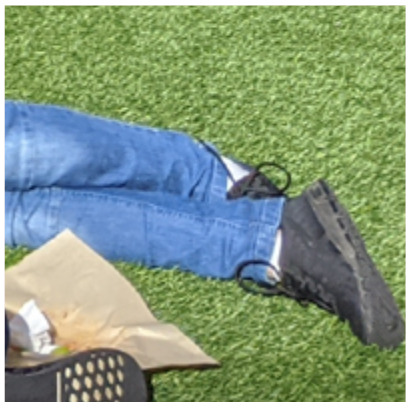
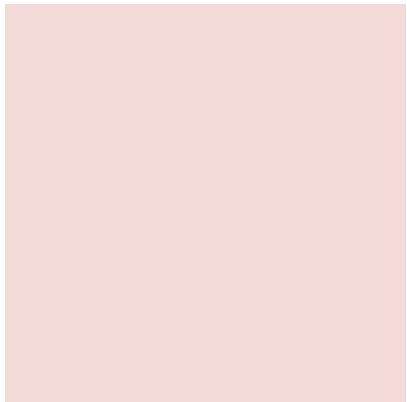
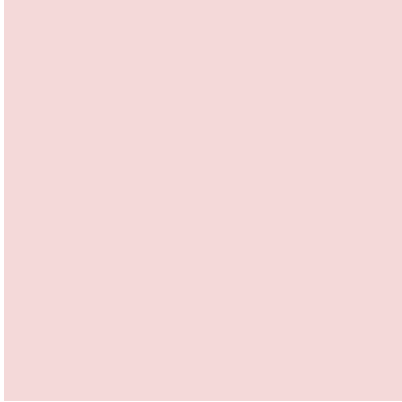


UNION SQUARE

**UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT**

July–December 2019

MID-YEAR REPORT



July–December 2019

MID-YEAR REPORT



1
Reflection &
Prospect

Our Mid-Year Review

On behalf of the Union Square Business Improvement District (USBID) and our Board of Directors and staff, we are pleased to present this Mid-Year Report to USBID members, stakeholders and the City & County of San Francisco. The attached report highlights the BID's major accomplishments and financial performance from July-December 2019. We welcome your feedback, and encourage you to join our efforts and stop by our office to meet us in person.

Renewal

The City and County of San Francisco Board of Supervisors voted unanimously in support of the Union Square BID's renewal on July 9, 2019. The final vote count by the USBID property owners in support of renewal was 85%. We are humbled by the immense support. Thank you everyone for participating in this crucial process for our community.

New Cleaning & Safety Services Launched

Effective November 1, 2019, the USBID increased cleaning and safety services as part of renewal. Service levels were increased according to two zones as per the Management Plan of the organization. A second 10B Officer shift was add-

ed (7am-5pm & 1pm-11pm) and a new sidewalk vacuum started rolling through the district to help remove debris. In January through June 2020, the USBID will continue adding services, such as overnight security and evaluating these programs.

Winter Walk

Finally, the Union Square BID brought back Winter Walk SF and moved the month-long holiday pop-up event to Grant Ave. and Maiden Lane. This provided shoppers a pedestrian friendly experience during the holiday season.

We are proud of what we were able to achieve together in the second half of 2019. We invite you to join us in our efforts to create a high value visitor experience in Union Square for all to enjoy.



Wes Tyler
Board President

Handwritten signature of Wes Tyler in black ink.



Karin Flood
Executive Director

Handwritten signature of Karin Flood in black ink.



2

Services & Program Updates



P I L L A R S O F T H E U S B I D

24/7 Cleaning & Safety Services

Public Realm & Streetscapes

Destination Marketing

Advocacy

24/7

Cleaning Services

Trash and Litter Pickup

Hazardous Waste Removal

Illegal Dumping Abatement

Overnight Pressure Washing

Sidewalk Stain Removal

Graffiti Removal

Street Furniture Issues

24/7

Safety Services

Public Safety Ambassadors

WHO ADDRESS QUALITY OF LIFE ISSUES

Overnight Security Patrols

10B Police Officers

Safety Escorts

Merchant Visit Requests



299,400

Pounds of Trash
Removed



378,050

Feet of Block Frontage
Steam Cleaned



12,983

Graffiti Tags
Removed




28,941
 Quality of Life
 Incidents Addressed


752
 Total Calls Addressed
 regarding Public Safety


401
 Video Footage
 Requests

District Programs

Between July & December of 2019, the USBID contracted the following partners to provide services as per the Management Plan to the Union Square area.

For more information visit:
VisitUnionSquareSF.com

Bigbelly

Provides 27 smart trash receptacles in the area.

Block by Block

Provides the USBID's core services, including but not limited to cleaning, safety, pressure washing, and Member Services dispatch center (with video retrieval services).

Applied Video Solutions (AVS)

Installs and maintains security camera network.

San Francisco Police Department 10B Program

Provides uniformed police officers 20 hours daily.

Execushield

Provides private security patrol when 10b officers are not available and overnight security patrol daily.

4

Financial Statements

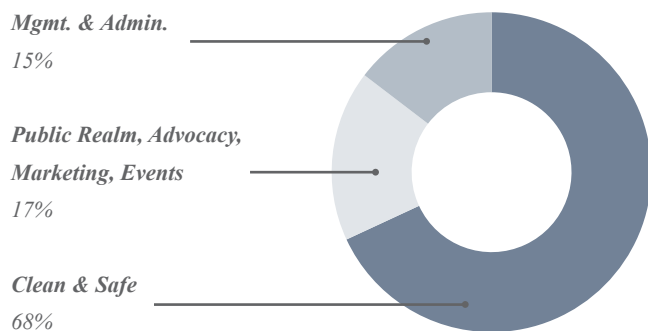


JUL.–DEC. '19 UNAUDITED ASSESSMENT AND CORE OPERATIONS*

Revenue & Carry Over	Actual	Budget	Variance
Carry over used from 18–19FY ¹	\$ 1,696,099	\$ 1,696,099	\$ --
Assessment Income ²	\$ 3,398,127	\$ 3,488,906	\$ (90,779)
Other ³	\$ 246,176	\$ 179,850	\$ 66,326
Total Income	\$ 3,644,303	\$ 3,668,756	\$ (24,453)

Expenses	Actual	Budget	Variance
Clean & Safe ⁴	\$ 1,900,887	\$ 1,914,019	\$ 13,132
Public Realm, Marketing, Events, Advocacy ⁵	\$ 482,794	\$ 413,737	\$ (69,057)
Management & Administration ⁶	\$ 408,270	\$ 439,851	\$ 31,581
Total Assessment Expenses	\$ 2,791,951	\$ 2,767,607	\$ (24,344)
Net Surplus (Deficit)	\$ 852,352	\$ 901,149	\$ (48,797)

TOTAL ASSESSMENT EXPENSES JULY–DECEMBER '19



- 1 Used for core operations from Jul.–Nov '19.
- 2 Not as many 2nd tax payments made early.
- 3 Additional revenues from in-kind donations and contract revenue.
- 4 Due to banked hours owed to organization at the end of December.
- 5 Winter Walk and related holiday expenditures higher than budgeted.
- 6 Used less support than needed.

*These statements are interim and have not been audited, reviewed or compiled by a CPA. They are the representation of the financial status of the operation according to the USBID management.

JUL.–DEC. '19 UNAUDITED TOTAL RESULTS* INCLUDING GRANTS & OTHER FUNDS

Revenue & Carry Over	Actual	Budget	Variance
Carry over used from 18-19FY ¹	\$ 1,790,690	\$ 1,790,690	\$ --
Assessment Income*	\$ 3,398,127	\$ 3,488,906	\$ (90,779)
Other Income ²	\$ 460,622	\$ 358,284	\$ 102,338
Total Income	\$ 3,858,749	\$ 3,847,190	\$ 11,559
<hr/>			
Expenses	Actual	Budget	Variance
Clean & Safe	\$ 1,963,745	\$ 1,964,548	\$ 803
Public Realm, Marketing, Events, Advocacy Management & Administration	\$ 483,794	\$ 487,404	\$ 3,610
	\$ 489,390	\$ 506,414	\$ 17,024
Total Assessment Expenses	\$ 2,936,929	\$ 2,958,366	\$ 21,437
Net Surplus (Deficit) ³	\$ 921,820	\$ 888,824	\$ 32,996

1 Used for operations from Jul.–Nov. and for grant expenses.

2 Raised additional donations, sponsorships, and contract revenue.

3 Overall positive surplus due to spending less and raising more revenue.

**These statements are interim and have not been audited, reviewed or compiled by a CPA. They are the representation of the financial status of the operation according to the USBID management.*

JUL.–DEC. '19 STATEMENT OF FINANCIAL POSITION*

Assets

Cash	\$ 3,448,247
Receivables (net)	\$ 223,081
Prepays & Deposits	\$ 186,773
Fixed Assets (net)	\$ 215,305
<hr/>	
Total Assets	\$ 4,073,407

Liabilities & Equity

Accounts, Grants Payable, & Accrued Expenses	\$ 816,698
Line of Credit	\$ 501,750
Deferred Revenue	\$ 42,446
<hr/>	
Total Liabilities	\$ 1,360,894

Net Assets

Temporarily Restricted Net Assets	\$ 126,797
Unrestricted Net Assets	\$ 2,585,716
Total Net Assets	\$ 2,712,513
<hr/>	
Total Liabilities & Net Assets	\$ 4,073,407

**These statements are interim and have not been audited, reviewed or compiled by a CPA. They are the representation of the financial status of the operation according to the USBID management.*

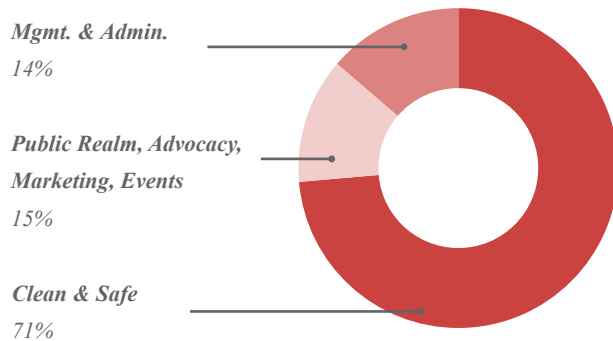
BUDGET JAN.–JUN. '20 (19–20FY FORECAST)*

Revenue & Carry Over	Budget JAN–JUN	Forecast 19–20FY	Revenue (%)
Reserves (Carry Over) from Dec. '19	\$ 2,712,514	\$ 1,790,690	
Assessment Income*	\$ 2,628,710	\$ 6,026,837	85%
Other Income	\$ 571,782	\$ 1,032,404	15%
Total Income	\$ 3,200,492	\$ 7,059,241	100%

Expenses	Budget JAN–JUN	Forecast 19–20FY	Expenses (%)
Clean & Safe	\$ 2,764,923	\$ 4,728,668	71%
Public Realm, Marketing, Events, Advocacy	\$ 531,134	\$ 1,014,928	15%
Management & Administration	\$ 455,008	\$ 944,394	14%
Total Assessment Expenses	\$ 3,751,065	\$ 6,687,990	100%

Net Surplus (Deficit)	\$ (550,573)	\$ 371,251	
Projected Reserves (Carry Over) 6.30.20 ¹	\$ 2,161,941	\$ 2,161,941	

TOTAL ASSESSMENT EXPENSES (19–20FY FORECAST)



¹ To fund operations from July–November 2020.

*These statements are interim and have not been audited, reviewed or compiled by a CPA. They are the representation of the financial status of the operation according to the USBID management.



5

USBID Board of Directors & Staff

BOARD OFFICERS

Wes Tyler BOARD PRESIDENT
GM, Chancellor Hotel on Union Square

Julie Taylor TREASURER
Executive VP, Colliers International

Mark Purdy SECRETARY
SVP & GM, Grosvenor Americas

ADVISORY COMMITTEE CHAIRS

Russell D. Keil, Jr. AUDIT
President, The Keil Companies

Matthew Coleman MARKETING
Salon Manger, Harry Winston

Don R. Thomas SERVICES
VP, Board of Directors, Club Donatello

James Sangiacomo FINANCE
Principal, Trinity Properties

Corinna Luebbe PUBLIC AFFAIRS
GM, Taj Campton Place

Manuela King STREETSCAPES
President, RHAA Landscape Architects

BOARD OF DIRECTORS

Cammy Blackstone
Dir. External Affairs, AT&T

Leah Fuhrman Heil
VP, Westfield San Francisco Centre

Marcus Mirt
District Manager, Recology

Stephen Brett
Principal, Brett & Company

Shirley Howard-Johnson
Arts Consultant

Tad Moore TERM ENDED SEP '19
Owner, 250 Post Street LP

Jordan Buckley
Paramount Hotels, Inc.

Jon Kimball TERM ENDED SEP '19
GM, Westin St. Francis Hotel

Mike G. Petricca
VP of Campus Safety, Academy of Art

Matthew Coleman
Salon Manager, Harry Winston

Russell D. Keil, Jr.
President, The Keil Companies

Kelly Powers
Dir., Hotel Council SF

J. Timothy Falvey
SVP, Hanford-Freud & Company

Richard Leider TERM ENDED SEP '19
Chief Financial Officer, Anvil Builders

James Sangiacomo
Principal, Trinity Properties

James C. Flood
President, Flood Corporation

Terry Lewis
GM, Hilton SF Union Square & Parc55

Spencer Sechler
Dir. Business Development. REEF Parking

Phil Ginsburg
GM, SF Recreation & Parks

Corinna Luebbe
GM, Taj Campton Place

Don R. Thomas
VP, Board of Directors, Club Donatello

Rodrick Graham
VP, Store Manager, Macy's

Rusty Middleton
GM, Grand Hyatt San Francisco

STAFF OF THE USBID



Karin Flood
Executive Director



Benjamin Horne
Deputy Director



Robbie Silver
Director of Marketing &
Public Realm



Chris Boss
Director of Services



Joshua C.W. Chan
Project Coordinator



Brianna Caspersen
Project Coordinator

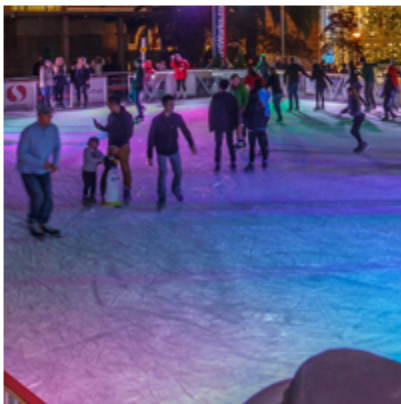
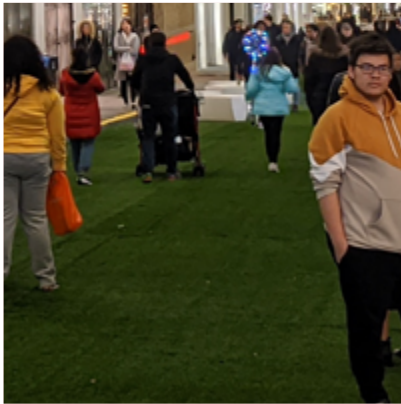
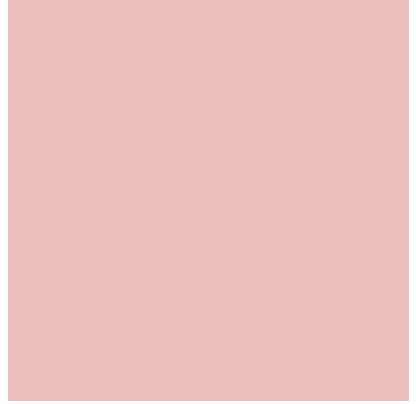
Zarrina Yousufzai
Administrative Coordinator

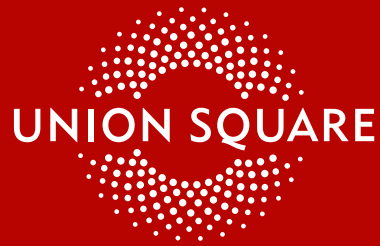
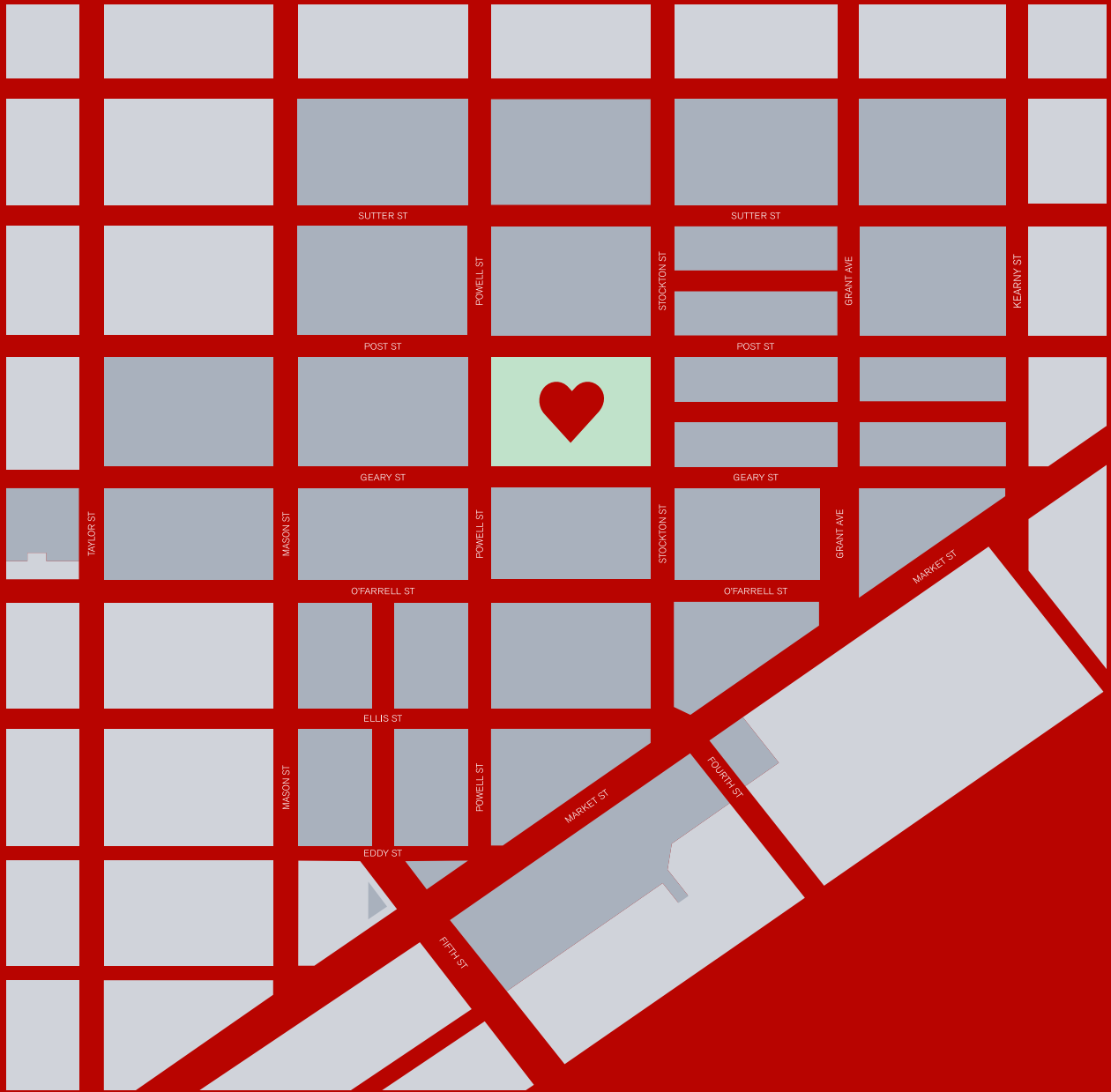
Eva Schouten
Intern

CLEAN AND SAFE SERVICES PROVIDED BY
BLOCK BY BLOCK

Karl Bijan
Operations Director

Freddy "Raven" Anderson
Operations Supervisor





UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

info@unionsquarebid.com • (415) 781-7880 • www.visitunionsquaresf.com