



Marketing Advisory Committee

March 1, 2023 — 9:30 – 11:00 a.m.
Hybrid Meeting, 291 Geary Street Suite 200 and via zoom

MINUTES

In attendance

Committee members: Mark Sullivan, Marcus Sams, Sylvia Faison Wilkerson, Rhonda Diaz, Dina Fayers, Tammy Brock, and Tom Brock.

Staff and contract service providers: Stacy Jed (Director of Marketing and Events) and Jessica Chilingirian (Digital Marketing Associate).

1. Call to Order and Introductions

Observing a quorum present, Mark Sullivan called the meeting to order at 9:33 a.m.

2. Public Comment

Mark called for public comment.

a. Co-Star & Apple Maps

Powell Street is divided by Union Square and City Centre. When you search for nearby retailers it populates mostly fast food restaurants. The location pins pick up nearby retailers and fast-food companies. We need the locations properly listed. Ken advised that the Broker Committee is the appropriate place to discuss and will pull from their expertise.

b. Request to Receive Information about Conventions & Events

The old footfall reporting vs. current info was helpful in breaking down time of day and month. We are now comparing 7 blocks on Market Street to a couple on Powell. This method has been helpful, especially for the restaurants, so they could expect big pushes during events. Request is for this information in one place, so members can see when there are conventions, home games, Outside Lands, instead of referencing a bunch of different calendars.

3. Approve the January 11, 2023, Minutes

Action: The committee unanimously approved the January 11, 2023, minutes as motioned by Marcus Sams and seconded by Rhonda Diaz.

4. Marketing Recap:

a. Social Media Strategy & Results



In January the Alliance focused on the following campaigns and holidays: New Year, New Business, New Year, New You, National Holidays (Law Enforcement Appreciation Day, Lunar New Year (Rabbits + Parade + AT&T Store Activation), and NFL Playoffs). In February, the focus was on Valentine's Day (Last Minute Gifts, Dates, and the Goat My Valentine Fashion Show), Super Bowl, and Black History Month. In March, the Alliance will focus on American Tulip Day, International Women's Day, March Madness, and St. Patrick's Day. Overall, we featured more than 80 businesses.

b. Newsletter B2B and B2C

In January, we released consumer, member, and alerts blasts focused on economic forecast, Lunar New Year, 3rd party delivery app update, flood & high wind watch, and more. In February we shared stories focused on the State of the City Address, Save the Date Annual Luncheon, Visitor's Reports, Hearts in SF Exhibit at Neiman Marcus, and more. Overall, we have an impressive member open rate of 36%, alerts open rate of 44%, and consumer open rate of 32%, all compared to the industry average of 21%. For March and April, we will focus on American Tulip Day, Tibet Solidarity Gathering, St. Patrick's Day, Greek National Day, HeART of Market Performance, and more.

c. Union Square Media Coverage

We received a lot of press coverage during January & February related to the following themes: Clean & Safe (SF Chronicle, SF.Gov), Strategic Plan/Economic Recovery (SF Business Times, Mayor's Office, International Council of Shopping Centers), Retail Landscape (SF Business Times), and Events (Secret San Francisco, SF Examiner).

5. Website Updates:

a. Do Business Here

The Alliance will create a simple landing page on the website to provide prospective tenants with business information and visualizations about the district and its properties. The components will be the data dashboard and Vistity tour. Discussion took place regarding what else to include to lure in prospective retailers.

6. Activations, Events, and Community Partnerships

a) Alliance Activations & Events



In February, the Alliance hosted Coffee & Connections and Goat My Valentine Fashion Show. In April we will host/sponsor Coffee & Connections, Fort Mason Art Market, Annual Fundraiser Luncheon, and the start of Bloom.

b) Community Partner Events

For the months of February through May, the Alliance will support our community partners with Lunar New Year, National LGBTQ Task Force Conference, American Tulip Day, Tibet Solidarity Gathering, St. Patrick's Day, Greek National Day, HeART of Market, and Taiwanese American Cultural Festival.

7. Annual Fundraiser Luncheon

The Alliance announced the Union Square Foundation's Annual Fundraiser Luncheon which will be held on Friday, April 21st from 10:30 a.m. to 2:00 p.m. at the Westin St. Francis. This year's theme is Momentum: Taking bold action to pave the way and propel us forward to a stronger, more resilient future for Union Square.

8. Union Square in Bloom:

a) Union Square's Newest Initiative and Soon to be Tradition

The Alliance covered the goals for Union Square in Bloom which are to draw from floral history to create a new tradition, beautify and create a sense of place through floral displays, attract and welcome residents, workers, and visitors to the heart of SF, and create a cohesive theme across the district by collaborating and executing these installs as a community.

b) Social Media Impact

Last year's Bloom campaign gained great traction on social media, with influencers posing next to the floral displays in the park, maiden lane, and on store-front displays.

c) Blooms 2023

There are 19 confirmed interested businesses for Bloom ranging from hotels to restaurants, to retailers. In addition, we're creating a Bloom Dress with the famous designer, Vasily. We have confirmed sponsorship from United Airlines and Macy's which will fund additional floral displays. The opening/kick-off celebration will be on Mother's Day on May 14th.

d) Tentative Bloom Activations

For the duration of Bloom, we're planning on collaborating with members to execute Art Gallery events, Dancing/Mother's Day event, Pride/Bar Crawl, a scavenger hunt, cable car decoration, and fleet week event.

e) Bloom Examples



Some examples of how businesses can participate include flower-themed exhibits and events, flower-themed workshops and classes, flower-themed hotel events, flower-themed food and drinks events, flower-themed wellness and relaxation events, and flower-themed performance events.

f) Marketing Events

Digitally, Union Square in Bloom will be promoted on social media, newsletter, and website channels. For print, we plan to have bus advertisements, banners, printed map of activities of district for distribution, A-frames of information, wayfinding signs. PR/Comms include press announcements, published calendar of events, events promotions.

g) Discussion

Marcus: Importance of celebrating diversity + inclusion in marketing materials
Dina: Importance of being a pet friendly neighborhood. With the popularity of the Goat Fashion Show, maybe could have a Bloom Queen dog fashion show. Could partner with SPCA and for a \$10 fee, people could submit images of their pet to be 'Bloom Queen'. We could give them a tiara and outfit.

Rhonda: Play into the history of Bloom with hats and gloves, shoe shining, and dressing in old school vibes. Could we have the SF Public Library participate in guided tours? Envisioning a curator with history or a programmed walk with info. With concerns of safety in Union Square, ambassadors could come in Spring attire and walk around Union Square. Could also have a campaign where people wear a hat on Fridays or Sundays @ noon in bonnets.

9. Discussion: Strategic Marketing + Event Planning

We shared the Union Square Alliance 2022 Strategic Plan which touched on the following vision elements: welcoming, authentic, exciting, complete, and thriving. The plan structure for marketing is centered around 'Cultivating an authentic vibe.'

10. 2023 Marketing & Events Planning Calendar

The Alliance is finalizing its marketing and events plans for 2023. Union Square in Bloom will return this year! We were awarded a grant from SF Live to host a music series for 2023 and 2024.

11. Adjournment and Next Meeting

- a. Next meeting is July 5, 2023, 12:00 pm