UNION SQUARE BUSINESS IMPROVEMENT DISTRICT | RENEWAL 2019

VISION FOR THE FUTURE

The future is bright for Union Square. As a model for public-private partnerships, we’ve met and exceeded our management goals by consistently delivering effective and efficient services while maximizing our resources and innovating to face emerging challenges. The USBID of tomorrow is an engine for shared prosperity, expanding on the critical services that our members value. Renew and expand your commitment today, and we will plan collaboratively for a successful Union Square tomorrow.

CLEAN
We ensure a high level of cleanliness for Union Square and strive for continued operational improvements which is core to our mission.

SAFE
With rapid response times and innovative coverage, our ambassadors and officers make our district a safer place for visitors, workers and residents.

PUBLIC REALM
Working collaboratively with our government partners and district stakeholders, we are shaping the long-term vibrancy of our area with thoughtful public realm investment.

MARKETING
We provide connectivity that creates a seamless experience for visitors and locals alike, activating public spaces with popular events that draw crowds and reinforce Union Square’s brand as an international destination.

ADVOCACY
As your champion, we take pride in representing our members to stay ahead of everyday challenges while building winning coalitions that achieve success.

Growing Your Investment
The USBID has raised over $10 million since we renewed in 2009 to complement the generous commitment of our membership. An increase in member investment will drive greater dollar-for-dollar return on critical services for Union Square.

Enhancing Security
Going the extra mile, Union Square partnered with law enforcement and became the first area in San Francisco to deploy over 350 surveillance cameras, resulting in hundreds of arrests. Continued investment in this resource will promote safety and prevent incidents before they occur.

Advancing Street Maintenance
The USBID boosted cleanliness in Union Square by launching the successful “Bigbelly” program, adding 25 new trash units across the District. The USBID picks up over 30,000 pounds of debris each month. With additional optimization of waste management, the USBID, with help from our partners, will ensure a sparkling district for all.

The Union Square BID is an incredibly strong partner with the Hotel Council of San Francisco. Together, we advocate for City policies that protect a safe and clean Union Square district for our businesses, employees and visitors.

— Kevin Carroll, Executive Director, Hotel Council of San Francisco
Renewal

As the first BID in San Francisco, we have a responsibility to continue to serve as stewards for the Union Square area to ensure for the shared prosperity of our property owners, businesses and employees. Union Square is a gateway for millions of visitors annually and an economic engine for the City. Join us on this critical path forward of continuing to invest in the heart of our City.

Milestones

- **SEPTEMBER 2017**
  - Launch renewal campaign with USBID members, community stakeholders and the City.

- **NOVEMBER 2017**
  - Membership survey to get your feedback and shared vision.

- **JULY 2018**
  - Propose assessment methodology, draft management plan, engineers report, and boundary map.

- **FEBRUARY 2019**
  - Petitions mailed to USBID members for initial round of voting.

- **JULY 2019**
  - Resolution voted on by SF Board of Supervisors and signed by Mayor.

- **MAY 2019**
  - 45-day mailing period when USBID members receive and vote on their ballots.

Share

with your peers on the messages and stories that show the importance of the USBID and the work that we have achieved together.

Commit

to the success of the USBID by increasing your investment in its future — and cement your legacy.

Vote

‘Yes’ on renewal so that we can continue to champion your interests and keep Union Square the premier destination of San Francisco.

“USBID has done a tremendous job of maintaining the area and without them we would not even be able to open our doors for business. I am very grateful for them.”

— Ramin Vahabi, Owner, Cafe Central and Cafe Bellini

“The Police Department works with the Union Square Business Improvement District. We are partners together on crime prevention, on public safety, on making sure that the businesses in Union Square remain safe.”

— David Lazar, Commander, San Francisco Police Department

“The USBID has supported my business in growing our brand and client base in the network driven, cohesive community they foster.”

— Denise Forbes, Partner, California Girl Jewelry