



UNION SQUARE

UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

July–December 2020 Mid-Year Report



Our Mid-Year Review

On behalf of the Union Square Business Improvement District (USBID) and our Board of Directors, we are pleased to present this Mid-Year Report to USBID members, stakeholders, and the City and County of San Francisco. This report highlights our major accomplishments and financial performance from July to December 2020. We welcome your feedback, encourage you to join our efforts, and to visit the district to meet our team members.

While COVID-19 affected our normal way of doing things, the essential services we provide continued: cleaning, safety, marketing, and advocacy. Our businesses remain open, though with reduced capacity and strictly adhering to all city and state health department mandates. The renewed Stay-at-Home order in December put a damper on the holiday season for most retailers, but the Union Square district was a safe outdoor destination for those seeking festive holiday décor and shopping.



New Initiatives Launched

Even through the COVID-19 pandemic, we expanded USBID services with these major projects:

- Added two safety ambassadors to our overnight security program and an additional 30 security cameras in the district;
- Expanded safety, cleaning, and event services to Union Square Park;
- Relaunched 24/7 Member Services with our in-house team and added new technology to link Clean & Safe data and metrics to our property owner database;
- Enhanced decorative holiday lighting with projected snowflakes on buildings surrounding Union Square; and
- Worked with businesses on Ellis Street to activate the street through the Shared Streets program to bring additional customers to the area.

COVID-19 Efforts

While we continued to provide essential services to the community on a daily basis, we launched new initiatives and addressed the economic crisis created by the pandemic through the Union Square Gives Back program, buying meals from Union Square restaurants for first responders and essential workers. In addition, we assembled an Economic Recovery Task Force with stakeholders and City partners to develop strategic initiatives and communication tools to attract and retain businesses in the area as we recover from the COVID-19 pandemic.

Launch of the SFPD Ambassador Program

At the end November, the San Francisco Police Department launched a new SFPD Ambassador program in the USBID. Comprised of civilian retired police officers chosen for their training and experience in community engagement, SFPD's pilot program aims to be a visible and helpful presence in and around Union Square during the holiday season and beyond. SFPD Community Ambassadors function as departmental liaisons to the USBID to offer visitors and merchants knowledgeable assistance and coordination with city services, crisis intervention and de-escalation, healthy streets operations, and medical interventions that include first aid, CPR and AED use.

District Rebranding Projects

Prior to the COVID-19 pandemic, the Board of the USBID entered into a contract with J2 Design to embark on a comprehensive rebranding project that will elevate Union Square's identity and place within the greater community as an organization, an international destination, and a central gathering place for all. This project is well underway with surveys, interviews and initial workshop completed, and a goal of unveiling the new brand in Summer 2021.



Union Square Gives Back for SFPD



SFPD Ambassador Press Kick-Off

Looking ahead in 2021, we are excited to partner with the City to make physical improvements to Hallidie Plaza, a gateway to the district, and continue the development and rollout of new district branding. We recently brought on a new Director of Marketing and Events to lead the rebranding and retail recovery efforts; Lisa Frisch joined us in December from Downtown Portland Clean and Safe. She has more than 12 years of experience in downtown marketing, retail development, events and activations. The USBID will continue to be a conduit for economic vitality, community dialogue and neighborhood vibrancy, leading the way on economic recovery and revitalization of Union Square as COVID-19 vaccination efforts give way to an eventual return to visitors and workers in the district. We are proud of what we have achieved together in the second half of 2020 considering the worldwide pandemic; we invite you to support our efforts to create a high-value visitor experience in Union Square for all to enjoy.



Wes Tyler
Board President

A handwritten signature in black ink, appearing to read "Wes Tyler".



Karin Flood
Executive Director

A handwritten signature in black ink, appearing to read "Karin Flood".

Services Update

The USBID provides the following services:

- 24/7 Cleaning and Safety Services
- Public Realm and Streetscapes
- Destination Marketing
- Advocacy

24/7 Member Services

Relaunched 24/7 Member Services with our in-house team.

Overnight Security Patrol

Added an additional team to our overnight security program.

Additional Cameras

Thirty additional cameras were installed, bringing the total number of cameras in the district to 430. The USBID thanks the Chris Larsen Fund, an advised fund of the Silicon Valley Community Foundation, for continued funding of this program.

Union Square Park

Began providing Clean and Safe services to Union Square Park, including daytime attendants and cleaners, pressure washing, and Safety Ambassadors.



Measures of Success

July–December 2020



156,850 lbs
Trash
Removed



7,440
Hazardous Waste
Items Removed



2,286
Requests
Received



10,764
Graffiti Tags
Removed



453,450 ft
Block Frontage
Washed



13,861
Quality of Life
Incidents Addressed



8,230
Incidents Addressed
by 10B Officers



342
Video Footage
Requests



120
Public Safety
Requests Received



4,229
Incidents Addressed
by Private Security



30
Additional
Cameras Installed

District Programs

Between July and December 2020, the USBID implemented the following programs:

SFPD Ambassador Program

Retired officers were hired as ambassadors to provide additional safety and a welcoming presence to the district. The Ambassadors work in pairs Wed.–Sun., from 11 a.m.–9 p.m., with the USBID Member Services team.

Mural Project and Art Walk

The USBID continued to partner with Paint the Void to bring colorful murals painted by local artists to Union Square.

Ellis Shared Streets

The USBID partnered with the SFMTA and John's Grill to bring the Shared Streets Program to Union Square, offering live entertainment and programming in the street.

Rebranding and Visitor Survey

In an effort to inform our future rebranding project, surveys were distributed to visitors and stakeholders to identify their perception of Union Square.



Financials

Statement of Financial Position

as of December 31, 2020*

Assets

Cash	\$ 2,792,306
Receivables (Net)	\$ 281,877
Prepays & Deposits	\$ 380,951
Fixed Assets (Net)	\$ 411,842
Total Assets (Net)	\$ 3,866,975

Liabilities and Net Assets

LIABILITIES

Accounts Payable & Accrued Expenses	\$ 949,610
Line of Credit and Loans Payable	\$ 283,590
Deferred Revenue	\$ 66,896
Total Liabilities	\$ 1,300,096

NET ASSETS

Temporarily Restricted Net Assets	\$ 69,020
Unrestricted Net Assets	\$ 2,497,860
Total Net Assets	\$ 2,566,880

Total Liabilities & Net Assets	\$ 3,866,975
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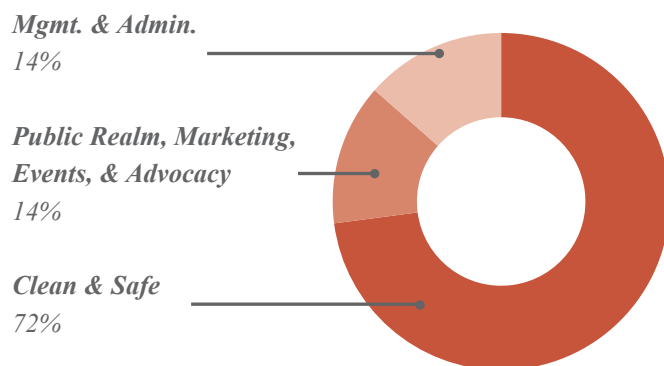
Financials (CONT.)

Budget Comparison ▪ Assessment & Core Operations July–December YTD 2020

Revenue & Carry Over	Actual	Budget	Variance
Carry over used from fiscal year 19–20FY ¹	\$ 2,200,303	\$ 2,200,303	\$ -
Assessment Income ²	\$ 3,458,658	\$ 2,285,835	\$ 1,172,823
Other Income ³	\$ 201,486	\$ 318,145	\$ (116,659)
Total Income	\$ 3,660,144	\$ 2,603,980	\$ 1,056,164

Expenses	Actual	Budget	Variance
Clean & Safe ⁴	\$ 2,409,935	\$ 2,548,056	\$ 138,121
Public Realm, Marketing, Events & Advocacy ⁵	\$ 448,165	\$ 432,321	\$ (15,844)
Management & Administration	\$ 446,539	\$ 453,775	\$ 7,236
Total Assessment Expenses	\$ 3,304,639	\$ 3,434,152	\$ 129,513
Net Surplus (Deficit)	\$ 355,505	\$ (830,172)	\$ 1,185,677

Total Assessment Expenses July–December 2020



- ¹ Used for core operations from July–November 2020.
- ² Assessment collections higher than expected.
- ³ PPP Loan not forgiven yet.
- ⁴ Unable to use banked hours and other savings.
- ⁵ More holiday décor—snowflakes projection.

Financials (CONT.)

Budget Comparison ▪ Total Results (Including Grants & Other Funds)

July–December YTD 2020

Revenue and Carry Over	Actual	Budget	Variance
Carry over used from fiscal year 19–20FY ¹	\$ 2,279,538	\$ 2,279,538	\$ -
Assessment Income ²	\$ 3,458,658	\$ 2,285,835	\$ 1,172,823
Other Income ³	\$ 427,224	\$ 474,083	\$ (46,859)
Total Income	\$ 3,885,882	\$ 2,759,918	\$ 1,125,964
Expenses	Actual	Budget	Variance
Clean & Safe	\$ 2,600,265	\$ 2,635,384	\$ 35,119
Public Realm, Marketing, Events & Advocacy	\$ 514,604	\$ 507,321	\$ (7,283)
Management & Administration	\$ 483,673	\$ 491,866	\$ 8,193
Total Assessment Expenses	\$ 3,598,542	\$ 3,634,571	\$ 36,029
Net Surplus (Deficit)⁴	\$ 287,340	\$ (874,653)	\$ 1,161,993

¹ Used for operations from July–November and for grant expenses.

² Assessment collections higher than projected.

³ PPP Loan not forgiven yet.

⁴ Overall positive surplus due to spending less and higher collections.

Financials (CONT.)

Budget and Forecast

Budget for January–June 2021 and Forecast for 20–21FY

Revenue & Carry Over	Budget	Forecast
Reserves (Carry Over) from December 2020	\$ 2,566,880	\$ 2,279,540
Assessment Income*	\$ 2,562,076	\$ 6,020,734
Other Income	\$ 630,086	\$ 1,057,310
Total Income	\$ 3,192,162	\$ 7,078,044

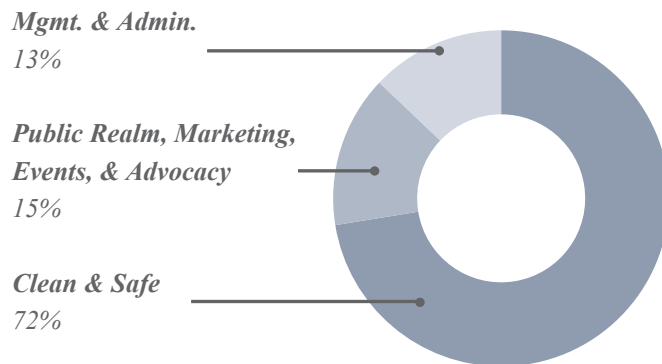
Expenses	Budget	Forecast
Clean & Safe	\$ 2,732,680	\$ 5,332,945
Public Realm, Marketing, Events & Advocacy	\$ 563,000	\$ 1,077,604
Management & Administration	\$ 466,607	\$ 950,280
Total Assessment Expenses	\$ 3,762,287	\$ 7,360,829

Net Surplus (Deficit)	\$ (570,125)	\$ (282,785)
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Projected Reserves (Carry Over) 6/30/21	\$ 1,996,755	\$ 1,996,755
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Total Assessment Expenses

Forecast for 20–21 FY



* 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.

USBID Subcontractors

Between July and December 2020, the USBID contracted with the following partners to provide services on various projects as per the Union Square Management Plan:

Bigbelly

Produces, installs, and services 37 smart trash receptacles in the area.

Block by Block

Provides USBID core services, including but not limited to cleaning, safety, pressure washing, and Member Services dispatch prior to being brought in-house.

Legion Security

Provides overnight security services.

Applied Video Solutions (AVS)

Installs/maintains security camera network.

SFPD 10B Program

Provides uniformed police officers 20 hours daily.

J2 Design

Branding firm that is leading the brand refresh project including initial research and findings.

Allbay Landscaping

Responsible for maintaining landscaping on Powell Street Promenade and hanging baskets on Powell and Maiden Lane.

The Christmas Light Pros of SF

Oversees holiday lighting design, implementation, and maintenance on lighting display and trees in Union Square Park and trees on Powell Street.

David Perry and Associates, Inc.

Provides strategic communication and public relations support.

USBID Board

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 Manager, Harry Winston

Don Thomas SERVICES
VP, Board of Directors, Club Donatello

James Sangiacomo FINANCE
Principal, 233 Post Street LP

Corinna Luebbe PUBLIC AFFAIRS
GM, Taj Campton Place

Manuela King STREETSCAPES
President, RHAA Landscape Architects

Board of Directors

Cammy Blackstone
Director, External Affairs, AT&T

Shirley Howard-Johnson
Arts Consultant

Maxine A. Papadakis, MD
President, 150 Powell HOA

Stephen Brett
Principal, Brett & Company

Evan J. Kaizer
President/CEO, Sieroty Hotel Inc.

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

Jordan Buckley
VP of Operations, Paramount Hotels, Inc.

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

Kelly Powers
Director, Hotel Council SF

Matthew Coleman
Salon Manager, Harry Winston

David Lewin
GM, Grand Hyatt

James Sangiacomo
Principal, 233 Post Street LP

J. Timothy Falvey
SVP, Hanford-Freund & Company

Terry Lewis
GM, Hilton Union Square San Francisco

Spencer Sechler
Director of Business Development, REEF

Phil Ginsburg
GM, SF Recreation & Parks

Corinna Luebbe
GM, Taj Campton Place

Don Thomas
VP, Board of Directors, Club Donatello

Leah Fuhrman Heil
Westfield San Francisco Centre

Marcus Mirt
District Manager, Recology

USBID Staff



Karin Flood
Executive Director



Benjamin Horne
Deputy Director



Chris Boss
Director of Services



Lisa Frisch
Director of Marketing
and Events



Joshua C.W. Chan
Sr. Project Coordinator



Zarrina Yousufzai
Administrative Coordinator



Karen Gagarin
Member Services Lead



Eva Schouten
Intern



Kelvin Burt
Member Services Rep.



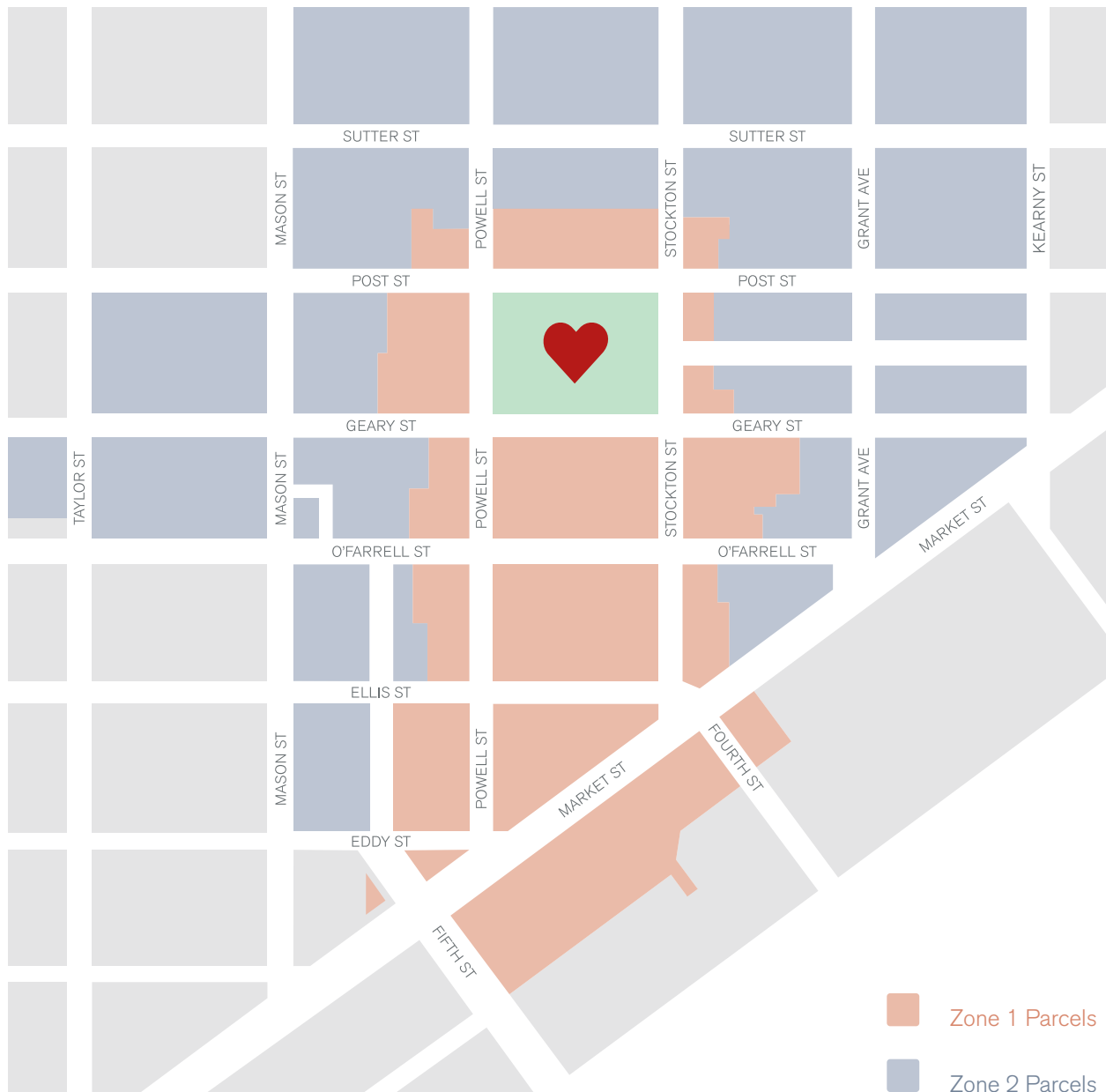
Rachel Lewis
Member Services Rep.

Block by Block

CLEAN AND SAFE SERVICES PROVIDER

Karl Bijan
Operations Director

Freddy Anderson
Operations Supervisor



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