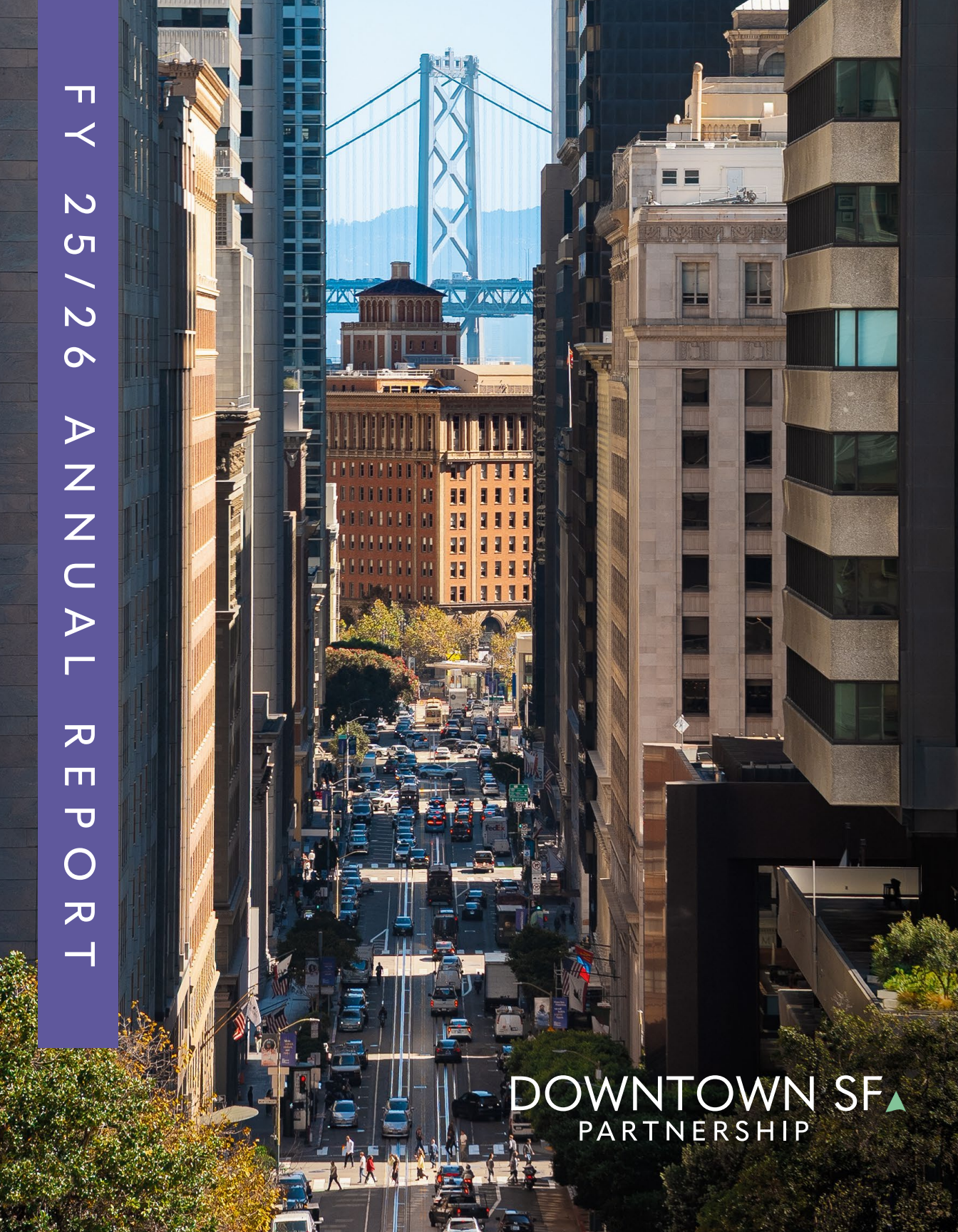
FY 25/26 ANNUAL REPORT



DOWNTOWN SF
PARTNERSHIP

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A WORD FROM OUR LEADERS



Glenn Good, Board Chair



Robbie Silver, President & CEO

When the Downtown SF Partnership launched in 2020, we set out to build an organization capable of taking on the challenges facing Downtown San Francisco during some of the most turbulent times the city has ever seen. Six years later, our work has grown well beyond the scope of the organization we started. In 2026, that evolution reached a defining milestone with the early renewal and expansion of our district—eight years ahead of schedule.

From the beginning, we believed our small, focused team could make an outsized impact. We started with the fundamentals: clean streets, visible safety, and a welcoming experience for everyone who spends time Downtown. This year alone, our teams removed more than 202,000 pounds of trash and nearly 14,000 graffiti tags. That foundation remains central to our mission today, while the experience we've gained has allowed us to take on a broader role in helping Downtown thrive.

Our Public Realm Action Plan has given us a framework for transforming Downtown's streets, plazas, and public spaces, while our events and activations demonstrate how the right programming can bring people together and create meaningful opportunities for local merchants. Since the Front Street Entertainment Zone launched in 2024, 25 events have drawn more than 105,000 people to the district, bringing new customers and increased business to participating establishments.

At the same time, our growing Economic Development program is helping paint a clearer picture of Downtown's economic future. By tracking market conditions, visitor activity, and transit patterns, we are building a deeper understanding of how Downtown is changing and where new opportunities are emerging. In the past year, we've expanded these efforts through resources like DSFP's Quarterly Market Reports and Transit Simulator, translating data into insights that help property owners, businesses, and civic partners make more informed decisions.

Together, these efforts support a stronger Downtown economy. Clean and safe streets build confidence. Public spaces and events create reasons to visit, stay, and return. Data helps identify opportunity, while strong storytelling draws more people into the district. Each plays a role in making our city a place where people want to be, businesses can thrive, and investment can take root.

This year marked a clear vote of confidence in what we have built together, with 85.15% of weighted property owner ballots supporting the early renewal and expansion of the Downtown SF Partnership. Neighboring property owners also chose to join the district, extending DSFP's reach to the Portside Waterfront and bringing the Embarcadero into a Community Benefit District for the first time. Expansion gives us the opportunity to apply the full scope of our work at a larger scale, fostering a more connected Downtown and a seamless experience across the places people work, visit, dine, shop and choose to spend their time.

At the center of that opportunity is Embarcadero Park. This extraordinary new public space has the potential to become a defining destination for San Francisco and a world-class waterfront icon. Working alongside public and private partners, DSFP will help shape the programming and experiences that bring the park to life, connect the waterfront to the rest of Downtown, and draw people from across the city and beyond.

To district property owners and businesses, the City and community partners who work alongside us, our Board, and our team who shows up day in and day out: thank you. Six years ago, we set out to build an organization that could do more than its size might suggest. Today, we are an organization with a broader mandate, a deeper understanding of Downtown, and the experience to turn ambition into action.

We are proud of what DSFP has accomplished and the role we have earned in helping define Downtown's future. The next chapter of Downtown San Francisco is ours to shape together.

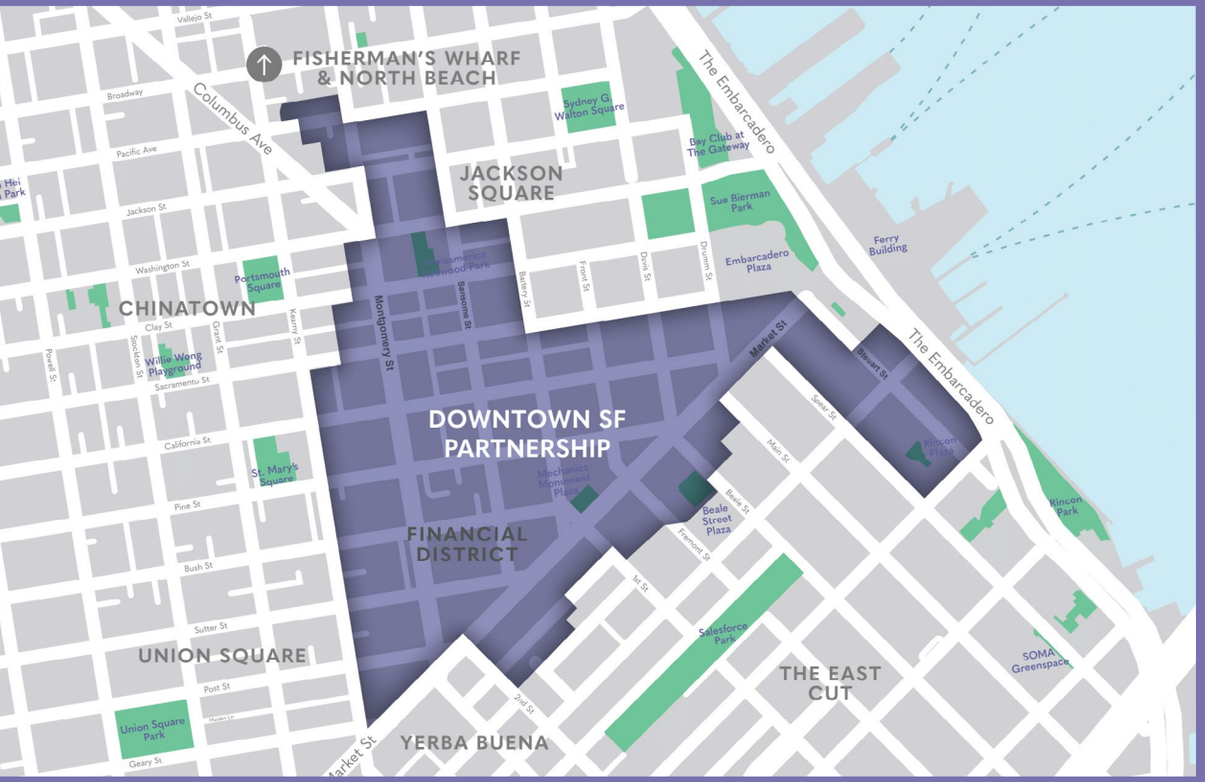


MISSION

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

VISION

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



DISTRICT MAP
(through December 2026)

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.

RENEWAL & EXPANSION

BUILDING ON WHAT WORKS

For six years, the Downtown SF Partnership has delivered tangible impact for properties and businesses within its boundaries. In 2026, that work entered a new chapter with the early renewal and expansion of the Partnership—eight years ahead of schedule—extending the district to include the Embarcadero and Portside Waterfront. The proposal earned support from 85.15% of weighted property owner ballots, received unanimous approval from the San Francisco Board of Supervisors, and was signed into law by Mayor Daniel Lurie. Together, these actions increased investment in Downtown, giving DSFP greater capacity to enhance services and direct additional resources across a larger district.



SERVICE ZONES

ZONE 1: Financial District & Jackson Square

Zone 2: Embarcadero

Zone 3: Port

WHAT'S NEXT: MORE SERVICES, GREATER IMPACT

Beginning in January 2027, new and enhanced services will roll out in phases, guided by a strategic planning process in early 2027. Stakeholders agreed on a zone-based approach that lets DSFP tailor service levels and investments to each zone while aligning resources with shared priorities and maximizing impact. Expanded services include:

Enhanced Clean + Safe Operations

More frequent cleaning, a stronger safety presence, improved response, and expanded outreach coordination.

More Vibrant Public Spaces

Increased investment in placemaking, streetscape improvements, events, and Downtown activation, building on the success of the Public Realm Action Plan.

Stronger Economic Development

Expanded efforts to attract and retain businesses, activate ground-floor spaces, and support Downtown's continued economic growth.

Improved Visitor + Community Experience

Enhanced hospitality, wayfinding, destination identity, and programs that bring more people Downtown.



"The Downtown SF Partnership is a key partner in delivering on our shared vision for a cleaner, safer, and more vibrant downtown. Their leadership is helping to accelerate San Francisco's economic recovery and bring new life and optimism to the heart of our city."

- MAYOR DANIEL LURIE

EMBARCADERO PARK

A NEW VISION FOR DOWNTOWN'S FRONT DOOR

Embarcadero Park represents a once-in-a-generation opportunity to create a welcoming, vibrant public space that strengthens the connection between Downtown San Francisco and its waterfront. At the edge of the city's core and steps from BART, Muni, and ferry service, the park will transform a key stretch of the Embarcadero into a destination where residents, workers, and visitors can gather, relax, and experience the best of Downtown and the Bay.

The transformation extends beyond the physical space. A year-round mix of cultural experiences and community gatherings will invite discovery, drive foot traffic, and support nearby businesses, while intentional placemaking and consistent stewardship will foster a stronger sense of place and reimagine this gateway between Downtown and the waterfront.



Rendering by HOK



Rendering by HOK

A GREATER ROLE FOR DSFP

The Partnership is proud to work alongside the public and private partners bringing this world-class park to life, including the San Francisco Recreation and Park Department, BXP, the Downtown Development Corporation, the Office of Economic and Workforce Development, and the Office of Mayor Daniel Lurie.

As the project's official Programming and Activation Partner, DSFP will help shape and deliver programming and events that animate the park while connecting it to the businesses, properties, and public spaces around it. To sustain these efforts, DSFP's renewal and expansion established a framework for a special park overlay assessment once the park is substantially complete, currently anticipated in Fiscal Year 2028–2029. The overlay will provide dedicated, long-term funding for ongoing programming, special events and concerts, and enhanced cleaning and safety.

AN INVESTMENT BEYOND THE PARK

The case for that investment extends beyond the park itself. Economic analysis commissioned for the renewal found that successful urban parks can increase property values, visitation, and leasing activity across surrounding office, residential, and retail sectors, with benefits reaching the broader district.

Embarcadero Park marks an important milestone in DSFP's renewal and expansion. As the Partnership grows its footprint along the waterfront, its stewardship role will help turn this major public investment into an active, connected part of Downtown's daily experience.



CORE DISTRICT SERVICES & ACCOMPLISHMENTS

CLEANING & SAFETY

Downtown foot traffic continues to climb, with our district welcoming over 100,000 professionals, residents, and visitors on average every day. To support and sustain this momentum, our ambassadors maintain an active, daily presence to deliver the essential maintenance, safety interventions, and hospitality services that keep our district inviting, resilient, and ready for business.



CLEANING SERVICES
operate daily,
from 6 am - 8 pm

Cleaning Ambassadors

Long before businesses open their doors and the morning rush begins, the DSFP Clean Team is hard at work setting the stage for the day ahead. Our crew operates seven days a week to keep our district clean and inviting. From clearing litter and hazardous materials off our sidewalks to removing graffiti and maintaining our public plazas, no street corner, bench, or trash receptacle goes overlooked. In FY 2025 alone, our team tackled 202,600 pounds of trash (a 14% YoY increase) and 13,942 graffiti tags (a 55% YoY increase). Beyond routine maintenance, their stewardship creates the conditions that protect property value, build business confidence, and leave a lasting impression.



SAFETY AMBASSADORS
operate daily,
from 6 am - 8 pm

Safety Ambassadors

The safety and well-being of the district is our top priority. DSFP Safety Ambassadors maintain a visible, on-the-ground presence across our district and are trained to address a wide range of quality-of-life issues. From de-escalating disruptive behavior and connecting vulnerable community members with essential services to swiftly escalating emergencies to 911, their vigilance and empathy resulted in an 88% YoY increase in quality-of-life interventions in FY 2025.

Hospitality Ambassadors

Our Hospitality Ambassadors serve as our district experts, bringing a warm presence and smile to the neighborhood. From guiding commuters and conference attendees to assisting first-time tourists with local dining and event recommendations, they ensure our district feels accessible, lively, and easy to explore.

Learn more about DSFP's Cleaning & Safety services: CLICK HERE





MARKET STREET SAFE CORRIDOR PROGRAM

The **Market Street Safe Corridor Program** is a hands-on, highly visible effort to ensure San Francisco's main thoroughfare is clean, safe, and welcoming. Led by the Downtown SF Partnership, the program deploys trained, uniformed ambassadors along Market Street and at key transit stations during peak commute hours to assist riders with directions, offer a friendly presence, and de-escalate street-level issues.

What began as a pilot program in July 2025 at Embarcadero and Montgomery stations has grown into a proven model that has since expanded to include Powell Street station. From July 2025 through June 2026, Market Street Ambassadors logged:

- **875,893 Public Interactions**
- **16,182 Directions Provided**
- **3,703 Quality-of-Life Issues Addressed**

This success demonstrates the power of cross-sector collaboration.
With funding from the San Francisco Downtown Development Corporation, Amazon, Google, and Visa, the program brings together city leadership from the Office of Mayor Daniel Lurie and the Department of Emergency Management; public safety partners including SFPD, BART Police, SFFD, and the Sheriff's Office; and community partners Union Square Alliance and Yerba Buena Partnership.

PROGRAM UPDATES



Targeted & High-Frequency Pressure Washing

In FY 2025, DSFP optimized its day vs. night pressure-washing operations to maximize resource efficiency and coverage. By shifting plaza and alleyway cleanings to a new weekly daytime schedule, we freed up overnight crews to expand coverage along high-traffic corridors like Market Street and target key hot spots near restaurants and event sites. Meanwhile, equipping our cleaning ambassadors with mini-pressure washers to immediately address localized spills and biohazards enabled our primary pressure-washing teams to accommodate large-scale requests and heavy-duty maintenance more quickly.



Cleaning and Safety Dashboards

In January 2026, DSFP introduced an interactive **Cleaning & Safety Dashboard** to bring greater transparency and data-driven insights to our district operations. The tool offers a consolidated view of operational performance, allowing property owners, city partners, and residents to explore historical cleanliness trends, safety metrics, and ambassador field activities.



Securr Trash Can Expansion

Building on our effort to modernize streetscape infrastructure, DSFP deployed 30 additional "Securr" trash cans throughout the district. Half of these new units replaced damaged city cans, while the remaining 15 were deployed in areas lacking public receptacles. With 55 rodent-proof, vandal-proof, and branded receptacles district-wide, we're proactively curbing litter across Downtown.



One City Day

In June 2025, DSFP assisted the SF Chamber of Commerce, Public Works, and the Bureau of Urban Forestry in bringing First Lady Becca Prowda's volunteer-led event, One City Day, to downtown. Providing on-the-ground support for site selection and equipment logistics, DSFP helped facilitate a successful cross-sector effort, beautifying district streetscapes through targeted tree planting and graffiti removal.

REQUEST SERVICES

Teamwork makes the dream work! Help us keep Downtown clean and welcoming by reporting cleaning and safety issues using one of these convenient options:

Call our Dispatch line at 415-829-3878 to speak with a friendly voice right away.

Email a photo to service@downtownsf.org for a quick and convenient way to report an issue.

Visit **DowntownSF.org/request-services** to fill out an online form.

Please note: In the event of an emergency, please dial 911.



CAMERA PROGRAM + POLICIES

Learn more about DSFP's **Camera Program**, how the system supports public safety, and the policies and procedures that govern it.

CLEANING & SAFETY STATS

202,600
Pounds of Trash Collected

16,130
Directions Provided

13,877
Quality of Life Issues Addressed

643
of 311 Requests

6 YEARS
of Cleanliness

Since the Downtown SF Partnership was founded, our Clean Team has picked up over **824,725** lbs of trash and removed over **45,344** graffiti tags!

13,942
Graffiti Tags Removed

2,185
Biowaste Cleaned

1,012
Requests for Service

281
Syringes Removed

1,352
Blocks Power Washed

1,526
Spot Pressure Washing

5,262
Trash Cans Cleaned

JULY 1, 2025 - JUNE 30, 2026

TRANSFORMING SPACES INTO PLACES

THE PUBLIC REALM ACTION PLAN

Launched in 2022, the **Public Realm Action Plan (PRAP)** is the Downtown SF Partnership's roadmap for the next iteration of Downtown's public spaces and streets. Developed in collaboration with SITELAB urban studio, the PRAP provides a comprehensive framework for advancing bold ideas that transform underutilized spaces through physical, programmatic, and organizational improvements.

Fostering a strong sense of place and an equally strong sense of pride is at the heart of our work as urban place management stewards of Downtown San Francisco. Our projects don't happen in isolation; they build on one another to create greater impact.

MECHANICS MONUMENT PLAZA

Once a barren, overlooked, sun-drenched corner on Market Street with more hardscape than greenery, **Mechanics Monument Plaza** is now one of Downtown's most-visited public spaces. DSFP assumed stewardship of the plaza in Fall 2023 and, with support from SF Public Works, quickly introduced greenery, flexible seating, games like chess and ping-pong, and regular programming to bring a touch of fun and whimsy.

Building on these early improvements, our team spent the past year observing how people use the space and refining the plaza experience through activations that both engage visitors and support neighboring merchants.

Multi-Disciplinary Programming Three Days Per Week

Introduced curated themes and more interactive experiences. From salsa classes, Shakespeare, and live painting to genre-spanning music, spoken word, and LGBTQ+ talent showcases during Pride Month, these offerings turned passive thoroughfare traffic into an engaged plaza community.

Spotlighting Local Businesses

Integrated additional merchant pop-ups into plaza activations to showcase the businesses that make Downtown unique and connect them with new audiences.

Enhanced, All-Weather Seating

Upgraded tables and chairs accommodate larger lunch crowds and daily commuters while withstanding the urban elements.

Together, these efforts have helped Mechanics Monument Plaza blossom into a hub for unexpected delights, where a morning commute becomes an intimate concert with fresh Boichik bagels, lunch turns into an outdoor jazz jam with a slice from Escape from New York, and a sunny afternoon calls for a free scoop of Polly Ann Ice Cream with colleagues.

68 ACTIVATIONS
8,701 ATTENDEES (25% increase YoY)











"Yesterday's Breakfast Jams was a tremendous success; we distributed every bagel within the first hour. Even with extra inventory to celebrate our second anniversary, turnout exceeded our expectations. This experience really highlights how effective the program has been in bringing people into the neighborhood and supporting small businesses like ours." - JOEY, BOICHIK BAGELS

LANDING
AT LEIDESDORFF

Where Gold Rush ships once docked along San Francisco's original waterfront, **Landing at Leidesdorff**—named after early San Francisco entrepreneur William Leidesdorff—brings color, history, and playfulness to a once-underutilized Financial District alleyway.

Launched in 2023 in collaboration with SITELAB urban studio and OEWD, the project layers expanded outdoor dining, overhead lighting, custom planters, murals, and educational graphics to tell the story of the waterfront's past. Weekly live music adds a little rhythm to the mix, creating a welcoming lunchtime escape for Downtown workers and visitors.

43 ACTIVATIONS

4,193 ATTENDEES

In FY25/26, additional improvements build on the site's historical storytelling and contribute to a more colorful, connected, and pedestrian-friendly Downtown:

The Journey of the Niantic

Designed in partnership with the SF Historical Society, these wall graphics bring Downtown's hidden history to the surface with a large-scale map of Gold Rush-era ships buried beneath the Financial District, stories of early San Franciscans, and a first-of-its-kind illustration of the Niantic. Beached along San Francisco's original shoreline near where the Transamerica Pyramid stands today, the Niantic found new life as a storehouse, hotel, and saloon in the mid-1800s. Together, the panels offer a glimpse into the people, places, and entrepreneurial spirit that helped shape San Francisco, connecting that legacy to the Downtown we know today.

Flow State Street Mural

This 300-foot mural extends Landing at Leidesdorff's footprint, reclaiming roadway for pedestrians and using the district's streets as canvases for art. Designed by Gensler and painted by more than 60 volunteers, the mural blends nature-inspired forms with hidden San Francisco icons, transforming a quiet passage into a colorful, inviting experience.









FRONT ST. ENTERTAINMENT ZONE

As California's first Entertainment Zone, **Front Street** has become a cultural and economic anchor for the district, drawing foot traffic from across the Bay Area and beyond. Established in September 2024, the Entertainment Zone allows brick-and-mortar establishments to sell outdoor beverages during special events, turning the street into a barrier-free zone for nightlife, connection, and economic vitality.



Staging for Culture & Commerce

Front Street has become a stage for Downtown culture and a catalyst for commerce. Over the past two years, signature events including Bhangra & Beats, Oktoberfest on Front, Nightmare on Front St, St Pat's on Front St, and Fridays on Front St have drawn more than 105,000 attendees across 25 events, generating sales surges of up to 1,450% for surrounding bars. More than entertainment, these block parties bring new energy and visibility to Downtown, drawing people in and encouraging them to stay awhile.



BRIGHT LIGHTS, BIG IDENTITY

In January 2026, DSFP advanced Gensler's Front Street Urban Improvement Plan by installing custom overhead string lighting along the historic 1850s-era street. Developed in coordination with Front Street property owners, the programmable LED lighting suspended from an overhead catenary system creates a distinctive visual identity. Customizable color themes personalize the atmosphere for signature events, adding visibility and an inviting glow to nighttime gatherings and outdoor dining year-round.

Paired with street pole banners and greenery, these improvements mark the first phase of a larger plan to transform the block into an inviting, pedestrian-centric space that encourages workers and visitors to linger, explore, and spend locally.

In just two short years, Front Street has become a model for other cities across the country, inspiring similar Entertainment Zones while demonstrating how programming, design, policy, and partnerships can work together to reshape the Downtown experience.



DOWNTOWN GATEWAY

Situated at the intersection of Market and California streets, **Downtown Gateway** serves as a front door to the city for thousands of daily visitors and commuters. With grant funding from OEWD, DSFP implemented low-cost, high-impact improvements in 2025 to transform this former pass-through into a welcoming transit hub and cultural touchpoint, with custom seating, wayfinding, lush greenery, and the "I Heart SF" sign, which has quickly become a popular photo destination.

Building on these foundational site enhancements, our latest improvement includes a custom storage unit crafted in partnership with SFMTA's Carpentry Division. Modeled after a classic cable car and designed to support operator needs while welcoming visitors, the unit features step-by-step fare guides, transit information, and a large-scale map to help travelers navigate and explore Downtown San Francisco with ease.







Downtown Gateway was launched in 2025 in collaboration with SITELAB urban studio.

PAVING THE WAY FOR PEOPLE







Commercial Street Visioning Session

In April 2026, nearly 50 Financial District and Chinatown stakeholders joined DSFP, SITELAB urban studio, OEWD, the Chinatown Community Development Center, Museum of San Francisco, and property owners to reimagine the historic 600 block of Commercial Street. Guided by the Public Realm Action Plan, the visioning session surfaced community-driven ideas for pedestrian-friendly upgrades, expanded greening, improved lighting, and lively street activations. These ideas are now moving toward an actionable plan, with more to come in the upcoming fiscal year.

California Dreaming

As part of Downtown Gateway, DSFP is preparing to illuminate a section of California Street, one of the Financial District's most iconic corridors and home to the historic cable car line. Now moving through the permitting and implementation phases, the color-changing decorative lighting will add nighttime warmth and energy to welcome workers, residents, and visitors along this important commercial artery.

Mechanics Monument Plaza Storage

Five steel storage boxes at Mechanics Monument Plaza are getting a fresh start. Originally installed to share the Monument's story and its significance following the 1906 Earthquake, the weathered structures are being restored in partnership with local artist Aaron Milligan-Greene. Once complete, the boxes will regain their practical function while continuing to share the plaza's history with a new generation of visitors and workers.

MARKETING & MEDIA

TELLING DOWNTOWN'S STORY

Downtown San Francisco is where culture, business, and community intersect, and DSFP's marketing strategy invites viewers to the center of it all. By spotlighting local merchants, promoting activations that bring our streets to life, and celebrating the history and institutions that define our city, we give people compelling reasons to come Downtown, stay longer, and spend locally. With an annual digital reach exceeding 3.1 million, DSFP's platforms serve as an essential guide for locals and visitors alike, translating online interest into foot traffic and sustained support for the district's small businesses and broader economy.

WEBSITE REDESIGN & GROWTH

The **DSFP website** is the digital doorway to Downtown San Francisco. Whether you're planning an evening out or tracking real estate trends and visitation data, the platform is an intuitive hub for exploring the district's cultural and commercial landscape.

To support both audiences, a Fall 2025 site overhaul introduced several key improvements:

Updated branding and fresh visuals create a more modern look and feel that elevates the user experience, deepens storytelling, and reflects the district's energy.

Revised navigation, expanded directories, and digital guides make it easy to discover local favorites, hidden culinary gems, and neighborhood events, bridging online interest with real-world visitation.

Enhanced SEO improves search visibility to capture online traffic, connecting more people with district businesses and activations.

Reimagined program and service pages provide clear access to DSFP's cleaning and safety services, placemaking initiatives, and district data, including our Quarterly Market Reports and Visitor Activity Reports, equipping property owners, investors, and commercial partners with the tools and insights to stay informed and do business Downtown.

WEBSITE VIEWS 958,279
(29% increase YoY)

UNIQUE VISITORS 470,322
(22% increase YoY)

NEVER MISS A BEAT DOWNTOWN!

Join our mailing list for district news, upcoming events, merchant spotlights, and the latest Downtown data, delivered straight to your inbox.

INSTAGRAM: TURNING TRENDS INTO TRAFFIC

Downtown San Francisco took center stage this year, and DSFP made sure your feed had a front-row seat. In FY 25/26, our Instagram presence gave over 2.6 million unique users an insider's view of the history, festivities, and local businesses that give SF its magic.



KEY STRATEGIES INCLUDED:

Introduced thematic "Guides" that tapped into seasonal trends and search traffic around major events like Pride and the Super Bowl, spotlighting a broader mix of local businesses and activations in a single, high-performing campaign.

Expanded DSFP's storytelling to celebrate the district's history, cultural landmarks, and public art installations, fostering a deeper sense of civic pride and community.

Partnered with local organizations, creatives, and merchants to cross-promote district projects and programs, driving foot traffic and extending campaign reach to new audiences.







FOLLOWERS 36,320 (90% increase YoY)
VIEWS 6,343,584 (301% increase YoY)
REACH 2,604,651 (325% increase YoY)

FOLLOW ALONG

STREET BANNERS

A SPLASH OF COLOR AND A SENSE OF PLACE

In July 2026, DSFP installed new street banners designed in partnership with Bright Brothers Strategy Group that celebrate Downtown's cultural and architectural identity.

Bringing our destination brand to life overhead, the series captures the district's iconic spirit in two distinct styles. The Financial District banners play with a larger-than-life scale to showcase the towering structures that define our skyline, while the Jackson Square designs depict historic facades to highlight the neighborhood's charming streetscapes. Tying the designs together is a modern evolution of our signature wave motif, paying homage to Downtown's nautical heritage.

Beyond adding a splash of color, the banners join our broader public realm improvements, such as plaza furnishings, branded trash receptacles, and wayfinding signage, to create a cohesive sense of place throughout the district. It's a subtle way to bring a little joy to the daily commute and inspire visitors to explore what makes Downtown special.









MEDIA HITS

Fans Gather to Watch the Valkyries at Fridays on Front ST



KPIX | CBS Bay Area
August 2025

READ MORE

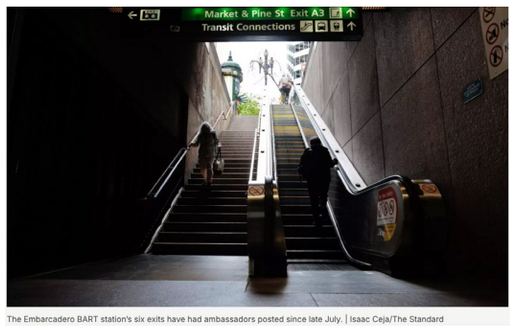
A roadmap for stronger downtowns: Lessons from San Francisco



Axios
October 2025

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Downtown 'ambassadors' cut 911 calls at BART in half. More could be on the way



The Embarcadero BART station's six exits have had ambassadors posted since late July. | Isaac Ceja/The Standard

San Francisco Standard
November 2025

READ MORE

Light show that brings $13M to downtown SF is back and bigger than ever



Scenes from Let's Glow SF in downtown San Francisco, on Friday, Dec. 5, 2025.
Charles Russo/SFGATE

By Kasia Pawlowska, *Local Editor*

SFGATE
December 2025

READ MORE

Restaurateurs, neighborhood leaders' 2025 takeaway? SF 'has bounced back'



"There's renewed excitement on the street," said Palmer's Tavern owner Sam Fechheimer, whose restaurant and bar reopened in October after a two-year closure.

San Francisco Examiner
December 2025

READ MORE

America's urban FIFA stars won't be stadiums — it will be our downtowns. Let's not blow it.



Dodgers fans in downtown Los Angeles.

Planetizen
April 2026

READ MORE

Downtown S.F. business district expands to include Ferry Building, Embarcadero Plaza



San Francisco Chronicle
July 2026

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Downtown SF Partnership leader Robbie Silver pushes for a 24/7 neighborhood



Robbie Silver, president and CEO of the Downtown SF Partnership: "We can sit here and talk, talk, talk about a 24/7 downtown. But we're actually going to do it."
Craig Lee/The Examiner

San Francisco Examiner
August 2026

READ MORE

EVENTS

Let's Glow SF

Let's Glow SF, the country's largest holiday projection arts festival, celebrated its fifth year as its biggest yet, featuring expanded installations, record attendance, and significant economic impact for downtown San Francisco in 2025. The event is hosted by the Downtown SF Partnership, a nonprofit organization dedicated to reimagining downtown through place-based activation, clean and safe services, and economic development.

Illuminating the Impact

WEBSITE VIEWS

213,700
Nov-Dec 2025

8,282,140
SOCIAL MEDIA VIEWS

AVERAGE SPEND

164.27
Per spender

128,300
ATTENDEES

18.98%
Of Attendees Shopped

ATTENDANCE UP
47.13% FROM 2024

61
MEDIA HITS

34
LOCAL BUSINESSES
Offered discounts to attendees

70.39%
Dined

ECONOMIC IMPACT
Estimated Between
$15.2-$18.9M

EVENT RATED
4.68/5 By Attendees

83.78%
Visited Downtown For Let's Glow

5%
Of Survey Respondents Booked a Hotel

SOCIAL MEDIA
Testimonials

"I love Let's Glow. If you've never been, put it on your bucket list. You will NOT be disappointed!"

"I've been to Let's Glow every year, and this year was particularly out of this world."

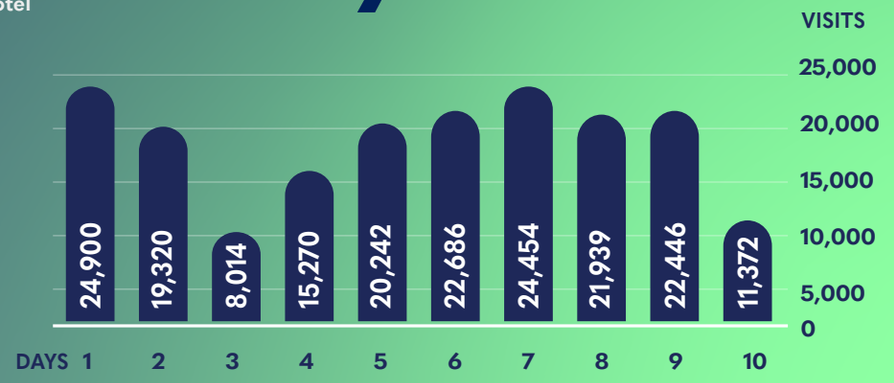
"Love seeing all the energy downtown!!"

19
ARTISTS AND CONTENT STUDIOS FROM AROUND THE GLOBE

9
PARTICIPATING LOCATIONS

10
NIGHTS LONG

Daily Visits



Let's Glow SF is the largest holiday projection arts festival in the US

Let's Glow SF is proudly produced by:
Downtown SF Partnership in collaboration with A3 Visual

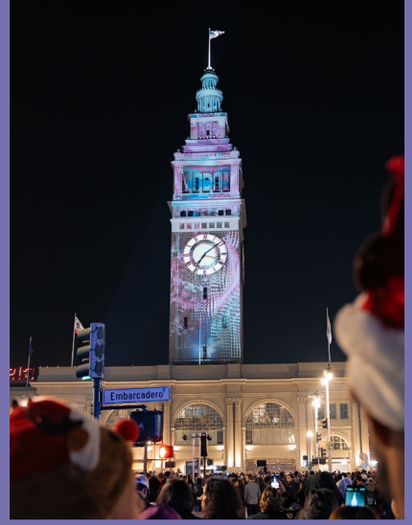
DOWNTOWN SF PARTNERSHIP
















Let's
GlowSF

DRAG ME DOWNTOWN

From the waterfront to historic halls, drag took Downtown by storm every Friday this June. DSFP's signature Pride Month series, Drag Me Downtown, turned up the fabulous for its fourth and fiercest run yet. Produced in partnership with SF drag icon Bobby Friday, the pop-up drag series featured **12 Bay Area drag artists**, including Jax from Season 15 of RuPaul's Drag Race.

Our biggest lineup yet delivered plenty of star power—matched by venues that brought drama of their own, like Bay Bridge views at the Ferry Building and towering ceilings inside the historic Merchants Exchange. But Drag Me Downtown has always been more than putting on a great show. Week after week, the series brought together attendees ages 2 to 80+, creating a celebration that spanned generations and made room for everyone. This year, **88% of attendees came Downtown specifically for the shows**, and 76% visited other businesses during their visit: a reminder that Downtown is increasingly a place to experience, explore, and celebrate, not just a place to work.

The spirit of community extended well beyond the stage. For the third consecutive year, DSFP proudly partnered with The Transgender District as our nonprofit beneficiary, raising **23% more through optional attendee donations** than in 2025. Drag Me Downtown is a collective effort, and we're deeply grateful to Mayor Daniel Lurie and the San Francisco Office of Economic and Workforce Development for critical funding, as well as to the host venues, performers, and partners who brought this year's series to life.

> It's surreal not being in a tiny bar or conference room for a drag show. Bringing it to the city, loud and proud, was just a beautiful experience. - KATI (SAN RAMON, CA).











Oui! Oui!
C'EST MAGNIFIQUE

For a fourth year, Belden Place transformed into a European escape for Bastille on Belden. Tucked in the heart of what was once San Francisco's Gold Rush-era French Quarter, the charming alleyway came alive with live music, free berets, roaming mimes, dining specials, and festive decor. The annual event drew **1,400 attendees**, with more than **78%** traveling specifically downtown to experience the sights, sounds, and flavors of France.

Beyond the celebration, Bastille on Belden serves as a vital tool for activating this historic thoroughfare and supporting the small businesses that call it home. A new partnership with Maison Nico French Patisserie extended the event's impact, bringing new flavors and charm to Belden Place. This year, four participating restaurants saw strong year-over-year growth, with Café Tiramisu reporting a 300% rise in sales compared to last year's event. Sam's Grill reported a 76% increase in sales, and Toy Soldier saw a 35% increase from their average Friday sales.











> *It was such a lovely, lively evening. The food, the drinks, and the live music were excellent. I loved meeting both locals and people visiting from out of town.* - ANN

FRIDAYS ON FRONT ST.

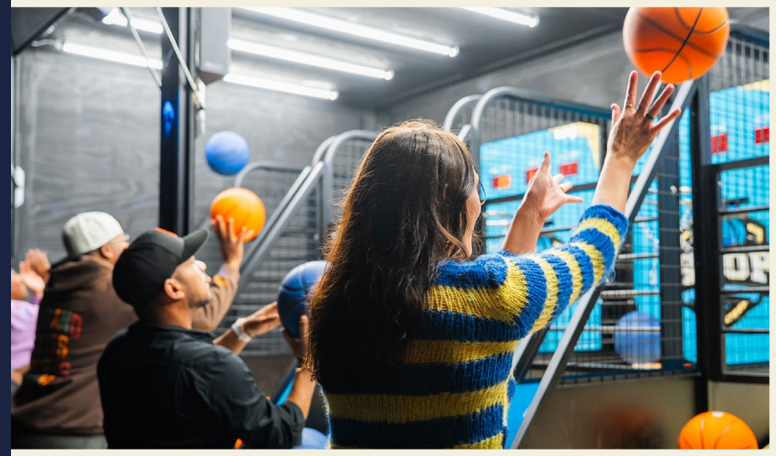
After an electric debut in 2025, Fridays on Front St returned for another season of good vibes, great music, and only-on-Front-Street fun. Produced in collaboration with Noise Pop Industries, the series brought three unique celebrations to the Front Street Entertainment Zone, pairing locally rooted musical talent with creative concepts that gave new audiences a reason to discover Downtown.

Ahead of Charli XCX's headlining performance at Outside Lands 2026, we turned up the bratitude with our first-ever **Brat + Bratwurst Summer Block Party**, pairing brat-pop energy with cookout favorites inspired by Schroeder's, the West Coast's oldest German beer hall. The cheeky pop-culture mashup brought a younger audience, fresh energy, and a splash of lime green to the district. Meanwhile, our **Valkyries and Fleet Week celebrations** returned for a second year, building on the excitement around the Bay Area's newest sports team and one of San Francisco's most beloved traditions.

From Charli XCX lookalike contests to basketball arcades and Yacht Rock lip-sync battles, there was no shortage of personality—or flavor. Bars on the block leaned into the themes with flirty cocktails and bites, bringing the energy indoors as event nights **boosted sales by up to 500%** compared to an average non-event Friday.

Three events, three very different crowds, and three new reasons to spend a Friday on Front Street. Together, they showed the Entertainment Zone's versatility and what's possible when programming meets people where their interests already are. As the series evolves, so does its ability to bring new faces, new business, and plenty of fun to Downtown.

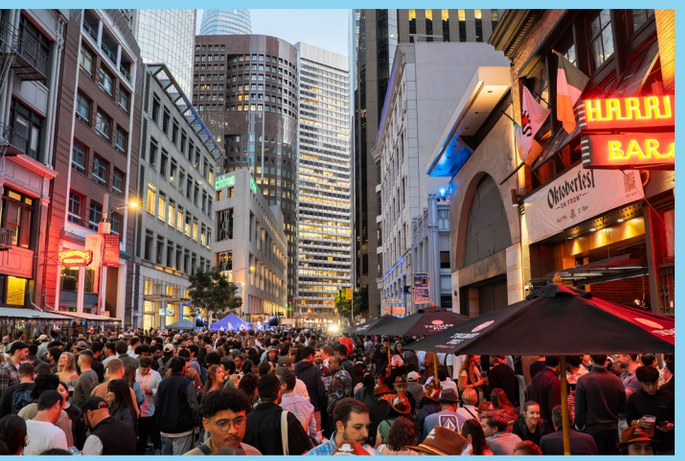














Oktoberfest ON FRONT

Where better to celebrate Oktoberfest than outside the West Coast's oldest German beer hall? In September 2025, the Downtown SF Partnership and Schroeder's brought Bavarian festivities back to Front Street, drawing **6,156 attendees** Downtown for a daylong celebration of yodeling, stein-holding competitions, best-dressed contests, and, naturally, a little axe-throwing.

Attendance climbed 13.7% from 2024. At the bar, the numbers were even bigger: sales soared **900% at Schroeder's, 770% at Royal Exchange, and 700% at Harrington's Bar & Grill** compared to a typical Friday. Between Bavarian traditions and booming business, Oktoberfest on Front gave us plenty of reasons to say...

Prost!

> *It was such a lively event. Seeing people come together like this is part of what attracted me to San Francisco when I moved here in my mid-20s. - GIOVANNI*

ST. PAT'S ON FRONT ST.

Another season means another reason to raise a glass! In March 2026, a sea of green took over Front Street for San Francisco's official St. Patrick's Day block party. Hosted by Harrington's Bar & Grill with support from the Downtown SF Partnership, the annual St. Pat's on Front Street celebration drew **10,382 lucky revelers** Downtown for cello-fueled rock, traditional Irish entertainment, and plenty of pints.

With attendance up 82% from 2025, the growing crowd gave Front Street businesses plenty to celebrate, too. Sales at participating bars surged **up to 1,450%** over an average Tuesday. As more partygoers join the fun each year, this can't-miss Downtown tradition may just be worth more than a pot of gold.









ECONOMIC DEVELOPMENT

PROGRAM OVERVIEW

This year, new tools, actionable data, and sharper insights have expanded the scope and impact of the Downtown SF Partnership's Economic Development program. Launched in FY 2024, the program combines market intelligence with strategic partnerships to support local businesses, inform district investment, and ensure Downtown remains resilient and competitive. Three pillars guide this work:



PILLAR 1

KNOW THE FACTS
by collecting, analyzing, and distributing accessible market data to help stakeholders make informed decisions.



PILLAR 2

BUILD LASTING PARTNERSHIPS
by serving as a central convener, bringing together local merchants, property owners, and civic leaders to address district needs with creative, data-informed solutions.



PILLAR 3

INFLUENCE INVESTMENT
by evaluating place-based interventions that energize the ground floor, spark economic activity, and further position Downtown as the go-to destination for work and play.



DATA DASHBOARDS & TOOLS

DSFP's interactive dashboards and tools track foot traffic, transit patterns, and other market indicators that help explain Downtown's evolution. Available at downtownsf.org, these resources are updated regularly to keep insights timely and useful:

Downtown Data Dashboard
This dashboard brings together hyperlocal, place-based data on visitor activity and key economic indicators, including office market trends, workforce data, and ground-floor activity, to give businesses, property owners, and other stakeholders a comprehensive view of how Downtown is performing.

Transit Dashboard
This dashboard provides detailed insights into transit patterns, ridership trends, and accessibility, showcasing Downtown's reach and connectivity as a transit hub and illustrating its importance as the region's economic center.

Transit Simulator
Launched in February 2026, DSFP's Transit Simulator quantifies the relationship between regional transit and Downtown foot traffic. Built on historical patterns and month-to-month changes from 2020–2025, this interactive tool lets users adjust BART, ferry, and bridge activity to see how transit ridership corresponded with district visitation over time. The simulator turns raw data into a clear picture of how regional connectivity supports Downtown's vitality.

Visitor Activity Report
DSFP's Visitor Activity Report distills district visitation into key takeaways, including how visitation varies by day of the week, monthly and daily visit count trends, and visitor origin.



Learn more about DSFP's Economic Development program:

CLICK HERE

QUARTERLY MARKET REPORTS

Downtown San Francisco is evolving beyond its history as a commercial core, and understanding that transformation starts with reliable, place-based data. Launched in November 2025, **DSFP's Quarterly Market Report** goes beyond the numbers to build an ongoing record of Downtown's market conditions. While our monthly dashboards track short-term shifts, the quarterly report connects the dots between datasets to highlight emerging trends and explain the "why" behind the numbers.

Built on data captured within a defined survey area, these reports provide metrics and insights for multiple stakeholder groups to understand Downtown's trajectory:



Ground-Floor Businesses and Investors
Explore foot traffic trends and economic indicators to guide decisions and spot opportunity.



Property Owners, Developers, and Brokers
Access detailed metrics on leasing patterns and ground-floor business openings.



City Decision-Makers and Policymakers
Use reliable data to inform policy and guide strategic public-sector investment.



Residents and Downtown Partners
See tangible progress toward a thriving, active, mixed-use Downtown.

GROUND FLOOR VACANCY PROJECT

In December 2025, the Downtown SF Partnership received a grant from JPMorganChase for the Downtown San Francisco Economic Development Project. The grant supports a collaboration between DSFP and The East Cut Community Benefit District to strengthen ground-floor retail activity.

During the first six months of the grant period, the project team focused on identifying gaps and opportunities within the existing ground-floor retail attraction strategy. This process included exploring how Community Benefit Districts can play a more active, strategic role in supporting retail recruitment, business attraction, and the activation of vacant storefronts.

The project is now advancing into implementation, including developing a platform to connect prospective businesses with available ground-floor commercial vacancies throughout the district. In parallel, DSFP and The East Cut are developing a comprehensive collaborative strategy to engage directly with commercial brokers, strengthen relationships, and cultivate new business opportunities for Downtown San Francisco.



BUDGET ANALYSIS AND FINANCIAL STATEMENTS



BUDGET AND FINANCIAL SUMMARY

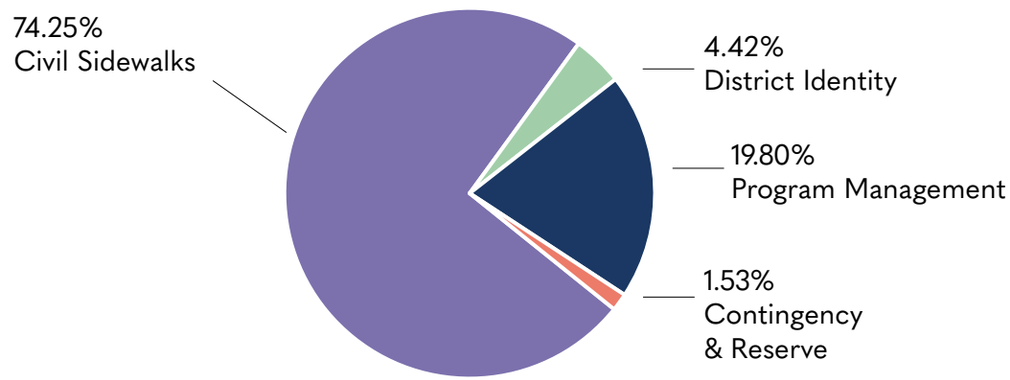
The budget is managed by the President & CEO with oversight from the Financial Committee and Board of Directors. The Board approves the budget every June prior to the start of the fiscal year based on programs and services outlined in the Management Plan. As a 501c3 non-profit organization, Downtown SF Partnership seeks grants, corporate sponsorships, and other revenue sources to advance economic recovery initiatives.

CBIZ performed an annual independent audit of the Downtown SF Partnership's FY 26 financials and provided a "clean, unmodified opinion," the highest rating.

BENCHMARK 1

Whether the variance between the budget amounts of assessment revenue for each service category was within 10 percentage points from the budget identified in the Management Plan. Yes, the Downtown SF Partnership met this requirement.

FY25-26 TOTAL BUDGET



SERVICE CATEGORY	MANAGEMENT PLAN BUDGET (Percentage)	FY 25-26 ASSESSMENT BUDGET (Percentage)	FY 25-26 TOTAL BUDGET (Percentage)	VARIANCE PERCENTAGE POINTS ASSESSMENTS	VARIANCE PERCENTAGE POINTS TOTAL
Civil Sidewalks	$3,000,000 (77.45%)	$3,774,822 (77.45%)	$5,707,774 (74.25%)	+0%**	-3.20%
District Identity	$200,000 (5.16%)	$251,492 (5.16%)	$340,131 (4.42%)	+0%	-0.74%
Program Management	$550,000 (14.20%)	$692,091 (14.20%)	$1,522,482 (19.80%)	+0%	+5.61%
Contingency & Reserve	$123,491 (3.19%)	$155,477 (3.19%)	$117,244 (1.53%)	+0%	-1.66%
TOTAL	**$3,873,491 (100%)**	**$4,873,883 (100%)**	**$7,687,631 (100%)**		

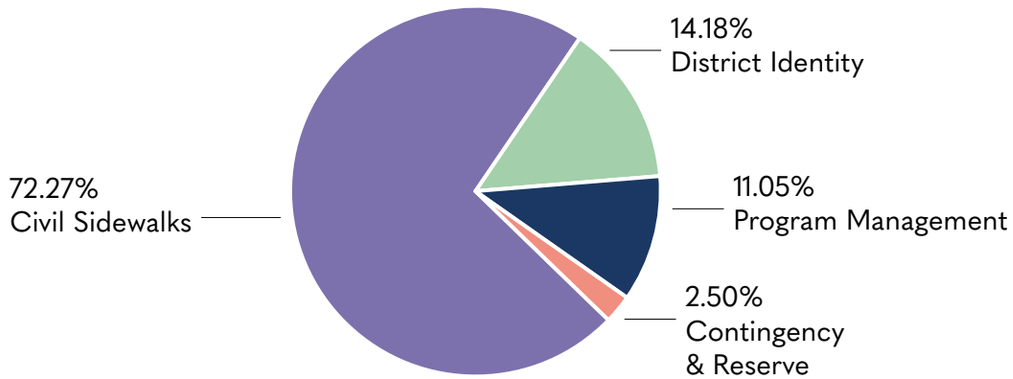
*Total Budget = Assessment Revenue Allocations + General Benefit Allocation %
**+ or – indicates how many percentage points above (+) or below (-) assessment revenue

BUDGET TO ACTUAL EXPENSES

BENCHMARK 2

Whether the variance between the budget amount and actual expenses (for assessment funds) within a fiscal year was within 10 percentage points. Yes, the Downtown SF Partnership met this requirement.

FY25-26 ACTUALS - TOTAL BUDGET



SERVICE CATEGORY	FY 25-26 ASST. BUDGET (Percentage)	FY 25-26 TOTAL BUDGET (Percentage)	FY 25-26 ACTUALS - ASST. (Percentage)	FY 25-26 ACTUALS - TOTAL BUDGET* (Percentage)	VARIANCE PERCENTAGE POINTS - ASST.	VARIANCE PERCENTAGE POINTS - TOTAL
Civil Sidewalks	$3,774,822 (77.45%)	$5,707,774 (74.25%)	$3,598,872 (74.94%)	$5,650,343 (72.27%)	-4.66%**	+1.98%
District Identity	$251,492 (5.16%)	$340,131 (4.42%)	$274,414 (5.71%)	$1,108,704 (14.18%)	+9.11%	-9.76%
Program Management	$692,091 (14.20%)	$1,522,482 (19.80%)	$758,948 (15.80%)	$864,056 (11.05%)	+9.66%	+8.75%
Contingency & Reserve	$155,477 (3.19%)	$117,244 (1.53%)	$169,794 (3.54%)	$195,640 (2.50%)	+9.21%	-0.98%
TOTAL	**$4,873,883 (100%)**	**$7,687,631 (100%)**	**$4,802,028 (100%)**	**$7,818,744 (100%)**	**-1.47%**	**0%**

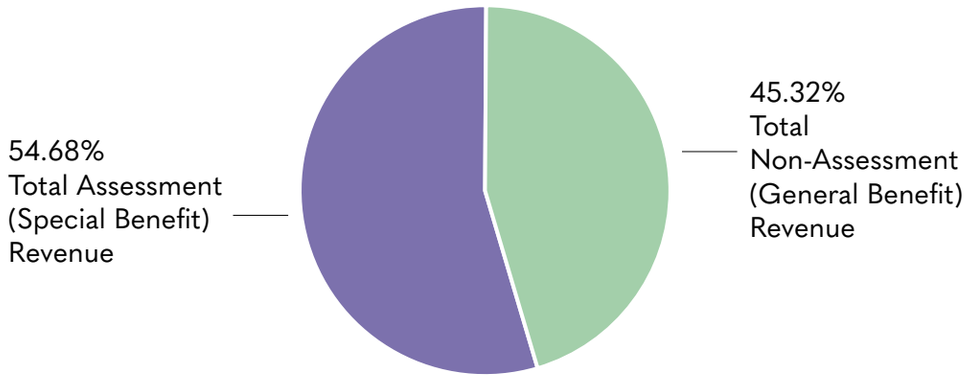
*Total Budget = Assessment Revenue Allocations + General Benefit Allocation %
**+ or – indicates how many percentage points above (+) or below (-) assessment revenue

REVENUE SOURCES

BENCHMARK 3

Whether 3.20% of actuals came from sources other than assessment revenue.
Yes, the Downtown SF Partnership met its non-assessment general benefit fundraising requirement for FY 26.

REVENUE SOURCES	FY 25-26 ACTUALS	% OF ACTUALS
Total Assessment (Special Benefit) Revenue	**$4,873,923**	**54.68%**
Non-Assessment (General Benefit) Revenue		
Grants	$1,383,564	15.52%
Fee For Service	$1,685,333	18.91%
Other (In-Kind Contributions & Sponsorships)	$970,263	10.89%
Total Non-Assessment (General Benefit) Revenue	**$4,039,159**	**45.32%**
Grand Total (Assessment and Non-Assessment) Revenue	**$8,913,083**	**100.00%**

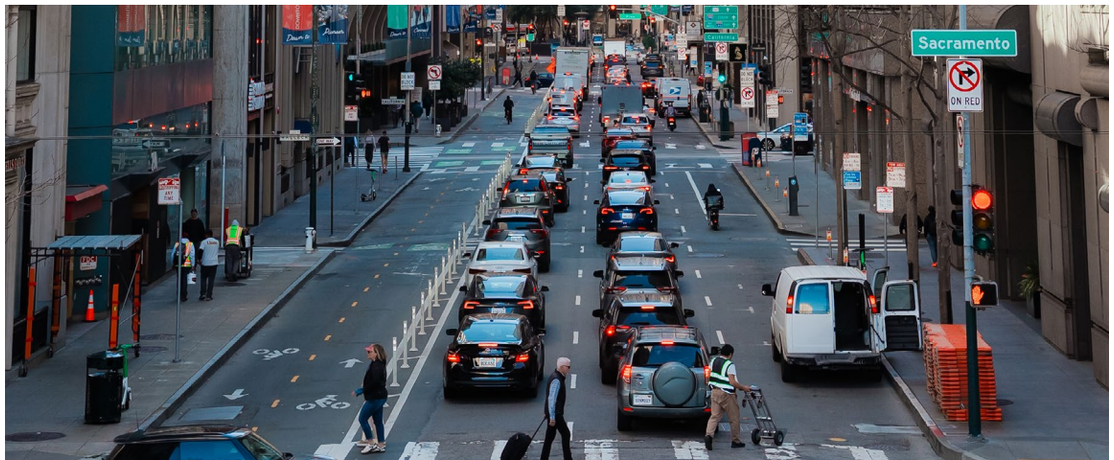


ASSESSMENT (SPECIAL BENEFIT) CARRYFORWARD

BENCHMARK 4

Whether any surplus or deficit revenues will be carried over from a prior fiscal year, and if so, the breakdown of how those funds will be spent in the following fiscal year. Yes, the Downtown SF Partnership met its non-assessment general benefit fundraising requirement for FY 26.

ASSESSMENT (SPECIAL BENEFIT) CARRYFORWARD	AS OF 6/30/2025	BUDGETED FOR 26-27
Civil Sidewalks	$5,674,861	$1,017,261
District Identity	-$347,562	-$88,510
Program Management	-$1,427,468	-$732,421
Contingency & Reserve	$538,797	$38,313
Grand Total Carry Forward	**$4,438,628**	**-$234,642**



ASSESSMENT METHODOLOGY

BENEFIT ZONES

ZONE 1
DEVELOPED

All developed parcels and residential condos parcels in the District will pay a baseline rate of **$0.10 per square foot** for the gross building area.

ZONE 2
UNDEVELOPED

Undeveloped, empty parcels shall pay a baseline rate of $0.08 in assessments based on lot size.

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%.

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