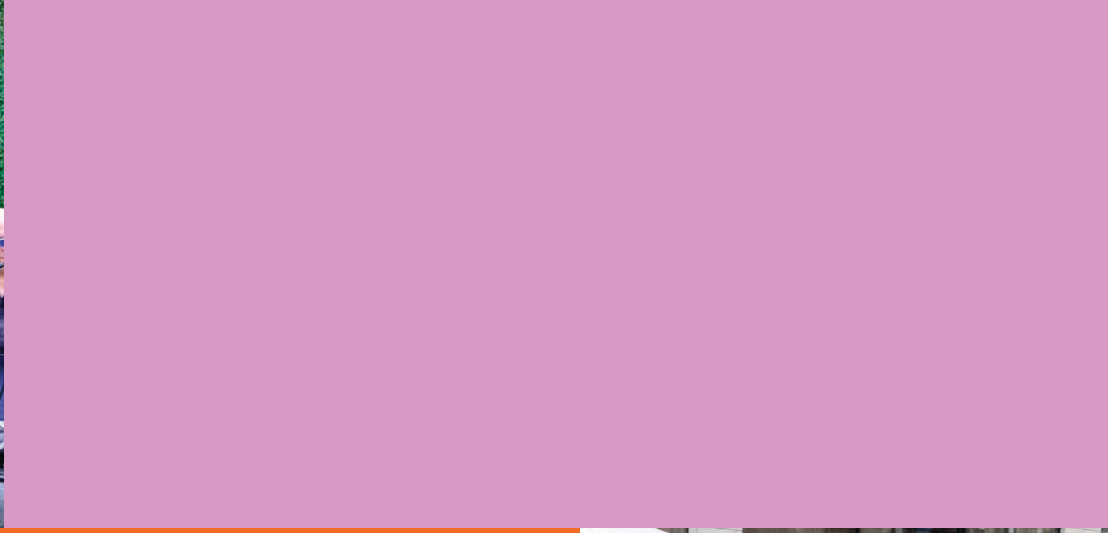


**UNION  
SQUARE**  
ALLIANCE



July - December 2024  
**Mid-Year Report**



# The Alliance Mid-Year Review

The Union Square Alliance proudly shares this mid-year report, highlighting achievements and financial results from July to December 2024.

As San Francisco continues its revival, Union Square serves as both a barometer and a driving force in the city's recovery. At the heart of this historic district, the Union Square Alliance champions community innovation and economic growth through world-class events, retail expansions, and transformative public space improvements.

As a new home to AI companies drawn to the area's mix of industrial-chic aesthetics and historic charm, to concert-goers rediscovering the Square as a world-class music destination, the revitalization of Union Square is not just about preserving a district but about safeguarding the lifeblood of San Francisco itself.

Union Square and the City's safety initiatives are producing tangible results. Between 2018 and 2024, robberies decreased by 35% and property crimes by 41%, outperforming citywide averages.<sup>1</sup> During high-traffic periods such as the holiday season, police presence is tripled to ensure a secure and welcoming environment for all visitors.

Over the past 6 months, 18 new businesses have opened or signed leases in Union Square. Nintendo will open its second U.S. store in the district by 2025, cementing Union Square's global appeal. The district continues to be a hub for high-end jewelry and fashion brands which opened new stores and expanded stores in the district.

Union Square's culinary scene continues to thrive:

- Bombay Brasserie blends the aromatic spices of India with French culinary techniques.
- AB Steakhouse by Chef Akira Back offers a premium dining experience with smokeless Japanese binchotan charcoal tabletop grills.

Union Square's luxury retail scene continues to expand:

- Watch Boom: The district is currently experiencing a boom in high-end watch maker businesses with Rolex, Breitling, and Patek Philippe finding new homes on Post Street, appealing to executives and collectors alike.
- Carmina: Famous for its handcrafted Spanish leather shoes, Carmina joins other fashion giants like Dolce & Gabbana and Saint Laurent.

Union Square transformed into a festive wonderland during December's Winter Wander-Land, featuring attractions such as the Holiday Ice Rink, Macy's Great Tree, and the vibrant Winter Walk on Stockton Street. This pedestrian plaza showcased food trucks, local merchants, and live performances, made possible through partnerships with the Mayor's Office of Economic and Workforce Development, Build Group, Amazon, and JP Morgan Chase. Union Square proved once again to be the region's holiday heart, drawing nearly 2 million visitors to celebrate traditions and create new memories.

With these extraordinary developments in 2024, Union Square has solidified its role as more than just a destination — it is the centerpiece of San Francisco's resurgence.

In June, 2024, the Union Square Alliance unveiled a visionary design proposal for a re-imagined Powell Street.

The passage of Proposition B on San Francisco's November ballot earmarks up to \$41 million for downtown public space improvements. Powell Street, an iconic gateway to Union Square and home to the historic cable cars, has been identified as a potential area for this investment.

The Union Square Alliance extends heartfelt gratitude to all who share our vision. We have the opportunity to create something truly special, not just for today, but for generations to come. Together, we will preserve the district's cultural essence while embracing innovation, ensuring a vibrant future for Union Square and its cherished community.

**Mark Purdy**  
Board President

**Marisa Rodríguez**  
CEO

<sup>1</sup>San Francisco Chronicle September 2, 2024.



# Services

The Union Square Alliance provides the following services: Cleaning and Safety Services, Public Realm & Streetscapes, District Marketing, and Advocacy. Between July and December 2024, the Union Square Alliance expanded and implemented the following new programs:





# Services Updates



## RFP230

In November of 2024, the Alliance received notification that it was awarded a 1.9 million dollar grant to provide additional safety and outreach services for approximately 9 months from the Office of Economic and Workforce Development. The Alliance engaged Block By Block to hire 20 safety ambassadors and deploy them throughout the district, providing robust, 24/7 coverage across three shifts. They are easily identifiable by new uniforms, a new truck and two kiosks deployed strategically based on real-time needs or special events.

## Big Belly Audit

The current fleet of Bigbelly units required a lot of repairs and replacements due to vandalism and fire damage. An audit was completed and 23 units were replaced and a dozen more were repaired along with the Alliance branding wraps that needed to be refreshed.

## Additional Cameras in the District

Thirteen additional cameras were installed, bringing the total number of cameras in the district to 533. In addition, three locations were identified as a pilot program for Automatic License Plate Recognition cameras, which will be used by SFPD to capture images of license plates and compare them to databases of stolen or wanted vehicles.

## Interim Director of Services

The Alliance hired Daniela Vasile as Interim Director of Services to support our day to day services operations. She has worked with our main cleaning vendor Block by Block for 9 years and has a wealth of experience with business improvement districts. In January 2025, Daniela was promoted to the position of Chief Operating Officer (COO).

# Cleaning

by the Numbers, Jul - Dec 2024



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**115,175**

Pounds of trash  
removed from street

---

**3,930**

Hazardous Wastes  
Removed

---

**4,339**

Graffiti Tags  
Removed

---

**13,568**

Cleaning Incidents  
Addressed

---

**527,600**

Feet of Block Fronts  
Pressure Washed

---

**931**

Overflowing  
Cans Levelled

# Safety

by the Numbers, Jul - Dec 2024



---

**3,454**

Quality of Life  
Incidents Addressed

---

**963**

Incidents Addressed  
by 10B Officers\*

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**178**

Video Footage  
Requests

---

**13,206**

Public Safety  
Incidents Addressed

---

**8,879**

Incidents Addressed  
by Private Security

---

**13** *(533 in total)*

Additional  
Cameras Installed

*\*Service only provided from July - September 2024*



# Marketing, Advocacy & Public Realm Programs

## Union Square in Bloom

'Union Square in Bloom' returned for its 3rd year (2024), celebrating floral displays, community events, couture, and cocktails. Visitors used the Bloom Passport to discover floral cocktails and surprises throughout the district. The 2023 event won the Achievement Award for Marketing & Events from the International Downtown Association.

## SF Live

From March to September 2024, the Alliance hosted the SF Live music series at Union Square Plaza, partnering with local venues for free public events. This initiative boosted local businesses, increased downtown foot traffic, and supported economic recovery.

## Winter Walk

Winter Walk returned to San Francisco from December 13 - 22. Presented by JP Morgan and sponsored by the San Francisco Office of Economic and Workforce Development and the Office of Mayor London N. Breed, the event featured live music, interactive decor, a holiday market, and festive food and drinks.

## District Wide Initiatives

Maiden Lane: Refreshed with new asphalt and a decorative ground design, complementing high-end fashion stores. Seasonal decor with

bistro lights installed by the Alliance for Bloom and the Holiday Season.

Hallidie Plaza: Large illuminated flowers on the elevator shaft for Union Square in Bloom. Snowflakes suspended from bistro lights to celebrate the holiday season.

Stage Backdrop at Union Square Plaza (USP): Green wall was adapted seasonally, creating an Instagram-worthy moment year-round.

Ornament Trail: Large ornaments and blue turf on Powell Street Promenade to boost foot traffic.

Flower Baskets: Replaced for greenery and white flowers for the holiday season.

## Social Media

The Alliance had 7.8M impressions across all platforms with nearly 106,000 followers (10% increase):

- Instagram: 24,500
- Facebook: 75,000
- TikTok: 879
- LinkedIn: 1,735

## Ad Campaigns

The Alliance ran ad campaigns to promote Union Square, including a holiday gift guide in the December Nob Hill Gazette featuring 8 local businesses, a 2-page spread in SF Magazine for Winter Wander-land,

a Do the Bay partnership, BART ads and influencer collaborations.

## Annual Safe Shopper Program

The Alliance, in partnership with the Mayor's Office and SFPD, launched the Safe Shopper program, featuring increased police patrols, enhanced garage security, and more SFPD Community Ambassadors to ensure a safe holiday shopping experience.

## Marketing & Economic Development Summit

At the Marketing and Economic Development Summit in July 2024, the marketing team showcased efforts to support members through event promotion, positive coverage, and partnerships. Economic updates included the Powell Street Improvement Project, Maiden Lane enhancements, and the Vacant to Vibrant program.

## Letters of Support

The Union Square Alliance supported initiatives to revitalize the district, including backing SB 969, Senator Scott Wiener's bill for entertainment zones in Union Square. The Alliance also supported United Airlines' proposed nonstop DCA-SFO route to benefit business travelers, tourists, and improve access for conference attendees, boosting tourism and economic ties.



# Financial Report

## Statement of Financial Position as of December 31, 2024

### Assets

Cash	\$	3,368,527
Receivables (Net)	\$	1,047,334
Prepaid & Deposits	\$	223,270
Right of Use Asset (Office Space)	\$	1,682,748
Fixed Assets (Net)	\$	276,439
<b>Total Assets</b>	<b>\$</b>	<b>6,598,319</b>

### Liabilities and Net Assets

#### LIABILITIES

Accounts Payable & Accrued Expenses	\$	1,825,314
Line of Credit & Loans Payable	\$	129,580
Deferred Revenue	\$	58,646
Lease Payable (Office Space)	\$	1,706,567
<b>Total Liabilities</b>	<b>\$</b>	<b>3,720,107</b>

#### NET ASSETS

Restricted Net Assets	\$	10,702
Unrestricted Net Assets	\$	2,867,510
<b>Total Net Assets</b>	<b>\$</b>	<b>2,878,212</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$</b>	<b>6,598,319</b>





## Budget Comparison • Assessment & Core Operations

July - December 2024

<b>Revenue &amp; Carry Over</b>	<b>ACTUAL</b>	<b>BUDGET</b>	<b>VARIANCE</b>
Carry over used from fiscal year 23-24 <sup>1</sup>	\$ 2,332,791	\$ 2,332,791	\$ -
Assessment Income	\$ 3,940,579	\$ 3,885,140	\$ 55,439
Other Income	\$ 376,038	\$ 177,414	\$ 198,624
<b>Total Income</b>	<b>\$ 4,316,617</b>	<b>\$ 4,062,554</b>	<b>\$ 254,063</b>
<b>Expenses</b>	<b>ACTUAL</b>	<b>BUDGET</b>	<b>VARIANCE</b>
Clean & Safe	\$ 2,841,449	\$ 2,769,408	\$ (72,041)
Public Realm, Marketing, Events & Advocacy	\$ 442,738	\$ 447,264	\$ 4,526
Management & Administration	\$ 467,813	\$ 523,163	\$ 55,350
<b>Total Assessment Expenses</b>	<b>\$ 3,752,000</b>	<b>\$ 3,739,835</b>	<b>\$ (12,165)</b>
<b>Net Surplus (Deficit)</b>	<b>\$ 564,617</b>	<b>\$ 322,719</b>	<b>\$ 241,898</b>

<sup>1</sup>Used for core operations July-Nov 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.

## Total Assessment Expenses

July - December 2024



## Budget Comparison

Total Results July - December 2024

Revenue & Carry Over	ACTUAL	BUDGET	VARIANCE
Carry over used from fiscal year 23-24FY <sup>2</sup>	\$ 2,345,661	\$ 2,345,661	\$ -
Assessment Income	\$ 3,940,579	\$ 3,885,140	\$ 55,439
Other Income	\$ 1,846,437	\$ 2,059,695	\$ (213,258)
<b>Total Income</b>	<b>\$ 5,787,016</b>	<b>\$ 5,944,835</b>	<b>\$ (157,819)</b>
<b>Expenses</b>	<b>ACTUAL</b>	<b>BUDGET</b>	<b>VARIANCE</b>
Clean & Safe	\$ 3,077,946	\$ 2,971,542	\$ (106,404)
Public Realm, Marketing, Events & Advocacy	\$ 1,506,063	\$ 1,952,931	\$ 446,868
Management & Administration	\$ 670,457	\$ 717,942	\$ 47,485
<b>Total Assessment Expenses</b>	<b>\$ 5,254,466</b>	<b>\$ 5,642,415</b>	<b>\$ 387,949</b>
<b>Net Surplus (Deficit)</b>	<b>\$ 532,550</b>	<b>\$ 302,420</b>	<b>\$ 230,130</b>

<sup>2</sup>Used for operations from July-Nov '24 and other fund expenses

## Budget and Forecast

Budget for January - June 2025 & Forecast 24-25FY

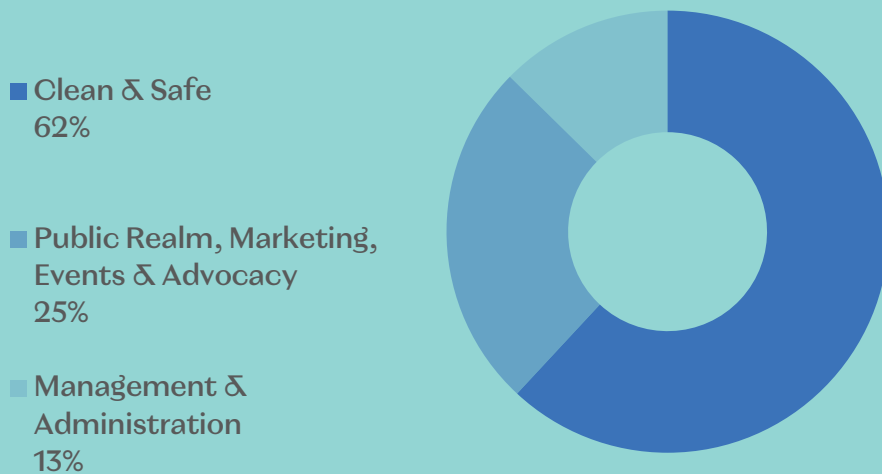
<b>Revenue &amp; Carry Over</b>	<b>JAN-JUN 2025 BUDGET</b>	<b>FY 24-25 FORECAST</b>
Reserves (Carry Over) from December 2024	\$ 2,878,212	\$ 2,345,661
Assessment Income	\$ 3,129,480	\$ 7,070,059
Other Income	\$ 3,127,247	\$ 4,973,684
<b>Total Income</b>	<b>\$ 6,256,727</b>	<b>\$ 12,043,743</b>

<b>Expenses</b>	<b>BUDGET</b>	<b>FORECAST</b>
Clean & Safe	\$ 4,409,222	\$ 7,487,168
Public Realm, Marketing Events & Advocacy	\$ 1,541,566	\$ 3,047,629
Management & Administration	\$ 601,839	\$ 1,272,296
<b>Total Assessment Expenses</b>	<b>\$ 6,552,627</b>	<b>\$ 11,807,093</b>
<b>Net Surplus (Deficit)</b>	<b>\$ (295,900)</b>	<b>\$ 236,650</b>
<b>Projected Reserves (Carry Over) at June 30, 2025<sup>3</sup></b>	<b>\$ 2,597,311</b>	<b>\$ 2,582,312</b>

## Total Expenses

Forecast for 24-25



<sup>3</sup>To fund operations from July-October 2025

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

### A3visual

Banner printing and installation.

### Allbay Landscaping

Maintaining landscaping on Powell Street Promenade, Hallidie Plaza and district wide flower baskets.

### Applied Video Solutions (AVS)

Installs/maintains security camera network.

### American Christmas, LLC

Purchase of holiday decor.

### American City Business Journals

Advertisements and promotion.

### Bartram Sponsorship Strategies, LLC

Sponsorship support.

### 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.

### BuildGroup

Event set up and break down support at Union Square Plaza and turf at Winter Walk.

### City Rise

Street closure support.

### Cocktails on the Fly

Provided outdoor bars during Winter Walk.

### Cube 84

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

### Daniela Vasile

Interim Director of Services.

### David Perry & Associates, Inc.

Provides strategic communication and public relations support.

### David Zieses aka Social Good Company

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

### Dianna Cavagnaro, Marketing and Events Consulting

Provides strategic marketing and event organization support.

### eImpact/Lightcast

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.

### IPS, Inc

Event security.

### Jennifer Luxenburg

Provided childrens entertainment during Winter Walk.

### Leftwich Event Specialist

Event staff support for Winter Walk.

### Legion Security

Provides security services.

### Metro Electric

Power access Winter Walk.

### Mary Rezek

Executive and leadership coach.

### MRI

Provides pedestrian counters and data analytics.

### Perotti & Carrade, CPAs

CPAs.

### Placer.Ai

Provides pedestrian count reports and analyses.

### Professional Computer Support

IT services.

### Progress Public Affairs

Public relations support.

### Revival Agency

Website and SEO support.

### Salesforce, Inc

Data collection.

### 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.

### TKO

Provided food trucks during Winter Walk.

### Wiline

Provides high speed internet services to support security camera network.

### Womble Bond Dickinson, LLP

Legal counsel.

## Board Officers

### Mark Purdy

PRESIDENT

Managing Director,  
Asset Management  
Grosvenor- Property  
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

### Peter Hart

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

### Lin Huber

Vice President,  
General Manager  
Neiman Marcus

### 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

Managing Director,  
Asset Management  
Grosvenor- Property  
Americas

### Wes Tyler

General Manager  
Chancellor Hotel  
on Union Square

### Spencer Sechler

Director of Business  
Development  
Ace Parking

### Manuela A. King

President  
RHAA Landscape  
Architects

### 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

### Clif Clark

Area General Manager  
The Westin St. Francis

## Advisory Committee Chairs

### Mark Sullivan

MARKETING  
COMMITTEE CHAIR

Community Member

### Russell D. Keil, Jr.

AUDIT  
COMMITTEE CHAIR

Principal  
The Keil Companies

### Manuela Anne King

STREETSCAPES & PUBLIC REALM  
COMMITTEE CHAIR

President  
RHAA Landscape  
Architects

### James Sangiacomo

FINANCE  
COMMITTEE CHAIR

Principal  
Trinity Properties

### Erik Murray

PUBLIC AFFAIRS  
COMMITTEE CHAIR

Managing Partner  
Oak Investment Funds

### Don R. Thomas

SERVICES & PUBLIC SAFETY  
COMMITTEE CHAIR

Board of Directors  
The Club Donatello

## Union Square Alliance Staff

**Marisa Rodriguez**  
CEO

**Melanie Medina**  
Executive Assistant

**Liza Bernard**  
Events Coordinator

**Benjamin Horne**  
CFO

**Zarrina Yousufzai**  
Finance & HR Associate

**AnaKatrina Cortado**  
Intern

**Ken Rich**  
Director of Policy and  
Economic Development

**Jessica Chilingarian**  
Marketing &  
Communications Associate

**Jason Cherniss\***  
Director of Services

**Daniela Vasile**  
Interim Director of Services

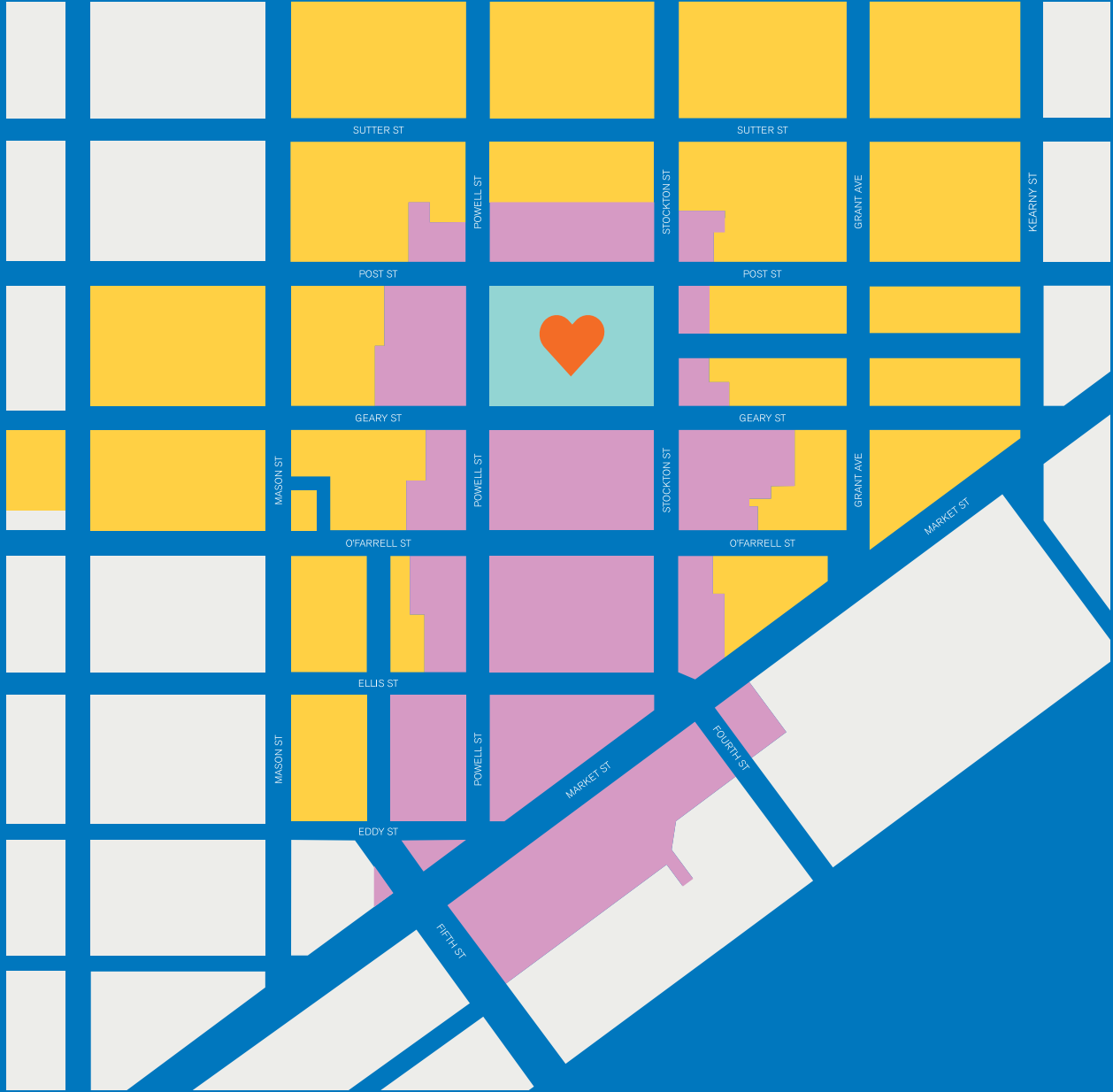
**Eva Schouten**  
Public Realm & Events  
Manager



\*Staff Member no longer with the Alliance







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