

DOWNTOWN  
SF ▲

PARTNERSHIP

# ANNUAL REPORT FY 21/22





# TABLE OF CONTENT

A Word From Our Leaders	02
Board of Directors and Committees	04
Mission & Vision	07
Core District Services & Accomplishments	08
Cleaning & Safety Statistics	28
Reopening Downtown	30
Public Realm Action Plan Highlights	32
Financial Statements & Budget	44
Assessment Methodology	54
Strategic Plan	58
FAQ	60
Request Services	62
Meet the Team	64
District Map	65



**Christine Mann,**  
Board President



**Robbie Silver,**  
Executive Director

## A WORD FROM OUR LEADERS

In 2020, when the Downtown Community Benefit District (now the Downtown SF Partnership - DSFP), was at a crossroads with the emergence of the COVID-19 pandemic, the organization worked to deeply clean the area and support struggling businesses. With remote and hybrid work impacting the return to office, downtowns may never be the same, but the opportunities to pivot and create a new future and downtown economy are endless. Against this backdrop, the Downtown SF Partnership quickly coalesced around steps to ensure the district's safety and cleanliness interventions to drive positive worker and visitor experiences. This year, we expanded the hours of our cleaning and safety ambassadors, created new public spaces like Battery Bridge, launched our holiday projection mapping festival called Let's Glow SF, and released the Public Realm Action Plan (PRAP). The PRAP is a roadmap for a more vibrant downtown through activations in the district's system of privately-owned public spaces, alleys and backstreets to increase pedestrian activity and energize ground floor vacancies.

Building on the tradition of using creative programming to change perceptions, DSFP launched "Bastille on Belden" and "Bands on Battery Bridge," to communicate the district's authenticity to downtown workers and visitors. We're in the process of building an economic development program to attract new business and investment to downtown. This also includes strategies to retain ground floor businesses, activate vacant spaces, and offer microgrants to support small businesses.

Ensuring all we do is prudent and thoughtful, we recently launched our first strategic plan (2022-2025) so that we align resources with agreed upon priorities. This year, every sign of DSFP's progress was celebrated and amplified in the face of enormous skepticism that anything downtown could change. We're proud of our accomplishments and know there's more work to be done.

The value of downtowns may shift, along with the ways we use and evaluate them, but downtown San Francisco's resilience across economic, cultural, and social issues positions it well to help lead the City's economic recovery. The Downtown SF Partnership, through its unique role as the "voice of downtown," can bring clarifying leadership turning challenges into opportunities.



# BOARD OF DIRECTORS AND COMMITTEES

## BOARD OFFICERS

CHRISTINE MANN  
President  
Rockhill Management

NOAH UNGER  
Vice President  
Ritz Carlton Club & Residences

GLENN GOOD  
Treasurer  
Brookfield Properties

BILL WHITFIELD  
Secretary  
Shorenstein



## BOARD MEMBERS

KRISTIE AREVALO  
CBRE

TONY BIRDSEY  
Tishman Speyer

CASSANDRA COSTELLO  
SF Travel

JOHN DUNLAP  
Resident

MICHELLE FUNKHOUSER  
Hines

MATTHEW HUMPHREYS  
Hyatt Regency San Francisco

ALEX KAPLAN  
Tidewater Capital

PETER QUARTAROLI  
Sam's Grill

BRIAN REED  
Bri Hospitality

DIANA ROSENBLATT  
SO Hudson 555 Management Inc.

PETER SCOTT  
Tusker Corporation

MICHAEL VELZO  
Jackson Square Financial

## ADVISORY COMMITTEES

### CLEAN AND SAFE COMMITTEE

NOAH UNGER  
Chair

TONY BIRDSEY

CASSANDRA COSTELLO

JOHN DUNLAP

MATTHEW HUMPHREYS

PETER SCOTT

### DISTRICT IDENTITY & STREETSCAPE IMPROVEMENTS COMMITTEE

BRIAN REED  
Chair

MICHAEL VELZO  
Vice Chair

MICHELLE FUNKHOUSER

ALEX KAPLAN

PETER QUARTAROLI  
NOAH UNGER

### FINANCE COMMITTEE

GLENN GOOD  
Chair

KRISTIE AREVALO  
Vice Chair

DIANA ROSENBLATT

BILL WHITFIELD



DOWNTOWN SF  
PARTNERSHIP

**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.



The background image is an aerial photograph of a major city at dusk or night, showing a dense concentration of skyscrapers and buildings. The lights from the windows of the buildings create a pattern of yellow and white dots against the dark sky. In the foreground, there is a faint, curved, light-green line that suggests a path or a wave.

# CORE DISTRICT SERVICES & PROGRAMMATIC ACCOMPLISHMENTS

---

# NEIGHBORHOOD CLEANING



**CLEANING SERVICES**  
operate from  
6 am - 8 pm daily

**NUMBERS OF NOTE**  
(JAN - JUL 2022)

**25% reduction**  
**OF TRASH /LITTER**

**76% reduction**  
**OF HAZARDOUS**  
**WASTE**

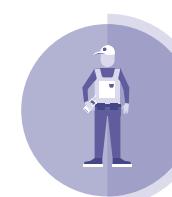
**91% reduction**  
**OF GRAFFITI**  
**INCIDENTS**

## We'll take it from here! | 311 Integration

Until now, Community Benefit Districts were not integrated with SF 311, causing duplicative efforts between the CBDs and SF Public Works. In November 2021, the Downtown SF Partnership joined the neighboring East Cut CBD to be a part of a pilot to receive cleaning incidents directly reported to SF 311 and tackle them within 24 hours. So far, we've completed 776 total cases, resulting in an average completion time of 1.5 hours. This frees up valuable time for the City to assist with escalated incidents.



# COMMUNITY SAFETY\*



**COMMUNITY ENGAGEMENT AMBASSADORS**  
operate from  
6 am - 8 pm daily

**17 UNHOUSED**  
**PEOPLE**  
**RECONNECTED**

At the forefront of the Downtown SF Partnership's safety efforts are **Community Engagement Ambassadors**; visible and engaged members of the team who observe, advise, and report quality of life issues throughout the Financial District and Jackson Square. They are the eyes and ears of the district for businesses and property owners. Ambassadors can be seen wearing Downtown branded uniforms and performing their duties while walking, riding a bicycle, or a T3 Patroller Scooter. Community Engagement Ambassadors offer a friendly helping hand to those in need, either by providing directions to a nearby restaurant or public transportation, or even safely escorting workers to their vehicles.

## Looking out for our neighbors | Miracle Messages

DSFP loves keeping everyone in our district safe and sound, regardless of their housing situation. That's why we began partnering with **Miracle Messages**, a nonprofit organization that compassionately connects unhoused community members with long lost loved ones. Miracle Messages reconnected 17 people within downtown San Francisco from January 2022 through June 2022.

## Our gate is open! | Convention Deployment Strategy

Don't call it a comeback! Downtown San Francisco is open and welcoming conference goers once again in a post-lockdown world. Over the past year, DSFP developed a Convention Deployment Strategy to ensure that conference attendees feel welcome and safe while visiting Downtown SF. During conventions, additional Community Engagement and Cleaning Ambassadors are deployed to create an added level of hospitality by completing extra spot cleaning along sidewalks and distributing information about area restaurants, bars, and points of interest.

\*Pursuant to Board of Supervisors Resolution #027-21, The Downtown SF Partnership does not operate or utilize surveillance technology. At this time, DSFP does not plan to utilize surveillance technology in FY 23.

## MOBILITY



### The Downtown SF Partnership continues to advocate for better traffic management during peak commute times.

SFMTA Traffic Control Officers are now assisting in getting cars safely out of downtown at the intersection of Bush, Battery, and Market Streets 4-5 days per week depending on demand and availability. As people return to work, we support the use of public transportation and micro-mobility to ease vehicular traffic throughout downtown. We applaud BART, Muni, and the Ferry services for implementing clean and safety measures during the pandemic.

#### Bring on the Cable Cars

DSFP partnered with Market Street Railway and advocated for the return of the F-Line (streetcars along Market and Embarcadero) and the California-Van Ness Line (cable cars). These not only capture the essence of San Francisco's downtown, but also serve as a beacon of hope for the reopening of the City.

#### Bikers Rejoice

There are no protected bike lanes in the Downtown Financial District and Jackson Square. That is about to change with the approval of the SFMTA Battery-Sansome Quick Build Project to bring the first protected bike lane to the district. DSFP worked closely with properties and businesses along Sansome and supported this effort to increase micro-mobility access to Downtown SF. The construction will start during autumn of 2022.



## PUBLIC REALM & BEAUTIFICATION



### Making visions a reality | Public Realm Action Plan

Downtown San Francisco has changed. Emerging challenges to the district's economic vibrancy include competition from neighboring mixed-use office districts, disruptions associated with the COVID-19 pandemic, shifting work/life balance patterns, and changing retail dynamics. Downtown SF Partnership hired SITELAB urban studio to develop a framework to energize a new downtown economy. The PRAP is a bold call to action advancing downtown's as more than just a workplace, but as a walkable, social, and cultural destination. Strategies and highlights are listed in this Annual Report. For the full plan, head to [DowntownSF.org](https://DowntownSF.org).

#### Belden Place Refresh

This historically rich alleyway lined with an exciting variety of european-inspired restaurant led a booming life in the early 2000s, but the COVID-19 pandemic caused a steep drop in business dimmed the street's appeal. In fall of 2021, DSFP hired SmithGroup, an architectural, engineering and planning firm, to conceptualize and implement a physical refresh of Belden Place. The Downtown SF Partnership worked with the Belden restaurateurs and conducted two facilitated workshops with SmithGroup design firm to explore their vision for a revitalized destination. Ideas were far and wide but short-term improvements to improve the street's visual appeal included new string lighting, repainting the iconic Belden gates, and brought back Bastille Day.





## LIKE PRETTY STREETS? SO DO WE.

### THE CREATION OF BATTERY BRIDGE

In June of 2022 DSFP partnered with Tishman Speyer to bring Battery Bridge, the newly created pedestrian plaza in downtown SF, to life. As part of a larger effort to reimagine downtown's public spaces the Partnership worked with Talavera-Ballón, a Peruvian-born painter based in the Mission neighborhood of San Francisco, to create public art on a massive scale. The 1,900 square foot street mural is the first of its kind in downtown San Francisco and uses colorful free-form patterns inspired by the natural beauty of Drakes Estero, an expansive estuary at the Point Reyes National Seashore of northern California.

The completion of Battery Bridge was marked with a Community Opening, complete with live Latin jazz from local band Trio Caminos and delicious Guanajuatan cuisine from El Pípila.

*Claudio Talavera-Ballón, an artist from Peru, has been painting a street mural on the Battery Street Bridge near Market Street. (Craig Lee/The Examiner)*

# MARKETING & MEDIA



SF Dahlia



SF Mint



Nautical Navy



Shell Mound  
Midden



Transamerica  
Redwood

Downtown SF is the historic heart and economic core of San Francisco and we work to promote the many institutions, restaurants, businesses, and retail shops that make our district one of the top visited destinations in the city. DSFP manages the DowntownSF.com website, social media channels which reach over 40,000 accounts annually, and publishes a regular e-newsletter that is delivered to businesses located in the district boundaries and public subscribers.

## New brand, who dis? | A New Brand for Downtown SF

During our second year, DSFP developed an updated logo and organizational brand identity that reflects the rich history and forward progress of downtown San Francisco.



Primary Logo

DOWNTOWN SF▲  
PARTNERSHIP

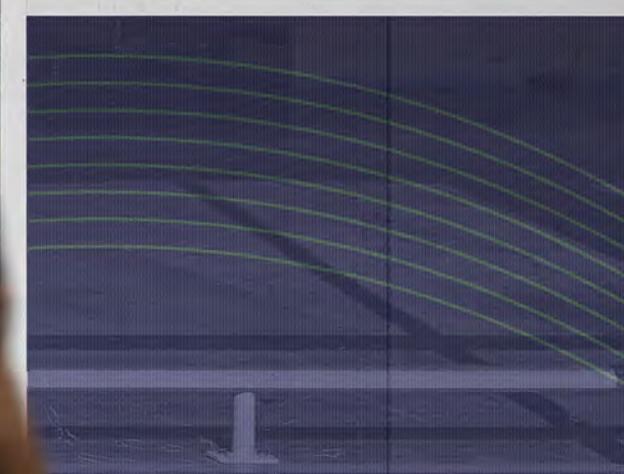
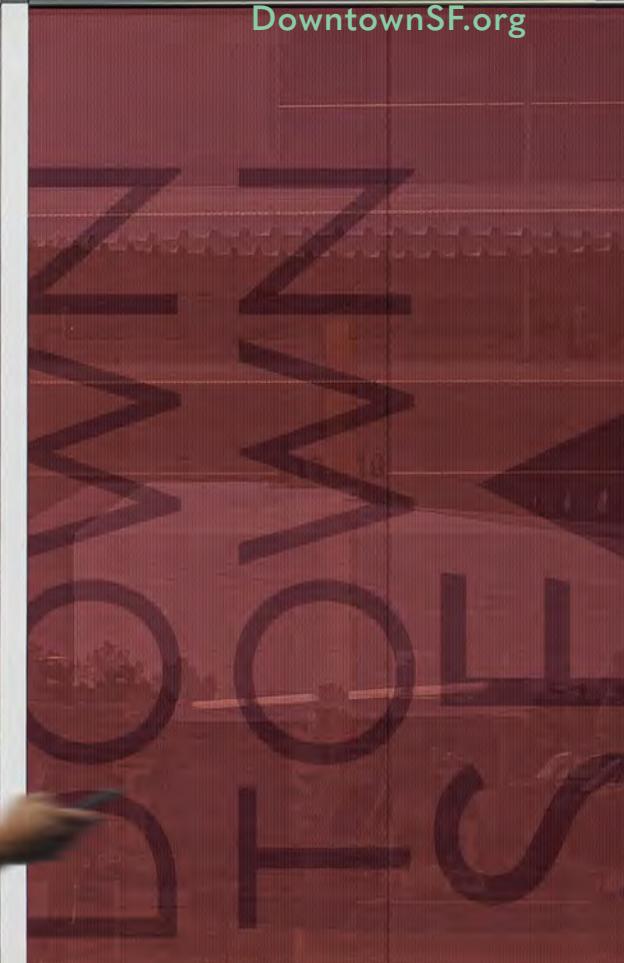
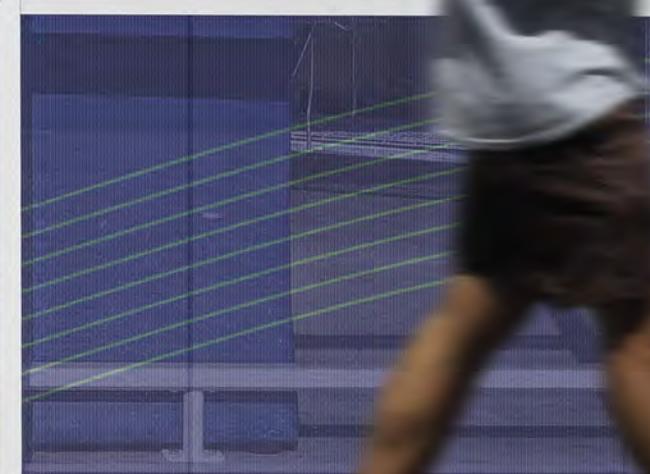
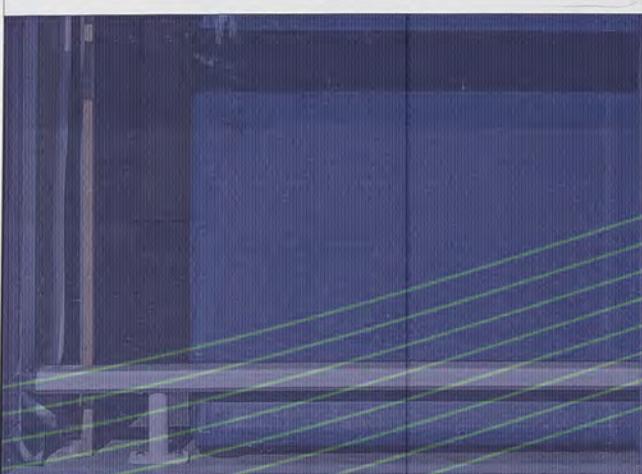
Secondary Logo

Representing upward movement, progress, and aspirational elements, the new Downtown SF Partnership brand echoes the district's stamp on the City's history as the economic core while focused on moving downtown forward. Using a bold color palette representing soft purple and mint green hues, the colors are a nod to what makes our city special. The wavy triangle is abstract and symbolizes the iconic Transamerica Pyramid meeting the old shoreline when the waterfront led up to Montgomery Street. We celebrate our history and energize an entrepreneurial spirit to create a reimagined downtown enjoyed by all.



A downtown you  
have to see to believe.

DOWNTOWN SF▲





## IN THE NEWS: MEDIA HITS



### Public Realm Action Plan



By Sarah Holder  
August 2, 2022

For a city known for its green space, San Francisco's downtown is mostly gray. In the 43 blocks that are commonly considered the core business district, more than a third of the space is taken up by car filled streets, and none by public parks or pedestrian-only roads. Three-quarters of the built square footage is offices.



### Public Realm Action Plan



By Noah Arroyo  
July 18, 2022

Is this the future of downtown San Francisco? A business group has come up with a plan to revitalize the area with street closings and outdoor gathering spaces. Here's what it would look like



### Battery Bridge



By James Salazar Examiner staff writer  
May 23, 2022

Downtown San Francisco is not exactly a bucolic place. But for Peruvian artist Claudio Talavera-Ballón, who is painting San Francisco's first on-street mural for its newest pedestrian plaza, bringing the beauty of the Point Reyes National Seashore to the heart of The City has felt obvious, even necessary.



### Let's Glow SF



Posted December 7, 2021

Robbie Silver, executive director of Downtown SF on the event Let's Glow SF, debuted as the largest holiday projection mapping event in the U.S.





## EVENTS

### BASTILLE DAY

On July 14, 2022, DSFP restored a years-long tradition of celebrating Bastille Day in the historical French Quarter of San Francisco, Belden Place. The Partnership collaborated with area restaurateurs to celebrate France's independence with French-inspired dinner specials, festive tunes from Vintage Jukebox Orchestra, complimentary berets, and the pièce de résistance, a replica of the Eiffel Tower. Restaurants along Belden Place reported a major uptick in business that evening, with the majority of locations being completely booked.

Let's  
**GLOW**  
SF





## BY THE NUMBERS

### GLOW BIG OR GLOW HOME!

The Downtown SF Partnership's premier winter event held in December 2021 ended up being the **largest holiday projection mapping event in the U.S.!**

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 3 - 12, 2021.

**LET'S GLOW SF DREW  
40,000 ATTENDEES**

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

The Pacific Stock Exchange  
345 Montgomery  
One Bush Plaza  
Hyatt Regency San Francisco

**11** FEATURED ARTISTS

Amandalynn  
Cristina Paraiso-Chavez  
Duncan Rogoff  
Erika L. Chan  
Ian Ross  
Louie Schwartzberg  
Ryan Uzilevsky  
Sean Capone  
Sophia Lee  
Sydney Bouhaniche  
Val Margolin

**3** CONTENT STUDIOS



**10 NIGHTS**

**LET'S GLOW SF  
ACCOUNTED FOR 83%  
OF EVENING DISTRICT  
FOOT TRAFFIC DEC 3-12**

**\$2.1M  
ECONOMIC  
IMPACT**

## MEDIA COVERAGE

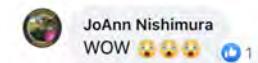
COVERAGE TOTLED 25 MEDIA PLACEMENTS, INCLUDING:

- Featured on 4 major local TV stations
- 21 online hits including 11 calendar listing mentions
- 6 in depth stories/mentions featuring Let's Glow SF



## ONLINE TRAFFIC

**LET'S GLOW SF BROUGHT 38,000  
NEW USERS TO DOWNTONSF.ORG**



DOWNTONSF.ORG  
WAS VIEWED IN OVER  
**100 COUNTRIES,**  
TAKING LET'S GLOW SF GLOBAL



**DISTRICT VISITS  
715,800 VS 318,000**

Downtown SF saw over double the number of district visitors when compared with December 2020.

During the ten days of Let's Glow SF, Downtown SF saw 242.8K visits, while the ten days prior to Let's Glow SF, the District saw 206.9K district visits.

# CLEANING & SAFETY STATISTICS



237

Spills  
Cleaned



105,340  
Pounds of Trash  
Collected



7,126  
Graffiti Tags  
Removed



1,058

Trash Cans  
Cleaned

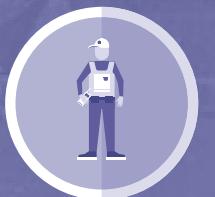


3,946  
Directions  
Provided



2,511

Quality of Life  
Issues Addressed



1,716

Hazardous  
Waste Cleaned



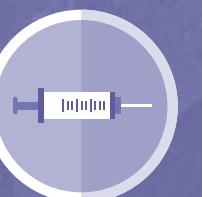
947

Requests  
for Service



556

Syringes  
Removed



1,375

Blocks Power Washed  
/ Steam Cleaned



776

# of 311  
Requests



1.5 Hours

311 average time  
of completion



# REOPENING DOWNTOWN



## Tracking Resilience in Changing Times

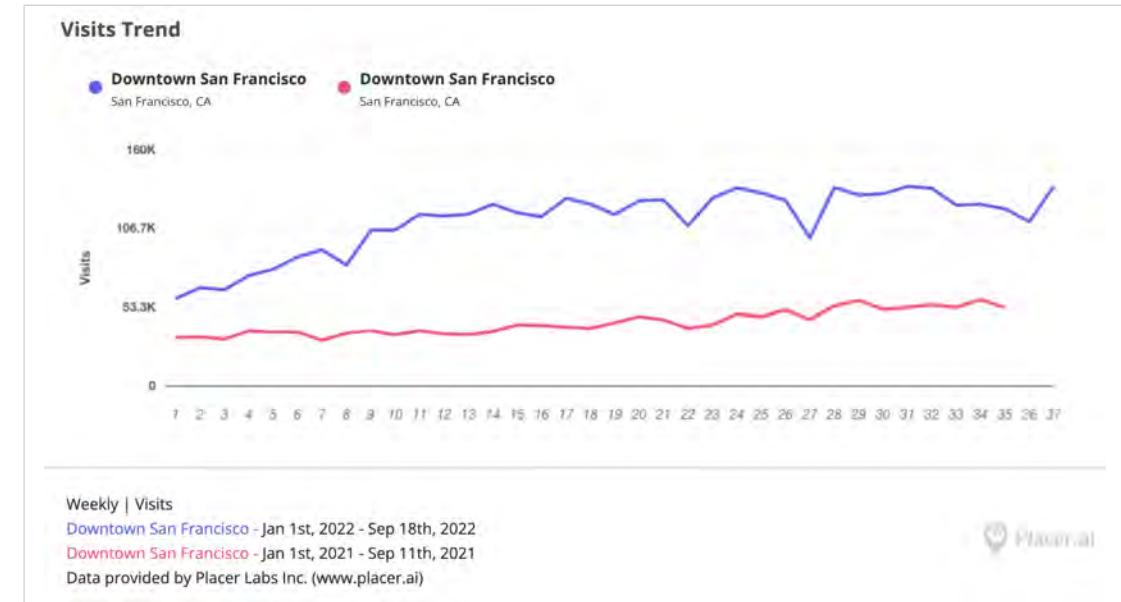
Downtown San Francisco lives & breathes resilience. From its founding, SF has not only been molded by it, but reveled in it. Having rebounded from devastating earthquakes, catastrophic fires, and now globe-altering pandemics, The City by the Bay is once again tackling challenges head-on. The post-lockdown reopening of SF's downtown core is our next chapter in The City's history. Stakeholders can stay up to date on downtown San Francisco's economic recovery with DSFP's Reopening Dashboard which was launched during June of 2022.

The Downtown SF Partnership works with Placer.ai, Springboard, and eIMPACT to track and illustrate data collected on workers returning to the office with the Downtown SF Reopening Dashboard, providing an up to date view of SF's recovery.

**By summer 2022, return to office has increased by 92% from January and 122% over 2020 levels.**

## Visits Trend

Time Compare



# REIMAGINING DOWNTOWN SAN FRANCISCO

## PUBLIC REALM ACTION PLAN HIGHLIGHTS JULY 2022

---

# Public Realm Action Plan Goals



## ADVANCE DOWNTOWN SF'S IDENTITY

By layering its rich history + architecture, with a new wave of activity



## UNLOCK THE POTENTIAL

By building upon the public realm assets and focusing on where there is alignment + energy, which will in turn promote economic recovery



## OWN THE PIONEERING SPIRIT

By being a lab for new ideas of what a downtown can be and offer



## TIP THE SCALE

With streets that prioritize people and a more inclusive downtown, a place for more than office work

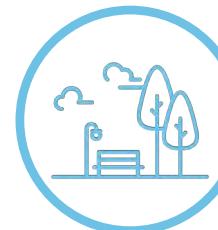
# Public Realm Concepts

*Focused on Physical:*



## Pedestrian Paradise

Expands pedestrian space through reclaiming the curb, opening streets, and building better connections



## Rediscover Public Open Spaces

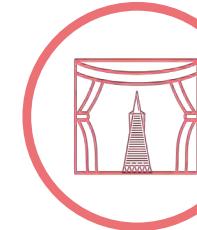
Brings new energy and interest to public open spaces through light touch to long term improvements + programming



## Let's Green

Campaigns for Downtown to maximize trees and plantings in its streets and open spaces

*Focused on Programmatic:*



## Downtown as a Stage

Increases vibrancy in Downtown by making it a memorable experience through intentional curation of arts and events



## Continue Downtown's Story

Strengthens while encourages evolving Downtown's identity through placemaking, wayfinding, and recalling its rich cultural history



## Re-energize from the Ground Up

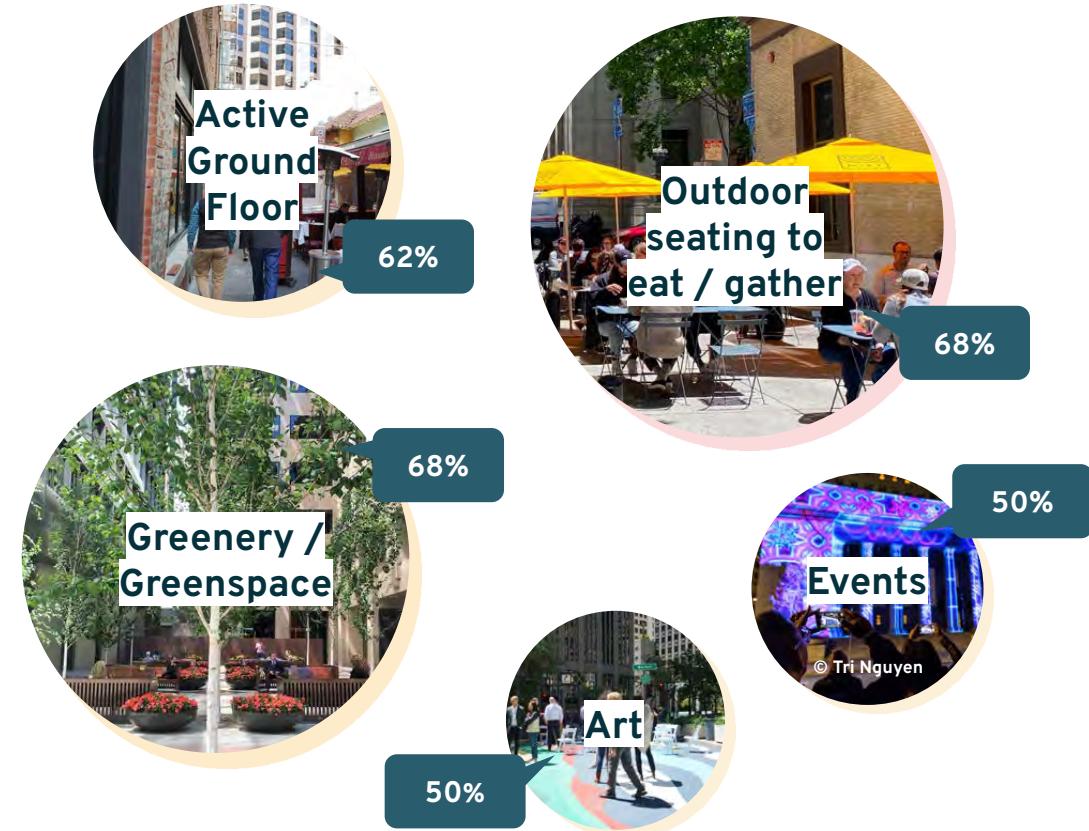
Reactivates the ground floor through targeted revamps and incentive programs

There's hope to bring life back to Downtown.

**Improved cleanliness + safety** are top drivers, with a desire for more **greenery**, places to sit outdoors, and a vibrant ground floor.

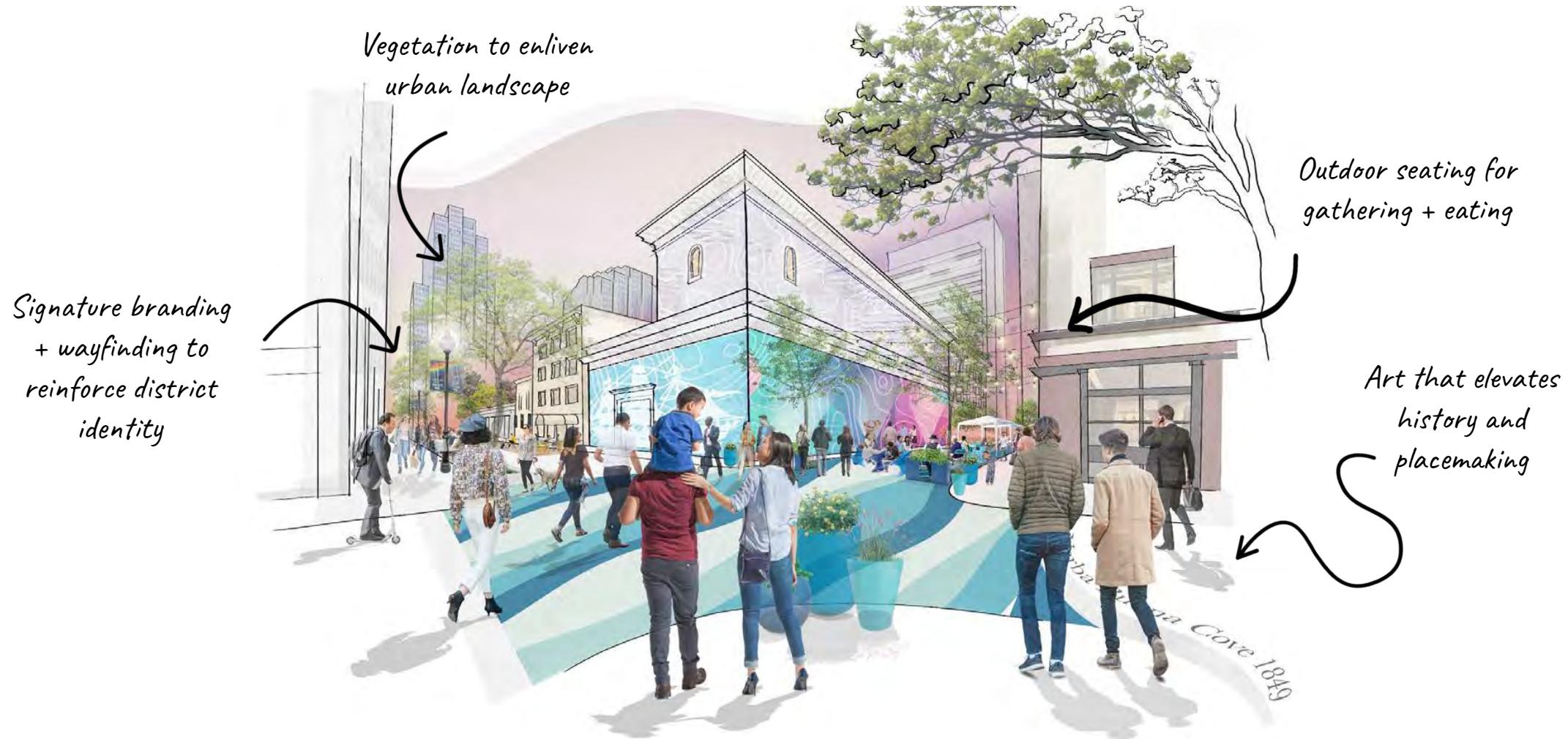
Surprisingly, **COVID resolutions** was not the top reason for **workers and visitors** to return to Downtown SF.

*What would you like to see more of in Downtown SF's streets and public spaces?*



Source: SITELAB, Online Survey February 2022  
Downtown SF Community responses (831 total)

# Downtown SF: more than a workplace, a social destination



RENDERING OF COMMERCIAL/LEIDESDORFF

# Action Areas

Based on these considerations, we identified six Action Areas where the Public Realm Action Plan could have a big first impact, with Action Areas A-C as priority Action Areas.

## A Dine on Leidesdorff\*

- Streets + Ground Floor: Leidesdorff St, Commercial St

## B Downtown Gateway\*

- POPOS + Public Spaces: 101 California St, 100 California St, 50 California St, One California, Robert Frost Plaza
- Streets + Ground Floor: Market St, California St, Drumm St, and Davis St

## C Market Oasis\*

- POPOS + Public Spaces: 1 Bush St, Citicorp Center Atrium, Ecker Plaza, One Montgomery, Battery Bridge Mural Project
- Streets + Ground Floor: Market St, Sansome St

## D Belden Place

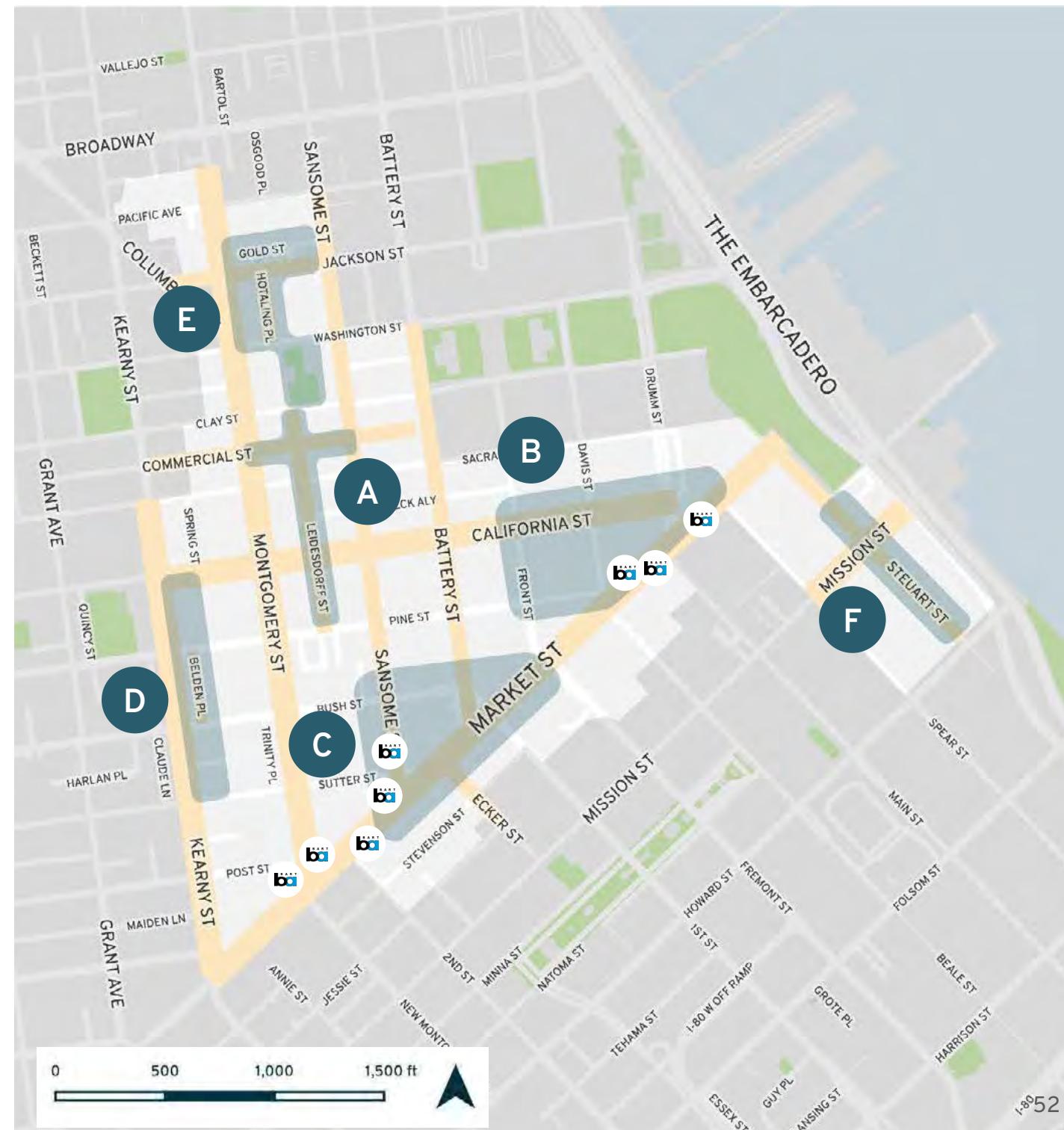
- POPOS: 555 California St
- Streets + Ground Floor: Kearny St, Belden Pl

## E Jackson Square

- POPOS: Transamerica Redwood Park
- Streets + Ground Floor: Hotaling Pl, Jackson St, Gold St

## F SoMa/Steuart

- POPOS: One Market Plaza
- Streets + Ground Floor Steuart St



# FY 22 FINANCIAL STATEMENTS & BUDGET

---



# STATEMENT OF FINANCIAL POSITION

## JULY 2021 - JUNE 2022

ASSETS	AMOUNT
Cash	\$3,193,544
Receivables	\$11,891
Prepaid Expenses	\$79,437
Investments	\$2,500,000
Capital Assets	\$46,575
<b>TOTAL ASSETS</b>	<b>\$5,831,447</b>

LIABILITIES	AMOUNT
Accounts Payable	\$297,600
Accrued Salaries & Benefits	\$12,119
Other Liabilities	\$71,649
<b>TOTAL LIABILITIES</b>	<b>\$381,368</b>

Net Assets without Donor Restrictions	\$5,450,644
<b>Total Liabilities &amp; Net Assets</b>	<b>\$5,832,012</b>





## FY 22 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 Director passes the fiscal budget by June based on the services outlined in the Management Plan and recommendations from the community, staff, and Board.

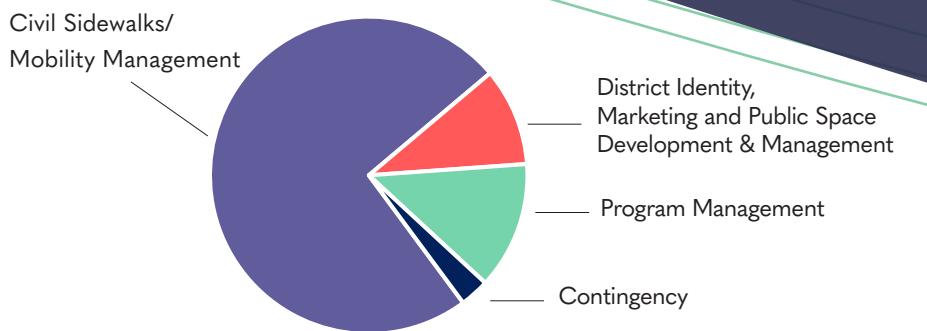
SERVICE CATEGORY	ASSESSMENT DOLLAR AMOUNT	NON-ASSESSMENT DOLLAR AMOUNT	TOTAL DOLLAR AMOUNT	% TOTAL ASSESSMENT	% TOTAL NON-ASSESSMENT	% TOTAL
Civil Sidewalks/Mobility Management	\$3,106,786	-	\$3,106,786	77.44%	0%	77%
District Identity, Marketing and Public Space Development & Management	\$206,985	\$35,000	\$241,985	5.16%	93%	6%
Program Management	\$569,611	\$2,473	\$572,084	14.20%	7%	14%
Contingency	\$127,962	-	\$127,962	3.20%	0%	3%
<b>TOTAL</b>	<b>\$4,011,344</b>	<b>\$37,473</b>	<b>\$4,048,817</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



## FY 22 ACTUALS

An independent auditor was retained to audit the FY 22 financials, which provided a "clean" unmodified opinion and was approved by the Board of Directors in June 2022.

Non-assessment funding was leverage to boost efforts toward the enhancing the public realm as part of COVID-19 downtown recovery and the Public Realm Action Plan.



SERVICE CATEGORY	ASSESSMENT DOLLAR AMOUNT	NON-ASSESSMENT DOLLAR AMOUNT	TOTAL DOLLAR AMOUNT	% TOTAL ASSESSMENT	% TOTAL NON-ASSESSMENT	% TOTAL
Civil Sidewalks/Mobility Management	\$3,110,922	\$1,050	\$3,111,972	77%	1%	74%
District Identity, Marketing and Public Space Development & Management	\$207,261	\$206,116	\$413,377	5%	97%	10%
Program Management	\$570,369	\$5,658	\$576,027	14%	2%	13%
Contingency	\$128,132	-	\$128,132	3%	0%	3%
<b>TOTAL</b>	<b>\$4,016,684</b>	<b>\$212,824</b>	<b>\$4,229,508</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## REVENUE SOURCES

The Downtown SF Partnership met the 3.20% non-assessment general benefit fundraising requirement for FY 22.

REVENUE SOURCES	FY 2020-21 ACTUALS	PERCENTAGE OF ACTUALS
FY Assessment Revenue	\$4,007,036	94.74%
Penalties	\$9,649	0.23%
<b>Total Assessment (Special Benefit) Revenue</b>	<b>\$4,016,685</b>	<b>94.97%</b>
Contributions and Sponsorships	-	0%
Grants	-	0%
Donations	-	0%
Interest Earned	\$5,648	0.13%
Earned Revenue	-	0%
Other (In-Kind)	\$207,176	4.9%
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$212,824</b>	<b>5.03%</b>
<b>TOTAL</b>	<b>\$4,229,509</b>	<b>100%</b>

## CARRYFORWARD

FY 2020-21 Assessment Carryforward Disbursement

SERVICE CATEGORY	DOLLAR AMOUNT
Civil Sidewalks/Mobility Management	\$5,608,063
District Identity, Marketing & Public Space Development and Management	\$ (859,698)
Program Management	\$382,480
Contingency	\$319,798
<b>Special Assessment Total</b>	<b>\$5,450,643</b>

## SPENDDOWN TIMELINE

Half between Jul - Dec 2022 to carryforward for expenses related to district services during the first half of the fiscal year

Non-Assessment Carryforward Disbursement: None

# ASSESSMENT METHODOLOGY



## 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.

## 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** for the gross building area to fund all the special benefit services that are delivered to the parcels in the district.

### ZONE 2 UNDEVELOPED

Undeveloped, empty parcels shall pay \$0.08 in assessments in the community benefit district. The parcels are assessed on lot size rather than building square footage, and at a rate of \$0.08 rather than \$0.10, to account for the fact that they are undeveloped.

## EXEMPTIONS

No specially benefitting parcels, regardless of taxable or tax-exempt property tax status, will be exempt from the assessments funding the special benefit services of the Downtown SF Partnership. Special benefit services will not be provided to any parcels outside of the boundaries of the district.

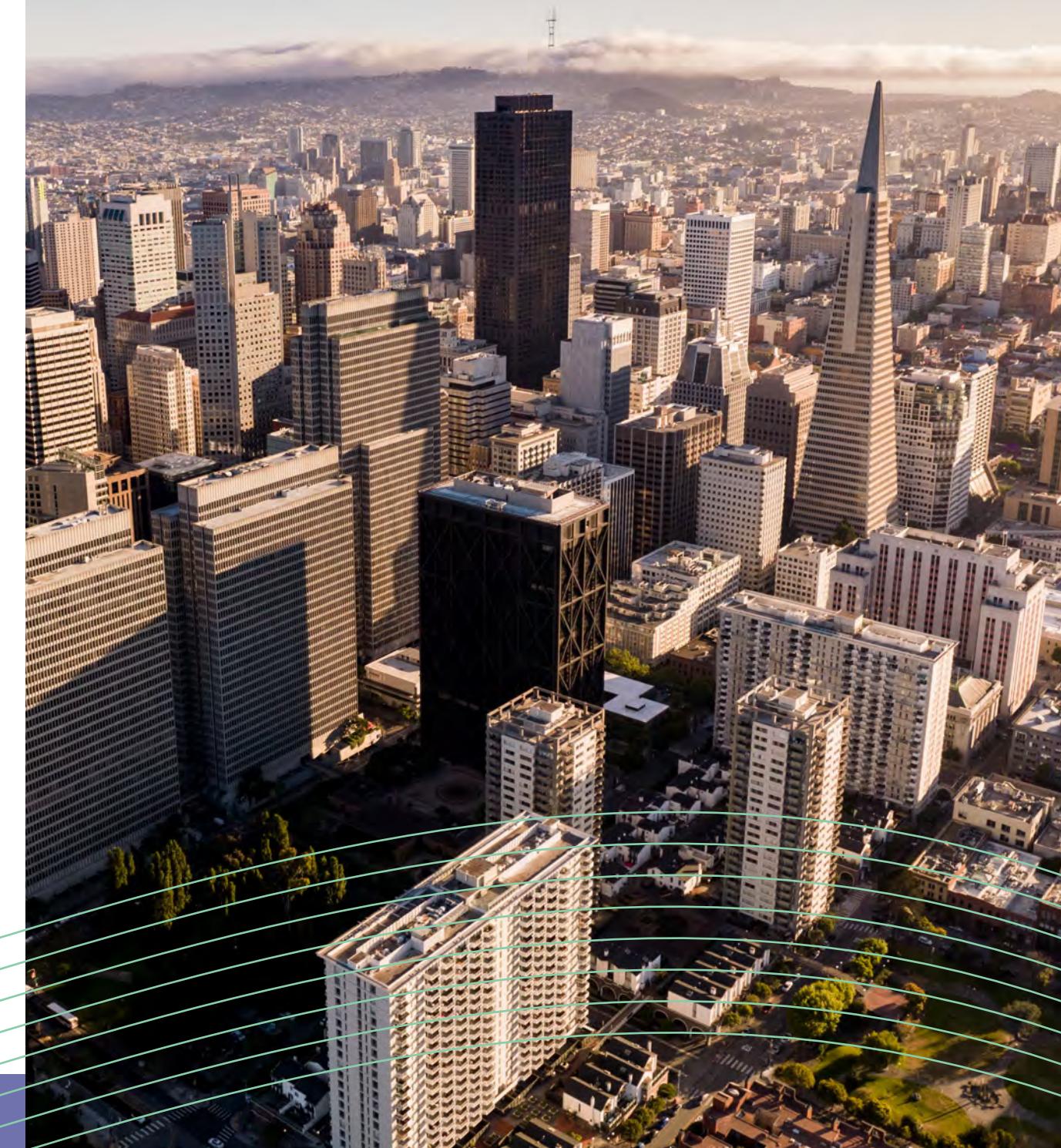
## CALCULATION OF ASSESSMENTS

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 above 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%
<b>TOTAL</b>	<b>\$3,873,491</b>	<b>100.00%</b>
Assessment Revenue	\$3,873,491	96.80%
Non-Assessment Revenue	\$128,000	3.20%
<b>TOTAL</b>	<b>\$4,001,491</b>	<b>100.00%</b>



# A STRATEGIC PLAN FOR DOWNTOWN SF ▲ PARTNERSHIP

## WE VALUE

### COLLABORATION

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.

### ENTREPRENEURIALISM

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.

### IMPACT

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

### CELEBRATION

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

## OUR PRIORITIES

### IDENTITY

Downtown SF is known internationally as a vibrant and welcoming neighborhood.

### ECONOMIC DEVELOPMENT

Downtown SF is recognized as a leading economic center in the country, driving positive impact for the Bay Area and nationwide.

### PLACEMAKING & PLACE MANAGEMENT

Downtown SF is a safe, pleasurable and accessible place for Everyone.

### TEAM & ORGANIZATION

A high performing team of dedicated and passionate individuals using data to drive results and set industry standards.

### PARTNERSHIPS

Collaborative network of partners working towards a shared vision.



# F

# A

# Q

## GOT QUESTIONS? WE'VE GOT ANSWERS.

### What is the Downtown SF Partnership's service area?

The Downtown SF Partnership serves approximately 43 whole and partial blocks (174 block faces) in the historic Financial District and Jackson Square north of Market Street as well as a few blocks on the south side of Market Street. In total, the district includes 669 parcels owned by 471 property owners. DSFP boundaries generally span from The Embarcadero at the Hyatt Regency San Francisco and move west through the eastside of Kearny Street. The boundaries also include hospitality establishments along Steuart Street, Rincon Center, and properties along the south side of Market Street from The Embarcadero through the eastside of 2nd Street. The northernmost points of the district are near Montgomery Street and Pacific Avenue.

### Does the City reduce its existing services?

No, the City & County of San Francisco does not reduce its baseline level of services. Properties pay assessments for supplemental and enhanced services.

### How is the Downtown SF Partnership managed?

The DSFP is a 501(C)(3) nonprofit overseen by a board of directors comprised of a majority of property-owning representatives, at least 20% businesses or non-property owners and the remaining as at-large seats. Advisory committees meet regularly to collaborate on programmatic areas. Partnership staff implement and execute on the strategic vision of the organization outlined in the Management Plan.

### Are there other community benefit districts in the area?

Yes, there are 18 CBDs in San Francisco. The Special Benefit District Alliance advocates as one strong voice and collaborates on joint recovery efforts. There are approximately 1,400 special assessment districts worldwide.

### How many residents are located in the district?

There are approximately 315 residential units within the district boundaries.



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

REQUEST SERVICES  
& GET INVOLVED!

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

- 1 Call Dispatch 415-829-3878
- 2 Email [service@DowntownSF.org](mailto:service@DowntownSF.org)
- 3 Visit [DowntownSF.org/request-services](http://DowntownSF.org/request-services)



BE IN THE KNOW!  
Sign up for our e-newsletter at [DowntownSF.org](http://DowntownSF.org)

# DOWNTOWN SF STAFF



**ROBBIE SILVER**  
Executive Director  
[rsilver@DowntownSF.org](mailto:rsilver@DowntownSF.org)  
415-634-2251 Ext. 403



**CLAUDE IMBAULT**  
Deputy Director  
[claude@DowntownSF.org](mailto:claude@DowntownSF.org)  
415-634-2251 Ext. 404



**MELISSA BUCKMINSTER**  
Marketing & Communications Manager  
[melissa@DowntownSF.org](mailto:melissa@DowntownSF.org)  
415-634-2251 Ext. 405



**JAVIER SUAZO**  
Operations & Services Manager  
[javier@DowntownSF.org](mailto:javier@DowntownSF.org)  
415-634-2251 Ext. 406

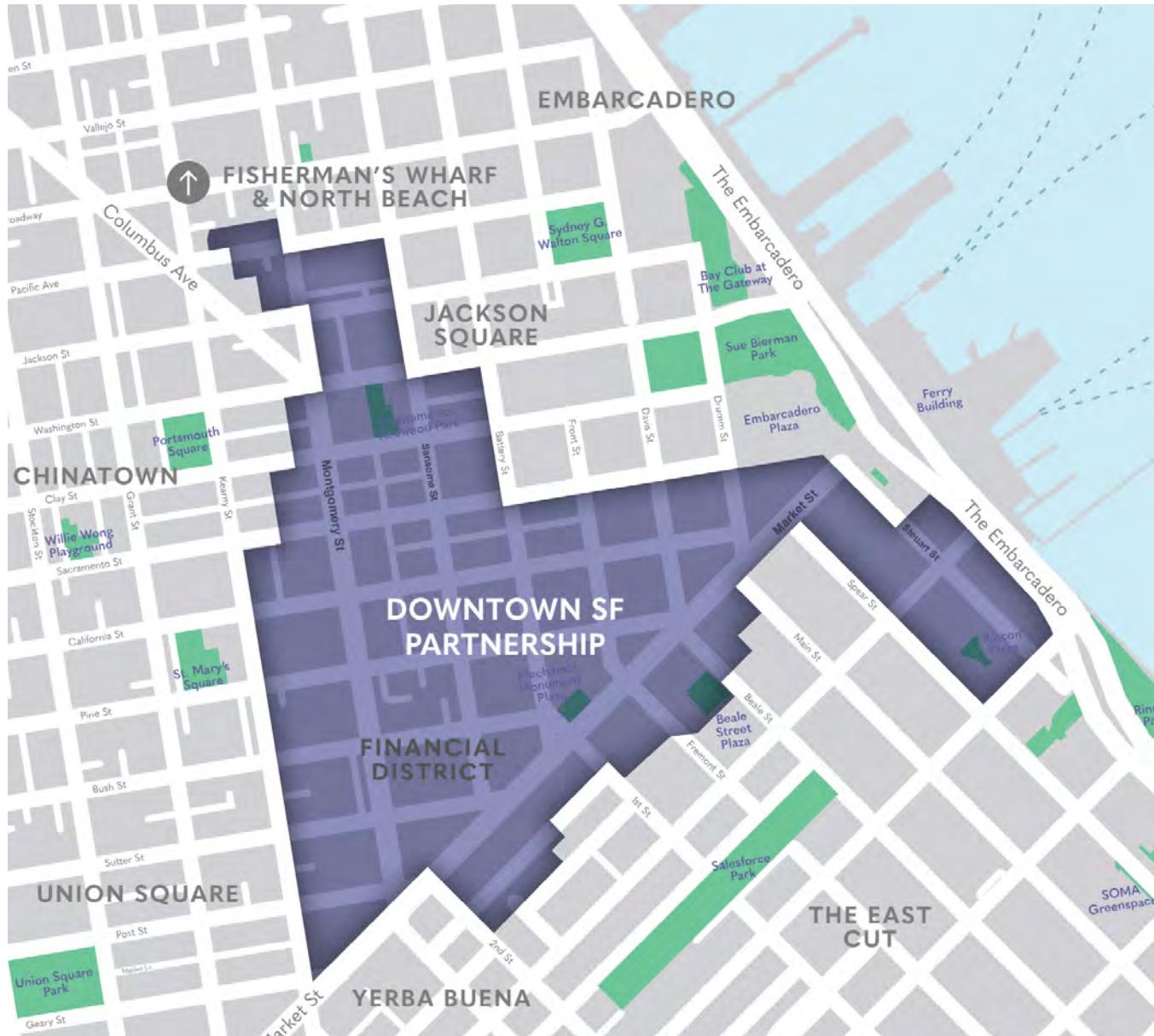


**LILIAN MAR**  
Administrative Project Coordinator  
[lilian@DowntownSF.org](mailto:lilian@DowntownSF.org)  
415-634-2251 Ext. 407



**DE'ANTE BERNSTINE**  
Streetplus Operations Director  
[dbernstine@streetplus.net](mailto:dbernstine@streetplus.net)  
415-829-3878

# DISTRICT MAP



# DOWNTOWN SF PARTNERSHIP

235 Montgomery Street,  
Suite 948,  
San Francisco, CA 94104

[Info@DowntownSF.org](mailto:Info@DowntownSF.org)