

DOWNTOWN SF

PARTNERSHIP



ANNUAL REPORT FY 22/23

DowntownSF.org

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A WORD FROM OUR LEADERS

We are pleased to present this Annual Report for FY23 to our property owners and stakeholders outlining the organization's achievements and economic efforts.

This past year, the Downtown SF Partnership (DSFP) implemented strategies and took actions that are changing how people experience downtown San Francisco. We continue to stay focused on providing an exceptionally clean and safe district with a sharp focus on elevating our built environment through signature events, creating new public spaces, and a strong attention to detail that matters to our stakeholders and visitors.

Despite the ongoing challenges of downtown San Francisco's economic recovery, DSFP continues to implement its award-winning Public Realm Action Plan (PRAP). DSFP recognizes the "power of place" to restart the economic engine and re-energize people's perception of downtown as a center of collaboration and celebration.

Spurring downtown's economic recovery means pivoting towards fun, engaging, and inclusive events and activations, such as Let's Glow SF (in its second year), the largest holiday projection arts festival in the U.S. In June, we launched the first-ever and highly successful "Drag Me Downtown," a weekly pop-up drag series to celebrate the diversity of the City's queer community. DSFP organized "Bastille on Belden," an outdoor evening event highlighting the City's French roots complete with themed decor, outdoor music, and even a dancing croissant!



Bill Whitfield,
Board President



Christine Mann,
Immediate Past President



Robbie Silver,
Executive Director

DSFP continues making substantive investments to support downtown businesses and received recognition for the hard work it takes to maintain and activate a vibrant downtown post-pandemic. In FY 23, these highlights include:

- **The Downtown Restaurant Recovery Outdoor Dining Micro Grant Program:** Select downtown businesses were awarded up to \$40,000 collectively for sidewalk and curbside dining space improvements
- The launch of Vistry, a 3D aerial tour web platform with stunning visuals to showcase the district with data points about specific buildings and points of interest
- Award of Excellence by the International Downtown Association for Let's Glow SF
- Fast Company's 2023 Innovation by Design in the Pandemic Action category
- The Public Realm Action Plan and Let's Glow SF highlighted as major recovery initiatives in Mayor Breed's Roadmap to San Francisco's Future

Downtown San Francisco is at a pivotal point in its history. DSFP is here with its strong partnerships to meet the challenges and serve its stakeholders by reinforcing the authenticity and originality of this storied district.



VISION & MISSION

VISION

Downtown San Francisco is an economic powerhouse and historic core, redefining what makes our city vibrant, resilient, and welcoming.

MISSION

We lead the way in building a thriving downtown where business gets done, people feel welcome, come to explore, and make memories.



OUR VALUES

WE ARE

COLLABORATIVE

We harness the power of partners; the most enduring innovative and nuanced solutions are when partners work together, building long-term solutions around a common goal.

ENTREPRENEURIAL

Our spirit and a way of doing things that leans into being nimble, pivoting quickly, and taking calculated risks to advance or defend innovative ideas.

IMPACTFUL

We're strategic and thoughtful in our work and leverage opportunities that amplify our work and lead to substantive changes for the District.

CELEBRATORY

We know what's authentic and distinctive about our downtown and we continually advocate for, preserve, promote and celebrate it. Downtown SF is an economic powerhouse and historic core, redefining what makes our city vibrant, resilient, and welcoming.

CORE DISTRICT SERVICES & ACCOMPLISHMENTS



CLEANING SERVICES



CLEANING SERVICES

operate daily,
from 6 am - 8 pm

The Dream (Cleaning) Team

Starting at 6am, the Clean Team tackles district litter and graffiti with additional support provided by overnight high-pressure power washing and scrubbers to remove sidewalk grime, gum and hazardous waste. DSFP maintains a zero-graffiti policy through its standard of removing all wall, street, and curb graffiti within 24-hours once reported.

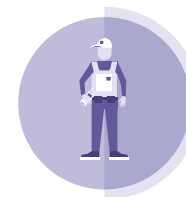
We'll take it from here! 311 Integration

DSFP is one of the original community benefit districts (CBDs) to adopt the Connected Worker app, popularly known as 311 integration. It allows DSFP to close out the City's 311 requests within the district's boundaries to ensure faster and more effective resolution.

In FY 2022, DSFP completed 300 unique 311 tickets with response times averaging 4.25 hours compared to the City's average of 781.26 hours once reported. Based on data provided by the system, DSFP was able to respond and address these issues significantly faster than City crews. DSFP's average response time for graffiti removal was 9.70 hours compared to the City's average of 919.09 hours.



SAFETY SERVICES*



COMMUNITY ENGAGEMENT AMBASSADORS

operate daily,
from 6 am - 8 pm

DSFP's Community Engagement Ambassadors (CEA's) are integral to addressing the district's quality of life issues through their "observe, advise, and report" model to support the Clean Team's efforts. CEAs, visible either on foot, bicycle, or patrol scooter, offer a friendly helping hand to visitors and workers with directions or safely escorting downtown workers to public transit or their vehicles.

Miracle Messages: Connecting our Unhoused Neighbors

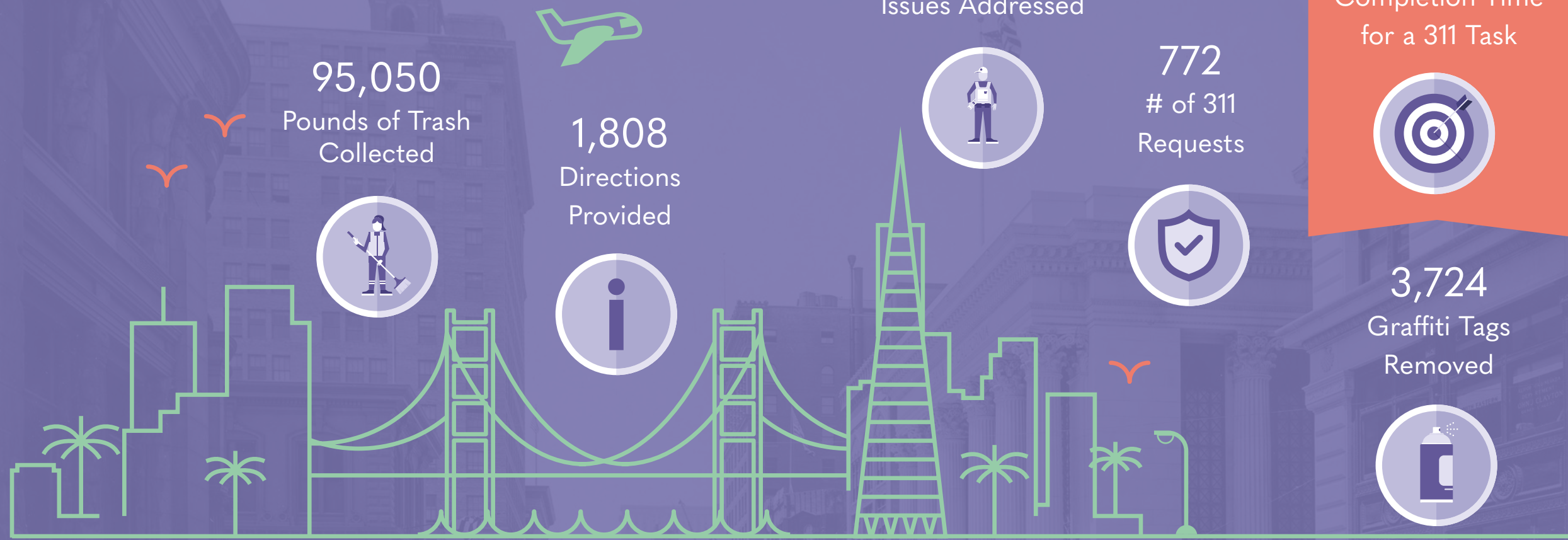
DSFP funds local non-profit organizations with demonstrated effectiveness to provide compassionate outreach to those experiencing homelessness on our streets. Partnering with Miracle Messages, that connects unhoused community members with long lost loved ones, we were able to reconnect 17 people within our district from July 2022 through June 2023.

Our Gate is Open: Conventioneer Engagement Strategy

The Downtown SF Partnership collaborated with SF Travel to ensure conference attendees feel welcome and safe when staying in or visiting our district. That's why DSFP deploys additional Community Engagement and Cleaning Ambassadors along key district corridors, including distributing local information about downtown restaurants, bars, and points of interest.

**Pursuant to Board of Supervisors Resolution #027-21, The Downtown SF Partnership did not operate or utilize surveillance technology. At this time, DSFP does not plan to utilize surveillance technology in FY 24.*

CLEANING & SAFETY



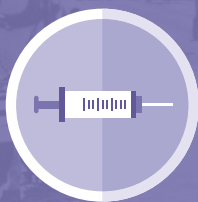
862 Biowaste Cleaned



974 Requests for Service



444 Syringes Removed



1,592 Blocks Power Washed



1,127 Trash Cans Cleaned



MOBILITY



From Innovation to Icon – The Cable Car Turns 150 Years Old

Following their rescue from the scrap heap, Friedel Klussman and her women-led group started a movement in 1947 to save the cable cars from those wanting to “modernize” San Francisco. DSFP details the cable car stop at the foot of California Street in its Public Realm Action Plan (PRAP) for a proposed Downtown Gateway project using tactical urbanism interventions to further highlight the vehicles as a unique San Francisco cultural icon.

Improving Bike Connection & Pedestrian Safety: Battery Sansome Quick Build Project

Completed in January of 2023, the Battery/Sansome Quick-Build Project creates an improved bike connection to and from the Financial District while increasing pedestrian safety along both corridors. DSFP supported this project with outreach to downtown stakeholders for its role as the first protected bike lane north of Market Street.



CALIFORNIA GOVERNOR GAVIN NEWSOM
VISITS DSFP'S "BATTERY BRIDGE" PROJECT

Artist Claudio Talavera-Ballón



CELEBRATING 150 YEARS
OF CABLE CARS

Mayor London Breed
Robbie Silver, Executive Director

FROM IDEATION TO ACTIVATION

In collaboration with SITELAB urban studio, the Downtown SF Partnership, developed the "Public Realm Action Plan" (PRAP) that is the roadmap for a reimagined downtown through the combination of physical and programmatic improvements. In 2021, DSFP received a grant from the city to help launch one of six key priority areas in the district, with the first focus area located at the intersection of Commercial and Leidesdorff Streets. The PRAP's goals, strategies and action steps create a plan that's attracted the attention of national media outlets and, most importantly, the support of local stakeholders and city officials to support and fund the proposed improvements. The elements listed in the PRAP creates a dialogue and an action plan for the DSFP, community members, and the city to advance downtown as more than just a workplace, but as a walkable, social, and cultural destination.



BELDEN PLACE

Belden Place, a culturally-rich street in the Financial District, is a street known for its European outdoor dining flair and culinary traditions. To further emphasize the street's reputation as a "foodie" destination, DSFP partnered with the restaurateurs along the street to implement high visibility, high-impact improvements. Future improvements will include a wall mural and decorative sidewalk stamping.



PROJECT ELEMENTS AND IMPACT



String lighting for a safer Belden Place, and ambiance for diners.



Sam's Grill & Seafood Restaurant Glass Enclosed Outdoor Patio and Bar
- Semi-permanent

A beautifully designed addition, creating the opportunity to dine outdoors regardless of the weather. Sam's Grill & Seafood Restaurant self-funded this improvement.



Belden Place Gate Redesign & New Bollard Installation

Painting, raising, and lighting of the Belden Place welcome gates and the installation of new bollards at each end of the street created a European-style promenade.

OVERALL IMPACT

These physical improvements are steps towards transforming Belden Place into a dining destination in the heart of the Financial District, creating a sense of place while truly elevating the space's history. 600+ people attended Bastille on Belden, shifting perceptions how downtown can be activated at night.

BATTERY BRIDGE

In June 2022 DSFP partnered with Tishman Speyer to bring Battery Bridge, the newly created pedestrian plaza in downtown SF, to life. To beautify the space, a 1,900 square foot mural was painted by Mission district artist Claudio Talavera-Ballon. The design was inspired by the natural beauty of Drakes Estero in the Point Reyes National Seashore.



PROJECT ELEMENTS AND IMPACT



Bands on Battery Bridge

This lively pop-up lunchtime concert series encourages downtown workers to come outside and experience an array of music that highlights LGBTQ+ and artists of color organized by People in Plazas.

DSFP puts out movable lounge chairs and bistro sets, inviting pedestrians to find a place to sit, eat, and soak up the atmosphere of this iconic streetscape nestled below the Transamerica Pyramid."



Planter Maintenance

Greening a non-traditional public space, and creating an inviting new pedestrian plaza increased foot traffic

OVERALL IMPACT

The creation of a newly activated and beautified public plaza has led to public use and enjoyment. Approximately 400 people attended the live music concerts during their lunch hour during summer and fall of 2022.

LANDING AT LEIDESDORFF

DSFP received a \$385,000 economic recovery grant from the Mayor's Office of Economic & Workforce Development (OEWD) to create a new social destination downtown. DSFP and SITELAB urban studio convened stakeholder meetings for a shared vision, site improvements and programming.

Landing at Leidesdorff is a re-imagined downtown experience for workers, visitors, and San Franciscans alike. This project takes an underutilized alley and transforms the space, honoring yesterday's pioneers while creating an exciting spot for today's urban explorers.

Mayor London Breed highlighted Landing at Leidesdorff as part of the City's Roadmap to Economic Recovery.



PROJECT ELEMENTS AND IMPACT



Moveable Street Furniture

DSFP puts out moveable lounge chairs and bistro sets, inviting pedestrians for a place to sit, eat, and soak up the atmosphere of this iconic streetscape nestled below the Transamerica Pyramid.



Let's Glow SF Projection Location

Station J, the PG&E substation located at Landing at Leidesdorff served as one of the locations for Let's Glow SF 2022, DSFP's holiday projection mapping event. This was the Landing at Leidesdorff's premiere activation, highlighting the intimate and inviting feel of this area of the district.



Planting Along Commercial Street

DSFP installed and maintains new plantings along Commercial Street, giving Landing at Leidesdorff a pop of fresh color.

OVERALL IMPACT

A wall mural honoring Captain William Leidesdorff, a street mural depicting the old Long Wharf, and regular programming launched in September 2023.

MECHANICS MONUMENT PLAZA REFRESH

DSFP received a \$40,000 economic recovery grant from OEWD to transform this unremarkable public plaza into a central gathering space. DSFP plans to partner with community groups to activate the Mechanics Plaza with regular programming.



PROJECT ELEMENTS AND IMPACT



Outdoor Furniture

Colorful bistro tables and lounge chairs signify the area as a place for pedestrians to meet, sit, and enjoy the surroundings.



Planter Maintenance

The installation and ongoing maintenance of new plantings, and the installation of colorful planters to match the outdoor furniture



Future Programming

Will include a partnership with the Mechanics' Institute to provide chess tutorials and tournaments

OVERALL IMPACT

DSFP leveraged site improvement plans and partnered with the City's Arts Commission on a full restoration of the historic monument.

MARKETING & MEDIA



DISTRICT REFRESH

Uniforms

After the development and creation of the Downtown SF Partnership's new brand in fiscal year 2022, our ambassadors needed some updated outfits. These colorful pieces were crafted with care utilizing our new vibrant color palette, making DSFP's Safety and Cleaning Ambassadors more visible and appear more welcoming. It's impossible to walk through the district and not spot these brightly colored outfits! The Ambassador vehicles and tools such as their power washers and T3 Scooters were also outfitted with new branded wraps to match.

Bigbellys, Street Banners, and Terracycles, OH MY!

DSFP painted the town with new branding, including new Bigbelly wraps and updated street banners. All assets highlighted the brand's welcoming new colors accompanied by people-centric visuals, encouraging district visitors and regulars alike to see themselves as part of the fabric that is downtown San Francisco.

The Partnership also collaborated with the Western Neighborhoods Project, host of OpenSFHistory, an open online platform which archives photos from San Francisco's rich history. The team pulled from this archive several historic images of the district circa the late 1800s to feature on the newly installed wraps on downtown's garbage receptacles. The wraps invite passerbys to explore the archive via a QR code and copy reading "Downtown SF's history is your history", furthering the idea that they are part of something much larger than themselves.



IN THE NEWS: MEDIA HITS

San Francisco Chronicle

S.F. holiday light show kicks off, helps draw people back downtown

Andy Green
Updated: Dec. 6, 2022 11:39 a.m.



1 of 3
A spectator records the art show at Let's Glow SF event on Market Street in San Francisco, Calif., on Friday, Dec. 2nd, 2022. Let's Glow SF thanks you for Downtown SF Partnership to help revitalize downtown SF.
Michelle Anderson / Special to the Chronicle



S.F. Holiday Light Show Kicks Off, Helps Draw People Back Downtown December 6, 2022

SAN FRANCISCO BUSINESS TIMES

These San Francisco hospitality vets are betting millions on downtown

Mar 9, 2023, 6:09pm PST



Downtown Hospitality Investments March 9, 2023

hoodline



1 of 3
Back in the bike messenger era of the 1990s and 2000s, the Financial District was the hub of San Francisco's bike culture. But there have never been any protected bike lanes in the Financial District, and in the recent pandemic years, there's been a lack of *usable* downtown streets.
But the SFMTA thinks bike lanes are a way to get people back to the Financial District. And on Tuesday, they *announced what they call* the "first protected bike lane in the Financial District" on Battery Street.



The Financial District's First Protected Bike Lane March 17, 2023

San Francisco Examiner

Grant program hopes to revitalize outdoor dining for downtown SF

By James Salazar | Examiner staff writer
Apr 6, 2023



Downtown SF is helping to increase foot traffic in the area by supporting restaurants who wish to maintain their outdoor dining experiences.



Grant Program for Outdoor Dining Improvements April 6, 2023

San Francisco Examiner

Downtown SF alley comes to life for second Bastille Day celebration

By James Salazar | Examiner staff writer
Jul 14, 2023



Bastille Day 2023 July 14, 2023

BAY AREA REPORTER

Serving the San Francisco Bay Area LGBTQ community since 1971



Drag artist Bobby Frisley greets customers at Schroeder's June 1 during the first Drag Me Downtown event. Photo: Matthew's Egan



Drag Me Downtown June 5, 2023

EVENTS



BASTILLE ON BELDEN

JULY 14, 2023



Oui, oui, c'est magnifique! Bastille on Belden came back for a second year of French-themed fun in the Financial District, complete with free berets. The classic accordion music of Vintage Jukebox, festive decor, Bastille Day promotions served by the restaurants of Belden Place, and a charming mime performer emphasized why San Francisco was once called the Paris of the West. Businesses reported a 40% increase in sales during the duration of the event.

DRAG ME DOWNTOWN

THURSDAYS IN JUNE, 2023



Drag Me Downtown, a series of fierce pop-up drag shows each Thursday, from 5 PM to 7 PM throughout the month of June debuted this year to much acclaim and filled venues. Businesses reported a 40% increase in sales during the duration of the event. Featuring new performers at a new venue each week, this sequin studded series helped to promote Schroeder's, Latin Steakhouse, Nigella, One Market Restaurant, and Pagan Idol. The event served as a fabulous reminder that all are welcome in downtown San Francisco!



Drag Me Downtown was free to attend, however donations from pre-registered attendees guaranteed a Drag Me Downtown Fan and Rainbow Feather Boa. Over \$2,000 was raised for Trans Thrive, a trans-centric nonprofit which aims to create safe spaces, events and services for the entire trans/GNC community.

Hostess of the Mostess, Bobby Friday, was a fabulous MC, and invited talented drag kings and queens, MGM Grande, and Bionka Simone, to entertain with aplomb.

GLOW BIG OR GLOW HOME



Downtown SF Partnership's premier winter event was the **largest holiday projection mapping event in the U.S. for the second year in a row!**

Let's Glow SF used cutting edge technology to bring four towering district buildings to life. Through music, art and animation, this event aided in revitalizing the area and drew excited crowds to the Financial District from December 2-11, 2022.

 **10 NIGHTS**

 **3M ECONOMIC IMPACT**

4 LIGHT SHOWS WERE PROJECTED ON 4 TOWERING BUILDINGS IN DOWNTOWN SF



The Pacific Coast Stock Exchange
One Bush Plaza
The Hobart Building
Station J at Commercial and Leidesdorff Streets



This year, one new light installation, Electric Dandelions was added in Mechanics Plaza.

14 FEATURED ARTISTS



SEVEN local visual artists
TWO local music producers
ONE local animator
FOUR world class, award-winning international visual design companies

Beginning last year, the DSFP extended an open call for submissions to local Bay Area artists to participate in 2022's event.

75% OF ATTENDEES WENT TO A BAR OR RESTAURANT IN THE DISTRICT



Investors, brokers, businesses and residents further see the benefits of our district.

LET'S GLOW SF DREW

51,000 ATTENDEES



 **42% INCREASE FROM ATTENDANCE IN 2021**



307,500



VIEWS ON INSTAGRAM AND TIKTOK



42,000 WEBSITE VISITS

MEDIA COVERAGE

2 Major local TV stations
NBC11 and CBS5



Radio mention in traffic report
KCBS Radio has a partnership with FOX News, which was pitched Let's Glow SF

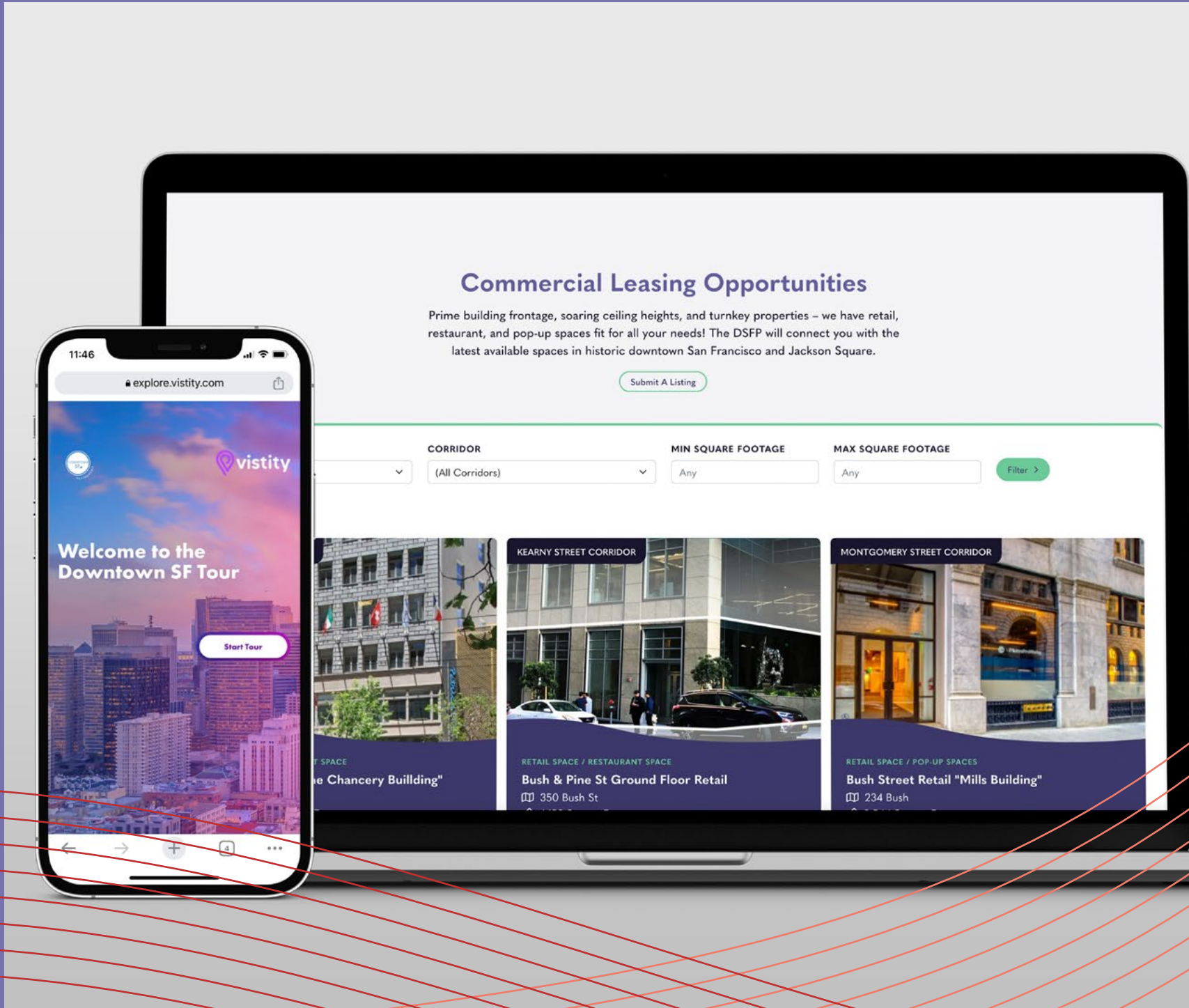
48 Online hits including calendar listings, event mentions and "listicles"



SFGate, San Francisco Standard, San Francisco Chronicle, World Journal, SF FunCheap, and the San Francisco Examiner reported about the festival with interviews, and more in-depth information from the media kit.



ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT PROJECTS

Moving downtown San Francisco away from the traditional formula of a mono-economy, shifting investment to our local businesses, and reimagining the surrounding urban environment is critical for the development of a vibrant mixed-use district. During this past fiscal year, the DSFP launched economic development programs to address the needs of the community, businesses, and real estate brokers.

The Downtown Restaurant Recovery Outdoor Dining Micro Grant Program

The Downtown Restaurant Recovery Outdoor Dining Micro Grant Program was created to assist restaurants to enhance their sidewalk and curbside dining spaces, creating a more vibrant and appealing streetscape that offers consistency throughout the district, ultimately helping to stimulate the downtown economy. Eight recipients: Angler, Barcha, Bix, Credo, Sam's Grill & Seafood Restaurant, Schroeder's, Sutter Station Tavern, and The Melt were collectively awarded a total of \$40,000 in grant funding to enhance sidewalk and curbside dining spaces. This initiative also received television and print media coverage, helping to bring awareness about the strategic initiatives implemented by DSFP.



Barcha Restaurant before.

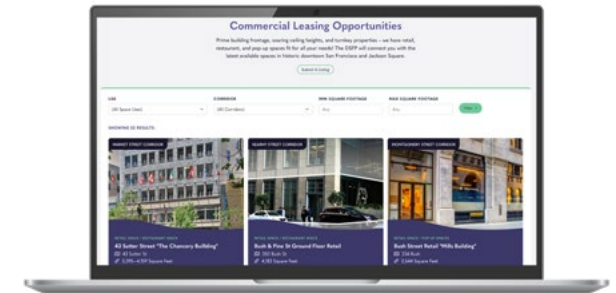


Barcha Restaurant after sidewalk dining space enhancement.

Website Resources

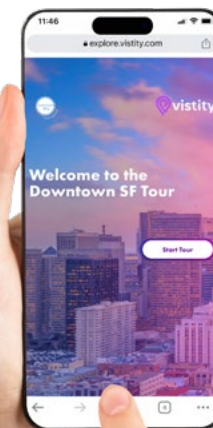
Looking to promote available spaces and highlight the services, amenities, and benefits of doing business in the district, the DSFP launched a new ground floor vacancy microsite, pedestrian traffic dashboard, economic dashboard, and a virtual tour by drone footage on www.downtownsf.org. The microsite was modeled on best practices from U.S. cities with robust economic development programs. Taking disparate real estate content from brokers, the new site presented revised copy and a uniform listing of each vacancy so that properties could be easily compared and contrasted.

These tools and initiatives along with ongoing pedestrian counts and economic / census trend data assist site selectors, government officials, and strategic partners to understand the ongoing value that DSFP provides.



Vistency

We are also excited to launch Vistency, an aerial tour of the district complete with points of interest and pertinent data. This cutting-edge technology will draw interest to downtown, providing visual tours and highlighting The City's iconic skyline.



WHAT'S NEXT

In 2024, DSFP aims to boost economic development efforts by partnering with the commercial real estate community to attract new businesses and offer market reports and data to promote uses and opportunities.

FINANCIAL STATEMENTS



STATEMENT OF FINANCIAL POSITION

JULY 2022 - JUNE 2023

ASSETS	AMOUNT
Cash	\$2,939,320
Receivables	\$206,366
Prepaid Expenses	\$110,888
Investments	\$2,518,439
Capital Assets	\$60,260
Other Assets	\$276,795
TOTAL ASSETS	\$6,112,068
LIABILITIES	AMOUNT
Accounts Payable	\$358,843
Accrued Salaries & Benefits	\$39,478
Other Liabilities	\$309,415
TOTAL LIABILITIES	\$707,736
Net Assets without Donor Restrictions	\$5,109,306
Net Assets with Donor Restrictions	\$295,026
Total Liabilities & Net Assets	\$6,112,068



FY 23 BUDGET

Per the financial policies and procedures, the budget is managed by the Executive Director with oversight from the Finance Committee and the Board of Directors. The Board of Directors passes the fiscal budget by June based on the services outlined in the Management Plan and recommendations from the community, staff, and Board.

SERVICE CATEGORY	ASSESSMENT DOLLAR AMOUNT	NON-ASSESSMENT DOLLAR AMOUNT	TOTAL DOLLAR AMOUNT	% TOTAL ASSESSMENT	% TOTAL NON-ASSESSMENT	% TOTAL
Civil Sidewalks/Mobility Management	\$3,260,633	-	\$3,260,633	77.45%	0%	77.28%
District Identity, Marketing and Public Space Development & Management	\$217,235		\$217,235	5.16%	0%	5.15%
Program Management	\$ 597,818	\$9,300	\$607,118	14.20%	100%	14.39%
Contingency	\$ 134,299	-	\$ 134,299	3.19%	0%	3.18%
TOTAL	\$4,209,985	\$9,300	\$4,219,285	100%	100%	100%

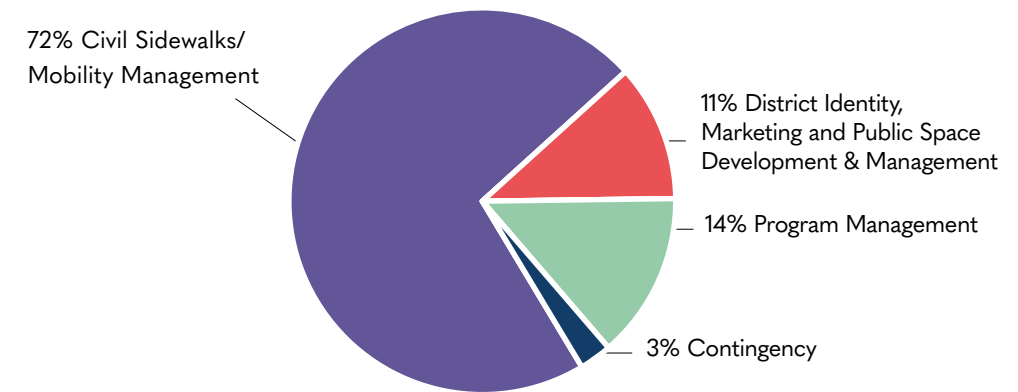


FY 23 ACTUALS

A firm was retained to perform an independent audit of the FY 23 financials. A “clean unmodified opinion,” the highest rating, was presented and approved by the Board of Directors in September 2023.

Grants and other non-assessment funding was leveraged to boost economic recovery efforts and public realm projects.

SERVICE CATEGORY	ASSESSMENT DOLLAR AMOUNT	NON-ASSESSMENT DOLLAR AMOUNT	TOTAL DOLLAR AMOUNT	% TOTAL ASSESSMENT	% TOTAL NON-ASSESSMENT	% TOTAL
Civil Sidewalks/Mobility Management	\$3,262,460	\$314,000	\$3,576,460	77%	41%	72%
District Identity, Marketing and Public Space Development & Management	\$217,357	\$354,160	\$ 571,517	5%	47%	11%
Program Management	\$598,153	\$93,266	\$691,419	14%	12%	14%
Contingency	\$134,374	-	\$134,374	3%	0%	3%
TOTAL	\$4,212,343	\$761,426	\$4,973,769	100%	100%	100%



REVENUE SOURCES

The Downtown SF Partnership met the 3.20% non-assessment general benefit fundraising requirement for FY 23.

REVENUE SOURCES	FY 23 ACTUALS	PERCENTAGE OF ACTUALS
FY Assessment Revenue	\$4,209,985	84.64%
Penalties	\$2,358	0.05%
Total Assessment (Special Benefit) Revenue	\$4,212,343	84.69%
Corporate Contributions and Sponsorships	\$93,300	1.88%
Grants	\$575,750	11.58%
Donations	-	0%
Interest Earned	\$86,603	1.74%
Earned Revenue	-	0%
Other Revenue	\$5,773	0.12%
Total Non-Assessment (General Benefit) Revenue	\$761,426	15.31%
TOTAL	\$4,973,769	100%

CARRYFORWARD

FY 23 Assessment Carryforward Disbursement

SERVICE CATEGORY	DOLLAR AMOUNT
Civil Sidewalks/Mobility Management	\$5,896,240
District Identity, Marketing & Public Space Development and Management	\$ (911,760)
Program Management	\$ (16,227)
Contingency	\$ 436,071
Special Assessment Total	\$5,404,324

SPENDDOWN TIMELINE

Half Unspent funds from prior fiscal years are called carryforward disbursements. It's a best practice to carryforward at least 5-7% of assessment funds to the following fiscal year to cover projected expenses related to district services and programs. Carry-forward funds are also spent on special initiatives approved by the Board that will be spent down over time.



ASSESSMENT METHODOLOGY

BENEFIT ZONES

ZONE 1 DEVELOPED

All commercial/non-profit/institutional/apartment buildings/city owned buildings and residential/time share parcels in the district will pay at the rate of **\$0.10** per square foot.

ZONE 2 UNDEVELOPED

Undeveloped, empty parcels shall pay \$0.08 in assessments in the community benefit district.

DATA IN DISTRICT

Building Square Footage:
Approx. **39,150,000 sq. ft.**

Lot size (empty lots only)
69,798 sq. ft.

OVERVIEW

This Management District Plan provides for the levy of assessments to fund services and activities that specially benefit properties in the Downtown Community Benefit District (doing business as the Downtown SF Partnership). These assessments are not taxes for the general benefit of the City, but instead pay for special benefits to the assessed parcels.

CALCULATION OF ASSESSMENTS

Approximately 99.86% of the total special assessments are allocated from Zone 1 and Zone 2 generates approximately .14%.

MANAGEMENT PLAN BUDGET

The Management Plan established the initial budget below starting in FY 20.



SERVICE CATEGORY	DOLLAR AMOUNT	PERCENTAGE
Civil Sidewalks/Mobility Management	\$3,000,000	77.45%
District Identity, Marketing and Public Space Development & Management	\$200,000	5.16%
Program Management	\$550,000	14.20%
Contingency	\$123,491	3.19%
TOTAL	\$3,873,491	100.00%
Assessment Revenue	\$3,873,491	96.80%
Non-Assessment Revenue	\$128,000	3.20%
TOTAL	\$4,001,491	100.00%



STAFF



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Deputy Director
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MELISSA BUCKMINSTER
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DE'ANTE BERNSTINE
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LILIAN MAR
Digital Marketing Specialist
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LAURA SCHAEFER
Economic Development Specialist
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BOARD OF DIRECTORS AND COMMITTEES

BOARD OFFICERS

BILL WHITFIELD
President (May 2023 - Present)
Shorenstein

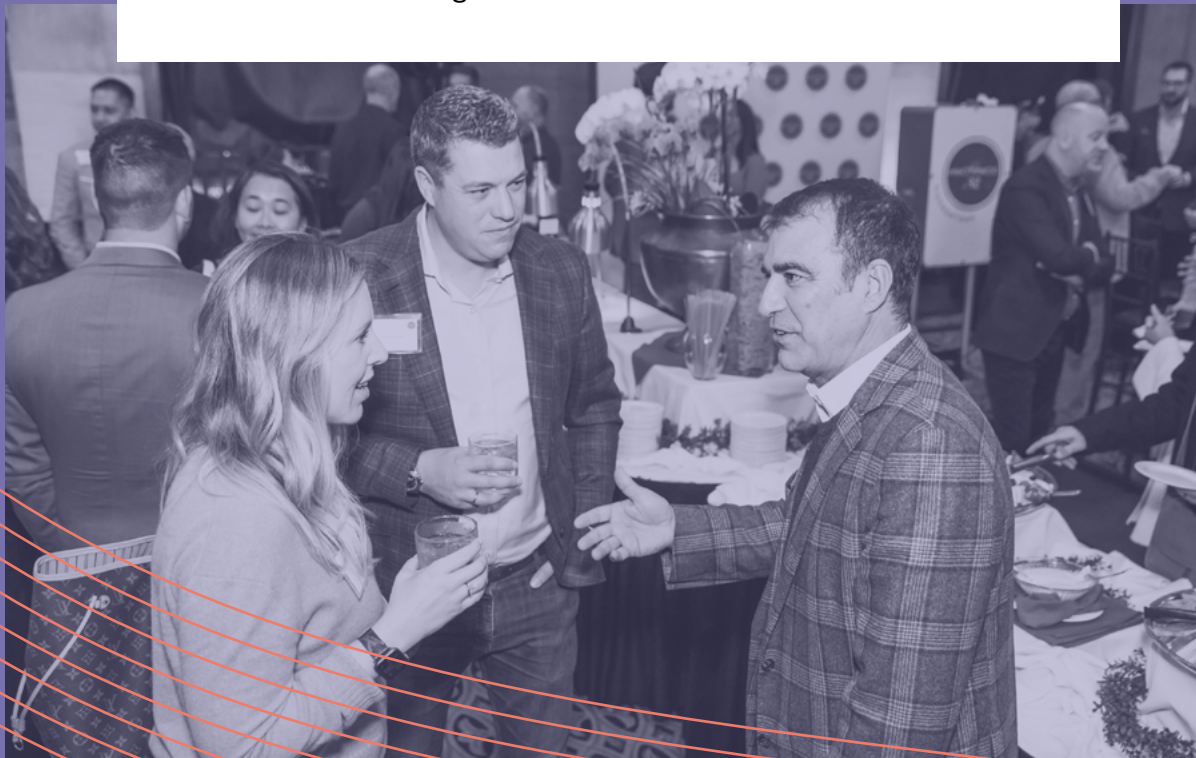
GLENN GOOD
Vice President
Brookfield Properties

NOAH UNGER
President (Nov 2022 - May 2023)
Ritz Carlton Club
& Residences

KRISTIE AREVALO
Secretary
CBRE

CHRISTINE MANN
Immediate Past President
Rockhill Management

CHRIS TROTIER
Treasurer
SHVO



BOARD MEMBERS

TONY BIRDSEY
Tishman Speyer

BRIAN REED
Bri Hospitality

CASSANDRA COSTELLO
SF Travel

DIANA ROSENBLATT
SO Hudson 555 Management Inc.

JOHN DUNLAP
Resident

PETER SCOTT
Tusker Corporation

MICHELLE FUNKHOUSER
Hines

MICHAEL VELZO
Jackson Square Financial

ALEX KAPLAN
Tidewater Capital

PETER QUARTAROLI
Sam's Grill & Seafood Restaurant

ADVISORY COMMITTEES

CLEAN AND SAFE COMMITTEE

NOAH UNGER
Chair

CASSANDRA COSTELLO
Vice Chair

TONY BIRDSEY

JOHN DUNLAP

CHRISTINE MANN

PETER SCOTT

DISTRICT IDENTITY & STREETScape IMPROVEMENTS COMMITTEE

BRIAN REED
Chair

MICHAEL VELZO
Vice Chair

MICHELLE FUNKHOUSER

ALEX KAPLAN

PETER QUARTAROLI

FINANCE COMMITTEE

GLENN GOOD
Chair

KRISTIE AREVALO
Vice Chair

DIANA ROSENBLATT

CHRIS TROTIER

BILL WHITFIELD

DISTRICT MAP

REQUEST SERVICES & GET INVOLVED!

DID YOU KNOW...
THERE ARE 3 WAYS TO REQUEST
CLEANING AND SAFETY SERVICES?

Call Dispatch 415-829-3878

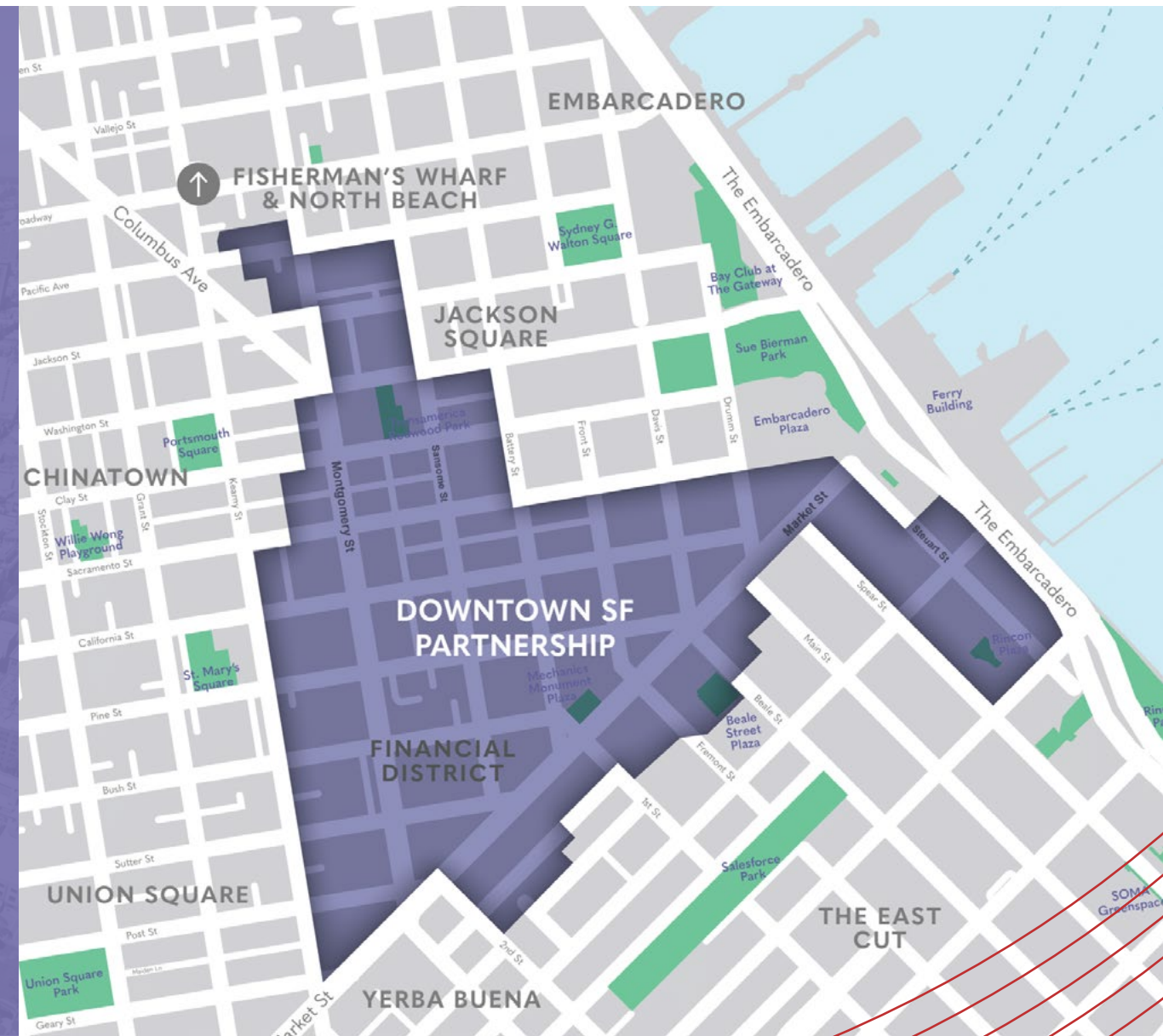
Email service@DowntownSF.org

Visit DowntownSF.org/request-services

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DOWNTOWN SF CLEAN,
SAFE AND INVITING.

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