

# Let's GLOW SF

SHINING A LIGHT ON

In its inaugural year, Let's Glow SF became the largest holiday projection mapping event in the U.S., projecting custom artistic light shows onto four towering buildings in Downtown San Francisco. From December 3rd - 12th, 2021, Let's Glow SF encouraged visitors, residents, and workers to come downtown at night to support local businesses that are recovering from the impacts of COVID-19.

**DOWN TOWN**  
SAN FRANCISCO

## What is Let's Glow SF?



HOLIDAY EVENT OF ITS KIND IN U.S.

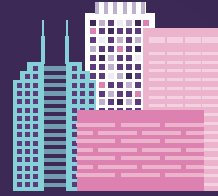


14 ARTISTS / CONTENT STUDIOS

10

NIGHTS LONG

5-7 MINUTE LIGHT SHOWS



4 BUILDINGS PROJECTED UPON

## What Was Its Impact?



**40,000**  
PEOPLE ATTENDED



**38,345**  
WEBSITE VISITORS

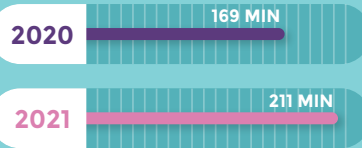


**84,595**  
AD ENGAGEMENTS



**29**  
MEDIA HITS

"Let's Glow SF is a great way to support the local art and business community that's committed to bringing vibrancy downtown," said Peter Quartaroli, Sam's Grill.



AVG. TIME SPENT IN DOWNTOWN SF IN DECEMBER



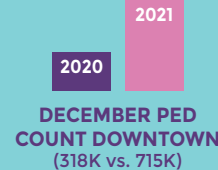
PEOPLE DESCRIBED DOWNTOWN AS:

- #1 SAFE
- #2 CHARMING
- #3 CLEAN



**200x**

PEDESTRIAN COUNT INCREASE DURING LET'S GLOW HOURS



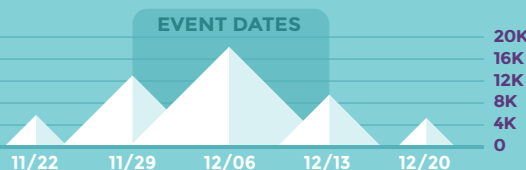
**85**  
PERCENT

CAME SPECIFICALLY FOR LETS GLOW SF

### SOCIAL MEDIA PRAISE



PEDESTRIAN COUNT BY WEEK



20K  
16K  
12K  
8K  
4K  
0