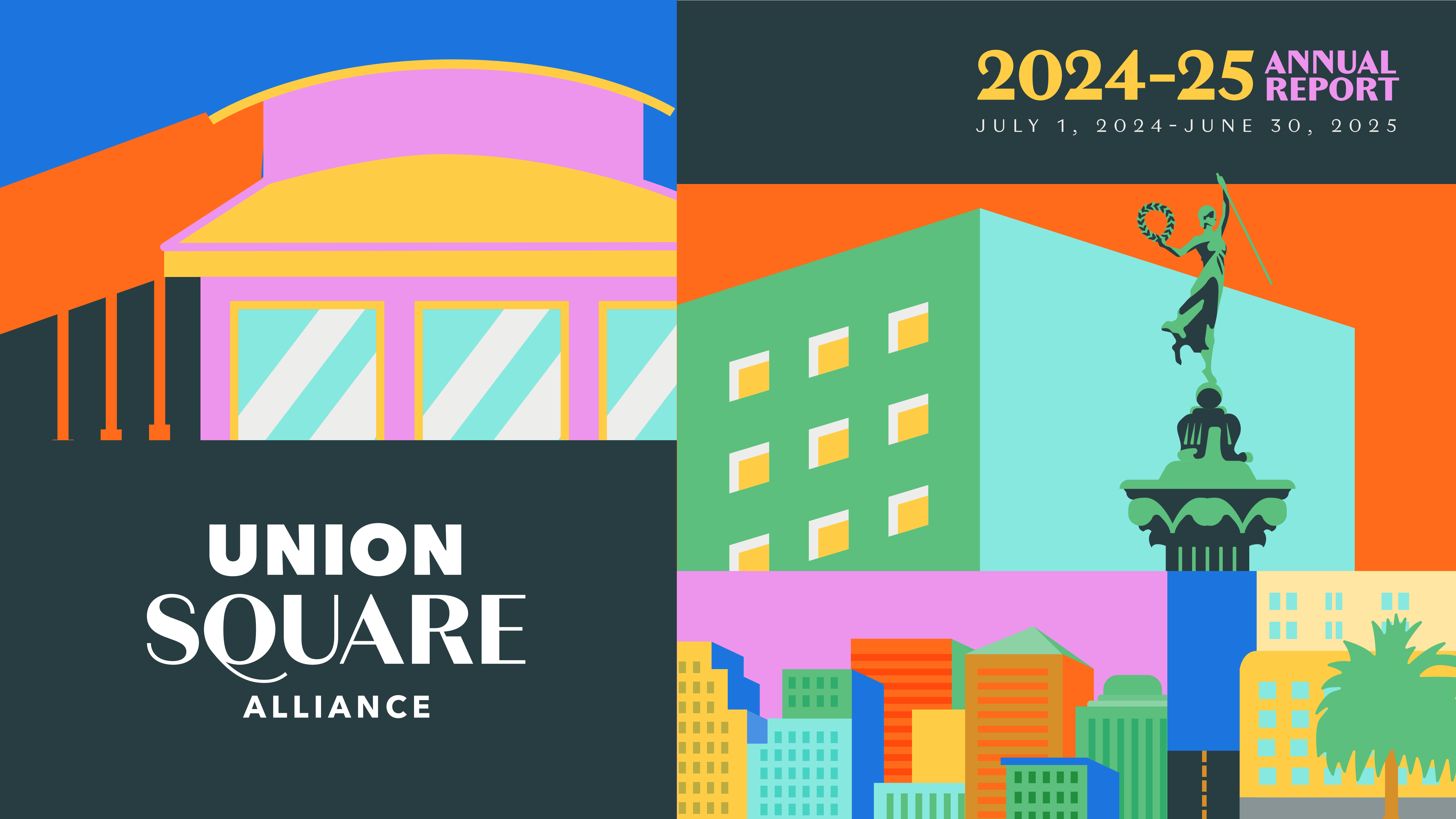
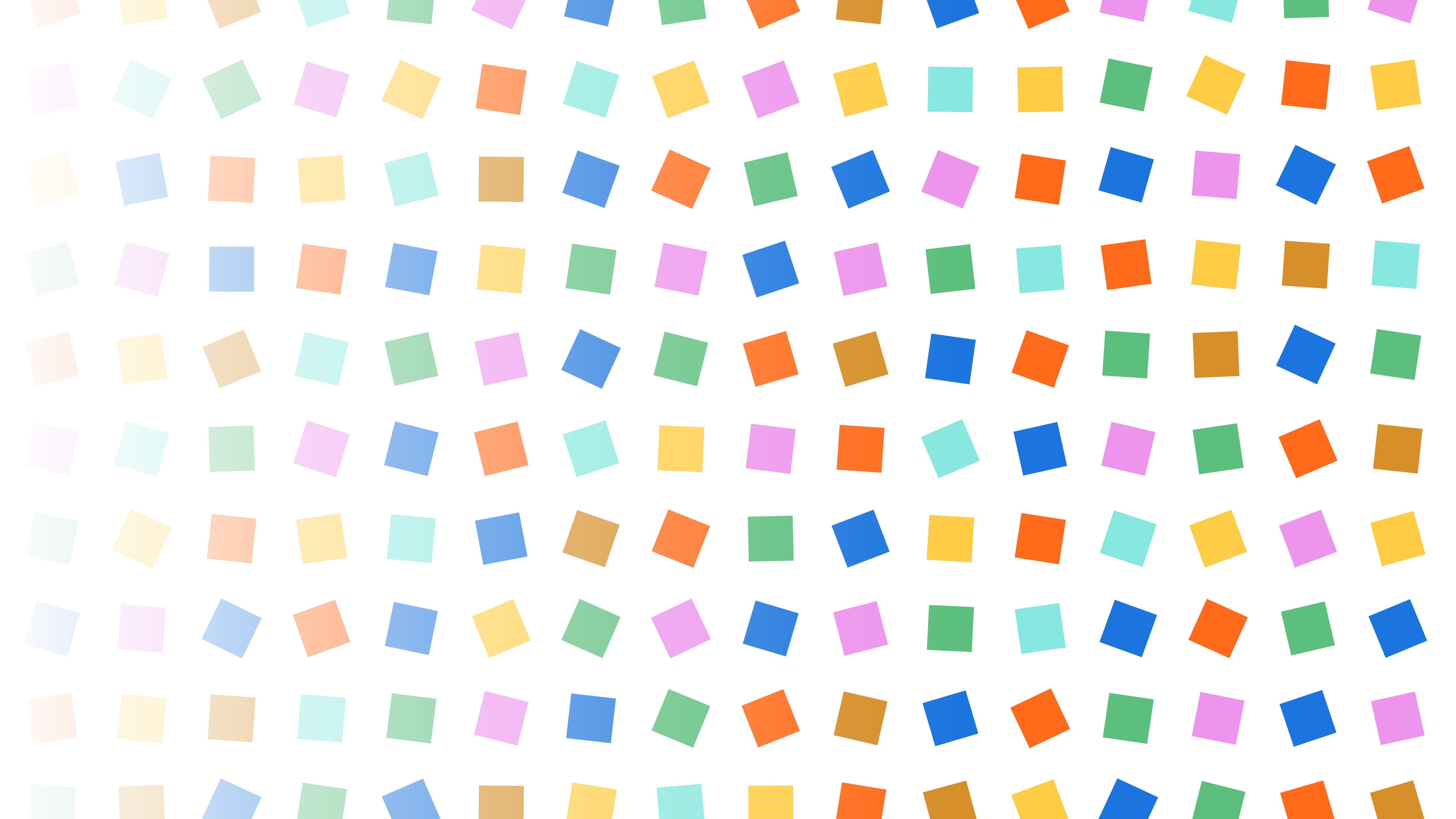


2024-25 ANNUAL REPORT

JULY 1, 2024-JUNE 30, 2025

UNION SQUARE ALLIANCE





Letter from CEO

On behalf of the Union Square Alliance and our Board of Directors, we present this Annual Report, highlighting major accomplishments—from the launching of multiple public space activations, exciting global business expansions and lively community events—while also outlining our future plans and sharing an overview of our financial performance from July 2024 to June 2025. Union Square’s complete revitalization is clearly on the horizon, and with each passing year, the Alliance brings the district’s dreams for a full resurgence closer to reality.

In the past year, the momentum behind a number of public realm projects has remained strong. Plans for the Powell Street Improvement Project, a key infrastructure initiative designed to enhance safety, accessibility, and the visitor experience, are well underway with finalization of its schematic design concept. Bringing together local businesses, streetscaping, and public art activations, Powell Street is set to become a cultural epicenter for all to enjoy. Alongside other revitalization projects, the Powell Street corridor will serve as a focal point for this iconic destination within the larger San Francisco destination market. Work on the Union Square Stage Improvement Project continues with force, with aims of completion in the spring of 2026, which will transform the plaza into a vibrant hub for music, celebration, and shared memories that bring the community together. We’ve kicked off a plan for activating the historic Maiden Lane, a future hub for restaurants, cafes, and retail stores (one of which is housed by the only Frank Lloyd Wright building in the city), will welcome Afternoons on the Lane in September of 2025, with a series of afternoon programming that engages local businesses and comes alive with live entertainment elements.

Union Square is turning a new leaf: over the past 17 months, Union Square has welcomed a wave of new

energy, with 61 businesses opening their doors and investing in the future of our district. Among these milestones, the community celebrated the arrival of the Nintendo store—only the second in the nation—alongside the flagship Shoe Palace and the much-loved San Francisco bakery, B. Patisserie, known for its devoted following. Innovation is also taking root here, with Union Square becoming home to one of the rare World storefronts, a groundbreaking project co-founded by OpenAI CEO Sam Altman. Together, these openings highlight Union Square’s growing reputation as a place where tradition, creativity, and forward-looking ideas all find a home.

Luxury retail continues to experience an upwards trend in expansion. Patek Philippe, one of the most esteemed watch brands in the world, opened its doors in the Spring of 2025, followed by Breitling, Yadav Diamond & Jewelry, and the expansion of Bulgari, Rolex, and Bottega Veneta. These openings firmly establish what we already know: that Union Square is, and will always be, an epicenter of luxury retail.

As we look to the future of Union Square, we do so with a profound appreciation for the strength, creativity, and resilience of our community members. Guided by our Strategic Plan, we remain committed to creating a safe and welcoming environment, supporting economic growth, preserving the district’s authentic character, and sustaining the health of our organization. Building on the momentum achieved over the past year, we are well-positioned to see our plans to continue advancing Union Square toward a vibrant and thriving future come to fruition.

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

—Mark Purdy
Board President

—Marisa Rodriguez
CEO

Services We Provide

The Union Square Alliance provides the following services: Clean and Safe Services, Public Realm & Streetscapes, District Marketing & Events, and Advocacy. Between July 2024 and June 2025, the Union Square Alliance implemented and continued the following programs:



Clean
and Safe
Services



Public Realm
& Streetscapes



District
Marketing &
Events



Advocacy



Cleaning & Safety Services

Cleaning & Safety Services

HEART Safety Ambassadors-RFP 230 Grant

In line with former Mayor Breed’s HEART Plan (“hospitality, entertainment, arts, culture, retail and tourism”), the Office of Economic and Workforce Development awarded the Alliance a \$1.9 million grant to support safety ambassador work in the Hospitality Zone, which included the Union Square District. Partnering with Block By Block, the Alliance launched the program in December, deploying up to 20 ambassadors to enhance visibility, address quality-of-life issues, connect people with resources, and provide hospitality to visitors, residents, and workers.

Increase in Security Team Presence

Thanks to the reallocation of positions under the HEART SAFETY Grant, the security team was expanded from two to four guards per shift, operating around the clock. This increase enabled more proactive patrolling throughout the district and improved response times to service requests related to quality-of-life issues.

In January 2025, the Alliance welcomed **Daniela Vasile as its new Chief Operating Officer.**

With a strong background in urban place management, Daniela brings valuable expertise in activating public spaces, fostering stakeholder collaboration, and delivering impactful services tailored to the Union Square district.



Cleaning Stats



Pounds of trash removed

389,425



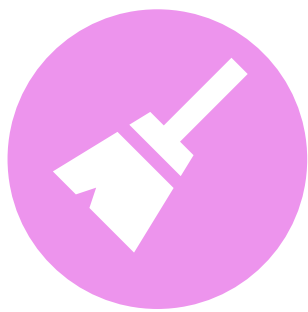
Hazardous waste removed

7,789



Graffiti tags removed

7,887



Cleaning requests received

13,121



Ft. of Block fronts pressure washed (including pressure washing grant)

1,839,950



Overflowing trash cans addressed

3,807



Safety Stats



Quality of life incidents addressed (safety + Baseline ambassadors)

28,098



Incidents addressed by 10B officers & security (no officers after 9/30)

963



Video footage requests

484



Public safety requests received

392



Incidents addressed by Legion

5,354



Additional cameras installed

3



Public Realm & Streetscapes

Public Realm & Streetscapes

Powell Street Improvement Project

After the GO Bond passed in November 2024, allocating \$22M to the project, the Alliance began the next phase of the project (design development) with Field Operations, including property owner outreach and a topographical survey of Powell Street. The phase started in August 2025, with the City and Alliance aiming to complete the project by the 2027 holiday season.

Union Square Stage Improvement Project

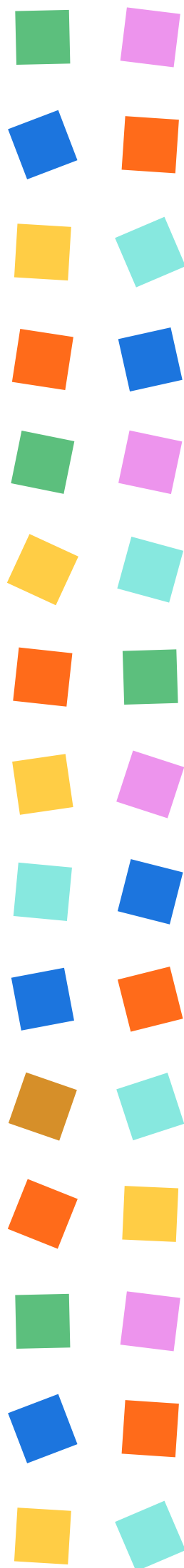
The Alliance is advancing the Union Square Stage Improvement Project, adding a state-of-the-art sound system to expand and improve events. With support from Field Paoli, We Are The Kind, and SF Recreation and Parks, the project is finalized for contractor bids and set for completion in spring 2026.

Maiden Lane Improvement Project

In partnership with San Francisco Planning and Public Works, the Alliance hosted community workshops to develop a long-term design for Maiden Lane. While funding is not yet secured, the process positions the Alliance to advocate when resources become available. The final workshop is scheduled for fall 2025.

Union Square Stage Backdrop

The Alliance has continued to maintain the green backdrop at Union Square Plaza which attracts people to take pictures daily. Through the Holiday Season 2024, the backdrop was Winter Wander-land in Union Square, San Francisco and through the Bloom 2025 campaign it displayed Union Square in Bloom.



Flower Baskets and Landscaping on Powell Street Promenade

The Alliance has continued to maintain the district wide flower baskets, replacing them in the summer and winter season. As well as the landscaping at Powell Street Promenade and Hallidie Plaza, which has been refreshed.

Hallidie Plaza and Maiden Lane seasonal décor

For the Holiday Season, the Alliance installed snowflakes suspended from the bistro lights at Hallidie Plaza and Maiden Lane and at the Cable Car Turnaround. For the following Bloom Season, these were replaced by illuminated flowers and butterflies which were purchased in 2024 through a grant by OEWD, this investment continues to show positive results.

Ornament Trail

The Alliance relaunched the Ornament Trail, sponsored by IKEA, attracting about 2,000 participants. Featuring eight locally painted ornaments along Powell Street Promenade and Winter Walk, attendees use a map to find them and collect a prize. OEWD funding added new ornaments and blue turf to enhance the experience.



District Marketing & Events

District Marketing & Events

Website Updates

VisitUnionSquareSF.com is a go-to resource for visitors, residents, business and property owners, and employees alike. Next year, the site will undergo exciting updates to make it more dynamic, easier to navigate, and modern in design. Users can expect streamlined dropdown menus, fresh visuals, and interactive features that highlight Union Square’s vibrant offerings. These enhancements will ensure the website better connects the community while showcasing all that Union Square has to offer.

VisitUnionSquareSF.com will be updated with a modern design, improved navigation, interactive features, and visuals to better showcase Union Square.

Our website is a resource for:

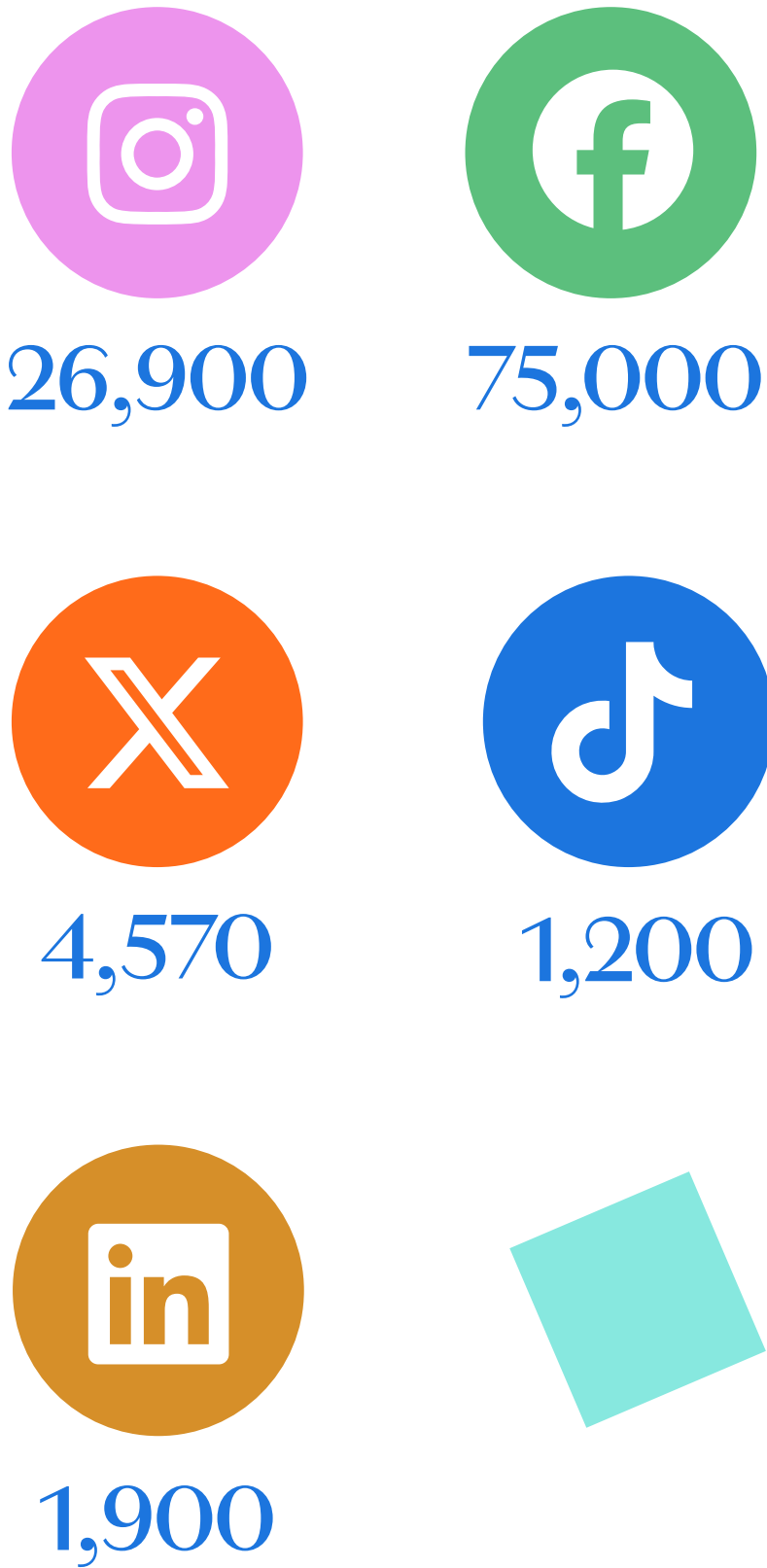
- Visitors
- Residents
- Business owners
- Property Owners
- Employees

Our website will undergo exciting updates:

- Dropdown menus
- Fresh visuals
- Interactive features

Social Media Stats

@Unionsquaresf has had a 106% growth in new followers:



Ad Campaigns

The Alliance’s paid social media campaigns strategically expand reach, target diverse audiences, and use engaging content to boost Union Square’s visibility. This approach drives strong impressions, follower growth, and meaningful engagement, positioning the district as a key San Francisco destination.

Public Relations

In partnership with Progress Public Affairs and David Perry & Associates, the Alliance uses PR to highlight store openings, events, and initiatives, celebrating milestones like Tulip Day, NBA All-Star Parade, and Cable Car Turnaround Arts, reinforcing Union Square as a vibrant cultural and retail hub.

Winter Walk

Winter Walk returned to Union Square, presented by JP Morgan Chase and Gap Inc., with OEWD, Zoox, Waymo, and IKEA support. The blue-turfed, pedestrian-only event featured performances, activities, food, and shopping, attracting 75,000 visitors during its 10-day run.

Union Square in Bloom

“Union Square in Bloom” returned for its 4th year, featuring Tulip Day with 80,000 tulips at Union Square Plaza, hotel and fashion events, curated cocktails, and the Bloom Dress show in partnership with designer Jad Racha. Over 50,000 visitors attended, with more than 1,500 enjoying live music and a fashion showcase.

Cable Car Turnaround Activations

Funded through OEWD, the Alliance coordinated and researched Cable Car Turnaround activations to bring energy, visibility, and vibrancy to Union Square’s iconic landmark. A community survey, vendor research, marketing plans, contracts and permitting was completed resulting in a seamless execution of the program in July 2025. The program will run through early 2026.

Maiden Lane Activations

With OEWD funding, the Alliance has completed extensive research to revive Afternoons on the Lane, formerly known as Lunch on the Lane, on Maiden Lane. The phased pilot program features nearby businesses, live performances Thursdays-Sundays, 2-5 p.m., testing strategies and building momentum toward reintroducing a variety of activations at this iconic location. The program will launch in the fall of 2025.





Advocacy



Advocacy

1 Meet and Greet Daniel Lurie

The Alliance hosted a community meet-and-greet with Mayor Daniel Lurie, engaging stakeholders and residents in dialogue about Union Square's economic recovery, offering insights, responding to questions, and energizing efforts to ensure the district remains vibrant and thriving for generations to come.

2 SB 395 – Liquor Licenses

The Alliance supported Senator Wiener's SB 395, reforming liquor licensing to help small businesses, restaurants, and bars to have fewer barriers to entry. The bill promotes economic growth, revitalizes Union Square, and strengthens the city's dining and nightlife culture, aligning with the Alliance's advocacy goals.

3 Hospitality Task Force

The Alliance, with Yerba Buena Partnership, SFPD, and the Mayor's Office, launched the Hospitality Zone to enhance safety in Union Square. Combining police presence, ambassadors, and real-time coordination, it ensures a secure, welcoming experience and models effective public-private partnership.

4 Security Camera MOU with SFPD & RTIC

The Alliance finalized an MOU with SFPD, giving RTIC direct access to Union Square security cameras. This integration improves monitoring, coordination, and situational awareness during events and criminal incidents, strengthening public safety, and enabling



Safety Policies

Alliance Security Camera Program Policy

Exhibit A - Usage Policy

Video Surveillance System Usage Policy & Procedures

Enacted by the Alliance Board of Directors on January 23, 2025
Effective February 1, 2025

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, with the aim of preventing criminal activities and reducing crime. The primary objective of the system is to enable retrospective examination of any crimes that occur in public spaces or involve suspects who have sought refuge in such areas.

This document outlines the general policies and procedures for usage of the system.

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, within the Union Square Alliance district boundaries. These cameras are positioned to monitor the respective public spaces. It is possible that more cameras will be installed in other public areas within the district in the future.

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 that they may be recorded.

Enacted by the Alliance Board of Directors on January 23, 2025

B. 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 ("B2B"), located at 870 Market Street, Suite 502, San Francisco, California 94102. The Member Services Representatives on duty are tasked with responding to cameras on a daily basis to ensure they are in working order. They are also responsible for managing all requests for video footage. Additionally, the Member Services Representatives may periodically monitor the live camera feeds and have limited control over some cameras.

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-Clearing Antismashers and Overnight Security Teams on duty. Software may be used to assist live overnight monitoring.

F. Facial recognition technology will not be used in the system.

F. 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. For instance, if a visitor or an Alliance member becomes a victim of a crime, they should not expect immediate intervention solely because they are within camera view. Instead, they should immediately contact emergency services, such as 911 (emergency) or SFPD.

G. The general public, Alliance members, and visitors should also be aware that the video surveillance system has limited coverage of the public space within the Alliance and even when camera coverage exists, it may not provide the level of detail necessary to identify suspicious activity or criminals.

H. The system is managed by the Alliance and its contractor, Applied Video Solutions, Inc. ("AVS") and B2B.

IV. General Principles and Policies

A. The objectives of this policy on video surveillance and monitoring include deterring criminal activities, documenting both legal and potentially illegal or inappropriate transactions, safeguarding the safety and assets of individuals and businesses within the district, and facilitating the identification of individuals involved in both legal and potentially illegal or inappropriate acts. Any use of video surveillance and monitoring techniques that contravenes the purposes delineated in this policy is strictly 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 expectations of privacy as defined by

Enacted by the Alliance Board of Directors on January 23, 2025

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 Dept.

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:

	Public Records Act Request	Request by Law Enforcement Agencies
Requests to Observe Real Time Video Surveillance	Restricted and not subject to requirements set forth by the California Public Records Act.	Granted to the SFPD by the Board of Directors in January 2025 until revoked. Requests by other agencies will be evaluated on a case-by-case basis.
Requests 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.

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 interest in disclosure, such as cases where releasing the video records may jeopardize a police investigation.

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.

Enacted by the Alliance Board of Directors on January 23, 2025

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. This is intended to ensure that the policy's goals of reducing crime and criminal activity continue to be achieved.

E. System Users, as defined in Section VI, will operate the system in a manner that relies on reasonable behavior or reports of specific incidents of concern, and not on 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 Section VI.D and VI.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 ensure all video recording 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 videotaped images that have been reported (including date/time of report and username).

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 can then 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 will be managed by The Alliance Member Services Dept. and/or AVS. The Alliance and AVS 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 necessarily describe the desired footage and follow

Enacted by the Alliance Board of Directors on January 23, 2025

VI. Procedures 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 documented using The Alliance Request for Video Retrieval Form, attached as Exhibit B. This 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. Video requests should be submitted to Alliance Member Services located at 870 Market Street, Suite 502, San Francisco, CA 94102 or to the Alliance Member Services Representative on duty, by email at Request@unionsquarealliance.com or by phone at (415) 781-4488. The Alliance or its designee will typically provide the video requested to the requester within 10 calendar days. When the video requested is completed, video footage may be picked up at the Alliance office at 870 Market Street, Suite 502, 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 designee will provide assistance to persons making Public Records Act requests as required by law and will 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 timeframe 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(s).

F. All copies of video records are to be made by authorized System Users(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 designee) 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 their 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

Enacted by the Alliance Board of Directors on January 23, 2025

Date	Time Alliance Completed
Date	Time retrieved from Alliance
Quick Notes:	

REQUESTOR PROVIDED INFORMATION	
Requester Name	
Company/Organization	
Daytime Phone Number	
Date and Time of Video Requested	
Location and/or Camera Requested	
CASERFILE # (if applicable)	
Footage Retrieval Method (Flash drive issued, other, etc.)	
Print Name	
Requester signature verifying information provided above is correct	
ALLIANCE STAFF USE ONLY	
Camera(s) Exported (Y/N)	
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

9

Alliance Surveillance Technology Report



Surveillance Technology Report September 5, 2025

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
Caffe Central	Rhino Investigations
Chen Properties	SF District Attorney
Dept of Police Accountability	SFPD
FBI San Francisco	SF Public Defender
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 visitunionsquaresf.com



Assessments & Financials

Property Assessment Calculations

Property Assessments 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 Alliance. Funding for the district is proportionally shared by property owners, who are self-assessed to supplement services provided by the City.

These annual assessments are based on the following variables:

- Linear (sidewalk) frontage
- Building square footage
- Lot 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.

FY 2025–26 Assessment Rates

In addition to parcel characteristics and land use types, two zones were implemented within the boundary of the Union Square Alliance since November 2019. The following charts provide a summary of the assessment rate calculations for both Zone 1 and Zone 2. For more information on assessment calculations, please refer to the Union Square Alliance Management Plan.

ZONE 1

LAND USE TYPE ZONE 1	ASSESSMENT RATE PER LOT SQ FT	ASSESSMENT RATE PER BUILDING SQ FT	ASSESSMENT RATE PER FRONTAGE FT
Non-Residential Property	\$0.53	\$0.08	\$151.98
Apartment Property	\$0.40	\$0.06	\$113.98
Condominium Property	\$0.26	\$0.04	\$75.99
Public Property	\$0.26	\$0.04	\$75.99

ZONE 2

LAND USE TYPE ZONE 2	ASSESSMENT RATE PER LOT SQ FT	ASSESSMENT RATE PER BUILDING SQ FT	ASSESSMENT RATE PER FRONTAGE FT
Non-Residential Property	\$0.42	\$0.06	\$121.58
Apartment Property	\$0.32	\$0.05	\$91.19
Condominium Property	\$0.21	\$0.03	\$60.79
Public Property	\$0.21	\$0.03	\$60.79

Finances

Statement of Financial Position

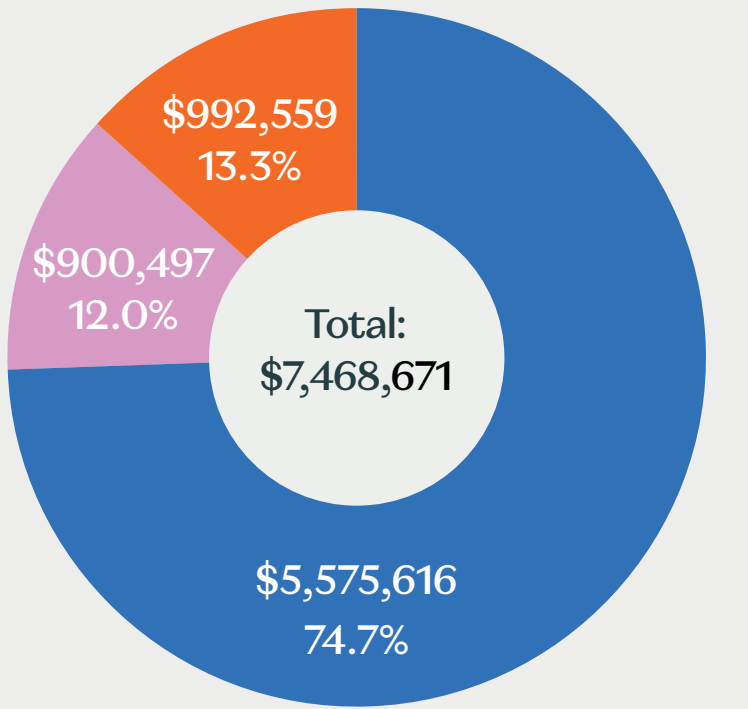
JULY 2024-JUNE 2025 STATEMENT OF FINANCIAL POSITION

ASSETS	
Cash and Investments	\$3,176,423
Receivables (Net)	\$1,496,986
Other Current Assets	\$226,099
Furniture & Equipment (Net)	\$185,648
Operating Right-of-Use Asset	\$1,236,648
Total Assets	\$6,321,804
LIABILITIES & NET ASSETS	
LIABILITIES	
Accounts Payable & Accrued Expenses	\$2,337,305
Deferred Revenue	\$40,935
Notes Payable (EIDL)	\$127,504
Operating Lease Liability	\$1,262,718
Total Liabilities	\$3,768,462
NET ASSETS	
Without Donor Restrictions	\$2,553,342
Total Net Assets	\$2,553,342
TOTAL LIABILITIES & NET ASSETS	\$6,321,804

Audited financial statements available upon request from ben@unionsquarealliance.com

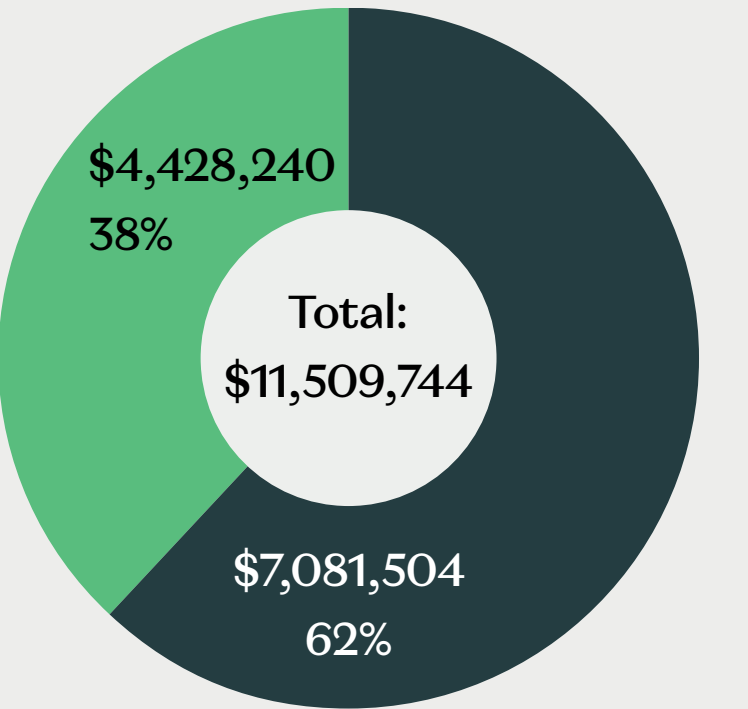
2024–2025 Financial Results

ASSESSMENT EXPENSES 2024-25



- Clean & Safe
- Public Realm, Marketing, Events, & Advocacy
- Management & Administration

FY 2024-25 REVENUE



- Assessment Revenue
- Non-assessment Revenue

Finances

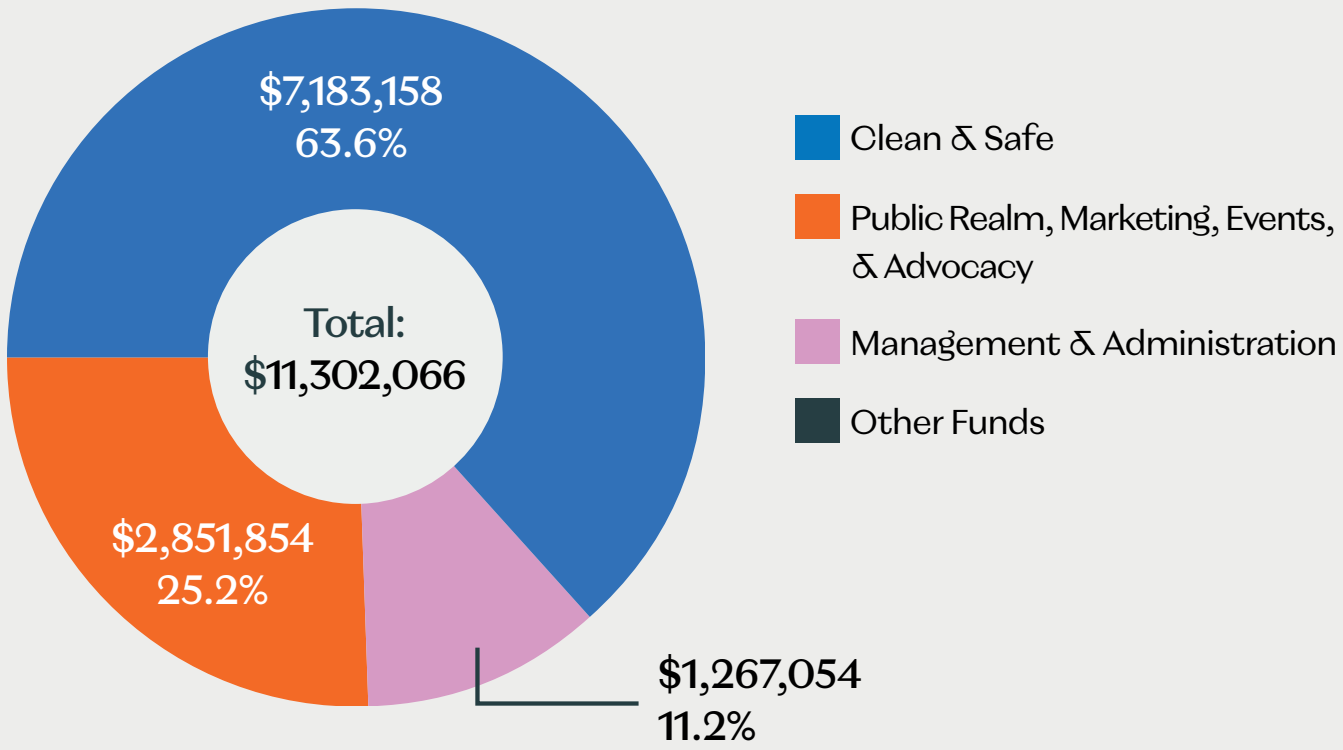
FY 2024-2025 Budget

SERVICE CATEGORY	ASSESSMENT DOLLAR AMOUNT	NON-ASSESSMENT DOLLAR AMOUNT	TOTAL DOLLAR AMOUNT	% TOTAL ASSESSMENT	% TOTAL NON-ASSESSMENT	% TOTAL
Clean & Safe	\$5,579,638	\$721,209	\$6,847	75.07%	27.26%	62.52%
Public Realm, Marketing Events, & Advocacy	\$849,402	\$1,538,309	\$2,387,711	11.43%	58.15%	23.69%
Management & Administration	\$1,003,814	\$386,112	\$1,389,926	13.51%	14.59%	13.79%
TOTAL	\$7,432,854	\$2,645,630	\$10,078,484	100%	100%	100%

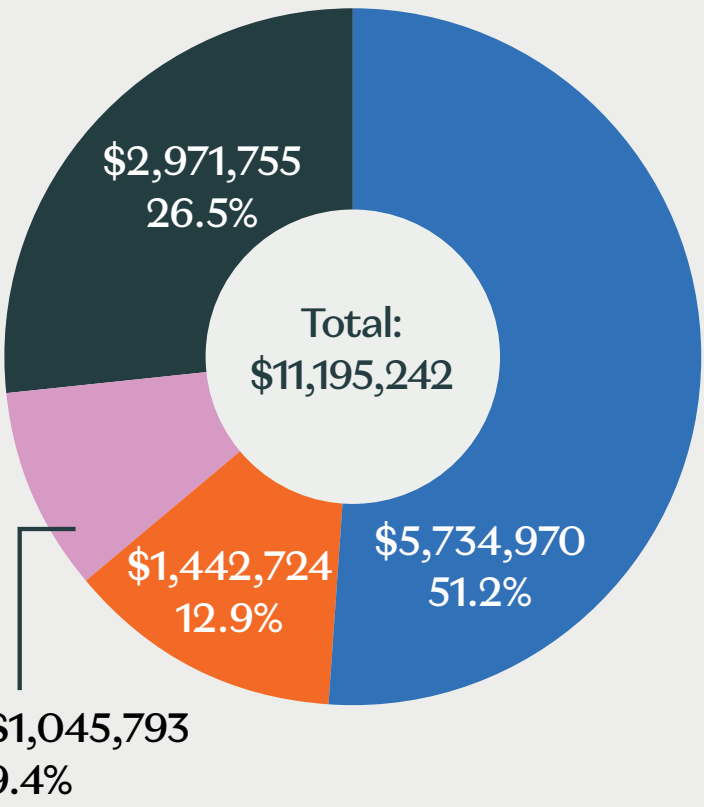
FY 2024-2025 Actual Results

SERVICE CATEGORY	ASSESSMENT DOLLAR AMOUNT	NON-ASSESSMENT DOLLAR AMOUNT	TOTAL DOLLAR AMOUNT	% TOTAL ASSESSMENT	% TOTAL NON-ASSESSMENT	% TOTAL
Clean & Safe	\$5,575,616	\$1,607,543	\$7,183,158	74.65%	41.94%	63.56%
Public Realm, Marketing Events, & Advocacy	\$992,559	\$1,859,296	\$2,851,854	13.29%	48.50%	25.23%
Management & Administration	\$900,497	\$366,557	\$1,267,054	12.06%	9.56%	11.21%
TOTAL	\$7,468,671	\$3,833,395	\$11,302,066	100%	100%	100%

FY 2024-25 TOTAL EXPENSES



FY 2025-26 EXPENSES BUDGET



Revenue Sources

REVENUE SOURCES	FY 2024-25 ACTUALS	% OF ACTUALS
ASSESSMENT REVENUE		
FY Assessment Revenue	\$7,064,127	99.75%
Penalties	\$17,377	0.25%
Redemption + Redemption Penalties		0
Total Assessment (Special Benefit) Revenue	\$7,081,504	100.00%
NON-ASSESSMENT REVENUE		
Contributions & Sponsorships	\$288,620	2.51%
Grants	\$1,311,589	11.40%
Donations	-	0.00%
Interest Earned	\$61,996	0.54%
Earned Revenue	\$2,379,136	20.67%
Other (In-Kind & Misc - includes PPP forgiveness)	\$386,900	3.36%
Total Non-Assessment (General Benefit) Revenue	\$4,428,240	38.47%
TOTAL	\$11,509,744	100.00%

Carry Forward

FY 2024-25 ASSESSMENT CARRYFORWARD DISBURSEMENT

SERVICE CATEGORY	DOLLAR AMOUNT	SPENDDOWN TIMELINE
Clean & Safe	\$648,852	Jul-Aug 2025
Public Realm, Marketing, Events, & Advocacy	\$301,384	Jul-Aug 2025
Management & Administration	\$421,988	Jul-Oct 2025
General Fund	\$725,527	Jul-Oct 2025
Special Assessment Total	\$2,097,752	-

FY 2024-25 NON-ASSESSMENT CARRYFORWARD DISBURSEMENT

NON-ASSESSMENT PROJECT OR BUCKET NAME	DOLLAR AMOUNT	SPENDDOWN TIMELINE
Security Camera Donations	\$10,912	Jul-Dec 2025
General Fund (from other funds)	\$444,679	Jul-Dec 2025
Non-Assessment Total	\$455,591	-

FY 2025–2026 Budget

REVENUE	AMOUNT	% OF INCOME
Assessment Revenue	\$7,276,030	65%
Fundraising & Other	\$3,863,722	35%
TOTAL REVENUE	\$11,139,752	100.00%

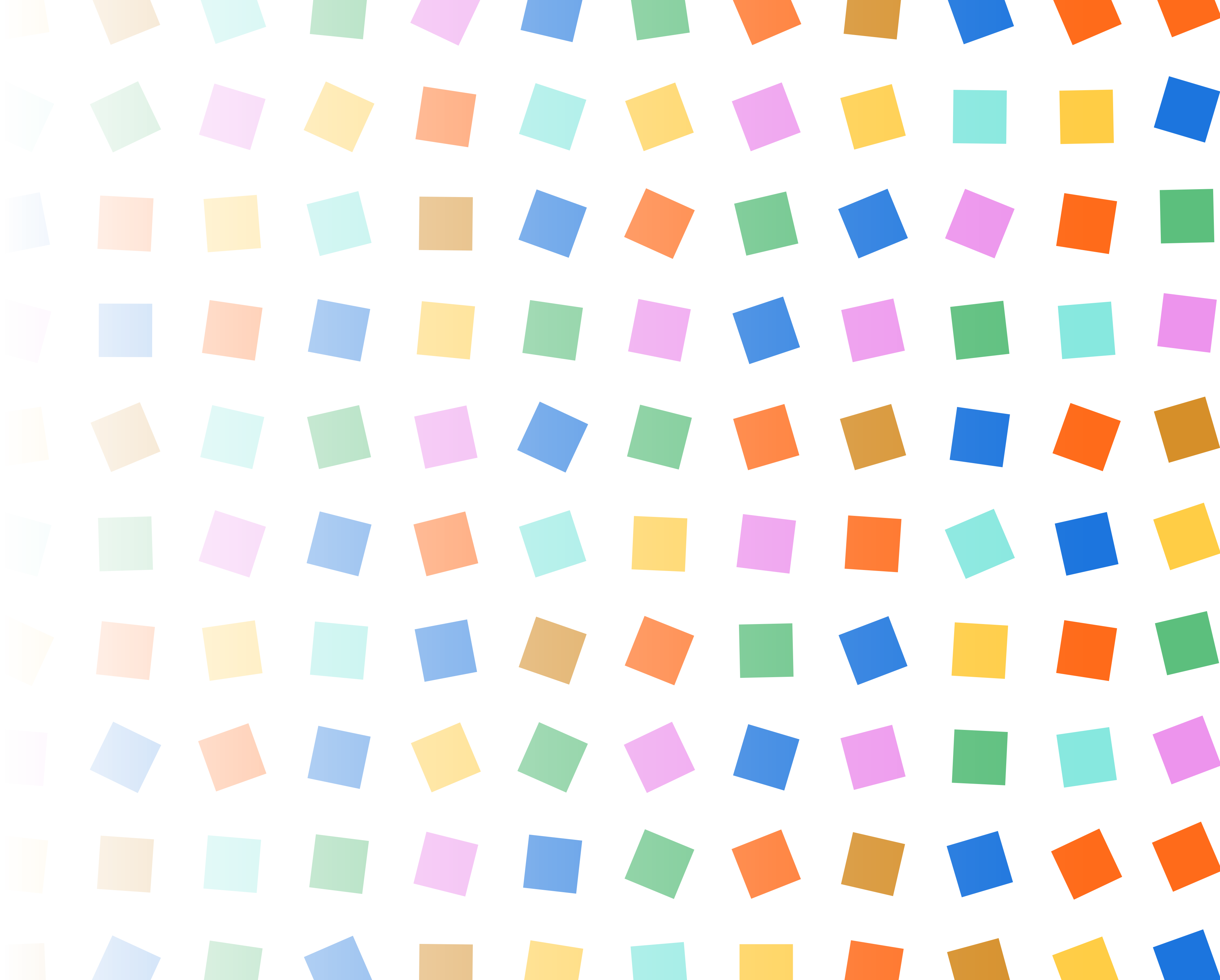
EXPENSES	ASSESSMENTS	% OF ASSESSMENT EXPENSES	% OF ALL EXPENSES
Clean & Safe	\$5,734,970	70%	51.23%
Public Realm, Marketing, Events, & Advocacy	\$1,442,724	18%	12.89%
Management & Administration	\$1,045,793	13%	9.34%
TOTAL ASSESSMENT EXPENSES	\$8,223,487	100%	
Other Grants & Fund Expenses	\$2,971,755		26.54%
TOTAL EXPENSES	\$11,195,242		100%



Donations \$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 AND ADDRESS	DATE OF DONATION	TTL AMOUNT OF DONATIONS WITHIN REPORTING PERIOD	GIFT	ESTIMATED VALUE OF GIFT	IDENTIFIED RESTRICTED USES	FINANCIAL INTEREST OF DONOR
Burberry	10/31/24	\$2,916	cash		Security cameras	Business owner in the district
Brock Family Trust	8/19/24	\$3,482	cash		Security cameras	Property owner in the district
459 Geary, LLC	6/30/25	\$3,547	cash		Security cameras	Property owner in the district
Hotel Zelos	7/25/24	\$-	in kind	\$3,000.00		Business in the district hosting Board meeting
Recology	monthly	\$-	in kind	\$312,000.00		Board member
Mortons Steakhouse	9/26/24		in kind	\$3,000.00		Business in the district hosting Board meeting
Applied Video Solutions	10/31/24		in kind	\$6,900.00		Holiday decor - lighted tree
Marker Hotel	11/21/24		in kind	\$3,000.00		Business in the district hosting Board meeting
BuildGroup	12/13/24		in kind	\$50,000.00		Board member Foundation. Provides turf and install and removal for WinterWalk
Parc55	1/23/25		in kind	\$3,000.00		Board member hosting Board meeting
Westin St. Francis	3/27/25		in kind	\$3,000.00		Board member hosting Board meeting
Beacon Grant	5/22/25		in kind	\$3,000.00		Business in district hosting Board meeting
Amazon	9/20/24	\$75,000.00	cash			Winter Walk 2024 and Bloom 2025 sponsorship
Zoox	10/8/24	\$2,500.00	cash			Winter Walk 2024 sponsorship
Amazon	10/29/24	\$10,000.00	cash			Bloom 2025 sponsorship
IKEA San Francisco	11/18/24	\$10,000.00	cash			Ornament Trail sponsor 2024
GAP, Inc.	11/18/24	\$25,000.00	cash			Winter Walk 2024 sponsorship
Macy's	12/10/24	\$10,000	cash			Winter Walk 2024 sponsorship
Hilton Hotel	1/24/25	\$4,000	cash		Bigbelly	Bigbelly sponsorship
Biscuits & Blues	1/24/2025 and 6/30/25	\$3,000	cash		Bigbelly	Bigbelly sponsorship
Parc55	1/24/25	\$3,000	cash		Bigbelly	Bigbelly sponsorship
TOTAL		\$152,445		\$386,900.00		



Our Partners, Board Members & Staff

Our Partners, Board Members & Staff

Union Square Alliance Staff

Marisa Rodríguez Chief Executive Officer	Director of Services	Executive Assistant
Benjamin Horne Chief Financial Officer	Zarrina Yousufzai Finance & HR Associate	Liza Bernard Events Coordinator
Daniela Vasile Chief Operating Officer	Eva Schouten Public Realm & Events Manager	Marlenne Mendoza Project Coordinator
Ken Rich Director of Economic Development & Policy	Jessica Chilingirian* Marketing & Communications Associate	Katrina Cortado* Intern
Jason Cherniss* Director of Services	Hollie Chiao Marketing & Communications Associate	Ryan Santamaria Intern
Sokhom Mao*	Melanie Medina	Mark Purdy President

Board Members

BOARD OFFICERS

Managing Director | Asset Management
Grosvenor – Property Americas

Don R. Thomas
Vice President
Board of Directors | Club Donatello

Stephen Brett
Secretary
Principal | Brett & Company

Julie Taylor
Treasurer
Executive VP | Colliers International

Mark Sullivan
Marketing Committee Chair

ADVISORY COMMITTEE CHAIRS

Manuela Anne King
Streetscapes & Public Realm
Committee Chair
President | RHAA Landscape Architects

Erik Murray
Public Affairs Committee Chair
Managing Partner | Oak Investment Funds

Stephen Brett
Public Affairs
Committee Co-Chair
Principal | Brett & Company

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

Our Partners, Board Members & Staff

Board Members

BOARD OF DIRECTORS

David Lewin
General Manager
Grand Hyatt San Francisco

Mark Sullivan
Marketing Committee Chair

Stephen Brett
Principal
Brett & Company

Jordan Buckley
Director of Hotel Operations
Frame Ventures

Erik Murray
Oak Investment Funds
Managing Partner

J. Timothy Falvey
Hanford Freund & Company

Shirley Howard-Johnson
Global Arts Consultant

Evan J. Kaizer
President & CEO
Sieroty Company Inc.

Russell D. Keil, Jr.
Principal
The Keil Companies

Kevin Flanagan
General Manager,
Recology Golden Gate

Maxine A. Papadakis, MD
150 Powell HOA

Mark Purdy
Managing Director |
Asset Management
Grosvenor – Property Americas

James Sangiacomo
Principal
Trinity Properties

Julie Taylor
Executive VP
Collier's International

Don R. Thomas
Board of Directors
The Club Donatello

Wes Tyler
General Manager
Chancellor Hotel on Union Square

Manuela Anne King
Streetscapes & Public Realm
Committee Chair | President
RHAA Landscape Architects

Spencer Sechler
Director of Business Development
ACE Parking

Lauren Ellis
Gallery Director
CK Contemporary

Clifton Clark
Area General Manager
The Westin St. Francis

Opio Dupree
VP, Government and
Public Affairs
Macy's Inc.

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

Lin Huber*
General Manager
Neiman Marcus

Brian Fenwick
Managing Director
The Marker Hotel

*Indicates individuals who, as of the publication date of this Annual Report, are no longer employed or serving the Alliance

Union Square Alliance Subcontractors

Allbay Landscaping

Applied Video Solutions (AVS)

Bartram Partnerships

Bigbelly

Block by Block

SF Holiday Lighting

Cube 84

David Perry and Associates, Inc.

Dianna Cavagnaro

Field Operations

Field Paoli

Legion Security

Lightcast.io

Marbled Mint

Michael Hruska

Professional Computer Support

Progress Public Affairs

Revival Agency

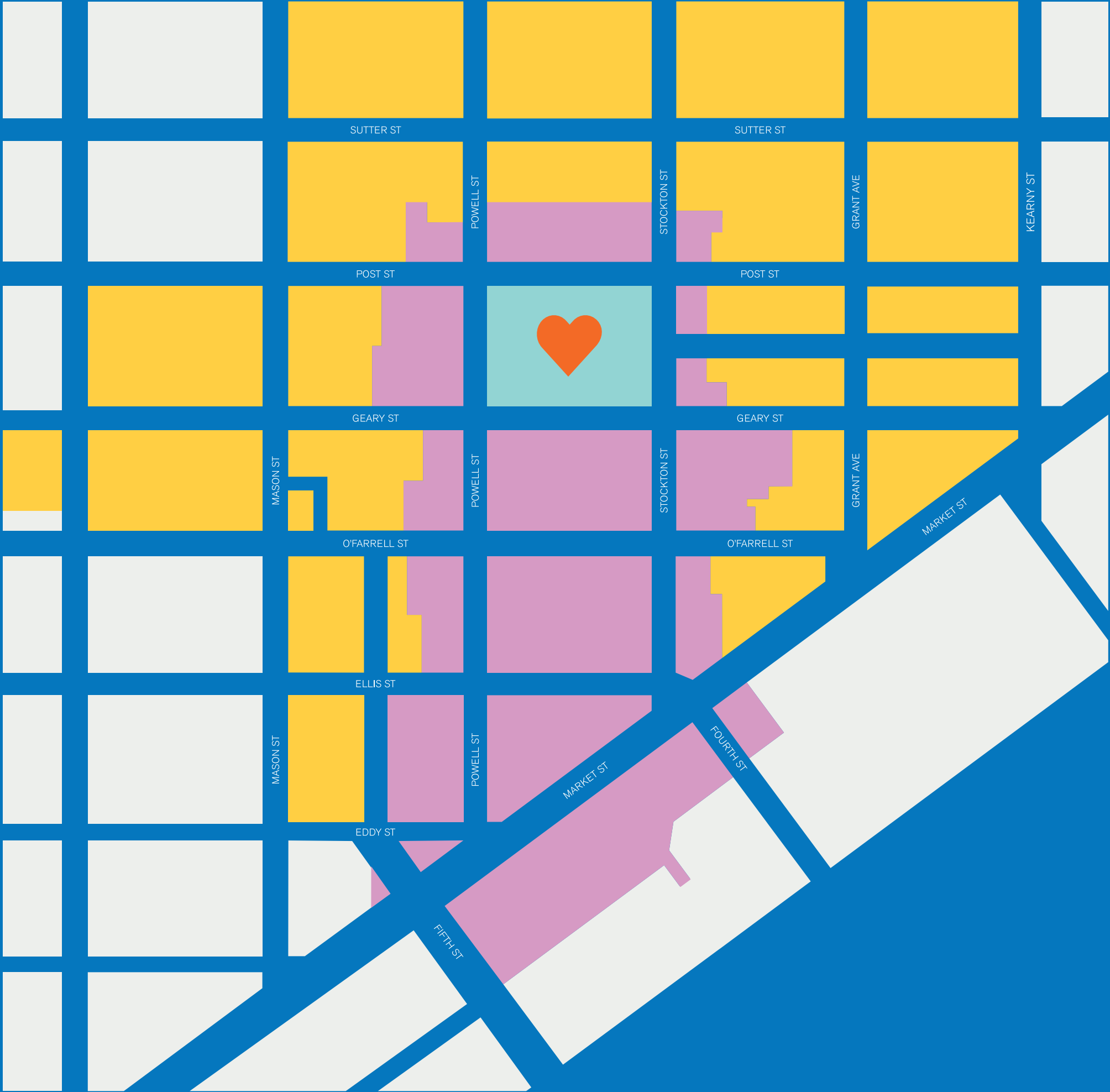
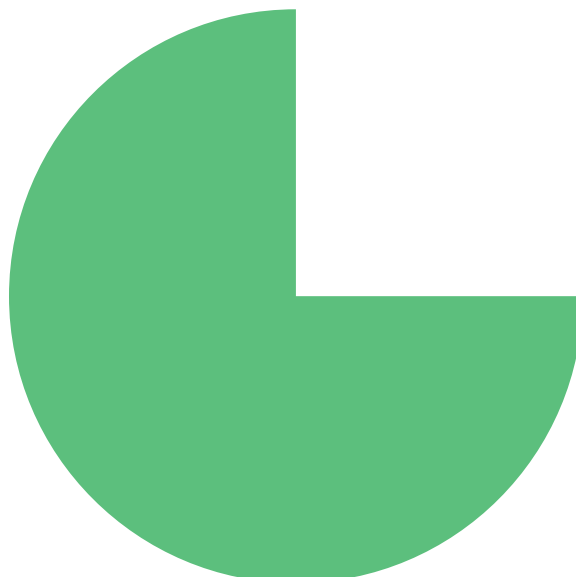
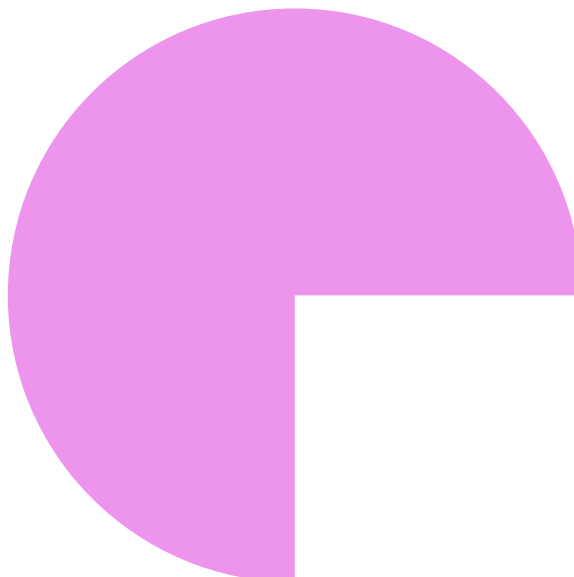
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