

**UNION
SQUARE**
ALLIANCE



2021-22
Annual Report



Union Square has an opportunity to reset and do something amazing.

On behalf of the Union Square Alliance and our Board of Directors we are pleased to present this Annual Report to Alliance members and a wide range of stakeholders who love Union Square and what it represents for our City. This report highlights our key accomplishments, planned future endeavors, and financial performance from July 2021 to June 2022. We welcome all feedback and urge everyone to visit Union Square often and be part of the resurgence of the heart of downtown San Francisco.

The past year was one of rebuilding and planning for the future as Union Square, San Francisco, and the Bay Area emerged from the most challenging phases of the Pandemic. The Alliance's essential services continued: cleaning, safety, marketing, and advocacy. In fact, we have expanded these services and have hired several new key staff, including a new Executive Director, Marketing Director, and a new Services Director.

The past year provided challenges, the most notable being the shocking and unprecedented mass looting event in November 2021. However, every cloud has a silver lining, in this case, the City's response allowed us to make real progress on public safety in Union Square. We worked closely with Mayor Breed and the Police Department to establish a permanent presence of officers in our district. Due to that and some of our other initiatives, pedestrian counts, hotel occupancy, and events in Union Square Plaza have continued to improve throughout the year.

San Francisco City and Community partners recognize the Union Square Alliance for its leadership in advocating for the rebirth of Downtown. To that end, we are excited to report that beginning early this year, we embarked on a new Strategic Plan for the Alliance and brought on

nationally known planning and strategy consultants MIG and Streetsense to work with us on it. This plan is a critical forward-looking effort to understand how the Union Square District must evolve and how the Alliance can help drive this change with all our partners. The Plan includes five Key Initiatives that we believe are needed for Union Square to be successful going forward:

- Provide exceptional services, amenities and experiences, especially at arrival points
- Ensure all floors of Union Square's beautiful buildings are occupied with vibrant activities that contribute to the vitality of Downtown San Francisco
- Create authentic "only in San Francisco" advertising and marketing tools to distinguish Union Square from competing shopping districts around the region
- Activate and upgrade the public realm focusing on Union Square Plaza, Powell St, Hallidie Plaza, and alleys.
- Strengthen communications and hire for critical positions (budget permitting) to advance the organization and Strategic Plan

We look forward to sharing the entire plan in November and beginning to work with all our partners to implement it.

As we continue to put the Pandemic behind us, we at the Alliance could not be more optimistic about Union Square's future and proud of the leadership role we are playing and will continue to play in creating the future of the heart of San Francisco. We invite you to join us on this important journey.

Mark Purdy
Board President

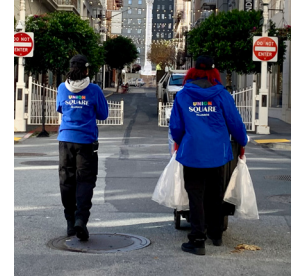
Marisa Rodríguez
Executive Director

Services

The Union Square Alliance provides the following services:
Clean and Safe Services, Public Realm & Streetscapes,
District Marketing, and Advocacy. Between July 2021 and
June 2022, the Union Square Alliance implemented and
continued the following programs:



Cleaning & Safety Services



24/7 Member Services

Continued 24/7 Member Services with our in-house team. Introduced new district management software, District360, to better track clean and safe data.

Legion Security and Patrol Vehicle

Legion Security provides security in the Union Square District. We added additional patrols and a patrol vehicle. Now Legion provides 2-guard crews from 2:00 PM to 10:00 PM & 6:00 AM to 2:00 PM seven days a week.

Gem Vehicle Purchased

The Union Square Alliance has purchased a Gem Vehicle, which allows for spot pressure washing during the day and night.

Miracle Messages

Miracle Messages is a nonprofit organization that helps people experiencing homelessness rebuild their social support system through family unification. Miracle Messages relaunched its program in August 2021 with a new outreach specialist Lindsay Pfeiffer.

She accomplished:

- 249 engagements
- 191 referrals to services
- 60 Miracle Friends sign ups
- 8 reunions

Giveaway bags with essentials were shared to support people experiencing homelessness during the winter months and further develop our relationships.

Union Square Plaza

Providing clean and safe services, including daytime attendants and cleaners, pressure washing, and Safety Ambassadors. The Alliance also provided logistical support for third-party events including, but not limited to cultural celebrations, Flower Bulb Day, and a movie night.

New Leadership

The Union Square Alliance warmly welcomes **Lance Gorée** to the team as Director of Services. Lance has a history of working with Business Improvement Districts. In addition, he has a wide range of experience, from years in property management to hospitality and non-profit work.

Cleaning

by the Numbers



453,075

Pounds of trash
removed from street

21,740

Hazardous Waste
Removed

18,741

Graffiti Tags
Removed

8,969

Cleaning Requests
Received

910,052

Feet of Block Fronts
Pressure Washed

9,765

Overflowing
Cans Leveled

Safety

by the Numbers



39,913

Quality of Life
Incidents Addressed

9,357

Incidents Addressed
by 10B Officers

421

Video Footage
Requests

472

Public Safety
Request Received

8,168

Incidents Addressed
by Private Security

29

Additional
Cameras Installed



Public Realm & Streetscapes



Lantern Project

Installed an array of pink and purple lanterns were installed at Maiden Lane, Union Square Park, and Hallidie Plaza in February 2021 to celebrate Valentine's Day. Starting in March 2021, replaced the lanterns to match the colors of the new Union Square Alliance branding.

Maiden Lane

Purchased additional furniture to create a sense of place on both blocks of Maiden Lane. Hosted events such as Valentine's Day and other third-party events supported by the Alliance.

Permanent Lighting

The holiday lighting on the trees at Powell Street, Union Square Park Palm trees, and Maiden Lane were so successful that the Alliance decided to keep the installations up permanently.

BloomSF

Participated in a re-opening celebration of San Francisco consisting of special events and programming, including floral art installations and music at Union Square Plaza to welcome everyone back to downtown San Francisco.

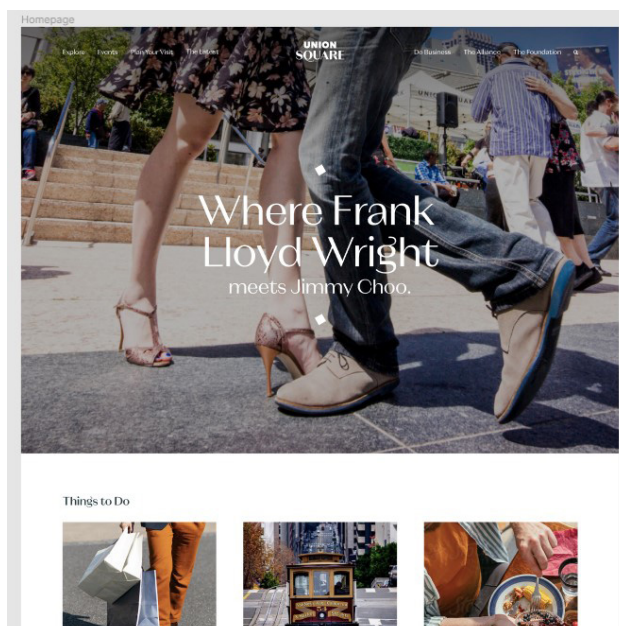
Hallidie Plaza

Continued to work with the City to clean up, refresh and activate Hallidie Plaza with a series of colorful improvements, including holiday decor, lanterns, wayfinding banners, a mural, café tables and seating, and landscaping maintenance.

Ornament Project

During the holiday season, placed larger-than-life ornaments along the Powell Street Promenade.

District Marketing & Events



Complete District Rebranding

Continued implementation of the rebranding project to include new Alliance lapel pins, Ambassador uniforms, Member Services truck stickers, GEM cars, and Gators, as well as physical realm elements such as street pole banners, Bigbelly wraps, window decals, and other signage.

Website Redesign

Embarked on a comprehensive website redesign project intended to service Union Square visitors and district members.

Social Media Strategy

Developed a targeted social media marketing strategy with a consumer focus, featuring curated content on public realm activations, special events, weekend itineraries, and vintage images of Union Square.

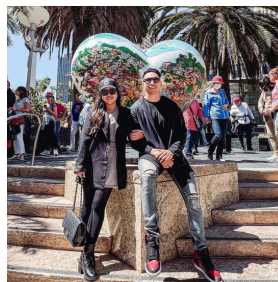
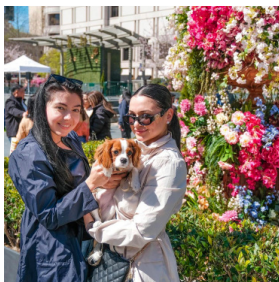
Social Media Stats

As of June 30, Union Square has nearly 87,000 followers:

Instagram @unionsquaresf: 7,041
Facebook @unionssquaresf: 74,741
Twitter @unionsquaresf: 4,767
LinkedIn @unionsquaresf: 696

Ad Campaigns

Ran two regional ad campaigns. Placed full-page print ad in Local Getaway's June issue, alongside a three-month leaderboard banner ad on localgetaways.com website, and one content block in weekly newsletter. Placed second print and digital ad in San Francisco Magazine's "Best of the Bay" issue, garnering 29,329 impressions.



Union Square Dance & Music Series

From April 2021 through October 2021, the Alliance hosted a free music series every Saturday at Union Square Plaza. Due to the success of this event, the music series restarted in March through September 2022. The Alliance supported several local bands, musicians, and artists through this series. Additionally, hosted two special dance events to which dance groups and instructors were invited, and set up an outdoor local pop-up bar.

Union Square in Bloom

The Alliance brought back the nostalgic and iconic theme of flowers by installing large floral installations around the district, creating a 'sense of place,' a welcoming environment, and attracting people to Union Square. Celebrated this inaugural event with Salsa music, cocktails, and a dance event.

Art Gallery Event

The Art Market returned to San Francisco, and the Alliance marked this special occasion as a cultural partner. In partnership with CK Contemporary, we celebrated the return of this iconic event by hosting a reception at their gallery.

New Leadership

The Union Square Alliance warmly welcomes **Stacy Jed** to the team as Director of Marketing and Events. Stacy has a strong background in developing marketing strategies, communications, and creative development, including social media management, website development, and event management. She is the former Board President of the Golden Gate Restaurant Association and the co-founder of Bluestem Restaurant & Brasserie blocks from the Union Square district. She is a native San Franciscan, passionate about helping Union Square reach its full potential, with the Alliance team and community.

Advocacy



Retail Summits

The Alliance assembled its first Retail Summit in December 2021 to hear from our City leaders in response to the unprecedented mass looting and their plan for Union Square's safety and post-pandemic recovery. Members of Union Square came together to hear from Mayor London Breed, law enforcement, and other city partners such as SF Travel and SF Chamber of Commerce. A follow-up summit took place in March 2022 to discuss the progress and actions that have taken place since the first summit.

Mobile Command Center

In response to the looting in November 2021, an SFPD mobile command center was stationed at Union Square Plaza, and SFPD foot beat officers increased.

A Place for All

Provided a letter of support to Supervisor Rafael Mandelman's A Place for All ordinance that would provide a safe place to sleep for anyone experiencing homelessness in San Francisco.

Media Mentions

Marisa Rodriguez positively represented Union Square on many occasions on local news broadcasts. She encouraged people to visit Union Square during the holiday season, announced events, and spoke about Union Square's recovery post pandemic.

Powell Street Promenade

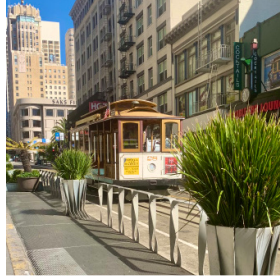
Through advocacy efforts, secured 1 million dollars for the improvements at the Powell Street Promenade from Dianne Feinstein.

Economic Recovery Grant

Marisa Rodriguez advocated for an additional \$6mil in the City's Budget to be dedicated to Downtown recovery. Thanks to her support, the grant did move forward.

New Leadership

Marisa Rodriguez joined the Alliance team as Executive Director. Marisa's background as an Assistant District Attorney and as a San Francisco City Department Head (for the Office of Cannabis) speaks to her extensive experience with public policy and ability to bolster the communities she works with to get things done quickly, efficiently, and with a firm and steady hand. She has an undergraduate degree from UC Berkeley, Haas School of Business and a JD from USF School of Law. We are excited to have her as our leader.



Union Square Strategic Plan



In the spring of 2022, the Union Square Alliance commenced the journey of a strategic plan to prepare and determine the main goals and necessities of Union Square and how the Alliance can provide support in this ever-changing environment since the pandemic.

Led by Chris Beynon of MIG and Streetsense, the consultants kicked off the project with stakeholder engagement, immersion meetings, and organizational assessments.

Additionally, the Union Square Alliance Board of Directors gathered for a day long off-site retreat to discuss the future of Union Square, the main challenges and opportunities.

Analyzing all the information gathered and input provided the consultants provided the following priorities:

- Build a Strong Economy
- Provide a Safe and Welcoming Environment
- Cultivate an Authentic Vibe
- Embrace Intimate Space
- Ensure a Thriving and Enduring Organization

The final strategic plan will complete the final strategic plan in fall of 2022. The Alliance looks forward to shaping the future of Union Square and Downtown San Francisco.

we are shaping the road to recovery.

Union Square Foundation



The Union Square Foundation is a 501c3 nonprofit organization launched in 2017 to support Public Realm projects and homeless outreach. Through Foundation funding the following projects were completed.

Holiday Fundraiser & Annual Luncheon

The Union Square Foundation organized a holiday fundraiser in December 2021 and an Annual Luncheon in May 2022, raising \$247K to support the foundation programs.

SuitUp

With several partners, the Alliance supported a new violence intervention program providing professional clothes and mentoring to at-risk youth to boost their confidence and help them onto a productive path towards success.

Valentine's Day

Engaged local artists to participate in a live art activation and organized activities such as live music, an outdoor bar in partnership with Hawthorn, specials at Iron Horse, and handing out roses, balloons, and chocolate.

Security Camera Program

Installed 29 additional cameras between July 21 - June 2022 thanks to the generous donation of the Chris Larsen Foundation.

Lighting Grant

Light it up! Thanks to longtime supporter Chris Larsen from the Silicon Valley Community Foundation, the Foundation will light up the district with bistro lights. The purpose of the lighting grant is to promote a safer, brighter destination for locals and tourists alike.

Sutter Stockton Tree Lighting Project

In collaboration with the property owners and stakeholders, string lights were installed on the trees by Sutter Street between Stockton and Grant. The lights have increased safety and highlights the businesses.

SF Live Grant

The Union Square Foundation was awarded an \$850K grant to activate Union Square Plaza as part of a larger city-wide music program.

Union Square Stage Backdrop

Installed a faux green wall at the Union Square Stage. This created a popular backdrop for taking photos. It was adapted for the Union Square in Bloom event and Pride.

Union Square Bistro Lights Installation

Installed Bistro lights between the structures along Powell and Stockton. These lights enhance the beautification of these entrances to Union Square Plaza.

RIGHT

Alliance Security Camera Program Policy

BELOW

Alliance Surveillance Technology Report



Surveillance Technology Report September 1, 2022

1. A list of the Surveillance Technology that the district either owns or licenses for ongoing use:

Avigilon and Axis cameras and ACC 7 software.

2. A brief description of those technologies:

Avigilon H4 Multi-sensor camera and Avigilon H5A Camera line combines Avigilon self-learning video analytics with exceptional coverage, featuring up to 4 individually configurable camera sensors that can be positioned to monitor virtually any area.

3. The names of organizations who accessed information from the surveillance technology

Names of individual crime victims requesting to access surveillance technology are not listed due to privacy, associational and safety concerns and interests.

167 Powell LP	Journey's
Apple	L Brands (Victoria's Secret)
Arcteryx	Lacoste
Banana Republic	Lids
Bank of America	Louis Vuitton
Block By Block	Macy's
Bottega Veneta	Marriott Union Square
Burberry	Nordstrom Rack
Bush St. Apartments	Old Navy
Bvlgari	Parc 55
CB2	Saks Fifth Avenue
Chancellor Hotel	Salvatore Ferragamo
Citizen	San Francisco District Attorney
City Rent-A-Car	San Francisco Downtown Hostel
CK Contemporary	San Francisco Parks and Recreation
Colliers International	San Francisco Police Department
Cushman & Wakefield	Sephora
Express	Sunglass Hut
Fendi	Taj Campton Place
Flood Building	The Club Donatello

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Geico	Trinity Properties
Goyard	Union Square Alliance
Handlery Hotels	Union Square Flowers
Hilton Hotel	Uomo San Francisco
Hotel Nikko	Westfield Properties
Iron Horse Cocktails	Westin St. Francis
Johnny Foley's	Yves St. Laurent

4. The purpose for the use of any Surveillance Technology:

The purpose of the Union Square Alliance video surveillance system is to assist in making the district safer for visitors, residents, and employees by providing surveillance of key public space areas in an attempt to reduce crime and criminal activity. The primary purpose of the system is to allow for after-the-fact investigation of crimes committed within the public realm or when the perpetrator has fled into the public realm.

5. All policies, internal or otherwise, the organization has regarding the surveillance technology and access to outside organizations or individuals: Union Square Alliance Video Surveillance System Usage Policy & Procedures attached.

291 Geary Street, Suite 200, San Francisco, CA 94102 • 415-781-7880 • visitunionsquaresf.com

Security Camera Policy available for download at www.visitunionsquaresf.com/security-camera-project or you can request a copy at info@unionsquarealliance.com



Video Surveillance System Usage Policy & Procedures

I. Purpose of System

The purpose of the Union Square Alliance (USA) video surveillance system is to help make the USA district safer for visitors, residents, and employees by providing surveillance of key public space areas in an attempt to reduce crime and criminal activity. The primary purpose of the system is to allow after-the-fact investigation of crimes committed within the public space or when the perpetrator has fled into the public space.

This document outlines the general policies and procedures for usage of the system.

II. Change of Usage Policy Terms

The USA Board of Directors reserves the right to modify or change these policies at any time.

III. Basic System Information

- A. Cameras are currently installed in the public realm (sidewalks, plazas, parks, alleys) within the Union Square Alliance boundaries. These cameras overlook public spaces. In the future, additional cameras may be added to other public spaces in the district.
- B. The following signage (or signage similar in nature) may be posted in or near areas that are under surveillance (with property owner approval) to inform the public they may be recorded.

"THIS AREA MAY BE SUBJECT TO VIDEO RECORDING"

- C. Cameras are not used to specifically protect private properties within the district and are not located around areas where the public might have an expectation of privacy (e.g., public restrooms). The USA will not use covert cameras or "dummy" or fake cameras. The Union Square Alliance also does not record any sounds or voices.

- D. The system is not actively or continuously monitored. However, a Video Control Center (VCC) has been set up at the USA Dispatch Office and is located at 870 Market Street, Suite 582.

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582, San Francisco, CA 94102. The Member Services Representative on duty may monitor the live feed from time to time and has the ability to control some of the cameras. The VCC operates ~24 hours per day, 7 days per week. The Member Services Representative is responsible for checking all cameras daily for functionality and for handling all video requests received.

- E. The general public and USA members should be aware a security or law enforcement officer is not monitoring the cameras as a standard protocol and the public will not be under continuous surveillance when they are within the range of a Union Square Alliance installed camera. For example, if a visitor to the Union Square Alliance district or a USA member has a crime committed against them, they should not expect someone to come to their rescue because they are in front of a camera and they should call 911 (emergency) or the SFPD immediately.

- F. The general public, USA members, and visitors should also be aware the video surveillance system has cameras that only cover a fraction of the public space within the USA and even when camera coverage exists, it may not provide the level of detail necessary to identify suspicious activity or identify criminals.

- G. The system is managed by the USA and its contractors, Applied Video Solutions, Inc. ("AVS") and USA.

IV. General Principles and Policies

- A. The purpose of video surveillance and monitoring under this policy is to deter crime, assist in protecting the safety and property of persons and businesses within the district, and apprehending persons who have committed criminal activities. The use of the video surveillance and monitoring technologies for other purposes inconsistent with those identified in this policy are prohibited.

- B. Video surveillance and monitoring for the purposes identified in this policy will be conducted in a professional, ethical and legal manner.

- C. Video surveillance and monitoring for the purposes identified in this policy will be conducted in a manner that does not violate reasonable expectation of privacy as defined by law.

- D. To maintain an informed public community and to further this policy's goals of reducing crime and criminal activity in the district, video footage may be released from time to time, including to appropriate public safety agencies, at the discretion of the USA to ensure this policy's goals are continuously being met.

- E. System Users will operate the system in a manner that relies on suspicious behavior or reports of specific incidents or threats, and not individual characteristics, including race, gender, ethnicity, sexual orientation, or disability.

- F. System Users will not seek out or continuously view private offices, living areas, private spaces, or places of public accommodation not otherwise visible without technological assistance.

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- G. System Users will not seek out or continuously view people being intimate in public areas.

- H. All recorded and archived video images, clips, or footage, including those referenced under Sections V.D. and VI.G, are subject to all the same policies set forth under this Section IV.

- A. **Process for Requests for Video Surveillance, Video Footage Review, and Copies of Records** All video surveillance cameras are being recorded continuously by a digital video recording system (Avigilon Network Video Recorder (NVR)). Recorded video is used exclusively for the investigation of security and safety-related incidents and not for other purposes. The USA and its designee, AVS, are responsible for the management of the video surveillance system and have exclusive control of the release of the video recordings produced by this system.

- B. Recorded video will be made available to the public only to the extent required by law. The USA will also comply with all provisions in its contract with the City and County of San Francisco related to USA records. In the event of crime or security incident in the area where video surveillance coverage may be available, individuals should report the crime to the SFPD. The SFPD can then request the appropriate video from the USA Dispatch Office. If relevant video is available, a video clip of the incident may be produced and made available to the SFPD (or other law enforcement agencies) in accordance with the policies set forth herein. All requests for video recordings by law enforcement agencies shall be coordinated by the USA Dispatch Office and/or AVS. The USA and its designees will cooperate fully with all court orders or subpoenas for video recordings. The USA and AVS are not crime investigators and may not provide video or conduct searches for general non-specific inquiries. Video recordings will be provided in response to requests reasonably describing the desired recordings in accordance with the process provided under Section VI. AVS will assist and support USA with requests for large amount of video recordings (more than 2 hours) or other complex requests in accordance with the terms and procedures of this usage policy. All other requests will be processed by USA staff accordingly.

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- C. All requests for real-time video surveillance, review of recorded video footage, and/or copies of recorded video footage will generally be evaluated in accordance with the following policies:

	Public Records Act Request	Request by Law Enforcement Agencies
Request to Observe Real Time Video Surveillance	Restricted and not subject to requirements set forth by the California Public Records Act.	Will be evaluated on a case-by-case basis.
Request to View Stored Recorded Video Footage and/or for Copies of Recorded Video Footage	Will be evaluated subject to requirements set forth by the California Public Records Act.	Will be evaluated subject to requirements set forth by the California Public Records Act.

- D. Like other requests by the public, media requests for video records will be evaluated on a case-by-case basis and subject to the requirements of the Public Records Act. The requester will generally receive a response within 10 calendar days. The USA may withhold the requested video records if the public's interest in disclosure is outweighed by the public's interest in non-disclosure, including certain instances when releasing the video records would compromise a police investigation.

- E. Recorded video is generally stored for a period of 30 days. On the 31st day, recorded video footage is generally deleted, erased or destroyed unless a copy has been made in accordance with a request related to a security, criminal or safety incident. Any video associated with a specific security incident or criminal event is generally converted into a permanent video clip and stored for one year. Video clips that could become evidence in a civil or criminal proceeding may be retained until the conclusion of legal proceedings.

V. Process for Requests for Video Surveillance, Video Footage Review, and Copies of Records

- A. This USA policy does not guarantee provision of records upon request.

- B. All internal and external requests for footage review and copies of records are to be documented using the USA Request for Video Retrieval Form, attached as Exhibit B. The form is also to be used to document progress of the video retrieval process and is designed to help measure and improve system performance and operating procedures.

- C. The form should be submitted to the USA VCC located at 870 Market Street, Suite 582 San Francisco, CA 94102 to the Member Services Representative on duty during normal

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business hours, from 9:00 a.m. – 5:00 p.m. Monday-Friday. The USA or its designees will typically provide the video or respond to the request within 10 calendar days.

- D. USA staff or its designees will provide assistance to persons making Public Records Act requests as required by law and may fill in and submit the form if the person does not wish to do so. Although preferable, the form need not be fully completed in order to initiate the request. USA staff respond to all requests for footage review and copies of records in the timeframes required by applicable laws and regulations.

- E. All video footage review is to be carried out by and/or under direct supervision of authorized System Users.

- F. All copies of video records are to be made by authorized System Users only.

- G. Copies of all video records and images are to be made on USA premises only. Copies of all video records and images provided are to be retained by USA (or its designees) on premises for period of 180 days. USA (or its designees) may retain a copy of any video record or image provided to a third party beyond 180 days or until all legal proceedings are concluded.

- H. Copies of all request forms may be retained by USA or their designees.

- I. The USA reserves the right to assess fees for requests for recorded video footage, including personnel costs for conducting a search for recorded video footage and/or images, and the actual costs of CDs, DVDs, or other media devices.

VI. Procedures and Processes

A. System Users

- I. System Users are defined as those individuals and groups of individuals who have been authorized to have direct or remote access to live and/or archived video footage captured by USA cameras. Attached as Exhibit A is a User Rights Groups chart, identifying the four main user groups and each group's access rights within the system.

- II. All System Users are to have their own unique login name and password. All credentials are to be kept securely on file by USA or its designees.

B. System Administrators

System Administrators possess full administrative rights in the system permitting performance of any system function including all authorized System User functions. System Administrators have access to system settings and are able to add, modify, and delete System Users. System Administrator passwords are to be kept separately from the System Users credentials.

C. Individuals Authorized to Request Technical Support

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All individuals who are authorized to request technical support assistance (all System Users) must attend user training and follow standard service request protocol per terms of support.

D. Real Time Video Viewing and Monitoring

- I. All System Users are to use their own personal username/password when accessing video surveillance system and it is their responsibility to protect their username/password and not to share it with other individuals.

- II. USA Member Services Representatives are to login at the beginning of their monitoring session and log out at the end of the session.

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EXHIBIT A

User Rights Groups

Group	Group Rights	User Description
Group A	Live Video Access Archive Video Access Export of video and still images PTZ control Camera setup, naming, and image control	USA Services Manager Applied Video Solutions designees as system administrators
Group B	Live Video Access Remote Access to Live Video Archive Video Access On-Site Only Video Export On-Site Only PTZ Control Only	USA VCC Authorized System Users (BXBX VCC Staff) USA Executive and Supervisory Staff
Group C	Live Video Access Remote Access to Live Video	USA Executive Staff USA Services Committee Chair
Group D	Remote Mobile Access	TBD on a case-by-case basis and limited to the individual's specific group rights.
Group E	Live Video On-Site Access Live Video Remote Access Recorded Video Access	Designee of property owner where cameras are located. (once we provide the rights, they'll be able to access it from anywhere) Designee of tenant (where applicable) where cameras are located.

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EXHIBIT B

Union Square Alliance

Request for Video Retrieval Form

REQUESTOR PROVIDED INFORMATION	
Requestor Name	
Company/Organization	
Daytime Phone Number	
Date and Time of Video Requested	
Location and/or Cameras Requested	
CASE/FILE # (if applicable)	
Purpose of Request or General Activity Description	
Requestor signature verifying information provided above is correct:	
USA STAFF USE ONLY	
Camera(s) Exported (use #'s)	
Export Start Date/Time ACTUAL	
Export End Date/Time ACTUAL	
Name of Authorized System User	
Video export procedure successful (Y/N)	
Time expended on this search/export:	
Copy of video footage archived	
Date and time submitted	
Date and time USA processed	
Date and time USA completed	
Date and time retrieved/picked up	

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Assessments & Financials



Property Assessment Calculations

Property Assessment Method

The levy and collection of annual assessments upon property within the Union Square area provides the primary funding source for the improvements, maintenance, and activities carried out by the Union Square Business Improvement District DBA Union Square Alliance. Funding for the district is proportionally shared by property owners, who are self-assessed to supplement services provided by the City.

These annual assessments are based on the following variables:

- Linear (sidewalk) frontage
- Lot square footage
- Building square footage
- Type of land use

Each property owner's assessment is calculated according to the special benefit received from the services provided by the Union Square Alliance. Accordingly, each property is assessed with their proportional special benefit based upon the various property characteristics and land use type compared to other properties within the district.

In addition to parcel characteristics and land use types, two zones were implemented within the boundary of the Union Square Alliance since July 2019. The following charts provide a summary of the assessment rate calculations for both **Zone 1** and **Zone 2** (see map on backside). For more information on assessment calculations, please refer to the Union Square Alliance Management Plan.

22-23 Assessment Rates

Zone 1

LAND USE TYPE	RATE/	LOT SQ FT	BUILDING SQ FT	FRONTAGE SQ FT
Non-Residential Property	\$	0.48209	\$ 0.07089	\$ 139.08217
Apartment Property	\$	0.36157	\$ 0.05317	\$ 104.31163
Condominium Property	\$	0.24105	\$ 0.03544	\$ 69.54109
Public Property	\$	0.24105	\$ 0.03544	\$ 69.54109

Zone 2

LAND USE TYPE	RATE/	LOT SQ FT	BUILDING SQ FT	FRONTAGE SQ FT
Non-Residential Property	\$	0.38567	\$ 0.05671	\$ 111.26574
Apartment Property	\$	0.28926	\$ 0.04253	\$ 83.44930
Condominium Property	\$	0.19284	\$ 0.02835	\$ 55.63287
Public Property	\$	0.19284	\$ 0.02835	\$ 55.63287

July 2021 - June 2022 Statement of Financial Position*

Assets

Cash and Investments	\$	2,555,268
Receivables (Net)	\$	169,024
Other Current Assets	\$	277,306
Furniture & Equipment (Net)	\$	438,745
Total Assets	\$	3,440,343

Liabilities & Net Assets

LIABILITIES		
Accounts Payable & Accrued Expenses	\$	978,704
Deferred Revenue	\$	51,745
Deferred Rent	\$	40,111
Notes Payable (PPP Loan and EIDL)	\$	139,544
Total Liabilities	\$	1,210,105
NET ASSETS		
Without Donor Restrictions	\$	2,230,238
With Donor Restrictions	\$	-
Total Net Assets	\$	2,230,238
Total Liabilities & Net Assets	\$	3,440,343

Management Plan Budget

SERVICE CATEGORY	DOLLAR AMOUNT	PERCENTAGE
Clean & Safe	\$ 4,868,481	74%
Public Realm, Marketing Events & Advocacy	\$ 754,601	11%
Management & Administration	\$ 937,908	14%
Total	\$ 6,560,990	100%
Assessment Revenue	\$ 6,036,111	92%
Non-Assessment Revenue	\$ 524,879	8%
Total	\$ 6,560,990	100%

*Audited financial statement available upon request

FY 2021-22 Budget

Dollar Amounts

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	\$ 5,062,090	\$ 816,764	\$ 5,878,854
Public Realm, Marketing Events & Advocacy	\$ 957,927	\$ 237,750	\$ 1,195,677
Management & Administration	\$ 1,008,632	\$ 80,252	\$ 1,088,884
Total	\$ 7,028,649	\$ 1,134,766	\$ 8,163,415

Percentages

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	72%	72%	72%
Public Realm, Marketing Events & Advocacy	14%	21%	15%
Management & Administration	14%	7%	13%
Total	100%	100%	100%

FY 2021-22 Actuals*

Dollar Amounts

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	\$ 4,884,529	\$ 290,765	\$ 5,175,294
Public Realm, Marketing Events & Advocacy	\$ 848,455	\$ 555,453	\$ 1,403,909
Management & Administration	\$ 1,044,584	\$ 85,649	\$ 1,130,233
Total	\$ 6,777,568	\$ 931,868	\$ 7,709,436

Percentages

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	72%	31%	67%
Public Realm, Marketing Events & Advocacy	13%	60%	18%
Management & Administration	15%	9%	15%
Total	100%	100%	100%

*Audited financial statement available upon request

FY 21-22 Revenue Sources

ASSESSMENTS	FY 21-22 ACTUALS	% OF ACTUALS
FY Assessment Revenue	\$ 6,340,559	100%
Penalties	\$ 16,630	0%
Redemption + Redemption Penalties	\$ 5,951	0%
Total Assessment (Special Benefit) Revenue	\$ 6,363,138	100.00%
NON-ASSESSMENTS		
Contributions and Sponsorships	\$ 16,647	0%
Grants	\$ 137,641	2%
Donations	\$ -	0%
Interest Earned	\$ 373	0%
Earned Revenue	\$ 386,656	5%
Other (In-Kind & Misc - includes PPP forgiveness)	\$ 810,928	11%
Total Non-Assessment (General Benefit) Revenue	\$ 1,352,245	18%
Total	\$ 7,715,383	100.00%

FY 21-22 Carry Forward

FY 21-22 ASSESSMENT CARRY FORWARD DISBURSEMENT	DOLLAR AMOUNT	SPENDOWN TIMELINE
Clean & Safe	\$ 775,872	July-August 2022
Public Realm, Marketing Events, & Advocacy	\$ -	-
Management & Administration	\$ 48,320	July-August 2022
General Fund	\$ 1,369,170	July-October 2022
Special Assessment Total	\$ 2,193,362	
FY 21-22 NON-ASSESSMENT CARRY FORWARD DISBURSEMENT		
Non-Assessment Advocacy	\$ 7,934	Unknown
Security Camera Donations	\$ 28,941	July - December 2022
Total Non-Assessment (General Benefit) Revenue	\$ 36,875	

FY 22-23FY Budget

REVENUE	AMOUNT	% OF INCOME	
Assessment Revenue	\$ 6,660,553	67%	
Fundraising & Other	\$ 3,232,309	33%	
Total Revenue	\$ 9,892,862	100.00%	
EXPENSES	ASSESSMENTS	% OF ASSESSMENT EXPENSES	% OF ALL EXPENSES
Clean & Safe	\$ 5,419,433	76%	53%
Streetscapes, Advocacy, Marketing & Events	\$ 678,033	9%	7%
Management & Administration	\$ 1,045,109	15%	10%
Total Assessment Expenses	\$ 7,142,575	100%	
Other Grants & Fund Expenses	\$ 3,131,539		30%
Total Expenses	\$ 10,274,114		100%

FY 21-22 Donors \$1,000 and Over

The Union Square Alliance (the “Alliance”) disputes that the City may require the Alliance, a private nonprofit organization, to disclose its donors publicly and/or to the City with this Annual Report and that the Alliance has any obligation to do so. Nevertheless, in the spirit of cooperation, the Alliance is voluntarily submitting the names of its donors of over \$1,000.00 within the past reporting period:

DONOR NAME & ADDRESS	DATE OF DONATION	TOTAL AMOUNT OF DONATION WITHIN REPORTING PERIOD	GIFT	ESTIMATED VALUE OF GIFT	IDENTIFIED RESTRICTED USES	FINANCIAL INTEREST OF DONOR
870 Market Street Associates, LP	12/03/21	\$ 1,250	0	-	0	Property owner in district
Burberry Limited	07/08/21	\$ 7,100	0	-	0	Property owner in district
One Powell Street Owners Association	03/02/22	\$ 7,038	0	-	0	Property owner in district
Total		\$ 15,337				

Please note, however, that this voluntary disclosure should in no way be considered to be an admission as to the enforceability of the City’s donor disclosure requirement, an agreement to disclose other donors (future or otherwise) or related information, or a waiver of any rights or claims.

Our Partners, Board Members & Staff



Union Square Alliance Subcontractors

Allbay Landscaping

Responsible for maintaining landscaping on Powell Street Promenade and hanging baskets on Powell and Stockton Streets and Maiden Lane

Applied Video Solutions (AVS)

Installs/maintains security camera network.

Bigbelly

Produces, installs, and services 37 smart trash receptacles in the area.

Block by Block

Provides Union Square Alliance core services, including but not limited to cleaning, safety, pressure washing, and Member Services dispatch prior to being brought in-house.

Cube 84

Salesforce consultants provide managed services and built our customized database (District 360) to track status of service calls.

David Perry & Associates, Inc.

Provides strategic communication and public relations support.

Dianna Cavagnaro, Marketing and Events Consulting

Provides strategic marketing and event organization support.

J2

Branding firm that is leading the brand refresh project including initial research and findings

Kenneth J. Rich Consulting

Supported the Alliance during the strategic planning.

Legion Security

Provides security services.

MIG Consultants

Supported the Alliance during the strategic planning.

Professional Computer Support

IT services.

SF Holiday Lighting

Oversees general lighting design, implementation, and maintenance on lighting display and trees in Union Square Park and trees on Powell Street.

SFPD 10B Program

Provides uniformed police officers 20 hours daily.

Springboard

Provides pedestrian counters and data analytics.

Wiline

Provides high speed internet services to support security camera network.

We are the Kind

Music and event producers organize music performances in Union Square Park and other parts of the district.

Union Square Alliance Staff

Marisa Rodríguez

Executive Director

Benjamin Horne

Deputy Director

Lance Gorée

Director of Services

Stacy Jed

Director of Marketing & Events

Joshua Chan

Sr. Project Coordinator

Zarrina Yousufzai

Sr. Administrative Coordinator

Karen Gagarin

Services Manager

Eva Schouten

Marketing Coordinator

Maggie Minton

Social Media Intern

Melanie Medina

Intern

Antonio Chappell

Member Services Representative

Jasmine Montgomery-Allen

Member Services Representative

Kelvin Burt

Member Services Representative

Rachel Lewis

Member Services Representative

Owen Bruce

Member Services Representative

Board Officers

Mark Purdy

PRESIDENT

Senior VP & GM
Grosvenor Americas

Don R. Thomas

VICE PRESIDENT

Board of Directors
Club Donatello

Corinna Luebbe

SECRETARY

General Manager
Taj Campton Place

Julie Taylor

TREASURER

Executive VP
Colliers International

Board of Directors

Mark Sullivan

General Manager
Neiman Marcus

Jason Dyer*

Assistant General Manager
Westfield SF Centre

Cammy Blackstone

Director - External Affairs
AT&T

Stephen Brett

Principal
Brett & Company

Jordan Buckley

Director of Hotel Operations
Paramount Hotels, Inc.

Erik Murray

Managing Partner
Oak Investment Funds

J. Timothy Falvey

Hanford-Freund Company

Phil Ginsburg

General Manager
SF Recreation & Parks

Shirley Howard-Johnson

Arts Consultant

Evan J. Kaizer

President & CEO
Stratford Hotel LLC

Russell D. Keil, Jr.

Principal
The Keil Companies

David Lewin

General Manager
Grand Hyatt SF

Terry Lewis

Complex General Manager
Hilton SF Union Square
& Parc 55 San Francisco

Corinna Luebbe

General Manager
Taj Campton Place

Marcus Mirt

Senior Operations Manager
Recology Golden Gate

Maxine A. Papadakis, MD

150 Powell St HOA

Michael G. Petricca

VP of Campus Safety
Academy of Art University

Kelly Powers

Director
Hotel Council of San
Francisco

Mark Purdy

Senior VP & GM
Grosvenor Americas

James Sangiacomo

Principal
Trinity Properties

Julie Taylor

Executive VP
Colliers International

Don R. Thomas

Board of Directors
The Club Donatello

Wes Tyler

General Manager
Chancellor Hotel
on Union Square

Advisory Committee Chairs

Mark Sullivan

MARKETING
COMMITTEE CHAIR

General Manager
Neiman Marcus

Manuela Anne King

STREETSCAPES & PUBLIC REALM
COMMITTEE CHAIR

President
RHAA Landscape
Architects

Erik Murray

PUBLIC AFFAIRS
COMMITTEE CHAIR

Managing Partner
Oak Investment Funds

Don R. Thomas

SERVICES & PUBLIC SAFETY
COMMITTEE CHAIR

Board of Directors
The Club Donatello

Russell D. Keil, Jr.

AUDIT
COMMITTEE CHAIR

Principal
The Keil Companies

James Sangiacomo

FINANCE
COMMITTEE CHAIR

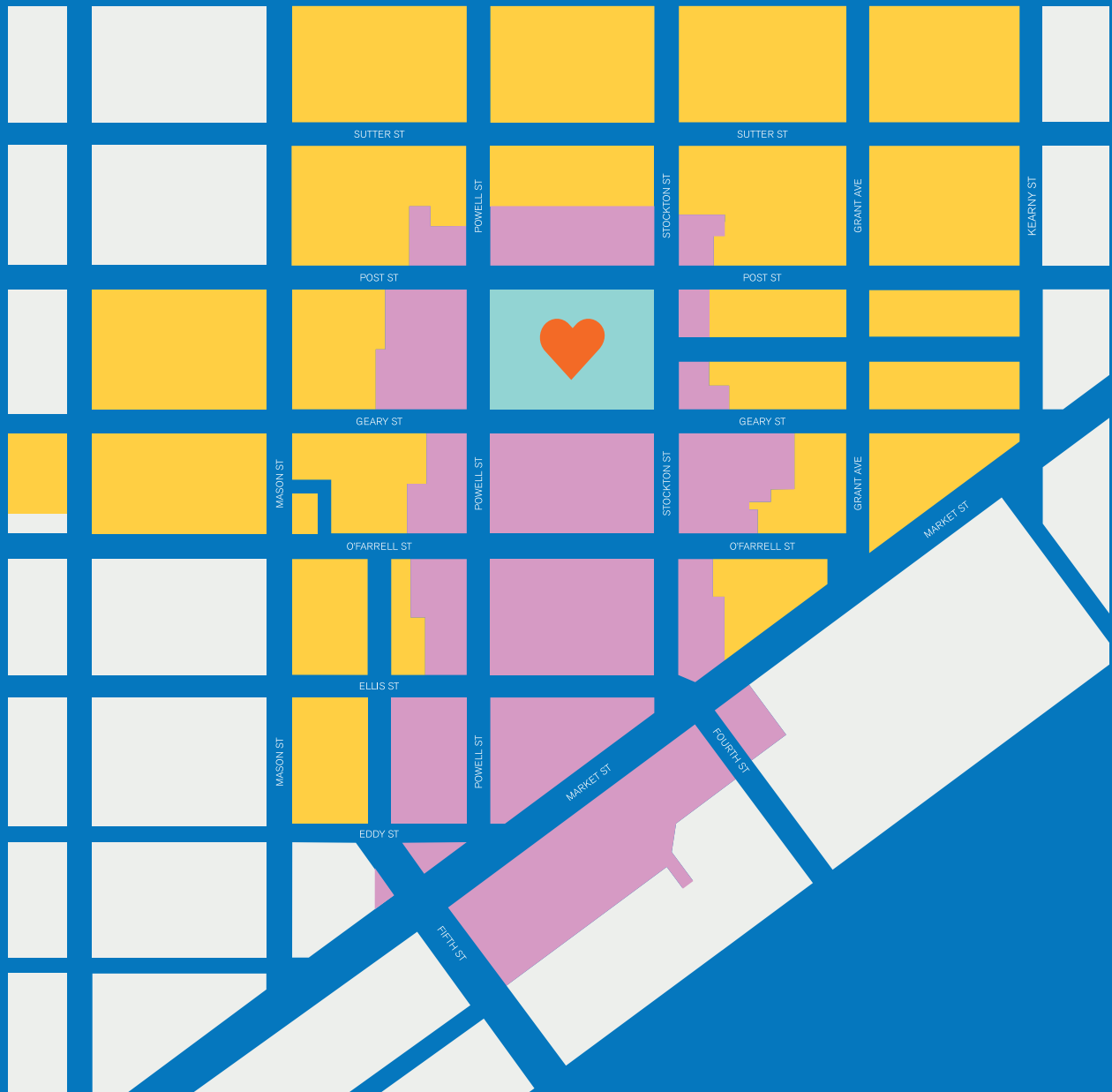
Principal
Trinity Properties

Stephen Brett

PUBLIC AFFAIRS
COMMITTEE CHAIR

Board of Directors
The Club Donatello

*Board Member no longer with the Alliance



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