



ROADMAP TO SAN FRANCISCO'S FUTURE

KEY SIGNS OF PROGRESS

- **Investment:** SF continued to lead the nation in generating venture capital investment, including through Artificial Intelligence, which added 1 million square feet of new office space in 2023.
- **Office Attendance:** In 2023, SF had the highest year over year increase (23%) of people returning to work in office buildings of any city, in a recent study.
- **Tourism:** Both international and domestic travel to SFO rebounded to nearly pre-pandemic totals, driven in part by the nearly 400,000 conference attendees that came to conferences like APEC and Dreamforce.
- **Public Safety:** 2023 marked the lowest crime rates the city has seen in a decade, other than 2020 when the city was shutdown.



KEY ROADMAP INITIATIVES – ONE YEAR IN

- Paused scheduled tax increases, created a Downtown office tax credit, and initiated a business tax reform effort.
- Adopted the Office-to-Housing Adaptive Reuse program to streamline the conversion of Downtown office buildings.
- Extended the First Year Free program that waives City fees for new small businesses, and passed a new outdoor entertainment fee waiver.
- Awarded approximately \$20.2 million serving 2,622 small businesses.
- Launched the Vacant to Vibrant program.
- Funded new events and activities like the Bhangra & Beats and UNDSVCVRD Night Markets, Union Square's Winter Walk, and Let's Glow SF light art festival that attracted nearly 70,000 people last December and generated \$8 million in economic impact.



- Issued the **Housing for All Plan**, established **new public financing tools and reduced inclusionary housing and impact fees** to support development, passed major **housing streamlining legislation**.
- Paused **scheduled tax increases** for retail, restaurants, entertainment, hospitality and other businesses, created a **Downtown office tax credit**, and initiated a **business tax reform** effort to encourage in-person work and make our tax base more resilient.
- Created the **IX California Express** bus route and completed **new protected bike lanes on Battery and Sansome** to better connect workers and residents to Downtown.
- Adopted the **Office-to-Housing Adaptive Reuse Program** to streamline the conversion of Downtown office buildings and proposed a **transfer tax waiver** for conversion projects on the March ballot.



- Established more **flexible zoning Downtown** to foster a wider variety of businesses and activities, and passed **small business streamlining legislation** that eased over 100 zoning regulations for small businesses citywide.
- Budgeted for **220 new police officers**, extended funding for non-police **community ambassador programs** Downtown, launched a multi-agency operation to **disrupt open-air drug dealing**, and secured \$17 million in State funding to **combat organized retail crime**.
- Secured funds for **600 new shelter beds**, **500 behavioral health treatment beds**, and an **additional 1,000 housing placements** for people experiencing homelessness and mental illness.

- Extended the **First Year Free program** that waives City fees for new small businesses and has waived more than \$2.58 million in fees for over 6,200 businesses so far, and passed a **new outdoor entertainment fee waiver** to support arts, culture, and entertainment venues.
- **Awarded approximately \$20.2 million in funding to small businesses across the City** serving 2,622 small businesses through various grants including rent relief, small business training, flood and fire relief, vandalism relief, SF Shines, Dream Keeper Initiative training and other grant programs.
- Launched the **Vacant to Vibrant** program that matches entrepreneurs, artists, and non-profit pop-ups with Downtown landlords to activate vacant ground floor spaces for free.



- **Invested in public spaces** like the Landing at Leidesdorff, Mechanics Monument Plaza, Union Square, Hallidie Plaza, Powell Street, and a new skate park at UN Plaza to create new and inviting experiences Downtown.
- Funded **new events and activities** that enliven Downtown while supporting local vendors and businesses like the **Bhangra & Beats** and **UNSCVRD Night Markets**, Union Square's **Winter Walk**, and **Let's Glow SF** light art festival that attracted nearly 70,000 people last December and generated \$8 million in economic impact.

