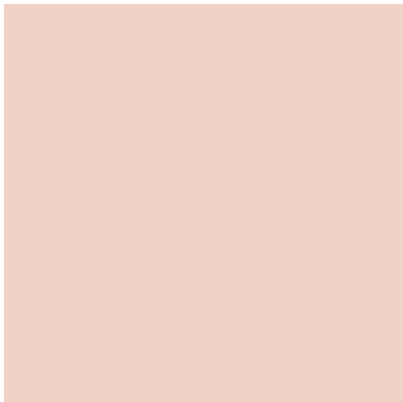
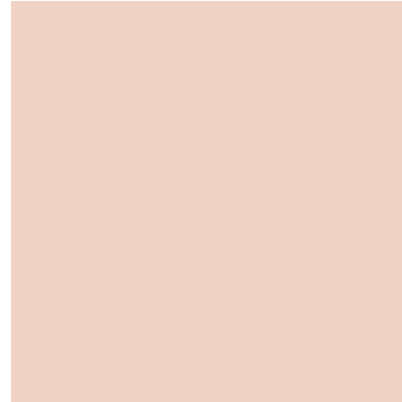
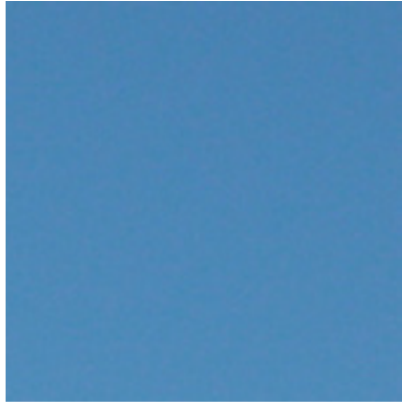


UNION SQUARE

UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

2019–2020
ANNUAL REPORT



2019–2020

ANNUAL REPORT



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1 Reflection & Prospect

*Shaken but **Not Shattered***

On behalf of the Union Square Business Improvement District (USBID), our Board of Directors and staff, we present this Annual Report for our eleventh year to all Union Square property owners, businesses, community stakeholders and the City & County of San Francisco. The following highlights major accomplishments, fiscal health of the organization, launch of new services after Renewal, and our COVID-19 response. Now, more than ever, Union Square is the Heart of San Francisco

In July 2019, after a very successful Renewal with a substantial increase in assessments voted on by Union Square property owners, we immediately rolled up our sleeves and began planning for major increases in cleaning and safety services provided to the area.

In preparation for the holiday season, we launched our highly anticipated 24/7 **Member Services**, which allows property owners, businesses, and stakeholders to contact us and report any cleaning and safety issues even after normal business hours. The Union Square BID retained Legion Security to provide an overnight safety presence, particularly for the members in the hospitality industry during the late-night hours. We also added a new all-terrain litter vacuum and pressure washing vans to our fleet to provide more efficient ways of maintaining street and sidewalk cleanliness.

We all know that 2020 has been a tumultuous year for all cities, downtowns, and neighborhoods. Union Square has felt the deep economic impacts of the **COVID-19** global pandemic. The Union Square BID reacted by working with the City's Office of Economic and Workforce Development to disseminate weekly communications to members, encourage businesses to participate in the City's Share Spaces Program, promote businesses that are open, and create support and giveback programs to businesses and front-line workers in our community.

Permanent business closures and vacancy rates are expected to increase as COVID-19 cases continue to rise. The Union Square BID has launched an **economic recovery** task force with stakeholder and City partners to develop new programs and communication strategies to attract and retain businesses in the area. We will continue to focus on our cleaning and safety services, the preparation for the 2020 holiday season, and the opening of additional businesses and attractions.

Looking ahead, the Union Square BID recognizes this as an opportunity to reflect on our identity and place within the greater community as an organization and a destination, and to envision our future in 5, 10, 20 years from now. The Union Square BID will embark on a comprehensive **rebranding** process to strategically identify creative marketing and communications tactics to elevate Union Square's position as an international destination and a central gathering place for all.

The Union Square BID will continue to be a conduit for economic vitality, community dialogue and neighborhood vibrancy.



Wes Tyler
Board President



Karin Flood
Executive Director



2 USBID Services

Cleaning and Safety
Streetscapes & Public Realm
Destination Marketing
Advocacy

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

Cleaning and Safety

Two Service Zones
 Effective November 1 of 2019, the USBID increased our cleaning and safety services based on the two zones described in our Management Plan. The following map provides a visual comparison of the two zones: **Zone 1** and **Zone 2**; as well as differences in service levels. Services not differentiated by color indicates no difference in service levels between zones.

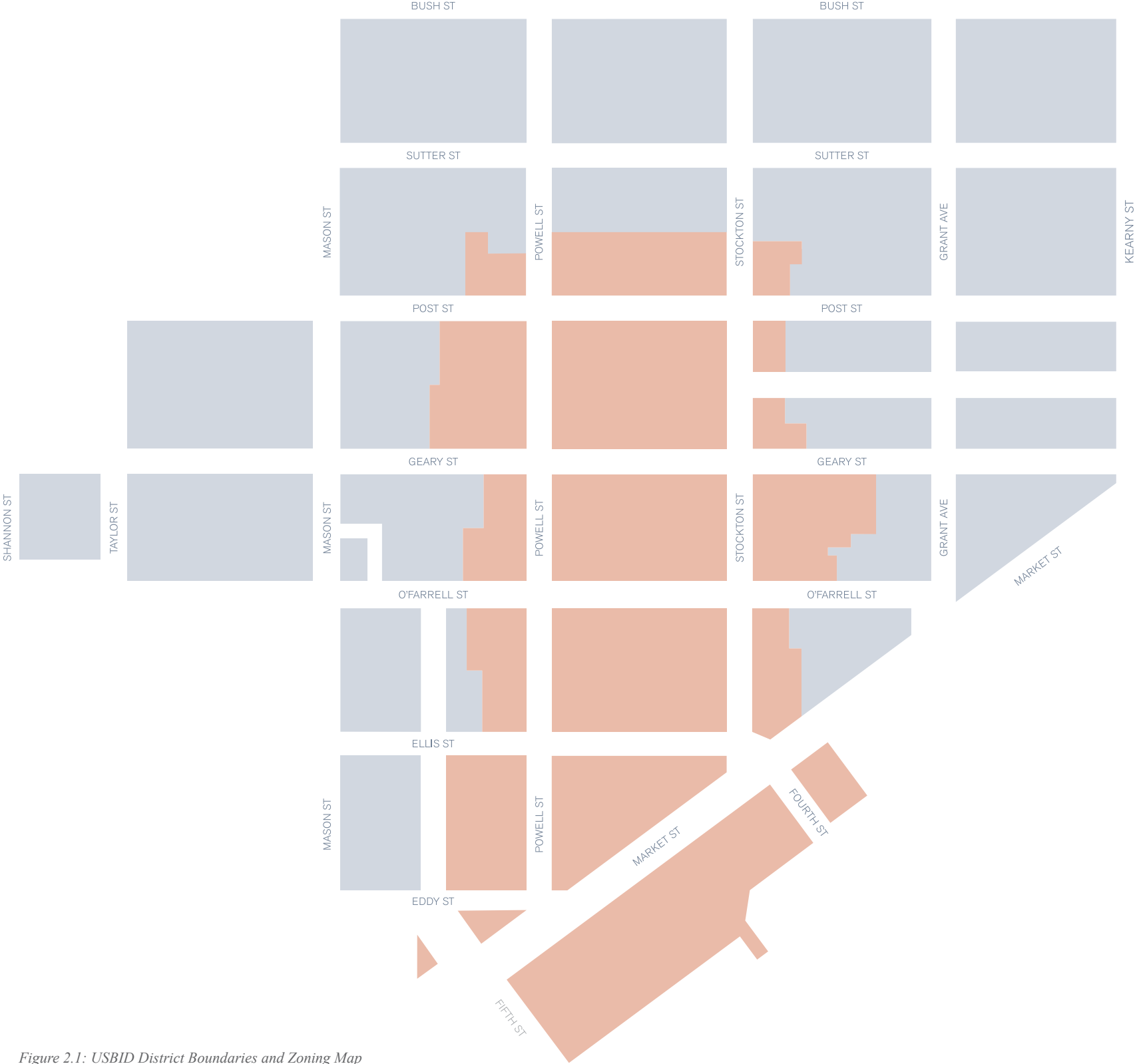


Figure 2.1: USBID District Boundaries and Zoning Map

- Cleaning Team
4 per Day | **3 per Day**
- Pressure Washing
Weekly | **Bi-weekly**
- Ambassador Visits
4 per Day | **2 per Day**
- SFPD 10B Officers
 2 shifts effective Nov '19
 7AM–5PM & 1PM–11PM
- ATLV Sidewalk Vacuum
 Daily ▪ 9PM–5AM
- Member Services
 24/7
- Overnight Patrol
 Daily ▪ 10PM–6AM

Other Clean & Safe Services

Apart from the newly implemented zones of the district, we also worked diligently to implement new programs and services prior to the Shelter-in-Place guidelines taken place during the pandemic. Highlighted are some of the implemented programs in November 2019 and January 2020.

Overnight Security Patrol

We introduced Legion Security as our overnight security patrol team on January 1st of this year. Their team's presence has been a tremendous deter and mitigation to the District's problematic areas during the overnight hours. Legion have addressed numerous cases of trespassing, vandalism, and break-ins, particularly during the first half of shelter-in-place.

All-Terrain Litter Vacuum

Also known as the ATLV, was part of our service expansion that took place in Nov '19. The ATLV focuses on sidewalk and curb-line debris and has greatly supplemented our team's effort in the cleanness of the area.



Figure 2.2: Legion Security & Patrol Vehicle



Figure 2.3: All-Terrain Litter Vacuum (ATLV)

24/7 Member Services

All cleaning, safety, and video footage requests have been received and addressed 24 hours a day, 7 days a week by our Member Services Department (except during the months of March–June due to strict building management policy).

Pressure Washing Van

Block by Block, the USBID's clean and safe services provider, has 3 new additional van outfitted with pressure washing equipment, which has allowed an extra layer of protection from the elements.

Additional Cameras

We continue to see tremendous success from our security camera program, which helped provide evidence of burglary, assaults, and other cases of criminal activities. An estimated 50 cameras were installed over the course of this fiscal year, which brings the total number of cameras in the area to around 400. The USBID thanks the Chris Larsen Fund¹ for their continued funding of this program.

Additional Big Belly Trash Cans

Big Belly trash receptacles continue to be valuable assets in keeping our community debris and spill-free. Thanks to a generous grant awarded to us by the OEWD, we were able to bring in 10 additional Big Belly units (total now at 37) to strategically replace other City trash cans.



Figure 2.4: USBID Pressure Washing Van



Figure 2.5: Big Belly Trash Receptacle

¹: An advised fund from the Silicon Valley Community Foundation



486,375
Pounds of Trash
Removed



24,354
Hazardous Wastes
Removed



24,789
Graffiti Tags
Removed



25,810
Cleaning Requests
Received



845,575
ft. Block Frontage
Pressure Washed



5,112
Overflowing
Cans Levelled



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

Streetscapes & Public Realm

Making Union Square a safer and more welcoming space for all people.

Powell Street Planters

We updated the plants in the Powell Street Promenade and added pest control mitigation as an on-going effort to uplift one of the most traveled streets toward the heart of San Francisco.

Flower Baskets

We have also installed new flower baskets to light poles at the Cable Car Turnaround at Powell Street, on Maiden Lane, and on Stockton Street.



Figure 2.8: Flower Baskets, Maiden Ln. at Stockton



Figure 2.6: Winter Walk 2019, Maiden Ln.



Figure 2.7: Winter Walk 2019, Stockton St.

Winter Walk 2019

We brought back Winter Walk SF and moved the month-long outdoor holiday plaza onto Grant Avenue and Maiden Lane. Shoppers and visitors were welcomed by the glamorous holiday decors and holiday lighting, as well as a selection of food trucks, live entertainments, and a pop-up beer garden with party games.

Destination Marketing

The pandemic has taught us to recognize our strength as a community.

Wine Walk & Pub Crawl

We hosted an Art+Wine Walk in October 2019, and a Mardi Gras Pub Crawl in February 2020 as a way to highlight some of the district's hidden gems, including boutiques, art galleries, restaurants, wine bars and pubs. The events were well received and has attracted more than 250 guests and members of the public each night.

New Maps & Guide

We produced a series of maps and guides to specifically draw attention to the variety of businesses and offerings of Union Square. These maps and guides are to be distributed to different communities in and around the Bay Area market.



Figure 2.9: Art & Wine Walk, October 2019



Figure 2.10: Mardi Gras Pub Crawl '20, Fisher Loft



Figure 2.11: Mardi Gras Pub Crawl '20, Fifth Arrow

Advocacy

Led by the Streetscape Committee, the USBID established a process for the organization to review and to formally recommend or reject any proposed development projects in the district. The Development Policy also provides preferred criteria that developers are encouraged to follow in order to be good neighbors and continue to uphold the integrity of the Union Square community.

420 Sutter Development Project

The 420 Sutter Development Project is an example of a development project approved by the Committee, which will be managed under the high-end hospitality brand AC Marriot's portfolio. We expectantly wait for the unique dynamics the finished product will bring, the short- and long-term San Francisco jobs it will create, and the valuable taxation revenue it will produce for our City and neighborhood.



Figures 2.11: Project Renderings



3 Our Response to COVID-19

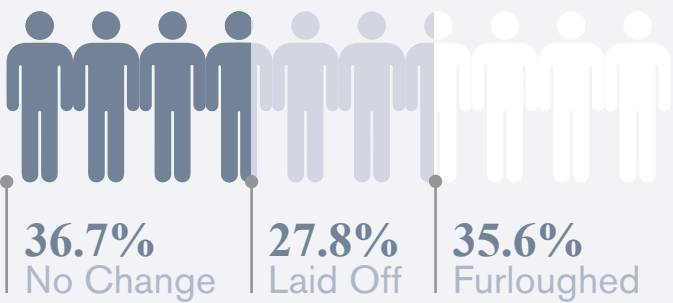
Economic Impact of COVID19

We conducted a series of surveys regarding the economic impact COVID19 have had on businesses in Union Square. The surveys were sent out to our members during the early months of the pandemic. The following section provides highlighted summaries of the compiled data results. These results will help us identify the various needs you and your business may have and help inform future programming where we can continue to support and advocate for you.

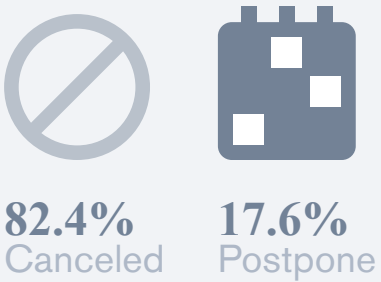
What type of business do you run?



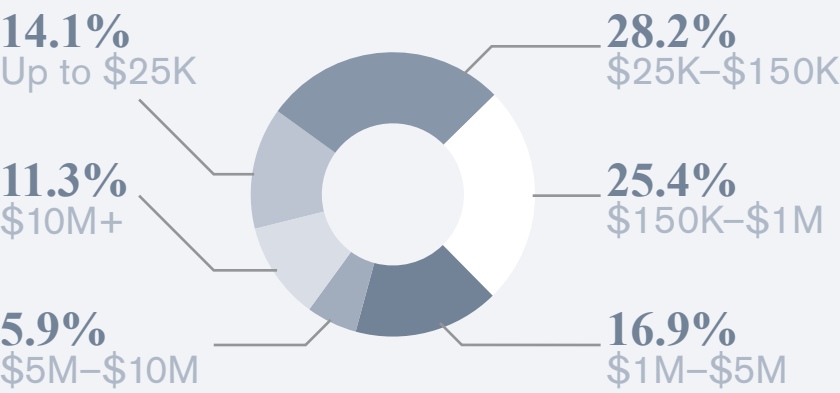
What is the status of your workforce?



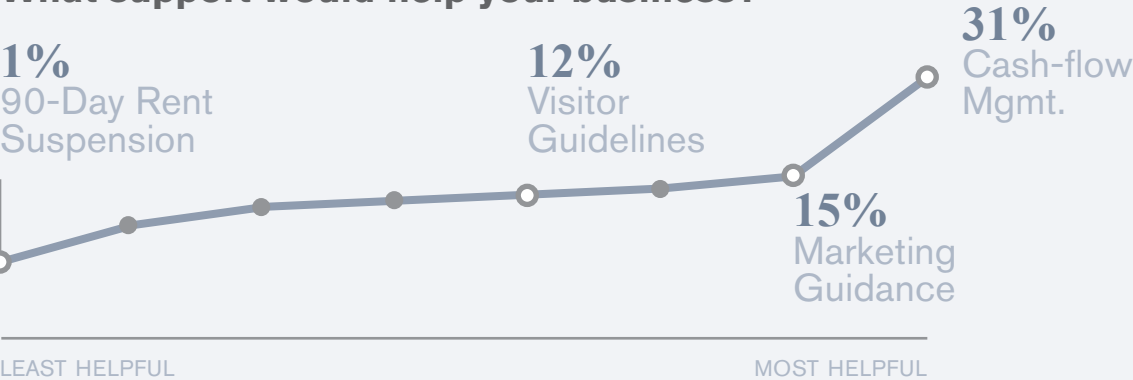
What about bookings?



How many dollars were lost?



What support would help your business?



Supporting the Community

The pandemic is but a teacher who has forced us to recognize our strength as a community — we are stronger when we stand together even during the toughest of times.

Union Square Gives Back

During the early months of the pandemic, we saw the opportunity to support both our stakeholders of the food and beverage industry, and our workforces in the City. So, we purchased meals from a list of different restaurants in Union Square and donated them to essential workers, City departments, and medical professionals. The Union Square BID thanks everyone for their dedication to keeping San Francisco clean, safe, and healthy.

Social Media Contests

To better engage with our Social Media followers and to shed light on businesses in Union Square, we purchased \$4,000 worth of gift cards from eight businesses in the area to support them during these challenging times. The purchased gift cards were then sent out to contestants who entered and won our social media contests.



Figure 3.1: SFFD & SFPD Enjoying Their Meals



Figure 3.2: Saint Francis Memorial Hospital Staff with Their Meals



Figure 3.3: Block by Block Staff Picking Up Their Meals

Union Square Gives Back by the Numbers



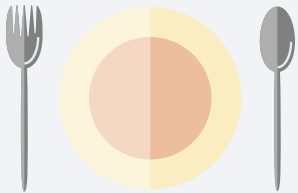
14

Different Restaurants



100%

Funded by the Union Square BID



335

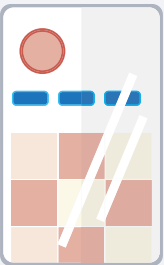
Meals donated to workers & staff

Social Media Contests by the Numbers



80

Gift cards worth over \$4,000 purchased



8

Contests over 9 weeks



196

Submissions w/ over 40,000 reach

Civil Unrest and Riots

In May 2020, the world was shaken by the killing of George Floyd. An understandable outcry and social unrest followed including many peaceful protests in San Francisco and around the world calling for racial justice and police reform. Unfortunately, along with those nonviolent demonstrations, on May 30, looters and vandals disguised as legitimate protestors rioted and looted many businesses in Union Square causing tens of millions of dollars in lost and damaged property. The Union Square BID was there to help clean up, contact property owners and secure the district with the help of the San Francisco Police Department and Public Works. Our nonprofit partners at Paint the Void produced 100 new murals with the support of the USBID, featuring Black Lives Matter themes and calls to end violence against communities of color and end systemic racism in our police and other public institutions.

Mural Project

Union Square BID partnered with Paint the Void, an initiative to match local artists with boarded up businesses to create murals as a response to the “void” left behind in the wake of COVID-19. We created connections with building owners in Union Square to Paint the Void to beautify the district with art produced by local mural artists and supported their cause monetarily. Some of the highlighted mural locations include the Axiom Hotel, Hotel Zeppelin, Hotel Zelos, and many more.



Figure 3.4: Mural by Nathan Richard Phelps at Hotel Zelos



Figure 3.6: “Say Her Name” by Kate Tova at Hotel Abri



Figure 3.5: Mural by Matley Hurd at Hotel Zeppelin



4 Assessments & Financials

How Property Assessments are Calculated

The levy and collection of annual assessments upon property within the Union Square area provides the primary funding source for the improvements, maintenance, and activities carried out by the USBID. Funding for the district is proportionally shared by property owners, who are self-assessed to supplement services provided by the City.	Each property owner's assessment is calculated according to the special benefit received from the services provided by the USBID. Accordingly, each property is assessed with their proportional special benefit based upon the various property characteristics and land use type compared to other properties within the district.
These annual assessments are based on the following variables: <ul style="list-style-type: none">▪ Linear (sidewalk) frontage▪ Building square footage▪ Lot square footage▪ Type of land use	In addition to parcel characteristics and land use types, two zones were implemented within the boundary of the USBID since November 2019. The following charts provide a summary of the assessment rate calculations for both Zone 1 and Zone 2 . For more information on assessment calculations, please refer to the USBID's Management Plan.

Zone 1 Assessment Rate Calculation Charts 20–21FY

Land Use Type	Rate Per Lot sq ft.	Rate Per Building sq ft.	Rate Per Frontage sq ft.
Non-Residential Property	\$ 0.43727	\$ 0.06430	\$ 126.15163
Apartment Property	\$ 0.32795	\$ 0.04822	\$ 94.61372
Condominium Property	\$ 0.21864	\$ 0.03215	\$ 63.07582
Public Property	\$ 0.21864	\$ 0.03215	\$ 63.07582

Zone 2 Assessment Rate Calculation Charts 20–21FY

Land Use Type	Rate Per Lot sq ft.	Rate Per Building sq ft.	Rate Per Frontage sq ft.
Non-Residential Property	\$ 0.34982	\$ 0.05144	\$ 100.92131
Apartment Property	\$ 0.26236	\$ 0.03858	\$ 75.69098
Condominium Property	\$ 0.17491	\$ 0.02572	\$ 50.46065
Public Property	\$ 0.17491	\$ 0.02572	\$ 50.46065

19–20FY Financial Results — Assessment & Core Operations

Revenue	Budget	Actual	Variance
Special Assessment Revenue	\$ 6,015,354	\$ 6,025,030	\$ 9,676
Other Revenue	\$ 367,800	\$ 463,777	\$ 95,977
Total Funds	\$ 6,383,154	\$ 6,488,807	\$ 105,653
Expenses	Budget	Actual	Variance
Clean & Safe	\$ 4,430,206	\$ 4,413,491	\$ 16,715
Streetscapes, Advocacy, Marketing & Events	\$ 762,638	\$ 803,608	\$ (40,970)
Management & Administration	\$ 824,595	\$ 811,365	\$ 13,230
Total Assessment Expenses	\$ 6,017,439	\$ 6,028,464	\$ (11,025)
Surplus (Deficit) for Assessment Operations	\$ 365,715	\$ 460,343	\$ 94,628

Financial Results Total Operations (Including Grants)

Revenue	Budget	Actual	Variance
Special Assessment Revenue	\$ 6,015,354	\$ 6,025,030	\$ 9,676
Other Revenue	\$ 710,427	\$ 789,873	\$ 79,446
Total Funds	\$ 6,725,781	\$ 6,814,903	\$ 89,122
Expenses	Budget	Actual	Variance
Clean & Safe	\$ 4,430,206	\$ 4,413,491	\$ 16,715
Streetscapes, Advocacy, Marketing & Events	\$ 762,638	\$ 822,425	\$ (59,787)
Management & Administration	\$ 824,595	\$ 811,365	\$ 13,230
Total Assessment Expenses	\$ 6,017,439	\$ 6,047,281	\$ (29,842)
Grant and Funds	Budget	Actual	Variance
Other Grants & Non-Assessment Fund Expenses	\$ 379,622	\$ 278,774	\$ 100,848
Total Expenses	\$ 6,397,061	\$ 6,326,055	\$ 71,006
Change Net Assets—Surplus (Deficit)	\$ 328,720	\$ 488,848	\$ 160,128



July '19–June '20 Statement of Financial Position*

Assets	
Cash	\$ 2,354,990
Receivables (Net)	\$ 117,369
Other Current Assets	\$ 277,645
Furniture & Equipment (Net)	\$ 312,758
Total Assets	\$ 3,062,762
Liabilities and Net Assets	
LIABILITIES	
Accounts Payable & Accrued Expenses	\$ 641,329
Deferred Revenue	\$ 8,305
Note Payable (PPP Loan)	\$ 133,590
Total Liabilities	\$ 783,224
NET ASSETS	
Without Donor Restrictions	\$ 2,200,303
With Donor Restrictions	\$ 79,235
Total Net Assets	\$ 2,279,538
Total Liabilities & Net Assets	\$ 3,062,762

*: Audited financial reports available upon request. Contact Deputy Director Ben Horne at Ben@UnionSquareBID.com for more information.

July '20–June '21 Budget

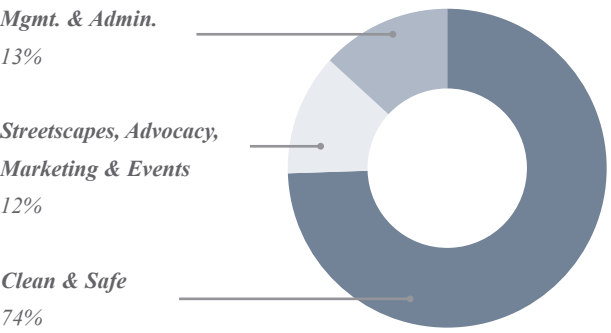
Income	Amount
Assessment Revenue	\$ 6,015,354
Fundraising & Other	\$ 820,496
Total Income	\$ 6,835,850
Expenses	
Assessments	
Clean & Safe	\$ 4,941,336
Streetscapes, Advocacy, Marketing & Events	\$ 818,289
Management & Administration	\$ 874,421
Total Assessment Expenses	\$ 6,634,046
Other Grants & Fund Expenses	\$ 378,338
Total Expenses	\$ 7,012,384

Carry Over Funds from FY19–20

Carry Over Funds from FY 19–20	Amount
General Fund/Contingency (Jul–Oct '20 Operations)	\$ 2,200,303
Total Assessment & Service Area Funds	\$ 2,200,303
Other Restricted/Designated Funds	\$ 79,235
Total Carry Over Funds	\$ 2,279,538

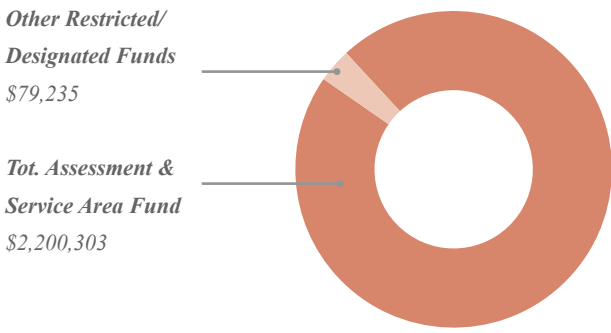
Total Assessment Expenses

19–20FY



USBID Reserves

June 30, 2020





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 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
- Rodrick Graham**
VP, Store Manager, Macy's
- Marcus Mirt**
District Manager, Recology
- Stephen Brett**
Principal, Brett & Company
- Leah Fuhrman Heil**
VP, Westfield San Francisco Centre
- Michael G. Petricca**
VP of Campus Safety, Academy of Art
- Jordan Buckley**
VP of Operations, Paramount Hotels, Inc.
- Shirley Howard-Johnson**
Arts Consultant
- Kelly Powers**
Director, Hotel Council SF
- Matthew Coleman**
Salon Manager, Harry Winston
- Russell D. Keil, Jr.**
President, The Keil Companies
- 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
- James C. Flood**
President, Flood Corporation
- Corinna Luebbe**
GM, Taj Campton Place
- Don Thomas**
VP, Board of Directors, Club Donatello
- Phil Ginsburg**
GM, SF Recreation & Parks
- Rusty Middleton**
GM, Grand Hyatt

Block by Block CLEAN AND SAFE SERVICES PROVIDER

- Karl Bijan**
Operations Director
- Freddy "Raven" Anderson**
AM Operations Supervisor
- Ramon Pedroza**
PM Operations Supervisor

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
Sr. Project Coordinator



Brianna Caspersen
Sr. Project Coordinator



Zarrina Yousufzai
Administrative Coordinator



Karen Gagarin
Member Services Lead



Eva Schouten
Intern

6

**Celebration of Life:
James Clair Flood**

James Clair Flood

1939–2020

Founder of the Union Square BID
1999 and served as Board President
for 10 years (1999–2009).



James C. Flood loved the Flood Building, the 12-story grand dame of San Francisco real estate—a landmark edifice built and maintained by a landmark San Francisco family. The wedge-shaped building, at the corner of Powell and Market streets alongside the cable car turnaround, was his office, his passion and his joy.

“He took care of it like it was a member of the family,” said his daughter, Karin Flood, adding that that’s exactly what the building is.

Flood, known as Jim, died Tuesday in a Jackson Hole, Wyo., hospital of a heart attack after a day of downhill skiing at a nearby ski resort. He was 80.

The landmark flatiron, built in 1904 by his grandfather in honor of his own father, who was known as the Silver King, is home to businesses, offices, nonprofit foundations, the consulates of Chile and Nicaragua, and large Gap and Anthropologie clothing stores on

the ground floor. For decades it housed the famed Woolworth’s store and lunch counter. Flood, a tall, friendly and vigorous man who loved the outdoors as much as he loved every interior of the building, oversaw every aspect of it, taking great pride in finding a new tenant to move in the moment an old tenant moved out.

A native of San Francisco, Flood was a 1961 graduate of Stanford University and a former executive vice president of Wells Fargo Bank. In 1990, after the death of his father, he took over management of the 293,000-square-foot family heirloom. Flood nearly didn’t have a building to manage. In 1950, the family had closed a deal to tear it down and replace it when the federal government decided it needed a building for offices connected with the management of the Korean War. It took over the building, returning it to the family a few years later.

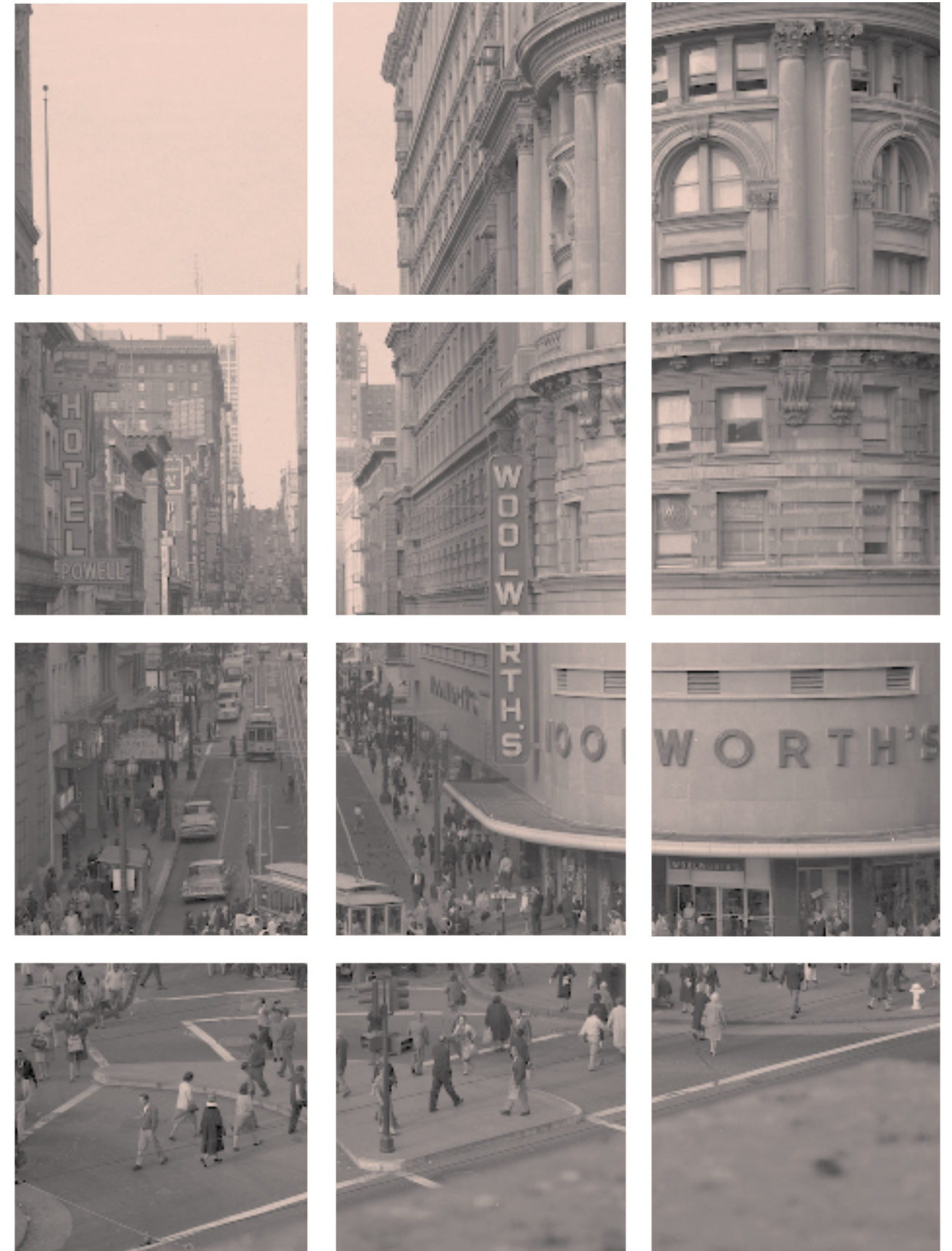
Flood was bemused by his family history. His great-grandfather was a household name in the 1870s, making a fortune in the silver mines near Virginia City, Nev., and building a mansion on Nob Hill that is now the Pacific-Union Club. But over the years, Flood said, things change.

Although the city came withing days of losing it, it would be hard to imagine downtown San Francisco without the Flood Building. Its grand granite and marble lobby, iron railings, oak doors, frosted glass and ornately decorated elevators recall another era. With a squint, it’s not difficult to envisage Hammett emerging from his office and heading for a plate of lamb chops at John’s Grill next door.

In the 1990s, Flood spent \$15 million to restore the building’s grandeur, with new arches, awnings and a bronze bust of his grandfather in the lobby. Decades of passersby who have touched the sculpture’s nose for luck have worn a shiny spot.

“His life,” said Karin, “has been one long adventure.”

Steve Rubenstein; Published by the San Francisco Chronicle on Feb 22, ‘20. The article was edited for the purpose of this report.



Come Say Hi.

Union Square BID

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VisitUnionSquareSF.com

Member Services

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CleanandSafe@UnionSquareBID.com



/UnionSquareSF



@UnionSquareSF



@UnionSqaureSF



Union Square BID

