

Let's GLOW SF

SHINING A LIGHT ON

Let's Glow SF, the nation's largest holiday projection arts festival, painted vibrantly festive creations across downtown SF's iconic buildings for the third year in 2023. This luminous activation invited Bay Area families, workers, and residents to celebrate the spirit of the season, support local businesses and view downtown in a new, welcoming light.



What is Let's Glow SF?



HOLIDAY PROJECTION ARTS FESTIVAL IN US



14 ARTISTS / CONTENT STUDIOS

10

NIGHTS LONG

5-7 MINUTE LIGHT SHOWS



6 PARTICIPATING PROPERTIES

What Was Its Impact?



67,000 PEOPLE ATTENDED



394,000 WEBSITE VISITS



1.9 MILLION VIEWS ON SOCIAL MEDIA



47 MEDIA HITS

"The ephemeral spectacle of Let's Glow SF will soon pass for this year. With luck, the magic of potential it sparked will linger — leaving us wanting more, and opening our eyes to what we already have."

- John King, SF Chronicle

★ Featured in the New York Times and Forbes.



28 LOCAL BUSINESSES OFFERED LET'S GLOW SF THEMED PROMOTIONS



PEOPLE DESCRIBED DOWNTOWN AS:

- #1 WALKABLE
- #2 FUN
- #3 INNOVATIVE

% OF SECONDARY TOURISM IMPACTS



58% DINED

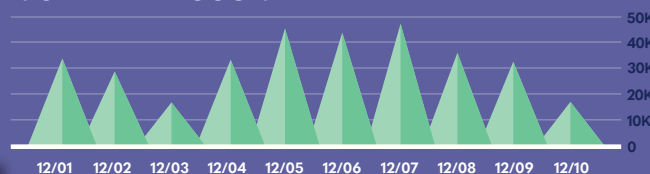


27% SHOPPED



6% BOOKED A HOTEL

NIGHTLY PED COUNT



SOCIAL MEDIA FEEDBACK

