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## **July 8 Kicks Off “Union Square in Bloom Summer Music Series”**

**FREE Outdoor Concerts Celebrating Legendary Sounds  
Sponsored by Union Square Alliance,  
Office of Economic Workforce Development, SF Rec and Park**

13 June 2023, San Francisco, CA: In one month on **Saturday, July 8**, the heart of downtown San Francisco will reverberate with joyous sounds as **The Union Square In Bloom Summer Music Series** kicks off. The free performances, taking place **every Saturday, July through mid-October, will run from 1pm - 4pm and beginning in August, every 3rd Thursday from 4:30 - 7:30pm**. The new initiative is a collaboration between the **Union Square Alliance, San Francisco Recreation and Park Department, and the Office of Economic Workforce Development (OEWD)** funded by their SF Live grant.

San Francisco, renowned as a music destination and the birthplace of legendary musicians and groups such as the **Grateful Dead, Metallica, Janis Joplin, and Carlos Santana**, aims to enhance its top tier on the global cultural map through the **Union Square in Bloom Summer Music Series**.

This Music Series will transform Union Square Plaza into a thriving hub of music and entertainment. The lineup boasts a diverse range of talented artists, including local songwriters, solo musicians, up-and-coming stars, energizing EDM and Dance DJ sets, soulful jazz renditions, and captivating Latin rhythms. Some of the artists featured at the launch event include **DJ Sep and Lavay**

**Smith and Her Red Hot Skillet Lickers**, and partnering with indoor entertainment venues such as **Biscuits & Blues** and **American Conservatory Theatre (ACT)**. The full schedule of concerts for July will be released next week.

“The Union Square in Bloom Summer Music Series is here to take center stage,” said **Marisa Rodriguez, CEO of Union Square Alliance**. “The Plaza and its surroundings hold a vital place in the city’s history, representing a thriving hub of vitality. In harmonious alignment with the goals of our Strategic Plan, a concert series within the Plaza emerges as a catalyst for the vibrancy and inclusivity that define Union Square’s resurgence as part of the city’s economic recovery.”

“Our city’s public plazas and parks are places of connection, celebration and joy and we are delighted to host free live music for all to enjoy,” said **San Francisco Recreation and Park Department General Manager Phil Ginsburg**. “Dancing to live music in a historic public square is a spectacular way to spend a summer evening.”

The key purpose of SF Live and this concert series is to work with the local indoor music venues to bring the talent highlighted in these venues to a larger outdoor setting, creating an immersive and engaging experience for both performers and audiences.

"Music has the power to bring people together and uplift communities. The Union Square in Bloom Summer Music Series will showcase the diverse talent of our local artists, who are a critical part of our economic recovery," said **Sarah Dennis Phillips, Executive Director of the Office of Economic and Workforce Development**. "This series elevates local musicians sourced by our amazing local indoor music venues, as well as our great local businesses. We are proud to partner with the Union Square Alliance and support this initiative as part of our commitment to fostering economic growth and cultural enrichment."

Attendees are encouraged to indulge in delicious food and refreshing drinks at the numerous local restaurants and bars surrounding the venue. Certain concerts will also include food trucks and a Beer Garden. Additionally, family friendly activities will be highlighted that align with the blooming of the neighborhood and the musical themes of each concert. The Union Square in Bloom initiative, in conjunction with the Summer Music Series, aims to

provide an all-encompassing experience for residents and visitors alike. In addition, **The Union Square Bloom Passport** offers a gateway to discovery, floral education, and interactive games, perfect for families. Collaboration with local floral designers, more than 30 of Union Square's hotels, theaters, restaurants, bars, and retail establishments have adorned their storefronts with breathtaking floral displays. Attendees over the age of 21 can embark on a floral beverage journey with the **Bloom + Bubbles Passport**. This district-wide cocktail program offers a selection of 29 enticing floral cocktails. .

"Union Square in Bloom and the Bloom & Bubbles Cocktail Program have brought so much energy and joy to our district," said Tesh Williams from Sool Bar & Lounge, "We feel connected to our community and are looking forward to an even bigger boost of life and foot traffic to our neighborhood through the Summer Music Series."

The Union Square in Bloom Summer Music Series is a pilot supported by SF Live, a \$2.5 million investment in San Francisco's live music and entertainment sector, and was made possible by state funding secured by then-Assembly member David Chiu.

"San Francisco's live music scene is legendary and helps make us such a special city," said **City Attorney David Chiu**. "I am thrilled the state funding we secured will support our live music venues and aid in San Francisco and Union Square's economic recovery."

The full SF Live programming initiative will formally launch in Spring 2024 with a year of free outdoor concerts curated in partnership with San Francisco's live music venues.

A full and comprehensive calendar of events for the Union Square in Bloom Summer Music Series will be released shortly.

### **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 generally bordered on the north by Bush Street, on the east by Kearny Street, on the south by Market Street and on the west by Taylor Street. For more information on the Alliance, go to [www.visitunionsquaresf.com](http://www.visitunionsquaresf.com)

**About Office of Economic and Workforce:**

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.oewd.org](http://www.oewd.org).

**About San Francisco Recreation and Park Department:**

The San Francisco Recreation and Park Department currently manages more than 225 parks, playgrounds and open spaces throughout San Francisco, including two outside city limits—Sharp Park in Pacifica and Camp Mather in the High Sierras. The system includes full-complex recreation centers, swimming pools, golf courses, sports fields and numerous small-to-medium-sized clubhouses that offer a variety of sports- and arts-related recreation programs for people of all ages. Included in the Department’s responsibilities are Golden Gate Park, Coit Tower, the Marina Yacht Harbor, the San Francisco Zoo and Lake Merced. In 2017, San Francisco became the first city in the nation where all residents have access to a park within a 10-minute walk, a direct result of the Department’s commitment to increasing and improving parkland in the city.

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