



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.



Office of
MAYOR LONDON N. BREED



SAN FRANCISCO
OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

sf.gov/roadmap



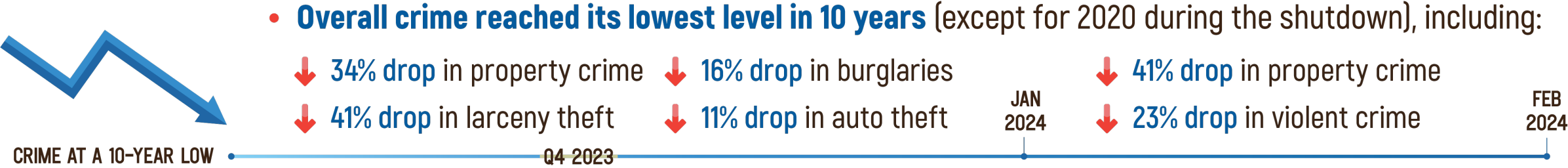
ECONOMIC UPDATE YEAR TO DATE

- + + + Job growth since start of year** Unemployment down to 3.4%
- + + New food services registrations high**
- + MUNI metro ridership continuing to grow** 64.2% of 2019
- Tech is still losing jobs** 15,300 last year, +5,000 more this year
- - Building permits remain low**
- - - Hotel occupancy down, revenue down at 60%** of pre-pandemic levels

PUBLIC SAFETY EFFORTS ARE DELIVERING RESULTS

By the end of 2023, overall crime reduced to its lowest point in the last ten years, other than 2020 when San Francisco and the region was mostly shut down due to the COVID-19 pandemic.

In the 1st quarter of 2024 compared to the same time last year, the City saw:



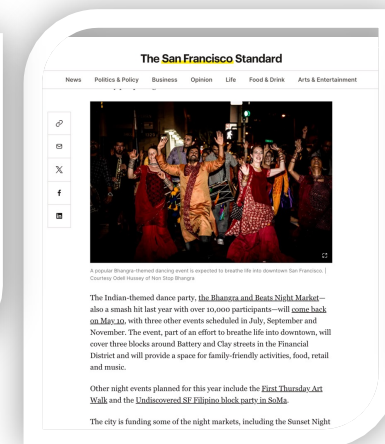
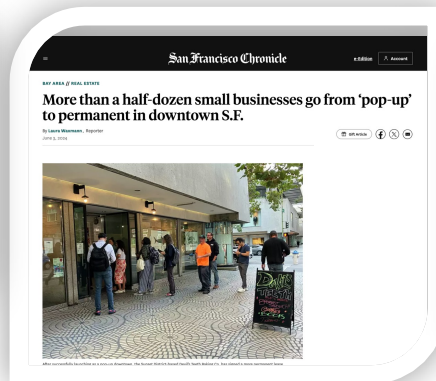
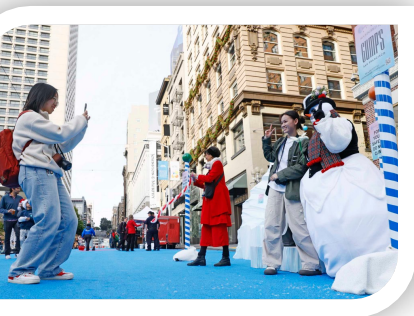
NEW BUSINESSES CONTINUE TO LAUNCH & GROW



- **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.
- **Scale AI tripled in size** and took down almost 200,000 square feet to accommodate that growth.
- **Michael Shvo's billion dollar investment** in renovating the Transamerica Pyramid will create 7,000 new jobs and generate \$2.5 billion annually.
- **Chobani founder's purchase of Anchor Brewery** signals manufacturing rebirth; CEO is meeting with longtime Anchor employees and said he plans to hire back as many of the former workers as possible.

ACTIVATIONS ARE INCREASING FOOT TRAFFIC

- **Vacant to Vibrant** spawned permanent storefronts, private sector programs, will grow to over 100 storefronts under proposed budget.
- **Major events bringing several thousands downtown**, like Lets Glow, Bhangra and Beats, Winter Walk in Union Square, SFLive and the UNDISCOVERD Night Market in SOMA; has spawned similar philanthropically-funded events like Downtown First Thursdays.
- **San Francisco's first "entertainment zone"** will be on Front Street, enabling local restaurants and bars to sell beverages outdoors, with more to follow.
- **SF Live and Downtown ENRG Program** launched to provide music, fund entertainment to attract patrons downtown.



NEW INITIATIVES

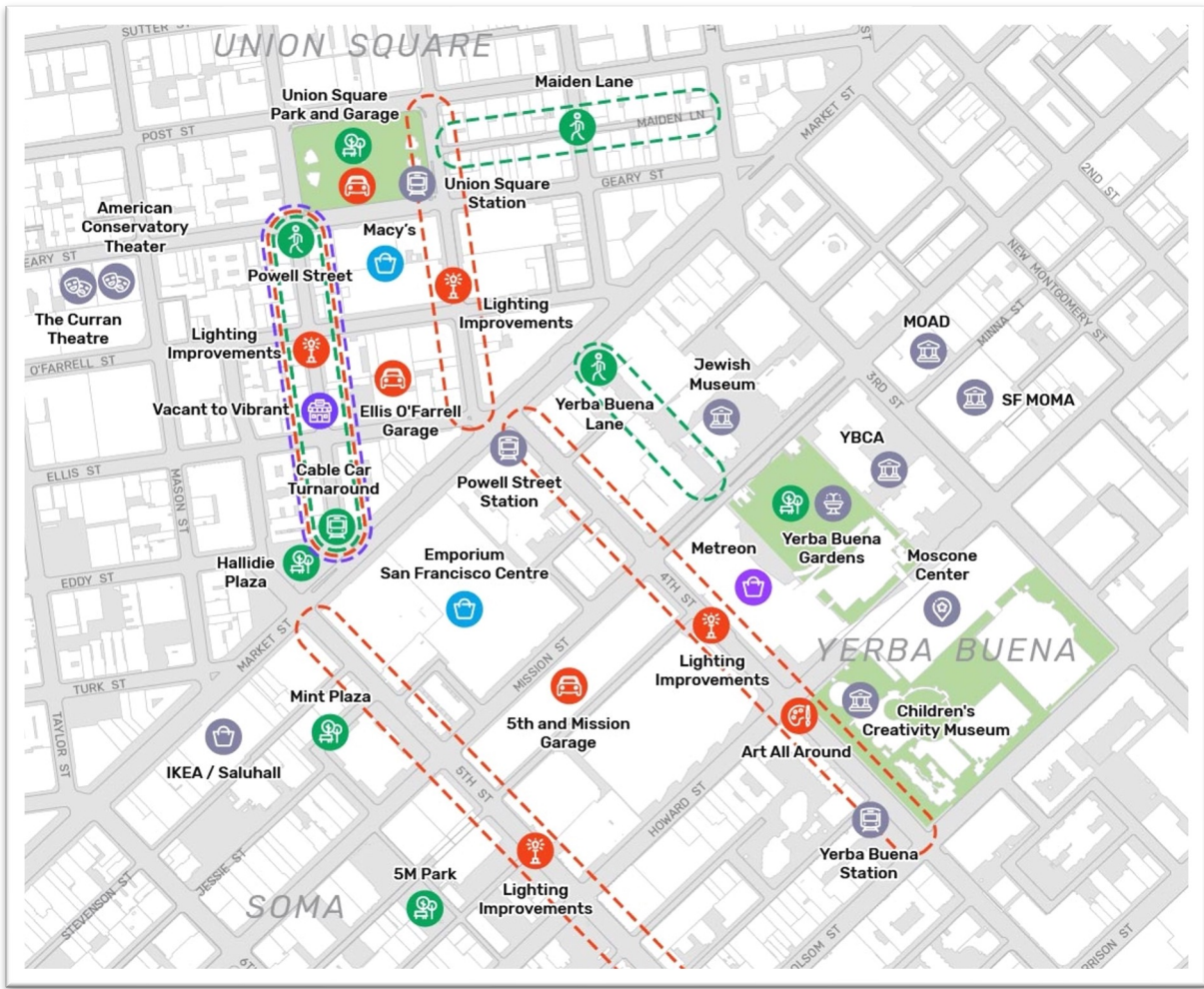
30,000 new residents and students by 2030

In March 2024, Mayor Breed laid out a bold new target of bringing at least 30,000 new residents and students by 2030 to support for her vision of downtown as a diverse, mixed-use, 24/7 destination and neighborhood. The City will work toward this goal by building on more than a year of progress delivering the Mayor's Roadmap to San Francisco's Future, through a series of key initiatives.



The Union Square/Yerba Buena HEART Action Plan focuses on adding new experiences, strengthening destination retail, bolstering tourist activity and expanding uses on upper floors to ensure a vibrant, mixed-use residential neighborhood for San Franciscans and visitors alike.

YERBA BUENA & UNION SQUARE "HEART" INVESTMENTS



Busting Public Places



Active, vibrant storefronts



Clean, safe, and easy



Lively, mixed-use upper floors