



**nileGUIDE**

ALL YOU NEED TO PLAN YOUR PERFECT TRIP



MikeBehnken

# Business Travel to San Francisco: Near the Moscone Center

## San Francisco, 3 Days

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# Guide Description



**AUTHOR NOTE:** Yes, you're on a business trip—but you're on a business trip in San Francisco, one of the best cities in the country. Even if you are taking a quick break from a conference or a day of meetings, or want to get the lowdown on what to do when the working day is done, here are the best attractions, eateries, and nightlife all within walking distance of the Moscone Center, many SoMa-based companies, and myriad public transportation lines.

# Itinerary Overview

things to do  
restaurants  
hotels  
nightlife

## Day 1 - San Francisco

**DAY NOTE:** Get a breath of fresh air on your lunch break at the adorable South Park, located in the heart of SoMa's Multimedia Gulch. Grab a gourmet salad or sandwich to go from Caffe Centro and chow down on a park bench, or head indoors for an upscale meal at French eatery South Park Café. After 5pm, head to the hip 111 Minna Gallery for happy hour cocktails served in a gallery featuring local artists and DJ's, followed by an elegant Mexican dinner at Maya (their guacamole sampler, lobster tacos, and margaritas featuring top-shelf tequila are highly recommended).



**Caffe Centro**  
Multimedia Gulch spot



**South Park Cafe**  
A Parisian Bistro



**Maya - San Francisco**  
Mexican? French? Bliss!



**111 Minna Gallery**  
Art gallery/nightclub

## Day 2 - San Francisco

**DAY NOTE:** SoMa is home to some of the city's best museums, so sneak away for a gallery stroll at the MoMA or Yerba Buena Center, followed by a leisurely lounging session on the grass at Yerba Buena Gardens with a delicious sandwich and epic cookie from Specialty's Cafe & Bakery (there's one located at Mission and New Montgomery). After your work day ends, you've still got energy and are in the mood to shop? Head to the Westfield San Francisco Centre, filled with to the gills with excellent shops as well as Bloomingdale's and Nordstrom. Then relax at the Metreon Entertainment Center over an affordable, gourmet dinner, followed by a movie.



**San Francisco Museum of Modern Art (SFMOMA)**  
Largest contemporary art museum in the Bay Area



**Yerba Buena Center for the Arts**  
Features new and established artists



**Yerba Buena Gardens**  
Playground, ice skating, bowling and more!



**Specialty's Cafe and Bakery**  
Fresh, efficient, and delicious



**Westfield San Francisco Centre**  
Downtown Mall



**Metreon Entertainment Center**  
Brushed chrome diversion!

## Day 3 - San Francisco

**DAY NOTE:** If it's baseball season, carve out a couple hours to attend a SF Giants day game at AT&T Park—and be sure to enjoy a pre- or post-game bite at MoMo's, located across the street, where the Reuben and Cobb salad are taken to delectable new heights. Alternatively, check out the special exhibits at the Contemporary Jewish Museum, open throughout the year. Have a California-inspired evening tasting Napa and Sonoma wines at the chic Press Club and savoring a sensational meal at Restaurant LuLu.



**AT&T Park - Home of the Giants**  
Home of the Giants



**MoMo's**  
Busy & Upscale Meeting Place

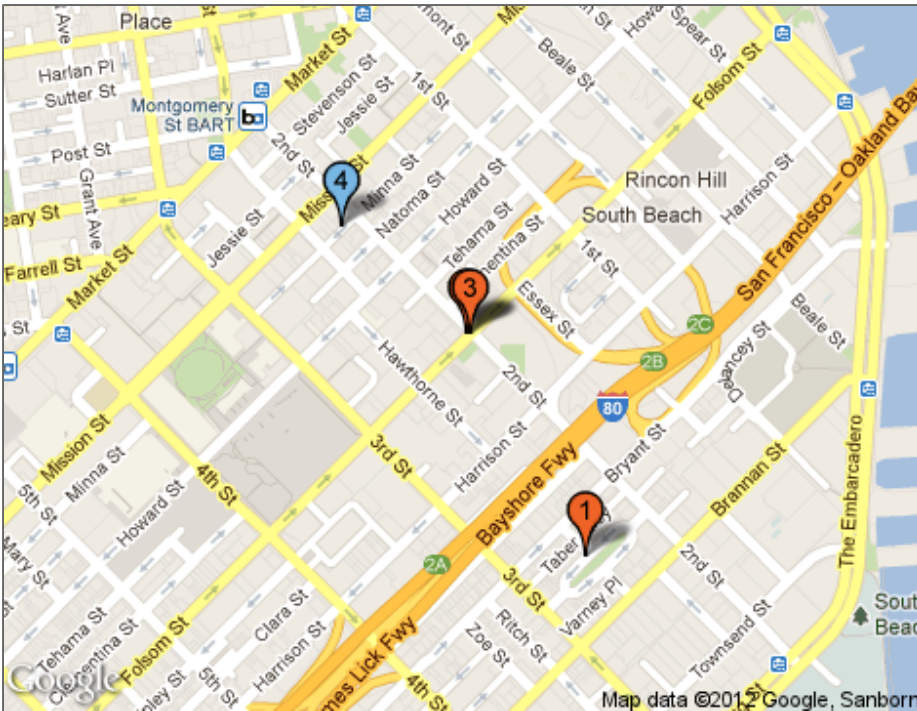


**Contemporary Jewish Museum**  
Jewish art from yesterday and today



**Restaurant Lulu**  
California-French perfection in hip, relaxed setting

# Day 1 - San Francisco



## QUICK NOTE

**DAY NOTE:** Get a breath of fresh air on your lunch break at the adorable South Park, located in the heart of SoMa's Multimedia Gulch. Grab a gourmet salad or sandwich to go from Caffe Centro and chow down on a park bench, or head indoors for an upscale meal at French eatery South Park Café. After 5pm, head to the hip 111 Minna Gallery for happy hour cocktails served in a gallery featuring local artists and DJ's, followed by an elegant Mexican dinner at Maya (their guacamole sampler, lobster tacos, and margaritas featuring top-shelf tequila are highly recommended).

**contact:**  
tel: (415) 882 1500  
<http://www.caffecentro.com/>

**location:**  
102 South Park  
San Francisco CA 94107

**hours:**  
7a-5p M-F, 8a-4p Sa

## 1 Caffe Centro

**DESCRIPTION:** Here in the heart of Multimedia Gulch is a fun spot for hip and hip wannabes. It is a good choice for grabbing a croissant and cafe au lait for breakfast, a frittata for lunch, or an intense espresso during an afternoon break served by a counter staff that turns over more quickly than the stock market. The setting is strictly hi-tech minimalist with pale walls of uncertain color, metal furniture and a floor that cannot decide if it is a mosaic or a mural. The outdoor seats take advantage of one of The City's few sunbelts. © wcities.com



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**contact:**  
tel: 4154957275  
www.southparkcafesf.com

**location:**  
108 South Park  
San Francisco CA 94107

**hours:**  
Mo from 11:30 AM to 02:30  
PM, Tu to Fr from 05:30 PM to  
10:00 PM

## 2 South Park Cafe

**DESCRIPTION:** In the midst of all the SoMa multimedia companies, loft spaces and clubs, is this little oasis of calm. This tiny restaurant is best known for its food and ambiance. Squeeze into a tiny table and enjoy the late afternoon sun and the buzz of conversation. Any item on the menu is good. Try the roast duck or the fresh salmon. The chef prepares all of the food to classic French standards, creamy, rich and delicious. A dinner here is the best way to escape to Paris, short of getting on a plane. © wcities.com



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**contact:**  
tel: (415) 543-6709  
fax: (415) 543-6679  
www.mayasf.com

**location:**  
303 Second Street  
San Francisco CA 94107

## 3 Maya - San Francisco

**DESCRIPTION:** This place is hard to categorize. The decor is quite elegant, yet the atmosphere is relaxed and comfortable. Filled with candles, fresh cut flowers and soft music, patrons eating here are dressed casually. The food presents a similar paradox, appearing to be Mexican, but tasting rather French. A salad comes dusted with vanilla-soaked corn kernels. Grilled Pork Tenderloin is accompanied by a sauce of Pumpkin Seed and Tamarind. Dessert pairs cinnamon, chocolate and poached apricots. Cultural confusion is rarely blended with such harmonious results. The service is excellent. © wcities.com



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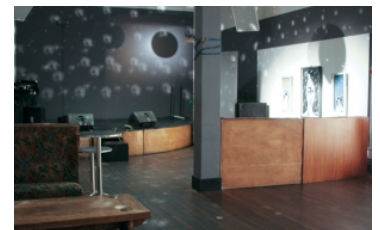
**contact:**  
tel: (415) 974-1719  
fax: +1 866 449 7088  
http://www.111minnagallery.com

**location:**  
111 Minna St  
San Francisco CA 94105

**hours:**  
Tu to Fr from 12:00 PM to  
05:00 PM

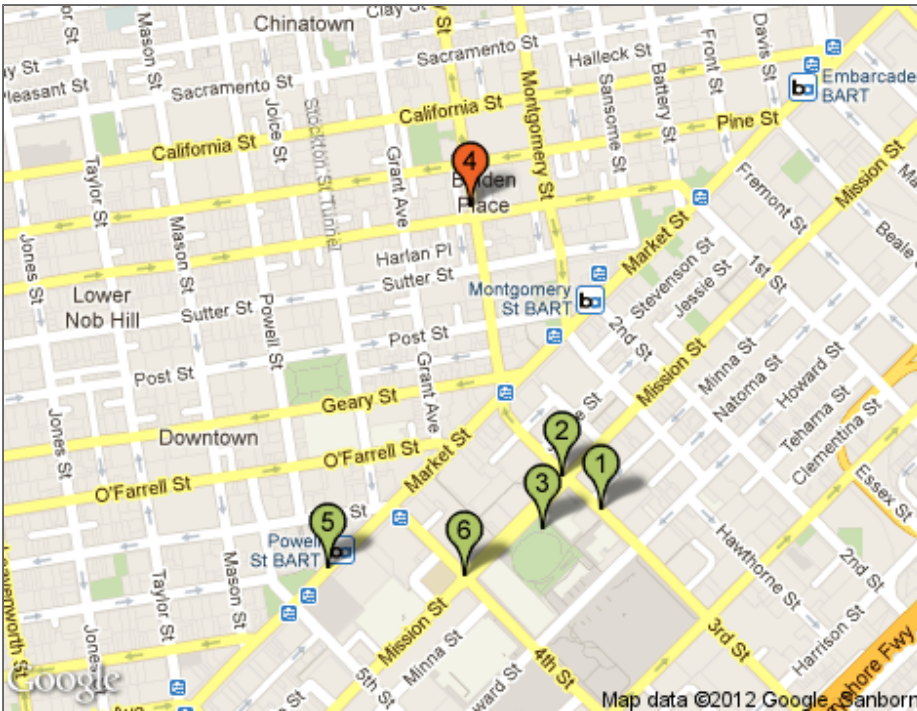
## 4 111 Minna Gallery

**DESCRIPTION:** An art gallery in which the entertainment and crowd are just as much a part of the effect as anything that might hang on the walls, you will find live music, DJ dancing, performance art, and film among your choices on a given night at this eclectic club. The small, intimate tables are perfect for discussing the art and those individuals who come to look at it. Cover varies. © wcities.com



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# Day 2 - San Francisco



## QUICK NOTE

**DAY NOTE:** SoMa is home to some of the city's best museums, so sneak away for a gallery stroll at the MoMA or Yerba Buena Center, followed by a leisurely lounging session on the grass at Yerba Buena Gardens with a delicious sandwich and epic cookie from Specialty's Cafe & Bakery (there's one located at Mission and New Montgomery). After your work day ends, you've still got energy and are in the mood to shop? Head to the Westfield San Francisco Centre, filled with to the gills with excellent shops as well as Bloomingdale's and Nordstrom. Then relax at the Metreon Entertainment Center over an affordable, gourmet dinner, followed by a movie.

**contact:**  
tel: (415) 357-4000  
fax: (415) 357-4037  
<http://www.sfmoma.org>

**location:**  
151 3rd St  
San Francisco CA 94105

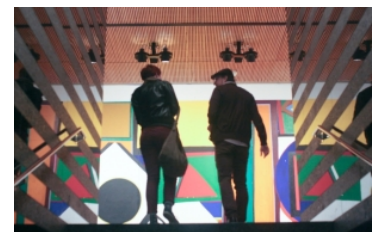
**hours:**  
Thurs 11am-8:45pm; Fri-Tues  
11am-5:45pm

## 1 San Francisco Museum of Modern Art (SFMOMA)

### OUR LOCAL EXPERT SAYS:

Opening weekends of special exhibits can be madhouses. While it's cool that the museum stays open late on Thursdays, there may be crowds.

**DESCRIPTION:** The San Francisco Museum of Modern Art, or SF MoMA, boasts world-class international art installations and is a unique architectural marvel in and of itself. Past special exhibits have included Matthew Barney, Frida Kahlo, Diane Arbus, Claes Oldenburg, and Marc Chagall, just to give you a taste of SF MoMA's diverse coverage of modern and contemporary art-world darlings. The permanent collections are nothing to shake a stick at, either. The painting wing features an array of modern masters, from Magritte to Pollock, and the photography, architecture and design, and media arts wings are full of visual delights. The top floor features awe-inspiring full-room installations (and we really mean FULL room) that are better left experienced rather than spoiled here. SF MoMA



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also has one of the best gift shops in San Fran. If you feel petered out after wandering through the museum, catch a flick at the SF Metreon entertainment complex, only a block away. © NileGuide

**contact:**  
tel: (415) 978-2787  
fax: (415) 978-5210  
<http://www.yerbabuenaarts.org>

**location:**  
701 Mission Street  
San Francisco CA 94104

**hours:**  
Tues-Wed and Sun  
noon-5pm; Thurs-Sat  
noon-8pm. Contact YBCA  
for times and admission to  
theater

## 2 Yerba Buena Center for the Arts

**DESCRIPTION:** Fine and performing arts are the focus of the Yerba Buena Center, which includes art galleries, a movie theater, a theater for live performances, and a beautifully landscaped garden with striking fountains. Take time to visit the one dedicated to Martin Luther King, Jr. that invites strollers to walk behind a waterfall as they contemplate quotations from both him and other assassinated leaders of the Civil Rights movement. Music and theater groups perform among the five and one-half acres of rolling gardens during lunch from May through September. Concurrent with exhibits are informative lectures and seminars, poetry workshops, and resident artist programs. © wcities.com



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**contact:**  
tel: Contact Yerba Buena Arts  
& Events: 415/543-1718  
<http://www.yerbabuenagardens.com>

**location:**  
Mission/ 3rd  
San Francisco CA 94104

**hours:**  
Daily 6am-10pm

## 3 Yerba Buena Gardens

**DESCRIPTION:** Unless you're at Yerba Buena to catch a performance, you're more likely to visit the 5-acre gardens, a great place to relax in the grass on a sunny day and check out several artworks. The most dramatic outdoor piece is an emotional mixed-media memorial to Martin Luther King, Jr. Created by sculptor Houston Conwill, poet Estella Majozo, and architect Joseph de Pace, it features 12 panels, each inscribed with quotations from King, sheltered behind a 50-foot-high waterfall. There are also several actual garden areas here, including a Butterfly Garden, the Sister Cities Garden (highlighting flowers from the city's 13 sister cities), and the East Garden, blending Eastern and Western styles. May through October, Yerba Buena Arts & Events puts on a series of free outdoor festivals featuring dance, music, poetry, and more by the San Francisco Ballet, Opera, Symphony, and others. © Frommer's



Photo Courtesy of Yerba Buena Gardens

**contact:**  
tel: (877) 502 2837  
fax: (415) 362-2930  
<http://www.specialtys.com/>

**location:**  
333/369 Pine Street  
San Francisco CA 94104

**hours:**  
6a-6p M-Su

## 4 Specialty's Cafe and Bakery

**DESCRIPTION:** Legions of office types from mail room clerks to fast-track Yuppies love the enormous sandwiches on freshly baked bread here, and the huge and hugely popular lemon-poppy seed rolls that are the size of a small cabbage. You will find the usual turkey, ham and meatloaf selections plus some innovative vegetarian sandwiches that change daily and that go beyond sprouts and avocado. Though small, the space is well planned, so you can pick up a soda or bottled water on your way to the counter and exit by the bakery counter/coffee bar with a second cash register, making it easy to change your mind and pick up dessert after all. © wcities.com



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**contact:**  
tel: 415/512-6776  
[www.westfield.com/sanfrancisco](http://www.westfield.com/sanfrancisco)

**location:**  
865 Market St  
San Francisco CA 94108

## 5 Westfield San Francisco Centre

**DESCRIPTION:** Opened in 1988 and given a \$460-million expansion in 2006, this ritzy 1.5-million-square-foot urban shopping center is one of the few vertical malls (multilevel rather than sprawling) in the United States. Its most attractive feature is a spectacular atrium with a century-old dome that's 102 feet wide and three stories high. Along with Nordstrom and Bloomingdale's department stores and a Century Theatres multiplex, there are more than 170 specialty stores, including Abercrombie & Fitch, Ann Taylor, bebe, Benetton, Foot Locker, J. Crew, and Victoria's Secret. The bottom-level is sprinkled with good, quick eats and gourmet delicatessens; you won't find your standard food court fare here. © Frommer's



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**contact:**  
tel: (800) 638-7366  
<http://www.metreon.com/>

**location:**  
101 Fourth Street  
San Francisco CA 94104

**hours:**  
10a-10p M-Su

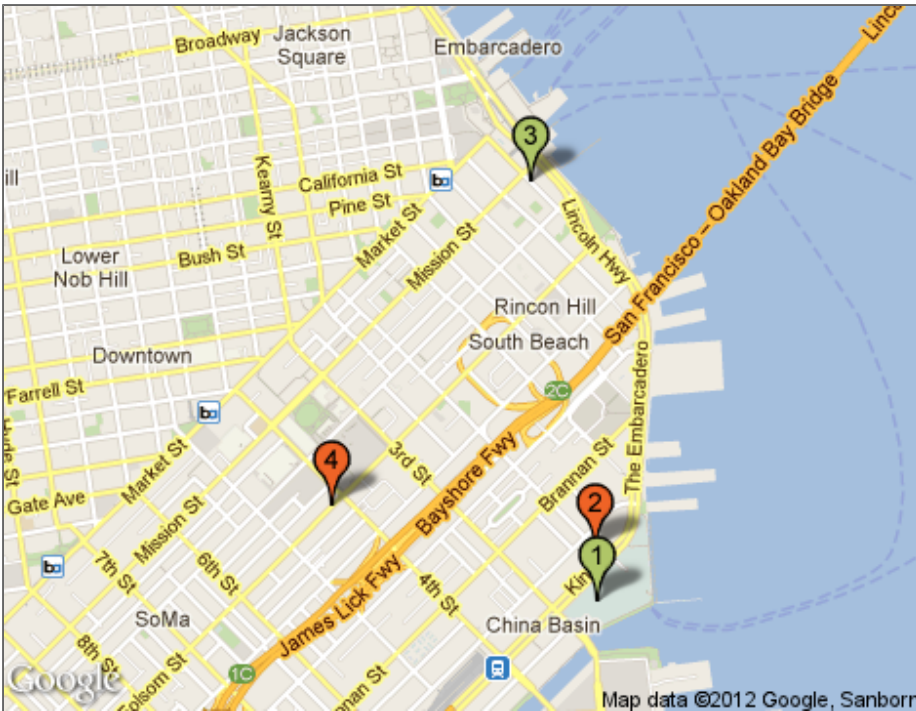
## 6 Metreon Entertainment Center

**DESCRIPTION:** This gleaming mass of brushed-chrome, plate-glass and 21st century attitude is one of The City's best shopping and entertainment complexes with first-rate shops, restaurants, attractions, and state-of-the-art cinemas (including an IMAX). Sony Playstation store in the whole wide world, plus hyper-cool video arcades. The food court is a cut above what you will find in a typical mall, featuring outposts of such San Francisco restaurants as Sanraku. Hands-on is the house rule. Look through colorful coffee table books. Touch Sony's biggest touchscreen remote. Capture alien invaders at the PlayStation store, and then bring home the latest band's CD spinning inside the listening station. You'll also find other great places to browse and shop like: Sony Style letting you kick back in one of the "living rooms," and watch a movie on the biggest television, or try out the latest HandyCam. © wcities.com



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# Day 3 - San Francisco



## QUICK NOTE

**DAY NOTE:** If it's baseball season, carve out a couple hours to attend a SF Giants day game at AT&T Park—and be sure to enjoy a pre- or post-game bite at MoMo's, located across the street, where the Reuben and Cobb salad are taken to delectable new heights. Alternatively, check out the special exhibits at the Contemporary Jewish Museum, open throughout the year. Have a California-inspired evening tasting Napa and Sonoma wines at the chic Press Club and savoring a sensational meal at Restaurant LuLu.

**contact:**  
tel: (415) 972-2000  
<http://www.sfgiants.com>

**location:**  
24 Willie Mays Plaza  
San Francisco CA 94103

## 1 AT&T Park - Home of the Giants

### OUR LOCAL EXPERT SAYS:

Be sure to bring layers of clothes to AT&T Park, as SF temperatures can be finicky.

**DESCRIPTION:** Baseball lovers would be remiss not to catch an open-air game at AT&T Park, home to MLB powerhouse the San Francisco Giants and the record-breaking feats of Barry Bonds. Built in 1997, AT&T Park is positioned on the bay in San Francisco's funky SoMA district and appeals even to fair-weather sports fans with its fantastic setting, beautiful views, and fun features, such as the 80-foot Coca-Cola bottle with playground slides. And then there's the matter of the park's top-notch eats. Where else in America could you expect to buy a gourmet sausage and garlic fries or a sushi roll for your mid-game snack? © NileGuide



**contact:**

tel: 415/227-8660  
fax: +1 415 227 8693  
www.sfmomos.com

**location:**

760 Second St  
San Francisco CA 94105

**hours:**

Sun-Wed 11:30am-9pm;  
Thurs-Sat 11:30am-10pm

**2 MoMo's**

**DESCRIPTION:** With an abundance of patio seating, a huge swank-yet-casual dining room, and proximity to AT&T Park baseball stadium, festive MoMo's hits a home run if you're headed to a Giants game, but is not a destination in itself. Crowds of upscale sports fans make this a fun place to hang out on the patio and chow down on greasy-good thin-sliced onion rings, refreshing seared ahi salad, thin-crust pizza, and awesome burgers. Come sundown, there are dozens of other restaurants where I'd prefer to spend my money, but singles appreciate the bar scene. Happy hour is hopping Monday through Friday in the baseball off season -- especially during sunny weather. If you're headed here on a game day, make a reservation or arrive early, because party people form a line around the block to get in, and it's no fun trying to eat standing at the bar or wrestling for one of the coveted patio tables. © Frommer's



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**contact:**

tel: (415) 344-8800  
fax: (415) 344-8815  
http://www.jmsf.org

**location:**

121 Steuart Street  
San Francisco CA 94103

**3 Contemporary Jewish Museum**

**DESCRIPTION:** Works by established artists and students are exhibited here. Subjects range from different artistic interpretations of the traditional tzedakah box to the Holocaust's non-Jewish victims to seasonal holiday exhibits of menorahs. In its effort to link the Jewish community to mainstream society, the museum often exhibits works that are political and controversial, thus challenging visitors. Educational programs are held in conjunction with current exhibits. © wcities.com



jasewong

**contact:**

tel: (415) 495-5775  
fax: +1 415 495 7810  
www.restaurantlulu.com

**location:**

816 Folsom St.  
San Francisco CA 94107

**hours:**

Mo to Th from 11:30 AM to  
10:00 PM, Fr to Sa from 11:30  
AM to 11:00 PM, Su from  
11:30 AM to 10:00 PM

**4 Restaurant Lulu**

**DESCRIPTION:** Even in a city full of great restaurants, this swank spot is a standout. It is a delight for all the senses: the ambience is classy, the seasonal Provençal food is outstanding, and the aromas coming from the wood-fired and rotisserie ovens are irresistible. Plus, its large wine list has merited the Wine Spectator Award of Excellence. Although the extensive menu boasts many scrumptious dishes, we recommend ordering a rotisserie special, which never disappoints. When you are looking to impress people with your impeccable taste, or when you are just looking to have a great meal, make this your destination. © wcities.com

# San Francisco Snapshot

## Local Info

Sun and fog, grandeur and blight, hipsters and suits, relaxed and industrious... San Francisco's juxtapositions are infinite. Arguably the most beautiful city in the United States, the city by the bay is also the most un-American city, in attitude as well as looks. Old Victorian homes blend with modern, shiny skyscrapers, and the skyline is neither wholly gray concrete nor red brick like its East Coast sister cities.

The second most densely populated city in the U.S., San Francisco is more akin to Europe than to America. The city has 63 miles of bike lanes within its seven-by-seven square miles, with some 40,000 residents cycling to work every day. On Sundays in the spring and summer, some streets are closed to car traffic and open to the public for biking, rollerblading, and just hanging out. Plazas attract farmer's markets, protests, and coffee-sipping denizens. San Francisco has always been iconoclastic, from the early Gold Rush Days, to the 1967 Summer of Love, to the legalization (and subsequent prohibition) of same-sex marriage, a movement which pushed five other states to do the same. Flanked on the east and west side by its beloved bridges, the metropolis could be easily perched next to the Mediterranean Sea. It's no wonder it attracts the third-highest number of foreign visitors in the U.S. each year.

San Francisco isn't so much a city as a collection of neighborhoods, each with its own character and micro-climate, which is why the city can have sun, fog and drizzle at the same time on the same day. In all, there are 27 distinct neighborhoods with dozens of sub-neighborhoods that mesh together like puzzle pieces.

Often only a block or two separates one from the other, one world from the next. The Tenderloin, San Francisco's skid row, borders sparkling and tourist-ridden Union Square; the modish Mission lies side by side with stroller-central Noe Valley; gritty Polk Gulch rubs rich Russian Hill; overlooked Western Addition nuzzles posh Pac Heights; blue-collar Chinatown kisses the corporate Financial District.

The characters who inhabit these communities are a paradox as well – Jimmy Choos pound the pavement

alongside friendly bums, and white-collar workers take the same bus as fuzzy boot-clad street performers. To label San Francisco's citizens as eclectic is an understatement. It's also an understatement to call them "unique." Don't be surprised if you find yourself amongst an impromptu pillow fight along the Embarcadero, a naked bike parade up Market Street, or a flash dance party on public transit.

Despite the stereotype, California does not a hot, sunny destination make. Most visitors underestimate the fog's chill, which is felt most strongly between 4-8pm, after which the wind tends to calm down. San Franciscans are a practical bunch; you'll rarely see a local without a spare scarf, hat, or long sleeves. They also shy away from wintry black and gray wardrobes; color plays a huge part in street fashion, and nobody looks twice if somebody dons a purple velvet suit while walking their dog or if a bride wears red instead of white to her wedding. San Franciscans also know that when it's hot, you take advantage of it, whether it's in November, March, or May. Beach days and mild nights do happen, but they are few and far between, and they are rarely enjoyed in the summer.

San Francisco boasts festivals nearly every weekend, from the largest Chinese New Year's Parade outside of China, to Pride, the oldest of the world's gay pride parades. Much of the population turns out for the annual Bay to Breakers run as well as the three-day Outside Lands concert in Golden Gate Park, both of which make San Francisco a party destination on par with New Orleans, Berlin, Austin, and Miami. Chances are high that you'll be in town for some event like the Stern Grove free concerts, Cinco de Mayo, Treasure Island Music festival, Carnaval, Fillmore Street Jazz festival, or the dozens of film festivals which descend upon the most cultured of cities yearly. Don't forget the Haight Street, Folsom Street, Union Street, North Beach, and Japantown neighborhood street fairs. And the list goes on...

Yet, even with endless fun at their fingertips, San Franciscans are a diligent bunch. It's no coincidence that the city is home to online powerhouses Twitter, Craigslist, Zynga, and Yelp, and only a few miles away you'll find Paypal, Google, and Facebook. San Francisco seems to be

experiencing a second boom to the dot-com era with hundreds of tech start-ups invading SOMA, Potrero Hill, and the blighted 5th street and Market corridor (Twitter recently got a tax break for moving here versus retreating to blander Silicon Valley).

Since the first dotcom boom in 2000, newfound wealth has made an obvious impression on the city. Old SOMA warehouses have turned into condos; decrepit Dogpatch industrial spaces have been transformed into airy live/work lofts; and just wait until 2017, when the "Grand Central Station of the West" opens. The new Transbay Transit Center project will add three 1,200 foot skyscrapers and 10 additional towers to the San Francisco skyline. Lest we forget, the highly anticipated eastern span of the Bay Bridge, with its single self-supporting suspension tower, is slated to finally open in 2013.

To some, all of this development has meant San Francisco has lost its counter culture character. Ridiculously high rents have driven many of the "hippies" out. Those that remain are finding it less hospitable. The Haight-Ashbury neighborhood has been populated with vagabonds ever since the Summer of Love and business owners are finally taking a stand against their loitering. The controversial Sit/Lie Law, which bans sitting or lying on sidewalks between 7 a.m. and 11 p.m., was just passed by voters.

Next to its cable cars and hills (you'll never forget your first ride over the crest of Nob Hill) San Francisco is known as epicurean heaven. Boasting around 3,600 restaurants, San Francisco has fantastic ethnic cuisine – sushi, Vietnamese, Thai, and Chinese, to name just a few. The large Hispanic population contributes dozens of popular taquerias; most are concentrated in the Mission district. The birth of California cuisine, pioneered by Alice Waters of the world famous Chez Panisse, turned the entire country on to fresh, local ingredients, a movement which is reflected across the board in San Francisco eateries like Zuni Café, Range, Michael Mina, and newcomer Prospect.

San Francisco's stunning beauty and easy access to nature make it a paradise for outdoor-lovers. There are over 50 city, state, and federal parks within the city itself, including the crown jewel: Golden Gate Park. Gorgeous golden beaches are mere

## San Francisco Snapshot continued

minutes from downtown, mountain biking was born in the Marin hills just north of the Golden Gate Bridge, and the Golden Gate National Recreation Area covers close to 75,000 acres, including 59 miles of bay and ocean shoreline.

You won't find that kind of space in any other major American city. More

community-focused than Los Angeles, milder than Boston, more relaxed than New York, more focused than Miami, San Francisco is a destination of dreamers and achievers- people don't just talk the talk, they put their plans into action and aren't afraid to fail. Just look at the San Francisco Giants- even a baseball team

deemed "a bunch of rag tag misfits" can pull off a World Series championship...just sayin'. It's obvious San Franciscans love their city, and when you visit, you probably will too.

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