YERBA BUENA PARTNERSHIP

# ACCELERATING NEIGHBORHOOD VITALITY

Annual Report 2026

# ACCELERATING NEIGHBORHOOD VITALITY

Dear Neighbors,

Today, Yerba Buena is a neighborhood reimagined. Festivals and events bring joyful crowds. Locally-owned businesses populate storefronts once occupied by national chains. Emerging businesses snap up commercial space. The Partnership's expansive and impactful efforts to keep Yerba Buena clean, safe and welcoming play a leading role in accelerating neighborhood vitality.

## CLEAN + SAFE STREETS DRIVE MOMENTUM

**Cleaner and safer streets are our top priority,** one that requires relentless attention, to create welcoming public spaces for residents, office workers, businesses and a growing number of conventioneers and visitors. In our 2025 biennial survey, 76% of respondents rated our cleaning services as good or very good across all services, up from 50% in 2023; and 73% of respondents rated our overall safety services as very good or good, up from 55%. This progress stems from the City and private grants we secured to double our services.

Our hard work is yielding results. In the past year, more than 20 new street level businesses opened in Yerba Buena. More than 20 Partnership grant-supported events brought 115,000+ visitors to the neighborhood. On top of that total, the Downtown First Thursday monthly street festivals each tallied an average of 20,000 attendees. The number of conventions at Moscone Center has risen from 25 in 2024 to 38 in 2026, energizing the district, with attendees and planners commending the work we do every day to make our streets cleaner, safer and more welcoming.

## ART ELEVATES THE EXPERIENCE

**The Partnership's support and advocacy reinforce Yerba Buena's position as the city's premier arts district.** In 2026, we launched Yerba Buena Illuminated, a towering outdoor light show on Market Street, showcasing artwork curated by our neighborhood museums. Our Community Benefit Fund awarded $193,000 to 18 organizations for public art, free exhibitions, educational programs and family festivals, some of which would not occur without our support. In partnership with the City, we provided $326,000 in activation grants for 16 events to bring more dynamism and more patrons to businesses and attractions. At One City Day, a citywide day of service, we co-hosted more than 100 volunteers who picked up litter along public art walking routes, guided by board members and community volunteers.

## PARTNERSHIP SUSTAINS SUCCESS

**Building on this momentum, we will continue to bolster our core programs and services and reimagine a bright, bold future in our neighborhood's ever-changing landscape.** Expanded cleaning and safety services will elevate our welcoming environment. Our public art collection will grow. More pedestrian wayfinding will guide people to attractions and a new dog park will be completed. Branded street pole banners and bright ambassador uniforms will let people know they're in our unique neighborhood. We will continue to curate new ground floor businesses that bring economic vibrancy as bright as our magenta branding. New community events and a mix of annual events, supported by our grant programs, will energize the neighborhood to keep people coming back again and again.

Our neighborhood is flourishing because of the tireless collaboration of so many people that share our passion for Yerba Buena. Thank you to our volunteer Board of Directors and committees, staff, partners and community members for your continued support as we reimagine, celebrate and accelerate the vitality of our amazing neighborhood.

Sincerely,

Rachel Gordon

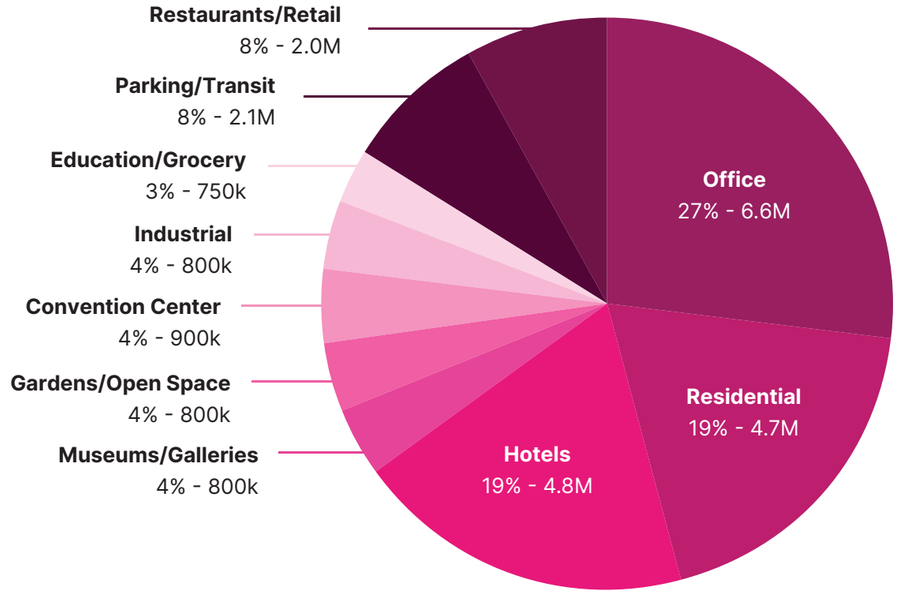
**Rachel Gordon**
Chair, Yerba Buena Partnership
Board of Directors

Scott Rowitz

**Scott Rowitz**
Executive Director,
Yerba Buena Partnership

# ABOUT YERBA BUENA

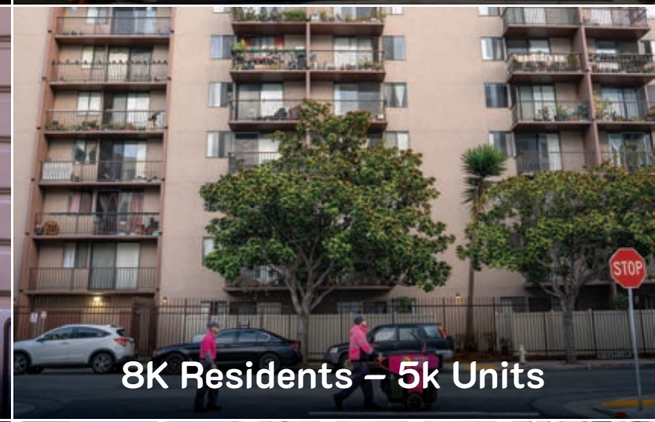
## LAND USE BY SQUARE FOOT | 2,290 PARCELS | 25M SQUARE FEET



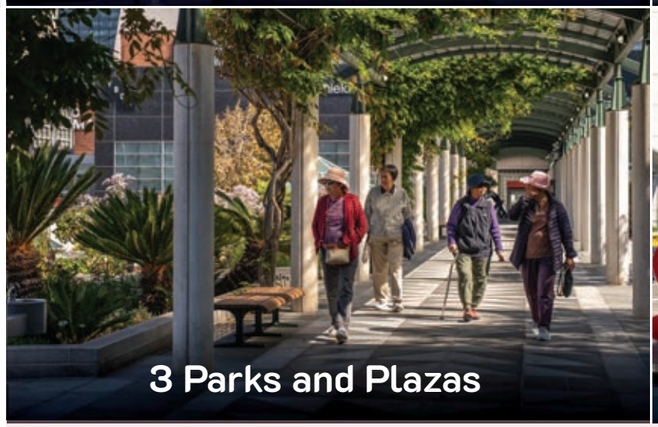
12 Museums and Galleries

11 Hotels – 5K Rooms

200+ Restaurants and Retail



8K Residents – 5k Units


3 Parks and Plazas

80 Public Artworks

**17.34M**
**Non-Resident Visits**
**(+7.2% YoY)**

**4.5M**
**Non-Resident/ Worker Visitors**
**(+7.2% YoY)**

**48K**
**Daytime Population**
**(+5% YoY)**

# CLEAN & WELL-MAINTAINED

Our Cleaning Ambassadors sweep and pressure wash sidewalks, remove street-level graffiti, pick up litter, and respond to immediate neighborhood cleaning requests, including 311 requests.

**112K**
**sidewalks swept**
**= all the blocks in San Francisco swept 20 times**

**6K**
**blocks pressure washed**
**= pressure washing the Golden Gate Bridge 500 times**

**10K**
**graffiti + stickers removed**

**370K**
**pounds of trash collected**
**= approx. the weight of 14 MUNI buses**

> **"It's been amazing how clean the streets have been since you've had additional pressure washing. Every year it's getting better and better."**
>
> **LEONIE PATRICK**
>
> *General Manager of the Moscone Center in the San Francisco Examiner*

## INCREASING CAPACITY & EFFICIENCY

- In fall 2025, we **grew our core management staff** to take our clean and safe operation to the next level of efficiency and hospitality.
- Funding for the **Convention Corridor Cleaning Program** was renewed by the San Francisco Downtown Development Corporation for a second year of additional sidewalk pressure washing and cleaning ambassadors around Fourth and Mission streets, which are heavily used by conventioneers, visitors, and transit riders.
- In anticipation of Super Bowl LX 2026 activities in San Francisco, we **refreshed our 24 branded public trash cans** across the neighborhood, providing squeaky-clean cans and fresh vinyl branding for 100,000+ visitors to see.
- The Partnership's **operations office moved to a ground-floor space** within the Fifth & Mission / Yerba Buena Garage, allowing for increased visibility and efficiency.
- **In our 2025 biennial survey, 76% of respondents rated our cleaning services as good or very good, up from 50% in 2023.**

**Help keep our neighborhood clean and safe.**

*In addition to proactive neighborhood services, we also respond to requests. We are in the neighborhood every day, 6am-10pm. Text/call or email to report cleaning or safety issues: 415-559-1362 | cleanandsafe@yerbabuena.org*

## SAFE & WELCOMING

Our Safety and Hospitality Ambassadors monitor public areas, conduct wellness checks, distribute resource information for people in need, and report safety issues. Our team works with the San Francisco Police Department (SFPD), including a Partnership-funded overtime officer whose time is dedicated to the district. Ambassadors also welcome and assist visitors, and direct them to Yerba Buena businesses and attractions.

**22K**
**welfare checks provided to people in need**

**120K**
**hotspot checks**

**3K**
**business contacts**

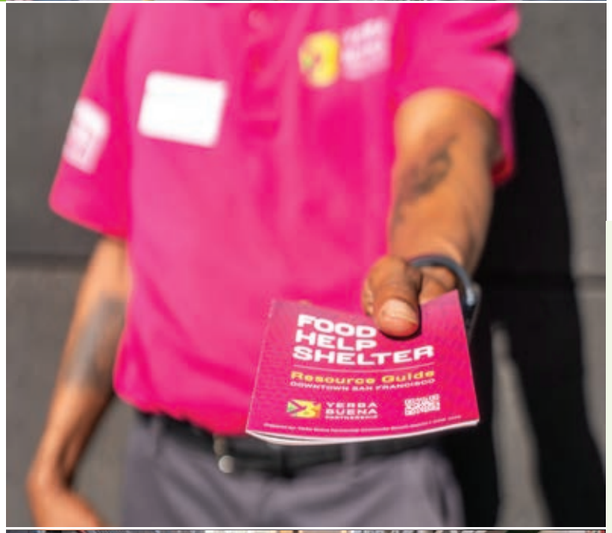
**220K**
**hospitality contacts**

### GROWING IMPACT THROUGH PARTNERSHIP & ADVOCACY

- The Office of Economic and Workforce Development (OEWD) and San Francisco Downtown Development Corporation (DDC) extended funding for the **Hospitality Zone-Safety Ambassadors Program (HEART)** with 16 additional ambassadors monitoring high foot-traffic corridors near Moscone Center, hotels, museums and retail. Our ambassadors coordinate with the dedicated **Hospitality Zone Police Task Force,** a special SFPD beat formed last year in part from advocacy by the Partnership.

- We hosted bi-monthly Yerba Buena Neighborhood **Safety and Security Meetings,** which brought together local security and facility managers to discuss safety-related topics with our ambassador leadership and the SFPD.

- We launched a **field trip program** for our ambassadors to visit a different neighborhood cultural institution or business each month. These excursions quickly became a hit with ambassadors, allowing them to deepen their knowledge of and connection to our neighborhood.



- We audited and updated our **resource guide,** which is offered to people in need in conjunction with welfare checks. This comprehensive, pocket-sized guide includes places for hot meals and showers to housing and employment resources.

- We received a grant from the DDC to establish **a neighborhood-wide camera network** to strengthen public safety, governed by robust privacy protection policies (yerbabuena.org/programs-and-services/clean-and-safe).

- **In our 2025 biennial survey, 73% of respondents rated our safety services as good or very good, up from 55% in 2023.**

**"The ambassadors are part of what makes this neighborhood feel like home for our students, faculty, and staff. We're deeply grateful for their work."**

**CHRIS VISSLAILLI**
*President, Academy of Art University*

**Help keep our neighborhood clean and safe.**

*In addition to proactive neighborhood services, we also respond to requests. We are in the neighborhood every day, 6am-10pm. Text/call or email to report cleaning or safety issues: 415-559-1362 | cleanandsafe@yerbabuena.org*

# VISIBLE, VIBRANT & VIABLE

Yerba Buena Partnership drives awareness, foot traffic, and engagement with street banners, media outreach, newsletters, social media, promotional campaigns and a visitor-friendly website. We connect realtors and property owners with prospects. We collaborate with the Office of Small Business, SF New Deal and San Francisco Downtown Development Corporation to help businesses secure grants and loans.

**17.3M**
**neighborhood visits**
**(+7.2% YoY)**

**1M**
**views on Instagram**

**130K**
**website users**

**22**
**new ground floor businesses**

## SCALING UP OUR STORYTELLING & BOOSTING ECONOMIC DEVELOPMENT

- We introduced a **stakeholder newsletter, Partnership Post,** in response to interest in details about clean and safe operations, vitality data, construction and street closures, and business resources. This complements The Mix, our general interest newsletter.
- Yerba Buena as a distinct destination was recognized in the San Francisco Chronicle, SFGATE, San Francisco Examiner, San Francisco Standard, San Francisco Business Times, KCBS Radio, KGO-TV, and KPIX-TV.
- Events we supported drove vitality. **Downtown First Thursdays** is in its third year, attracting an average of 20,000 attendees each month. Yerba Buena Partnership and East Cut's DFT "Neighborhood Hang" at the event reinforces our neighborhood identity.
- We engaged brokers and prospective tenants, which led to **22 new ground floor level businesses** this year, with 17 leases signed for the next year.
- We **connected businesses to City resources** (Storefront Opportunity Grants, Downtown Business Fund, and SF Shines) and proximal special events.

> **"San Francisco's Yerba Buena district is experiencing a resurgence."**
>
> **SAN FRANCISCO BUSINESS TIMES**

## NEW BUSINESSES OPENED THIS YEAR

| | |
|---|---|
| Hungry Tables | Oink and Oscar |
| Jane on Third | East Brother Beer Co. |
| West Coast Sourdough | Fibers of Being |
| Hamburguesa Bar | X'CORE Studio |
| Street Taco | Whole Cakes |
| Nagomi Cafe | Cà phê Việt |
| Zasta Studio | Elaichi Co. |
| Pro Print SF | Nail Box |
| Cowrie Collective | Next Chapter |
| Mini Minna Gallery | Bruno's Italian Taste |
| GRNHS Gallery | Mashaallah Halal |

# ARTFUL & ACTIVE FOR ALL

Our management plan designates a Community Benefit Fund from assessments toward projects and events that activate the neighborhood and foster connection. Additionally, funds from a partnership with the Office of Economic and Workforce Development (OEWD) support Activation Grants for projects that increase neighborhood economic activity.

**21**
**activations supported**

**$193,300**
**distributed through Community Benefit Fund**

**$326,000**
**distributed through Activation Grants**

"Grants like this make our work and family memories possible."

KATHARINE GREENBAUM

*Executive Director of Children's Creativity Museum in the San Francisco Examiner*

## CURATING ORIGINAL EXPERIENCES

- **Welcoming the world.** We organized a FIFA World Cup Finals Watch Party at Yerba Buena Gardens with Yerba Buena Gardens Festival and CANA that filled the park with 7,300 fans. We also hosted the Official SF Pride Block Party and Pride House SF Game Day Watch Party, in partnership with the Bay Area Host Committee, with 1,300 attendees.

- **Creating first-time experiences.** The first-ever Yerba Buena Gardens movie nights activated the gardens in the evening and drew in new audiences. Wine Down SF's Women-Owned Business Bingo campaign during Women's History Month encouraged visitors to explore 17+ women-owned small businesses.

- **Celebrating our neighborhood roots.** Our arts and cultural traditions were on full display with support provided to Pistahan, the Filipino Parol Lantern Festival, Martin Luther King, Jr. Day celebrations, Children's Creativity Museum's Garden Rhythms, and American Bookbinders Museum Art Deco exhibit, among dozens of Partnership-supported events.

## FY '26 GRANT RECIPIENTS

| | |
|---|---|
| 111 Minna Gallery | MoAD |
| American Bookbinders Museum | NorCal MLK Foundation |
| Filipino American Arts Expo | Renaissance Entrepreneurship Center |
| Elaichi Co. | RAWdance |
| Junbi | San Francisco Bicycle Coalition |
| Blood Moon Orchestra | SFMOMA |
| Children's Creativity Museum | Sentro Filipino |
| Cultura y Arte Nativa de las Americas | SOMA Pilipinas |
| Enterprise for Youth | Value Culture |
| Episcopal Community Services | Wine Down SF |
| Filipino American Development Foundation | Women's Audio Mission |
| The Gregangelo Museum | YBCA |
| Into The Streets | Yerba Buena Gardens Conservancy |
| Kultivate Labs | Yerba Buena Gardens Festival |
| DregsOne | Anthony Presents |

# INTENTIONAL PUBLIC SPACES

We are proud to lead and collaborate on community-driven placemaking. We completed and continued initiatives including public art installations, maintenance of parks and plazas, streetscape amenities, and public space activations.

**82**
**locations with new pedestrian-scaled wayfinding signage**

**80**
**public artworks contributing to Yerba Buena's art district identity**

**5**
**approved Entertainment Zones hosting numerous events**

> **"Yerba Buena Illuminated will be a powerful symbol of the vibrancy and creativity that defines San Francisco, and yet another reason for San Franciscans and visitors to enjoy the public spaces, cultural institutions, and all the Yerba Buena area has to offer."**
>
> **MAYOR DANIEL LURIE**
> *in the San Francisco Chronicle*

## PLACEMAKING: BETTERING THE PUBLIC REALM

- Plans progressed to reimagine the **Fourth Street Pedestrian Corridor.** Pedestrian wayfinding signage was piloted along Fourth Street before it was expanded throughout the neighborhood. Large-scale murals by Jeffrey Gibson and Rupy C. Tut were installed with support from San Francisco Downtown Development Corporation and Institute of Contemporary Art.

- Construction was largely completed for the **Minna Natoma Streetscape Project,** which will debut in 2027 as a pedestrian destination connecting Yerba Buena Gardens to the Salesforce Transit Center. The San Francisco Arts Commission approved artist designs for street murals and furniture.

- Our ambassadors monitor and work with partners to maintain the **Yerba Buena Dog Park** ahead of its public opening while our **Yerba Buena Pet Relief Area** has been refreshed with updated signage and bag refills.

- Towering projections of our **Yerba Buena Illuminated program** debuted on Market Street at Yerba Buena Lane with artwork from SFMOMA's collection, with curation from YBCA and MoAD up next. We also continued our participation in Let's Glow SF.

- We inaugurated Yerba Buena's **Entertainment Zones** with events such as Grateful Gathering at Yerba Buena Lane and Jessie Square, UNDSCVRD at Jessie West, and Rising Tide exhibit opening party at Minna Street.

# LEADERSHIP, STAFF & SUPPORTERS

## BOARD OF DIRECTORS

*Board Chair*
**Rachel Gordon**
San Francisco Public Works

*Vice Chair*
**Anita Engles**
American Bookbinders Museum

*Vice Chair/Secretary*
**Katharine Greenbaum**
Children's Creativity Museum

*Treasurer/Chair, Finance Committee*
**William Clements**
Resident

*Chair, Clean & Safe Committee*
**John Anderson**
San Francisco Marriott Marquis

*Chair, Public Spaces Committee*
**Simon Bertrang**
SF New Deal

*Chair, Marketing Committee*
**Maria Kelly**
Resident

*Chair, Community Benefit Fund Committee*
**Jeff Ossenkop**
W San Francisco

*Chair, Audit Committee*
**Mike Seder**
Moscone Center

**Kenneth Bukowski**
City and County of San Francisco, Convention Facilities Department

**Angie Clifton**
Palace Hotel

**Ryan Cunningham**
The St. Regis San Francisco

**Desi Danganan**
Kultivate Labs

**Jennifer De Palm**
South of Market Child Care Center

**Opio Dupree**
Bloomingdale's

**Matt Field**
Crusoe Energy Systems

**John Flanagan**
San Francisco Travel

**Charles Gibson**
TMG Partners

**Matthew Goudeau**
City and County of San Francisco, Arts and Culture

**Sophie Hayward**
City and County of San Francisco, Convention Facilities Department

**Cristina Ibarra**
Yerba Buena Gardens Festival

**Lisa Kirvin**
Renaissance Entrepreneurship Center

**Lauren Magboo**
Resident

**John Merritt**
Resident

**Mari Robles**
Yerba Buena Center for the Arts

**Brian Sheehy**
Future Bars

**Sheila Shin**
San Francisco Museum of Modern Art

**Carlo Solis**
Enterprise for Youth

**David Sternberg**
BGRE

**Julie Van't Hul**
San Francisco Travel

**Laurence Wiener**
Resident

**Viktoriya Wise**
San Francisco Municipal Transportation Agency

## STAFF

**Scott Rowitz**
Executive Director

**Constance Cavallas**
Deputy Director

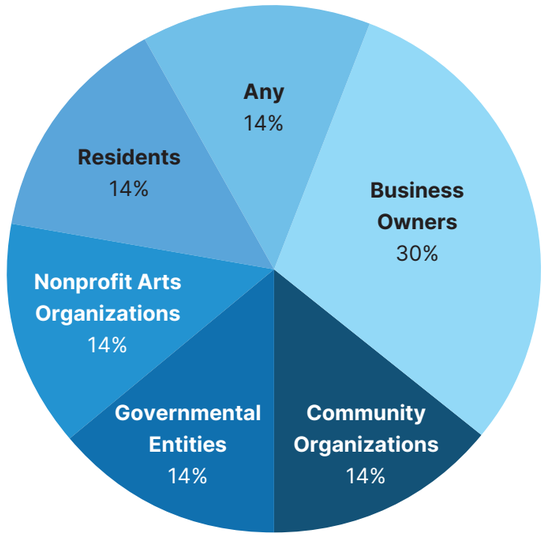
**Jill Linwood**
Director of External Affairs

**Nina Coveney**
Public Realm Operations Manager

**Selina Knowles**
Communications and Marketing Manager

**Tam Piver-Dang**
Administrative and Special Projects Manager

## BREAKDOWN OF BOARD SEATS BY CATEGORY




**Yerba Buena Partnership leadership support provided by:**

- **Office of Mayor Daniel Lurie**
- **San Francisco Office of Economic and Workforce Development**
- **San Francisco Downtown Development Corporation**
- **JPMorganChase**

Thank you to the many community partners who have provided support throughout the year:

111 Minna Gallery
Academy of Art University
Back of the House, Inc (The Bird, Super Duper Burger, Delarosa)
Block by Block
Bloomingdale's
Children's Creativity Museum
City College of San Francisco
Contemporary Jewish Museum
Four Seasons Hotel San Francisco
Four Seasons Residence
Ghirardelli Ice Cream & Chocolate Shop
Golden Eye Social
The Harlequin
Hyatt Regency Downtown SoMa
Institute of Contemporary Art San Francisco
InterContinental San Francisco
Into the Streets
Junbi San Francisco
Millennium Partners
Moscone Center
Museum of the African Diaspora
Palace Hotel
Press Club SF
Renaissance Entrepreneurship Center
San Francisco Marriott Marquis
San Francisco Public Works
San Francisco Travel Association
San Francisco Municipal Transportation Agency
San Francisco Public Utilities Commission
The Seligman Group
SF New Deal
SFMOMA
SOMA Pilipinas
The St. Regis San Francisco
Supervisor Matt Dorsey
W San Francisco
Working Solutions CDFI / Main Street Launch
Yerba Buena Center for the Arts
Yerba Buena Gardens Conservancy

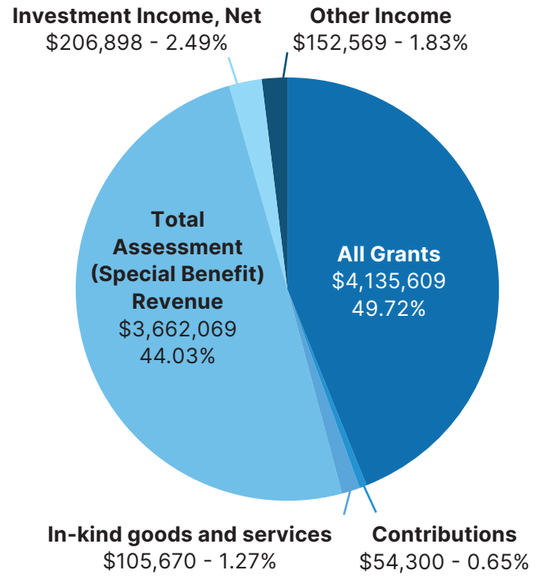
## MAKE A DONATION TODAY

From clean and safe services to the murals and festivals that make Yerba Buena shine, your gift keeps this neighborhood thriving.

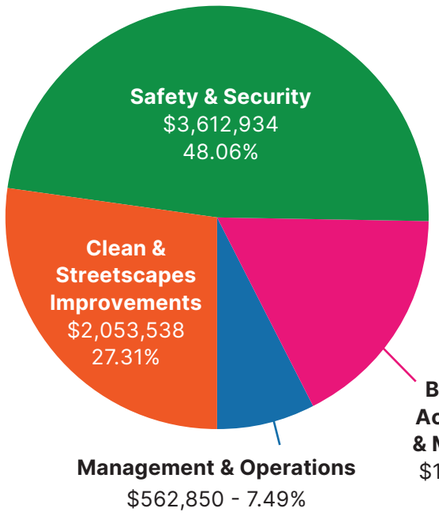
**yerbabuena.org/donate**

# FINANCIALS + ASSESSMENT METHODOLOGY

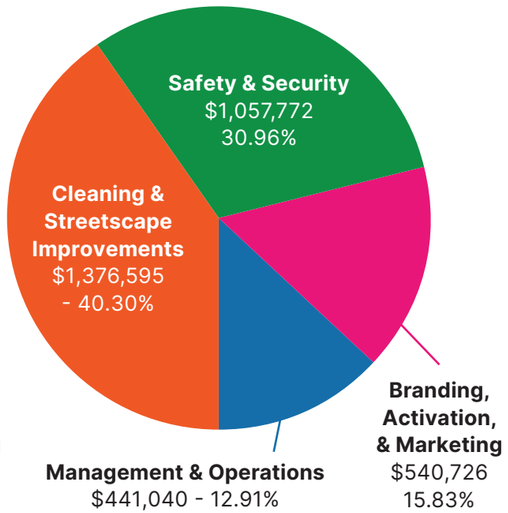
## TOTAL REVENUE = $8,317,115




## TOTAL EXPENSE = $7,518,045




## TOTAL ASSESSMENT EXPENSES = $3,416,133




# STATEMENT OF FINANCIAL POSITION JUNE 30, 2026

| ASSETS | |
|---|---|
| Cash and cash equivalents | $ 1,959,449 |
| Certificate of Deposits | 7,750,887 |
| Prepaid Expenses | 100,968 |
| Capital assets (net) | 222,765 |
| Right of use assets - operating leases | 253,646 |
| **TOTAL ASSETS** | **$10,287,715** |
| **LIABILITIES** | |
| Accounts payable and accrued expenses | $ 1,089,881 |
| Grants Payable | 53,900 |
| Accrued vacation | 54,606 |
| Deferred Revenue | 2,626,130 |
| Operating Right of Use Liability | 260,016 |
| **TOTAL LIABILITIES** | **$4,084,533** |
| **NET ASSETS** | |
| Without donor restrictions | $ 6,203,182 |
| With donor restrictions | – |
| **TOTAL NET ASSETS** | **$ 6,203,182** |
| **TOTAL LIABILITIES AND NET ASSETS** | **$ 10,287,715** |

## CARRY FORWARD

| Assessment (Special Benefit) Carry Forward | As of 6/30/2026 | Budgeted for 2027 | Budgeted for Future Years |
|---|---|---|---|
| Cleaning & Streetscape Improvements | $ 3,300,559 | $ 406,570 | $ 2,893,989 |
| Safety & Security | - | - | - |
| Branding, Activation, & Marketing | 213,576 | 151,344 | 62,232 |
| Management & Operations | 1,322,510 | 362,000 | 960,510 |
| **Total Assessment Carry Forward** | **$ 4,836,645** | **$ 919,914** | **$ 3,916,731** |
| Invested in Capital Assets | 222,765 | - | 222,765 |
| Undesignated | 1,117,393 | - | 1,117,393 |
| **Total Non-Assessment Carry Forward** | **$ 1,340,158** | **-** | **$ 1,340,158** |
| **Grand Total Carry Forward** | **$ 6,176,803** | **$ 919,914** | **$ 5,256,889** |

**Assessment Methodology and Calculation**: Yerba Buena Partnership is funded through an annual assessment from property owners. A new methodology for the annual assessments was approved as part of the district renewal. The calculation for each property assessment is based on a formula that weighs the benefit of the Partnership's services for all types of properties in the district. The formula assigns values to Land Use, Benefit Zone, Linear Street Frontage, and Building Square Footage to determine benefit points for each parcel. The parcel benefit point is then multiplied by $11.72 based on the FY25-26 Yerba Buena Partnership Budget to calculate the assessment. For example, a commercial property owner (Land Use, 4) in Benefit Zone 1 (Zone Factor, 1.5) that has 50 feet of linear frontage (Linear Frontage, 50) and 5,000 building square footage (Building Factor, 2) would calculate their assessment as follows:
[(Linear Frontage + Building Factor) x Zone Factor] x Land Use = Total # of Benefit Points
[(50+2) x 1.5] x 4 = 312 Benefit Points
312 x $11.72 = $3656.64

YERBA
BUENA
PARTNERSHIP
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