



Union Square Business Improvement District FY 2018-2019 Annual Report



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 2018-2019

- 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.



USBID Formation

USBID	Type	Assessment Budget*	FY 18-19 Assessment Submission	Year Renewed	Expires
	Property-Based	\$ 3,070,891	\$ 3,658,253	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.

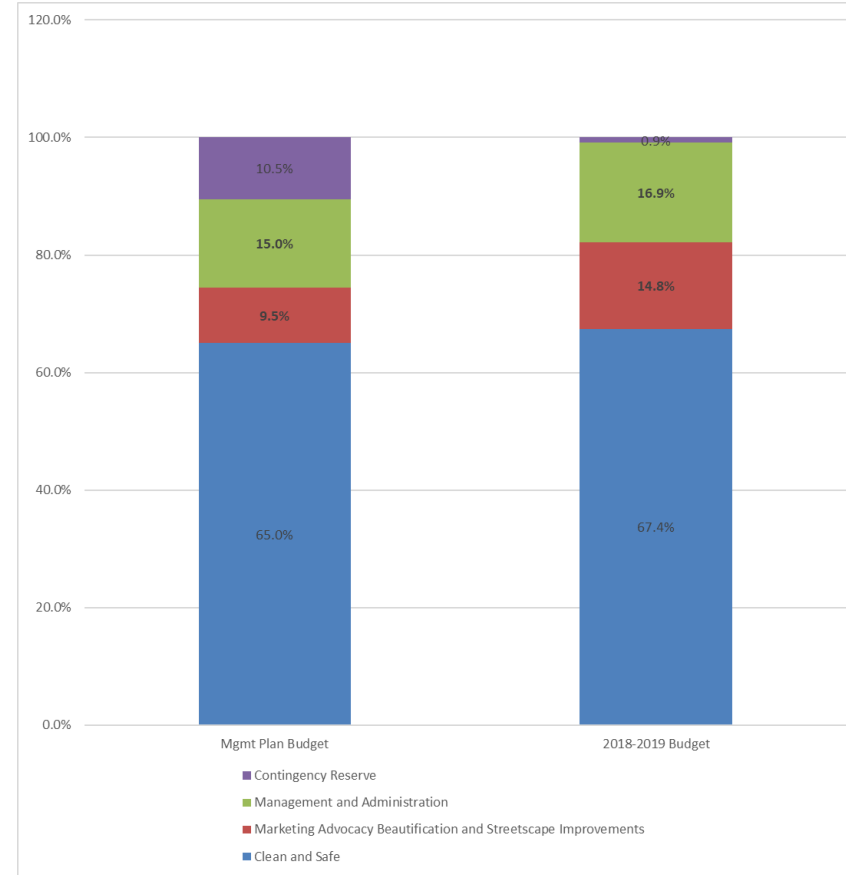
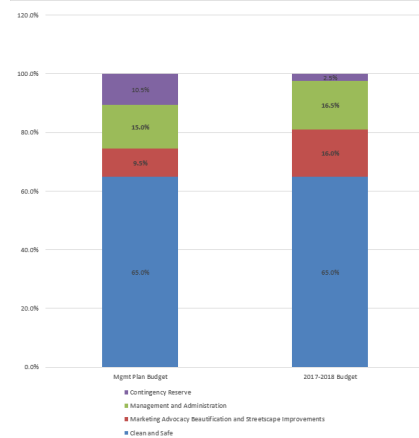
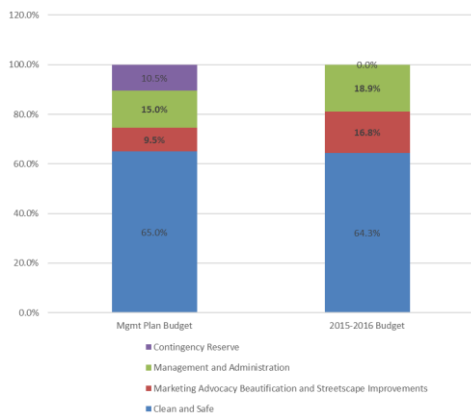
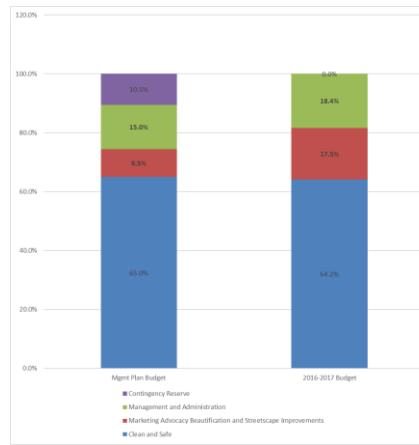
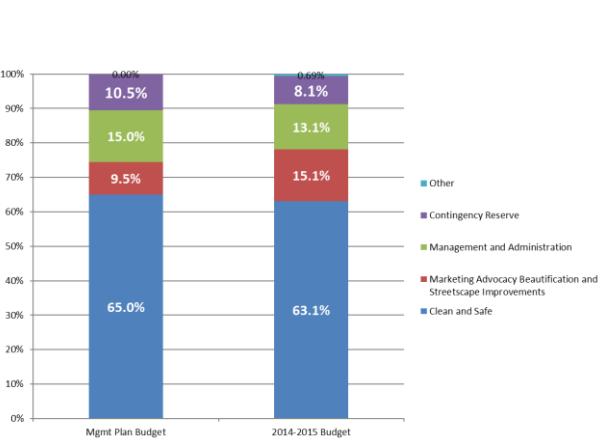
Benchmark 2 – Whether one percent (1%) of USBID's came from sources other than assessment revenue.

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.

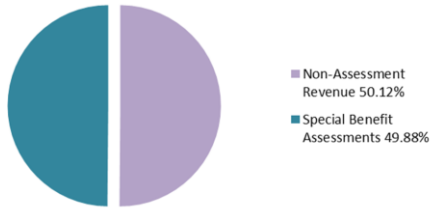


Management Plan vs. Annual Budgets

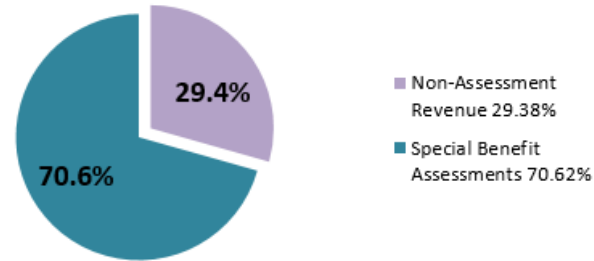


Assessment Revenue & Other Income

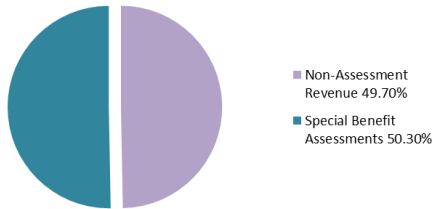
FY 2014 -2015



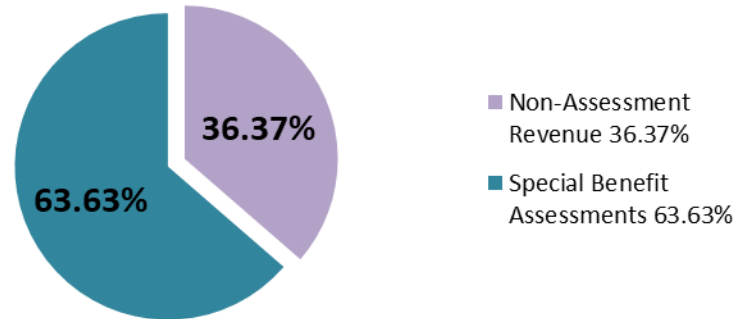
FY 2017 -2018



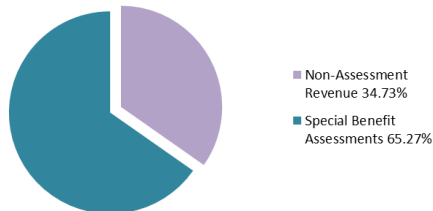
FY 2015 -2016



FY 2018-2019



FY 2016 -2017



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	FY 2018-2019 Variance Percentage Points
Clean & Safe	+2.76%	-2.12%	+4.43%	+2.48%	-1.00%
Marketing, Advocacy, Beautification and Streetscape Improvements	2.51%	+2.32%	-2.79%	-1.92%	+4.31%
Management and Operations	+2.94%	-.59%	-1.64	-0.89%	-2.97%
Contingency & Reserves	-8.26%	+.40%	0%	+0.32	-0.34%



Carryover

Designated Projects	FY 2018-2019
Assessment & Core Operations	\$1,731,437.00
Other Restricted/Designated Funds	\$59,253.00
Total Designated Amount	\$1,790,690.00



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 successfully completed their renewal process at the end of FY 18-19**
 - **Renewed for an additional 10 years**
- **USBID worked to increase foot traffic through the activation of Maiden Lane and was able to attract hundreds of thousands of visitors to the district with Winter Walk SF and other events**

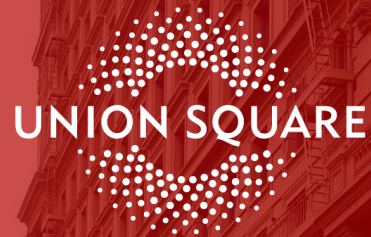


Conclusion

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**





UNION SQUARE

UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

San Francisco Government Audit &
Oversight Committee (GAO)
Union Square BID Fiscal Year 2018 – 2019

Presented by: Karin Flood, Executive Director
September 3, 2020

Services of the USBID



Cleaning



Destination Marketing



Safety



Public Realm

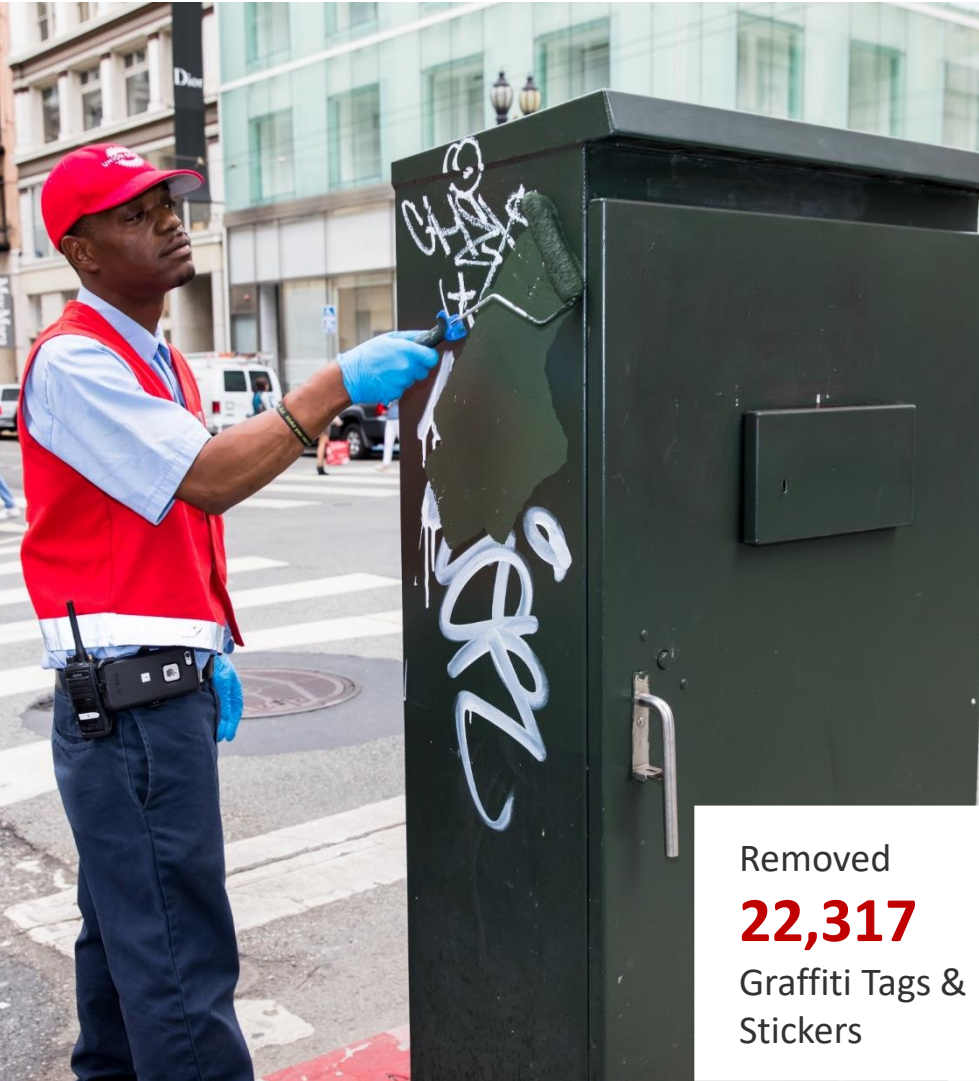


Advocacy

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.





Removed
22,317
Graffiti Tags &
Stickers



Collected
563,125 lbs.
Of Trash & Debris



Removed
23,016
Hazardous
Waste

Addressed
50,516
Quality of Life
Issues



Marketing, Public Realm, and Advocacy



- Winter Walk: 2.2 million visitors in 2018
- Public Art: Paparazzi Dogs
- Completed an economic impact study: Union Square is made up of less than 1% of the City's built land, yet generates over one-third (34%) of the citywide sales in general consumer goods.

Union Square Foundation



- Partnered with Miracle Messages to reunite long lost loved ones with their families.

Renewal Finish Line:
Passed for Another 10 Years!



Renewal Timeline & New Services



Ballot Phase

The City and County of San Francisco Board of Supervisors unanimously voted in support of the USBID's renewal on July 9, 2019. **85%** of ballots returned were in favor of renewal.



201
9

202
0

Petition Phase
50.37% of the assessed properties (weighted) were supportive!



Expansion of Services

- 24/7 Member Services
- 20% wage increase to cleaning and safety staff!
- Additional 10B Officer
- Overnight Security Patrol



Thank you!

Karin Flood,
Executive Director
Karin@unionsquarebid.com