

Arena Entertainment Zone Update

What are Entertainment Zones?

- Designated area where bars, restaurants, breweries and wineries can sell drinks to-go.
- Patrons can enjoy drinks in outdoor common areas during community events and activations.
- Enabled by state legislation and local implementation framework.

Why We're Here Today

- OEWD and Chase Center have been discussing updating the rules for Thrive City's entertainment zone and are seeking the CAC's feedback.
- First, we'll review the existing rules for the entertainment zone.
- Then, we'll discuss proposed changes to the operation of the zone.

Management Plan

- After the passage of the ordinance designating the Arena EZ, OEWD adopted a Management Plan for the zone in consultation with the Chase Center, SFPD, and the CAC.
- The Management Plan establishes binding requirements guiding the operation of the EZ.
- It is a living document, subject to modification at any time.

Current Boundaries and Hours



- Thrive City - Blocks 29-32
- Standard operating area will not include sidewalks around Thrive City, only interior plaza
- The Entertainment Zone operates:
 - any Thursday, Friday, and Saturday year-round between 12:00 PM and 11:59 PM before, during and after concerts, events, and Golden State Warriors and Valkyries games that take place in Chase Center;
 - on any day of the year between 12:00 PM and 11:59 PM during Thrive City events, such as Holiday Tree Lighting, Thrill-o-ween, high profile watch parties (i.e., playoff Warriors games)

Participating Businesses

- Only restaurants, bars, wineries and breweries within the EZ boundaries are eligible to participate.
- Eligible Thrive City businesses include: Chase Center; Harmonic Brewing; Burma Love; Señor Sisig; Dumpling Time; Gott's Roadside; Miller & Lux; Splash Sports Bar; Golden Rule; and Che Fico Pizzeria.
- Other businesses that are not currently open may be added later in future amendments to the Plan.

Health and Safety

- All participating businesses must use a shared identifier (stamp or wristband) to identify individuals as 21 or older to purchase or consume drinks in the EZ.
- Chase Center must maintain a security plan approved by SFPD. SFPD and OEWD may require unique or modified security plans for unique events.
- Within 24 hours of any incident or call for service, must submit incident report to SFPD and OEWD.

Signage & Cups

- EZ boundaries must be clearly marked by easily visible signage posted around the perimeter of the zone instructing patrons not to carry alcoholic beverages beyond the perimeter.
- Signage must be illuminated to be sufficiently visible during nighttime operating hours.
- No service of alcoholic beverages in the EZ in metal or glass containers.

Monitoring & Compliance

- OEWD will evaluate the EZ's compliance with Management Plan conditions every three months. Participating businesses must promptly respond to any requests for information during evaluation.
- Failure to comply with EZ conditions or the creation of significant health or safety concerns may result in the modification or suspension of the EZ.
- OEWD reserves the right to publish an updated management plan with revised operating requirements at any time.

Cleanliness

- Chase Center is responsible for EZ cleanliness and for reasonable mitigation of EZ-related impacts on cleanliness of the surrounding neighborhood caused by EZ events.
- Chase Center will continue to collect and analyze data on neighborhood cleanliness impacts, including relevant information identified through the TIF.
- Chase Center must provide updates to OEWD on cleanliness.
- To date no incidents of poor cleanliness or increased trash have been reported.

What We Have Learned Since Launch

- From OEWD's perspective, the Entertainment Zone has operated successfully since its launch, supporting businesses and community vibrancy without negative impacts.
- Since this zone's adoption, over a dozen other entertainment zones have been launched citywide. Some of these zones activate for events on days currently prohibited at Thrive City. Other zones operate year-round or are exploring year-round operation.

Thrive City Learnings Since Launch

- The Entertainment Zone has been activated during Valkyries games, select concerts, watch parties, and most major Thrive City events, helping make the plaza feel more active, welcoming, and accessible.
- We have seen guests use the plaza as a place to gather, spend time outdoors, and move between businesses before, during, and after activations.
- Retailers have shared that the Entertainment Zone supports and increases foot traffic, creates more opportunities for guests to visit multiple businesses, and helps extend the dining experience into the outdoor common areas.

Proposed Change in Hours



- Thrive City - Blocks 29-32
- Standard operating area will not include sidewalks around Thrive City, only interior plaza
- The Entertainment Zone would operate:
 - any day of the year between 12:00 PM and 11:59 PM
 - before, during and after concerts, events, and Golden State Warriors and Valkyries games
 - during Thrive City events, such as Holiday Tree Lighting, Thrill-o-ween, high profile watch parties (i.e., playoff Warriors games)
 - as an extension of outdoor dining on ongoing basis

Vision

- Solidify Thrive City as a premier dining and retail destination, anchored by a 365 day a year entertainment zone.
- Create a more seamless and inviting environment for guests, customers and community by allowing opportunity to flow through different retail locations or viewing areas while enjoying a beverage
- Increase customer and fan engagement with retailers by creating a more frictionless and connected Thrive City
- Phased Approach:
 - **Phase 1:** May & June 2026 - Entertainment Zones operated during publicly ticketed events at Chase Center, Thursday - Saturday
 - **Phase 2:** July & August 2026 - Entertainment Zones operated during all publicly ticketed events at Chase Center, 7 days a week
 - **Phase 3:** September 2026 - Entertainment Zones operated as “always on,” 7 days a week

Ongoing Requirements: Communication & Outreach

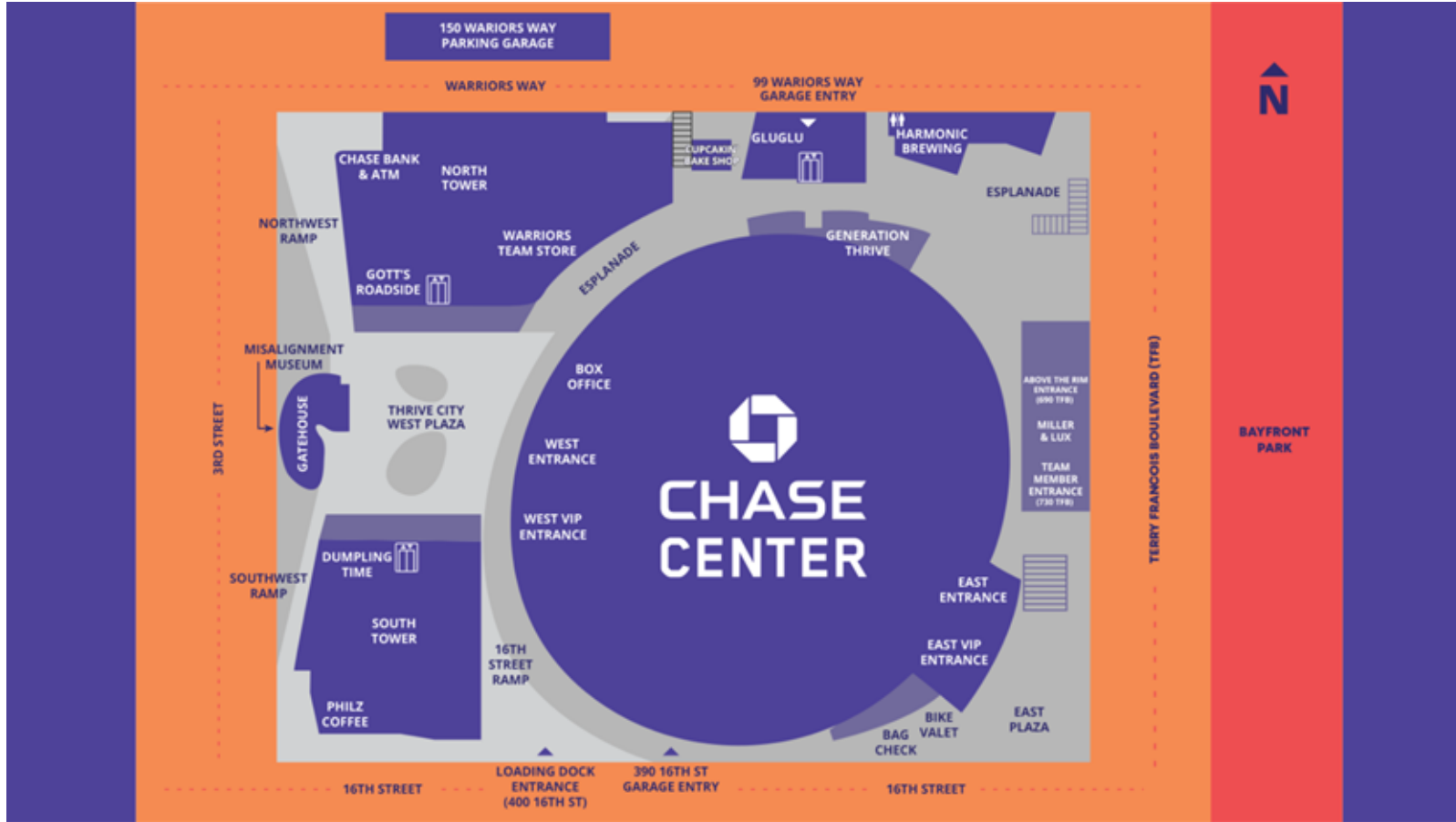
- Chase Center is EZ lead and point of contact (hotline and email).

(415) 496-0820 (during event hours only)

sfarena@warriors.com

- Chase Center must notify OEWD and SFPD when it intends to activate the Entertainment Zone for any Thrive City event expected to exceed 500 attendees and must maintain a public-facing web page with a calendar of upcoming EZ events
- Parties are encouraged to work directly with Chase Center to resolve challenges, but should also call 311 to document and address issues in real time.

Questions



thrive CITY
ENTERTAINMENT ZONE

**ALCOHOL
NOT PERMITTED
BEYOND THIS POINT**