



# UNION STREET



OCTOBER 2021



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A lively mix of businesses provide food services, health and welfare services, retailers featuring clothing, home decorating shops, personal services and a good array of small to large restaurants, bars, delis, sweet shops etc. in the eight block district. All of these amenities have grown over the years and Union Street has become a well known neighborhood visited by shoppers, and families, and is now a destination for tourists visiting San Francisco.





**WE PROPOSE USING OUR GRANT FOR THE FOLLOWING AREAS NEEDING FINANCIAL SUPPORT:**

- > **ANNUAL EVENTS SUCH AS OUR EASTER PARADE, SPRING FESTIVAL, AND HOLIDAY LIGHTING: \$30,000**

The first Union Street Festival was proposed and developed by the then sitting Board of Directors in 1968 who hired an event production company to create and produce the Festival, setting a budget to be funded by participants who took booth space on Union Street to sell and promote their products, merchandise and services on the first weekend in June.. It was a huge success and the first weekend in June was set aside by the SFPD & Board of Supervisors for the annual event. The neighborhood residents enjoyed the event and it attracted visitors from the SF Bay area as well tourists and local families. City agencies involved in the security and maintenance services needed to produce and operate the event. It was promoted by the USA as well as the City agencies who oversaw public events. It's initial success was built upon the neighborhood support and favorable impression the event gave to Cow Hollow. Over the years, MUNI reported increased revenue on the weekends the event was presented.

The annual Easter Parade began in early 1990 as a Spring event with the first Parade to be included as a main component of the program. Vendors lined the street with food and sale items to offset the expenses. The event grew to include SF politicians and celebrities as grand marshals leading the parade. Mayors made speeches and the crowds grew over the years as the event achieved national interest and given promotion all across the USA attracting not just locals but international visitors as well.

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Holiday Lighting is both attractive and serves to provide additional security for the neighborhood during the darker days from just after Thanksgiving until Christmas. All businesses are encouraged to decorate their storefronts, trees, and buildings with twinkling white lights giving a uniform and spectacular light show for visitors. Santa Clause arrives courtesy of the SFFD on a fire truck delighting the children who get to visit with Santa seated on his special chair in his decorated tent. Local families love this event as it is for kids but restaurants and local retailers also benefit from the added foot traffic.

All of the above events support the inclusion of non-profits, SF art groups and others to be part of our events if possible. We have had multi-ethnic parade participants, vendors, and services at our events which are all-inviting and not exclusionary in any way. We comply with all the rules and regulations required by all SF agencies needed to mount our events.

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> **BEAUTIFICATION: \$5,000**

It has been essential to the USA to maintain a clean, tidy, attractive and above all safe environment for both visitors and residents to enjoy. The installation of decorative Banners are used to delineate our district and brand the neighborhood as Union Street in historic Cow Hollow. Union Street was the direct route from the Presidio to downtown SF beginning in the 1800's and has special significance in the history of San Francisco.

A Tree well cleaning and tree maintenance program is necessary to sustain the appearance and cleanliness of the wells due to the many dogs in our neighborhood.





THANK YOU! — REGAN CAPONI, PRESIDENT, UNION STREET ASSOCIATION

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