

SAN FRANCISCO

CITY OF
CELEBRATIONS



SAN FRANCISCO

ENTERTAINMENT COMMISSION



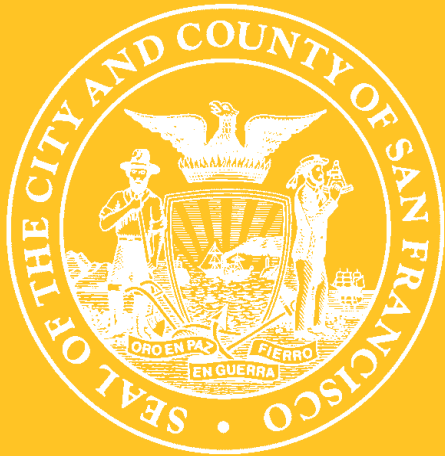
ANNUAL REPORT

2016-2017 | 2017-2018

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Welcome from the San Francisco Entertainment Commission



BEN BLEIMAN



MAGGIE WEILAND

San Francisco has a world renowned legacy of hosting a wide range of indoor and outdoor entertainment that celebrates its rich and diverse history. From street fairs and farmers markets, to concerts and comedy acts, these community and cultural events elevate our City's quality of life. San Francisco's nightlife and entertainment sector – which includes outdoor events, restaurants, bars, nightclubs, live music venues, and other performance spaces – is an integral part of the City's fabric. In addition to being a part of the City's cultural identity, entertainment attracts international visitors and contributes over \$6 billion in economic impact to the City.

As the Entertainment Commission's President and Executive Director, we are proud of San Francisco's global prominence as a culturally vibrant **City of Celebrations** – a city activated by entertainment that strengthens our dynamic neighborhoods and welcomes the world.

On behalf of the San Francisco Entertainment Commission and staff, it is with great pleasure that we introduce our Annual Report. The annual report demonstrates the Entertainment Commission's commitment to **foster, promote, regulate,** and **sustain** entertainment and culture in San Francisco.

With warm regards,

A handwritten signature in blue ink, appearing to read "Ben Bleiman".

Ben Bleiman
President

A handwritten signature in blue ink, appearing to read "Maggie Weiland".

Maggie Weiland
Executive Director



JURISDICTION

The Entertainment Commission was created in July 2003 by an amendment to the Charter Section 4.117.

SEC. 4.117 ENTERTAINMENT COMMISSION

The San Francisco Entertainment Commission shall consist of seven members nominated and appointed pursuant to this section. The Mayor shall nominate four members to the Commission, and the Board of Supervisors shall appoint, by motion, three other members to the Commission. Each nomination of the Mayor shall be subject to approval by the Board of Supervisors, and shall be the subject of a public hearing and vote within 60 days. If the Board of Supervisors fails to act on a mayoral nomination within 60 days of the date the nomination is transmitted to the Clerk of the Board of Supervisors, the nominee shall be deemed approved. Appointments to the Commission shall become effective on the date the Board of Supervisors adopts a motion approving the nomination or on the 61st day following the date the mayoral nomination was transmitted to the Clerk of the Board of Supervisors if the Board of Supervisors fails to act upon the nomination prior to such date.

Of the four members nominated by the Mayor, the Mayor shall nominate one member to represent the interests of City neighborhood associations or groups, one member to represent the interests of entertainment associations or groups, one member to represent the interests of the urban

planning community, and one member to represent the interests of the law enforcement community. Of the three members of the Commission appointed by the Board of Supervisors, one member shall represent the interests of City neighborhood associations or groups, one member shall represent the interests of entertainment associations or groups, and one member shall represent the interests of the public health community.

To stagger the terms of the members, the initial appointments to the Commission shall be as follows: the Mayor shall nominate two members to serve terms of four years, one member to serve a term of three years, and one member to serve a term of two years. Of the three remaining members of the Commission, the Board of Supervisors shall appoint one member to serve a term of four years, one member to serve a term of three years, and one member to serve a term of two years. Except for appointments to fill a vacancy, all subsequent appointments shall be for a term of four years. Members of the Commission nominated by the Mayor may be suspended by the Mayor and removed by the Board of Supervisors only as set forth in Section 15.105. Members of the Commission appointed directly by the Board of Supervisors may be suspended by a motion of the Board of Supervisors approved by six votes and may be removed by the Board of Supervisors only as set forth in Section 15.105. (Added November 2002).



In addition, the San Francisco Administrative Code sets forth the policy and form of the agency in Chapter 90.

SEC. 90.1 DECLARATION OF POLICY

It is the policy of the City and County of San Francisco to have a system of coordinated planning and permitting for cultural, entertainment, athletic and similar events and establishments throughout the City to promote such establishments and events for the economic and cultural enrichment of San Franciscans and visitors to San Francisco, and to celebrate the diverse communities within San Francisco. To facilitate this goal it is the policy of the City to have the San Francisco Entertainment Commission:

1. Assist the organizers and operators of cultural, entertainment, athletic and similar events and establishments to apply for, and obtain from the Commission and other City departments when the applicant satisfies the requirements therefore, all necessary permits from the City;
2. Promote the responsible conduct and operation of such events and establishments;
3. Promote the development of a vibrant entertainment and late-night entertainment industry within the City;
4. Promote the use of City facilities for cultural, entertainment, athletic and similar events that generate revenue for the City;
5. Foster harm reduction policies, including but not limited to reduction of risks from substance use, hearing protection, heat exhaustion, and relevant health and safety measures;
6. Develop and recommend to the Mayor and Board of Supervisors “good neighbor policies” that appropriately balance the cultural, economic, employment and other benefits of a vibrant entertainment and late-night entertainment industry with the needs of residents and businesses in the vicinity of entertainment venues;
7. Mediate disputes between persons affected by cultural, entertainment, athletic and similar events and establishments, and the organizers of such events and operators of such establishments;
8. Assume responsibility from the Police Department for issuing entertainment-related permits;
9. Plan and coordinate City services for major events or which there is no recognized or adequate organizer or promoted, such as Halloween bacchanalia in the Castro District and New Year’s Eve festivities; and
10. Provide information regarding venues and services appropriate for conducting events and functions ancillary to conventions held within the City, including conventions at the Moscone Convention Center. (Added by Ord. 164-02, File No. 020784, App. 7/26/2002).



POWERS AND DUTIES

SEC. 90.4 POWERS AND DUTIES OF THE ENTERTAINMENT COMMISSION

In addition to the powers and duties set forth in Sections 4.102, 4.103 and 4.104 of the Charter, Administrative Code Chapter 90 sets forth the following powers and duties:

- (a) Accept, review, gather information regarding, and conduct hearings upon applications for entertainment-related permits; and rule upon and issue, deny, condition, suspend, revoke or transfer entertainment-related permits in accordance with applicable laws and regulations. The Commission may authorize the Executive Director or permit administrators, or both, to rule upon applications and grant, deny, condition, transfer or modify specified types of entertainment-related permits deemed by the Commission to be routine and unlikely to pose significant negative impacts on persons in the vicinity of the event or establishment for which the permit is sought; provided, that any City department with an interest in the permit or person having a right to appeal to the Board of Appeals under Section 30 of the San Francisco Business and Tax Regulations Code may, in writing, (i) request that the permit application be heard in the first instance by the Commission, or (ii) request reconsideration by the Commission of the Executive Director's or permit administrator's decision. If the Commission grants a request for reconsideration, it may hear the matter de novo, or may limit its review to the administrative record that was before the Executive Director or permit administrator at the time of his or her decision.
- (b) Impose reasonable conditions upon the issuance or renewal of entertainment-related permits consistent with the applicable law, regulations and the good neighbor policy or policies for the location or locations of the establishment or event for which the permit is sought.
- (c) Suspend, revoke or withdraw entertainment-related permits in accordance with the law and regulations governing such permits.
- (d) Coordinate with all relevant City departments for the conduct of any inspection or investigation necessary or appropriate for the full and fair consideration of applications for the issuance, renewal or transfer of entertainment-related permits, including without limitation the Police Department and the Department of Public Health.
- (e) Promote the use of City facilities for cultural, entertainment, athletic and similar events that generate revenue for the City, in consultation with the City departments having jurisdiction over such facilities.



- (f) Develop and recommend to the Mayor and Board of Supervisors “good neighbor policies” that balance competing interests and promote the health, safety and welfare of San Franciscans and visitors to San Francisco.
- (g) Mediate disputes between persons affected by cultural, entertainment and athletic events and establishments permitted by the City and the organizers of such events and operators of such establishments.
- (h) Plan and coordinate the provision of City services for major events for which there is no recognized organizer, promoter or sponsor, or where identified organizers, promoters or sponsors cannot, in the opinion of the Commission, provide adequate planning and coordination for the size, geographic distribution or nature of the event. For purposes of this Chapter, “major events” means an anticipated gathering of persons on or adjacent to public property or roadways that is likely to require police services, fire services, toilet facilities, traffic control, the availability of potable water or other City services to protect the health, safety and welfare of participants, neighbors or other persons likely to be affected by the event, including but not limited to spontaneous gatherings on Halloween, Pride events (including Pink Saturday), St. Patrick’s Day and New Year’s Eve.

- (i) Prepare and submit to the Mayor and Board of Supervisors a report analyzing the Commission’s effectiveness in advancing the policies specified in Section 90.1 and the laws governing entertainment-related permits, and making recommendations related thereto. The Commission shall submit the report to the Mayor and Board of Supervisors within one year of effective date of this Chapter, and not less than once every five years thereafter.

With the approval of the Recreation and Parks Commission or Port Commission, as the case may be, exercise the powers and perform the duties set forth in this Section with respect to events and establishments to be held or operated upon property or within facilities under the jurisdiction of the Recreation and Parks Commission or Port Commission.
(Added by Ord. 164-02, File No. 020783, App. 7/26/2002)



THE IMPORTANCE OF ENTERTAINMENT IN SAN FRANCISCO

Entertainment and nightlife aren't just cultural benefits; they are also major economic drivers.

In March 2012, the Controller's Office released an *Economic Impact Study of San Francisco's Nightlife Businesses* which illustrates the importance of Nightlife to San Francisco. Then in April 2015, following a request from Supervisor Scott Wiener, the Controller's Office conducted a study of the economic impact of outdoor events in San Francisco. Among the findings:

- » Over 3,500 nightlife establishments citywide employ over 60,000 workers, and generated \$6 billion in 2015. These establishments also contributed over \$80 million in payroll taxes and sales taxes to the City.
 - » From 2010 to 2015, the City has added over 12,000 nightlife jobs, or a 25% increase. During the same period of time, overall employment in San Francisco grew by 23%, demonstrating the growth of the nightlife industry slightly outpaced the City average.
 - » Between 2010 and 2015, all nightlife industries added employment. Restaurants are by far the largest of the industries, however venue/nightclubs, bars, performing arts companies, and art galleries all increased employment during the five-year period.
- » Out-of-town visitors spend \$2.2 billion at nightlife businesses in San Francisco. This spending supports 27,000 jobs across every sector of the economy. Residents of other Bay Area counties account for 36% of nightlife visitors daily, and 94% of Bay Area residents visit the City at night to patronize a nightlife business.
 - » The nightlife industry supported the City's economy by purchasing \$1.6 billion in services and supplies from local businesses, ranging from food and beverages to performers.
 - » 80% of San Francisco's nightlife economy is concentrated in visitor areas in the northeastern sector of the City. 57% of nightlife patrons in these areas were visitors to San Francisco.
 - » These Bay Area patrons spent an average of \$120 per night; San Francisco residents spent an average of \$70 per night, across all venues surveyed.
 - » In 2014, 3.3 million people attended 79 outdoor events, where they spent an estimated \$290 million.
 - » On average, food spending at outdoor events is equivalent to 10% of citywide spending at restaurants and bars.



- » Survey data reveals that visitors to San Francisco represented 58% of attendees, and 85% of them reported that the main reason they visited San Francisco was to attend the event.
- » The spending of these visitors has a \$1.1 billion direct and indirect impact on the city's economy, and supports 9,300 private sector jobs in the retail, food services, accommodations, transportation, and other industries.
- » Outdoor events sustain a significant share of jobs in the hospitality industry, including an estimated 7% of restaurant and 6% of hotel employment.

Visit NightlifeSF.org for news about events and programs to support the growth of the nightlife industry. For more information, contact:

Ben Van Houten
Business Development Manager
Nightlife & Entertainment Sector
Office of Economic and Workforce Development
ben.vanhouten@sfgov.org
(415) 554-7038

Thanks to you and the entire Entertainment Commission for today's webinar and for the Roadmap and Permitting Guide. San Francisco has needed this resource for a very long time. I am very impressed with the thoughtfulness that went into the project and the comprehensiveness of the resource. Nice work!

GEORGE F. RIDGELY, JR.
*Executive Director,
San Francisco LGBT Pride Celebration
and Parade*



BEN BLEIMAN



DORI CAMINONG



DAVE FALZON



STEVEN LEE



AL PEREZ



BRYANT TAN



LAURA THOMAS



WHAT DOES THE ENTERTAINMENT COMMISSION DO?

The San Francisco Entertainment Commission regulates, promotes, and enhances entertainment and nightlife in the City and County of San Francisco. The seven member Commission has the authority to accept, review and gather information to conduct hearings for entertainment-related permit applications. The City is becoming more populated, and as density increases, so does sensitivity to the impacts of entertainment. The Entertainment Commission works with venues, festivals and events, and the community to mitigate those impacts through mediation, enforcement, and outreach.

WHO IS THE COMMISSION?

The Commission is made up of seven members: four appointed by the Mayor and three appointed by the Board of Supervisors, and each representing a specific constituency.

Appointed by the Mayor:

Ben Bleiman

Commission President, Industry Representative

Dave Falzon

Commissioner, Law Enforcement Representative

Al Perez

Commissioner, Neighborhood Representative

Bryant Tan

Commissioner, Urban Planning Representative

Appointed by the Board of Supervisors:

Dori Caminong

Commission Vice President, Neighborhood Representative

Steven Lee

Commissioner, Industry Representative

Laura Thomas

Commissioner, Public Health Representative



MAGGIE WEILAND



KAITLYN AZEVEDO



DYLAN RICE



CRYSTAL STEWART-KENNEDY



MICHAEL FIORENTINO



ANTONIO SAVINO

COMMISSION STAFF

Maggie Weiland
Executive Director

Kaitlyn Azevedo
Deputy Director

Dylan Rice
Senior Analyst – Community and Cultural Events

Crystal Stewart-Kennedy
Permit Administrator and Commission Secretary

Michael Fiorentino
Inspector

Antonio Savino
Inspector



ACKNOWLEDGEMENTS

Sean Burke, (Served from 2014 until April 2019)
Former Senior Inspector

Liam Frost, (Served from July 2014 until May 2018)
Former Commissioner, Law Enforcement Representative

Audrey Joseph, (Served from 2003 until December 2016)
Former Commissioner, Industry Representative

Jocelyn Kane, (Served from 2003 until July 2017)
Former Executive Director



PERMITS ISSUED AND SERVICED

The Entertainment Commission issues a variety of permits. The majority are the following:

- » Billiard Parlor
- » Extended Hours Premises
- » Limited Live Performance
- » Mechanical Amusement Device
- » One Time Events
- » Place of Entertainment

The Entertainment Commission issued 104 fixed place permits, including:

FIXED PLACE PERMITS	2016/17	2017/18
Billiard Parlor	4	3
Extended Hours Premises	6	1
Limited Live Performance	26	27
Mechanical Amusement Device	2	4
Place of Entertainment	17	14
TOTAL	55	49

and issued 975 one-time permits:

ONE-TIME EVENT PERMITS	2016/17	2017/18
TOTAL	478	497

In addition to granting new permits, the Entertainment Commission is responsible for regulating fixed place permits throughout the year. Valid permits are kept up-to-date with licenses issued and renewed annually by the Tax Collector.

FY 2016/17	669 permit renewals
FY 2017/18	762 permit renewals

LICENSE RENEWALS	2016/17	2017/18
Billiard Parlor	105	114
Extended Hours Premises	88	88
Limited Live Performance	86	133
Mechanical Amusement Device	86	81
Place of Entertainment	304	346
TOTAL	669	762

STAFFING AND BUDGET

The Entertainment Commission office is staffed with:

- » Executive Director (1)
- » Deputy Director (1)
- » Senior Analyst (1)
- » Commission Secretary / Permit Administrator (1)
- » Senior Inspector (1)
- » Part-Time Inspectors (2)

The current total operating budget for the Entertainment Commission is approximately \$1,008,000.



ENFORCEMENT

The Entertainment Commission is tasked with ensuring that nightlife venues are run safely and responsibly. To this end, every permit issued by the Commission includes the Good Neighbor Policy, a list of 8 conditions under which all venues should operate. These conditions are enforced by the Entertainment Commission’s enforcement division.

For the first decade of the Entertainment Commission, all enforcement was handled by a single inspector. In 2014, the Entertainment Commission hired two full-time sound inspectors, and in 2017, the Entertainment Commission restructured the enforcement division to create one full-time Senior Inspector position, and two part-time Inspector positions, supervised by the Deputy Director.

The Entertainment Commission Inspectors visit venues regularly to monitor compliance with permit and Good Neighbor Policy conditions. They also follow up on complaints from residents and reports from the San Francisco Police Department and other City agencies, including real-time complaints from 3-1-1. Typically, a first violation results in a verbal warning, followed by a notice of violation, with citations issued for repeated violations. Serious or repeated violations can result in a Director’s Order, and in very serious circumstances, a suspension or revocation of a permit.

In FY 2016/17, the Entertainment Commission issued 11 Notices of Violations and 16 Citations. There weren’t any Director’s Orders, suspensions, or revocations issued.

In FY 2017/18, the Entertainment Commission issued 6 Notices of Violations, 9 Citations, 2 Suspensions, and 1 Director’s Order. No revocations were issued.

As San Francisco’s population increases and housing is developed in areas that were previously industrial or commercial, so does the potential for conflicts between nightlife and residents.

Most of the time, the inspectors are able to work with the venues and the residents to come up with a solution, rather than issue citations or suspensions. The Entertainment Commission and staff also facilitate meetings between residents and venues to resolve issues so that residents and nightlife can coexist.

ENFORCEMENT	2016/17	2017/18
Notice of Violations Issued:	11	6
Citations Issued:	16	9
Director’s Orders:	0	1
Suspensions:	0	2
Revocations:	0	0



CONTINUED EFFORTS TO PRESERVE NIGHTLIFE IN SF

ADMIN CODE CHAPTER 116: RESIDENTIAL DEVELOPMENT AND NIGHTLIFE COMPATIBILITY

Bursting at the seams with a population of 883,305 within 47 square miles, San Francisco is the second most densely populated major American city, trailing only New York, according to the U.S. Census Bureau. The second tech boom continues to bring many new residents into the City, and as a result, an increase in residential development. With only a finite amount of available land to develop, new housing has been constructed mainly in mixed-use areas where residential and commercial spaces neighbor one another. Oftentimes, these commercial spaces are home to music venues, or what the Entertainment Commission refers to as Places of Entertainment.

In an effort to reduce potential conflict between existing Places of Entertainment and new residential development in San Francisco, the City and County envisioned and passed legislation championed by Supervisor London Breed together with the Entertainment Commission in 2015 (later amended to include hotel/motel use) under Administrative Code Chapter 116 called Compatibility and Protection for Residential Uses and Places of Entertainment. In brief, the law does three things:

- » It authorizes the San Francisco Entertainment Commission to hold a hearing on any proposed residential or hotel/motel development located near

a Place of Entertainment and allows the Commission to provide written comments and recommendations to the Planning Department and Department of Building Inspection about any noise issues related to the proposed project.

- » It requires lessors and sellers of residential or hotel/motel properties near Places of Entertainment to disclose to new lessees and purchasers about the potential for noise and other inconveniences potentially associated with nearby venues before they rent or buy.
- » It establishes that no permitted Place of Entertainment located near a new residential or hotel/motel development shall be a public or private nuisance on the basis of noise, if the venue operates in compliance with its permits and appropriate laws.

To learn more about the Compatibility and Protection for Residential Uses and Places of Entertainment ordinance, or to take the first steps in this process as a developer or project sponsor, please visit our website at: <http://sfgov.org/entertainment>.

RESIDENTIAL DEVELOPMENT REVIEW PROGRAM MEASURES:

January 2016 - June 2018	
Projects Reviewed	103
New Residential Dwelling	8,196
Units Reviewed	1,202
New Hotel/Motel Beds Reviewed	



NEW PERMITTING SCHEME FOR OUTDOOR AMPLIFIED SOUND AND ONE TIME EVENTS

In 2017, the San Francisco Board of Supervisors passed legislation to amend Article 15.1 Section 1060 of the Police Code to change the permitting scheme around outdoor amplified sound and One Time Events. These changes improved the Entertainment Commission's ability to approve, monitor, and provide enforcement for these uses and activities.

Changes include:

1. NEW TYPES OF PERMITS – The Entertainment Commission phased out the Loudspeaker permit and established new sub-types of the One Time Event permit: indoor temporary events with entertainment, and outdoor temporary events with entertainment and/or amplified sound. For instance, the legislation created a new One Time Outdoor Entertainment Event permit for street fairs and other outdoor events with entertainment; and a One Time Outdoor Amplified Sound permit for temporary events that provide outdoor amplified sound *with no entertainment* – e.g., iPod, streaming media, amplified speeches.

2. NEW AMPLIFIED SOUND REGULATIONS – The legislation created standards and specificity for the nature and extent of using outdoor amplified sound equipment. These include hours of operation and volume regulations.

3. PERMIT FEE RESTRUCTURING – The legislation added new hourly fees for sound monitoring by an Entertainment Commission Sound Inspector and for the One Time Outdoor Amplified Sound permit (after the first 4 hours). In addition, it established permit fee waivers for the One Time Event permit, intended for community-based organizations and individuals declaring financial hardship, based on certain criteria.

“Thank YOU! I know you have a lot on your plate and appreciate the thoughtfulness with which you handle so many events in the city. :)”

STEVEN RAŞPA
*Associate Director of Community Events,
Burning Man*



SUPPORTING OUTDOOR COMMUNITY AND CULTURAL EVENTS

From neighborhood street fairs to parades, and races to farmers markets, San Francisco is an international hub for outdoor community and cultural events. These outdoor events produce \$1.1 billion in economic impact, attract 3.3 million attendees, reach every Supervisorial District, and define the identity of the diverse communities that make up San Francisco.

Launched in July 2016, the Entertainment Commission's Outdoor Events program aims to improve the quality and sustainability of outdoor community and cultural events in San Francisco. Through research, policy development, education, and resources, the program serves to preserve, enhance and protect outdoor events in San Francisco as economic and cultural assets. Entertainment Commission staff member Dylan Rice, Senior Analyst – Community & Cultural Events, manages the program.

ASSESSING NEEDS AND DEVELOPING A STRATEGY

In March 2017, the Entertainment Commission released the report, *Fostering, Sustaining, and Protecting Outdoor Events in San Francisco*, with pro-bono consultants from the Mayor's Civic Bridge Program. Three key opportunities were identified to address the permitting process challenges and develop a support system for outdoor events:

- 1) reduce complexity of the citywide permitting processes,
- 2) increase transparency of the permitting rules and regulations, and
- 3) address socio-economic pressures on events. This report helped set the groundwork for developing the program's strategy to support outdoor community and cultural events.

TECHNICAL ASSISTANCE

The Outdoor Events program continues to establish itself as a concierge for the event industry, providing customized advice and assistance on navigating the rules, permits, departments, fees, and resources related to outdoor events. Between January 2017 and June 2018, the program advised 450+ event producers through in-take meetings, calls, emails, and trainings.

CREATING EDUCATIONAL TOOLS

The Entertainment Commission strives to empower event producers with the knowledge and tools to help make their events safer and more successful. In winter 2017, the Outdoor Events program began releasing quarterly industry bulletins to share the latest rules, best practices, and opportunities. Topics included the new Bottled Water Ban, Looking up Construction Projects, Food Truck Permitting, and SFPD Personnel Requests for Events with Alcohol. To increase transparency of citywide rules and regulations for outdoor events, the program spearheaded work with over 20 government agencies and a dozen event producers to develop draft content for the City's first online permitting roadmap and permit fee estimator, published in September 2018.



“Thanks so much for your work on this and for sharing it with us. Having recently planned a neighborhood festival, this is such useful information all streamlined and centralized in one place! We’ve also shared this with our merchants associations/neighborhood organizations.”

ANGELINA YU
*Legislative Aide,
Office of Supervisor Sandra Lee Fewer*

“I encourage you to contact Dylan Rice. He is an expert on SF events, including privileges and restrictions regarding the sale, service, and consumption of alcoholic beverages, and can offer comprehensive assistance in planning your event.”

ROSE MEYER
*Staff Services Manager,
Alcoholic Beverage Control,
San Francisco District Office*

STRENGTHENING THE NETWORK OF EVENT PRODUCERS

In June 2017, the Entertainment Commission launched the SF Outdoor Events Network (SFOEN), a networking and education series for the outdoor event industry. Through mixers, learning sessions, and online conversations, SFOEN brings together the industry to strengthen the vitality of community and cultural events. Events were held at different venues across San Francisco – The Stud, Google Space, The Independent, 111 Minna Gallery – and featured presentations on timely and evergreen topics, such as “Ask the Inspector,” “Making Stronger Proposals to Funders,” and “Harm Reduction at Special Events.” For the first 12 months, the series drew 175 total attendees from all career levels and received a high satisfaction rating based on an attendee survey.

IMPROVING SITUATIONAL AWARENESS FOR SPECIAL EVENTS

In spring 2018, the Outdoor Events program began managing the content of Citywide Master Calendar of Special Events in collaboration with SF Department of Emergency Management (SFDEM). With the objective of improving the City’s situational awareness and use of resources for special events, the shared calendar functions as the single source of special event information across stakeholder agencies. The Entertainment Commission and SFDEM piloted the new cloud-based version of the calendar during Fleet Week and engaged with 30+ City agencies and partners to ensure accuracy and clarity of the content.



2016 - 2017 & 2017 - 2018: ACCOMPLISHMENTS AND HIGHLIGHTS

During FY 2016/17 & FY 2017/18, the Entertainment Commission accomplished the following:

STAFF & OFFICE UPDATES:

- » Celebrated the Entertainment Commission's 15th year of service to the City and County of San Francisco.
- » On-boarded new Senior Analyst of Community and Cultural Events for the Entertainment Commission office who researches, analyzes, and develops policies to improve the quality and sustainability of outdoor events. This position was created in response to the Controller's Office study on the economic impact of outdoor events in San Francisco.
- » Former Executive Director Jocelyn Kane retired in July 2017 after 14 years of service with the Entertainment Commission, originally serving as the Deputy Director and later as the Executive Director.
- » Deputy Director Maggie Weiland was appointed from Deputy to Acting Director in July 2017.
- » Created a Senior Inspector position in winter 2017 to create efficiency for the enforcement division.
- » Hired and on-boarded two new part-time Inspectors in spring 2018.

PERFORMANCE MEASURES:

- » Processed 478 One Time Event permits and 55 Fixed Place permits in FY 2016/17, and 497 One Time Event permits and 49 Fixed Place permits in FY 2017/18.
- » Provided technical assistance and trainings for more than 450 outdoor event producers to help them navigate City departments, permitting rules/processes, and resources.
- » Acting Director of the Entertainment Commission represented the Commission at a successful Board of Appeals hearing, and also managed a successful suspension hearing for a Place of Entertainment permit.

EDUCATION:

- » Hosted the 8th and 9th Annual Entertainment Commission Industry Summits in the spring of 2017 and 2018, bringing together industry professionals and City agencies to collectively address a variety of concerns, brainstorm solutions, and create partnerships to improve and enhance the San Francisco Nightlife experience.
- » Created the SF Outdoor Events Network (SFOEN) and hosted 4 mixers and presentations at venues including The Stud, Google Space and 111 Minna Gallery, hosting approximately 175 total attendees.
- » Partnered with Office of Economic and Workforce Development, Golden Gate Restaurant Association, and Michelman & Robinson, LLP to produce a Music Licensing Workshop in August 2016 for San Francisco business owners.

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NIGHTLIFE AND ENTERTAINMENT SUMMIT



- » Hosted event Smart Phones, Smarter Audiences? In June 2017 regarding how technology influences concert choices and music consumption with Gigi Johnson, Executive Director of UCLA Center or Music Innovation.

SPECIAL PROJECTS:

- » Partnered with the Office of Economic and Workforce Development and Planning Department in developing a Citywide LGBTQ Cultural Heritage Strategy to preserve and promote LGBTQ cultural heritage in San Francisco.
- » Served as a member of the two-year Cannabis State Legalization Task Force. Year 1 focused on a report advising the Office of Cannabis Regulation, Board of Supervisors, the Mayor, and other City departments on matters relating to the legalization of cannabis so the City's policymakers are fully prepared to address policy questions through legislation, administrative actions, and otherwise, following the adoption of the State law.
- » Continued second year of work as co-convener of San Francisco Late Night Transportation Working Group to improve transportation for the late night workforce and entertainment industry in San Francisco.

CREATING EFFICIENCY:

- » Released an evaluation report titled *Fostering, Sustaining, and Promoting Outdoor Events in San Francisco* in March 2017 in partnership with pro-bono consultants from the Mayor's Office's Civic Bridge program.

- » Researched, developed, and drafted the City's first **Outdoor Event Planning & Permitting Guide**, an online road-map designed to empower outdoor event producers.
- » Worked with the Planning Department on area rezone plans to consider entertainment uses throughout the city. Areas of focus include Central SOMA, Richmond District, and Southeast corridor to continue increasing the number of Limited Live Performance allowances.

LEGISLATION:

- » Passed legislation sponsored by Supervisor Sheehy in summer 2017 making substantial revisions to Municipal Police Code Article 1 Sections 43-49 pertaining to amplified sound and loudspeaker permits. These sections were moved into Police Code Article 15.1 to create new permits and allow for progressive regulation as it relates to amplified sound.
- » Implemented legislative changes from the above legislation by creating new permit applications, making major updates to the Entertainment Commission website, as well as training staff and educating constituents about these changes.
- » Amended Administrative Code Chapter 116 to include hotels and motels, alongside standard residential use.



LOOKING AHEAD: 2018 - 2019 AND BEYOND

1. CREATE, SUSTAIN, AND SUPPORT AFFORDABLE ARTS INFRASTRUCTURE

- » Review permit fees and waiver tools and how they could be re-apportioned or re-scaled to address small business costs.
- » Advocate for increased entertainment use zoning areas and promote Limited Live Performance permits as an accessible tool for providing entertainment.
- » Deepen the Entertainment Commission's connection to the San Francisco Arts Commission, Grants for the Arts, and the Office of Economic and Workforce Development's grant making programs. Explore establishing an equity grant program for assisting venues and outdoor community and cultural events.

2. PROMOTE EQUITY AND EQUALITY IN THE INDUSTRY

- » Identify ways the Entertainment Commission can support venues and outdoor events in Cultural Districts.
- » Consider ideas for engaging neighborhoods as major stakeholders in entertainment growth.
- » Proactively engage and educate both the entertainment and development communities about each other's needs regarding Residential Development Compatibility and Administrative Code Chapter 116.

3. ENSURE PUBLIC SAFETY AND WELFARE IN ALL NEIGHBORHOODS

- » Implement Permit Officer Training program in 2019. Partner closely with SFPD District Station permit officers, captains, and command staff in enforcement and incident management involving entertainment venues and events.
- » Update both our Good Neighbor Policy and Safety and Security Best Practices Manual.
- » Assess potential changes to Municipal Police Code to improve enforcement alongside SFPD.
- » Develop harm reduction initiatives targeted toward the industry.



4. IMPROVE REGULATORY COORDINATION AND CUSTOMER EXPERIENCE

- » Work with the City’s Digital Services Team to integrate the Entertainment Commission’s permitting structure into the City’s new permitting portal. Explore software options to archive all permit applications, and create a workflow both within and outside of our agency.
- » Maintain Master Special Event Calendar in collaboration with San Francisco Department of Emergency Management.
- » Continue serving as an event concierge for outdoor event producers trying to navigate permitting agencies and resources.

5. STRENGTHEN THE WORKFORCE THROUGH EDUCATION AND TRAINING

- » Assessing the needs and challenges of the community and stakeholders to continue developing our annual summits.
- » Consider job trainings for industry workers in early and mid-career levels as well as pre-professional young adults. Consider collaborating with the Office of Economic and Workforce Development to embed this idea into their existing workforce programs.
- » Provide quarterly San Francisco Outdoor Events Network mixers for the industry.

“Dear Maggie, I wanted to follow up and say THANK YOU for all of your help through the EC process, you really helped clarify questions and expedited the process as a whole. Brian beat me to it with telling the Commissioners how wonderful you are to work with! Now that we have received comments from them we will take the commissioners recommendations and be sure to fulfill them as we continue our process.”

RESIDENTIAL DEVELOPMENT PROJECT SPONSOR



“I wanted to reach out and tell you that one of my tenants had called you and spoke to you about a permit for live music at “Woods” on Polk and Green. He’s a very nice man that likes his quiet. (The perfect tenant) and he had nothing but nice things to say about you. He said you had explained what the permit was asking for, listened to his concerns, and assured him that the Commission would oversee and make sure they were complying with the permit. He said it was one of the most positive interactions with a City employee he’s encountered, and he’s been in the City longer than both of us have been alive.”

SAN FRANCISCO RESIDENT

GOOD NEIGHBOR POLICY

- 1** While hosting entertainment, permit holder shall always have a staff member on site who is able to provide proof of permit, is trained in every aspect of venue operation, and is aware of all permit conditions.
- 2** Permit holder is responsible for the safety and security of venue patrons and the surrounding neighborhood. The Commission-approved security plan shall be followed, and permit holder shall secure the sidewalk for a 100-foot radius in all directions around the premises of the business to prevent injury to persons and/or damage to property.¹ Security staff shall be placed at all entrances and exits during the period from 10:00 pm to such time past closing that all patrons have left the vicinity.
- 3** Permit holder shall post easily visible signs outside each entrance and exit instructing patrons to:
 - a) Respect the neighborhood by keeping voices low,
 - b) Follow City and County of SF smoking regulations², and
 - c) Obey City and County of SF anti-loitering regulations.³

All signs and walkways shall be well lit. Sidewalks shall be kept clear for pedestrians. Cars shall not be double parked.



4 Permit holder shall provide a phone number to all interested neighbors for immediate contact with a staff member on site who has direct authority over the premises, knowledge of all permit conditions, and shall respond in a timely manner to address concerns.

5 The Permit holder shall maintain, and be prepared to verify, records at the premises of current L.E.A.D. certification⁴ for all persons working at the premises.

6 Permit holder shall maintain all entrances and exits to the building and all sidewalks within 100 feet of the premises in a clean and sanitary condition. At some point between 30 minutes after closing and 8:00 am, permit holder shall walk the area within 100 feet of the property and dispose of any litter that may have been left by patrons.

7 Permit holder shall take measures to reduce the amount of sound that escapes the venue. All doors and windows must be kept closed while hosting entertainment, unless otherwise conditioned on the permit. Permit holder shall be familiar with, and abide by, sound ordinances enforced by the Entertainment Commission, including but not limited to, the following:

- a) Regulation of Noise – Noise Limits
 - 1) Commercial & Industrial Property⁵
 - 2) Public Property⁶
- b) Outdoor Amplified Sound Regulations⁷
- c) Unnecessary Noise⁸

8 Within 24 hours of any violent incident, or any time SFPD responds to a call for service at the premises, permit holder shall complete and send an incident report⁹ to (1) their SFPD District Station Permit Officer and (2) the Entertainment Commission.

¹ SF Municipal Police Code Article 15.1 “security plan” definition

² SF Health Code Article 19F SEC. 1009.22(i)(1)

³ SF Municipal Police Code Article 2 Section 121(b)

⁴ https://www.abc.ca.gov/programs/LEAD/Online_LEAD_Training.html

⁵ SF Municipal Police Code Article 29 Section 2909(b)

⁶ SF Municipal Police Code Article 29 Section 2909(c)

⁷ SF Municipal Police Code Article 15.1 Section 1060.16(b)(3)

⁸ SF Municipal Police Code Article 1 Section 49(b)

⁹ Entertainment Commission Incident Report Form



San Francisco Entertainment Commission

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www.SFGov.org/Entertainment

[Facebook.com/SF Entertainment Commission](https://www.facebook.com/SFEntertainmentCommission)

The Commission meets on the first and third Tuesday of every month at 5:30 pm in room 416 of City Hall; live broadcasts are available on SFGovTV.

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Entertainment Industry Representative

Dori Caminong, Vice President
Neighborhood Representative

Lt. Dave Falzon
Law Enforcement Representative

Steven Lee
Entertainment Industry Representative

Al Perez
Neighborhood Representative

Bryant Tan
Urban Planning Representative

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Nihonmachi Street Fair, Inc.
Rick Felix
Swedish American Hall
The San Francisco Marathon
Wayne Ye

ACKNOWLEDGEMENTS

Mayor London Breed and Mayor's Office staff
General Services Agency
Design: Al Perez