



NEWS RELEASE

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Union Square Alliance to Refresh “Afternoons on Maiden Lane” Activations This Week

Weekly programming on Maiden Lane in Union Square to feature live music, arts & crafts, and other free, social, and cultural events.

San Francisco, CA—The Union Square Alliance, in collaboration with the Office of Mayor Daniel Lurie and the Office of Economic and Workforce Development, will debut a new array of programming, “[Afternoons on Maiden Lane](#),” this week. The program aims to transform Maiden Lane into a vibrant third place, through free social events in collaboration with organizations such as [Latinas Forever](#) by SPARK Social SF, live music presented by We Are the Kind, and arts & crafts workshops led by S.C.R.A.P. SF.

“Free, welcoming events like Afternoons on Maiden Lane are fueling downtown’s recovery and San Francisco’s comeback. These events support local businesses, activate our public spaces, and bring people together—helping restore energy and vibrancy to San Francisco's downtown,” said Mayor Daniel Lurie.

“Coming off an incredible holiday season, we want to keep the positive energy going, said Marisa Rodriguez, CEO of the Union Square Alliance. “The reactivation of the Maiden Lane entertainment zone, with junk journaling, SPARK Social, Italian charm bracelets, and our Bad Bunny look-alike contest will only add to that momentum. We are proud to team up with Mayor Lurie and the Office of Economic and Workforce Development on these events that will highlight just why Maiden Lane and Union Square are so special.”



Starting on January 9, the east block of Maiden Lane between Grant and Kearny streets will host regular “Afternoons on Maiden Lane” activities, with the new features taking place Thursday – Sunday for the next eight weeks.

The first phase of scheduling is as follows:

Craft Thursdays from 12-2pm:

1/15: Gelli Printing with S.C.R.A.P. SF

1/22 Creation Station with Eli the Man

1/29 Weaving Workshop with S.C.R.A.P. SF

Make and Mingle Fridays from 2-5pm:

1/9: Junk Journaling with SF Junk Journal Club

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1/30: Art Games with Eli the Man

Social Saturdays from 12-4pm:

1/10: Charm Crawl with Charmed in SF

1/24: SPARK Social SF Latinas Forever

1/31: Maiden Makeover

Groovy Sundays from 2-4pm:

1/11: Salsa with Amanda Marquez & Live Band

1/18: Line Dancing with Erin Rose Krizek & Live Band

1/25 Swing Dancing with The Cottontails & Live Band



“SPARK Social SF was built on the idea that food, art, and culture are powerful tools for connection,” said Jimmy Carrillo, Special Event Coordinator at SPARK Social SF. “From our roots at SoMa StrEat Food Park to Mission Bay, our work has always focused on transforming underutilized spaces into places where people feel welcome, celebrated, and part of something bigger. At its core, SPARK is about creating opportunities for small businesses, artists, and cultural leaders to show up authentically while building real community. Latinas Forever is deeply aligned with that mission. They create space for Latina joy, queer brown excellence, and cultural pride to be seen loudly and unapologetically. Representation matters, and creating spaces where Latinas can celebrate themselves—and be celebrated—matters even more. Bringing this energy to Maiden Lane is incredibly exciting. Maiden Lane has such a rich history in San Francisco, and activating it with programming that’s bold, joyful, and community-driven is exactly what the city needs right now.”

“Charmed in SF started as a personal project to get vintage Italian charms onto the hands of my friends,” said founder of Charmed in SF Alicia Marazzani. “I had made one for myself with vintage charms and instantly fell in love with the medium. I saw how powerful it was to offer something tactile, creative, and social in a world that moves so fast. I’m beyond excited to bring that energy to Maiden Lane and be part of reimagining what downtown San Francisco can feel like: playful, people-first, and full of charm. On a personal level, it’s incredible to be part of a project that’s transforming downtown into a space for people again... in a car-free zone like Maiden Lane. A place where art, small business, and connection can thrive. It’s the kind of San Francisco I believe in, and I’m honored to help bring that vision to life.”

“Maiden Lane is a special place with a charming and historic atmosphere,” said Blake McCall, Owner at [Blake Charles Salon](#), a local Union Square Business supporting ‘Afternoons on Maiden Lane’ by way of the upcoming ‘Maiden Makeover’ on 1/31, where participants can enjoy limited-time specials on hair and makeup appointments, with luxurious add-ons. “We want to celebrate this space and highlight its quaint and elegant environment through curated and regular activations. Our vision is to establish a fun, family-friendly destination that blends leisure and luxury, offering background music and a selection of fine beverages in a sophisticated yet relaxed environment. We aim to encourage social interaction and provide a haven for relaxation, where patrons can unwind, connect, and enjoy the unique charm of Maiden Lane while sipping on a glass of wine, champagne, or a craft cocktail.”



“Junk journaling is the practice of collecting everyday scraps like notes, packaging, and memories and turning them into something personal and meaningful. Creativity has a gentle way of bringing people together. It creates space for connection, conversation, and play without pressure, and reminds us that joy can be found in small and ordinary moments. I am especially excited to bring SF Junk Journal Club to Maiden Lane because it feels intimate and nostalgic, a place where people can slow down, create side by side, and experience a little bit of whimsy in the heart of the city,” said Janielle Claire Camantigue, founder of San Francisco’s Junk Journal Club.

To support “Afternoons on Maiden Lane,” the Union Square Alliance was awarded a grant by the Office of Economic and Workforce Development. The goal of the grant is to activate Maiden Lane in 2025 with the goal to increase foot traffic and bring positive experiences to the iconic location.

“The refreshed Afternoons on Maiden Lane is exciting because it reflects a larger shift we’re seeing downtown that’s rooted in creativity, collaboration, and momentum,” said Anne Taupier, Executive Director of the Office of Economic and Workforce Development. “Downtown is continuing to meet the moment through a willingness to try new things, and this programming is a great example of how thoughtful and fun experiences encourage people to spend time here. As we ring in 2026, these are exactly the kinds of experiences we’re proud to invest in and support, and we’re grateful to the Union Square Alliance for their continued initiative.”

About the Union Square Alliance:

The Union Square Alliance serves members and creates a high-quality visitor experience by managing and activating public spaces, attracting new investment, and advocating for the district’s future success. Union Square is the vibrant heart of San Francisco and an international destination where visitors come to enjoy exceptional retail experiences, luxury hotels, world-class cultural institutions, and great public spaces found only in the City by the Bay. A lively 27-block community surrounding Union Square Park in the heart of San Francisco makes up the Union Square Alliance. It is bordered on the north by Bush Street, on the east by Kearny Street,



on the south by Market Street and the west by Taylor Street. For more information on the Alliance, go to www.visitunionsquaresf.com.

About The San Francisco Office of Economic and Workforce Development

The Office of Economic and Workforce Development advances equitable and shared prosperity for San Franciscans by growing sustainable jobs, supporting businesses of all sizes, creating great places to live and work, and helping everyone achieve economic self-sufficiency. For more information, please visit www.sfoewd.org.