



San Francisco Beyond The Headlines

San Francisco Travel "Always SF" National Marketing Campaign

- [Always San Francisco Homepage](#) San Francisco Travel Association has launched its largest-ever global marketing and advertising campaign, "Always San Francisco," to promote tourism to the city. The multi-million-dollar campaign targets leisure travelers and meeting planners in major domestic markets and key international markets.
- [Always SF Video](#)

Ambassador Programs in Downtown San Francisco

- [SF Welcome Ambassadors](#) are mobile concierges, operating 8am to 8pm daily with 92 employees.
- The [Union Square Alliance](#) and the [Yerba Buena CBD](#) Ambassadors dedicated to improving the downtown areas.
- [Community Ambassadors](#): staffed by retired police officers, the SFPD Community Ambassador program places over 30+ ambassadors typically in the Union Square area and other tourist neighborhoods

Downtown and Mayor Breed:

- [Roadmap To Downtown San Francisco's Future](#) – The full press release is attached, and the title is linked to the website directly. This plan announced by Mayor Breed outlines strategies and initiatives in response to current economic challenges and sets a new vision for the role of Downtown in San Francisco's economy.
- "San Francisco's Downtown is the economic driver for our City and our region," said Mayor London Breed. "While things have shifted profoundly during this pandemic, we also know that San Francisco's innovative and creative spirit remains as strong as ever. This Roadmap builds on our values and commits San Francisco to a clear economic vision to carry us forward" – **Mayor London Breed**
- "We are energized by Mayor Breed's dedication to the recovery of downtown San Francisco. From day one, the Mayor has been a key partner fully recognizing the essential role downtown plays in our City's vitality", said **Marisa Rodriguez, CEO of Union Square Alliance**. "We at the Union Square Alliance are steadfast in our commitment to work alongside the Mayor and the City to ensure we emerge from the pandemic stronger. We look forward to continuing our partnership and building momentum towards a brighter future for our City."
- "BOMA San Francisco applauds Mayor Breed for her bold vision to spur the economic recovery of downtown San Francisco. We are grateful for Mayor Breed's partnership with the business community to bring new businesses, office workers, and visitors downtown. The mayor's plan will provide needed incentives that will encourage future economic

growth for our city,” said **John Bryant, CEO of Building Owners and Managers of San Francisco (BOMA) San Francisco.**

Downtown Revitalization Articles:

- **Union Square/Powell Street Improvement Plan**
 - Article stating Mayor Breed’ new plan to fill vacant storefronts near Union Square, investing \$6 million into three stretch of Powell Street between Union Square and Market Street.
- **Downtown SF Rescue Plan Approved by Lawmakers**
 - The San Francisco Board of Supervisors on Tuesday approved legislation that aims to shore up the city’s beleaguered Downtown by filling empty storefronts and expediting the conversion of underused office buildings into housing.

Companies investing in San Francisco and AI Residents:

- **Visa’s New Headquarters** in the San Francisco Giants’ new Mission Rock mixed-use development will be delivered in December.
 - Visa’s headquarters is the first building in the Mission Rock project’s \$1.5 billion first phase.
 - It will be followed in 2024 by a 283-unit residential tower across from the ballpark with office and retail space, a biotech lab-ready building, and another residential building with 254 units.
 - Once completed, the new Mission Rock neighborhood will feature more than 500 new housing units and hundreds of thousands of square feet for offices, retail, restaurants, and biotech labs.
- The 115-year-old **California College of the Arts** is expanding its campus, adding 2.3 acres of educational and student spaces, including student housing, to create the “most dynamic urban art and design college in the country.” The \$123 million expansion project is expected to be ready for the 2024-25 academic year.
- **Microsoft** is investing billions of dollars in San Francisco company, OpenAI, the artificial intelligence lab behind ChatGPT. AI-based generative technologies are booming in the Bay Area investing scene. The top four most valuable AI companies are headquartered in San Francisco.
- **NY Times They Fled San Francisco. The A.I. Boom Pulled Them Back**

Approved fiscal 2022-2024 City budget:

- \$1.3B+ in city and county resources to **combat homelessness**
- \$25.4M to continue the community ambassadors for the **Mid-Market / Tenderloin Community-Based Safety Program**
- \$10M to continue the **Welcome Ambassador program**
- \$8M for **downtown revitalization** to include public space & store front vibrancy, and attracting small businesses
- \$24.9M for **Street Crisis Response Team**

Safety update:

- SF Police Department’s Union Square Safe Shopper deployment results in dramatic **drop in retail crime** by 82%.
- **SF Police Department’s Tourism Deployment Plan** places 26 additional officers in high-traffic iconic travel destinations.

Homelessness Updates

- As of 6/30/2022, the City was at 78% of its goal of providing 6,000 housing and shelter placements between July 2020 and June 2022. As of October 2022, **they were at 88% of their goal.**
- As of 6/30/2022, the City was at 195% of its goal of purchasing or leasing 1,500 new units of permanent supportive housing between July 2020 and June 2022! This represents the greatest single investment in permanent supportive housing in 20 years.
- In 2019, there were 5,180 unsheltered people experiencing homelessness. In 2022, this number dropped to 4,397 a **15% decrease.**
- **Governor Newsom Announces \$736 Million in Homekey Funds Now Available**

New Upcoming Stores Downtown:

- **IKEA Coming To Downtown San Francisco**
- **Ross taking over massive Market Street Space in San Francisco**

New Downtown/Financial District Venues:

- **Convvene San Francisco to Open in Fall 2023**
- **The Conservatory at One Sansome Open!**

Opinion Articles on San Francisco:

- **SF Chronicle Op Ed Alex Bastian SF Hotel Council President**
- **CNN The Real Reasons Stores Such As Walmart And Starbucks Are Closing In Big Cities – Retail is changing nationwide.**
- **NYTimes coverage of retail challenges and national context**