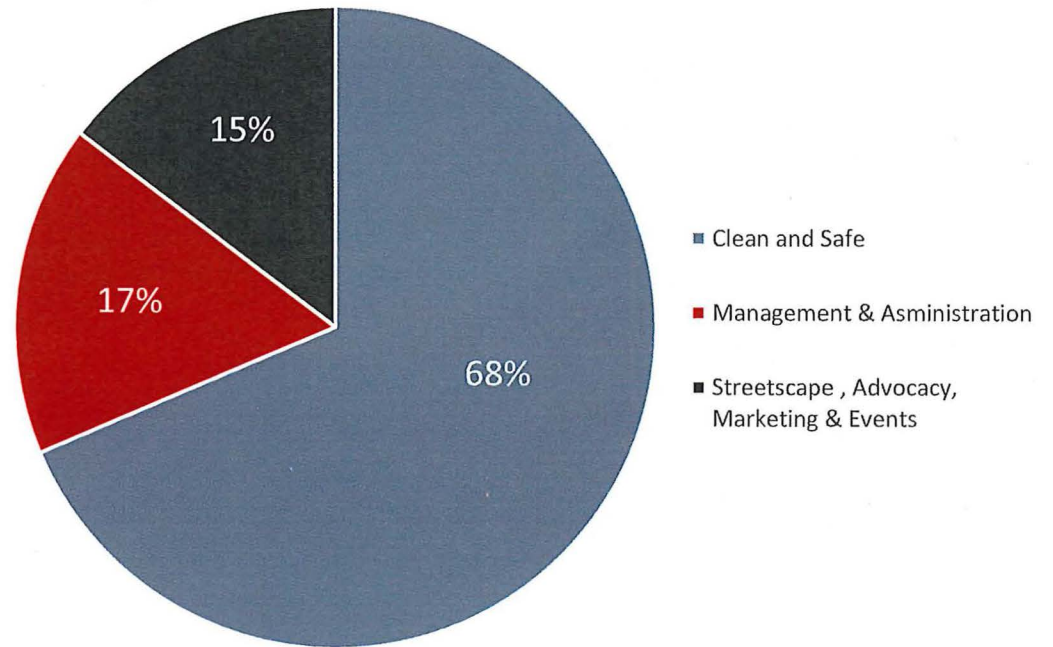


Assessment Methodology (16-17 FY)

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 & advocacy rates start at \$88 per parcel (2,000 sqft) up to \$5,867 (100,000 sqft or more)
- Total Assessments in 16-17FY \$3.4mil

16-17 FY Assessment Expenses Budget

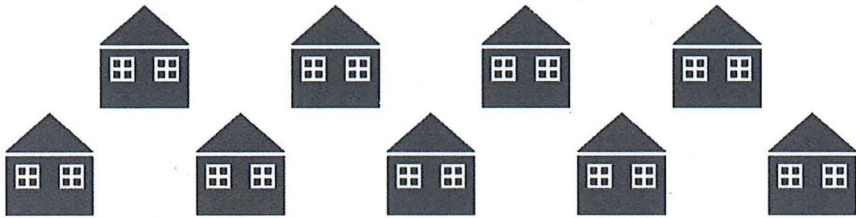
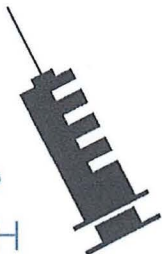


Major Accomplishments - Union Square Cares & Downtown Streets Team



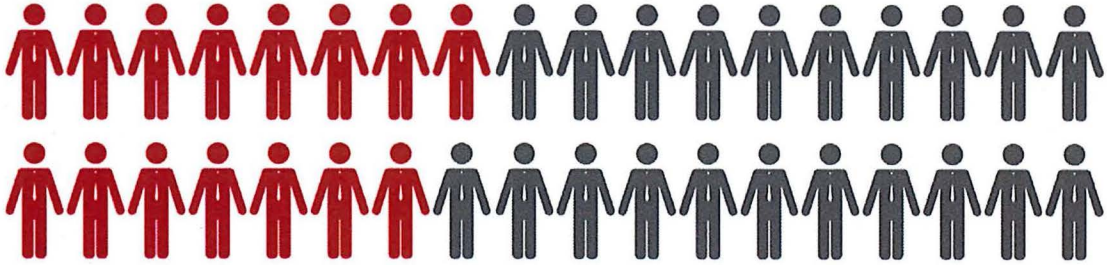
COLLECTED
9,157 lb
OF DEBRIS
IN THE PAST
YEAR

AVERAGE OF
227
NEEDLES
PICKED UP
PER MONTH



9 TEAM MEMBERS ARE IN PERMANENT HOUSING

OUT OF 36 TEAM MEMBERS
15 RECEIVED
FULL-TIME
EMPLOYMENT



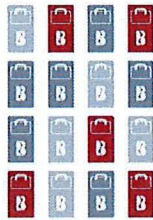
Major Accomplishments



BIGBELLY PROGRAM

WE DEPLOYED **25**

POTENTIALLY-SPONSORED BIGBELLY 'S ACROSS THE DISTRICT



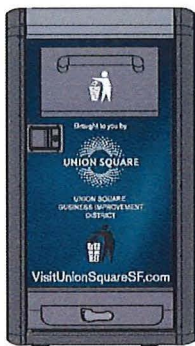
FIVE REGULAR CANS EQUALS ONE BIGBELLY



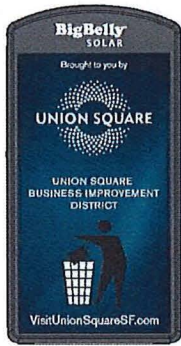
WINTER WALK SF



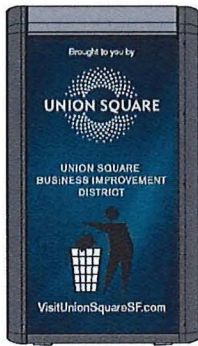
3RD WINTER WALK SF



Front / sidewalk-facing



Side of Trash Bin



Rear / street-facing



98% OF ATTENDEES WOULD LIKE TO SEE WINTER WALK BECOME A PERMANENT EVENT



750,000 LOCALS AND VISITORS IN ATTENDANCE

Major Accomplishments

PUBLIC SAFETY & SECURITY CAMERA PROJECT



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

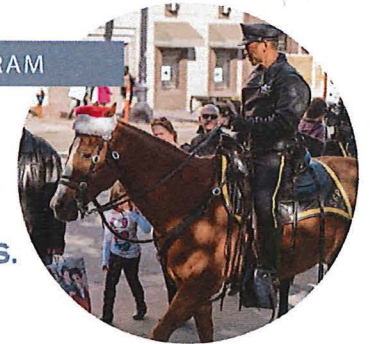


"HOLIDAY SAFE SHOPPER" PROGRAM



10,000 HOURS
OF POLICE PATROLLING
THROUGHOUT UNION
SQUARE

8 FELONY ARRESTS
AND **45** MISDEMEANOR ARRESTS.



PEDESTRIAN COUNTERS



10 REAL-TIME
PEDESTRIAN
COUNTERS
LAUNCHED IN
JANUARY 2017

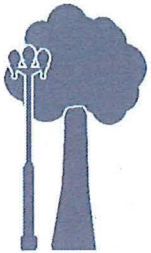
5 MILLION
VISITORS
CAME TO UNION
SQUARE IN THE
MONTH OF AUGUST



39 MILLION
VISITORS CAME
TO UNION SQUARE
SINCE JANUARY 2017



Leveraging Assessment Dollars for Public Realm Improvements



Total Other
Revenue Raised
\$1,837,276

That's **53%** in addition
to assessment dollars

\$10,332,171 has been leveraged
by assessment dollars since July
2009. That's **\$.40** raised for
every assessment dollar

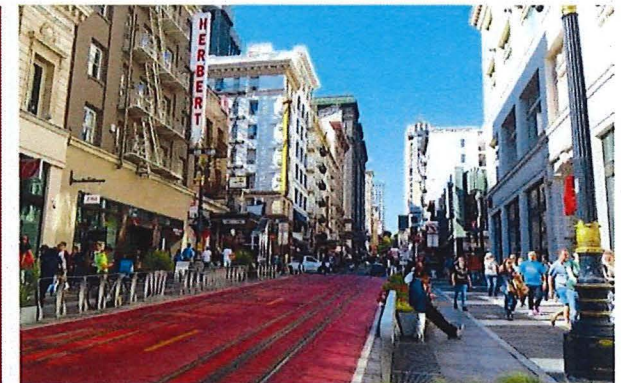
ANNUAL LUNCHEON

Raised over
\$114,000 to
support public realm
improvement projects.



POWELL STREET PROMENADE

Received **\$125,000**
sponsorship from Audi to
maintain and repair the
existing parklett.



Services: Clean



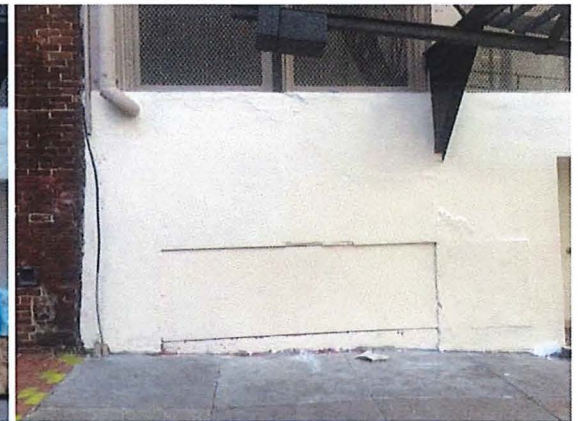
14 FTE's provide 2 sweeps per sidewalk daily, power washing every 2 weeks and address illegal dumping, sidewalk stains, graffiti removal and excessive trash.

Collected 
482,262 lbs
Of Trash & Debris

Removed
1,780
Syringes



Removed 
17,076
Graffiti Tags &
Stickers



*FY 16-17
Operations Report

Services: Safety



10FTE Ambassadors (8 safety and 2 hospitality) and 3 FTE Member Service Agents.

With rapid response times and innovative coverage, our ambassadors and officers make our district a safer place.



Engaged

6,272

Cases with the Mentally Ill



Addressed

21,315

Sit/Lie Compliance



Addressed

1,288

Cases of Aggressive Panhandling



49,822

Directions Given by Ambassadors



Destination Marketing & Events



OVER
80,000
FOLLOWERS
ON SOCIAL MEDIA
PLATFORMS



OVER
4,500
SUBSCRIBERS

AROUND THE SQUARE
NEWSLETTER

MEMBERS RECEIVE THE FOLLOWING BENEFITS



WEB PRESENCE

A business listing and events and deal promotions on our website:
VisitUnionSquareSF.com



EVENTS

Opportunity to attend member events and meetings.



PROMOTIONS

Opportunity to be featured in our blog and newsletters.

Activated Maiden Lane



Renewal Timeline & Milestones



SEPTEMBER 2017
Launch renewal campaign
with USBID members,
community stakeholders
and the City



OCTOBER 2017 - JULY 2018
Outreach meetings with stakeholders



OCTOBER 2018
Petitions mailed to
USBID members for
initial round of voting




APRIL 2019
Resolution voted
on by SF Board of
Supervisors and
signed by Mayor


2017

2018


2019



MARCH 2018
Membership survey to get your
feedback and shared vision



JUNE 2018
Finalize assessment
methodology, management
plan, engineers report, and
boundary map



DECEMBER 2018 - JANUARY 2019
45-day mailing period when USBID
members receive and vote on their ballots

Looking Ahead

Let's collaborate on issues relating to retail and tourism, planning and building codes, homelessness, and cleaning. A thriving business community enhances our position as an international destination. Together, we can provide a clean, safe and vibrant Union Square for all.

- USBID Renewal
- Union Square Foundation 501c3 formation
- Winter Walk SF and other Public Realm Activations
- Hallidie Plaza Improvements
- Maiden Lane Improvements



Vote YES on USBID Renewal