UNION SQUARE ALLIANCE

Winter Walk 2023
December 15 – December 24

This year, we are thrilled to announce the highly anticipated return of **Winter Walk** for the holidays on Stockton Street. Winter Walk is set to reclaim its position as a widely visited holiday attraction in the area. The activation is 10 days long leading up to Christmas.

Winter Walk on Stockton Street is a festive, pop-up holiday extravaganza, from Post – Geary Street, Geary – O'Farrell Street and Maiden Lane from Stockton – Grant, a lively pedestrian plaza adorned with green turf, a tempting array of food trucks and captivating live performances. Prior to the pandemic, Winter Walk became a cherished tradition for both San Francisco locals and visitors from the Bay Area, **drawing a staggering 2.2 million attendees in a single year (2018)**.

We are confident that this event will draw holiday foot traffic to Union Square which will support our local businesses and boost the economic development of Union Square and San Francisco.

Timeline:
Set-up: December 11 – 15
Event: December 15 – 24
Take-down: December 25 – 28

Event Operating hours*:
Mon-Wed: 12pm – 7pm
Thu-Sun: 10am – 9pm

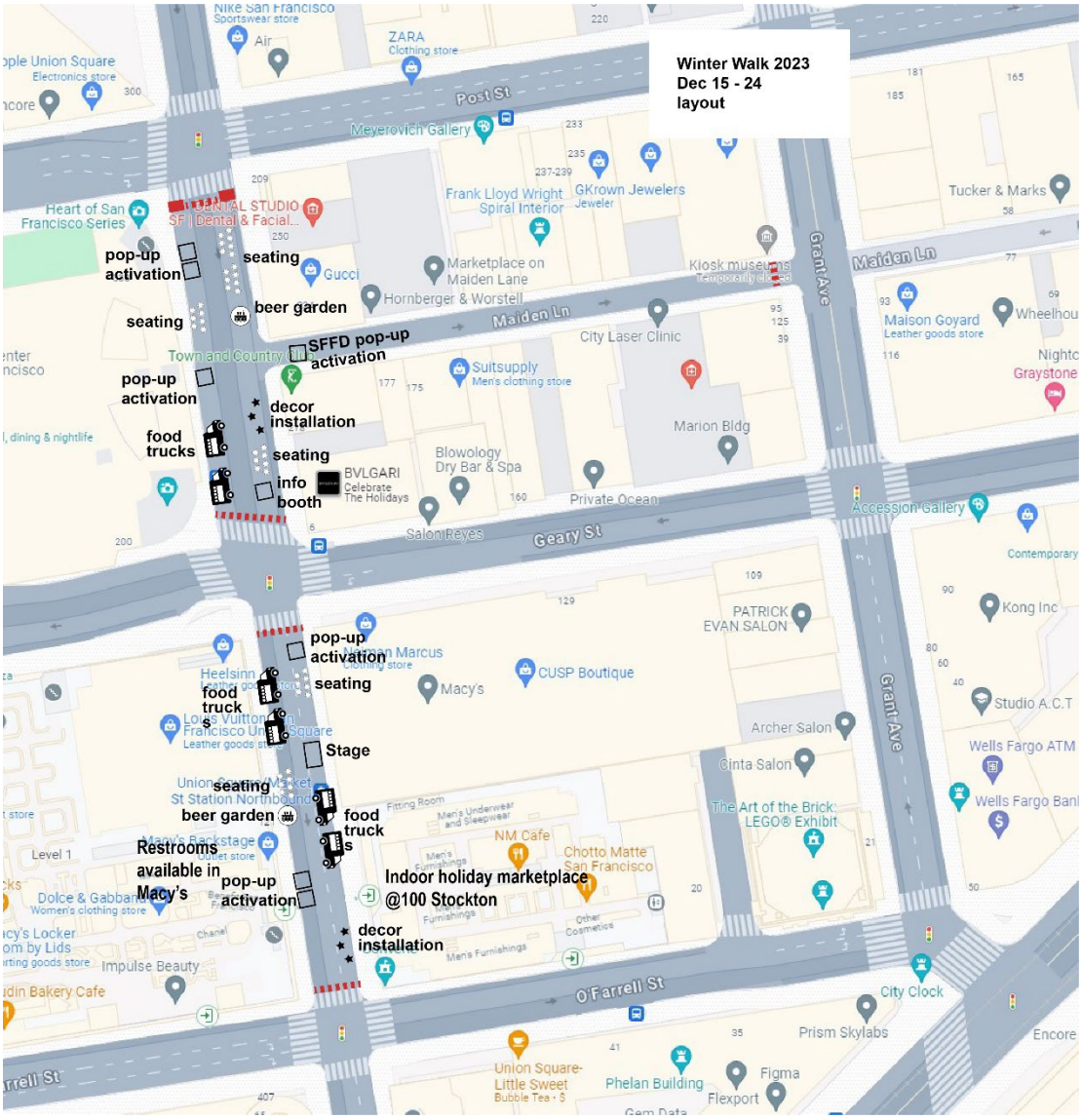
Set up and take down will take 1hr before and 1hr after the event hours.

Delivery / trash pick-up hours:
Mon-Wed: 7pm-11am
Thu-Sun: 10pm-9am

Stockton (Post-Geary) and Maiden Lane will be open for load-in during non-event hours. There will be 24/7 security on-site to help open and close the barricades.

Amplified sound:
A stage for performances and amplified sound will be set up on the block of Geary – O'Farrell. Non-amplified sound will take place from Post – Geary.

Layout:
We ensure that there will be no activities blocking your store front. The sidewalks will also remain open and accessible.



UNION SQUARE ALLIANCE

Images from previous Winter Walk events













If you have any questions or concerns, please contact eva@unionsquarealliance.com

UNION SQUARE ALLIANCE

291 Geary Street, Suite 200, San Francisco, CA 94102 ◆ 415·781·7880 ◆ visitunionsquaresf.com