



Local Garden

Presented by

JPMorganChase

Participation Deck



Overview

Local Garden: Where Bloomed Union Square Businesses Flourish

The "Local Garden" is a recurring promotional program designed as a core component of the broader "Union Square in Bloom" initiative. Its primary goal is to drive consistent foot traffic and generate increased revenue for the Bloomed local businesses.

Building on the proven success of the previous "Blooms and Bubbles Bar Crawl," this new and expanded program will feature a diverse array of Union Square businesses—including galleries, restaurants, hotels, salons, and more. Through creative, themed promotions, we will create compelling reasons for the public to visit, engage, and spend within the district, strengthening the economic vitality and community fabric of Union Square.



Concept and Themes

Concept

From April - August, the Alliance will host a unique theme for one week per month partnering with 5 local businesses. For the duration of the week, each businesses will Bloom their business, host a promotion on a product or service, or a set number of activation using the Local Garden stipend to draw foot traffic to your business and to bring awareness to Union Square In Bloom.

Themed Weeks

April (April 13-19): Small Business & Sustainability

May (May 18-24): Beauty and Self-Care

June (June 22-28): Restaurants

July (July 20-26): Nightlife and Bars

August (August 17-23): Entertainment

Stipend

The Alliance and JPMorganChase will offer a \$1,000 stipend to each business participating in the Local Garden program. Funds are to be used to Bloom your business, and improve the in-store experience, or help cover light programming during your featured week.

[More details about
the stipend and
program here](#)



Metrics & Surveying

As part of this promotion, we'll be asking participating businesses to share a brief summary of sales metrics at the end of the promotional week. This information will help us measure overall impact and plan future initiatives. The Alliance will be supporting tracking efforts through unique QR code surveys and dedicated RSVP links for events, and we require your business to track sales of your promotional offerings during that time.

Examples of Metrics

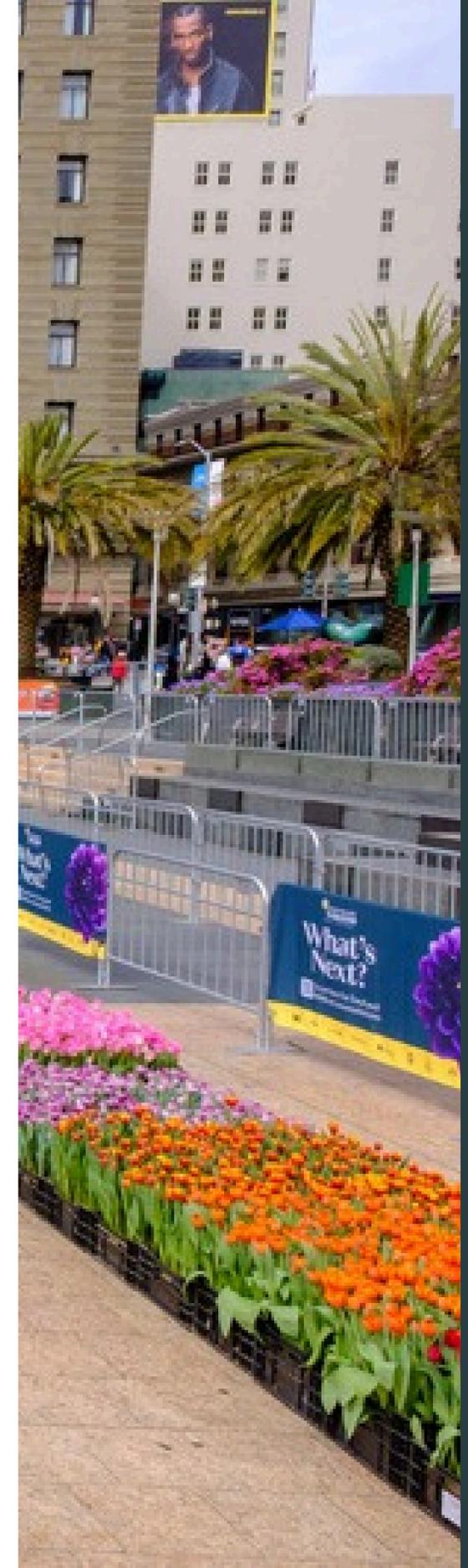
While final reporting requirements are still being determined, your business will be asked to provide some of the following:

- % increase in sales YoY (year over year) and WoW (week over week)
- Avg dollar amount spent during the activation
- total # of specials offers redeemed/day/week
- Headcount for the event (daily and weekly)
- Feedback from businesses on whether customers stayed longer than usual
- # of user generated photos with floral installations
- views, shares and saves on specific reels created for the 5 participating businesses per month

Examples of Survey Questions

The Alliance will provide Local Garden surveys, and corresponding QR codes that can be placed at tables or cash registers for attendees to provide feedback. Survey questions may include the following:

- Questions about demographic (Zip code, age, did you come from home/work/etc.)
- How much did you spend during the Local Garden activation?
- How would you rate your experience?
- Would you come back
- How did you hear about the Local Garden?

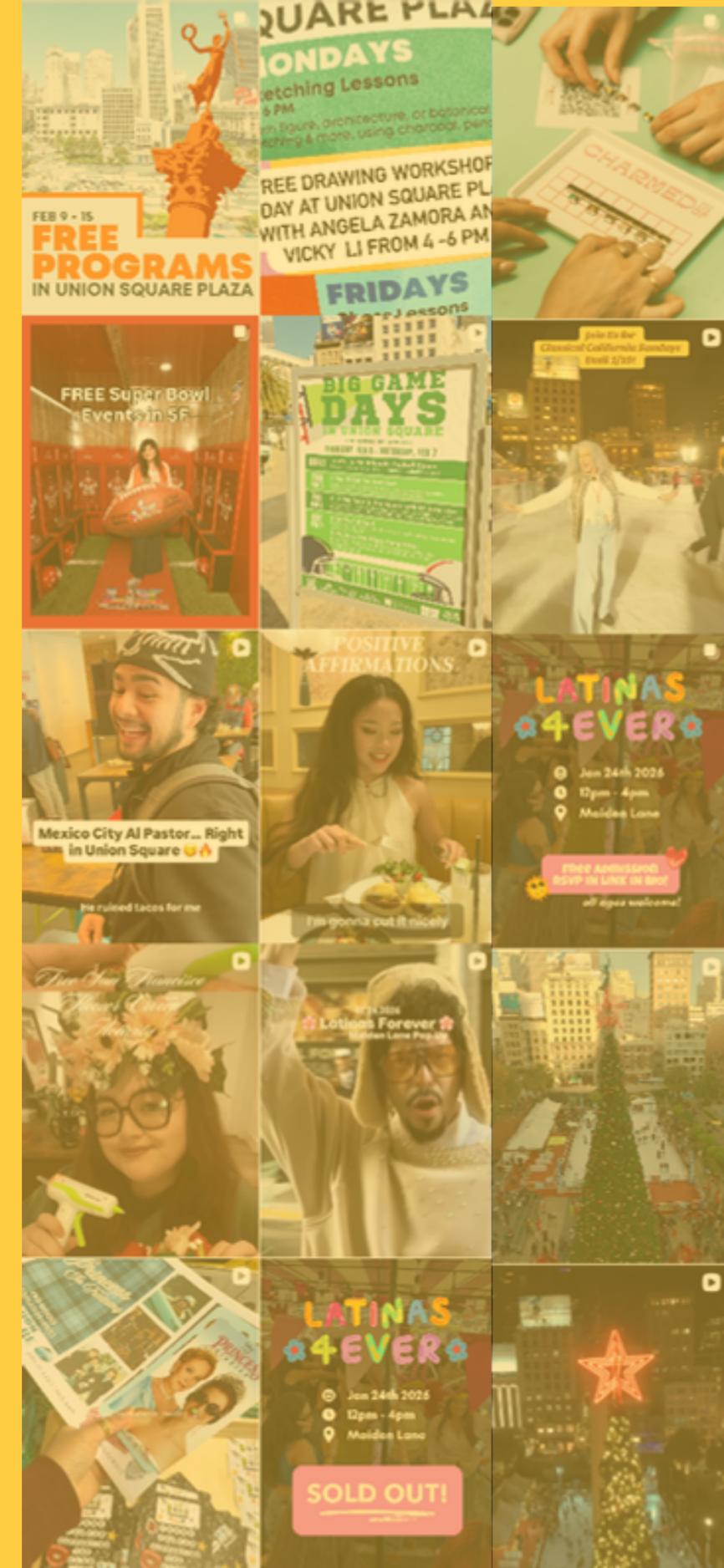


Marketing Support

The Alliance will lead the charge using its primary channels:

- Week-long calendar posts and specialty event flyers
- Promotional reels
- Calendars and event flyers featured in our monthly district member newsletters
- Calendars and event flyers distributed throughout the district
- Personalized social media reels per businesses
- “Local Garden Participant” A-frame sign outside your business

We ask that you share footage of previous fun celebrations in your business to help us best promote your Local Garden activation!



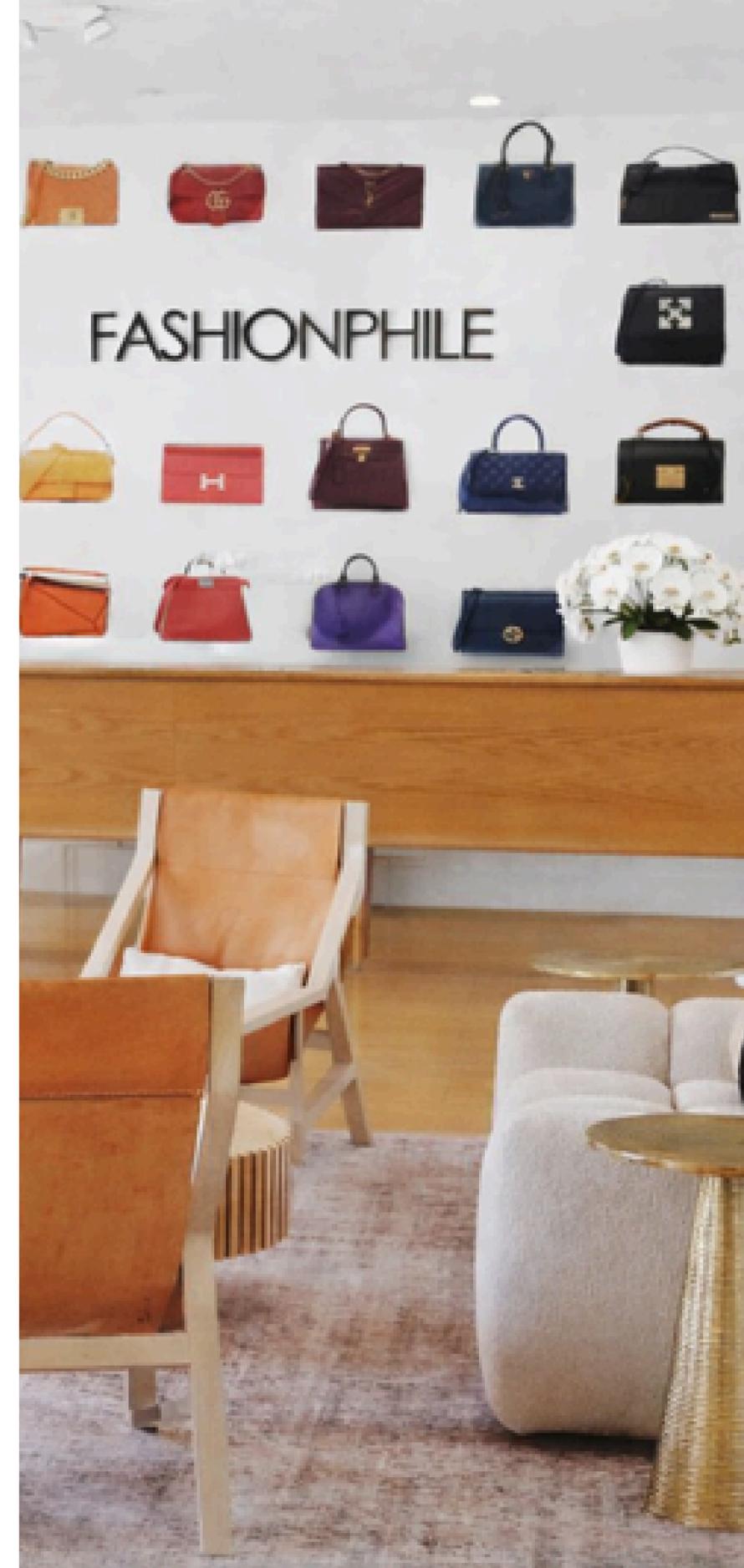
Sustainability & Small Businesses Week

April 13 -19

Highlighting local small businesses and those committed to sustainability. Tying into Earth Day and SF Climate Week to encourage shopping local and low-carbon footprint.

Here are some ideas on how to activate:

- **Host a Speaker or Author:** Invite a local voice on sustainability for a short talk.
- **Eco-Giveaways:** Offer a branded tote bag or flower seed packet with purchase.
- **Green Spotlight:** Feature a 'sustainable pick of the week' product in-store.



Beauty & Wellness

May 18-24

Highlighting hair salons, nail salons, and self-care businesses. Leaning into Mother's Day and treating mom (or yourself) to a moment of luxury.

Activation Ideas:

- Glosses & Aura: Offer a floral hair gloss treatment paired with a fun 'aura reading' or consultation.
- Blowouts & Bubbles: Serve complimentary (non-stipend) bubbly with a blowout service.
- Mom & Me Portrait Studio: A simple pop-up photo booth with a lush floral backdrop. Free digital photo with receipt.
- Scent & Senses Workshop: A mini perfume-making class using floral essential oils.



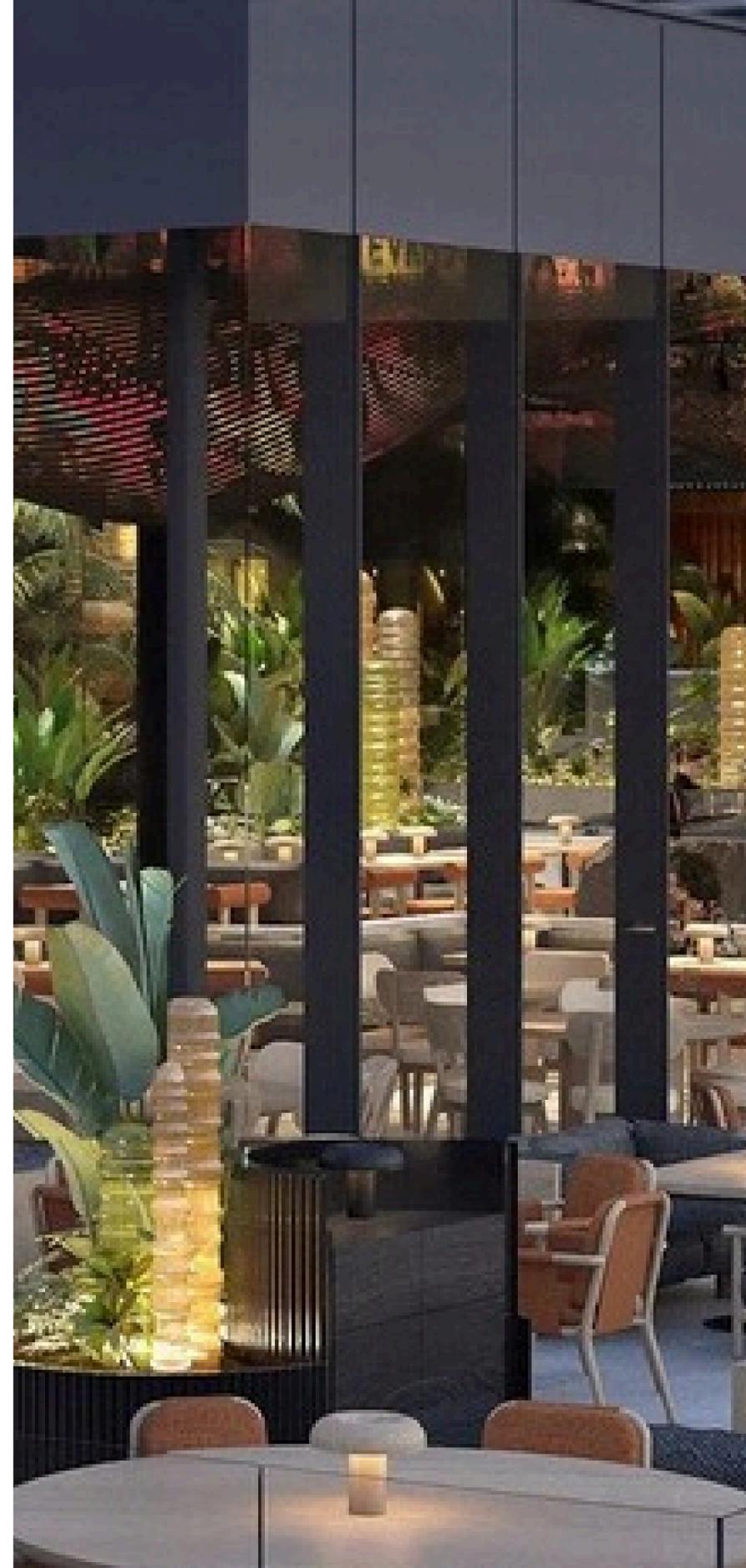
Restaurants Week

June 22-28

A culinary celebration of the district's 'Bloomed' restaurants. Showcasing Union Square as a destination for must-try dining.

Activation Ideas:

- Floral Prix-Fixe ('Girl Dinner'): Curate a floral-forward special menu or tasting flight.
- Dinner & A Show: Add a simple element of entertainment (Dj, Drag, happy hour, roaming magician, brunch activities) during food service
- Floral High Tea



Bars & Nightlife

July 20-26

Highlighting the local garden after hours. Making Union Square a vibrant, must-visit destination at night.

Activation Ideas:

- Live Entertainment: Book a DJ, live band, drag performer, or guest speaker.
- Garden Games Night: Set up Giant Jenga, cornhole, or board games on the patio.
- Sip & Create: Host a wreath-making, terrarium building, or 'sip and paint' night.
- The Bloom Mixer: A simple social hour with floral-themed mocktails (or cocktails sold by you).
- Drink Demo



Arts & Culture

August 17-23

Highlighting galleries, performing arts, theaters, and studios.
Bringing the arts to life with floral pairings.

Activation Ideas:

- Art in Bloom (Gallery Edition): Pair a floral arrangement with a specific painting or sculpture.
- Artist Meet & Greet: Host a simple reception with a featured artist.
- Class in Bloom: Offer a themed class (dance, acting, art) surrounded by florals.



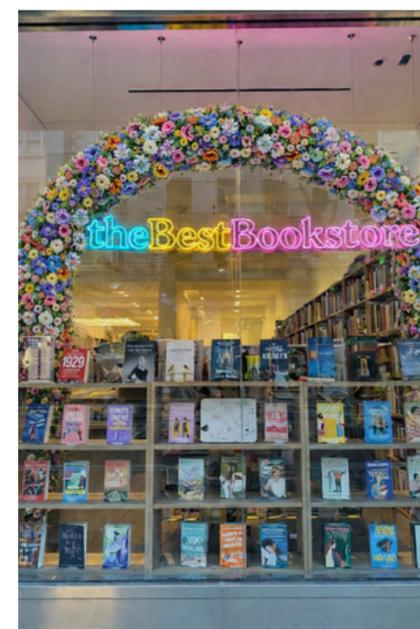
Bloom Your Business/Building

To participate in the Local Garden Program, businesses have to participate in Union Square in Bloom and Bloom their business.

There are a number of ways to Bloom your building. Participating businesses can either

- Bloom their facade (e.g. with a floral column, awning, or window display)
- OR Host an interior Bloom installation (e.g. floral centerpiece or photo wall)

As a participant of Union Square In Bloom, you will receive a Bloom Window Decal, pictured on the right. You will be eligible to win a Bloomie Award in your respective category, as well as a Bloomie Award for best Local Garden Activation.



The Alliance is happy to connect your business with local florists to partner with for Union Square In Bloom.

Please contact Marlenne Mendoza, Union Square Alliance Events Coordinator at Marlenne@unionsquarealliance.com to help arrange your Bloom installation if needed.

How Do I Participate?

1. Signing Up is Easy

Review the Activation & Stipend Guide, and email the Union Square Alliance Project Coordinator Marlenne Mendoza at marlenne@unionsquarealliance.com to confirm your participation in any of the proposed activation weeks. **For April, please confirm no later than Friday, March 16th.**

2. Decide on a promotion

3. Plan for your activation

Share the promotion and activation details and contact Marlenne Mendoza, Alliance Events Coordinator at marlenne@unionsquarealliance.com and to arrange your Bloom installation.

4. Share videos of a previous celebration

Please share videos of birthdays, your business's opening, or any celebration to the Alliance's Marketing Associate Hollie Chiao, Hollie@unionsquarealliance.com.

5. Receive \$1,000 stipend upon completion

Send an invoice and survey results to marlenne@unionsquarealliance.com to receive a \$1,000 stipend upon completion of the week of activation. Payments received within 2-3 weeks of invoice.



Thank You!

CONTACT US! Please reach out to
marlenne@unionsquarealliance.com
with any questions!

