



NEWS RELEASE

March 2, 2026

MEDIA CONTACT:

Will Reisman will.reisman@progress-pa.com

San Francisco's Union Square to Bloom with 80,000 Vibrant Dutch Tulips on March 21 in Celebration of Spring

Tulip Day to once again kick off annual Union Square in Bloom campaign

San Francisco, CA — The return of spring and summer in San Francisco's Union Square will arrive on Saturday, March 21, when the [Union Square Alliance](#) hosts its annual [Tulip Day Presented by JPMorganChase](#). The event will transform Union Square into a tulip garden with 80,000 colorful American-produced flowers grown from Dutch bulbs.

"Each year, Tulip Day draws thousands of residents and visitors to Union Square, bringing great energy to the heart of our city," said **Mayor Lurie**. "I'm thrilled for the return of Tulip Day this March as we continue working hand-in-hand with the Union Square Alliance to drive foot traffic, support local businesses, and accelerate our downtown recovery."

A floral tradition that dates back to the first Tulip Festival in 1929 in Holland, Michigan, Tulip Day Presented by JPMorganChase kicks off San Francisco's annual [Union Square in Bloom](#) initiative, in which businesses celebrate the arrival of Spring and Summer with floral displays, food, cocktails, and events, to celebrate Union Square's rich floral tradition.

"Tulip Day Presented by JPMorganChase represents the changing of the seasons—about growth and moving forward with positivity and resilience," **Marisa Rodriguez, CEO of Union Square Alliance**. "This has truly become a time-honored event in Union Square—one of our marquee moments and the kickoff to our months-long celebration of Union Square in Bloom. We can't wait to welcome thousands of enthusiastic visitors, here to pick their beautiful tulips, visit the new booths in the tulip field, and experience Union Square in the Spring. We are grateful for the leadership of Mayor Lurie, our City leaders, the support of JPMorganChase, and all our partners who help make this event possible."

"Tulip Day reflects the vibrant spirit and resilience of San Francisco's downtown," said **Nick Harrison, Business Banking Market Manager, JPMorganChase**. "Our firm has served the Bay Area for over 120 years, and we're proud to support events like this that foster community and drive economic growth. This event is a beautiful reminder of what's possible when we come together to reimagine and reinvigorate the heart of our city."



“Tulip Day is always such a special event in Union Square” said **District 3 Supervisor Danny Sauter**. “It’s amazing seeing the crowds of people lined up to select their favorite flowers. It proves once again that Union Square is not just a shopping district—it’s a place for people to congregate, connect and celebrate all that’s great about San Francisco.”

The tulips on display are grown in the United States but the bulbs originate in the Netherlands. On Tulip Day, the public is invited to pick a free bouquet of tulips (eight tulips per person) for themselves or as a gift to a loved one.

“It is wonderful to see Union Square so colorful and in beautiful bloom. We are grateful that Union Square Alliance and the City and County of San Francisco continue this joyous tradition. Tulips are a symbol of spring, strength and resilience, and we look forward to sharing this colorful moment of joy with all residents of this great city.”

“Tulip Day is a perfect example of how Union Square meets the moment of the seasons and draws people to experience the heart of our city,” said **Anne Taupier, Executive Director of the San Francisco Office of Economic and Workforce Development**. “From the holiday activations this winter to the continuation of free daily programming through our partnerships with the Union Square Alliance and Biederman Redevelopment Ventures, Union Square is a place where something is always happening. Traditions like Tulip Day, when the square quite literally blooms with thousands of flowers, bring fresh energy and vital foot traffic to downtown businesses.”

“Tulip Day is a spectacle of color, beauty, and pure fun in Union Square,” said Sarah Madland, Interim General Manager of the San Francisco Recreation and Park Department. “When 80,000 tulips fill the plaza, you see the delight on the faces of families, friends, visitors, and neighbors who’ve come downtown to be part of it. The scale is extraordinary, but it’s that shared joy unfolding across a public plaza that defines the day.”

Tulip Day Presented by JPMorganChase 2026 is organized by the Union Square Alliance, and additionally supported by [the Office of Mayor Daniel Lurie, the San Francisco Office of Economic and Workforce Development, San Francisco Recreation & Parks, Anthos, Union Square Foundation, San Francisco Flower Market,](#) and the [Consulate General of the Netherlands in San Francisco.](#)

Along with those sponsors, a youth group from the Chinatown Community Development Center (CCDC) will take part in the Tulip Day festivities. The CCDC is a community development organization serving primarily the Chinatown neighborhood, and also serve other areas including North Beach and the Tenderloin. A community development organization with many roles—neighborhood advocates, organizers and planners—the nonprofit also offers programs



that give youth opportunities to learn more about their community and apply what they learn through direct services to become effective future community leaders.

“The Chinatown Community Development Center is proud to partner with the Union Square Alliance for this year’s Tulip Day in Union Square,” said Malcolm Yeung, CEO of the CCDC.

“Events like this bring people together across neighborhoods and cultures, celebrating the vibrancy, resilience, and shared spirit of our city. Our youth and volunteers are excited to help create a welcoming, joyful experience for everyone who comes to enjoy this special Union Square tradition.”

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.oewd.org.

About The Netherlands

The Netherlands and the US: a partnership that works. The United States is the largest importer of Dutch bulbs, with over \$120M worth of flower bulbs imported annually. Royal Anthos represents the companies that trade in flower bulbs and nursery stock products in Europe and abroad. For more information, please visit <http://www.anthos.org/for-and-by-the-trade>. More than 955K jobs in the United States result from the strong economic relations with the Netherlands. The Consulate General of the Netherlands in San Francisco connects California to the Netherlands and empowers Dutch entrepreneurs and talent to innovate and scale in the U.S. Learn more at [United States | Netherlandsandyou.nl](http://UnitedStates|Netherlandsandyou.nl).