



January 2025

We came together in a big way to support downtown revitalization in Civic Center. With a mere \$2M investment from the City and \$500,000 in private sector donations we leveraged existing resources and **transformed United Nations Plaza!** [Watch the Before and After Video](#)

Your investment in the first phase of revitalization efforts worked! What's more, the improvements have served to enhance neighboring Fulton Plaza and Civic Center Plaza as well; making this a historic moment in our City's history.

- UN Plaza is averaging 7,000 weekly visits
- Heart of the City Farmers Market is averaging 2,600 daily visits
- Daytime drug-related incidents are down 78%
- Sales have increased at adjacent cafes
- Employers report workers prefer coming to the office on days when events are taking place in the Plazas

Regular programming on UN and Fulton Plazas includes a variety of free programming: fitness classes, chess and mahjong lessons, games, live music performances, dance classes, festivals, and shopping opportunities such as the Farmers and Vintage markets. The most consistent program at the core of UN Plaza's new vibrancy is the free fitness classes offered by Rae Studios, happening 7 days a week with 12 classes per week.

Programming success on UN and Fulton Plazas has also helped stabilize and grow Civic Center Plaza which was renovated in 2017 with a \$10M million contribution from the Helen Diller Family Foundation. The growing Farmers market now uses extra space near the playgrounds on Wednesday and Sunday, with customers parking beneath in the Civic Center Garage. Local business Limoncello recently signed a lease for Civic Center's café kiosk making it their third location in San Francisco. [Limoncello](#) is open six days a week.

Continued investment over the next three years is paramount to the continued success of activation, infrastructure and safety initiatives in these public spaces.

The goal is \$1M per year for the next three years:



Sustain and grow programs launched in 2024 (\$500k annually)



Engage with new program partners (\$200k annually)



Meet capital improvement and equipment needs (\$100k annually)



Ensure robust public health and safety staffing (\$200k annually)

We look forward to your partnership and support as we continue the momentum of positive activity in the heart of downtown San Francisco. Your generous, tax deductible contribution is welcome by mail at **Civic Center Community Benefit District 1182 Market Street, Suite 213, San Francisco, CA 94102** [online](#) or by contacting us directly at 415.658.7979.

Tax ID number: [45-2800348](#)



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Recreational Programming

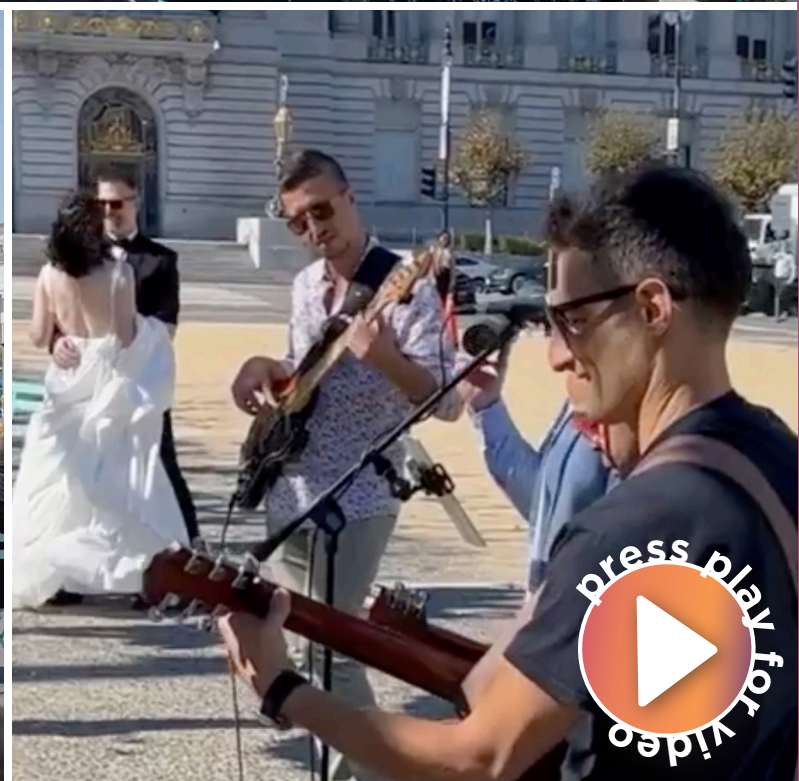


UN and Fulton Plazas host a wide array of recreational programming, from free daily dance classes on the dedicated fitness courts, to weekly chess and mahjong lessons, after school hip hop classes and all ages open skate. The UN Plaza skate park has become a must-visit destination for skateboarders, with regular classes and competitions led by local and national skateboarding organizations. Plaza ambassadors oversee community game equipment, visitors can find checkers, chess and cornhole in UN Plaza every day, and ambassadors keep the space clean and welcoming for all.



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Civic Center Soundtrack



Civic Center Soundtrack brings people together in plazas year-round. Live and recorded music enlivens all three Plazas to the delight of weekday lunch crowds and evening Plaza goers. The permanent sound system in UN Plaza can be heard almost 24/7 enlivening AM and PM commute times, and highlighting special events at surrounding performing arts venues.

Contact: Marlo Sandler, Program Manager (415) 658-7979 | sandler@sfciviccenter.org



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Dog Park



UN Plaza's Dog Park has generated tremendous community enthusiasm, seeing thousands of visitors every month. Lend your support to our furry friends by sponsoring the enclosed play area for the many dogs and their owners who live and work in the area, and enjoy free seasonal events and daily stewardship of this community gathering space.

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Holiday Tree Lighting



The Civic Center Plaza Tree Lighting grows in size each year and has become an annual tradition for hundreds of local families. Festivities include stage performances, a Maker Village of DIY holiday crafting, both a toy and book giveaway for 500+ children, visits from Santa and holiday characters, a family-friendly dining area, and a full bar serving seasonal beverages.

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SAN FRANCISCO
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Holiday Fanfare



Help us enliven Civic Center sidewalks with festive holiday pop-up concerts throughout the month of December. The annual tradition features a diverse array of musical talent from local arts and cultural organizations scheduled to coincide with local venues' performance calendars.

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Clean & Safe Streetscape Services



Civic Center CBD field crews help the City maintain sidewalks and plazas, proactively resolving and reporting clean and safe issues in the public realm. In their easy to spot orange uniforms, crew members interact daily with pedestrians, property owners, and small businesses to support their needs. Field crew members also provide support for the District's performing arts organizations directing patrons to the venues themselves, parking garages and transit. Crew members also set up and manage special events and provide social service support and referrals.

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