

**UNION  
SQUARE**  
ALLIANCE



2020-21  
**Annual Report**



# Union Square has a rich history of rebirth and renewal.

**O**n behalf of the Union Square Alliance (our new organizational name!) and our Board of Directors, we are pleased to present this Annual Report to Union Square Alliance members, stakeholders, and the City and County of San Francisco. This report highlights our major accomplishments and financial performance from July 2020 to June 2021. We welcome your feedback, encourage you to join our efforts, and to visit the district to meet our team members.

While Covid-19 affected our normal way of doing things, the essential services we provide continued: cleaning, safety, marketing, and advocacy. Union Square Alliance staff returned to our district office in June 2020 on a part-time basis, with a full-time return June 1, 2021 after all of our administrative staff had been fully vaccinated. Throughout this pandemic, many retail and restaurant businesses remained open in our district, with reduced capacity and adherence to all city and state health department mandates.

Despite the Covid-19 pandemic we launched a number of new initiatives which are outlined in further detail in this report. We are now providing clean and safe services to Union Square Park which will allow for a more seamless experience throughout the Union Square area. In partnership with the City, safety in the district has been enhanced in a multitude of ways; with the launch of the SFPD retired Ambassador Program in November 2021, and two additional Alliance Ambassadors at night. We also organized an Economic Recovery Task Force in the fall of 2020 to develop a strategy with our stakeholders to encourage visitors and boost business at Union Square.

The renewed Stay-at-Home order in December put a damper on the holiday season for most retailers, but the Union Square district was a safe outdoor destination for those seeking festive holiday décor and shopping. Moving through the Spring, visitor traffic picked up notably around Spring Break, in pace with the ramping up of Covid-19 vaccination distribution throughout the country. And events returned to the District in the Spring with John's Grill hosting several events on Ellis Street in partnership with Smuin Ballet, and musical performances returned to Union Square Park in May.

Looking ahead to our next fiscal year 2021-22, we are excited to continue the development and roll-out of new district branding with refreshed uniforms for our clean and safe team, updated branding on their vehicles, and a refreshed website [www.visitunionsquaresf.com](http://www.visitunionsquaresf.com). In addition to completing our brand refresh, we are excited to partner with the City to make physical improvements to Hallidie Plaza, an important and underutilized gateway to the district.

The Union Square Alliance will continue to be a conduit for economic vitality, community dialogue and neighborhood vibrancy, leading the way on economic recovery and revitalization of Union Square through the post-pandemic world. We are proud of what we have achieved together this past year considering the worldwide pandemic; we invite you to support our efforts to create a best-in-class visitor experience in Union Square for all to enjoy.

**Mark Purdy**  
Board President

**Karin Flood**  
Executive Director



# Services

The Union Square Alliance provides the following services: Cleaning and Safety Services, Public Realm & Streetscapes, District Marketing, and Advocacy. Between July 2020 and June 2021, the Union Square Alliance implemented the following new programs:





# Cleaning & Safety Services



## 24/7 Member Services

Relaunched 24/7 Member Services with our in-house team. Added new District360 district management software to link Clean & Safe data and metrics to our property owner database in Salesforce.

## Legion Security and Patrol Vehicle

Added a private security shift for the Saturday music events, in addition to the existing 10 p.m. to 6 a.m. daily patrol.

## Union Square Park

Began providing Clean and Safe services to Union Square Park, including daytime attendants and cleaners, pressure washing, and Safety Ambassadors.

## SF Police Department Ambassador Program

Retired officers were hired by the city as Ambassadors to provide additional safety and a welcoming presence to the district. The Ambassadors work in pairs, with the Union Square Alliance Member Services team.

## Additional Cameras

Thirty-eight additional cameras were installed, bringing the total number of cameras in the district to 430. The Union Square Alliance thanks the Chris Larsen Fund, an advised fund of the Silicon Valley Community Foundation, for continued funding of this program.

## Additional Safety and Security Staffing

Added 2 safety ambassadors to our overnight security program.

# District Marketing



## District Rebranding

Embarked on a comprehensive rebranding project intended to elevate Union Square's identity and place within the greater community as an organization, an international destination, and a central gathering place for all.

## Music Series in Union Square Park

Brought music programming back to Union Square Park with a Saturday event series beginning in May.

## Social Media Strategy

Developed a new social media marketing strategy with a consumer focus, featuring curated content on the best places to shop, dine, and play in the Union Square area.

Since the strategy was put in place, pacing of posts on consumer facing channels ranges from 3 to 5 times per week, 65 businesses within the district have been featured in these posts, and follower engagements have increased substantially.

## Social Media Stats

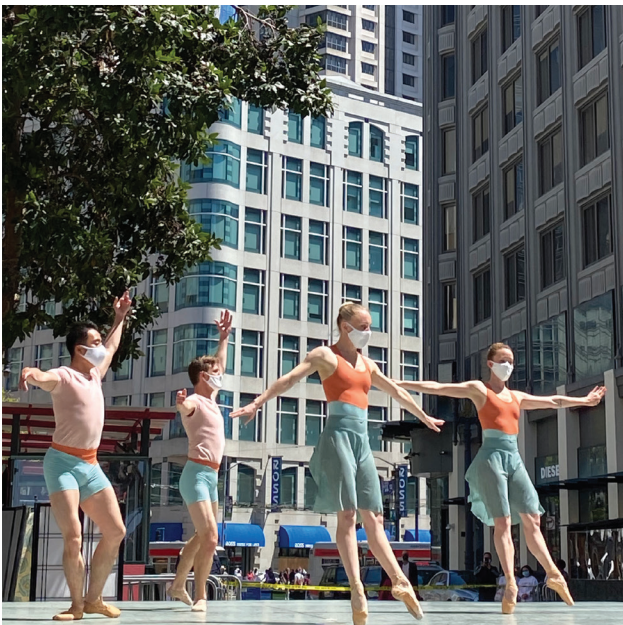
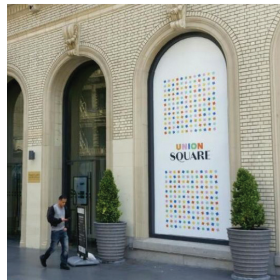
As of June 30, Union Square has nearly 85,000 followers:

Instagram @unionsquaresf: 4,939  
Facebook @unionssquaresf: 74,952  
Twitter @unionsquaresf: 4,687  
LinkedIn @unionsquaresf: 373

## Ellis Shared Streets

Partnered with John's Grill to bring the Shared Streets Program to Union Square, offering live entertainment and programming in the street on Sundays.









# Public Realm & Streetscapes



## Mural Project and Art Walk

Collaborated with Paint the Void to bring colorful murals painted by local artists to Union Square.

## Flowers Baskets and Landscaping on Powell Street Promenade

Seasonally refreshed hanging flowers baskets throughout the district and replanted sections of the Powell Street Promenade to withstand a harsh urban environment.

## Branding Refresh including Physical Realm Elements and Signage

Brought the new brand to life by designing and installing vacant storefront signage, new banners, and Bigbelly wraps.

## Maiden Lane Gate Repair and New Furniture

Improved the Maiden Lane daily street closure with new furnishings and repaired the gate to provide a more welcoming entrance for visitors.

## Holiday Lighting

Enhanced decorative holiday lighting with projected snowflakes on buildings surrounding Union Square; continued lighting trees in Union Square Park, near Cable Car turnaround, and Maiden Lane.

## Hallidie Plaza

Began work with the City to clean up, refresh and activate Hallidie Plaza with a series of colorful improvements including a mural, café tables and seating, signage and wayfinding banners, planters and landscaping features.



# Advocacy



## Covid-19 Efforts and Economic Recovery

While we continued to provide essential services to the community on a daily basis, we addressed the economic crisis created by the pandemic through the Union Square Gives Back program, buying meals from Union Square restaurants for first responders and essential workers.

## Cable Car Return

Our historic and iconic Cable Cars were out of service for 17 months during the pandemic and returned August 2021; the return was due in part to our tireless advocacy for their return to service, serving on a working group comprised of SFMTA staff and private sector stakeholders.

## Launch of the SFPD Ambassador Program

Our ongoing advocacy around the necessity of an additional safety presence in Union Square led to Mayor London Breed and the San Francisco Police Department launching a new SFPD Community Ambassador program in the district in November 2020. Comprised of civilian retired police officers chosen for their training and experience in community engagement, SFPD's Community Ambassadors offer visitors and merchants knowledgeable assistance and coordination with city services, crisis intervention and de-escalation, healthy streets operations, and medical interventions.

## Hallidie Plaza Revitalization

After years of advocating for an improved experience at one of the main gateways to the district, the City moved forward to invest significant resources in short-term cosmetic and long-term revitalization efforts at Hallidie Plaza. In addition to funding, the City assembled a team of representatives from various City Departments and led by OEWD to enact these improvements.



# Union Square Economic Recovery Task Force



In the fall of 2020, the Union Square Alliance convened an Economic Recovery Task Force, comprised of members and key public and private sector partners, to assist with the development of near-term economic recovery strategies and actions for the District and its stakeholders.

Led by Chris Beynon of MIG (Moore Iacofano Goltsman, Inc.), the Task Force held a series of meetings in the Fall 2020 and Spring 2021. A series of tactics intended to spur revitalization efforts were developed from these round table meetings.

The Task Force agreed that activating Union Square Park with a variety of near-term strategies—ranging from large-scale formal events to smaller pop-up activities—is the most critical path to attract visitors, cultivate a sense of destination, and re-invigorate the Union Square District's economy.

The recommendations coming out of the task force include:

- Activate Union Square Park with a Regular Events Series.
- Activate other Streets, Alleys and Key Gateways.
- Install Murals, Art and Signage throughout this District.
- Celebrate the Holidays; Enhance Holiday Lighting.
- Support Restaurant, Bars, and Entertainment through Marketing and Events.

Many of these recommendations have been implemented and with California's economy now fully reopened and tourists making their way back to Union Square,  
**we are on the road to recovery.**

# Cleaning

by the Numbers



---

**385,850**

Pounds of trash  
removed from street

---

**18,634**

Hazardous Waste  
Removed

---

**22,709**

Graffiti Tags  
Removed

---

**5,673**

Cleaning Requests  
Received

---

**925,700**

Feet of Block Fronts  
Pressure Washed

---

**6,343**

Overflowing  
Cans Leveled

# Safety

by the Numbers



---

43,075

Quality of Life  
Incidents Addressed

---

16,329

Incidents Addressed  
by 10B Officers

---

610

Video Footage  
Requests

---

299

Public Safety  
Request Received

---

8,345

Incidents Addressed  
by Private Security

---

38

Additional  
Cameras Installed





# Video Surveillance System Usage Policy & Procedures

Enacted by the USBID Board of Directors on November 21, 2019  
Effective January 1, 2020

## I. Purpose of System

The purpose of the Union Square Business Improvement District ("USBID") video surveillance system is to help make the USBID 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 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 USBID Board of Directors reserves the right to modify or change these policies at any time.

## III. Basic System Information

A. Cameras are currently installed around the public spaces (sidewalks, plazas, parks, alleys) within the Union Square Business Improvement District boundaries. These cameras overlook the 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 that 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 USBID will not use covert cameras or "bummy" or "fake" cameras. The Union Square BID also does not record any sounds or voices.

1

Enacted by the USBID Board of Directors on November 21, 2019

D. USBID Member Services ("Member Services") operates the USBID Security Camera Program 24/7. Member Services is operated by the USBID or its designees. Block by Block ("BxB"), at 323 Geary Street, Suite 318, San Francisco, California 94102. USBID Member Services Representatives on duty are responsible for checking all cameras daily for functionality and for handling all video requests received. USBID Member Services Representatives may monitor the live feed from time to time and have ability to control some of the cameras.

From 10pm to 6am daily, the USBID operates the USBID Live Overnight Monitoring Program ("the overnight monitoring"). USBID Member Services Representatives on duty will monitor the live security cameras feeds and communicate with USBID Clearing Ambassadors and Overnight Security Teams on duty. Software may be used to assist live overnight monitoring.

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

F. The general public (visitors) and USBID members should be aware that a USBID Member Services Representative is not watching the cameras most of the time and they should not have an expectation that they are under continuous surveillance when they are within the range of a camera. For example, if a visitor to the area or a USBID member has a crime committed against them, they should not expect someone necessarily to come to their rescue because they are in front of a camera and they should call 911 (emergency) or the SFPD immediately.

G. The general public, USBID members, and visitors should also be aware that the video surveillance system has limited coverage of the public space within the USBID 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 USBID and its contractors, Applied Video Solutions, Inc. ("AVS") and BXB.

## 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 USBID to ensure that this policy's goals are continuously being met.

2

Enacted by the USBID Board of Directors on November 21, 2019

E. System Users, as defined in Section VII, will operate the system in a manner that relies on suspicious behavior or reports of specific incidents or threats, and not individual characteristics, including race, gender, ethnicity, sexual orientation, or disability.

F. System Users will not seek out or continuously view private offices, living areas, private spaces, or places of public accommodation not otherwise visible without technological assistance.

G. System Users will not seek out or continuously view people being intimate in public areas.

H. All recorded and archived video images, clips, or footage, including those referenced under Sections V.D. and V.G., are subject to all the same policies set forth under this Section IV.

I. The USBID will conduct a semi-annual review, with its contractor, AVS, of all video monitoring activities over the six months prior to the commencement of the audit. The activities to be reviewed will include compliance with the video retention policy, compliance with video request protocol and documentation, and review of authorized uses of all video/still images exported (including date/time of request and user name).

## 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 (Analog Network Video Recorder (NVR)). Recorded video is used exclusively for the investigation of security and safety-related incidents and not for other purposes. The USBID and its designees, AVS and BXB, 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. Recorded video will be made directly available to the general public only to the extent required by law. The USBID will also comply with all provisions in its contract with the City and County of San Francisco related to USBID 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 USBID Member Services. If relevant video is available, a video clip of the incident may be produced and made available to the SFPD (or other law enforcement agency) in accordance with the policies set forth herein. All requests for video recordings by law enforcement agencies shall be coordinated by USBID Member Services, BXB, and/or AVS and the correct form submitted to the USBID Member Services located at 323 Geary Street, Suite 318, San Francisco, CA (as outlined below). The USBID and its designees will cooperate fully with all court orders or subpoenas for video recordings. The USBID, BXB 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 USBID/BXB 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 BXB and the Member Services staff accordingly.

3

Enacted by the USBID Board of Directors on November 21, 2019

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
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.

C. 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 USBID 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.

D. Recorded video is generally stored for a period of 30 days. On the 31<sup>st</sup> day, recorded video footage is generally deleted, erased, or destroyed unless a copy has been made in accordance with a request related to a security or safety incident. Any video associated with a specific security incident or 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.

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

A. This USBID 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 USBID 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. Video requests should be submitted to USBID Member Services located at 323 Geary Street, Suite 318, San Francisco, CA 94102 to the USBID Member Services Representative on duty during normal business hours, from 9:00 a.m. -- 5:30 p.m. Monday-Friday, via email at [VideoRequests@UnionSquareBID.org](mailto:VideoRequests@UnionSquareBID.org), or by phone at (415) 781-7880. The USBID or its designees will typically provide the video or respond to the request within 10 calendar days. When the video request is completed, all video footage must be picked up at the USBID office at 323 Geary, Suite 203, San Francisco, CA 94102.

4

Enacted by the USBID Board of Directors on November 21, 2019

D. USBID staff or its designees will provide assistance to persons making Public Records Act requests as required by law, and may fill in and submit the Request for Video Retrieval Form (Exhibit B) if the person does not wish to do so. Although preferable, the Request for Video Retrieval Form need not be fully completed in order to initiate the request. USBID 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 USBID or BXB premises only. Copies of all video records and images provided are to be retained by USBID (or its designees) on premises for period of one year. USBID (or its designees) may retain a copy of any video record or image provided to a third party beyond one year or until all legal proceedings are concluded.

H. Copies of all request forms may be retained by USBID or their designees.

I. The USBID reserves the right to assess fees for requests for recorded video footage, including personnel costs for conducting a search for recorded video footage and/or images, and the actual costs of CDs, DVDs, or other media devices.

## VII. Authorized System Users

### A. System Users

I. System Users are defined as those individuals and groups of individuals who have been authorized to have direct or remote access to live and/or archived video footage captured by USBID cameras. Attached as Exhibit A is a User Rights Group 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 USBID 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

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

5

Enacted by the USBID Board of Directors on November 21, 2019

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

6

Enacted by the USBID Board of Directors on November 21, 2019

## EXHIBIT A

### User Rights Groups

Group	Group Rights	User Description
Group A	Live Video Access Archive Video Access Video and Still Export of Recorded Footage PTZ Control Camera setup, naming and image control	Applied Video Solutions designees as system administrators USBID Director of Services
Group B	Live Video Access Remote Access to Live Video Archive Video Access On-Site Only Video Export On-Site Only PTZ Control Only	USBID Member Services Authorized System Users (Member Services Representatives) USBID Executive Staff (Executive Director & Deputy Director) BIB Director of Operations and BIB Operations Supervisor
Group C	Live Video Access Remote Access to Live Video	USBID Executive Staff USBID Services Committee Chair
Group D	Remote Mobile Access	Determined on case-by-case basis and limited to the individuals listed in other groups with approval of Executive Director of the USBID.
Group E	Live Video On-Site Access Live Video Remote Access Recorded Video Access	Designee of property owner where cameras are located. Designee of tenant (where applicable) where cameras are located.

7

Enacted by the USBID Board of Directors on November 21, 2019

## EXHIBIT B

### Union Square Business Improvement District Request for Video Retrieval Form

REQUESTOR PROVIDED INFORMATION	
Requestor Name	
Company/Organization	
Daytime Phone Number	
Date and Time of Video Requested	
Location and/or Cameras Requested	
CASE/FILE # (if applicable)	
Footage Retrieval Method (Flash drive issued, other, etc.)	
Print Name	
Requestor signature verifying information provided above is correct	
USBID STAFF USE ONLY	
Camera(s) Exported (if'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	Time Submitted

8

Enacted by the USBID Board of Directors on November 21, 2019

Date	Time USBID Received
Date	Time USBID Completed
Date	Time retrieved from USBID
Quick Notes:	

9

Enacted by the USBID Board of Directors on November 21, 2019

LEFT

# Alliance Security Camera Program Policy

BELOW

## Alliance Surveillance Technology Report



### Surveillance Technology Report September 1, 2021

1. A list of the Surveillance Technology that the district either owns or licenses for ongoing use:

*Avigilon and Axis cameras and ACC 7 software.*

2. A brief description of those technologies:

*Avigilon H4 Multi-sensor camera and Avigilon H5A Camera line combines Avigilon self-learning video analytics with exceptional coverage, featuring up to 4 individually configurable camera sensors that can be positioned to monitor virtually any area.*

3. The names of all organizations or individuals who accessed information from the surveillance technology

*Names of individual crime victims requesting to access surveillance technology are not listed due to privacy, associational and safety concerns and interests.*

167 Powell LP	Kering Americas, Inc.
420 Taylor St	L Brands (Victoria's Secret)
Apple	Law Office of Nikolaus W. Reed
Arc'teryx	Law Offices of Leonard S. Becker, APC
Bank of America	Lids
Block by Block	Litchmann & Company
Bottega Veneta	Louis Vuitton
Bulgari	Macy's
Burberry	Oakley
Bush St Apartments	Old Navy
CB2	Progressive
Chancellor Hotel	Pure 710 SF, Inc.
Citizen	Saint Laurent
CK Contemporary	Saks Fifth Ave
Colliers International	Salvatore Ferragamo
Colma City Police Department	San Francisco District Attorney
Cushman & Wakefield	San Francisco Downtown Hostel
Department of Police Accountability	San Francisco Police Department
Diesel	San Francisco Public Defender's Office
Farmers Insurance	San Francisco Recreation and Parks
Fendi	Sephora
Gap	Sunglass Hut

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Geico	Taj Campton Place
Goyard	The Club Donatello
Handlery Hotels	Union Square Alliance
Hermes	Union Square Flowers
Hilton Hotel	Uniqlo
Iron Horse Cocktails	Uomo San Francisco
Johnny Foley's	Varlow LLC
Journey's	VSA Investments, LLC

4. The purpose for the use of any Surveillance Technology:

*The purpose of the Union Square Business Improvement District ("USBID") video surveillance system is to help make 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 space or when the perpetrator has fled into the public space.*

5. All policies, internal or otherwise, that the organization has regarding the surveillance technology and access to outside organizations or individuals:

*Union Square BID Video Surveillance System Usage Policy & Procedures attached.*

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



# 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 Alliance (aka Union Square Business Improvement District). 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
- 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 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.

## 21-22 Assessment Rates

### Zone 1

LAND USE TYPE	RATE/	LOT SQ FT	BUILDING SQ FT	FRONTAGE SQ FT
Non-Residential Property	\$	0.45914	\$ 0.06751	\$ 132.45921
Apartment Property	\$	0.34435	\$ 0.05063	\$ 99.34441
Condominium Property	\$	0.22957	\$ 0.03376	\$ 66.22961
Public Property	\$	0.22957	\$ 0.03376	\$ 66.22961

### Zone 2

LAND USE TYPE	RATE/	LOT SQ FT	BUILDING SQ FT	FRONTAGE SQ FT
Non-Residential Property	\$	0.36731	\$ 0.05401	\$ 105.96737
Apartment Property	\$	0.27548	\$ 0.04051	\$ 79.47553
Condominium Property	\$	0.18365	\$ 0.02700	\$ 52.98369
Public Property	\$	0.18365	\$ 0.02700	\$ 52.98369

## July 2020 - June 2021 Statement of Financial Position

### Assets

Cash	\$	2,460,574
Receivables (Net)	\$	197,809
Other Current Assets	\$	165,146
Furniture & Equipment (Net)	\$	439,497
<b>Total Assets</b>	<b>\$</b>	<b>3,263,027</b>

### Liabilities & Net Assets

<b>LIABILITIES</b>		
Accounts Payable & Accrued Expenses	\$	723,379
Deferred Revenue	\$	3,000
Deferred Rent	\$	11,730
Notes Payable (PPP Loan and EIDL)	\$	300,629
<b>Total Liabilities</b>	<b>\$</b>	<b>1,038,738</b>
<b>NET ASSETS</b>		
Without Donor Restrictions	\$	2,224,289
With Donor Restrictions	\$	-
<b>Total Net Assets</b>	<b>\$</b>	<b>2,224,289</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$</b>	<b>3,263,027</b>

## Management Plan Budget

SERVICE CATEGORY	DOLLAR AMOUNT	PERCENTAGE
Clean & Safe	\$ 4,868,481	74.20%
Public Realm, Marketing Events & Advocacy	\$ 754,601	11.50%
Management & Administration	\$ 937,908	14.30%
<b>Total</b>	<b>\$ 6,560,990</b>	<b>100.00%</b>
Assessment Revenue	\$ 6,036,111	92.00%
Non-Assessment Revenue	\$ 524,879	8.00%
<b>Total</b>	<b>\$ 6,560,990</b>	<b>100.00%</b>

## FY 2020-21 Budget

### Dollar Amounts

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	\$ 4,941,336	\$ 207,156	\$ 5,148,492
Public Realm, Marketing Events & Advocacy	\$ 818,289	\$ 95,000	\$ 913,289
Management & Administration	\$ 874,421	\$ 76,182	\$ 950,603
<b>Total</b>	<b>\$ 6,634,046</b>	<b>\$ 378,338</b>	<b>\$ 7,012,384</b>

### Percentages

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	74%	55%	73%
Public Realm, Marketing Events & Advocacy	13%	25%	13%
Management & Administration	13%	20%	14%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## FY 2020-21 Actuals

### Dollar Amounts

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	\$ 4,703,322	\$ 463,050	\$ 5,166,372
Public Realm, Marketing Events & Advocacy	\$ 883,723	\$ 80,673	\$ 964,396
Management & Administration	\$ 831,065	\$ 76,198	\$ 907,263
<b>Total</b>	<b>\$ 6,418,110</b>	<b>\$ 619,921</b>	<b>\$ 7,038,031.00</b>

### Percentages

SERVICE CATEGORY	ASSESSMENT	NON-ASSESSMENT	TOTAL
Clean & Safe	73%	75%	73%
Public Realm, Marketing Events & Advocacy	14%	13%	14%
Management & Administration	13%	12%	13%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*Audited financial statement available upon request

## FY 20-21 Revenue Sources

ASSESSMENTS	FY 20-21 ACTUALS	% OF ACTUALS
FY Assessment Revenue	\$ 6,019,719	100%
Penalties	\$ 1,299	0%
Redemption + Redemption Penalties	\$ 1,474	0%
<b>Total Assessment (Special Benefit) Revenue</b>	<b>\$ 6,022,492</b>	<b>100.00%</b>
NON-ASSESSMENTS		
Contributions and Sponsorships	\$ 38,787	0.56%
Grants	\$ 56,886	0.81%
Donations	\$ -	0.00%
Interest Earned	\$ 899	0.01%
Earned Revenue	\$ 379,434	5.43%
Other (In-Kind & Misc - includes PPP forgiveness)	\$ 484,281	6.94%
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$ 960,287</b>	<b>13.75%</b>
<b>Total</b>	<b>\$ 6,982,779</b>	<b>100.00%</b>

## FY 20-21 Carry Forward

FY 20-21 ASSESSMENT CARRY FORWARD DISBURSEMENT	DOLLAR AMOUNT	SPENDOWN TIMELINE
Clean & Safe	\$ 608,638	July-August 2021
Public Realm, Marketing Events, & Advocacy	\$ -	-
Management & Administration	\$ 49,822	July-August 2021
General Fund	\$ 1,549,695	July-October 2021
<b>Special Assessment Total</b>	<b>\$ 2,208,155</b>	
FY 20-21 NON-ASSESSMENT CARRY FORWARD DISBURSEMENT		
Non-Assessment Advocacy	\$ 16,134	Unknown
<b>Total Non-Assessment (General Benefit) Revenue</b>	<b>\$ 16,134</b>	



## FY 20-21 Donors \$1,000 and Over

The Union Square Alliance (the “Alliance”) disputes that the City may require the Alliance, a private nonprofit organization, to disclose its donors publicly and/or to the City with this Annual Report and that the Alliance has any obligation to do so. Nevertheless, in the spirit of cooperation, the Alliance is voluntarily submitting the names of its donors of over \$1,000.00 within the past reporting period:

DONOR NAME & ADDRESS	DATE OF DONATION	TOTAL AMOUNT OF DONATION WITHIN REPORTING PERIOD	GIFT	ESTIMATED VALUE OF GIFT	IDENTIFIED RESTRICTED USES	FINANCIAL INTEREST OF DONOR
420 Taylor Ventures, LLC	10/07/20	\$ 9,249	0	-	0	Property owner in District
Katz & Associates Civic Edge Consulting	01/01/21	\$ 6,000	0	-	0	Consultant for MTA for Geary Improvement Project
<b>Total</b>		<b>\$ 15,249</b>				

Please note, however, that this voluntary disclosure should in no way be considered to be an admission as to the enforceability of the City's donor disclosure requirement, an agreement to disclose other donors (future or otherwise) or related information, or a waiver of any rights or claims.

# Our Partners, Board Members & Staff



## Union Square Alliance Subcontractors

### Allbay Landscaping

Responsible for maintaining landscaping on Powell Street Promenade and hanging baskets on Powell and Stockton Streets and Maiden Lane

### Applied Video Solutions (AVS)

Installs/maintains security camera network.

### Bigbelly

Produces, installs, and services 37 smart trash receptacles in the area.

### Block by Block

Provides Union Square Alliance core services, including but not limited to cleaning, safety, pressure washing, and Member Services dispatch prior to being brought in-house.

### The Christmas Light Pros of SF

Oversees holiday lighting design, implementation, and maintenance on lighting display and trees in Union Square Park and trees on Powell Street.

### Cube 84

Salesforce consultants provide managed services and built our customized database (District 360) to track status of service calls.

### David Perry & Associates, Inc.

Provides strategic communication and public relations support.

### District Works

Provide supplemental staffing to support special projects and public realm improvements for business improvement districts including installation, maintenance, and repairs.

### J2

Branding firm that is leading the brand refresh project including initial research and findings

### Legion Security

Provides overnight security services.

### SFPD 10B Program

Provides uniformed police officers 20 hours daily.

### Wiline

Provides high speed internet services to support security camera network.

### We are the Kind

Music and event producers organize music performances in Union Square Park and other parts of the district.

## Union Square Alliance Staff

### Karin Flood

Executive Director

### Benjamin Horne

Deputy Director

### Chris Boss

Director of Services

### Lisa Frisch

Director of Marketing & Events

### Joshua Chan

Senior Project Coordinator

### Zarrina Yousufzai

Administrative Coordinator

### Karen Gagarin

Member Services Lead

### Eva Schouten

Intern

### Kelvin Burt

Member Services Representative

### Rachel Lewis

Member Services Representative

### Brittany Mitchell

Member Services Representative

### Jasmine Montgomery-Allen

Member Services Representative

## Board Officers

### Mark Purdy

PRESIDENT

Senior VP & GM  
Grosvenor Americas

### Don R. Thomas

VICE PRESIDENT

Board of Directors  
Club Donatello

### Corinna Luebbe

SECRETARY

General Manager  
Taj Campton Place

### Julie Taylor

TREASURER

Executive VP  
Colliers International

## Board of Directors

### Mark Sullivan

VP, Market General  
Manager  
Neiman Marcus

### Judith Shahvar

Assistant General Manager  
Westfield San Francisco  
Centre

### Cammy Blackstone

Director - External Affairs  
AT&T

### Stephen Brett

Principal  
Brett & Company

### Jordan Buckley

VP of Operations  
Paramount Hotels, Inc.

### Erik Murray

Managing Partner  
Oak Investment Funds

### J. Timothy Falvey

Hanford-Freund Company

### Phil Ginsburg

General Manager  
SF Recreation & Parks

### Shirley

### Howard-Johnson

Arts Consultant

### Evan J. Kaizer

President & CEO  
Sieroty Company Inc.

### Russell D. Keil, Jr.

Principal  
The Keil Companies

### David Lewin

General Manager  
Grand Hyatt

### Terry Lewis

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

### Corinna Luebbe

General Manager  
Taj Campton Place

### Marcus Mirt

Senior Operations Manager  
Recology Golden Gate

### Maxine A. Papadakis, MD

150 Powell St HOA

### Michael G. Petricca

VP of Campus Safety  
Academy of Art University

### Kelly Powers

Director  
Hotel Council of San  
Francisco

### Mark Purdy

Senior VP & GM  
Grosvenor Americas

### James Sangiacomo

Principal  
Trinity Properties

### Julie Taylor

Executive VP  
Colliers International

### Don R. Thomas

Board of Directors  
The Club Donatello

### Wes Tyler

General Manager  
Chancellor Hotel  
on Union Square

## Advisory Committee Chairs

### Mark Sullivan

MARKETING  
COMMITTEE CHAIR

VP Market General  
Manager  
Neiman Marcus

### Manuela Anne King

STREETSCAPES & PUBLIC REALM  
COMMITTEE CHAIR

Principal  
RHAA Landscape  
Architects

### Erik Murray

PUBLIC AFFAIRS  
COMMITTEE CHAIR

Managing Partner  
Oak Investment Funds

### Russell D. Keil, Jr.

AUDIT  
COMMITTEE CHAIR

President  
The Keil Companies

### James Sangiacomo

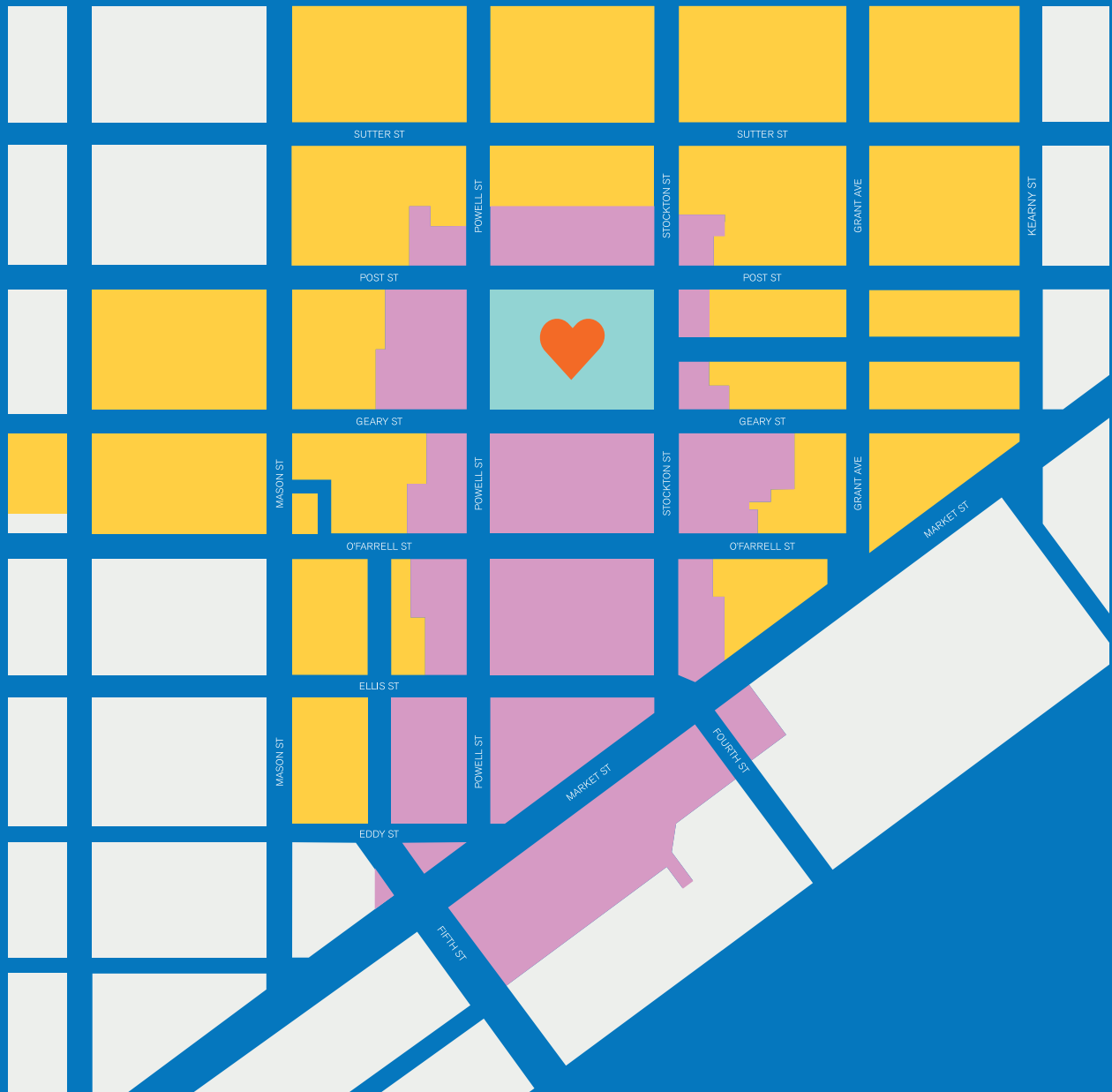
FINANCE  
COMMITTEE CHAIR

Principal  
Trinity Properties

### Don R. Thomas

SERVICES & PUBLIC SAFETY  
COMMITTEE CHAIR

Board of Directors  
The Club Donatello



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ALLIANCE



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