WE TAKE PRIDE

As the champion for Union Square businesses and property owners in our community, we take pride in representing our members to stay ahead of public policy challenges, while building winning coalitions that achieve success for the district. The Union Square BID advocates for a clean, safe, attractive, and vibrant Union Square to City officials, stakeholders and the broader public on behalf of its members. Whether it’s in the media, at the Board of Supervisors, stakeholder meetings, or a seat at the table at City Hall, we serve as “the voice of Union Square” to make sure we are addressing your priorities on policy makers that impact the district.

Union Square has really become the place to showcase brands for top designers. The large volume of foot traffic, an improving economy, the success of the local tech industry and a booming tourism industry mean not only will retailers enjoy a wealth of customers in this location – they will enjoy exposure to both local and international tastemakers.

— Karin Flood, Executive Director, USBID

Article on State of retail economy, SF Business Times, August 1, 2013

ACCOMPLISHMENTS & WINS

BROUGHT THE “FIX-IT TEAM” TO UNION SQUARE

ECONOMIC IMPACT REPORT

LAUNCHED UNION SQUARE CARES PROGRAM

ADVOCATE AND SUPPORT DEVELOPMENT PROJECTS (citizenM, AC HOTEL, 100 STOCKTON)

ADDED ADDITIONAL BEAT OFFICERS TO THE UNION SQUARE AREA

VALUE OF DOWNTOWN STUDY WITH INTERNATIONAL DOWNTOWN ASSOCIATION

DEVELOP CITY PARTNERSHIPS (OEWD, PLANNING, PW, SFPD) TO ADVOCATE AND SUPPORT SERVICES

INFORMING SF PLANNING AND MOEWD ON THE RETAIL ENVIRONMENT AND REALISTIC USE OF 2ND AND 3RD FLOOR RETAIL SPACES

ADVOCATE TO THE CITY FOR A CLEAN & SAFE AND VIBRANT DISTRICT
Too often, in San Francisco, we try to tax our way out problems (without providing) comprehensive solutions. We think that by throwing money at a problem we will get a solution. But this is a complex issue with multiple policy approaches and potential outcomes. We should move forward with care.

— Karin Flood, Executive Director, USBID

Article on Proposed congestion fee, SF Examiner, March 11, 2018

IN THE NEWS

DID YOU KNOW?
The Late Mayor Ed Lee’s “Fix-it Team” was invited by the Union Square BID to the Union Square area to address quality-of-life concerns and other field repair requests.

DID YOU KNOW?
The Union Square BID is informing SF Planning on the retail environment and actual use of 2nd and 3rd floor retail spaces.

DID YOU KNOW?
The Union Square BID successfully advocated to increase the number of beat officers from 2 to 8 within the Union Square area.

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.