Union Square has a rich history of rebirth and renewal.

On 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.visitunionsquare.sf.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
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:
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 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.
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.
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.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cleaning by the Numbers</strong></td>
<td></td>
</tr>
<tr>
<td>385,850</td>
<td>Pounds of trash removed from street</td>
</tr>
<tr>
<td>18,634</td>
<td>Hazardous Waste Removed</td>
</tr>
<tr>
<td>22,709</td>
<td>Graffiti Tags Removed</td>
</tr>
<tr>
<td>5,673</td>
<td>Cleaning Requests Received</td>
</tr>
<tr>
<td>925,700</td>
<td>Feet of Block Fronts Pressure Washed</td>
</tr>
<tr>
<td>6,343</td>
<td>Overflowing Cans Leveled</td>
</tr>
</tbody>
</table>

Union Square Alliance
## Safety by the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Life Incidents Addressed</td>
<td>43,075</td>
</tr>
<tr>
<td>Incidents Addressed by 10B Officers</td>
<td>16,329</td>
</tr>
<tr>
<td>Video Footage Requests</td>
<td>610</td>
</tr>
<tr>
<td>Public Safety Request Request Received</td>
<td>299</td>
</tr>
<tr>
<td>Incidents Addressed by Private Security</td>
<td>8,345</td>
</tr>
<tr>
<td>Additional Cameras Installed</td>
<td>38</td>
</tr>
</tbody>
</table>
I. Proprietary System

A. Recorded Video Footage

All internal and external requests for footage review and copies of records are to be documented. The Group request is completed, all video footage must be picked up at the USBID office at 323 Geary, Suite 318.

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

B. Storage of Video Data

1. All videos will be retained for three years unless a waiver has been approved by the Board of Directors.
2. Recorded footage is generally stored for a period of 30 days. On the 31st day, recorded video footage is generally deleted, erased, or destroyed unless a copy has been made in accordance with California Public Records Act.

C. Disclosure

The USBID will not use covert cameras or “dummy” or fake cameras. The Union Square BID also 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.

1. 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 of privacy.
2. 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 of privacy.
3. Systems will not identify or recognize an individual’s face.
4. The personal identification and monitoring under the policy is to detect crime, assist in preventing the crime, and to protect the public and invitees within the district, by providing the capability to use and share recorded images for appropriate and legitimate purposes.
5. Video surveillance rugged for purposes identified in the policy is primarily limited to professional, legitimate reasons.

D. Rights of Individuals

1. The USBID enforces the right to refuse to be captured by the system.
2. The USBID reserves the right to refuse to release any recorded information of an individual.

II. Video Access

A. Live Video Access

1. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
2. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
3. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
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5. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.

B. Access to Recorded Video

1. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
2. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
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4. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
5. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.

C. Access to System Settings

1. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
2. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
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D. System Performance

1. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
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E. Video Footage Review

1. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
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4. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
5. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.

III. Video Archive

A. System Performance

1. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
2. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
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5. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.

B. Recorded Video Archival Process

1. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
2. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
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5. The USBID is responsible for providing access to the District and/or cameras to those individuals and groups of individuals who are authorized to access the District and cameras.
### 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. Reel
   - Amyna
   - Law Offices of Leonard S. Reeler, APC
   - Bank of America
   - Libs
   - Block by Block
   - Lichman & Company
   - Bottega Veneta
   - Louis Vuitton
   - Burberry
   - Macy’s
   - Busk St Apartments
   - Old Navy
   - CBS
   - Progressive
   - Chandon Hotel
   - Pubs 710 SF, Inc.
   - Citizen
   - Saint Laurent
   - CK Contemporary
   - Saks Fifth Ave
   - Colma City Police Department
   - San Francisco District Attorney
   - Colliers International
   - Salvatore Ferragamo
   - Colins City Police Department
   - San Francisco Downtown Hotel
   - Colman & Welchfield
   - San Francisco Public Defender’s Office
   - Department of Public Accountability
   - San Francisco Recreation and Parks
   - Diesel
   - San Francisco Police Department
   - Farmers Insurance
   - San Francisco Public Defender’s Office
   - Fendi
   - San Francisco Recreation and Parks
   - Gap
   - Saks Fifth Ave

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.
Assessments & Financials
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

<table>
<thead>
<tr>
<th>LAND USE TYPE</th>
<th>RATE/LOT SQ FT</th>
<th>BUILDING SQ FT</th>
<th>FRONTAGE SQ FT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Residential Property</td>
<td>$0.45914</td>
<td>$0.06751</td>
<td>$132.45921</td>
</tr>
<tr>
<td>Apartment Property</td>
<td>$0.34435</td>
<td>$0.05063</td>
<td>$99.34441</td>
</tr>
<tr>
<td>Condominium Property</td>
<td>$0.22957</td>
<td>$0.03376</td>
<td>$66.22961</td>
</tr>
<tr>
<td>Public Property</td>
<td>$0.22957</td>
<td>$0.03376</td>
<td>$66.22961</td>
</tr>
</tbody>
</table>

#### Zone 2

<table>
<thead>
<tr>
<th>LAND USE TYPE</th>
<th>RATE/LOT SQ FT</th>
<th>BUILDING SQ FT</th>
<th>FRONTAGE SQ FT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Residential Property</td>
<td>$0.36731</td>
<td>$0.05401</td>
<td>$105.96737</td>
</tr>
<tr>
<td>Apartment Property</td>
<td>$0.27548</td>
<td>$0.04051</td>
<td>$79.47553</td>
</tr>
<tr>
<td>Condominium Property</td>
<td>$0.18365</td>
<td>$0.02700</td>
<td>$52.98369</td>
</tr>
<tr>
<td>Public Property</td>
<td>$0.18365</td>
<td>$0.02700</td>
<td>$52.98369</td>
</tr>
</tbody>
</table>
July 2020 - June 2021
Statement of Financial Position

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$2,460,574</td>
</tr>
<tr>
<td>Receivables (Net)</td>
<td>$197,809</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>$165,146</td>
</tr>
<tr>
<td>Furniture &amp; Equipment (Net)</td>
<td>$439,497</td>
</tr>
</tbody>
</table>

**Total Assets** $3,263,027

### Liabilities & Net Assets

#### Liabilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
<td>$723,379</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$3,000</td>
</tr>
<tr>
<td>Deferred Rent</td>
<td>$11,730</td>
</tr>
<tr>
<td>Notes Payable (PPP Loan and EIDL)</td>
<td>$300,629</td>
</tr>
</tbody>
</table>

**Total Liabilities** $1,038,738

#### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without Donor Restrictions</td>
<td>$2,224,289</td>
</tr>
<tr>
<td>With Donor Restrictions</td>
<td>$-</td>
</tr>
</tbody>
</table>

**Total Net Assets** $2,224,289

**Total Liabilities & Net Assets** $3,263,027

### Management Plan Budget

#### Service Category

<table>
<thead>
<tr>
<th>Description</th>
<th>Dollar Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean &amp; Safe</td>
<td>$4,868,481</td>
<td>74.20%</td>
</tr>
<tr>
<td>Public Realm, Marketing Events &amp; Advocacy</td>
<td>$754,601</td>
<td>11.50%</td>
</tr>
<tr>
<td>Management &amp; Administration</td>
<td>$937,908</td>
<td>14.30%</td>
</tr>
</tbody>
</table>

**Total** $6,560,990 100.00%

<table>
<thead>
<tr>
<th>Description</th>
<th>Dollar Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Revenue</td>
<td>$6,036,111</td>
<td>92.00%</td>
</tr>
<tr>
<td>Non-Assessment Revenue</td>
<td>$524,879</td>
<td>8.00%</td>
</tr>
</tbody>
</table>

**Total** $6,560,990 100.00%
## FY 2020-21 Budget

### Dollar Amounts

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

### Percentages

<table>
<thead>
<tr>
<th>SERVICE CATEGORY</th>
<th>ASSESSMENT</th>
<th>NON-ASSESSMENT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean &amp; Safe</td>
<td>74%</td>
<td>55%</td>
<td>73%</td>
</tr>
<tr>
<td>Public Realm, Marketing Events &amp; Advocacy</td>
<td>13%</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Management &amp; Administration</td>
<td>13%</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Audited financial statement available upon request

## FY 2020-21 Actuals

### Dollar Amounts

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

### Percentages

<table>
<thead>
<tr>
<th>SERVICE CATEGORY</th>
<th>ASSESSMENT</th>
<th>NON-ASSESSMENT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean &amp; Safe</td>
<td>73%</td>
<td>75%</td>
<td>73%</td>
</tr>
<tr>
<td>Public Realm, Marketing Events &amp; Advocacy</td>
<td>14%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Management &amp; Administration</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Audited financial statement available upon request*
## FY 20-21 Revenue Sources

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

## FY 20-21 Carry Forward

<table>
<thead>
<tr>
<th>FY 20-21 ASSESSMENT CARRY FORWARD DISBURSEMENT</th>
<th>DOLLAR AMOUNT</th>
<th>SPENDDOWN TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean &amp; Safe</td>
<td>$ 608,638</td>
<td>July-August 2021</td>
</tr>
<tr>
<td>Public Realm, Marketing Events, &amp; Advocacy</td>
<td>$ -</td>
<td>-</td>
</tr>
<tr>
<td>Management &amp; Administration</td>
<td>$ 49,822</td>
<td>July-August 2021</td>
</tr>
<tr>
<td>General Fund</td>
<td>$ 1,549,695</td>
<td>July-October 2021</td>
</tr>
<tr>
<td><strong>Special Assessment Total</strong></td>
<td><strong>$ 2,208,155</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FY 20-21 NON-ASSESSMENT CARRY FORWARD DISBURSEMENT</th>
<th>DOLLAR AMOUNT</th>
<th>SPENDDOWN TIMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Assessment Advocacy</td>
<td>$ 16,134</td>
<td>Unknown</td>
</tr>
<tr>
<td><strong>Total Non-Assessment (General Benefit) Revenue</strong></td>
<td><strong>$ 16,134</strong></td>
<td></td>
</tr>
</tbody>
</table>
## 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:

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

Total $15,249

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 Home
Deputy Director

Chris Boss
Director of Services

Lisa Frisch
Director of Marketing & Events

Joshua Chan
Senior Project Coordinator

Zarrina Yousufzai
Administrative Coordinator

Karen Gačari
Member Services Supervisor

Eva Schouten
Intern

Kelvin Burt
Member Services Representative

Rachel Lewis
Member Services Representative

Brittany Mitchell
Member Services Representative

Jasmine
Member Services Representative

Montgomery-Allen
Board Officers

Mark Purdy  
**PRESIDENT**  
Senior VP & GM  
Grosvenor Americas

Don R. Thomas  
**VICE PRESIDENT**  
Board of Directors  
Club Donatello

Corinne 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

Jordan Buckley  
VP of Operations  
Paramount Hotels, Inc.

Shirley Howard-Johnson  
Arts Consultant

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

Michael G. Petricca  
VP of Campus Safety  
Academy of Art University

Julie Taylor  
Executive VP  
Colliers International

Judith Shahvar  
Assistant General Manager  
Westfield San Francisco Centre

Erik Murray  
Managing Partner  
Oak Investment Funds

Evan J. Kaizer  
President & CEO  
Sieroty Company Inc.

Corinna Luebbe  
General Manager  
Taj Campton Place

Kelly Powers  
Director  
Hotel Council of San Francisco

Don R. Thomas  
Board of Directors  
The Club Donatello

Cammy Blackstone  
Director - External Affairs  
AT&T

J. Timothy Falvey  
Hanford-Freund Company

Russell D. Keil, Jr.  
Principal  
The Keil Companies

Marcus Mirt  
Senior Operations Manager  
Recology Golden Gate

Mark Purdy  
Senior VP & GM  
Grosvenor Americas

Wes Tyler  
General Manager  
Chancellor Hotel on Union Square

Stephen Brett  
Principal  
Brett & Company

Phil Ginsburg  
General Manager  
SF Recreation & Parks

David Lewin  
General Manager  
Grand Hyatt

Maxine A. Papadakis, MD  
150 Powell St HOA

James Sangiacomo  
Principal  
Trinity Properties

Advisory Committee Chairs

Mark Sullivan  
**MARKETING COMMITTEE CHAIR**  
VP Market General Manager  
Neiman Marcus

Russell D. Keil, Jr.  
**AUDIT COMMITTEE CHAIR**  
President  
The Keil Companies

Manuela Anne King  
**STREETS CAPES & PUBLIC REALM COMMITTEE CHAIR**  
Principal  
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