

UNION SQUARE ALLIANCE



July - December 2022
Mid-Year Report



The Alliance Mid-Year Review

On behalf of the Union Square Alliance, and our Board of Directors, we are pleased to present this mid-year report. This report highlights the accomplishments we have achieved and financial reports from July to December 2022.

During this period, we completed an ambitious new Strategic Plan for the Alliance and for the Union Square district, with the participation of many City Officials, as well as our Union Square Alliance Board of Directors and other district stakeholders. The Plan, which was publicly announced in November at a press event with Mayor Breed, includes recommendations in five key areas:

- Promote a safe and welcoming environment
- Build a strong economy
- Cultivate an authentic vibe
- Elevate the iconic plaza and embrace intimate spaces
- Ensure a healthy and enduring organization

Our staff and stakeholders are already hard at work implementing multiple recommended actions from the Plan for the betterment of Union Square and all of downtown San Francisco. Included in those recommended actions are activations in the Public Realm.

From November 25th to December 24th, the Alliance presented the first annual Winter Wonderland Holiday Village in Hallidie Plaza. Visitors discovered local, handmade gifts, snow flurries, sweets, along with live family-friendly entertainment like magicians and

carolers, and a larger-than-life Snow Globe photo opportunity for people of all ages to enjoy. The event was a success, attended by thousands of people and showed a pathway for successfully activating a historically transitory space.

Recently, the Alliance also took steps to improve the safety and security of the district. One of the most significant changes is the deployment of 24/7 Legion security. This additional security means there will be a dedicated security team on duty to ensure community response. In addition to the increased security presence, the Alliance enhanced our program by adding additional cameras within the district to allow for more coverage.

The Alliance, through our Union Square Cares Program, supported the Salvation Army Adopt-an-Angel program. The Salvation Adopt-an-Angel program is an initiative that helps provide Christmas gifts for hundreds of thousands of children in need around the country each year. By supporting this program, the Alliance hopes to positively impact the lives of those in need and give back to the community.

The second half of 2022 has been a time of rebirth for Union Square. During this period, we saw a steady increase in foot traffic and we have heard many anecdotes about how pleased people have been with the “vibe” of the district, resulting in return visits. We will continue working diligently to maintain a high caliber Member experience and remain committed more than ever to creating a safe and welcoming environment for all. We couldn’t be more thrilled to be part of this forward momentum and look forward to what is only the beginning of a true Union Square renaissance.

Mark Purdy
Board President

Marisa Rodríguez
Executive Director

Services

The Union Square Alliance provides the following services: Cleaning and Safety Services, Public Realm & Streetscapes, District Marketing, and Advocacy. Between July and December 2022, the Union Square Alliance expanded and implemented the following new programs:



Services Updates

Partnership with Salvation Army

This year we are thrilled to announce our partnership with the Salvation Army for our Holiday Fundraising Initiative. The Salvation Army's popular Adopt-an-Angel Program was an extra special highlight during the Alliance Foundation Fundraiser's festivities. The Salvation Army's Angel Tree Program has been a tradition since 1979 and serves millions of children and seniors every year, and we were delighted to have been able to support these efforts in 2022.

The Alliance Foundation donated \$10,000 and through our raffle ticket sales an additional \$1,750 to this program supporting over 450 angles during the 2022 holiday season.

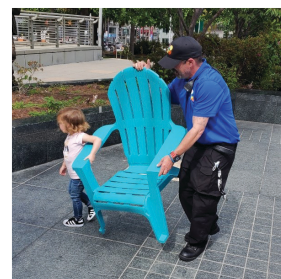
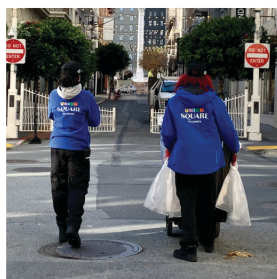
Additional Cameras in the District

5 additional cameras were installed, bringing the total number of cameras in the district to 469, the largest network in the public realm on the West Coast. We are excited to announce that we will continue to expand our security camera program through 2023.

The community would like to extend a special thanks to the Chris Larsen Fund, an advised fund of the Silicon Valley Community Foundation, for a grant that allowed additional funding of this important program.

Legion Security Expansion

Since the launch of the overnight security program in 2020, we have recently expanded the program to provide 24hr security to the district. Legion provides unarmed, uniformed security. They actively patrol the district, watchful for unwanted behavior and criminal activity, address low level crimes, encampments, and excessive/amplified noise.



Cleaning

by the Numbers, Jul - Dec 2022



209,725

**Pounds of trash
removed from street**

7,614

**Hazardous Wastes
Removed**

6,728

**Graffiti Tags
Removed**

5,203

**Cleaning Requests
Received**

481,200

**Feet of Block Fronts
Pressure Washed**

3,446

**Overflowing
Cans Leveled**

Safety

by the Numbers, Jul - Dec 2022



13,201

Quality of Life
Incidents Addressed

2,794

Incidents Addressed
by 10B Officers

247

Video Footage
Requests

260

Public Safety
Request Received

5,203

Incidents Addressed
by Private Security

5
(469 in total)

Additional
Cameras Installed

Marketing, Advocacy & Public Realm Programs

Summer Music Series

From March – September 2022, the Alliance hosted a free music series at Union Square Plaza. Through this program, we supported 25 local bands and consistently activated Union Square Plaza every Saturday.

Dance Events

In addition to the music series, the Alliance hosted three dance events at Union Square Plaza, inviting the local Salsa, Swing, and Tango communities to the district. During each event, there were free dance lessons, an outdoor bar hosted by a local bar and nightclub, Hawthorn, and live music.

Coffee & Connections

The Union Square Alliance relaunched Coffee & Connections this year. This quarterly event allows one to network with fellow members and share planned promotions, events, and programs.

Holiday Fundraiser

This year's Union Square Foundation's Holiday Fundraiser was themed Après Union Square: Walking in a Winter Wonderland, presented by Amazon. It was an illuminating evening at The Beacon Grand's Starlite Room on the 21st floor. A certificate of appreciation was presented to the SFPD Mobile Command Unit by Union Square

Alliance CEO Marisa Rodriguez. DA Brooke Jenkins and Assistant Chief Lazar spoke to great cheers from the crowd. A highlight of our program for many of us was the inspiring \$10,000 donation and numerous toys collected for the Salvation Army's Adopt-An-Angel program. Seven lucky raffle winners took home some fantastic packages!

Lighting Project

Through the generous donation of the Chris Larsen Foundation, the Alliance received a grant to complete several lighting projects. The following projects are completed:

- Uplighting of the palm trees at Union Square Plaza
- The lighting of the Dewey Monument
- The lighting of the 14 trees on the north side of Union Square Plaza
- The lighting of the trees on Sutter Street (between Stockton and Grant)

Winter Wonderland

From Black Friday, November 25, through Christmas Eve, December 24, Union Square Alliance, in partnership with AT&T, invited visitors to explore the first Holiday Village en route to nearby attractions such as The Safeway Holiday Ice Rink Presented by Kaiser Permanente, Macy's Great Tree, and

the Bill Graham Menorah.

Winter Wonderland transformed Hallidie Plaza into a festive holiday village with local, handmade gifts, holiday tree decorations, snow flurries, sweets, and warming drinks that enhance the space, along with live family-friendly entertainment like magicians and carolers.

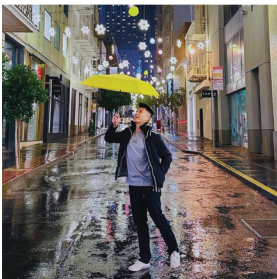
District Wide Holiday Initiatives

To highlight the theme of Winter Wonderland, the Alliance initiated several beautification and activation projects during the holiday season, including:

- Decorative district-wide snowflakes
- Hanging snowflakes at Maiden Lane
- Installed Winter Wonderland signage on the faux green backdrop on the stage at Union Square Plaza
- Set Christmas trees along the Powell Street Promenade
- Placed larger-than-live ornaments along the Powell Street Promenade painted by local artist
- Decorated Cable Cars with district members
- Installed festive poinsettias to the district flower baskets

Ornament Trail

The Alliance owns 8 larger-than-life ornaments which have been out on display on the Powell Street Promenade over the years. This



year, we invited local artists to paint the ornaments to provide a unique design and add public art to the Union Square district. One of the ornaments was sponsored by AT&T who hosted one of the ornaments at their store. We also created an ornament trail booklet, inviting children of all ages to complete a scavenger hunt and locate each ornament in order to win tickets to the Union Square Ice Rink. We were able to hand out over 500 booklets providing more attention to the artists, interaction with the ornaments and a fun family-friendly holiday activity.

Annual Safe Shopper Meeting

The Alliance hosted the important Annual Holiday Safe Shopper

event. It provided members the opportunity to hear from the following organizations: SFPD, Retired SFPD Ambassador Program, BART, SFMTA, Park Rangers, and Applied Video Solutions about their plans for ensuring a safe and festive Holiday season.

Social Media

The Alliance has consistently developed engaging and eye-catching content on all our Social Media platforms. Each platform has performed exceedingly well to distribute information and inspire visitors to the neighborhood. We showcase various “Only in Union Square” elements, such as the Cable Cars, the park, and one-of-a-kind events and promos our

unique businesses offer. Across all platforms, we experienced an increased following of almost 19%.

Website Launch

We are thrilled to announce we have crossed the rebranding finish line with the launch of our newly redesigned website. The initial launch focuses on the consumer, improving navigation and discoverability of our many businesses in the district. The directory categories include ‘Things to Do,’ ‘Shopping & Services,’ ‘Food & Drink,’ ‘Arts & Culture,’ and ‘Accommodations.’ We encourage all to share events and promos happening in Union Square; we will have areas on the website to highlight them.

Financial Report

Statement of Financial Position as of December 31, 2022

Assets

Cash	\$	3,180,048
Receivables (Net)	\$	222,258
Prepaid & Deposits	\$	216,363
Fixed Assets (Net)	\$	546,209
Total Assets (Net)	\$	4,164,878

Liabilities and Net Assets

LIABILITIES

Accounts Payable & Accrued Expenses	\$	1,678,671
Line of Credit & Loans Payable	\$	137,606
Deferred Revenue	\$	2,593
Total Liabilities	\$	1,818,870

NET ASSETS

Restricted Net Assets	\$	3,621
Unrestricted Net Assets	\$	2,342,387
Total Net Assets	\$	2,346,008
Total Liabilities & Net Assets	\$	4,164,878



Budget Comparison • Assessment & Core Operations

July - December YTD 2022

Revenue & Carry Over	ACTUAL	BUDGET	VARIANCE
Carry over used from fiscal year 21-22FY ¹	\$ 2,193,362	\$ 2,193,362	\$ -
Assessment Income ²	\$ 3,798,329	\$ 3,530,093	\$ 268,236
Other Income ³	\$ 224,023	\$ 172,750	\$ 51,237
Total Income	\$ 4,022,352	\$ 3,720,834	\$ 319,509
Expenses	ACTUAL	BUDGET	VARIANCE
Clean & Safe ⁴	\$ 2,710,345	\$ 2,753,852	\$ 43,507
Public Realm, Marketing, Events & Advocacy	\$ 571,054	\$ 574,255	\$ 3,201
Management & Administration ⁵	\$ 558,536	\$ 551,308	\$ (7,228)
Total Assessment Expenses	\$ 3,839,935	\$ 3,879,415	\$ 39,480
Net Surplus (Deficit)	\$ 182,417	\$ (176,572)	\$ 358,989

¹Used for core operations July-Nov 2022

²Assessment collections higher than expected

³In kind and other misc funds higher

⁴SFPD 10b officers below budget

⁵Various expenses higher than budgeted - support and legal

These statements are interim and have not been audited, reviewed or compiled by a CPA.

They are the representation of the financial status of the operation according to the Alliance management.

Total Assessment Expenses

July - December 2022



Budget Comparison

Total Results July - December YTD 2022

Revenue & Carry Over	ACTUAL	BUDGET	VARIANCE
Carry over used from fiscal year 21-22FY ⁷	\$ 2,230,237	\$ 2,230,237	\$ -
Assessment Income ⁸	\$ 3,798,329	\$ 3,530,093	\$ 268,236
Other Income ⁹	\$ 1,141,417	\$ 1,551,458	\$ (410,041)
Total Income	\$ 4,939,746	\$ 5,081,551	\$ (141,805)

Expenses	ACTUAL	BUDGET	VARIANCE
Clean & Safe ¹⁰	\$ 2,835,789	\$ 2,898,209	\$ 62,420
Public Realm, Marketing, Events & Advocacy ¹¹	\$ 1,374,531	\$ 1,787,572	\$ 413,041
Management & Administration ¹²	\$ 613,655	\$ 605,445	\$ (8,210)
Total Assessment Expenses	\$ 4,823,975	\$ 5,291,226	\$ 467,251
Net Surplus (Deficit)¹³	\$ 115,771	\$ (209,675)	\$ 325,446

⁷Used for operations from July-Nov '22 and for grant expenses

⁸Assessment collections higher than projected

⁹Econ Recovery and SF Live Grant not recognized

¹⁰SFPD 10B expenses under budget and security camera installs delayed

¹¹Expenses for SF Live and Econ Grants not made due to funding delays

¹²Additional support and legal fees

¹³Overall positive surplus due to spending less and higher collections

Budget and Forecast

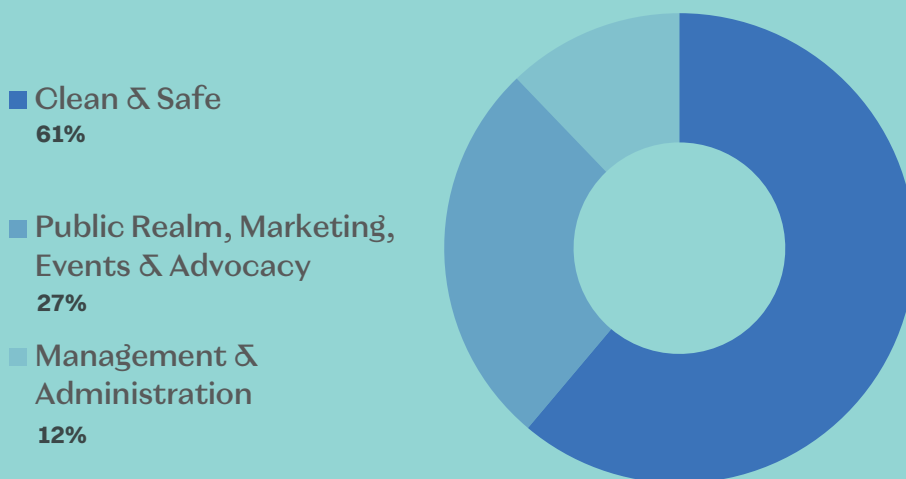
Budget for January - June 2023 & Forecast 22-23FY

Revenue & Carry Over	JAN-JUN 2023 BUDGET	FY 22-23 FORECAST
Reserves (Carry Over) from December 2022	\$ 2,346,008	\$ 2,230,237
Assessment Income	\$ 2,864,913	\$ 6,663,242
Other Income	\$ 1,518,062	\$ 2,659,479
Total Income	\$ 4,382,975	\$ 9,322,721

Expenses	BUDGET	FORECAST
Clean & Safe	\$ 2,996,461	\$ 5,832,250
Public Realm, Marketing Events & Advocacy	\$ 1,173,264	\$ 2,547,795
Management & Administration	\$ 546,347	\$ 1,160,002
Total Assessment Expenses	\$ 4,716,072	\$ 9,540,047
Net Surplus (Deficit)	\$ (333,097)	\$ (217,326)
Projected Reserves (Carry Over) at June 30, 2023¹⁴	\$ 2,012,911	\$ 2,012,911

Total Expenses

Forecast for 22-23



¹⁴To fund operations from July-October 2023

These statements are interim and have not been audited, reviewed or compiled by a CPA.
They are the representation of the financial status of the operation according to the Alliance management.

Our Partners, Board Members & Staff



Union Square Alliance Subcontractors

All These Wonders

Digital designers who created the style guide and designs assets for the Holiday Season 2022.

Allbay Landscaping

Responsible for maintaining landscaping on Powell Street Promenade, Hallidie Plaza and district wide flower baskets.

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.

Cube 84

Salesforce consultants provide managed services and built our customized database (District 360).

David Perry & Associates, Inc.

Provides strategic communication and public relations support.

Dianna Cavagnaro, Marketing and Events Consulting

Provides strategic marketing and event organization support.

District Works

Provides support during large scale events at Union Square Plaza.

elImpact

Developing data dashboard.

J2

Branding firm that lead the rebrand project including the new website.

Kenneth J. Rich Consulting

Supported the Alliance during the strategic planning.

Legion Security

Provides security services.

Mar Structural Design

Engineering for future art installation.

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 in the district.

SFPD 10B Program

Provides uniformed police officers 16 hours daily.

Springboard

Provides pedestrian counters and data analytics.

Streetsense

Supported the Alliance during the strategic planning.

Vistity

Created an online platform for current and prospective tenants to digitally tour Union Square.

Wiline

Provides high speed internet services to support security camera network.

Willy Bietak

Main partner to create the Winter Wonderland Holiday Village.

We are the Kind

Organized music performances in Union Square Park, Alliance events and other parts of the district.

Board Officers

Mark Purdy
PRESIDENT

Senior VP & GM
Grosvenor Americas

Don R. Thomas
VICE PRESIDENT

Board of Directors
Club Donatello

Corinna Luebke
SECRETARY

General Manager
Taj Campton Place

Julie Taylor
TREASURER

Executive VP
Colliers International

Board of Directors

Mark Sullivan
General Manager
Neiman Marcus

Opio Dupree
Vice President Government
and Public Affairs
Macy's

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 Luebke*
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

Union Square Alliance Staff

Marisa Rodríguez
Executive Director

Maggie Minton*
Digital Marketing Associate

Melanie Medina
Executive Assistant

Kendall Toms
Member Services Representative

Rachel Lewis
Member Services Representative

Benjamin Horne
Deputy Director

Jessica Chilingarian
Digital Marketing Associate

Zarrina Yousufzai
Sr. Administrative Coordinator

Carlos Montano
Intern

Kelvin Burt*
Member Services Representative

Lance Gorée
Director of Services

Karen Gağarin
Services Manager

Antonio Chappell
Member Services Representative

Owen Bruce
Member Services Representative

Stacy Jed
Director of Marketing & Events

Eva Schouten
Public Realm Associate

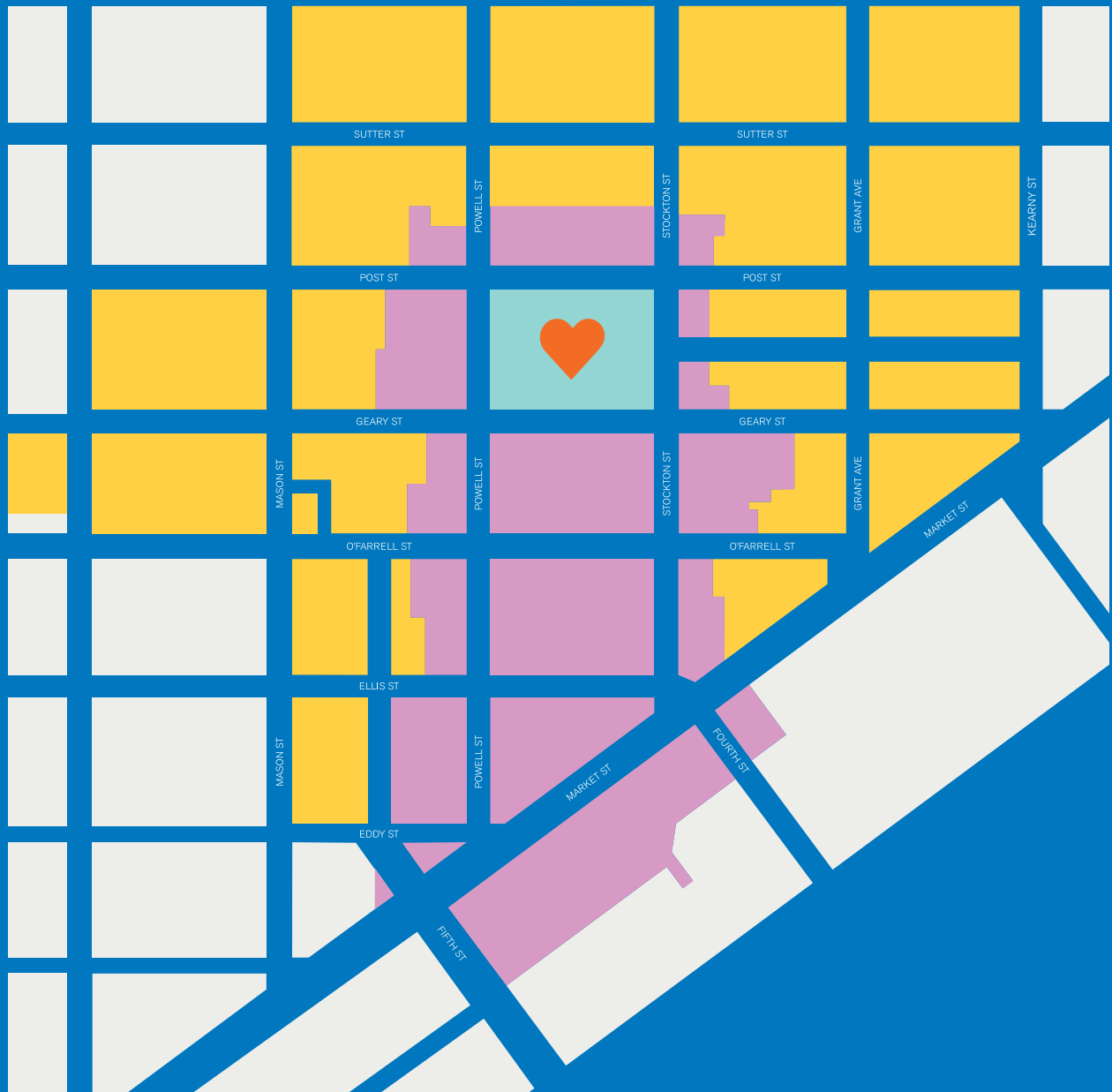
Jasmine Montgomery-Allen*
Member Services Representative

Cortland Bell
Member Services Representative



*Staff Member no longer with the Alliance







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