



For Immediate Release

Media Contact: Jenny Starkey
303-868-4006 | media@starkeystrategies.com

Four Nights Left to Experience Let's Glow SF, The Largest Holiday Projection Arts Festival in the U.S.

In its second year, the festival has nearly doubled the economic impact seen in 2021

December 8, 2022 | San Francisco: Four nights remain to experience Let's Glow SF, the largest holiday projection arts festival in the U.S. Let's Glow SF kicked off the holiday season on Friday, December 2, 2022 and will continue through Sunday, December 11, 2022. The projection festival runs nightly at locations throughout downtown from 5:00 - 10:00 PM.

"Now is the time to reimagine what we can do downtown SF post lockdown to bring back vitality and energy to the city," said Melissa Buckminster, Marketing and Communications Manager at the Downtown SF Partnership. "Let's Glow SF is not just another event, it's a way to support local businesses and contribute to the economic success of downtown."

Let's Glow SF 2022 locations include:

- One Bush Street: view at 525 Market St., San Francisco, 94104
- Pacific Stock Exchange: view at 301 Pine St., San Francisco, 94104
- Hobart Building: view at One Post, San Francisco, 94104
- Station J: view at 222 Leidesdorff St., San Francisco, 94111
- Mechanics Monument Plaza, San Francisco, 94102

Each building's projection tells an enchanting story that celebrates the season. This signature event, organized by the Downtown SF Partnership with A3 Visual is a family-friendly, free, and COVID-safe event that aims to drive foot traffic to the Financial District of San Francisco and create a more vibrant, active downtown that supports the economic recovery of the area.

"We've definitely seen a spike in customers since Let's Glow SF began last Friday," said Riccardo Bosco, General Manager of Wayfare Tavern. "It's been a great way to bring folks who might not normally be here into the neighborhood."

—more—

A study on downtown districts by UC Berkeley revealed that San Francisco's Financial District was one of the slowest to recover from the disastrous effects of the COVID-19 pandemic. In its inaugural year, Let's Glow SF was able to generate an estimated \$2.2 million in revenue to surrounding restaurants, shops, and businesses and brought more than 40,000 attendees to the area. This year, Let's Glow SF is on track to see more economic impact having jumped from an average spend of \$75/attendee in 2021 to \$121 in 2022.

Participating Retailers

New this year, Let's Glow SF features participating retailers in the Financial and Jackson Square districts. Participating locations offer discounts on drinks and meals along with Let's Glow SF themed cocktails and menu items throughout the duration of this year's festival.

- **Cafe Bastille** is offering a Bastille Glow cocktail, which looks like a magical glowing snow cap. Customers that purchase two Bastille Glows will receive a free order of beef empanadas from December 2-11.
- **Wayfare Tavern** is offering up a specialty Let's Glow SF cocktail called the Purple Rain.
- **Toy Soldier** will be serving up two themed cocktails: Winter Wonderland and Santa's Espresso Martini.
- **Sam's Grill** is offering 10% off dinner for all Let's Glow SF attendees. Diners simply need to mention that they attended the event.
- **Sam's Tavern** is serving their own themed cocktails, Let's Glow SF Manhattans, from December 2-11.
- **Heartwood Bar**, a new downtown location that has not opened to the public, is opening a popup space on Friday and Saturday of Let's Glow SF, serving eggnog and a specialty spiked butter cider cocktail at the 222 Leidesdorff location.

Let's Glow SF is a public art activation that builds off the Downtown SF Partnership's recently released [Public Realm Action Plan](#) (PRAP), a comprehensive plan that includes physical, programmatic, and organizational recommendations to reimagine the future of downtown San Francisco. The PRAP serves as a visioning framework to influence change in the downtown area and identify public realm improvement opportunities.

—more—

Let's Glow SF's Station J projection lights up the intersection of Leidesdorff and Commercial Street, soon to be recognizable as 'Landing at Leidesdorff.' An initiative funded by the City of San Francisco and deployed by Downtown SF Partnership and SITELAB urban studio, Landing at Leidesdorff is the first pilot program of the PRAP. Located along the alleyways leading to Transamerica Park, Landing at Leidesdorff will bring together local restaurants with live music, art, and rotating SF makers and vendors. The area will host weekly signature programs that invite San Franciscans to experience historic downtown in a new way. The launch of Landing at Leidesdorff will take place in winter 2023.

About Let's Glow SF

Let's Glow SF, produced and funded by [the Downtown SF Partnership](#) with [A3 Visual](#), is a projection arts festival featuring works created by local and international artists projected onto iconic buildings throughout downtown San Francisco. As the largest holiday projection arts festival in the U.S., this stunning journey of light celebrates the festive winter season in the historic heart of San Francisco. The striking marriage of art and technology projected onto the city's largest canvases creates an event that elevates the city's art scene, continues to build positive economic impact for downtown and provides unique experiences for all. Let's Glow SF runs from December 2-11, 2022. For more details about Let's Glow SF, visit www.downtownsf.org/events/letsglowsf. Follow us on social media with #letsglowsf

About Downtown SF Partnership

Downtown SF Partnership is a 501(C)3 non-profit organization with a mission to lead the way in building a thriving downtown where business gets done and people feel welcome, come to explore, and make memories. Developed by a coalition of property and business owners, Downtown SF Partnership is a community benefit district and provides services to 43-blocks in two of the oldest continuous business districts in San Francisco, Financial District and Jackson Square. These services include cleaning, safety, district identity and promotion, and public space activations. For more information visit www.downtownsf.org. Follow Downtown SF on Facebook (@sfdowntown), Instagram and Twitter (@sf_downtown) and LinkedIn (Downtown SF).

About A3 VISUAL

A3 VISUAL is a cutting-edge projection mapping and video production company that specializes in large scale building projections, architectural mappings, sculptural projections and custom content creation. Projection mapping has been our passion for many years. We take pride in bringing digital art to the public and in creating incredible moments that people will remember and share. We technically produced and co-organized Let's Glow SF 2021 which was the first

large-scale projection mapping event in San Francisco, and executed many other projects across the country. For more information visit <https://a3visual.com/immersive>. Follow A3 VISUAL on [Vimeo](#).

###