

# Facility Operations Update

TJPA Board  
June 13, 2024



# Program Highlights

Bollywood Nights - May 31, 2024



K Pop-Up - May 26, 2024

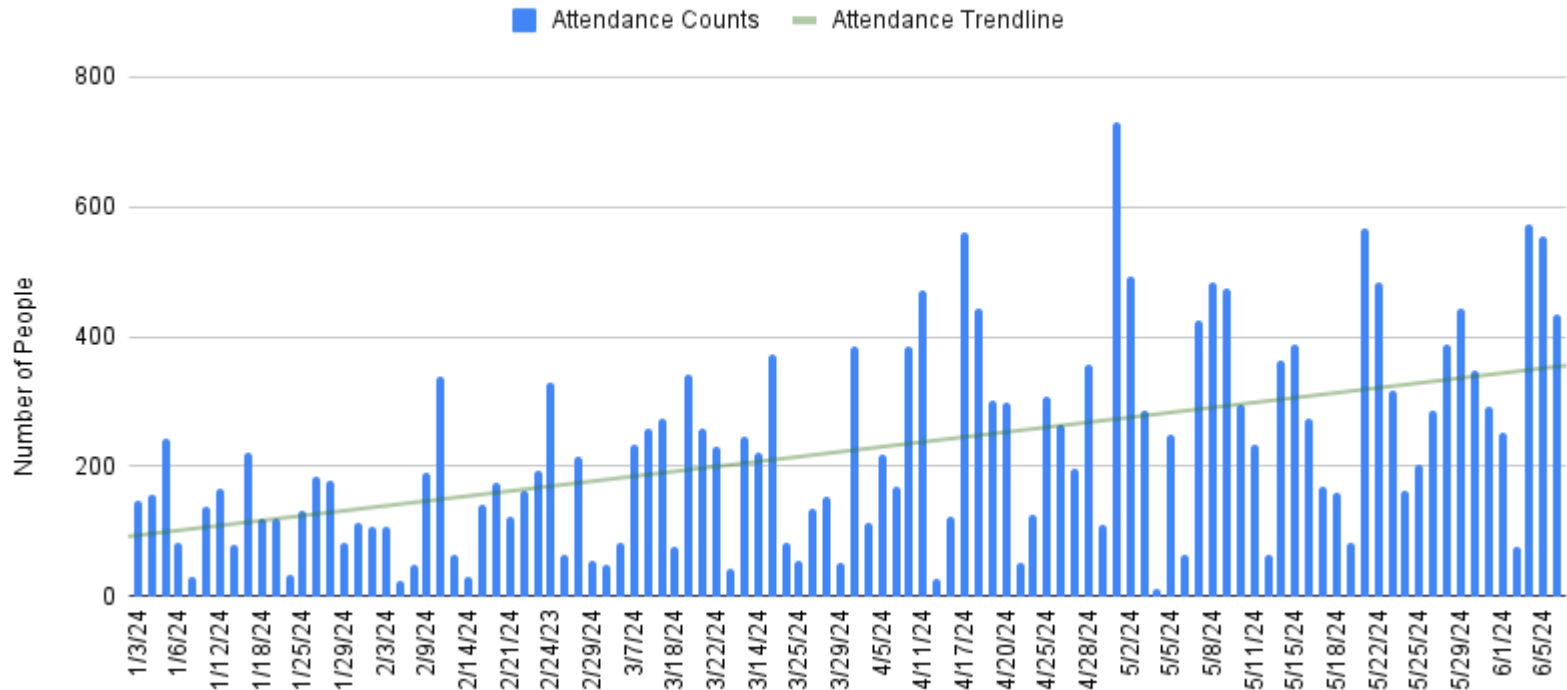


Toddler Thursday - May 30, 2024



# Park Attendance

Salesforce Park Full Park Counts: January 1 - June 6, 2024



Average attendance count has tripled since the beginning of the year.

# Upcoming Events



**Salesforce Park**  
Owned and operated by the Transbay Joint Powers Authority

**Summer events**

**Un Viaje: Pride at the Park**  
June 15, 3 - 6pm  
Main Plaza  
Celebrate Pride with legendary San Francisco drag performers and live music from Banda Sin Nombre.

**SF Old Time and Bluegrass Festival**  
June 22, 11:30am - 6pm  
Main Plaza  
An afternoon of free Bluegrass and Old Time music across two park stages with food and drink!

**WOW! by Circus Bella**  
July 14, 1 - 2pm & 2 - 3pm  
Amphitheater  
Experience the mesmerizing magic of "WOW!" - a captivating blend of circus enchantment and madcap mayhem.

**Suds Francisco**  
July 20, 12 - 5pm  
Main Plaza  
20+ breweries, 5 bands, food vendors, kids activities, & more! Tickets for purchase at [barebottle.com/suds-francisco](http://barebottle.com/suds-francisco)

**Rooftop Rhythms**  
Date TBA  
Amphitheater  
Lineup and ticketing info to be announced on [@salesforceparksf](https://twitter.com/salesforceparksf). Stay tuned!

All programs are free and open to the public unless otherwise noted.

Summer Park Hours | Monday - Sunday | 6am to 9pm

FUNDING PROVIDED BY

**TJPA** THE EAST CUT  
TRANSBAY JOINT POWERS AUTHORITY

Facebook, Instagram, Twitter icons | [@salesforceparksf](https://twitter.com/salesforceparksf)  
[tjpa.org/salesforce-transit-center/activities](http://tjpa.org/salesforce-transit-center/activities)

Offering diverse events throughout the Summer!

- Un Viaje: **Pride at the Park!**
- SF Old Time and Bluegrass Festival
- WOW! By Circus Bella
- Suds Francisco Music and Beer Festival
- Rooftop Rhythms, in celebration of Salesforce Transit Center's 6<sup>th</sup> anniversary!

# San Francisco Economy

## Highlights of the May Report

- The San Francisco Controller's Office has been tracking the city's economy with bi-monthly reports on various local economic indicators.
- The area's job market has been improving in 2024, with an addition of 1,900 jobs in San Francisco and San Mateo counties between February and April. Unemployment has dropped back to 3.4%, down from 4.0% in January.
- The Leisure & Hospitality sector again leads the area's job growth, although employment is still well below pre-pandemic levels. Education, Health, and Government are other bright spots, while tech job losses are continuing.
- Despite the recovery in tourism employment, hotel revenues in April dropped to 60% of April 2019 levels, and there has been little consistent recovery in occupancy or rates.
- The housing market presents a somewhat brighter story. Apartment rents have risen during the spring, and while the for-sale market is still lagging the state, there are signs that it may be bottoming-out. Stability in rents and prices has not yet translated into sustained recovery in building permits, however.

*Source: City & County of San Francisco, Office of Economic Analysis, May 3, 2024*

# Downtown Reimagined

## SF Small Business Pop-Up



## Downtown First Thursdays



*Image source: Scott Strazzante/The Chronicle*

# Vacant to Vibrant

Coming this Summer to Salesforce Tower, across the pedestrian bridge from Salesforce Park.



**A petite deli with  
a curious kitchen**

**Mangia bene!** Panini for lunch, apéro dishes in the evening. All day: cheese, charcuterie, fish tins, dry goods, craft chocolates, eclectic chips and more.

# Retail Leasing Updates





# Retail Outlook



## Coming Soon

Barebottle, Grand Hall (Summer 2024)

Modi by Acquolina (Fall 2024)

Dim Baos (2025)

Juice Bar (2025)



# Construction Update



Pizza oven to be installed June 13, with other finishes being finalized over next few months.

# Open for Business!



Barebottle Brewing Company



Care Essentials by Kaiser Permanente



Charleys Philly Steaks



FITNESS SF



Happy Lemon



Onsite Dental



Per Diem



Philz Coffee



Spring Fertility



Tycoon Kitchen



Venga Empanadas



Thank you

**TJPA**  
TRANSBAY JOINT POWERS AUTHORITY

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