



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 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
- Surrounding employers report their workers prefer coming to the office on days when events are taking place in the Plazas

Regular programming on UN and Fulton Plazas has included a variety of free programming: free fitness classes, chess and mahjong instruction, games, live music performances, dance classes and festivals, and shopping opportunities such as the farmers' and vintage market. The most regular and consistent program at the core of UN Plaza's new vibrancy is free fitness classes offered by Rae Studios, happening 7 days a week, 12 classes per week.

Programming success at UN and Fulton plazas has also helped stabilize and grow Civic Center Plaza which was renovated 2015-17 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; their third location in San Francisco, they are 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 to:**



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.

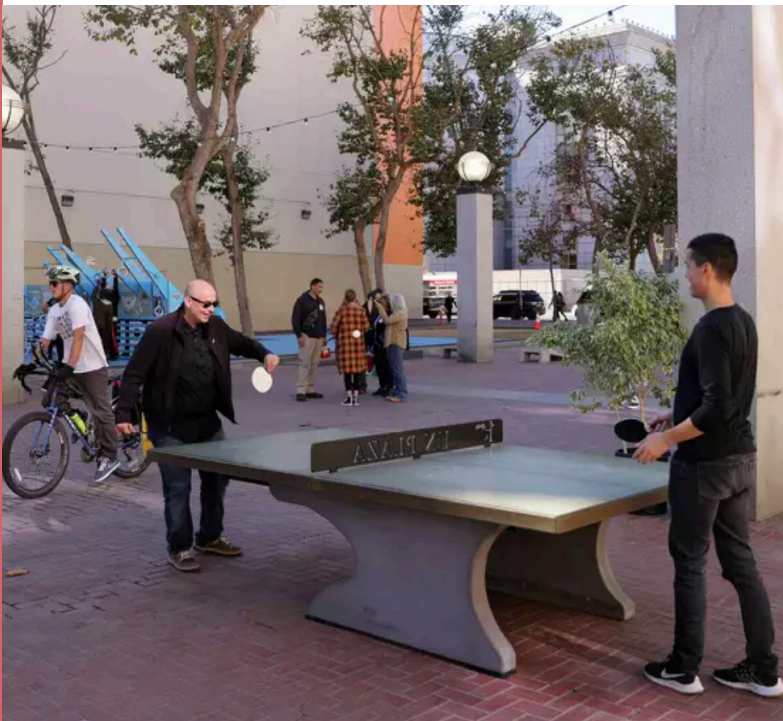
Your generous, tax deductible contribution can be mailed to: **Civic Center Community Benefit District 1182 Market Street, Suite 213, San Francisco, CA 94102**, processed [online](#) or by contacting me directly at [everwine@sfciviccenter.org](mailto:everwine@sfciviccenter.org).

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.

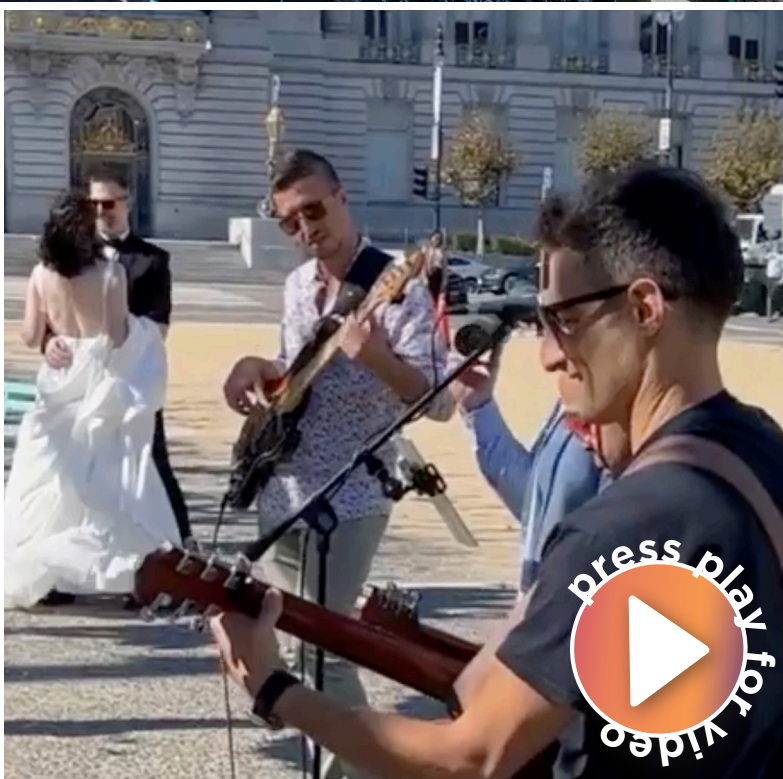
Contact: Marlo Sandler, Program Manager (415) 658-7979 | [sandler@sfciviccenter.org](mailto:sandler@sfciviccenter.org)





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# Civic Center Soundtrack



Civic Center Soundtrack brings people and live music together in Civic Center, Fulton and UN Plazas – with a variety of year-round programming for residents, visitors, and area employees. From lunchtime concerts in Civic Center Plaza, to evening live shows by live bands, this program brings people together in Civic Center.

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# Dog Park



The UN Plaza Dog Park has generated tremendous community enthusiasm, seeing thousands of visitors every month. Lend your support to our furry friends by sponsoring this enclosed play area for the many dogs and their owners that live in the neighborhood, 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 holiday performances, a Makers Village of holiday crafting and activities, both a toy and book giveaway for 500+ children, visits from Santa and holiday characters, and a dining area with food trucks and seasonal beverages.

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# Holiday Fanfare



Join us in enlivening the District with festive holiday pop up concerts throughout the month of December on Civic Center sidewalks. The annual tradition features a diverse array of musical talent from local arts and cultural organizations.

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# Clean Team and Ambassadors



CCCB's supplemental maintenance support for Civic Center shows pride and stewardship of the District. Furthermore, addressing issues like litter, graffiti and general upkeep in a timely manner keeps acts of vandalism at bay creating an accessible, equitable and comfortable environment for everyone.

Community Ambassadors assist the public in navigating the District with a welcoming and informed presence; they are easily identified by their orange uniforms. They assist in connecting those in need of medical attention or social service support with the proper agency. They also work near arts venues to enhance the pedestrian experience before and after evening performances and an Ambassador is also stationed at the street-level entrance to the Civic Center Garage.

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