



FOR IMMEDIATE RELEASE:

Friday, August 10, 2018

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***** PRESS RELEASE *****

**MAYOR LONDON BREED ANNOUNCES APPOINTMENT OF
MAGGIE WEILAND AS DIRECTOR OF THE
ENTERTAINMENT COMMISSION**

San Francisco, CA—Mayor London N. Breed today announced the appointment of Maggie Weiland as the Executive Director of the San Francisco Entertainment Commission.

“I know Maggie Weiland will continue to successfully lead the Entertainment Commission’s important work of promoting, supporting and regulating a robust, responsible and safe entertainment and nightlife community in the City,” said Mayor Breed. “Watching her work firsthand gives me great confidence that she will also balance the important public safety and neighborhood concerns in our City.”

Weiland joined the Entertainment Commission in 2015 as Deputy Director and became Acting Director in July 2017 following the retirement of the previous Director. She previously worked in the administrations of Mayor Edwin M. Lee and Mayor Gavin Newsom, and for the Department of the Environment and the San Francisco Film Commission.

“Acting Director Maggie Weiland ably led the Entertainment Commission during the City’s time of transition and demonstrated an unmatched commitment and great skill in leading key entertainment initiatives,” said City Administrator Naomi Kelly. “I am pleased that she will continue this important work to sustain San Francisco’s well-earned reputation as a first class city for quality entertainment.”

Established in 2002, the Entertainment Commission is a Charter Commission that is responsible for issuing entertainment permits. Since that time, it has become part of the General Services Agency, the City agency managed by the City Administrator.

“I’ve had the pleasure of working closely with Maggie for the last few years on advancing important Entertainment Commission goals, and I know that she will lead the department with vision and integrity,” said Entertainment Commission President Ben Bleiman.

Weiland brings a proven record of success to the Entertainment Commission where she has focused on improving safety in San Francisco’s nightlife, developing new online tools to regulate the industry and streamline the process, expanding the Commission’s reach beyond permitting into policy-making, and building respect for the industry as an important stakeholder in the City’s growth and future.

OFFICE OF THE MAYOR
SAN FRANCISCO



LONDON N. BREED
MAYOR

According to a 2012 economic impact report by the Office of the Controller, the nightlife sector in San Francisco employs nearly 48,000 people and accounts for \$4 billion in annual spending by 80 million customers. San Francisco's nightlife and entertainment sector is an integral part of the City's fabric: attracting residents and visitors to our diverse neighborhoods, providing social spaces that are critical to the preservation of vibrant cultural life, and serving as a major source of employment for our City.

Weiland is a native San Franciscan and an avid show-goer and singer. She earned her Bachelor of Arts Degree and Masters in Public Administration from the University of San Francisco. Her first day as Executive Director is Monday, August 13, 2018.

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