

**UNION  
SQUARE**  
ALLIANCE



2022-23  
**Annual Report**



# Betting on Union Square: Green Shoots are Already Emerging

**O**n behalf of the Union Square Alliance and our Board of Directors, we present this Annual Report to Alliance members and a diverse range of stakeholders who share a deep affection for Union Square and recognize its significance for our City and beyond. Within this report, we showcase key achievements, outline our planned future endeavors, and provide an overview of our financial performance from July '22 to June '23.

As we assess the potential of Union Square, we do so with realism, acknowledging current challenges, but also with a deep appreciation of the undeniable strength, richness, and creativity of our community members who persevere. We extend our heartfelt gratitude to the businesses that continue to keep their roots firmly planted here and remain open, in their commitment to Union Square, despite challenges times.

Over the past year and into the future, we remain dedicated to our Strategic Plan. This plan centers on a myriad of ambitious goals, including fostering a safe and welcoming environment, bolstering our economy, nurturing an authentic atmosphere, enhancing the iconic plaza, and embracing intimate spaces, and ensuring the continued health of our organization.

In 2023, we forged strategic partnerships with the city. Mayor London N. Breed, Board of Supervisors President, Aaron Peskin, SFMTA, and the Union Square Alliance proposed revitalizing Powell Street. This plan encompasses capital investments in the promenade, benefitting the Gateway to the City and our economic recovery.

Also spearheaded this year by Mayor Breed, Supervisor's President Aaron Peskin, The Planning Department, and the Union Square Alliance, the San Francisco Board of Supervisors unanimously passed legislation offering property owners in the greater Union Square neighborhood increased flexibility in planning and addressing vacancies. The legislation removes limitations related to multi-floor retail spaces, easing zoning regulations for entertainment options and commercial building conversions.

In these unprecedented times, we're united in facing uncertainty with optimism. Union Square is thriving, welcoming new luxury watch brands, Cuyana's return, and exciting additions like Convene, Ikea, Chotto Matte, Felix SF (a hidden speakeasy in Bodega SF), and Corzetti by Adriano Paganini inside Hotel G. Lori's Diner and the Bistro at One65 have also reopened, adding to the area's charm. We're thrilled to introduce renowned luxury brands like Rolex, Patek Philippe, Breitling, Chanel, Bottega Veneta, and YSL, all showing confidence in Union Square. We celebrate historic landmarks like the cable car and John's Grill, each with a century-long legacy. Stay tuned for Rec & Park's Union Square Plaza cafe proposal winner announcement. The green shoots are already emerging.

Our efforts have increased pedestrian count in Union Square by over 28% in the past year. Preserving Union Square's essence while adapting to current needs remains our objective. Together, we shall overcome hurdles and chart a path to reimagined success. Thank you for your ongoing support.

**Mark Purdy**  
Board President

**Marisa Rodriguez**  
Executive Director

# Services

The Union Square Alliance provides the following services:  
Clean and Safe Services, Public Realm & Streetscapes,  
District Marketing & Events, and Advocacy. Between July 2022  
and June 2023, the Union Square Alliance implemented and  
continued the following programs:



# Cleaning & Safety Services



## Services RFP

Earlier this year, the Alliance issued a Request for Proposals (RFP) for its core cleaning and safety services as well as security services. Our current contractors, Block by Block and Legion, have been under contract for a number of years, and although we have been happy with their service, we believe best practices are to issue an RFP every few years to see what is offered in the marketplace.

The Alliance formed a selection committee comprised of staff, Board members and other Alliance members who frequently benefit from our clean and safe services. The committee reviewed a total of 8 proposals and decided to interview a short list of four candidates. In the end, after the interviews, scoring and deliberations, the committee recommended accepting the proposals from Block by Block and Legion to continue their work with us. This recommendation was endorsed by the Alliance Services and Public Safety Committee and approved by the Alliance Board of Directors. We are excited to

continue working with these two fine organizations.

## Electric GEM Car and Vehicle Branding

The GEM car is an electric vehicle outfitted with a pressure washing unit. It is ideal for daytime and spot pressure washing as it is small enough to park and maneuver where our larger vehicles cannot. With the GEM car, we are able to provide pressure washing of hot spots during day and evening hours. Additionally, the new vehicles and gators have been wrapped in Alliance branding allowing to build greater awareness of the services we provide.

## Third Party Event Support at Union Square Plaza

Our Ambassadors supported several important events by setting up barricades, tents and providing hospitality. These events include the Union Square Summer Music Series, Holiday Ice Rink, Macy's Tree, Menorah, Taiwanese festival, American Tulip day and many more.

Additionally, 24/7 security services were provided during the Winter Wanderland holiday activation at Hallidie Plaza.

## Additional Big Belly installations

Through a grant from the City of San Francisco's Office of Economic and Workforce Development, the Alliance was able to install 10 additional Big Belly units including 2 units at Union Square Plaza. There are now a total of 47 Big Belly units in the district.

## Increased Security and Cameras

The Alliance increased the private security hours by adding a shift from 6am-2pm with two guards in addition to the 10B services. This ensures that there is 24/7 security in the Union Square district.

Through the generous donation by the Chris Larsen Fund, an advised fund of the Silicon Valley Community Foundation, we were able to install 45 additional security cameras in the Union Square district.

# Cleaning

by the Numbers



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**410,975**

Pounds of trash  
removed from street

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**15,146**

Hazardous Waste  
Removed

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**12,326**

Graffiti Tags  
Removed

---

**10,614**

Cleaning Requests  
Received

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**955,554**

Feet of Block Fronts  
Pressure Washed

---

**6,669**

Overflowing  
Cans Leveled

# Safety

by the Numbers



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**23,721**

Quality of Life  
Incidents Addressed

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**6,420**

Incidents Addressed  
by 10B Officers

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**501**

Video Footage  
Requests

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**531**

Public Safety  
Request Received

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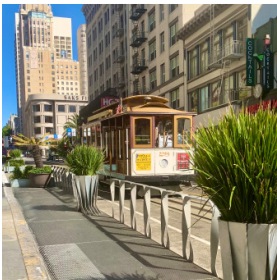
**5,203**

Incidents Addressed  
by Private Security

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**33**

Additional  
Cameras Installed





# Public Realm & Streetscapes



## Union Square in Bloom

To celebrate Union Square in Bloom 2023 and with the support of a grant from the City of San Francisco's Office of Economic and Workforce Development, the Alliance purchased large, colorful, illuminated flowers and installed them in Maiden Lane, Hallidie Plaza, and on the stage at Union Square Plaza adding color, vibrancy and photo ops to the district.

In partnership with SFMTA, Clear Channel and the Recreation and Parks Department, we were also able to “bloom” two bus stops on the highly trafficked Geary bus line, the Union Square Stage and the Union Square Garage sign.

## Ornament Project

During the holiday season, the Alliance partnered with seven artists and AT&T to paint eight larger-than-life ornaments which were installed along the Powell Street Promenade. These ornaments turned into a small art walk which was celebrated throughout the holiday season.

## Hallidie Plaza

The Alliance continued to work with the City to clean up, refresh and activate Hallidie Plaza with a series of colorful improvements, including, lanterns, way-finding banners, a mural, café tables and seating, and landscaping maintenance.

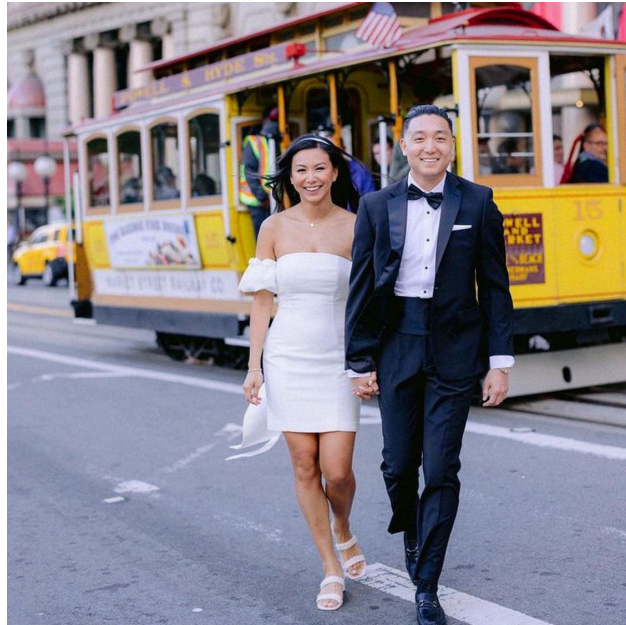
## Powell Street Promenade

The Alliance continued to maintain the Powell Street Promenade through safety repairs and landscaping maintenance. As the Mayor announced to allocate \$4 million to enhance the pedestrian experience along the first three blocks on Powell Street, the Alliance embarked on the first phase of the Powell Street Improvement Project.

## Maiden Lane

We continued to beautify and activate Maiden Lane through beautification projects. During the holiday season, illuminated snowflakes were suspended from the bistro lights.

# District Marketing & Events



## Website Redesign

In December 2022, we launched our revamped website, with a focus on improving the consumer experience, enhancing navigation, and upgrading our business directory. Additionally, we introduced a 'Do Business Here' webpage with a Data Dashboard covering pedestrian counts, BART exits, lodging data, retail sales, office occupancy, and job projections. We also initiated a partnership with Vistity, offering captivating drone footage of the district and showcasing its points of interest.

## Social Media Strategy

Through curated content, we showcase the best in shopping, dining, and entertainment around Union Square. Our consumer posts typically appear 4 to 5 times per week, featuring 100+ businesses and driving significant follower engagement. We also champion Alliance initiatives like Holidays, Bloom, and the Summer Music Series, with successful reel experiments

## Social Media Stats

As of June 30, @unionsquaresf has nearly 87,000 (4.5% increase) followers:

Instagram: 10,305

Facebook: 75,323

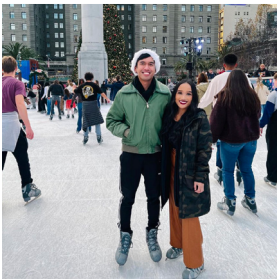
Twitter: 4,724

TikTok: 103

LinkedIn: 994

## Ad Campaigns

We launched several ad campaigns, with a specific holiday focus on bartable ads and Muni bus ads. Additionally, we highlighted the first exquisite Bloom dress in a 4-page spread within Haute Living. Our promotional efforts extended to social media ads to further amplify our initiatives with over 106K views on our Bloom Social Media Ads.



## Music Series and the Start of SF Live

In 2022, the Alliance concluded the Summer Music Series, activating Union Square Plaza every Saturday with free, live music performances. We received a City grant of \$850,000 from the Economic Office of Workforce Development with which we hosted Union Square Bloom Summer Music Series starting in July 2023. Hosting 17 free performances every Saturday and on the 3rd Thursday. This initiative will be a collaborative effort between the Union Square Alliance, SF Recreation and Parks Department, and the Office of Economic Workforce Development. Our valued partners will include Biscuits & Blues, American Conservatory Theatre (ACT), Hawthorn, and Madrone Art Bar and more.

## Union Square in Bloom

With 33 Bloom locations across Union Square, including hotels, restaurants, bars, retail, bus stops, cable cars, and the Moscone Center, we've hosted over 4.1 million visitors since American Tulip Day on March 4, 2023. There have been more than 400 #unionsquareinbloom posts, and our campaign has received support from notable sponsors like United Airlines and Macy's Union Square. Additionally, 14 Union Square bars have added 30 floral cocktails to their menus.

## Goat my Valentine

The "Goat My Valentine" fashion show featured stylish attire designed by Britex Fabrics, with support from the San Francisco Recreation and Parks Department. The Union Square Alliance co-organized the unique event with Adam Swig, Value

Culture and City Grazing, bringing together cultural icons and fire-preventing goats in Union Square Plaza on Valentine's Day.

## 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.

# Advocacy



## Launch of Strategic Plan

In March 2023, the Alliance unveiled its 5-year strategic plan, crafted in collaboration with consultants MIG and Streetsense, charting a new course for the Union Square District. This forward-looking document aims to guide the district's evolution as a driving force for the entire city. The plan's key goals encompass fostering safety and inclusivity, fortifying the local economy, nurturing an authentic atmosphere, enhancing public spaces, and ensuring the organization's vitality.

## Supplemental Budget, Supported Mayor's Funding for SFPD

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

## Letters of Support

With the support of the Public Affairs Committee, the Alliance was able to support and advocate for the following projects:

- In October 2022, we supported a mixed-use redevelopment at 2 Stockton.
- We also advocated for allocating \$4 million to boost Powell Street's vitality, gaining approval from the SF Budget and Appropriations Committee and Board of Supervisors
- In March 2023, we endorsed Mayor London Breed's \$27 million budget supplement for police overtime and public safety.
- We actively backed the SFPD in securing the Organized Retail Theft (ORT) Prevention grant, enabling technology upgrade

## Retail Safety & Economic Development Summit

At our 3rd annual summit, we focused on retail safety and downtown revitalization. Senator Scott Wiener's keynote covered media perception, supporting new businesses, transportation, affordable housing, and Union Square's role as a dynamic entertainment hub. The retail safety panel included Chief Bill Scott, DA Brooke Jenkins, and BART Deputy Chief Ja'son Scott, while Lieutenant Dean Hall was introduced as our dedicated liaison. In the economic development panel led by Aaron Peskin, we explored strategies to attract key businesses and combat negative narratives. The Mayor's office also shared plans for the 30th APEC Summit in San Francisco.



RIGHT

# Alliance Security Camera Program Policy

BELOW

## Alliance Surveillance Technology Report



### Surveillance Technology Report September 1, 2023

1. A list of Surveillance technology that the district either owns or licenses for ongoing use:  
Avigilon and Axis outdoor-rated IP cameras  
Avigilon Control Center 7 video management server and client software

2. A brief description of those technologies:

Avigilon Control Center is a server-based video management system storing all data on premises within the district per usage policy. All cameras are installed on the exterior and video is recorded based on motion detection with date and time stamp for evidentiary use. Avigilon H4 and H5 cameras have high-definition resolution with day-night features, as well as privacy masking.

3. The names of organizations who accessed information for 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	Macy's
BART	Neiman Marcus
Berg Injury Lawyers	Nordstrom
Block by Block	Nike
Burberry	Parc 55
Chanel	Rhino Investigations
Dept of Police Accountability	SF Downtown Hostel
Handlery Hotels	SF Fire Department
Hilton SF	SFPD
Horseman Investigations	SFPD Internal Affairs Division
IT'SUGAR	SF Public Defender
Legion Corporation	SF Sheriff
Louis Vuitton	Union Square Alliance

4. The purpose for the use of any Surveillance Technology:  
The purpose of the Union Square Alliance 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 had regarding 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](http://visitunionsquaresf.com)

Security Camera Policy available for download at [www.visitunionsquaresf.com/member-services](http://www.visitunionsquaresf.com/member-services) or you can request a copy at [info@unionsquarealliance.com](mailto:info@unionsquarealliance.com)



Video Surveillance System
Usage Policy & Procedures

Enacted by the Alliance Executive Committee on February 23, 2023
Effective March 1, 2023

I. Purpose of System

The purpose of the Union Square Alliance ("The Alliance") video surveillance system is to enhance safety for visitors, residents, and employees in the Union Square district by providing surveillance of critical public areas...

II. Change of Usage Policy Terms

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

III. Basic System Information

- A. At present, surveillance cameras have been installed in various public areas, including sidewalks, plazas, parks, and alleys...
B. The following signage (or signage similar in nature) may be posted in or near areas that are under surveillance...

"THIS AREA MAY BE SUBJECT TO VIDEO RECORDING"

- C. The cameras installed within the Alliance district do not have a particular focus on safeguarding private properties...

Enacted by the Alliance Executive Committee on February 23, 2023

have an expectation of privacy, such as public restrooms. Additionally, The Alliance will not use covert or fake cameras. The Alliance does not record any audio, including voices or sounds.

- D. The Alliance Security Camera Program is administered by the Alliance Member Services Dept. which operates 24 hours a day and 7 days a week. The program is administered by The Alliance or its agents, such as Block by Block (BxB), located at 870 Market Street, Suite 582, San Francisco, California 94102...

From 10pm to 6am daily, the Alliance operates the Alliance Live Overnight Monitoring Program ("live overnight monitoring"). Alliance Member Services Representatives on duty will monitor the live security camera feeds and communicate with Alliance Cleaning Ambassadors and Overnight Security Teams on duty...

- F. Facial recognition technology will not be used in the system.
G. It is important for Alliance members and the general public to understand that the Alliance cameras are not continuously monitored. Therefore, individuals within the range of a camera should not assume they are under responsive surveillance...

- H. The system is managed by the Alliance and its contractor, Applied Video Solutions, Inc. ("AVS") and BxB

IV. General Principles and Policies

- A. The objectives of this policy on video surveillance and monitoring include deterring criminal activities, documenting both favorable and unfavorable interactions, safeguarding the safety and assets of individuals and businesses within the district...

- B. Video surveillance and monitoring for the purposes identified in this policy will be

Enacted by the Alliance Executive Committee on February 23, 2023

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. In line with the objective of keeping the public informed and supporting this policy's aim of minimizing criminal activities within the district, the Alliance may, at its discretion, share video recordings with relevant public safety agencies...

- E. System Users, as defined in Section VII, 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.

- 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 V.I.G, are subject to all the same policies set forth under this Section IV.

- I. Twice a year, the Alliance will carry out an audit, in collaboration with its contractor, AVS, to examine all video monitoring operations conducted during the previous six months. The audit will assess adherence to the video retention policy, conformity to video request protocol and documentation, and examination of approved uses of all video still images that have been exported...

- V. Policy 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 Alliance 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.

- A. The Alliance is only required to provide recorded video to the general public if mandated by law. The Alliance will also adhere to its contractual obligations with the City and County of San Francisco regarding record-keeping. If a crime or security incident occurs in an area where video surveillance is in place, individuals should report the incident to the SFPD. The SFPD does not request the appropriate video from The Alliance Member Services Dept. If relevant footage is available, it may be provided to the SFPD or other law enforcement agency, in accordance with the procedures outlined in this policy. Requests for video recordings from law enforcement agencies will be managed by The Alliance Member Services Dept. and/or AVS.

Enacted by the Alliance Executive Committee on February 23, 2023

will comply with all court orders or subpoenas for video recordings. However, The Alliance and AVS are not responsible for investigating crimes or conducting searches for general inquiries. Requests for video recordings must reasonably describe the desired footage and follow the procedures outlined in Section VI of this policy. AVS will provide support for requests involving large amounts of footage (over 2 hours) or other complex requests, while all other requests will be processed by the Member Services staff.

- B. 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:

Table with 3 columns: Request Type, Public Records Act Request, Request by Law Enforcement Agencies. Rows include Request to Observe Real Time Video Surveillance, Request to View Stored Recorded Video Footage and/or Copies of Recorded Video Footage.

- C. Requests from the media for video records will be evaluated on a case-by-case basis and will be subject to the requirements of the Public Records Act. The Alliance will respond to such requests within 10 calendar days. The Alliance may choose to deny the requested video records if it determines that the public interest in non-disclosure outweighs the public's interest in disclosure...

- D. Video recordings are typically retained for 30 days before being deleted, erased, or destroyed, unless they have been copied for a security or safety-related request. Recordings related to a specific security incident or event may be converted into a permanent video clip and stored for one year. If video clips are potential evidence in a civil or criminal proceeding, they may be retained until the conclusion of the legal proceedings.

VI. Procedure for Requests for Video Surveillance, Video Footage Review, and Copies of Records

- A. This Alliance 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

Enacted by the Alliance Executive Committee on February 23, 2023

documented using The Alliance 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 operational procedures.

- C. Video requests should be submitted to Alliance Member Services located at 870 Market Street, Suite 582, San Francisco, CA 94102 or to the Alliance Member Services Representative on duty via email at VideoRequests@UnionSquareAlliance.com or by phone at (415) 781-4456. The Alliance or its designees will typically provide the video or respond to the request within 10 calendar days. When the video request is completed, video footage may be picked up at the Alliance office at 870 Market Street, Suite 582, San Francisco, CA 94102 or requesters may receive the video through DropBox. The Alliance reserves the right to require requesters to come in person to pick up the video.

- D. Alliance 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 Request for Video Retrieval Form (Exhibit B) if the person does not wish to do so. Although preferable, the Request for Video Retrieval Form need not be fully completed in order to initiate the request. Alliance shall 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 User(s) only.

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

- H. Copies of all request forms may be retained by Alliance or its designees.

- I. The Alliance 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.

VII. Authorized System Users

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 The Alliance 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 The Alliance or its designees.

Enacted by the Alliance Executive Committee on February 23, 2023

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

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. The Alliance Member Services users are to login at the beginning of their monitoring session and log out at the end of the session.

Enacted by the Alliance Executive Committee on February 23, 2023

EXHIBIT A
User Rights Groups

Table with 3 columns: Group, Group Rights, User Description. Groups include Live Video Access, Remote Access to Live Video, Remote Mobile Access, Live Video On-Site Access, Live Video Remote Access Recorded Video Access.

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EXHIBIT B
Union Square Alliance Request for Video Retrieval Form

Form with sections: REQUESTOR PROVIDED INFORMATION (Requester Name, Company/Organization, Daytime Phone Number, Date and Time of Video Requested, Location and/or Camera Requested, CASE/FILE # (if applicable), Footage Retrieval Method, Print Name, Requestor signature), ALLIANCE STAFF USE ONLY (Camera(s) Exported (F%), 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, Time Submitted).

8

Enacted by the Alliance Executive Committee on February 23, 2023

Table with 2 columns: Date, Time Alliance Received/Completed/Retrieved from Alliance. Includes Quick Notes section.

9

Enacted by the Alliance Executive Committee on February 23, 2023



# 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 property owners and City of San Francisco.

**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.

## 23-24 Assessment Rates

### Zone 1

LAND USE TYPE	RATE/	LOT SQ FT	BUILDING SQ FT	FRONTAGE SQ FT
Non-Residential Property	\$	0.50	\$ 0.07	\$ 143.25
Apartment Property	\$	0.37	\$ 0.05	\$ 107.44
Condominium Property	\$	0.25	\$ 0.04	\$ 71.63
Public Property	\$	0.25	\$ 0.04	\$ 71.63

### Zone 2

LAND USE TYPE	RATE/	LOT SQ FT	BUILDING SQ FT	FRONTAGE SQ FT
Non-Residential Property	\$	0.40	\$ 0.06	\$ 114.60
Apartment Property	\$	0.30	\$ 0.04	\$ 85.95
Condominium Property	\$	0.20	\$ 0.03	\$ 57.30
Public Property	\$	0.20	\$ 0.03	\$ 57.30

## July 2022 - June 2023 Statement of Financial Position\*

<b>Assets</b>		<b>Liabilities &amp; Net Assets</b>	
Cash and Investments	\$ 2,054,254	<b>LIABILITIES</b>	
Receivables (Net)	\$ 521,249	Accounts Payable & Accrued Expenses	\$ 1,071,054
Other Current Assets	\$ 232,948	Deferred Revenue	\$ 73,661
Furniture & Equipment (Net)	\$ 490,768	Notes Payable (EIDL)	\$ 135,641
Operating Right-of-Use Asset	\$ 1,350,282	Operating Lease Liability	\$ 1,384,397
<b>Total Assets</b>	<b>\$ 4,649,501</b>	<b>Total Liabilities</b>	<b>\$ 2,664,753</b>
		<b>NET ASSETS</b>	
		Without Donor Restrictions	\$ 1,984,748
		With Donor Restrictions	\$ -
		<b>Total Net Assets</b>	<b>\$ 1,984,748</b>
		<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 4,649,501</b>

## 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%
<b>Total</b>	<b>\$ 6,560,990</b>	<b>100%</b>
Assessment Revenue	\$ 6,036,111	92%
Non-Assessment Revenue	\$ 524,879	8%
<b>Total</b>	<b>\$ 6,560,990</b>	<b>100%</b>

\*Audited financial statement available upon request [ben@unionsquarealliance.com](mailto:ben@unionsquarealliance.com)

## FY 2022-23 Budget

### Dollar Amounts

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	\$ 5,419,433	\$ 807,576	\$ 6,227,009
Public Realm, Marketing Events & Advocacy	\$ 678,033	\$ 2,105,200	\$ 2,783,233
Management & Administration	\$ 1,045,109	\$ 218,763	\$ 1,263,872
<b>Total</b>	<b>\$ 7,142,575</b>	<b>\$ 3,131,539</b>	<b>\$ 10,274,114</b>

### Percentages

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	76%	26%	61%
Public Realm, Marketing Events & Advocacy	9%	67%	27%
Management & Administration	15%	7%	12%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## FY 2022-23 Actuals\*

### Dollar Amounts

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	\$ 5,348,952	\$ 259,890	\$ 5,608,842
Public Realm, Marketing Events & Advocacy	\$ 901,778	\$ 1,529,366	\$ 2,431,144
Management & Administration	\$ 962,292	\$ 166,304	\$ 1,128,596
<b>Total</b>	<b>\$ 7,213,022</b>	<b>\$ 1,955,560</b>	<b>\$ 9,168,582</b>

### Percentages

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	74%	14%	61%
Public Realm, Marketing Events & Advocacy	13%	78%	27%
Management & Administration	13%	8%	12%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*Audited financial statement available upon request be@unionsquarealliance.com

## FY 22-23 Revenue Sources

ASSESSMENTS	FY 22-23 ACTUALS	% OF ACTUALS
FY Assessment Revenue	\$ 6,660,531	75%
Penalties	\$ 8,742	0%
Redemption + Redemption Penalties	\$ 506	0%
<b>Total Assessment (Special Benefit) Revenue</b>	<b>\$ 6,669,779</b>	<b>75%</b>
<b>NON-ASSESSMENTS</b>		
Contributions and Sponsorships	\$ 61,415	1%
Grants	\$ 1,365,237	15%
Donations	\$ 42,242	0%
Interest Earned	\$ 38,323	0%
Earned Revenue	\$ 404,357	5%
Other (In-Kind & Misc)	\$ 341,740	4%
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$ 2,253,314</b>	<b>25%</b>
<b>Total</b>	<b>\$ 8,923,093</b>	<b>100%</b>

## FY 22-23 Carry Forward

FY 22-23 ASSESSMENT CARRY FORWARD DISBURSEMENT	DOLLAR AMOUNT	SPENDDOWN TIMELINE
Clean & Safe	\$ 685,175	July-August 2023
Public Realm, Marketing Events, & Advocacy	\$ -	-
Management & Administration	\$ 74,227	July-August 2023
General Fund	\$ 1,205,661	July-October 2023
<b>Special Assessment Total</b>	<b>\$ 1,965,063</b>	
<b>FY 22-23 NON-ASSESSMENT CARRY FORWARD DISBURSEMENT</b>		
Non-Assessment Advocacy	\$ 7,934	Unknown
Security Camera Donations	\$ 11,751	Unknown
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$ 19,685</b>	

## FY 23-24FY Budget

REVENUE	AMOUNT	% OF INCOME	
Assessment Revenue	\$ 6,860,351	71%	
Fundraising & Other	\$ 2,832,631	29%	
<b>Total Revenue</b>	<b>\$ 9,692,982</b>	<b>100.00%</b>	
EXPENSES	ASSESSMENTS	% OF ASSESSMENT EXPENSES	% OF ALL EXPENSES
Clean & Safe	\$ 5,419,696	75%	56%
Streetscapes, Advocacy, Marketing & Events	\$ 823,687	11%	8%
Management & Administration	\$ 979,238	14%	10%
<b>Total Assessment Expenses</b>	<b>\$ 7,222,621</b>	<b>100%</b>	
Other Grants & Fund Expenses	\$ 2,481,842		26%
<b>Total Expenses</b>	<b>\$ 2,481,842</b>		<b>100%</b>

## FY 22-23 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
Acne Studios, 18-24 Geary St, SF, CA 94108	1/6/2023	\$ 3,493	0		0	Business in district
Ascendant, Inc. 425 Bush St, SF, CA 94108	2/7/2023	\$ 4,503	0		0	Property owner in district
463 Bush Street, LLC, 463 Bush St, SF, CA 94108	6/20/2023	\$ 2,433	0		0	Property owner in district
Waverly Grant Properties, 342 Grant Ave, SF, CA 94108	6/20/2023	\$ 3,244	0			Property owner in district
PPF/Blatteis 120 Stockton, 100 Stockton St, SF, CA 94108	6/20/2023	\$ 5,030	0			Property owner in district
<b>Total</b>		<b>\$ 18,702</b>				

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

### All These Wonders

Graphic Design firm for Winter Wonderland.

### Allbay Landscaping

Main landscaping partner.

### American Chirstmas, LLC

Holiday decor vendor.

### Applied Video Solutions (AVS)

Installs/maintains security camera network.

### Bigbelly

Produces, installs, and services 47 smart trash receptacles in the area.

### Block by Block

Provides core clean and safe services.

### Cube 84

Salesforce consultants to support our tracking program District 360.

### David Perry & Associates, Inc.

Provides strategic communication and public relations support.

### Dianna Cavaĝnaro

Supports marketing and event strategy.

### District Works

Event support.

### Dome Cleaning

Cleaning services support at Union Square Plaza.

### eImpact

Data visualization

### Florian

Maintaining Powell St. Promenade and Maiden Lane Gates.

### I-Site

Creating and Maintaining the new Alliance website.

### J2

Branding firm that lead the rebranding of the Alliance.

### Kenneth J. Rich Consulting

Supported the Alliance during the strategic planning.

### Legion Security

Provides security services.

### MIG Consultants

Supported the strategic planning 2022.

### Professional Computer Support

IT services.

### SF Holiday Lighting

Main lighting installation and maintenance partner.

### SFPD 10B Program

Provides uniformed police officers 20 hours daily.

### Springboard

Providess pedestrian counters and data analytics.

### Vistity

Virtual district mapping tool and services.

### Wiline

Provides high speed internet services to support security camera network.

### We are the Kind

Music and event producers.

### Willy Bietak

Event producer holiday event 2022.

## Union Square Alliance Staff

### Marisa Rodríguez

Chief Executive Officer

### Ken Rich

Chief Operating Officer

### Benjamin Horne

Chief Financial Officer

### Lance Gorée

Director of Services

### Zarrina Yousufzai

Finance & HR Associate

### Melanie Medina

Executive Assistant

### Eva Schouten

Public Realm Associate

### Jessica Chilingierian

Digital Marketing Associate

### Owen Bruce

Member Services Representative

### Rachel Lewis

Member Services Representative

### Celaya Gavina

Member Services Representative

### Antonio Chappell

Member Services Representative

### Kendall Toms

Member Services Representative

## Board Officers

**Mark Purdy**  
PRESIDENT

Senior VP & GM  
Grosvenor Americas

**Don R. Thomas**  
VICE PRESIDENT

Board of Directors  
Club Donatello

**Stephen Brett**  
SECRETARY

Principal  
Brett & Company

**Julie Taylor**  
TREASURER

Executive VP  
Colliers International

## Board of Directors

**Mark Sullivan**  
Director  
Tiffany & Co.

**Erik Murray**  
Managing Partner  
Oak Investment Funds

**Cammy Blackstone**  
Director - External Affairs  
AT&T

**Stephen Brett**  
Principal  
Brett & Company

**Jordan Buckley**  
Director of Hotel Operations  
Paramount Hotels, Inc.

**Evan J. Kaizer**  
President & CEO  
Stratford Hotel LLC

**J. Timothy Falvey**  
Hanford-Freund Company

**Phil Ginsburg\***  
General Manager  
SF Recreation & Parks

**Shirley  
Howard-Johnson**  
Arts Consultant

**Corinna Luebbe\***  
General Manager  
Taj Campton Place

**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

**Lauren Ellis**  
Gallery Director  
CK Contemporary

**Marcus Mirt**  
Senior Operations Manager  
Recology Golden Gate

**Maxine A.  
Papadakis, MD**  
150 Powell St HOA

**Spencer Sechler**  
Director of Business  
Development  
ACE Parking

**Don R. Thomas**  
Board of Directors  
The Club Donatello

**Mark Purdy**  
Senior VP & GM  
Grosvenor Americas

**James Sangiacomo**  
Principal  
Trinity Properties

**Julie Taylor**  
Executive VP  
Colliers International

**Clifton Clark**  
Area General Manager  
The Westin St. Francis

**Wes Tyler**  
General Manager  
Chancellor Hotel  
on Union Square

**Opio Dupree**  
VP - Government &  
Public Affairs  
Macy's

## Advisory Committee Chairs

**Mark Sullivan**  
MARKETING  
COMMITTEE CHAIR

Director  
Tiffany & Co.

**Manuela Anne King**  
STREETSCAPES & PUBLIC REALM  
COMMITTEE CHAIR

President  
RHAA Landscape  
Architects

**Erik Murray**  
PUBLIC AFFAIRS  
COMMITTEE CHAIR

Managing Partner  
Oak Investment Funds

**Russell D. Keil, Jr.**  
AUDIT  
COMMITTEE CHAIR

Principal  
The Keil Companies

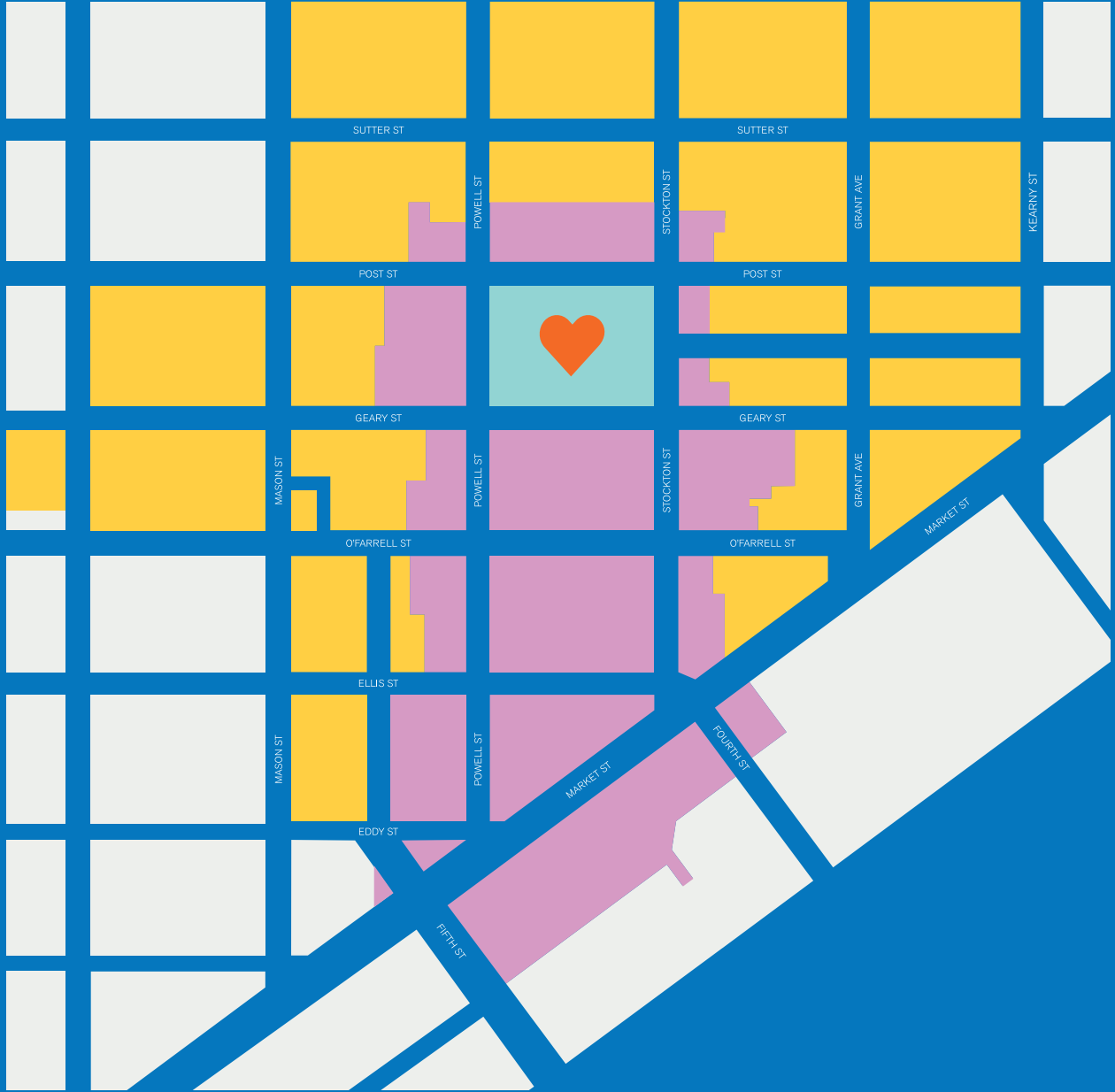
**James Sangiacomo**  
FINANCE  
COMMITTEE CHAIR

Principal  
Trinity Properties

**Don R. Thomas**  
SERVICES & PUBLIC SAFETY  
COMMITTEE CHAIR

Board of Directors  
The Club Donatello

\*Board Member no longer with the Alliance



# UNION SQUARE ALLIANCE

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