

January 27, 2012

## Around the Square

*San Francisco Starts Here*



### Gung Hay Fat Choy! San Nin Fai Lok

Well, sadly, the 49ers lost on Sunday (and [children cried](#) knowing we wouldn't make it to the super bowl), but there's still plenty to celebrate here in Union Square. This Monday marked the beginning of the Lunar New Year. 2012 is the year of the dragon, which is the most powerful symbol in the Chinese zodiac. We wish you all happiness and good fortune! If you missed it, there's still time to celebrate, as festivities traditionally go on for 15 days. Here in San Francisco, the really big shebang is always the [Chinese New Year Parade](#), where you can catch a glimpse of acrobats, dancing lions, popping firecrackers, dazzling floats and the iconic 200 foot long golden dragon! All this and much more will pass right through the heart of Union Square (currently decked out in Chinese lanterns) on Geary, Powell and Post Streets. To learn more about the parade and Lunar New Year traditions and customs, check out [this week's blog post!](#)

### Neighborhood News & Specials

**This Saturday and Sunday Verizon is putting on a big Lunar New Year show to promote their new 4G smartphones and tablets.** Musical performances will take place at 2 and 3:30 pm on Union Square each day by artists like Michelle Martinez, Clara C, Passion and ANAK (Warning: if you're not into Asian pop, you may not know who these people are).

**A fancy new designer furniture store called [Urban Hardwoods](#) just rolled into town and opened up shop on Post Street this week.** They specialize in modern, natural furniture pieces made from sustainable wood.

### [What's happening in Union Square?](#)

[Verizon Lunar New Year](#)  
**Sat & Sun, Jan. 28-29**  
2 & 3:30pm

For a full list of Union Square events, visit our [events page](#).

### Get involved!

Union Square BID meetings and events are open to everyone in the district.

Full list of committee meetings available [here](#).

*\* For meeting location and to RSVP, call the Union Square BID office at 415.781.7880.*

[San Francisco Travel Conventions and Upcoming Citywide Events](#)

**In cocktail news (yes, there is such a thing), The [Starlight Room](#) is now offering fizzy negronis.** These puppies have been pre-carbonated and bottled and are served over ice. Apparently this is just the beginning of the fizzy cocktails to come! [Tablehopper](#) has the details.

**If you get a little stressed while flying, SFO might be able to help.** There is now a yoga room in Terminal two, where you can do downward dog and warrior pose pre and post-flight. [CBS Local](#) did a piece on it.

**[Claude Lane Gallery](#) is shaking things up this week with a group exhibition of local emerging artists.** A wide range of mediums and styles will be represented. Highlights include gilded and embroidered canvases by Steve MacDonald's, JR Doty's haunting and nostalgic photos of aging theme park rides and gritty, street-art paintings by Serge Gay Jr. The exhibit will be on display through Mar. 10.

**There's still a couple days left to eat at top restaurants in a budget-friendly manner.** [Dine about Town](#) runs through Jan. 31st with two-course lunches for \$17.95 and three-course dinners for \$34.95. Bon Appetit!

**Speaking of eating on the cheap, how about a meal at a hot San Francisco restaurant for free?** We thought that might get your attention. We're launching a contest in the next week along with [Treatful](#) (an online restaurant gift certificate service) to give our facebook fans a chance to win one of two \$100 gift certificates. Watch our [facebook page](#) for details.

**Fashionistas, artists, designers and diamond experts, we need you!** If you have extensive knowledge of luxury goods, designer apparel, art or other topics relevant to Union Square, we'd love for you to write a guest blog post for us. If you're interested, please email us with writing samples and ideas at [social@visitunionsquaresf.com](mailto:social@visitunionsquaresf.com)

**We're transitioning to a Salesforce database (we trained and everything!), so we can keep in touch with you more easily.** If you manage a business or own a property in Union Square, you may get a call or visit from us. We'd appreciate your cooperation in providing us with your contact info, so we can keep you up to date on the valuable services we provide, or fill out the form on our [programs & services page](#) and email it to us.

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## Biz Buzz

**Martin Yan can cook, but he takes a while to get set up!** We heard from [Grubstreet](#) this week that the opening of his new restaurant M.Y. China has been pushed to mid-May. The Asian eatery specializing in noodles and [noodle dancers](#) will be located in the Westfield San Francisco Centre.

**Part of the property where our flagship Macy's store resides is up for sale** after the property owners failed to reach a lease agreement with them. [San Francisco Business Times](#) has the details.

**The way this whole social media thing works is, well, by being social!** If you've read our blog and like it, please share it with your friends by linking to [one of our blog posts](#) on twitter, Facebook,

**MacWorld Expo and Convention**  
Jan. 26-28  
25,000 Attendees

[\\*SF Travel's Convention Calendar](#)

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Google+, LinkedIn or Blogger through our Sharethis module. We're happy to reciprocate by linking to your blog or website!

\*\*Got a hot tip about what's going on in Union Square? Email us at [social@visitunionsquaresf.com](mailto:social@visitunionsquaresf.com).



### **BID Dispatch & Services**

Members can contact Union Square BID Dispatch at 781.4456 or [cleanandsafe@unionsquarebid.com](mailto:cleanandsafe@unionsquarebid.com) for cleaning, graffiti removal or other non-emergency services. All streets in the district are steam-cleaned twice monthly; [click here](#) for the schedule. \*\*If you would like to receive safety and protest alerts, please contact [cleanandsafe@unionsquarebid.com](mailto:cleanandsafe@unionsquarebid.com).