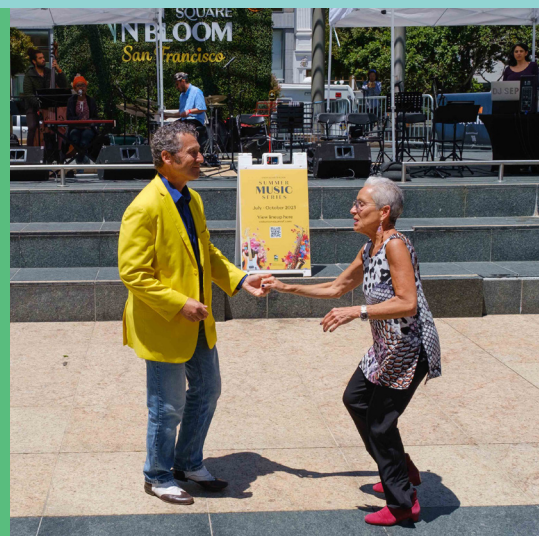


**UNION
SQUARE**
ALLIANCE



July - December 2023
Mid-Year Report



The Alliance Mid-Year Review

The Union Square Alliance proudly presents the noteworthy achievements and financial status spanning July to December 2023. Our dedication to the 2023 visionary Strategic Plan remains steadfast and will carry us through 2026. For the upcoming years, we will be devoted to diligent work as we roll up our sleeves and persist in laying the foundation for the economic recovery and future of Union Square.

In 2023, the Alliance focused on strategic partnerships with the City. Among notable developments, Mayor London N. Breed, Board of Supervisors President Aaron Peskin, SFMTA, and the Union Square Alliance announced funding to refresh and invigorate Powell Street, spanning from the Cable Car turnaround to Union Square. This plan encompasses capital investments in this promenade and gateway that are critical to Downtown's recovery. This project is expected to break ground in 2025.

The Union Square Alliance's Strategic Plan strongly highlighted the need for legislation that would offer property owners in the greater Union Square neighborhood increased flexibility in planning and address vacancies and removes outdated limitations related to multi-floor retail spaces, allowing for a broader range of uses. Due to the strong support from Mayor Breed, Board of Supervisors President Peskin, the Union Square Alliance, and the Planning Department, this legislation was unanimously passed.

Union Square's resurgence is evident and just beginning, with new establishments like IKEA, Banana Republic, Miller & Lux Provisions, and Corzetti joining beloved local businesses, and expansions of renowned high-end luxury stores such as Rolex, Patek Philippe, Breitling, Chanel, Bottega Veneta, and YSL. Iconic landmarks like the Flood

Building, Westin St. Francis, and John's Grill celebrate significant anniversaries, showcasing the neighborhood's rich traditions.

In addition to economic development, we're also seeing incredible strides in cleanliness and safety. San Francisco's fight against retail theft has yielded positive results, proving that through collaboration between the Mayor's Office, the SF Police Department, the District Attorney's office, and the Union Square Alliance, we can get things done. Between November 20, 2023, and January 1, 2024, compared to the same time period the year before, San Francisco saw a:

- 48% reduction in larceny theft (includes retail theft and auto break-ins)
- 17% reduction in motor vehicle theft
- 26% reduction in burglaries

The winter holiday season saw visitors from Northern, Central, and Southern California returning to celebrate in Union Square. Their positive experiences defy media portrayals, affirming the safety and allure of our community. Winter Walk's success is attributed to the dedication of the SF Police Department and support from the Mayor's Office and Office of Economic and Workforce Development.

We extend gratitude to those sharing our vision. Our commitment to preserving Union Square's cultural essence while adapting to evolving needs remains steadfast. Together, we will continue to overcome challenges, paving the way for a reimagined success for Union Square and its cherished community.

Mark Purdy
Board President

Marisa Rodriguez
CEO

Services



The Union Square Alliance provides the following services: Cleaning and Safety Services, Public Realm & Streetscapes, District Marketing, and Advocacy. Between July and December 2023, the Union Square Alliance expanded and implemented the following new programs:



Services Updates



Member Services Transition

In 2021, the Union Square Alliance as part of pilot program brought the Member Services function in house. After reviewing the results of the pilot program, reviewing the strategic priorities of the organization and at the completion of the RFP for services in the spring of 2023, the staff and Board of Directors elected to transition the services back to our main services provider Block by Block. This will enable an overall and holistic team approach to our service delivery and ensure our management and program team remains focused on core priorities of public realm improvements, activations and economic development. This transition was seamless to our members. In addition, Lance Goree who had been serving as our Director of Services transitioned and become the Operations Manager for all the services delivered by Block by Block in the district (cleaning, pressure washing, hospitality and safety ambassadors, and member services).

Additional Cameras in the District

16 additional cameras were installed, bringing the total number of cameras in the district to 513, the largest network in the public realm on the West Coast.

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.

Union Square Plaza Services

Thanks to San Francisco Recreation and Park Department (SFRPD), the Union Square Alliance was able to expand services in Union Square Plaza starting in September of 2023. These services include dedicated security from 6am-2pm and dedicated safety and hospitality ambassador from 2pm-10pm. These services help keep the Plaza safe and welcoming for residents and visitors. Cleaning services for the Plaza are being provided by another company overseen by SFRPD.

Additional Pressure Washing Services

Thanks to a very generous grant from the Chris Larsen Fund, an advised fund of the Silicon Valley Community Foundation, the Alliance is providing additional pressure washing services on Market Street between 4th and 5th Streets, Hallidie Plaza and the Cable Car Turnaround area and the first block of Powell Street. This service is 2 additional pressure washing of all sidewalk areas per week. This is in addition to the weekly services provided by the Alliance core services. This extra service will help keep the area clean and fresh for our members, residents and visitors in these important and highly trafficked areas.

Cleaning

by the Numbers, Jul - Dec 2023



341,200

Pounds of trash removed from street

3,578

Hazardous Wastes Removed

6,257

Graffiti Tags Removed

27,151

Cleaning Incidents Addressed

524,800

Feet of Block Fronts Pressure Washed

2,450

Overflowing Cans Leveled

Safety

by the Numbers, Jul - Dec 2023



2,340

Quality of Life
Incidents Addressed

1,913

Incidents Addressed
by 10B Officers

232

Video Footage
Requests

8,660

Public Safety
Incidents Addressed

8,568

Incidents Addressed
by Private Security

16 *(513 in total)*

Additional
Cameras Installed

Marketing, Advocacy & Public Realm Programs

Union Square in Bloom

The Alliance launched its second year of Union Square in Bloom early 2023 which concluded in October when we celebrated the arrival of harvest with music, a beer garden and a pumpkin patch at Union Square Plaza. Union Square in Bloom 2023 was a huge success with over 30 participating members blooming their businesses and over 30 bloom cocktails. We look forward to hosting Union Square in Bloom in 2024.

SF Live

From March – September 2023, the Alliance hosted the pilot program of SF Live. We partnered with a variety of local venues and curated public, free events together at Union Square Plaza. We were able to support these local businesses who suffered during the pandemic, boost their presence through marketing, and support the economic recovery by attracting visitors to the downtown through these lively events.

Winter Walk

Winter Walk, a tradition beloved by both San Francisco locals and Bay Area visitors, made a triumphant return to the City's heart from December 14 - 24. Presented by Amazon and the Union Square Alliance and sponsored by the San Francisco Office of Economic and Workforce Development and the

Office of Mayor London N. Breed, this event brought an enchanting fusion of contemporary arctic wonderland aesthetics, captivating performances, and festive offerings of food, drink, activities and local market in partnership with Sunset Mercantile. We are thrilled to bring back this yearly tradition.

District Wide Initiatives

Maiden lane: This iconic location was activated for the Alliance's main events, Union Square in Bloom, and the Holiday Season. During Bloom, large, illuminated flowers were suspended from the bistro lights and during the holiday season these were replaced with snowflakes bringing vibrancy to the alley and enhancing its picturesque opportunity.

Hallidie Plaza: Similarly to Maiden Lane, we included Hallidie Plaza in our yearly activations by installing large, illuminated flowers on the elevator shaft for Union Square in Bloom. Snowflakes were suspended snowflakes from the bistro lights and adorned to the elevators shaft to celebrate the holiday season. We also completed a mural connecting the east and west side of the plaza highlighting iconic Union Square locations and monuments.

Stage backdrop at USP: The green wall on the stage at Union Square

Plaza adapted by the season creating an instagrammable moment from Spring through the Holiday Season.

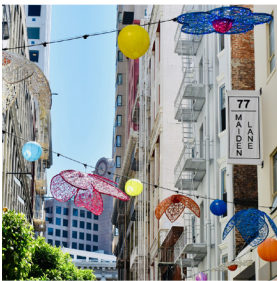
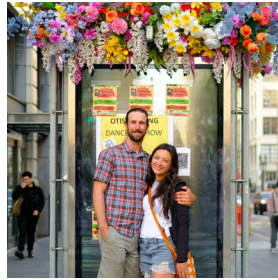
Ornament trail: Larger than life ornaments were placed along the Powell Street Promenade and winter walk. Visitors were encouraged to find all the ornaments for a small giveaway price. Over 500 people completed the ornament trail which is a 50% increase from last year.

Flower baskets: Flower baskets were changed for the holiday season using silk poinsettias.

Decorated Cable Cars: Thanks to a generous collaboration with Gump's, two cable cars were decorated for the holiday season.

Social Media

The Alliance has placed engaging and eye-catching content consistently on all our Social Media platforms. Each platform has performed exceedingly well as a way to distribute information and inspire visitors to explore the neighborhood. The largest increase of this period was on Instagram, where our followers rose by 62% and our tik tok grew 325%.



Annual Safe Shopper Meeting

In November, the Alliance conducted its Annual Safe Shopper meeting, discussing heightened safety measures for Union Square during the holiday season and the concurrent APEC summit in San Francisco. City Leaders, including DA Brooke Jenkins, Chief Scott, AC Lazar, Lieutenant Hall from SFPD, Ranger Murphy from Recreation & Parks, SFMTA, and BART police, addressed the Union Square community about their respective departments' endeavors in guaranteeing safety for both summit attendees and shoppers. To bolster security, the Alliance ramped up patrols in collaboration with Block by Block and Legion, to maintain a

pristine and secure atmosphere.

Safety Summit

In July, the Alliance organized a retail safety and economic development summit. Senator Scott Weiner highlighted concerns about San Francisco's negative media image and its impact on the city's progress. Notable figures like Chief Scott, DA Jenkins, and BART Police discussed challenges faced by retail employees due to lenient theft laws. The economic development panel explored strategies to attract businesses like entertainment venues and eateries to Union Square. The Mayor's Office also discussed the upcoming APEC summit and its benefits for San Francisco.

Financial Report

Statement of Financial Position as of December 31, 2023

Assets

Cash	\$	3,866,323
Receivables (Net)	\$	618,556
Prepaid & Deposits	\$	333,473
Right of Use Asset (Office Space)	\$	1,261,019
Fixed Assets (Net)	\$	397,163
Total Assets	\$	6,476,534

Liabilities and Net Assets

LIABILITIES

Accounts Payable & Accrued Expenses	\$	1,466,429
Line of Credit & Loans Payable	\$	1,138,578
Deferred Revenue	\$	44,475
Lease Payable (Office Space)	\$	1,300,284
Total Liabilities	\$	3,949,766

NET ASSETS

Restricted Net Assets	\$	6,366
Unrestricted Net Assets	\$	2,520,402
Total Net Assets	\$	2,526,768
Total Liabilities & Net Assets	\$	6,476,534



Budget Comparison • Assessment & Core Operations

July - December

Revenue & Carry Over	ACTUAL	BUDGET	VARIANCE
Carry over used from fiscal year 22-23 ¹	\$ 1,965,063	\$ 1,965,663	\$ -
Assessment Income	\$ 3,797,418	\$ 3,773,193	\$ 24,225
Other Income	\$ 253,032	\$ 171,140	\$ 81,892
Total Income	\$ 4,050,450	\$ 3,944,333	\$ 106,117
Expenses	ACTUAL	BUDGET	VARIANCE
Clean & Safe	\$ 2,585,847	\$ 2,706,032	\$ 120,185
Public Realm, Marketing, Events & Advocacy	\$ 437,682	\$ 482,807	\$ 45,125
Management & Administration	\$ 497,334	\$ 530,298	\$ 32,964
Total Assessment Expenses	\$ 3,520,863	\$ 3,719,137	\$ 198,274
Net Surplus (Deficit)	\$ 529,587	\$ 225,196	\$ 304,391

¹Used for core operations July-Nov 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.

Total Assessment Expenses

July - December 2023



Budget Comparison

Total Results July - December

Revenue & Carry Over	ACTUAL	BUDGET	VARIANCE
Carry over used from fiscal year 22-23FY ²	\$ 1,984,747	\$ 1,984,747	\$ -
Assessment Income	\$ 3,797,418	\$ 3,773,193	\$ 24,225
Other Income	\$ 1,498,740	\$ 1,374,638	\$ 124,102
Total Income	\$ 5,296,158	\$ 5,147,831	\$ 148,327

Expenses	ACTUAL	BUDGET	VARIANCE
Clean & Safe	\$ 2,741,173	\$ 2,823,172	\$ 81,999
Public Realm, Marketing, Events & Advocacy	\$ 1,361,035	\$ 1,448,842	\$ 87,807
Management & Administration	\$ 651,930	\$ 686,448	\$ 34,518
Total Assessment Expenses	\$ 4,754,138	\$ 4,958,462	\$ 204,324
Net Surplus (Deficit)	\$ 542,020	\$ 189,369	\$ 352,651

²Used for operations from July-Nov '23 and for grant expenses

Budget and Forecast

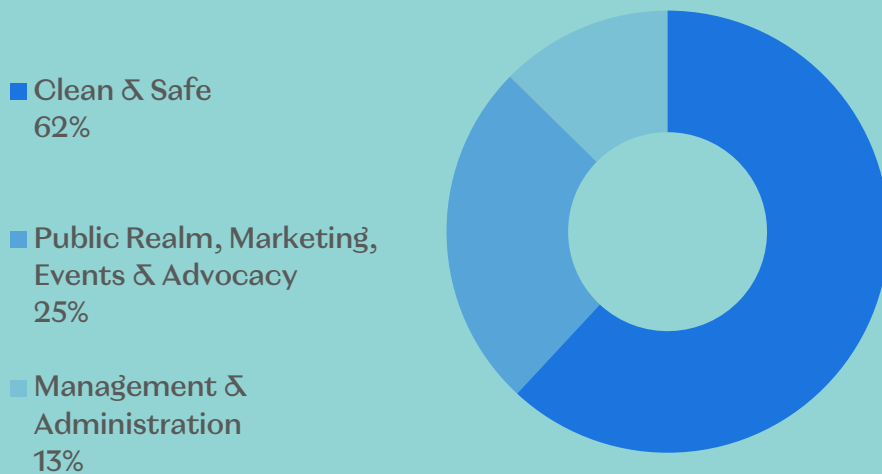
Budget for January - June 2024 & Forecast 23-24FY

Revenue & Carry Over	JAN-JUN 2024 BUDGET	FY 23-24 FORECAST
Reserves (Carry Over) from December 2023	\$ 2,526,768	\$ 1,984,747
Assessment Income	\$ 3,062,700	\$ 6,860,118
Other Income	\$ 1,523,582	\$ 3,022,322
Total Income	\$ 4,586,282	\$ 9,882,440

Expenses	BUDGET	FORECAST
Clean & Safe	\$ 3,275,813	\$ 6,016,986
Public Realm, Marketing Events & Advocacy	\$ 1,111,746	\$ 2,472,781
Management & Administration	\$ 576,529	\$ 1,228,459
Total Assessment Expenses	\$ 4,964,088	\$ 9,718,227
Net Surplus (Deficit)	\$ (377,806)	\$ 164,214
Projected Reserves (Carry Over) at June 30, 2024³	\$ 2,148,961	\$ 2,148,961

Total Expenses

Forecast for 23-24



³To fund operations from July-October 2024

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

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.

Boxcar Theater

Provided Boswick the Clown for entertainment during Winter Walk.

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 Cavañaro, Marketing and Events Consulting

Provides strategic marketing and event organization support.

District Works

Provides support during large scale events at Union Square Plaza.

elmpact

Developing data dashboard.

Florian Industries

Maintains the Powell Street Promenade infrastructure and Maiden Lane Gates.

Ideas Events and Rentals

Provided custom decor and labor during Winter Walk.

Impact

Provided lighting, sound and staging support during Winter Walk.

I-Site

Website maintenance.

Jennifer Luxenburg

Provided childrens entertainment during Winter Walk.

Legion Security

Provides security services.

Mary Rezek

Executive and leadership coach.

Off the Grid

Supported the food and beverage program during Winter Walk.

Placer.Ai

Provides pedestrian count reports and analyses.

Professional Computer Support

IT services.

Prop2C

Provided custom decorations for Winter Walk.

Revival Agency

SEO support

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.

Social Good Company

Organized music performances in during Winter Walk, Alliance events and other parts of the district.

Springboard

Provides pedestrian counters and data analytics.

Independent Distribution Collective

Supported the Alliance for production supporting during SF Live.

Vistency

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.

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 & Co

Julie Taylor

TREASURER

Executive VP
Colliers International

Board of Directors

Mark Sullivan

Community Member

Jordan Buckley

Director of Hotels
Frame Ventures

Shirley Howard-Johnson

Arts Consultant

Terry Lewis*

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

Lauren Ellis

Gallery Director
CK Contemporary

Don R. Thomas

Board of Directors
Club Donatello

Opio Dupree

Vice President Government
and Public Affairs
Macy's

Erik Murray

Managing Partner
Oak Investment Funds

Evan J. Kaizer

President & CEO
Stratford Hotel Property LLC

Peter Hart

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

Kevin Flanagan

General Manager
Recology

Julie Taylor

Executive VP
Colliers International

J. Timothy Falvey

Hanford-Freund Company

Russell D. Keil, Jr.

Principal
The Keil Companies

Mark Purdy

Senior VP & GM
Grosvenor Americas

Wes Tyler

General Manager
Chancellor Hotel
on Union Square

Spencer Sechler

Director of Business
Development
Ace Parking

Stephen Brett

Principal
Brett & Company

David Lewin

General Manager
Grand Hyatt SF

Maxine A. Papadakis, MD

150 Powell St HOA

James Sangiacomo

Principal
Trinity Properties

Clift Clark

Area General Manager
The Westin St. Francis

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

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 Staff

Marisa Rodriguez
CEO

Melanie Medina
Executive Assistant

Kendall Toms*
Member Services
Representative

Rachel Lewis*
Member Services
Representative

Benjamin Horne
CFO

Zarrina Yousufzai
Finance & HR Associate

Liza Bernard
Events Coordinator

Owen Bruce*
Member Services
Representative

Ken Rich
COO

Jessica Chilingarian
Digital Marketing Associate

Antonio Chappell*
Member Services
Representative

Celaya Gavina*
Member Services
Representative

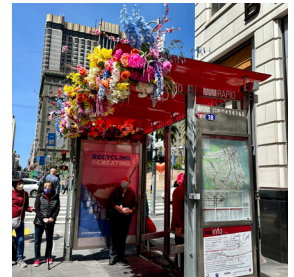
Lance Gorée*
Director of Services

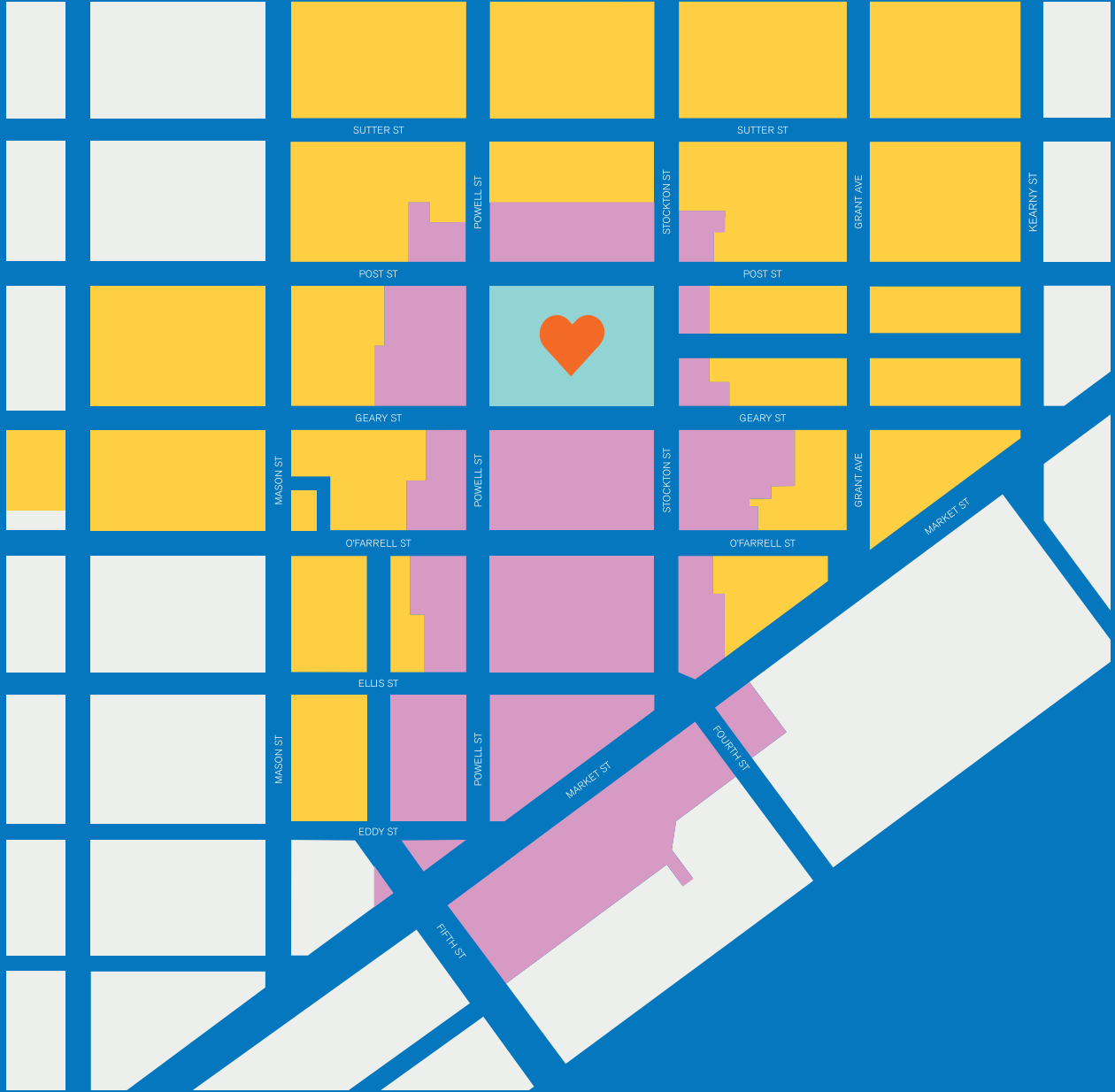
Eva Schouten
Public Realm Associate

Caitlin Keller*
Intern



*Staff Member no longer with the Alliance







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291 Geary Street, Suite 200, San Francisco, CA 94102  415·781·7880  visitationunionsquaresf.com