



Over the past sixty-nine years, the Council has distinguished itself by drawing together the disparate merchants associations in the neighborhood commercial districts of the City. Together, we have advocated for street lighting, traffic control, parking, and legislation to improve the business climate in the City.

Our members represent a variety of local businesses including an eclectic mix of food and drink, salons, spas, healers, shopping, schools, business services, entertainment and more. Our Mission is to protect, preserve, and promote small businesses in San Francisco.

SFCDMA

SPONSOR NAME: Acadia Realty Trust **CONTACT:** Brian Bacharach

What is the nature of the sponsorship proposal? (one-time donation, recurring, event-related, in-kind, general purpose, specific purpose, etc.)

We plan to be a recurring sponsor. We will own City Center and other properties in SF for a long time and hope to have many types of businesses operate out of our shopping centers.

Does the prospective sponsor have a physical presence in SF?

Yes. We are a Landlord. We do not have a corporate office in SF though.

Does the prospective sponsor have any special requests? (advocacy, seminar hosting, special - recognition, etc.)

Yes. We hope to build a stronger relationship between the surrounding merchant corridors and the City Center, each helping the others thrive. We have walked the City Center property with members of the SFCDMA and showed them why small businesses could not survive with the signage system as it exists today. We would welcome small businesses to our center but there is no interest due to the signage and visibility.

What is the prospective sponsor's interest in supporting CDMA? (general goodwill, community engagement, specific business objectives, other?)

While we hope for support from the CDMA for future initiatives, we also want to help the community. We have been talking with the CDMA staff about ways we can help the greater community at our center, from posting signs to pushing for events through social media. The conversations are ongoing.

Does the prospective sponsor provide goods and services specifically marketed to small business?

We are a Landlord so not specifically, other than being willing to lease to small businesses.

Does the prospective sponsor have pending or prospective political, legislative, or regulatory interests in SF?

Yes. As described above, we have a CUP application in front of the city for Whole Foods. We are also in conversations about a general campus wide upgrade to the shopping center, specifically around signage.

What political, social, environmental (etc.) causes does the prospective sponsor support? Are their business practices and reputation aligned with our values?

Acadia has been recognized as a Certified Green Business by the Green Business Partnership. We try to incorporate environmentally friendly elements to our center wherever possible. For example, on the new construction we just built at City Center, we added solar panels on the roofs of our new buildings.

Additionally, Acadia is known nationally as an operator of first-class centers. We care about our centers and spend money where needed to keep them operating in excellent condition. We do our best to be good stewards within the community and regularly support neighborhood projects that improve safety, livability, and quality of life. Examples would be caring for the plants in intersections around our property but not directly on our property, building a new crosswalk and bulb outs to help make pedestrian access safer, and increased video surveillance not just on our property but the areas surrounding to help with petty crimes and theft.