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LURIE ANNOUNCES PLAN TO CREATE NEW POLICE DISTRICT

*New Police District Would Cover Hospitality Zone to Better Deter Crime
Targeting Businesses and Tourists Downtown*

SAN FRANCISCO—Today, Daniel Lurie announced a [plan](#) to create a new police district that covers San Francisco’s hospitality zone, from Moscone Center to Union Square. The new police district would encompass the Convention Center, San Francisco Centre, Yerba Buena Gardens, and Union Square, with a station located in the district once Lurie’s plans to fully staff the police department are implemented. Currently, the hospitality district is split between three police districts, dividing already limited police resources across an area with unique public safety needs.

*“The Union Square shopping area is ground zero for retail theft,” **said Daniel Lurie, a longtime non-profit executive, father of two, and lifelong Democrat.***
“From deterring crime in our shopping corridors to ensuring tourists feel safe in an iconic San Francisco neighborhood, this area has unique needs that require dedicated and specialized resources. Revitalizing this area is key to San Francisco’s economic recovery. The current and former interim mayors caused a morale crisis in our police department which has spurred an exodus of officers, but I’m confident we can turn this around with new accountable leadership.”

Union Square, historically the region’s premier shopping area and the most important city-center shopping district west of Chicago, has been hit hard by retail theft, threatening businesses and deterring foot traffic, putting the economic vitality of downtown San Francisco at risk. This specialized police district would focus on protecting the heart of San Francisco's economy, which contributes 75% of the city’s GDP and 40% of the city’s jobs. The plan for a new police district is coupled with Lurie’s [existing plans](#) to increase police staffing numbers citywide, create a [downtown climate](#)

[innovation hub](#), ensure [certainty](#) in zoning and permitting, and [transform](#) downtown into a 24/7 vibrant urban core.

Lurie's [plan](#) for fully staffing the police department includes: building workforce housing for first responders, offering rent subsidies so officers can live in the communities where they work, providing child care and transportation incentives, and increasing diversity in our ranks so officers reflect the communities they serve.

In contrast, both Farrell and Breed have a track record of defunding the police. Specifically, Farrell claims to have increased police funding as budget chair, but during his tenure from 2013 to 2017, his Budget Committee actually reduced the police department's budget by nearly \$6 million over three years—\$600,000 less in 2013, \$1 million less in 2014, and \$4 million less in 2015. Moreover, as interim Mayor, the San Francisco Police Officers Association criticized him as [obstructionist](#) on officer pay. Since Breed became Mayor in 2018, SFPD has lost 300 officers creating both a staffing and morale crisis that has further exacerbated a sense of lawlessness while stretching 911 call response times to dangerous levels.

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Daniel Lurie was born and raised in San Francisco. He founded Tipping Point Community in 2005. Under his direction as CEO, Tipping Point has raised over half a billion dollars to help house, employ, educate and support hundreds of thousands of Bay Area families. Last year alone, Tipping Point provided over six thousand people with services that either helped them transition out of homelessness or prevented them from experiencing it.

Last year, he co-founded the Civic Joy Fund, an organization that aims to increase civic engagement and assist in the economic recovery of San Francisco. Daniel also led efforts to construct an 100% affordable housing development with union labor on Bryant Street that came in on-time and under budget.

Former Mayor Ed Lee selected Daniel in 2013 to lead the San Francisco Bay Area Super Bowl 50 Host Committee, an effort that brought over \$240 million in economic impact to the region. Following the devastating fires in the North Bay in 2017, Daniel and Tipping Point partnered with 90 Bay Area business and community leaders to organize Band Together – a benefit concert that raised \$17 million for those hardest hit by the deadly fires. In total, Tipping Point's Emergency Fire Relief Fund raised over \$34 million.

Lurie is a lifelong Democrat. He lives in San Francisco with his wife Becca and two school-aged children.