1 Reflection & Prospect
Our Mid-Year Review

On behalf of the Union Square Business Improvement District (USBID) and our Board of Directors and staff, we are pleased to present this Mid-Year Report to USBID members, stakeholders and the City & County of San Francisco. The attached report highlights the BID’s major accomplishments and financial performance from July-December 2019. We welcome your feedback, and encourage you to join our efforts and stop by our office to meet us in person.

Renewal
The City and County of San Francisco Board of Supervisors voted unanimously in support of the Union Square BID’s renewal on July 9, 2019. The final vote count by the USBID property owners in support of renewal was 85%. We are humbled by the immense support. Thank you everyone for participating in this crucial process for our community.

New Cleaning & Safety Services Launched
Effective November 1, 2019, the USBID increased cleaning and safety services as part of renewal. Service levels were increased according to two zones as per the Management Plan of the organization. A second 10B Officer shift was added (7am–5pm & 1pm–11 pm) and a new sidewalk vacuum started rolling through the district to help remove debris. In January through June 2020, the USBID will continue adding services, such as overnight security and evaluating these programs.

Winter Walk
Finally, the Union Square BID brought back Winter Walk SF and moved the month-long holiday pop-up event to Grant Ave. and Maiden Lane. This provided shoppers a pedestrian friendly experience during the holiday season.

We are proud of what we were able to achieve together in the second half of 2019. We invite you to join us in our efforts to create a high value visitor experience in Union Square for all to enjoy.

Wes Tyler
Board President

Karin Flood
Executive Director
2
Services & Program Updates
PILLARS OF THE USBID
24/7 Cleaning & Safety Services

Public Realm & Streetscapes

Destination Marketing

Advocacy
24/7

Cleaning Services

Trash and Litter Pickup
Hazardous Waste Removal
Illegal Dumping Abatement
Overnight Pressure Washing
Sidewalk Stain Removal
Graffiti Removal
Street Furniture Issues
24/7 Safety Services

Public Safety Ambassadors
WHO ADDRESS QUALITY OF LIFE ISSUES

Overnight Security Patrols

10B Police Officers

Safety Escorts

Merchant Visit Requests
Cleaning

- 299,400 Pounds of Trash Removed
- 378,050 Feet of Block Frontage Steam Cleaned
- 12,983 Graffiti Tags Removed
Safety

- **28,941** Quality of Life Incidents Addressed
- **752** Total Calls Addressed regarding Public Safety
- **401** Video Footage Requests
Between July & December of 2019, the USBID contracted the following partners to provide services as per the Management Plan to the Union Square area.

For more information visit: VisitUnionSquareSF.com

**Bigbelly**
Provides 27 smart trash receptacles in the area.

**Block by Block**
Provides the USBID’s core services, including but not limited to cleaning, safety, pressure washing, and Member Services dispatch center (with video retrieval services).

**Applied Video Solutions (AVS)**
Installs and maintains security camera network.

**San Francisco Police Department 10B Program**
Provides uniformed police officers 20 hours daily.

**Execushield**
Provides private security patrol when 10b officers are not available and overnight security patrol daily.
4 Financial Statements
JUL.–DEC. ’19 UNAUDITED ASSESSMENT AND CORE OPERATIONS*

Revenue & Carry Over

<table>
<thead>
<tr>
<th>Carry over used from 18–19FY ¹</th>
<th>Actual</th>
<th>Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ 1,696,099</td>
<td>$ 1,696,099</td>
<td>$ --</td>
</tr>
<tr>
<td>Assessment Income ²</td>
<td>$ 3,398,127</td>
<td>$ 3,488,906</td>
<td>$ (90,779)</td>
</tr>
<tr>
<td>Other ³</td>
<td>$ 246,176</td>
<td>$ 179,850</td>
<td>$ 66,326</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$ 3,644,303</strong></td>
<td><strong>$ 3,668,756</strong></td>
<td><strong>$ (24,453)</strong></td>
</tr>
</tbody>
</table>

Expenses

<table>
<thead>
<tr>
<th>Clean &amp; Safe ⁴</th>
<th>Actual</th>
<th>Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ 1,900,887</td>
<td>$ 1,914,019</td>
<td>$ 13,132</td>
</tr>
<tr>
<td>Public Realm, Marketing, Events, Advocacy ⁵</td>
<td>$ 482,794</td>
<td>$ 413,737</td>
<td>$ (69,057)</td>
</tr>
<tr>
<td>Management &amp; Administration ⁶</td>
<td>$ 408,270</td>
<td>$ 439,851</td>
<td>$ 31,581</td>
</tr>
<tr>
<td><strong>Total Assessment Expenses</strong></td>
<td><strong>$ 2,791,951</strong></td>
<td><strong>$ 2,767,607</strong></td>
<td><strong>$ (24,344)</strong></td>
</tr>
<tr>
<td><strong>Net Surplus (Deficit)</strong></td>
<td><strong>$ 852,352</strong></td>
<td><strong>$ 901,149</strong></td>
<td><strong>$ (48,797)</strong></td>
</tr>
</tbody>
</table>

TOTAL ASSESSMENT EXPENSES JULY–DECEMBER ’19

- **Mgmt. & Admin.** 15%
- **Public Realm, Advocacy,** 17%
- **Marketing, Events** 17%
- **Clean & Safe** 68%

¹ Used for core operations from Jul.–Nov ’19.
² Not as many 2nd tax payments made early.
³ Additional revenues from in-kind donations and contract revenue.
⁴ Due to banked hours owed to organization at the end of December.
⁵ Winter Walk and related holiday expenditures higher than budgeted.
⁶ Used less support than needed.

*These statements are interim and have not been audited, reviewed or compiled by a CPA. They are the representation of the financial status of the operation according to the USBID management.
# JUL.-DEC. ’19 UNAUDITED TOTAL RESULTS* INCLUDING GRANTS & OTHER FUNDS

## Revenue & Carry Over

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carry over used from 18-19FY ¹</td>
<td>$1,790,690</td>
<td>$1,790,690</td>
<td>$--</td>
</tr>
<tr>
<td>Assessment Income*</td>
<td>$3,398,127</td>
<td>$3,488,906</td>
<td>$(90,779)</td>
</tr>
<tr>
<td>Other Income ²</td>
<td>$460,622</td>
<td>$358,284</td>
<td>$102,338</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$3,858,749</strong></td>
<td><strong>$3,847,190</strong></td>
<td><strong>$11,559</strong></td>
</tr>
</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean &amp; Safe</td>
<td>$1,963,745</td>
<td>$1,964,548</td>
<td>$803</td>
</tr>
<tr>
<td>Public Realm, Marketing, Events, Advocacy</td>
<td>$483,794</td>
<td>$487,404</td>
<td>$3,610</td>
</tr>
<tr>
<td>Management &amp; Administration</td>
<td>$489,390</td>
<td>$506,414</td>
<td>$17,024</td>
</tr>
<tr>
<td><strong>Total Assessment Expenses</strong></td>
<td><strong>$2,936,929</strong></td>
<td><strong>$2,958,366</strong></td>
<td><strong>$21,437</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Budget</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Surplus (Deficit)</strong> ³</td>
<td><strong>$921,820</strong></td>
<td><strong>$888,824</strong></td>
<td><strong>$32,996</strong></td>
</tr>
</tbody>
</table>

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1 Used for operations from Jul.–Nov. and for grant expenses.
2 Raised additional donations, sponsorships, and contract revenue.
3 Overall positive surplus due to spending less and raising more revenue.

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## JUL.–DEC. ’19 STATEMENT OF FINANCIAL POSITION*

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$ 3,448,247</td>
</tr>
<tr>
<td>Receivables (net)</td>
<td>$ 223,081</td>
</tr>
<tr>
<td>Prepaids &amp; Deposits</td>
<td>$ 186,773</td>
</tr>
<tr>
<td>Fixed Assets (net)</td>
<td>$ 215,305</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$ 4,073,407</td>
</tr>
</tbody>
</table>

### Liabilities & Equity

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts, Grants Payable, &amp; Accrued Expenses</td>
<td>$ 816,698</td>
</tr>
<tr>
<td>Line of Credit</td>
<td>$ 501,750</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$ 42,446</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$ 1,360,894</td>
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</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temporarily Restricted Net Assets</td>
<td>$ 126,797</td>
</tr>
<tr>
<td>Unrestricted Net Assets</td>
<td>$ 2,585,716</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$ 2,712,513</td>
</tr>
<tr>
<td>Total Liabilities &amp; Net Assets</td>
<td>$ 4,073,407</td>
</tr>
</tbody>
</table>

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**BUDGET JAN.–JUN. ’20 (19–20FY FORECAST)**

<table>
<thead>
<tr>
<th>Revenue &amp; Carry Over</th>
<th>Budget JAN–JUN</th>
<th>Forecast 19–20FY</th>
<th>Revenue (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserves (Carry Over) from Dec. ’19</td>
<td>$ 2,712,514</td>
<td>$ 1,790,690</td>
<td>85%</td>
</tr>
<tr>
<td>Assessment Income*</td>
<td>$ 2,628,710</td>
<td>$ 6,026,837</td>
<td>85%</td>
</tr>
<tr>
<td>Other Income</td>
<td>$ 571,782</td>
<td>$ 1,032,404</td>
<td>15%</td>
</tr>
<tr>
<td>Total Income</td>
<td>$ 3,200,492</td>
<td>$ 7,059,241</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Budget JAN–JUN</th>
<th>Forecast 19–20FY</th>
<th>Expenses (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean &amp; Safe</td>
<td>$ 2,764,923</td>
<td>$ 4,728,668</td>
<td>71%</td>
</tr>
<tr>
<td>Public Realm, Marketing, Events, Advocacy</td>
<td>$ 531,134</td>
<td>$ 1,014,928</td>
<td>15%</td>
</tr>
<tr>
<td>Management &amp; Administration</td>
<td>$ 455,008</td>
<td>$ 944,394</td>
<td>14%</td>
</tr>
<tr>
<td>Total Assessment Expenses</td>
<td>$ 3,751,065</td>
<td>$ 6,687,990</td>
<td>100%</td>
</tr>
<tr>
<td>Net Surplus (Deficit)</td>
<td>$ (550,573)</td>
<td>$ 371,251</td>
<td></td>
</tr>
</tbody>
</table>

Projected Reserves (Carry Over) 6.30.20 1 $ 2,161,941 $ 2,161,941

**TOTAL ASSESSMENT EXPENSES (19–20FY FORECAST)**

- **Mgmt. & Admin.** 14%
- **Public Realm, Advocacy, Marketing, Events** 15%
- **Clean & Safe** 71%

1 To fund operations from July–November 2020.

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USBID Board of Directors & Staff
BOARD OFFICERS

Wes Tyler  BOARD PRESIDENT
GM, Chancellor Hotel on Union Square

Julie Taylor  TREASURER
Executive VP, Colliers International

Mark Purdy  SECRETARY
SVP & GM, Grosvenor Americas

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President, The Keil Companies

Matthew Coleman  MARKETING
Salon Manager, Harry Winston

Don R. Thomas  SERVICES
VP, Board of Directors, Club Donatello

James Sangiacomo  FINANCE
Principal, Trinity Properties

Corinna Luebbe  PUBLIC AFFAIRS
GM, Taj Campton Place

Manuela King  STREETSCAPES
President, RHAA Landscape Architects

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Dir. External Affairs, AT&T

Leah Fuhrman Heil
VP, Westfield San Francisco Centre

Marcus Mirt
District Manager, Recology

Stephen Brett
Principal, Brett & Company

Shirley Howard-Johnson
Arts Consultant

Tad Moore  TERM ENDED SEP ’19
Owner, 250 Post Street LP

Jordan Buckley
Paramount Hotels, Inc.

Jon Kimball  TERM ENDED SEP ’19
GM, Westin St. Francis Hotel

Mike G. Petricca
VP of Campus Safety, Academy of Art

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Salon Manager, Harry Winston

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President, The Keil Companies

Kelly Powers
Dir., Hotel Council SF

J. Timothy Falvey
SVP, Hanford-Freud & Company

Richard Leider  TERM ENDED SEP ’19
Chief Financial Officer, Anvil Builders

James Sangiacomo
Principal, Trinity Properties

James C. Flood
President, Flood Corporation

Terry Lewis
GM, Hilton SF Union Square & Parc55

Spencer Sechler
Dir. Business Development, REEF Parking

Phil Ginsburg
GM, SF Recreation & Parks

Corinna Luebbe
GM, Taj Campton Place

Don R. Thomas
VP, Board of Directors, Club Donatello

Rodrick Graham
VP, Store Manager, Macy’s

Rusty Middleton
GM, Grand Hyatt San Francisco
Karin Flood  
Executive Director

Benjamin Horne  
Deputy Director

Robbie Silver  
Director of Marketing & Public Realm

Chris Boss  
Director of Services

Joshua C.W. Chan  
Project Coordinator

Brianna Caspersen  
Project Coordinator

Zarrina Yousufzai  
Administrative Coordinator

Eva Schouten  
Intern

Karl Bijan  
Operations Director

Freddy "Raven" Anderson  
Operations Supervisor

STAFF OF THE USBID

CLEAN AND SAFE SERVICES PROVIDED BY
BLOCK BY BLOCK