

Entertainment Zones

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.
- Enabled by state legislation (SB 76 - Wiener) and local implementation framework (File No. 240475).

What are the benefits?

- Increased income for brick-and-mortar bars and restaurants
- Neighborhood economic stimulus
- Fun events for residents and visitors
- Positive perception of SF as a vibrant cultural hub

San Francisco's first Entertainment Zone event on Front Street drew over 8,000 attendees, with all participating bars reporting their largest event ever event, 5 -15x average sales, and significant positive press.

Where are the First Entertainment Zones?

- Established - **Front Street**, between California Street and Sacramento Street
 - Harrington's, Schroeder's, Royal Exchange
 - Launched at Oktoberfest on Sept 20, 2024
- Introduced
 - Thrive City
 - Mid-Market
 - + 10 additional downtown zones: Maiden Lane, Mark Lane and Harlan Place, Annie Plaza, Balance & Gold, Claude Lane, Jessie Alleys, Landing at Leidesdorff, Minna Alley, Natoma, and Second Street

Implementation Timeline

Q3 2024	Q4 2024	Q1 2025	Q2 2025
<ul style="list-style-type: none">• Launched Front Street Entertainment Zone in September• Introduced “Second Wave” Zones, including the Arena Entertainment Zone, in September	<ul style="list-style-type: none">• Launch “Second Wave” Zones, including the Arena Entertainment Zone, by December• Conversations with prospective “Third Wave Zones”	<ul style="list-style-type: none">• Introduce “Third Wave Zones” in January	<ul style="list-style-type: none">• Launch “Third Wave” Zones• Outreach to additional locations

Steps to Establish an Entertainment Zone

- 1. Talk to City Staff:** Email the Entertainment Zone Specialists. They'll help you decide if an Entertainment Zone is a good fit for your neighborhood and explain the next steps.
- 2. Get Everyone Involved:** Talk to important stakeholders like nearby business owners and tenants, law enforcement, relevant city agencies (MTA, DPW, Fire, Port, Rec & Park, etc.) and your District Supervisor.
- 3. Provide Basic Information for Legislation:** Complete an Interest Form with the proposed boundaries, hours of operation, and a few other details.
- 4. Get Approval from the Board of Supervisors:** The San Francisco Board of Supervisors can establish an Entertainment Zone through a local ordinance.

Steps to Activate an Entertainment Zone

5. **Make a Plan:** The Entertainment Zone Specialists will write a Management Plan for your zone, working with you to outline important operational details. The City will then approve the plan, publish it, and share it with the California Department of Alcoholic Beverage Control (ABC).
6. **Notify State and City Officials:** All participating bars, restaurants, wineries, and breweries in your Entertainment Zone must notify ABC and the Entertainment Zone Specialists.
7. **Get Ready:** Gather materials like the cups, signs, and permits described in the Management Plan. Participating businesses should discuss liability with their insurers.
8. **Get Permits:**
 - One-day event permit from ABC for each day you want to operate (about \$100/day)
 - Any city permits required for your proposed event. Example street closure permit from SFMTA.

Requirements

For the Entertainment Zones:

- Must be designated by the Board of Supervisors by adopting an **ordinance**.
- Can only be active during **events** permitted by the California Department of Alcoholic Beverage Control.
- Must follow the operational guidelines outlined in a **Management Plan** written by OEWD with input from participating businesses, City agencies, and community stakeholders.
- Must acquire any **permits** necessary to comply with the ordinance and Management Plan.
- Must mark **geographic boundaries** via signs, sidewalk decals, or other approved methods.

Requirements

For businesses selling alcoholic beverages to-go:

- Must be a **licensed bar, restaurant, winery, or brewery**. Liquor stores are not eligible.
- Must notify the California Department of Alcoholic Beverage Control and OEWD of their **intent to participate**.
- Must verify that anyone consuming alcohol within the Zone is **21 years of age or older**.
- May only sell to-go beverages in approved **non-metal or non-glass containers**.
- May only sell and serve alcoholic beverages on its **licensed premises**.

Requirements

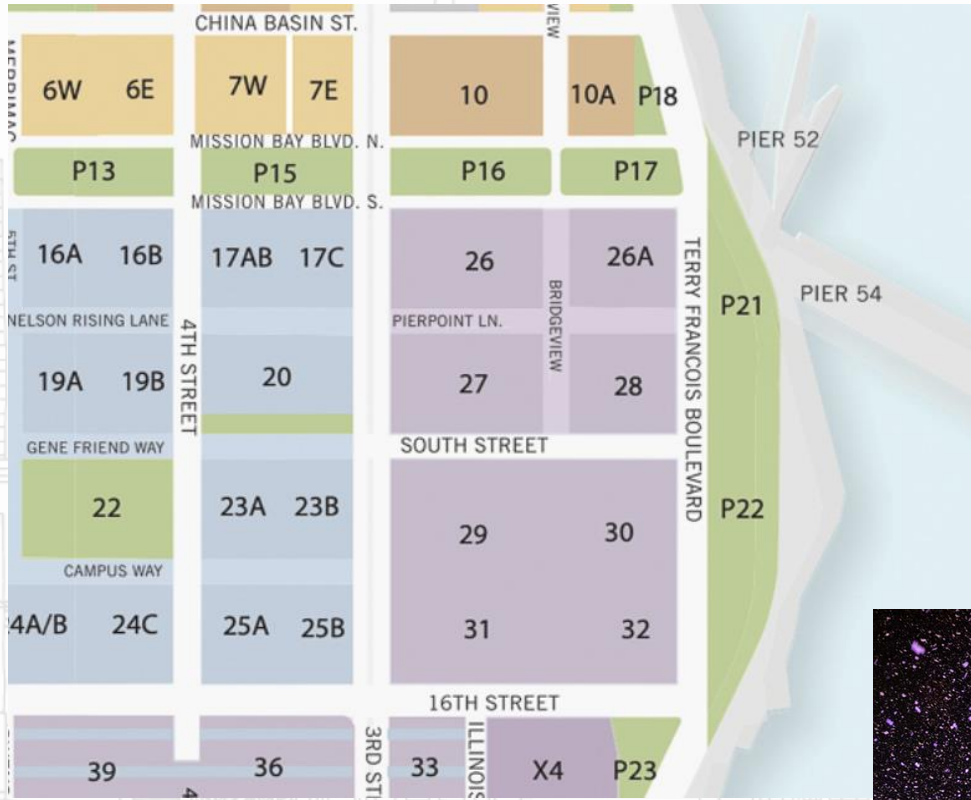
For patrons:

- Keep alcoholic beverages within the Entertainment Zone – look for marked **boundaries**.
- Do not take an alcoholic beverage into any **establishment** except where it was purchased.
- **No outside alcohol** is allowed.
- Only drink alcoholic beverages from the **cups** they were served in.
- Dispose of cups in **compost or reusable cup return** receptacles before exiting the Zone.
- Drink responsibly.

Thrive City Entertainment Zone

- Vision and Objectives
 - Activate retail uses in Mission Bay
 - Support and boost economic activity for small and local businesses
 - Continue to establish Thrive City as a destination for community, and ensure diverse and dynamic programming for all
- Entertainment Zone would complement existing activity and events at Thrive City and Chase Center
- Many large events taking place in 2025, in addition to existing tentpole events
 - NBA All Star Weekend
 - NCAA March Madness
 - Laver Cup
 - Launch of the Golden State Valkyries

Proposed Boundaries and Hours



- Thrive City - Blocks 29-32
- Includes all sidewalks but excluding public streets and other public rights of way
- The Entertainment Zone will operate during:
- Thrive City tent pole events such as Holiday Tree Lighting, Thrill-o-ween, high profile watch parties (ie, Superbowl, playoff Warriors games)
- Before, during and after concerts, events and Golden State Warriors and Valkyries games on Thursdays, Fridays and Saturdays



Operations

- Robust collaboration with City departments including OEWD and SF Police Department to build out management plan
- Coordination and buy in from Chase Center operations team
 - Security measures
 - Patron flow
 - Communications strategies

Participants

- Only business with requisite liquor license(s) and approvals are eligible to participate
- Thrive City locations include:
 - Harmonic Brewing
 - Kayah by Burma Love
 - Señor Sisig
 - GluGlu
 - Dumpling Time
 - Gott's Roadside
 - Miller & Lux
 - Che Fico

Questions

