



# Union Square Business Improvement District FY 2019-2020 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 2019-2020

- 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 19-20 Assessment Submission	Year(s) Renewed	Expires
	Property-Based	\$6,036,111	\$6,015,353	2009 2019	June 30, 2029

*\*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, SFPD 10B officers, and a security camera network.
- **Public Realm, Marketing, Events, and Advocacy**
  - 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 Administration**
  - 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 (8%) 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.**

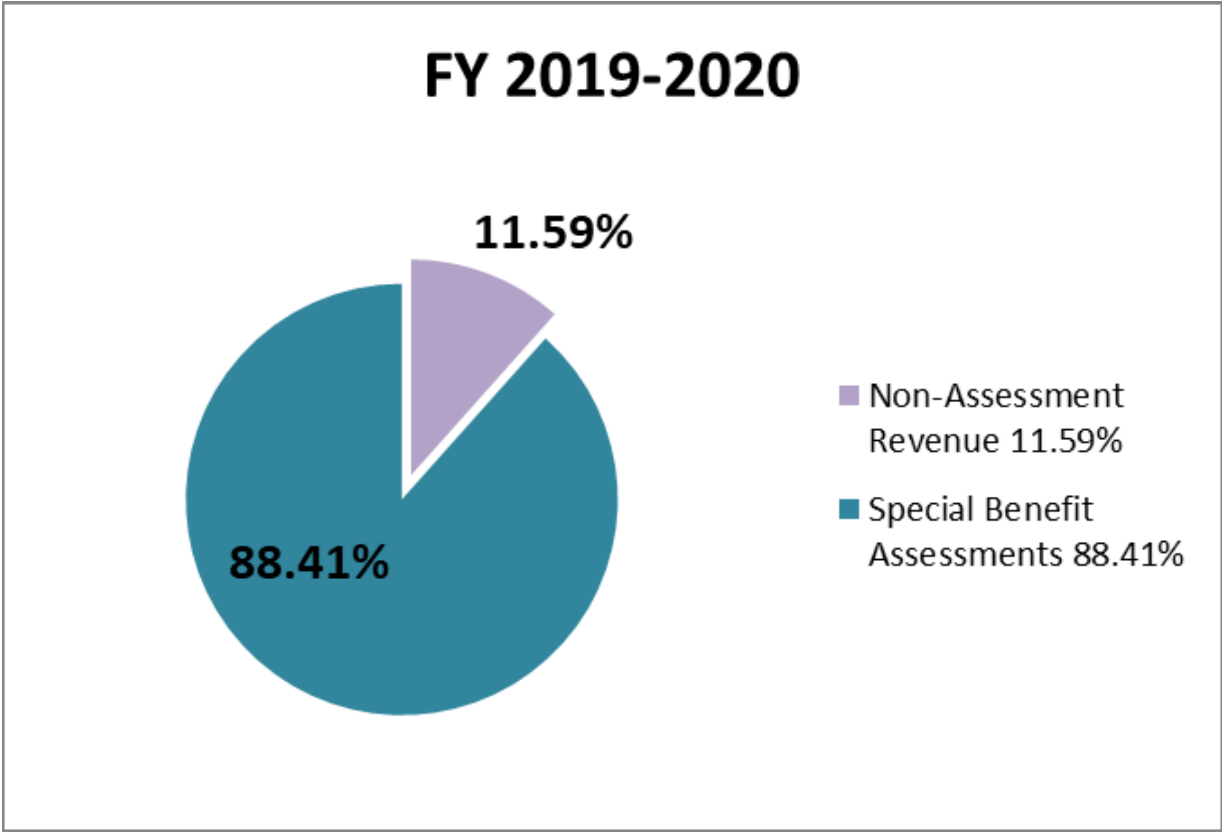


# Management Plan vs. Annual Budgets

Service Category	Management Plan	FY 2019-2020 Budget	FY 2019-2020 Variance Percentage Points
Clean & Safe	74.20%	73.62%	-0.58%
Public Realm, Marketing, Events, and Advocacy	11.50%	12.67%	+1.17%
Management and Administration	14.30%	13.70%	-0.59%



# Assessment Revenue & Other Income





# Budget vs Actuals

Service Category	FY 2019-2020 Budget	FY 2019-2020 Actuals	FY 2019-2020 Variance Percentage Points
Clean & Safe	73.62%	72.98%	-0.64%
Public Realm, Marketing, Events, and Advocacy	12.67%	13.60%	+0.93%
Management and Administration	13.70%	13.42%	-0.29





# Carryover

<b>Designated Projects</b>	<b>FY 2019-2020</b>
<b>Assessment &amp; Core Operations</b>	<b>\$2,200,303</b>
<b>Other Restricted/Designated Funds</b>	<b>\$89,235</b>
<b>Total Designated Amount to Be Spent in Future Years</b>	<b>\$2,279,538</b>



# Findings & Recommendations for USBID

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

- Successfully completed USBID renewal for another 10 year term
- Successfully hosted events to draw shoppers and visitors to the area, including WinterWalk SF and a Wine Walk
- Continued operations during the early days of the Covid-19 Shelter-In-Place health order
- USBID has been a valued partner throughout the Covid-19 pandemic helping to disseminate information to stakeholders
- Purchased meals from local restaurants in the district and donated them to essential workers, supporting 14 different restaurants and 335 donated meals to workers and staff.
- Conducted a series of surveys regarding the economic impact of the Covid-19 pandemic on businesses in the Union Square area



# Conclusion

- **Union Square BID has performed well in implementing the service plan in the district.**
- **Continues to successfully sponsor and promote events in Union Square**
- **Maintained an active board of directors and robust subcommittees**
- **Well-run organization and well placed to continue carrying out its mission.**





# San Francisco Government Audit & Oversight Committee (GAO)

Union Square Alliance Fiscal Year 2019 – 2020  
October 20, 2021

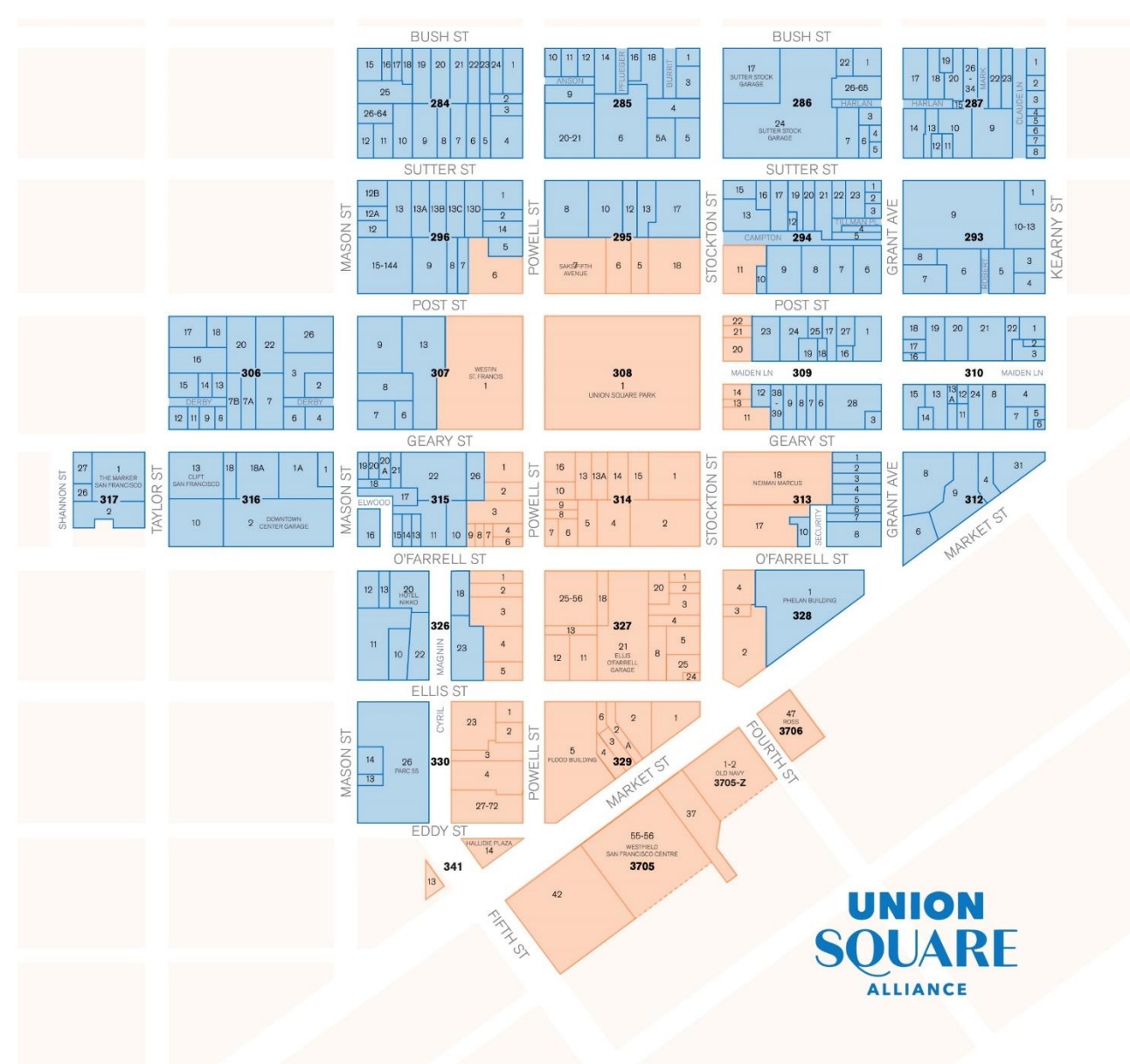
Karin Flood and Marisa Rodriguez,  
Union Square Alliance

# Introduction

## Mission

The Union Square Alliance (formerly known as the Union Square Business Improvement District) serves members and creates a high visitor experience by managing and activating public spaces, attracting new investment, and advocating for the District's future success.

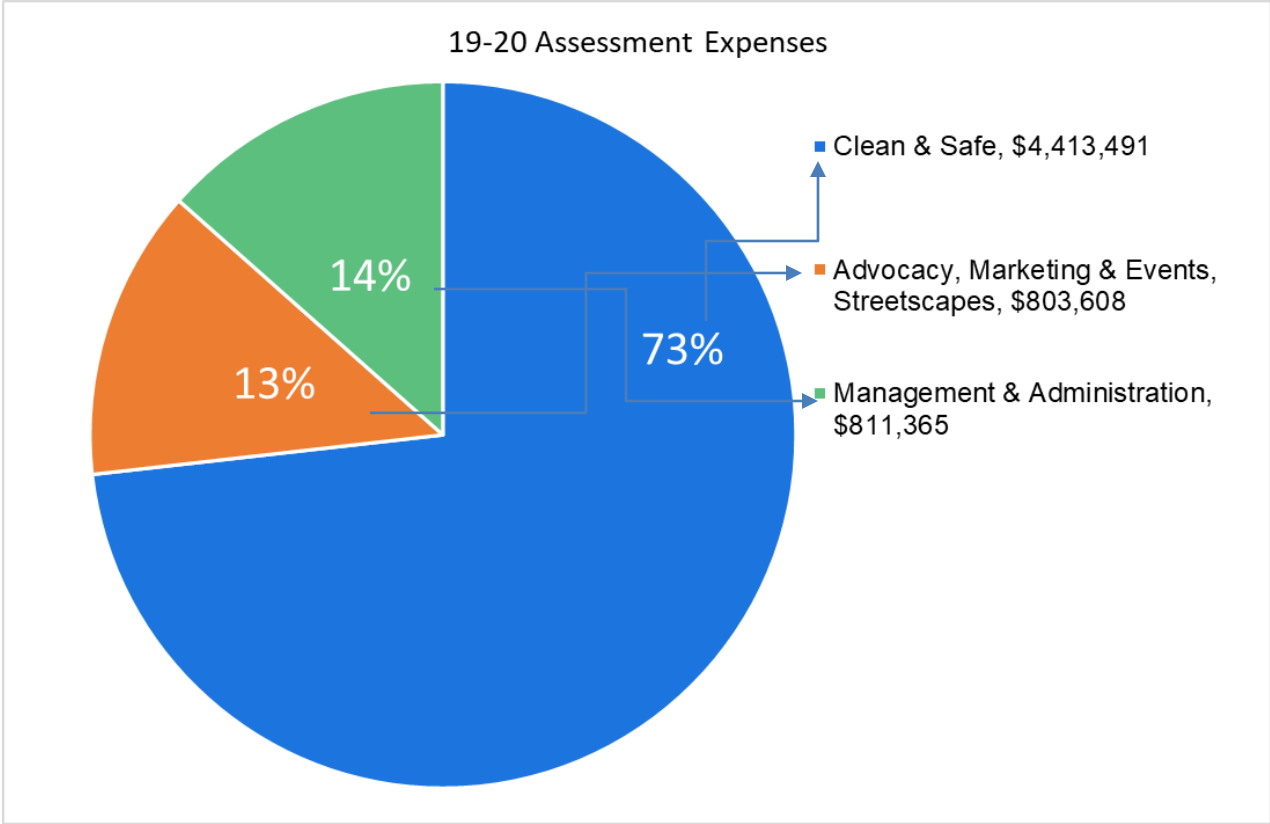
The Alliance oversees a 27-block area surrounding Union Square Park in the heart of San Francisco. It is generally boarded on the north by Bush Street, on the east by Kearny Street, on the south by Market Street and on the west by Taylor Street.



# Assessment Methodology 19-20

## Assessments based on the following variables

- Linear (sidewalk) frontage
- Lot square footage
- Building square footage
- Type of land use
- Zone
- Total Assessments in 19-20 FY  
\$6.025 million



# Cleaning & Safety Services

Clean and Safe services include a 24/7 staffed dispatch hotline, round the clock cleaning staff, ambassadors and overnight security

New services programs:

- 24/7 Member Services
- Additional Security Cameras
- Overnight Legion Security and Patrol Vehicle
- All Terrain Litter Vacuum
- Pressure Washing Van
- Additional Big Belly Trash Cans





# Cleaning & Safety by the Numbers

## Cleaning

- 486,375 Pounds of Trash Removed
- 24,354 Hazardous Wastes Removes
- 24,789 Graffiti Tags Removed
- 25,810 Cleaning Requests Received
- 845,575 ft. Block Frontage Pressure Washed
- 5,112 Overflowing Cans Levelled

## Safety

- 53,546 Quality of Life Incidents Addressed
- 16,131 Incidents Addressed by 10B Officers
- 620 Video Footage Requests
- 885 Public Safety Requests Received
- 9,194 Incidents Addressed by Private Security
- 50 Additional Cameras Installed



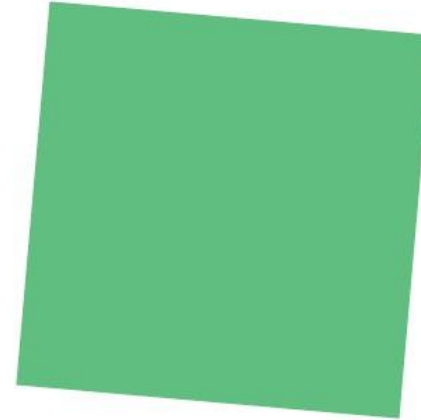
# District Marketing

We educate the community about the Alliance and promote Union Square as a world class destination

- Wine Walk and Pub Crawl
- New Maps and Guides
- Union Square Gives Back
- Website and Social Media

Accounts are @UnionSquareSF on Facebook, Instagram, Twitter and LinkedIn

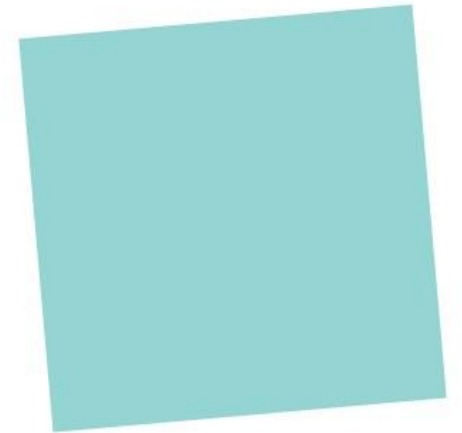
[www.visitunionsquaresf.com](http://www.visitunionsquaresf.com)



# Public Realm & Streetscapes

We create an active and attractive public realm by activating public spaces with food, art, entertainment

- Mural Project and Art Walk
- Flower Baskets at Powell, Maiden Lane, and Stockton Streets
- Landscaping at Powell Street Promenade
- Winter Walk 2019
- Maiden Lane Furniture
- Holiday Lighting



# Advocacy

We advocate for clean, safe, attractive, and vibrant Union Square to City officials and stakeholders

- Covid-19 Efforts
- Economic Recovery Task Force
- Weighed in on the following projects:
  - 420 Sutter Hotel
  - Post Hotel Supportive Housing
  - Cannabis Retailers



Marisa Rodriguez  
named the new  
Executive Director,  
Union Square Alliance





Thank You