

**UNION
SQUARE**
ALLIANCE



2023-24
Annual Report



Paving the Way For a Vibrant Future

On behalf of the Union Square Alliance and our Board of Directors, we present this Annual Report, highlighting our positive strides toward brighter times and continued healing as we continue to build our foundation for the future. Within this report, we showcase key achievements marked by innovative public space redesigns, new business openings, luxury retail expansions, vibrant community events, outline our planned future endeavors, and provide an overview of our financial performance.

Preserving the historic charm of Union Square while setting the stage for a new era, Powell Street, the gateway to Union Square and home to the iconic cable cars, has recently received a visionary design proposal. Spearheaded by the creative minds behind New York City's Highline and the Presidio's Tunnel Tops Park, this proposal includes striking elements like a modern chandelier to mark the cable car turnaround, art nouveau lanterns with programmable LEDs, wider sparkling sidewalks with sparkling details, and new green spaces. This project, if funded, is expected to yield significant economic benefits for years to come.

The revitalization of Powell Street and similar opportunities are infusing new energy into this historic corridor, creating interest for new businesses and activations further solidifying the relevance and allure of our district's Western corridor. Commercial real-estate brokers have noted an increase in tours for potential new tenants, signaling that the time is ripe for investment. Over the last 17 months, 41 new businesses have opened and signed deals in Union Square. Notably, Nintendo has chosen Union Square for their second U.S. store, slated to open by 2025. The food scene continued to stake claim with acclaimed chef Tyler Florence launching two new cafes in the Union Square

Park. Union Square's culinary scene thrives, with new establishments like Chotto Matte offering an elevated Japanese-Peruvian rooftop dining experience, and Corzetti transporting guests to the Ligurian coast.

Luxury retail is also seeing a strong trend of expansion. Businesses are seizing the rare opportunity to secure prime locations in this historic city center, with luxury brands like BVLGARI, Max Mara, and Carmina opening or expanding their presence in Union Square.

In addition, Union Square is also becoming a hub of cultural resurgence. Union Square in Bloom, a winner of the 2024 International Downtown Association's Marketing & Events Achievement Award, invites visitors to enjoy floral displays and community events. This initiative is growing in popularity each year. SF Live, a new six-month series of free music concerts, brings live performances to the plaza, adding to the cultural vibrancy of the area.

As we assess the infinite potential of Union Square, we do so with a deep appreciation of the undeniable strength, richness, and creativity of our community members who persevere. We remain dedicated to our Strategic Plan, which centers on fostering a safe and welcoming environment, bolstering our economy, nurturing an authentic atmosphere, and ensuring the continued health of our organization. With the momentum we've built, together we will continue to propel forward, moving us out of challenging times and into a brighter future.

Thank you for your ongoing support and for being part of this remarkable transformation.

Mark Purdy
Board President

Marisa Rodríguez
Chief Executive Officer

Services

The Union Square Alliance provides the following services:
Clean and Safe Services, Public Realm & Streetscapes,
Marketing & Events, and Advocacy. Between July 2023 and
June 2024, the Union Square Alliance implemented and
delivered the following programs:



Cleaning & Safety Services



RFP Completion and New Services Contracts with Services Providers

In early 2023, the Union Square Alliance formed an RFP Committee with members and stakeholders in the district and sent out an RFP for both cleaning and safety/security services. Many excellent proposals were received. The Committee reviewed proposals, scored them and conducted interviews with the finalists. In the end, our partners at Block by Block and Legion Security were selected to continue providing the core cleaning, safety, and security services to the district and member services was also included. New contracts were negotiated and put into place in the fall of 2024 that ensured the required service levels were met and also provided accountability, transparency and provided a holistic approach to the entirety of the clean and safe services.

New Director of Services

In January of 2024, the Alliance hired a new Director of Services, Jason

Cherniss. Jason has many years of law enforcement experience having served in numerous roles with the San Francisco Police Department including Captain of the Tenderloin Station and Commander roles. Jason's unique experience and background provide insights that have led to operational improvements as well as safety and security enhancements.

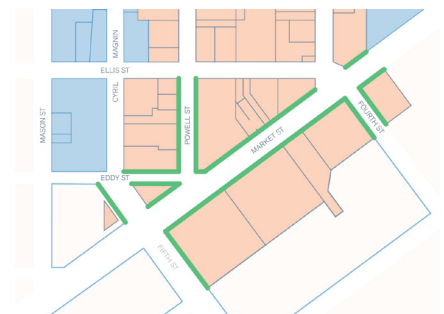
Texting Member Services

In the spring of 2024, the Alliance launched the ability to text directly to our Member Services team. This enhancement allows for easier communication with our membership and encourages more of our members and stakeholders to engage and request cleaning and safety services as needed. The texting number is the same as our member services line 415-781-4456.

Pressure Washing Grant

In the fall of 2024, thanks to a generous grant from the Chris Larsen Fund, an advised fund of the Silicon Valley Community Foundation, the Union Square

Alliance began providing enhanced pressure washing services to Market Street, Hallidie Plaza and Powell. The grant (received by the Union Square Foundation) allows for pressure washing of the areas below approximately 3 times per week (in addition to the weekly pressure washing provided under the core district services) for 2 years.



Bigbelly Grant

The Union Square Alliance received a \$50,000 grant from the Office of Economic and Workforce (OEWD) Development for Bigbelly trash unit repairs and replacements. The grant was received in June of 2024. Some initial repairs were done in June 2024, but most repairs and new installations will be done in the fall of 2024 in time for the holiday season.

Cleaning

by the Numbers



406,775

Pounds of trash
removed from street

6,278

Hazardous Waste
Incidents

10,937

Graffiti Tags
Removed

13,298

Cleaning Incidents
Addressed

1,037,504*

Feet of Block Fronts
Pressure Washed

4,402

Overflowing
Cans Leveled

*including pressure washing grant services

Safety

by the Numbers



27,342

Quality of Life
Incidents Addressed

3,307

Incidents Addressed
by 10B Officers

415

Video Footage
Requests

437

Public Safety
Request Received

6,216

Incidents Addressed
by Private Security

13 (520 in total)

Additional
Cameras Installed

Public Realm & Streetscapes



Powell Street Improvement Project

In the summer of 2023, Mayor Breed and Board of Supervisors President Peskin announced \$4million in funding for the Powell Street Improvement Project. The City asked the Union Square Alliance to lead the initial design phases of the project.

The goal of this project is to work with property owners and businesses, community stakeholders, and the City to produce a beautiful, durable, and cost-effective design that will help restore Powell Street to the iconic status it deserves.

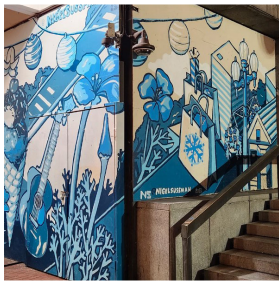
The Alliance completed an RFP process by creating an RFP

selection committee including property owners, stakeholders, and experts for hiring a design firm. The committee released the RFP and received 11 proposals from notable design firms. Together with the selection committee, three design firms were selected to present their proposal to the committee. Following the presentations, the decision was made to move forward with Field Operations and Sitelab as the design firms to guide this project.

The first phase of this project was to gain community input and get an extensive understanding of Powell Street's strengths, weaknesses, potential, history and more. This information was gathered by Field Operations and

Sitelab through a public survey and stakeholder survey. Over 1,000 people completed the surveys and this information shaped the first out of three in-person stakeholder meetings which Field Operations and Sitelab used to create one final design which was presented at an Open House in June.

During the Open House the full project was presented which is a \$30M project. The hope is to get the project funded by General Obligation (GO) Bond. If the GO Bond does not pass, the Alliance will use the remaining funds of the original dedicated \$4M dollars to complete the first phase of this project. This will be determined in the next fiscal year.



Union Square Stage Improvement Project

The Alliance aims to install a world class sound system on the stage at Union Square Plaza. This system will make it easier and more affordable for concerts and other activities to take place. The Alliance has negotiated and finalized a contract with OEWD to start executing in the next fiscal year.

Maiden Lane Improvement Project

In partnership with the Department of Public Works, the Alliance is looking to repave and add limited design elements to Maiden Lane. The Alliance and Department of Public Works also aim to create a complete redesign of Maiden Lane, similar to Powell Street, and use this design for fundraising.

Union Square Stage Backdrop

The Alliance continues to change the backdrop at Union Square Plaza for Seasonal events such as Union Square in Bloom and the Holiday Season. Hundreds of people take their picture at this location daily.

Flower Baskets and Powell Promenade Landscaping

The Alliance maintains the flower baskets on Stockton Street, Powell Street Cable Car Turnaround, and at Ellis Street. They are changed seasonally for summer and for the holiday season. The Alliance also maintains the planters and parklets at the Powell Street Promenade.

Hallidie Plaza and Maiden lane seasonal décor

The Alliance has installed seasonal décor at Maiden Lane and at Hallidie Plaza for Union Square in Bloom with large, illuminated flowers and the Holiday season with illuminated snowflakes.

Ornament Trail

During the Holiday Season, the Alliance placed large ornaments on Powell Street and Winter Walk. Eight of the ornaments were painted by local artists. The Alliance created an ornament trail and those who located each of the painted ornaments collected a small prize at the Winter Walk info booth. The ornament trail was enjoyed by over 750 people and the project was appreciated by the Milwaukee BID.

District Marketing & Events



Website Redesign

Through strategic website updates, the Alliance is aiming to make it easier for users to discover businesses and attractions in Union Square. The Alliance launched a pilot program that introduced advertisements to the main page that would allow us to generate additional revenue that will be reinvested into marketing promotions for district members. Our efforts include an 8-week focus on enhancing user experience, ease of navigation, and the development of an affiliate advertising strategy. The full launch is planned for September 2024.

Social Media Strategy

Through curated content, the Alliance showcases the best in shopping, dining, lodging, and entertainment around Union Square. The Alliance typically post 3 to 4 times per week, featuring hundreds of businesses and driving significant follower engagement. Additionally, we champion Alliance initiatives such as Holidays, Bloom, and the Summer Music Series, including successful reel experiments.

Social Media Stats

This fiscal year, the Alliance had 17M impressions across all platforms and as of June 30, @unionsquaresf

has nearly 103,000 (18% increase) followers:

Instagram: 21,500

Facebook: 75,000

X: 4,700

TikTok: 750

LinkedIn: 1,620

Ad Campaigns

The Alliance executed various ad campaigns throughout the year to highlight Union Square and its initiatives. In the Nob Hill Gazette, the Alliance featured a 2-page spread in the June issue, showcasing 8 Union Square businesses and the Bloom campaign. In Lux Club Magazine, the Alliance secured an 18-page spread in



the June issue, spotlighting fashion designer Colleen Quen's Bloom Gown alongside the Union Square in Bloom campaign. Our Do the Bay partnership included a comprehensive package for Winter Walk and Union Square in Bloom, featuring email pushes, digital and social media giveaways, and event listings. Additionally, the Alliance extended our reach through miscellaneous channels, including BART and Bus Ads.

Public Relations

The Alliances Public Relations (PR) and press efforts this year included a variety of initiatives to boost Union Square's visibility. The Alliance issued several press releases, including those for the Powell Street Improvement Project, Marisa's John's Grill photo induction ceremony, Mother's Day in Union Square, Union Square in Bloom 2024, Tulip Day, and Destination Downtown. The Alliances media interviews included features on Live in the Bay for Mother's Day and KTVU2 for AAPI Heritage Month, highlighting the Bloom Gown. The Alliance organized media events such as Tulip Day and the Powell Street Improvement Project, both of which also garnered front-page coverage in the Chronicle.

Winter Walk

Winter Walk, a cherished tradition, made its highly anticipated return last year. 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 offered an enchanting blend of contemporary arctic wonderland aesthetics, captivating performances, and a variety of festive offerings, including food, drink, activities, and shopping. As a pedestrian-only event, Winter Walk transformed Stockton Street from Post to Geary Street, Geary to O'Farrell Street, and Maiden Lane between Stockton and Grant into a magical winter wonderland.

Union Square in Bloom

Embracing its rich history with flowers, 'Union Square in Bloom,' returned for its 3rd year (2024) inviting visitors to celebrate with community events amidst floral public displays, hotel stays, couture, gastronomy, and cocktails. Visitors were able to use the Bloom Passport as a guide to discovering bloom cocktails from participating bars and restaurants and surprising bursts of florals all over the Union Square district. The 2023 Union Square

in Bloom was honored with the Achievement Award for Marketing & Events by the International Downtown Association.

Tulip Day

As a prelude to Union Square in Bloom, 50,000 people visited Union Square to pick their own bouquet of free tulips to take home during Tulip Day 2024 on Saturday, March 9th, presented by the Union Square Foundation, Union Square Alliance, Royal Anthos, the San Francisco Office of Economic and Workforce Development, the Office of Mayor London N. Breed, Community Challenge Grants, and the Consulate General of the Netherlands in San Francisco.

SF Live

SF Live is a free, citywide, summer music series sponsored by OEWD. This initiative features three major concerts on June 15, September 21, and October 12, in partnership with The Endup, Cafe Du Nord, and The Chapel. The first concert drew nearly 8,500 people—almost triple our previous attendance record. Additionally, the Alliance hosted Happy Hour concerts with Biscuits and Blues and Pandora Karaoke, showcasing our commitment to vibrant, community-driven music events.

Advocacy



Letter of support for state legislations: AB 2488 Downtown Revitalization and Economic Recovery Financing Districts, AB 3068 Adaptive reuse: streamlining: incentives, SB 1227 CEQA Bill, SB 969 Entertainment Zones

The Alliance has supported key state legislation, including AB 2488, AB 3068, SB 1227, and SB 969, focused on revitalizing downtown areas. These measures aim to enhance public safety, boost economic growth, and rejuvenate commercial districts, all of which are vital to Union Square's recovery. By advocating for these bills, the Alliance is helping to secure a vibrant future for Union Square,

ensuring it remains a key destination in San Francisco.

Letter to support Mayor Breed's Action Plan to Enliven the Union Square and Yerba Buena Districts

Mayor London Breed's action plan to revitalize Union Square includes new investments and initiatives aimed at boosting public safety, enhancing public spaces, and supporting local businesses. The plan focuses on making Union Square a vibrant destination through improved public spaces, a 24/7 safety presence, and support for small businesses. These efforts will help reestablish Union Square as a key cultural and economic hub in San Francisco, attracting more visitors and revitalizing the downtown area.

Advocacy to Support Local Businesses

The Alliance has been proactive in supporting businesses within the district to enhance the visitor experience. This includes writing letters of support for various initiatives, such as a permit for entertainment at the Beacon Grand hotel, a shared space permit for Harlan Records, and a mural installation at citizenM. These efforts reflect the Alliance's broader commitment to creating a lively and inviting atmosphere for everyone who visits Union Square.

Retail Safety & Economic Development Summit

In July 2023, the Alliance hosted its annual summit, focusing on retail theft prevention, safety measures,



and economic development strategies to attract businesses and counter negative perceptions. Senator Scott Wiener delivered the keynote, addressing community concerns about San Francisco's image and advocating for tax credits, transportation, affordable housing, and support for those in crisis. The Mayor's office also outlined plans for the Asia-Pacific Economic Cooperation Summit, emphasizing its significant economic impact on the city.

APEC

The Alliance advocated for increased resources to ensure safety during the Asia-Pacific Economic Cooperation (APEC) Leaders' Summit. This effort resulted in an enhanced police presence in the Union Square area and the

Alliance assisting law enforcement with camera access to maintain security. These measures were crucial in ensuring a smooth visit from world leaders, showcasing San Francisco's commitment to safety and hospitality during this significant international event.

Powell Street Improvement Project

As part of revitalization efforts, the Alliance has been focused on enhancing public spaces to attract businesses and visitors, beginning with the upgrade of Powell Street, a key gateway to the district. In 2023, the Alliance's advocacy efforts secured \$4 million to kickstart the redesign. With strong support from our members, the Board of Supervisors approved the funding, and a press conference with

Supervisor Peskin and Mayor Breed was held to announce this crucial investment. This marks a significant milestone in reimagining Powell Street and advancing Union Square's broader revitalization.

Union Square Plaza Cafes

The Alliance played a key role in supporting and attracting new businesses in the district, including Miller and Lux in October 2023 as the city awarded them the RFP for the café spaces on Union Square Plaza. The Alliance wrote a letter of support and provided public comment to secure approval for world-renowned chef Tyler Florence to establish a café with unique offerings. During the November 2023 opening, the café drew large crowds, especially for its signature croissant soft serve, contributing to the district's vibrancy.

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Alliance Security Camera Program Policy

BELOW

Alliance Surveillance Technology Report



Surveillance Technology Report September 1, 2024

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, H5 and H6 cameras have high-definition resolution with day-night features, as well as privacy masking.

List of companies/entities requesting video:

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	Legion Corporation
535 Geary Street	Logvin Law
BART PD	Louis Vuitton
Block by Block	Macy's
Café Mason	Oakland PD
Café Central	Rhino Investigations
Chen Properties	SF District Attorney
Dept of Police Accountability	SF Public Defender
FBI San Francisco	SFPD
Gong Cha	Town and Country Club
Hilton	Union Square Alliance
IT'SUGAR	Union Square Flowers
KSH Architects	

3. 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.
4. 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 • visitionsquaresf.com

Security Camera Policy available for download at www.visitionsquaresf.com/member-services 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 "snoopy" 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 designees, 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 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 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 User(s).

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 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 (BXB 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 individuals 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.

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 Camera Requested	
CASEFILE # (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 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 back cover). For more information on assessment calculations, please refer to the Union Square Alliance Management Plan.

24-25 Assessment Rates

Zone 1

LAND USE TYPE	RATE/	LOT SQ FT	BUILDING SQ FT	FRONTAGE SQ FT
Non-Residential Property	\$	0.51	\$ 0.08	\$ 147.55
Apartment Property	\$	0.38	\$ 0.06	\$ 110.66
Condominium Property	\$	0.26	\$ 0.04	\$ 73.78
Public Property	\$	0.26	\$ 0.04	\$ 73.78

Zone 2

LAND USE TYPE	RATE/	LOT SQ FT	BUILDING SQ FT	FRONTAGE SQ FT
Non-Residential Property	\$	0.41	\$ 0.06	\$ 118.04
Apartment Property	\$	0.31	\$ 0.05	\$ 88.53
Condominium Property	\$	0.20	\$ 0.03	\$ 59.02
Public Property	\$	0.20	\$ 0.03	\$ 59.02

July 2023 - June 2024 Statement of Financial Position*

Assets

Cash and Investments	\$ 2,351,481
Receivables (Net)	\$ 530,462
Other Current Assets	\$ 411,157
Furniture & Equipment (Net)	\$ 316,693
Operating Right-of-Use Asset	\$ 1,739,413
Total Assets	\$ 5,349,205

Liabilities & Net Assets

LIABILITIES	
Accounts Payable & Accrued Expenses	\$ 1,043,401
Deferred Revenue	\$ 75,354
Notes Payable (EIDL)	\$ 131,628
Operating Lease Liability	\$ 1,753,158
Total Liabilities	\$ 3,003,541
NET ASSETS	
Without Donor Restrictions	\$ 2,338,024
With Donor Restrictions	\$ 7,640
Total Net Assets	\$ 2,345,664
Total Liabilities & Net Assets	\$ 5,349,205

Management Plan Budget

REVENUE	DOLLAR AMOUNT	PERCENTAGE
Assessment Revenue	\$ 6,036,111	92%
Non-Assessment Revenue	\$ 524,879	8%
Total	\$ 6,560,990	100%

SERVICE CATEGORY	DOLLAR AMOUNT	PERCENTAGE
Clean & Safe	\$ 4,868,481	74%
Public Realm, Marketing Events & Advocacy	\$ 754,601	12%
Management & Administration	\$ 937,908	14%
Total	\$ 6,560,990	100%

FY 2023-24 Budget

Dollar Amounts

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	\$ 5,419,696	\$ 624,903	\$ 6,044,599
Public Realm, Marketing Events & Advocacy	\$ 823,687	\$ 1,580,307	\$ 2,403,994
Management & Administration	\$ 979,238	\$ 276,631	\$ 1,255,869
Total	\$ 7,222,621	\$ 2,481,841	\$ 9,704,462

Percentages

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	75%	25%	62%
Public Realm, Marketing Events & Advocacy	11%	64%	25%
Management & Administration	14%	11%	13%
Total	100%	100%	100%

FY 2023-24 Actuals*

Dollar Amounts

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	\$ 5,274,488	\$ 309,851	\$ 5,584,339
Public Realm, Marketing Events & Advocacy	\$ 787,455	\$ 1,793,094	\$ 2,580,549
Management & Administration	\$ 879,812	\$ 337,688	\$ 1,217,500
Total	\$ 6,941,755	\$ 2,440,663	\$ 9,382,388

Percentages

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	76%	13%	59%
Public Realm, Marketing Events & Advocacy	11%	73%	28%
Management & Administration	13%	14%	13%
Total	100%	100%	100%

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

FY 23-24 Revenue Sources

ASSESSMENTS	FY 23-24 ACTUALS	% OF ACTUALS
FY Assessment Revenue	\$ 6,858,146	100%
Penalties	\$ 13,454	0%
Redemption + Redemption Penalties	\$ -	0%
Total Assessment (Special Benefit) Revenue	\$ 6,871,600	100%
NON-ASSESSMENTS		
Contributions and Sponsorships	\$ 41,054	0%
Grants	\$ 37,173	0%
Donations	\$ -	0%
Interest Earned	\$ 67,466	1%
Earned Revenue	\$ 2,360,781	24%
Other (In-Kind & Misc)	\$ 365,231	4%
Total Non-Assessment (General Benefit) Revenue	\$ 2,871,705	29%
Total	\$ 9,743,304	100%

FY 23-24 Carry Forward

FY 23-24 ASSESSMENT CARRY FORWARD DISBURSEMENT	DOLLAR AMOUNT	SPENDOWN TIMELINE
Clean & Safe	\$ 701,874	July-August 2024
Public Realm, Marketing Events, & Advocacy	\$ 114,233	July-August 2024
Management & Administration	\$ 313,842	July-October 2024
General Fund	\$ 890,103	July-October 2024
Special Assessment Net Assets	\$ 2,020,052	
FY 23-24 NON-ASSESSMENT CARRY FORWARD DISBURSEMENT		
Non-Assessment Advocacy	\$ 5,230	Unknown
Security Camera Donations	\$ 7,640	Unknown
General Fund (from other funds)	\$ 312,739	Operations July-October 2024
Total Non-Assessment (General Benefit) Net Assets	\$ 325,609	

FY 24-25FY Budget

REVENUE	AMOUNT	% OF INCOME	
Assessment Revenue	\$ 7,063,890	70%	
Fundraising & Other	\$ 2,989,933	30%	
Total Revenue	\$ 10,053,823	100.00%	

EXPENSES	ASSESSMENTS	% OF ASSESSMENT EXPENSES	% OF ALL EXPENSES
Clean & Safe	\$ 5,579,638	75%	55%
Streetscapes, Advocacy, Marketing & Events	\$ 849,402	11%	8%
Management & Administration	\$ 1,003,814	14%	10%
Total Assessment Expenses	\$ 7,432,855	100%	
Other Grants & Fund Expenses	\$ 2,645,630		26%
Total Expenses	\$ 10,078,485		100%

FY 23-24 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	IDENTIFIED RESTRICTED USES	FINANCIAL INTEREST OF DONOR
870 Market Street Associations, LP	5/17/2024	\$ 4,347	cash	Security Cameras	Property owner in district
SF Travel	3/15/2024	\$ 5,000	cash	Bloom	To promote SF/Union Square
Macy's	4/15/2024	\$ 15,000	cash	Bloom	Business in district
Biscuits & Blues	5/17/2024	\$ 1,500	cash	Bigbelly program	Business in district
Total		\$ 25,847			

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

Main landscaping partner.

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.

Boxcar Theater

Entertainment for Winter Walk.

Cube 84

Salesforce consultants to support our tracking program District 360.

David Perry & Associates, Inc.

Provides strategic communication and public relations support.

Dianna Cavagnaro

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.

Field Operations

Design for Powell Street Improvement Project.

Ideas and Events

Decor set-up and break-down of Winter Walk.

Impact

Lighting and staging for Winter Walk.

Independent Distribution Collective

Supported the Alliance for production supporting during SF Live.

I-Site

Creating and Maintaining the new Alliance website.

Jennifer Luxemberg

Entertainment for Winter Walk.

Legion Security

Provides security services.

Mary Rezek

Executive and leadership coach.

Off the Grid

F&B for Winter Walk.

Placerai

Provides pedestrian counters and data analytics.

Professional Computer Support

IT services.

Props2C

Decor for Winter Walk.

Revival Agency

Provides website maintenance and SEO support.

Sitelab Urban Studio

Design for Powell Street Improvement Project.

SF Holiday Lighting

Main lighting installation and maintenance partner.

SFPD 10B Program

Provides uniformed police officers 20 hours daily.

Social Good Company

Music and event producers.

Springboard

Provides pedestrian counters and data analytics.

Vistity

Virtual district mapping tool and services.

Wiline

Provides high speed internet services to support security camera network.

Union Square Alliance Staff

Marisa Rodriguez
Chief Executive Officer

Lance Gorée*
Director of Services

Melanie Medina
Executive Assistant

Owen Bruce*
Member Services Representative

Kendall Toms*
Member Services Representative

Ken Rich
Director of Economic Development & Policy

Zarrina Yousufzai
Finance & HR Associate

Liza Bernard
Events Coordinator

Rachel Lewis*
Member Services Representative

Benjamin Horne
Chief Financial Officer

Eva Schouten
Public Realm & Events Manager

Kristina Ghishan**
Intern

Celaya Gavina*
Member Services Representative

Jason Cherniss
Director of Services

Jessica Chilingерian
Marketing & Communications Associate

Caitlin Keller**
Intern

Antonio Chappell*
Member Services Representative



*Staff no longer with the Alliance due to downsize
**Staff term ended

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

Community Member

Erik Murray

Managing Partner
Oak Investment Funds

J. Timothy Falvey

Hanford-Freund Company

Stephen Brett

Principal
Brett & Company

Jordan Buckley

Director of Hotel Operations
Paramount Hotels, Inc.

Evan J. Kaizer

President & CEO
Sieroty Company Inc.

Russell D. Keil, Jr.

Principal
The Keil Companies

David Lewin

General Manager
Grand Hyatt SF

Shirley

Howard-Johnson

Global Arts Consultant

Lauren Ellis

Gallery Director
CK Contemporary

Mark Purdy

Managing Director - Asset
Management
Grosvenor Property
Americas

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

Wes Tyler

General Manager
Chancellor Hotel
on Union Square

James Sangiacomo

Principal
Trinity Properties

Julie Taylor

Executive VP
Colliers International

Clifton Clark

Area General Manager
The Westin St. Francis

Kevin Flanagan

General Manager
Recology Golden Gate

Opio Dupree

VP - Government &
Public Affairs
Macy's

Peter Hart

Complex General Manager
Hilton SF Union Square &
Parc 55 SF

Manuela A. King

President
RHAA Landscape
Architects

Lin Huber

General Manager
Neiman Marcus

Cammy Blackstone*

AT&T California
Director - External Affairs

Terry Lewis*

Complex General Manager
Hilton SF Union Square &
Parc 55 SF

Advisory Committee Chairs

Mark Sullivan

MARKETING
COMMITTEE CHAIR

Community
Member

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

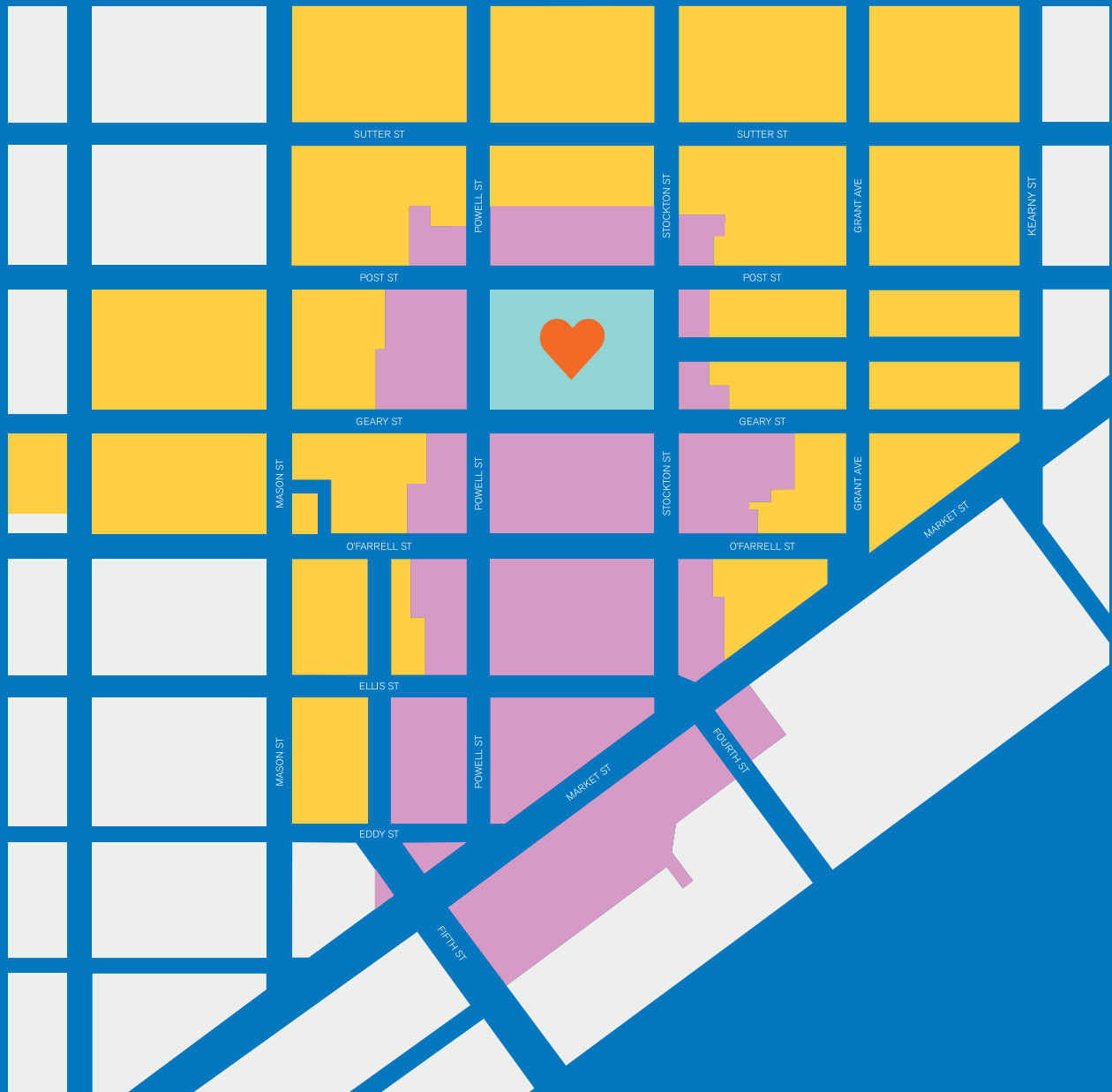
Principal
Trinity Properties

Don R. Thomas

SERVICES & PUBLIC SAFETY
COMMITTEE CHAIR

Board of Directors
The Club Donatello

*Board Member no longer with the Alliance



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