ROADMAP TO SAN FRANCISCO'S FUTURE

In February 2023, Mayor Breed laid out her **Roadmap to San Francisco's Future**, a comprehensive plan to reinvigorate Downtown and reaffirm San Francisco as a thriving global destination and the Bay Area's economic center. In the year since, we've already seen great progress toward that future.

SAN FRANCISCO: THE AI CAPITAL OF THE WORLD



- Over 20% of all Al jobs available in the U.S.
- 8 of the top 20 generative AI firms in the U.S.
- Over 1 million square feet of new office space leased by AI companies in 2023

GLOBAL LEADER IN VENTURE CAPITAL



• San Francisco represents the largest VC market in the world with \$34.3 billion raised by firms in 2023. Companies headquartered in the City of San Francisco received more VC investment than any U.S. state.

PUBLIC SAFETY EFFORTS ARE DELIVERING RESULTS



- Overall crime reached its lowest level in 10 years (except for 2020 during the shutdown), including:

 - ↓ 41% drop in larceny theft
 - ↓ 11% drop in auto theft
- 2024 **23% drop** in violent crime

NEW BUSINESSES CONTINUE TO LAUNCH IN SAN FRANCISCO



• Nearly 700 new businesses registered per month on average in San Francisco in the last quarter of 2023 and over 200 new businesses started downtown last year.

TOURISM IS REBOUNDING



- ■ ■ ■ ■ SFO international travel 99% of pre-pandemic levels
- I ■ ■ ■ ■ SFO domestic travel 97% of pre-pandemic levels
- ■ ■ □ □ □ · Hotel occupancy at 80% of pre-pandemic levels

MOSCONE CENTER: CONVENTION IMPACT

















MAJOR INVESTMENTS WILL RESHAPE DOWNTOWN FOR YEARS TO COME

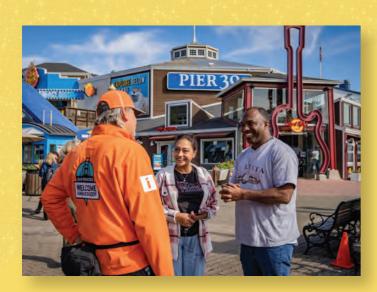
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2024

- \$1 billion renovation of the Transamerica Pyramid by SHVO
- IKEA's new store, co-working space, and food hall on Market Street
- UC College of the Law San Francisco's new Academic Village in Civic Center added 650 student housing units and 50,000 square feet of state-of-the art academic space





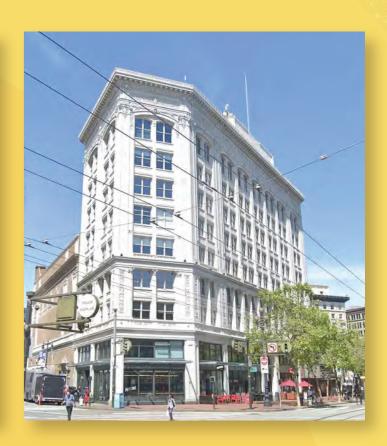








- Issued the Housing for All Plan, established new public financing tools and reduced inclusionary housing and impact fees to support development, passed major housing streamlining legislation.
- Paused scheduled tax increases for retail, restaurants, entertainment, hospitality and other
 businesses, 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 1X 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 UNDSCVRD 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.



