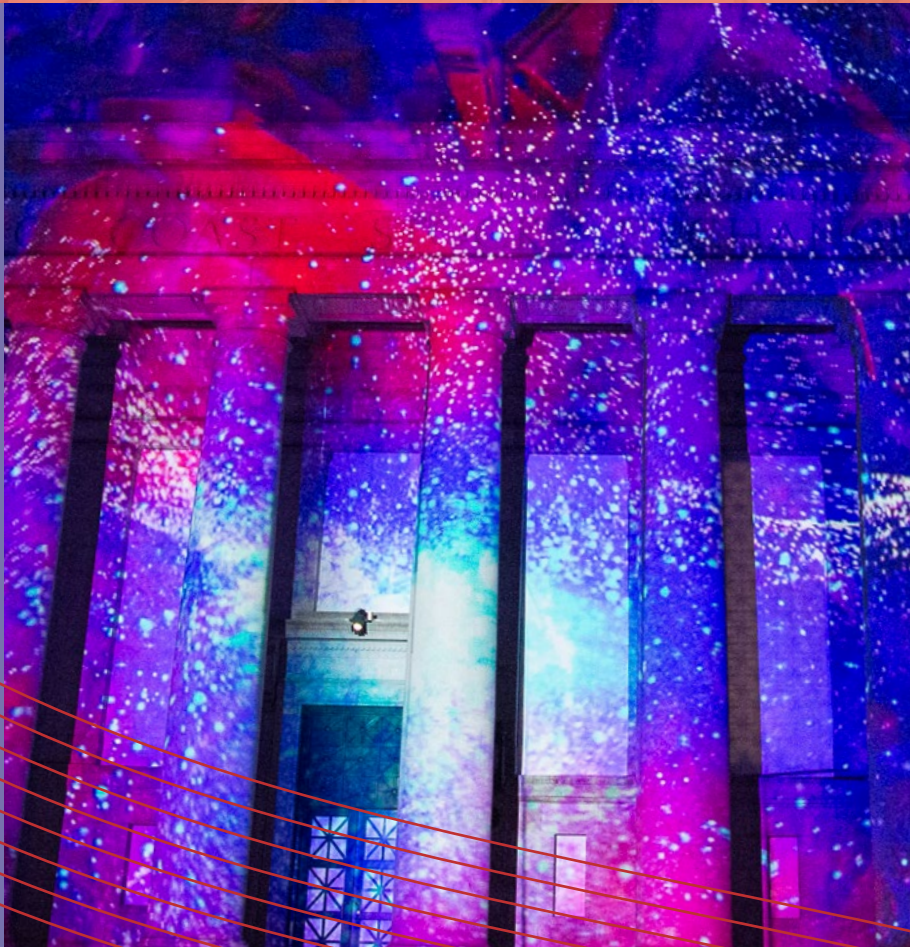


DOWNTOWN SF

PARTNERSHIP



MIDYEAR REPORT FY 23/24

DowntownSF.org

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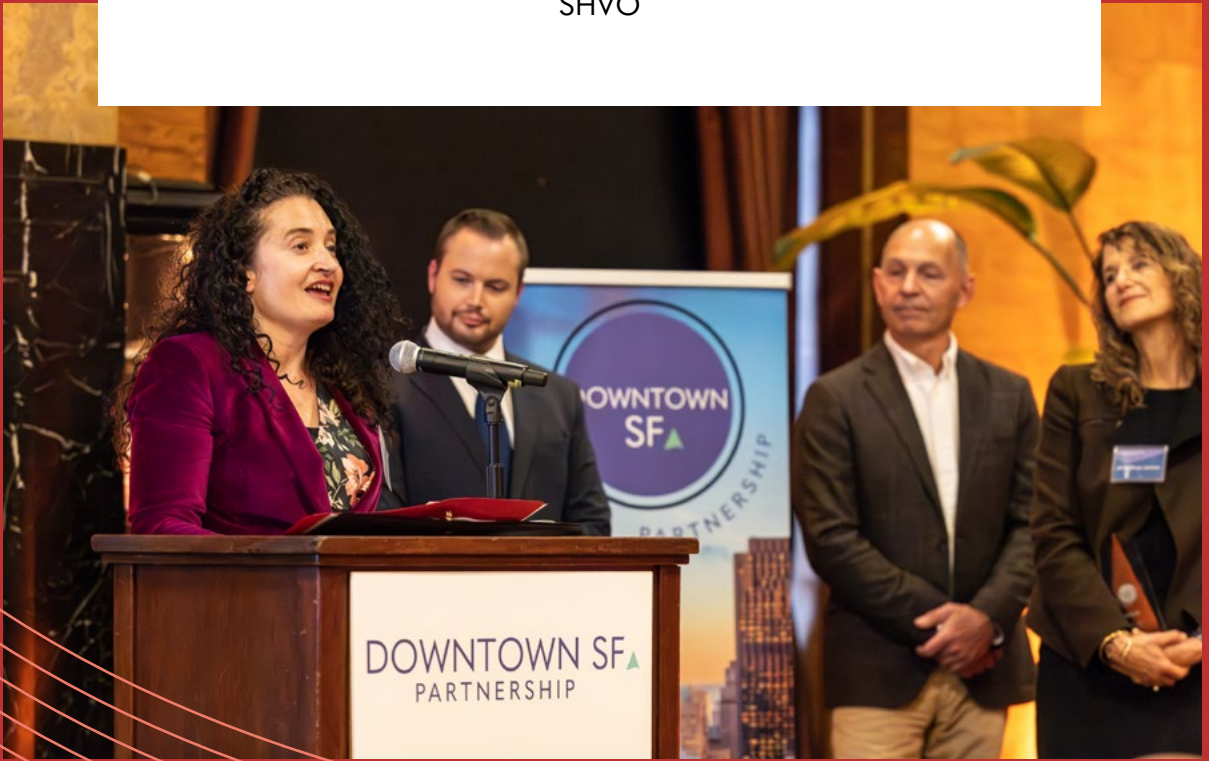
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BOARD OF DIRECTORS AND COMMITTEES

BOARD OFFICERS

- | | |
|--|---|
| BILL WHITFIELD
President
Shorenstein | GLENN GOOD
Vice President
Glenn Good Group |
| CHRISTINE MANN
Immediate Past President
Rockhill Management | KRISTIE AREVALO
Secretary
CBRE |
| CHRIS TROTIER
Treasurer
SHVO | |



BOARD MEMBERS

- | | |
|---|--|
| CASSANDRA COSTELLO
SF Travel | ALEXANDER QUINN
JLL |
| JOHN DUNLAP
Resident | DIANA ROSENBLATT
SO Hudson 555 Management Inc. |
| MICHELLE FUNKHOUSER
Hines | PETER SCOTT
Tusker Corporation |
| ALEX KAPLAN
Harvest Properties | MICHAEL VELZO
Jackson Square Financial |
| PETER QUARTAROLI
Sam's Grill & Seafood Restaurant | KRISTIAN WEEKS
Tishman Speyer |

ADVISORY COMMITTEES

- | | | |
|-------------------------------------|---|--------------------------------------|
| CLEAN AND SAFE
COMMITTEE | DISTRICT IDENTITY
& STREETScape
IMPROVEMENTS
COMMITTEE | FINANCE
COMMITTEE |
| CASSANDRA COSTELLO
Chair | MICHAEL VELZO
Chair | CHRIS TROTIER
Chair |
| JIM BESS | MICHELLE FUNKHOUSER | KRISTIE AREVALO
Vice Chair |
| JOHN DUNLAP | ALEX KAPLAN | GLEN GOOD |
| SEAN GAZEY | PETER QUARTAROLI | DIANA ROSENBLATT |
| CHRISTINE MANN | | |
| PETER SCOTT | | |

Let's
GLOW
SF 



Let's GLOW SF

SHINING A LIGHT ON

What is Let's Glow SF?

#1
LARGEST

HOLIDAY PROJECTION ARTS FESTIVAL IN THE US



14 ARTISTS / CONTENT STUDIOS

5-7 MIN. LIGHT SHOWS



6 PARTICIPATING PROPERTIES

10

NIGHTS LONG

DOWNTOWN SF PARTNERSHIP

Let's Glow SF, the nation's largest holiday projection arts festival, painted vibrantly festive creations across downtown SF's iconic buildings for the third year in 2023. This luminous activation invited Bay Area families, workers, and residents to celebrate the spirit of the season, support local businesses and view downtown in a new, welcoming light.

What Was Its Impact?



67,000
PEOPLE ATTENDED



394,000
WEBSITE VISITS



1.9 MILLION
VIEWS ON SOCIAL MEDIA



47
MEDIA HITS

"The ephemeral spectacle of Let's Glow SF will soon pass for this year. With luck, the magic of potential it sparked will linger — leaving us wanting more, and opening our eyes to what we already have."

★ Featured in the New York Times and Forbes.

- John King, SF Chronicle



28 LOCAL BUSINESSES OFFERED LET'S GLOW SF THEMED PROMOTIONS



PEOPLE DESCRIBED DOWNTOWN AS:

- #1 WALKABLE
- #2 FUN
- #3 INNOVATIVE

% OF SECONDARY TOURISM IMPACTS



58% DINED

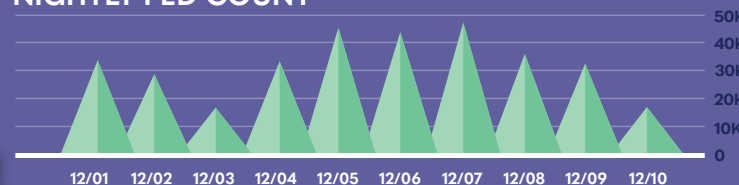


27% SHOPPED



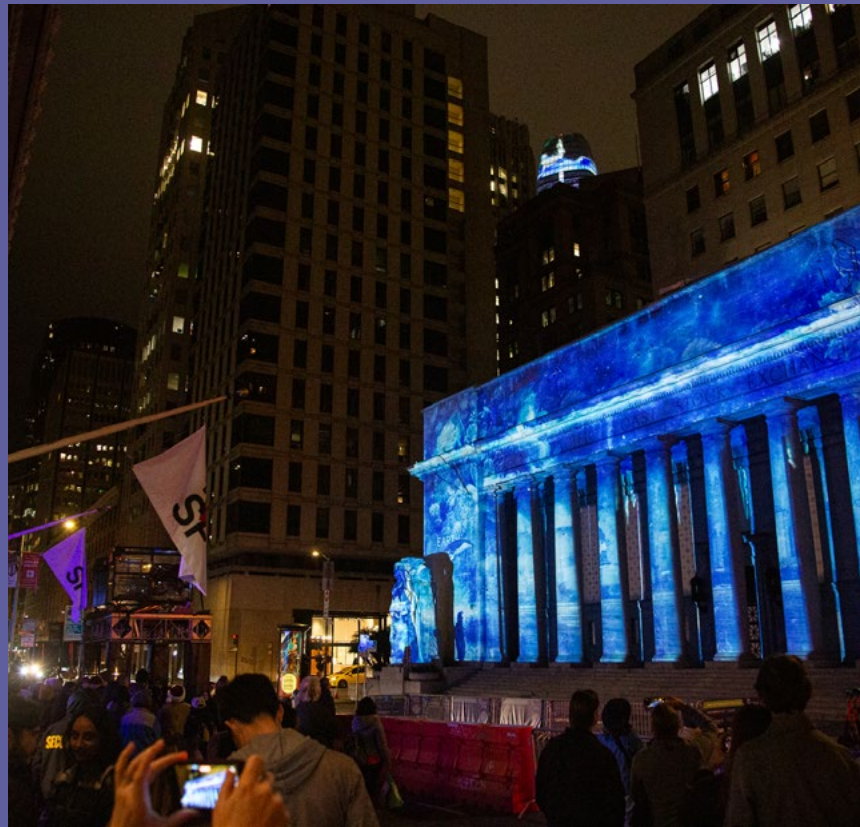
6% BOOKED A HOTEL

NIGHTLY PED COUNT



SOCIAL MEDIA FEEDBACK





PROGRAM PROGRESS



BASTILLE ON BELDEN

On July 13th, 2023, the quaint restaurant-lined alleyway in downtown SF transformed into a petite taste of France, complete with a larger than life croissant, delightfully Parisian tunes, and a sea of festive berets. The Downtown SF Partnership collaborated with area businesses to offer French themed dishes and promotions, which ultimately led to one of the alley's busiest nights of the year, filling the restaurants with customers and Belden Place with joie de vivre.



LANDING AT LEIDESDORFF

In September, the Downtown SF Partnership officially launched Landing at Leidesdorff, the first Priority Action Area to be implemented from DSFP's Public Realm Action Plan. This newly created public space is a reimagined downtown experience for San Franciscans and visitors alike - activated with pop-up vendors, cultural programming, varying food and beverage options and local art installations - across historic alleyways and underutilized public spaces in the city's traditional commercial corridor.

A first of its kind visioning framework, the PRAP outlines six replicate public realm concepts and pilot programs - like utilizing privately-owned public open spaces, creating more access to nature, investing in public art, increasing accessibility and walkability - and leans on urban design as a means of economic recovery to reimagine Downtown San Francisco as a pedestrian-centric, more vibrant and culturally rich area.

The Downtown SF Partnership received a downtown recovery grant from the Mayor's Office of Economic & Workforce Development for the Landing at Leidesdorff Project. The site has been named as a strategy in Mayor London Breed's Roadmap to San Francisco's Future.

The wall mural honoring Captain Leidesdorff by Twin Walls Mural Company was privately funded by the following community supporters: Pacific Gas & Electric, 836M, Downtown SF Partnership, SKS Partners, Advance SF, BOMA SF, Randi and Bob Fisher, Shorenstein, SHVO, Tamar Draper Mahru, TMG Partners, and Wells Fargo.



The destination features a number of physical enhancements and program activations including:

Weekly Programs

that invite office tenants, locals, and visitors to experience a more vibrant, 24/7 downtown

Expanded Outdoor Dining Seating

for participating restaurants such as Heartwood and Wayfare Tavern to utilize with the new street closure at the intersection

A New Ground Mural

designed by SITELAB urban studio, which tells the story of downtown San Francisco's history and connection to the Long Wharf

A New Wall Mural

created by Twin Walls Mural Company in collaboration with ACED, celebrates Captain Leidesdorff's life and lasting legacy that shaped San Francisco and the Bay Area.

Signature Events, including Let's Glow SF

Newly Installed String Lighting, Tables And Chairs, Lounge Chairs and Plantings

Live Music

Scan for a full calendar of upcoming programming and events.





PACIFIC GAS AND ELECTRIC CO.

STATION J

LANDING

DOWNTOWN ACHIEVEMENT AWARDS

Last November, the Downtown SF Partnership celebrated true heroes: the district's unsung change-makers. During the second annual Downtown Achievement Awards, five remarkable stakeholders were saluted for their tangible impact on downtown San Francisco over the past year. Meet the movers and shakers who are redefining what it means to thrive in the heart of San Francisco...



DOWNTOWN CHAMPION AWARD

Tristen Philippart de Foy, Managing Partner at Heartwood

Having opened a contemporary cocktail bar in the Financial District in early 2023, Tristen has been a crucial advocate for revitalization efforts in downtown San Francisco including the launch of Landing at Leidesdorff and Let's Glow SF.

DOWNTOWN EVENT AWARD

Andy Chun, Managing Partner at Schroeder's

From holding their annual Oktoberfest celebration on Front Street to hosting a pop-up drag show as part of DSFP's Drag Me Downtown series, Andy Chun consistently creates new ways to highlight the 130 year old restaurant he manages.

DOWNTOWN DEVELOPMENT AWARD

Philip Spiegel, The Holbrook House

Spearheading the opening of the stylishly revamped privately owned public open space, The Conservatory, and its accompanying restaurant, The Holbrook House, Philip Spiegel made it clear that he believes in a bright future for downtown San Francisco.

DOWNTOWN IMPACT AWARD

ACED (Arts Celebrate Elevate Downtown)

This dedicated group of private, public, neighborhood and arts organizations launched a public art initiative in downtown San Francisco in 2023, including the Captain William Leidesdorff mural located at Landing at Leidesdorff.

AMBASSADOR OF THE YEAR AWARD

Gerald Sampson

For the past two years, Gerald has worked diligently with his fellow Cleaning & Safety Team Members to keep the district clean and inviting for all.

CHECKMATE! CHESS AT MECHANICS MONUMENT PLAZA

In the fall of 2023, DSFP began partnering with the Mechanics' Institute to turn Mechanics Monument Plaza into a chess playground, where office warriors clash with young knights and all are invited to hone their skills. Once per week, chess aficionados offer chess training as well as boards open for play to game-inclined passersby.



CLEANING & SAFETY



30 MINS
Average Completion Time for a 311 Task

2,338 Graffiti Tags Removed

707 Biowaste Cleaned

289 Requests for Service

68 Syringes Removed

605 Blocks Power Washed

1,357 Trash Cans Cleaned

SUMMARY OF MAJOR CONTRACTS



DOWNTOWN SF PARTNERSHIP'S MAJOR CONTRACTS

Between July and December of 2023, the Downtown SF Partnership contracted with the following vendors to provide services as listed in the organization's Management Plan and approved by the Board of Directors.



A3 Visual produced Let's Glow SF, our 10-night holiday projection mapping event across six downtown locations. This cutting-edge team provided projector setup, project assistance, artist acquisition, and more for the Downtown SF Partnership's signature holiday event.



Downtown SF is a green machine thanks to Korotkin Associates! DSFP partners with this commercial landscape service provider to give the much needed touch of nature to our urban core.



To the New York Times and beyond! The Downtown SF Partnership began working with world renowned public relations firm, BerlinRosen, in early 2023 to help spread the word about the impactful work being completed within the district.



IT, please! PCS is the Downtown SF Partnership's go-to for all tech-related questions and queries. Because DSFP moved to a larger office in 2023, the organization worked very closely with PCS to get staff wifi, laptops, and phones up and running.



Bigbelly, a world class Smart Waste Management company, partnered with the Downtown SF Partnership to install 35 solar compacted trash receptacles throughout the district.



Streetplus provides core cleaning and community engagement services to include but not limited to trash removal, graffiti abatement, power washing, and passive safety services. We count on this team to make downtown SF more welcoming each and every day.



FINANCIAL STATEMENTS



STATEMENT OF FINANCIAL POSITION

JULY 2023 - DECEMBER 2023

ASSETS	AMOUNT
Cash	\$2,554,466
Receivables	\$110,202
Prepaid Expenses	\$85,401
Investments	\$2,565,382
Capital Assets	\$947,025
TOTAL ASSETS	\$6,262,476
LIABILITIES	AMOUNT
Accounts Payable	\$585,162
Accrued Salaries & Benefits	\$36,086
Other Liabilities	\$1,143,524
TOTAL LIABILITIES	\$1,764,772
Net Assets without Donor Restrictions	\$4,202,678
Net Assets with Donor Restrictions	\$295,026
Total Liabilities & Net Assets	\$6,262,476



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	\$3,424,439	-	\$3,424,439	77.45%	0%	70.22%
District Identity, Marketing and Public Space Development & Management	\$228,149	\$392,050	\$620,199	5.16%	86.16%	12.72%
Program Management	\$627,851	\$63,000	\$690,851	14.20%	13.84%	14.17%
Contingency	\$141,045	-	\$141,045	3.19%	0%	2.89%
TOTAL	\$4,421,484	\$455,050	\$4,876,534	100%	100%	100%

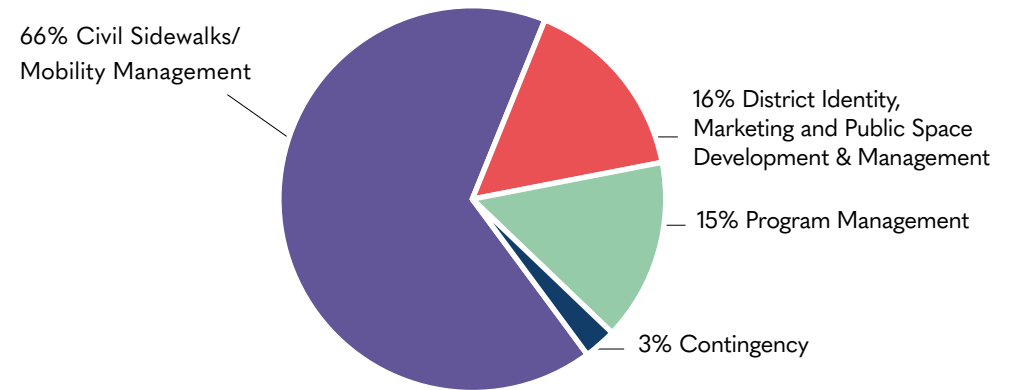
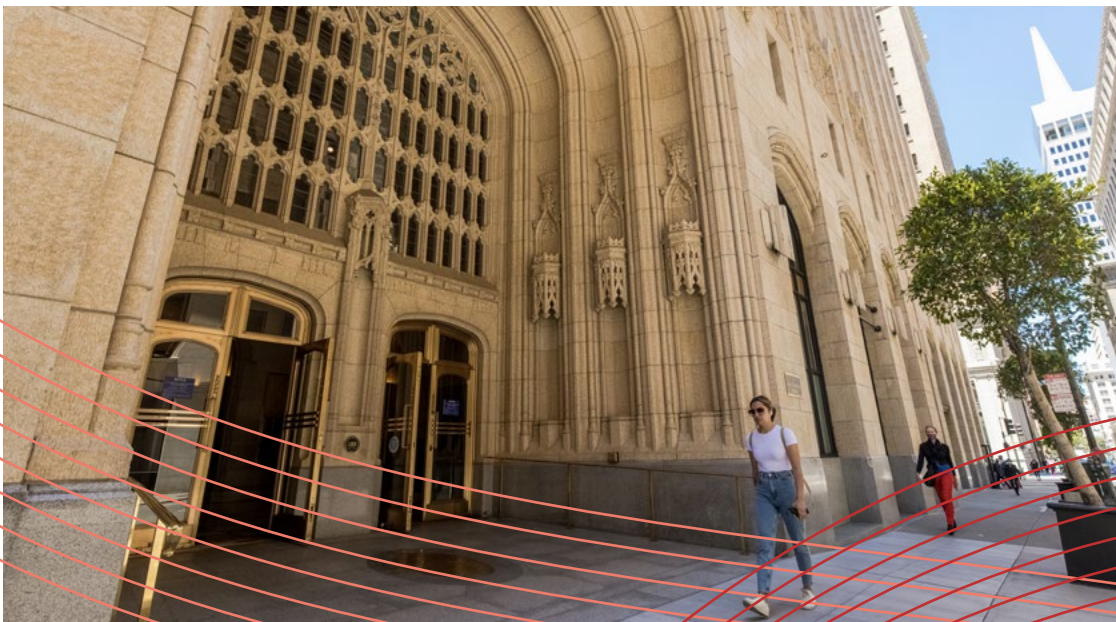


FY 23 ACTUALS

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	\$1,714,936	\$9,400	\$1,724,336	77.45%	2%	66%
District Identity, Marketing and Public Space Development & Management	\$114,255	\$297,500	\$411,755	5.16%	77%	16%
Program Management	\$314,423	\$80,934	\$395,358	14.20%	21%	15%
Contingency	\$70,635	-	\$70,635	3.19%	0%	3%
TOTAL	\$2,214,249	\$387,834	\$2,602,084	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
FY Assessment Revenue	\$2,213,223
Penalties	\$1,026
Total Assessment (Special Benefit) Revenue	\$2,214,249
Corporate Contributions and Sponsorships	\$226,900
Grants	\$80,000
Donations	-
Interest Earned	\$78,398
Earned Revenue	-
Other Revenue	\$2,536
Total Non-Assessment (General Benefit) Revenue	\$387,834
TOTAL	\$2,602,084

CARRYFORWARD

FY 23 Assessment Carryforward Disbursement

SERVICE CATEGORY	DOLLAR AMOUNT
Civil Sidewalks/Mobility Management	\$ 5,228,083
District Identity, Marketing & Public Space Development and Management	\$(908,514)
Program Management	\$(248,492)
Contingency	\$426,627
Special Assessment Total	\$4,497,704

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

MANAGEMENT PLAN BUDGET

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

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%.

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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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

TOGETHER WE CAN KEEP
DOWNTOWN SF CLEAN,
SAFE AND INVITING.

BE IN THE KNOW!

Sign up for our e-newsletter at DowntownSF.org



DOWNTOWN SF ▲
PARTNERSHIP

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