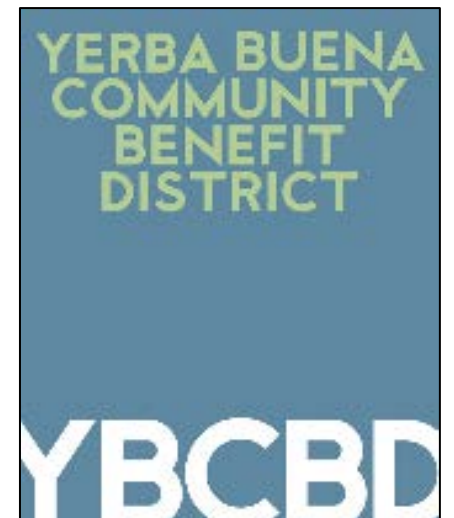




Board of Supervisors-December 6, 2023



YBCBD MISSION

Advance the quality of life for residents and visitors in the Yerba Buena Neighborhood by fostering a **clean and welcoming** neighborhood, enhancing **public spaces**, and reinforcing the viability of our **economic base**.



WHAT DOES THE YBCBD DO?



Cleaning

- Clean Team
- Steam Cleaning
- Bigbelly Program



Safety

- Community Guides
- SFPD Bike Patrol
- Social Services Specialist



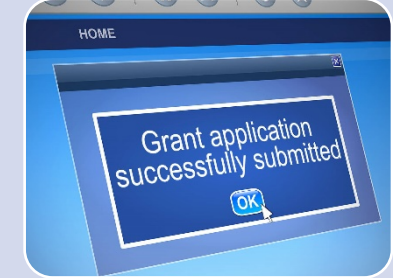
Streetscape

- Public Art
- Open Space Enhancement
- Streetscape Projects



Marketing

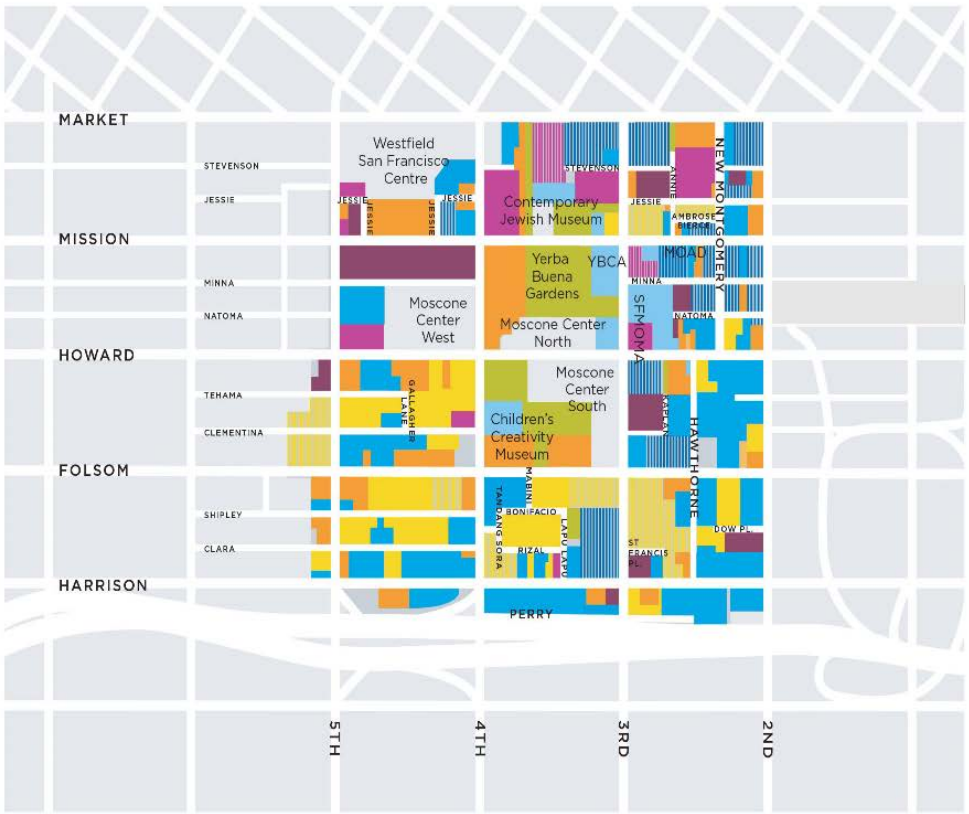
- Events & Activations
- Marketing Campaigns
- Social Media



Community Benefit Grants

- Public Art
- Pedestrian Safety
- Community Spaces & Events

Yerba Buena Neighborhood Makeup



Makeup of Yerba Buena	
Cultural Organizations, Museums, and Galleries, Entertainment	16
Hotels	12
Convention Center	1
Restaurants, Bars, Cafes	113
Public Art Pieces	13
Shopping and Services	54
Public Open Space, Gardens, and POPOS	6
Residents	11,205
Muni/Bart Stations	3



SAN FRANCISCO

APEC 2023

UNITED STATES

APEC POSITIVE IMPACT

SAN FRANCISCO

- 21 Heads of State, 500 CEO's
- Positive and improved image of San Francisco
- Long-term travel and tourism impact
- Cleaning and beautification
- Strong economic impact

YERBA BUENA

- Economic Impact, image and tourism
- Yerba Buena Hotels-Very Strong Week
- Cleaning, beautification and streetscape improvement
 - Pedestrian crosswalks repainted
 - Sidewalk trees pruned and planted
 - Large scale graffiti abatement
 - Mission St Median between 3rd and 4th replanted
 - 4th and Harrison Artist Murals
 - New Public Open Space
 - 4th and Harrison Dog Park
 - Yerba Buena Barklet – 3rd and Folsom
 - Moscone/Yerba Buena Gardens Landscaping/Artistic Murals
- Safety

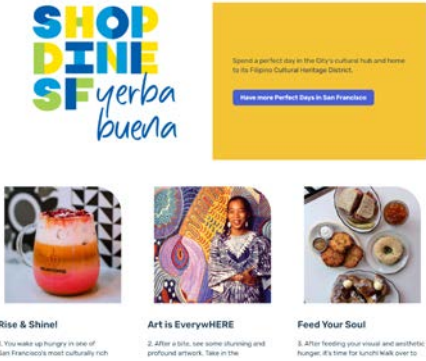
COMMUNITY OUTREACH

CITY

- Large Scale Media and PR Campaign
- OEWD-Door to Door Small Business Outreach in Yerba Buena
- Shop Dine Moscone Postcard and Website
- APEC Emergency Operations Center
- Direct Senior and Resident Community Outreach and Meetings
- Secret Service Press Conference-October 18
- Entertainment Commission and Office of Small Business - Community Meetings

YBCBD

- Yerba Buena Community Meetings
 - Board and Community Updates(150ppl)
 - Community Meet and Mix(200 ppl)
 - Yerba Buena Safety and Security Meetings (120 ppl)
 - APEC information sessions November Residents and small business(450 ppl)
- Yerba Buena APEC Social Media and Pop Up ads
- Yerba Buena What's News
- Yerba Buena small business outreach

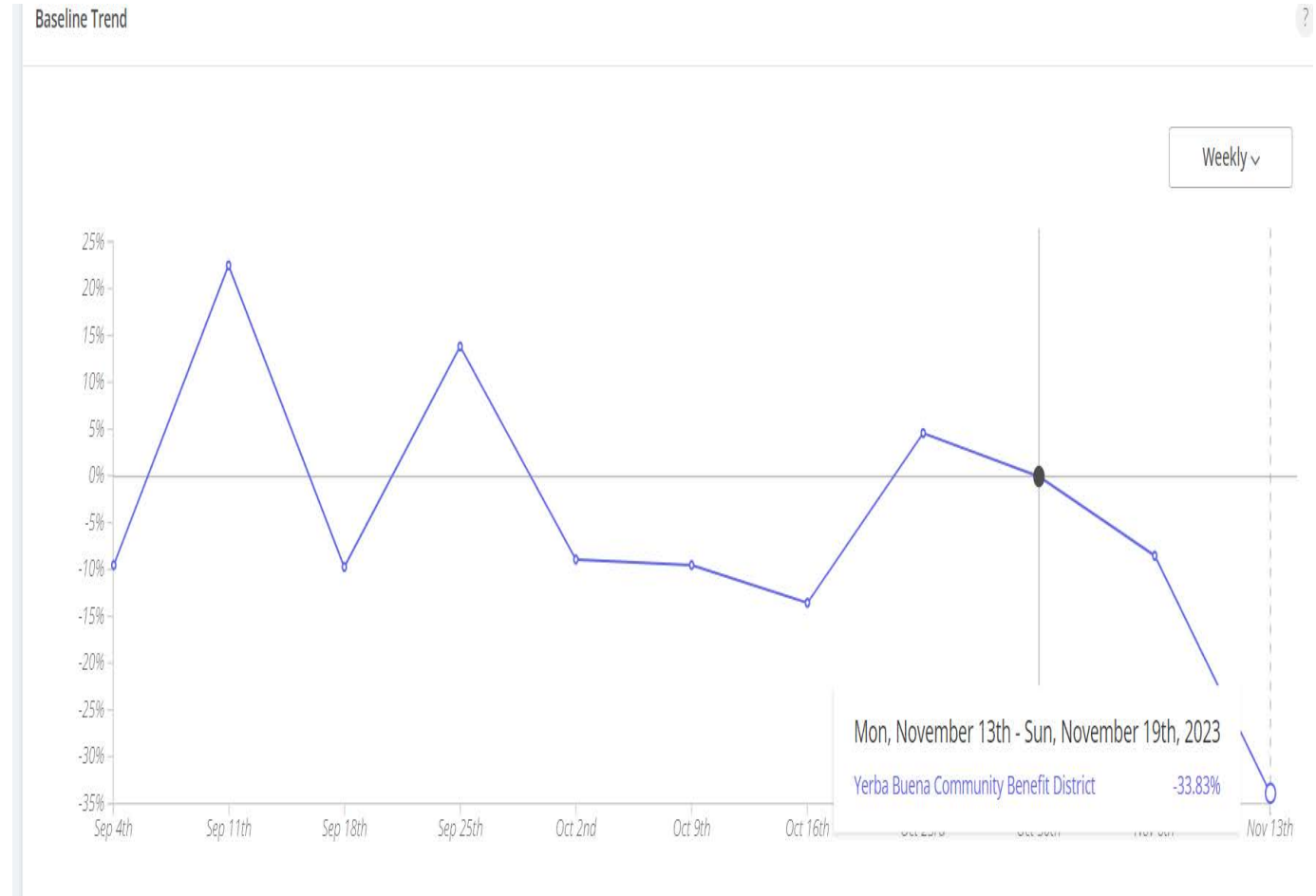


Convention's and the Yerba Buena Neighborhood

- Conventions
 - Key driver to the economic ecosystem of the Yerba Buena Neighborhood.
 - 2023: 34 Conventions, 55,156 tourism jobs, 255M direct spend
 - Historically and consistently provided short and long term economic impact to the Yerba Buena Neighborhood
 - Positive impact for small and large business
 - Ecosystem
- APEC was different than most conventions

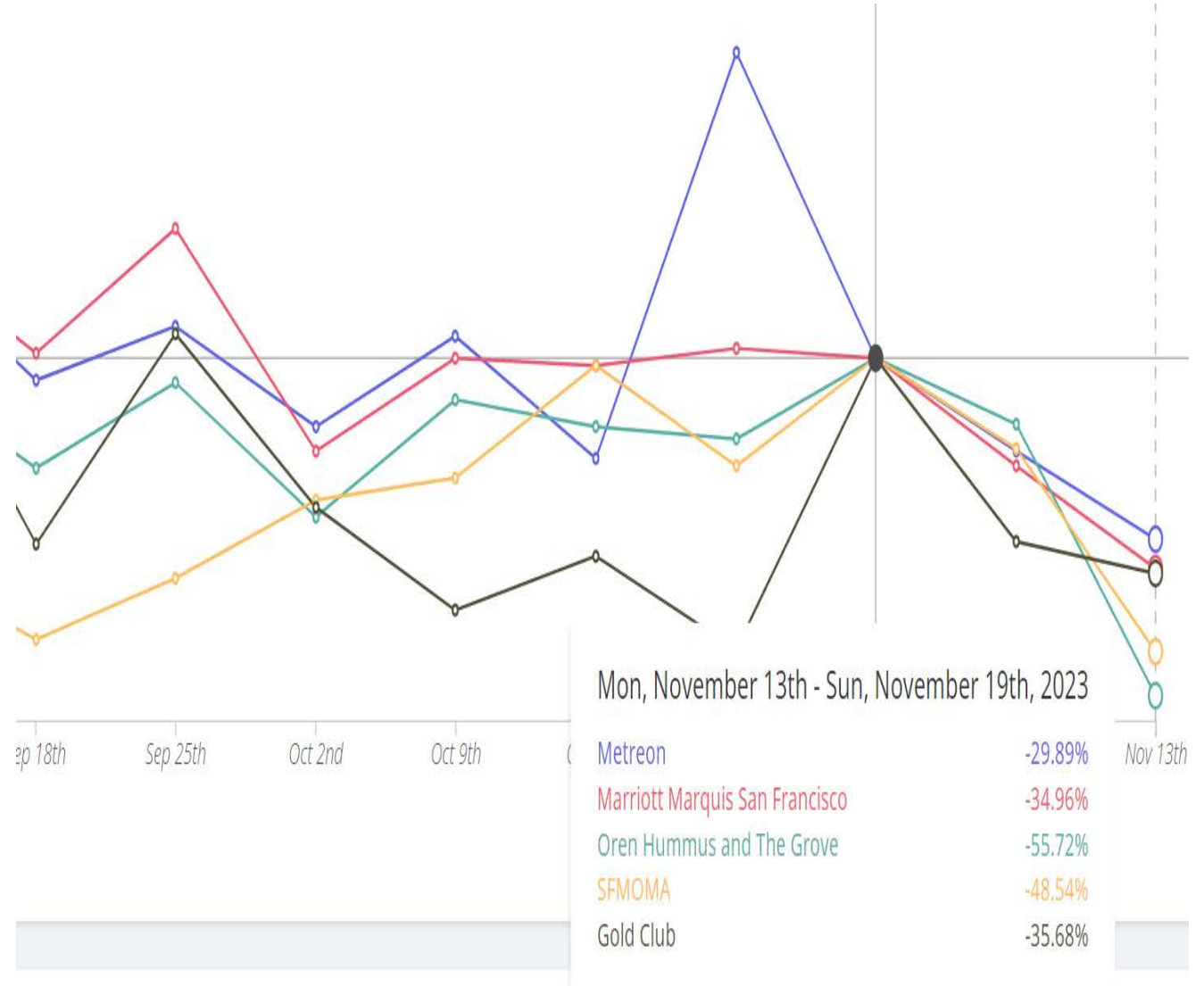
APEC VISITOR TREND – YERBA BUENA

- Yerba Buena Neighborhood Visitor Trends
- Sept/October
 - +8.1% year over year growth
 - +52% over 2 year
- November 6-12(APEC Security Setup)
 - Down -8.5%
- November 13-19 (APEC)
 - Down -33.8%



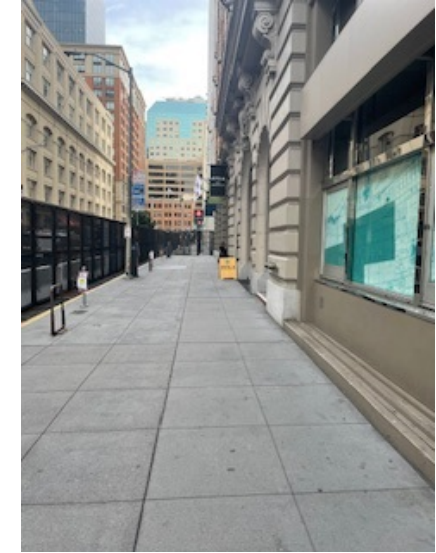
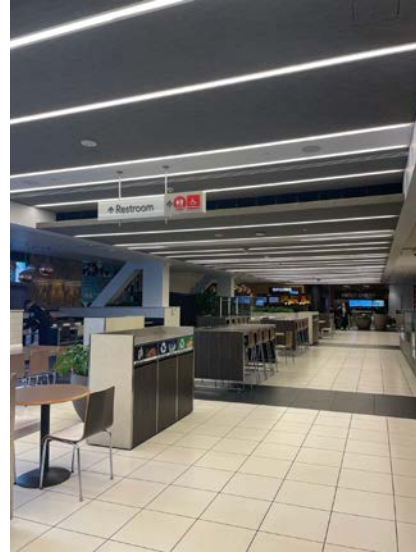
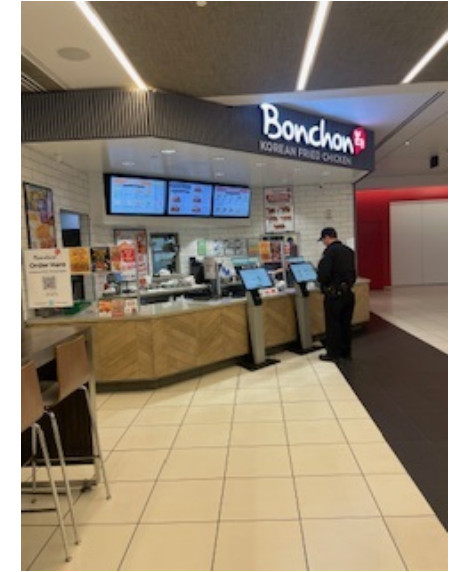
APEC VISITOR TREND - YERBA BUENA

- Yerba Buena Neighborhood Visitor Trends
- Examples: November 13-19 (APEC)
 - Neighborhood -33.8%
 - Metreon: -29.89
 - Marriott Marquis: -34.96
 - Oren Hummus/The Grove: -55.72
 - SFMOMA: -48.54
 - Gold Club: -35.68



SMALL BUSINESS EXAMPLES

- Revenue change
 - -64.3% avg (-12% to -100%)
 - -15.3k avg (-1.4k to -36.4k)
- Examples
 - New Ming/Ayola/Working Girl Café
 - Oren Hummus/The Grove
 - Children's Creativity Museum/South of Market Child Care/Contemporary Jewish Museum



TAKEAWAYS

- APEC put us on a world stage important to San Francisco's **recovery and reputation**.
 - The City was **energized, clean and safe**.
 - Residents benefitted from **beautification and safety measures** that required patience resulting from **limited access, transit change and protests**.
 - However, for **businesses**, it was **feast or famine**.
 - Our hope is that its **positive impact and solutions** will last well beyond its time here.

- **Partnership**