



Edwin M. Lee, Mayor
Philip A. Ginsburg, General Manager

Date: February 2, 2017

To: Recreation and Park Commission
Operations Committee

Through: Philip A. Ginsburg, General Manager
Dana Ketcham, Division Head

From: Dana Ketcham

Subject: Joseph L. Alioto Performing Arts Piazza (Civic Center Plaza) – Comedy Festival

Agenda Wording

Discussion and possible action to authorize staff to issue a permit to Another Planet Entertainment and Superfly Comedy Ventures LLC, to hold a ticketed Comedy Festival at Joseph L. Alioto Performing Arts Piazza on Friday June 2, 2017 from 5 pm to 11 pm, Saturday June 3, 2017 from 10 am to 11 pm and Sunday June 4, 2017 from 10 am to 10 pm, with load-in commencing Monday May 29, 2017 and load-out ending by Tuesday June 6, 2017.

Strategic Plan

Objective: 2.3: Work with partners and neighborhood groups to activate parks through organized events, activities and unstructured play.

Background

Another Planet Entertainment working together with Superfly Comedy Ventures LLC (collectively the “Event Organizer”) is seeking to organize a multi-day comedy festival in San Francisco. The festival, a ticketed event, will use a series of indoor theaters and clubs and outdoor spaces to offer a variety of comedy and music events. The Civic Center area was identified as an ideal location as it provides both an outdoor venue and multiple nearby small and large indoor venues. Another Planet Entertainment currently runs Bill Graham Auditorium and a number of events will be held inside Bill Graham Auditorium. The outdoor areas will encompass both Civic Center Plaza and adjacent streets.



Event Details:

The event will be held at Civic Center on the following dates:

- Friday June 2, 2017 from 5 pm to 11 pm (amplified sound on Civic Center will end at 10 pm)
- Saturday June 3, 2017 from 10 am to 11 pm (amplified sound on Civic Center will end at 10 pm)
- Sunday June 4, 2017 from 10 am to 10 pm (amplified sound on Civic Center will end at 9 pm)

Event Installations: There will be two main stages, one on the northwest corner of Civic Center Plaza and the other will be on Fulton between Larkin and Hyde. Attendees will view the second stage from Civic Center Plaza. There will be a number road closures in the area including Grove and Larkin Streets adjacent to Civic Center Plaza. The Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT) will review the road closures and installations on streets on February 9, prior to the Full Commission meeting. The Entertainment Commission will need to approve the amplified sound for the stage on Fulton Street which is expected to go one hour longer than the amplified sound at Civic Center Plaza.

The installations at Civic Center Plaza will include:

- Main Stage on the northwest corner of the plaza
- Food and beverage booths including beer, wine and alcohol. The entire area will be fenced and will be considered a beer garden. The San Francisco police department will be required to approve the alcohol plan.
- Video monitoring screens
- Portable restrooms

For a map of the installations, please see **Exhibit A** (p.1).

Attendance

Attendance: Fans will be spread over a series of venues and will not exceed 32,000.

Set Up and Take Down

Begin Load in: Monday May 29, 2017 at 12:01 am

Load Out Completed: Tuesday June 6, 2017

Impact of the Event

Community Impact: The installation is lengthy (Monday May 29-Tuesday June 6) but has been structured to reduce the impact on the community as much as possible and includes the following:

- All or at least half of the middle grass square on the north side of the plaza will remain open for public use except on the event days. For a map showing the open and closed portions of Civic Center plaza each day, see **Exhibit A** (p.2 on). The grey area shows the areas of the plaza that are closed.
- The temporary pop up playground will be closed during load in and load out for safety reasons.

- Marked ADA accessible public access pathways through the Plaza will remain open except on event days. On event days ADA accessible public access pathways will be provided in the surrounding areas. The installation will have a perimeter fence in place to avoid tripping hazards during load in. Monitors will be in place to assist those who are site impaired and to direct the public. For a map showing the path of travel each day, see **Exhibit B** (p.2 on). Path of travel is shown in Green.
- Grove Street will be closed allowing for easier load in and prevent congestion in the area
- Amplified sound will be directed to the event with repeaters to reduce the impact on the adjacent neighborhood. Amplified sound be primarily human speech and will have no more than four hours of music each day.

Community Outreach: The Event Organizer has met with the primary tenants of each of the following buildings adjacent to Civic Center Plaza as well as the following community organizations:

- Asian Art Museum
- Judicial Council of California (overseeing buildings at 350, 400 McAllister and)
- 101 Polk residential building
- San Francisco City Hall
- Civic Center Community Benefits District
- Gift Gallery Market at UN Plaza
- Downtown Streets Team
- Lower Polk Community Benefit District
- San Francisco Public Library

Each of the organizations contacted support the event and the increased activation in the area.

The Event Organizer has contacted the following organizations and is working to obtain their feedback and address their concerns:

- Supervisor Jane Kim's Office
- North of Market/Tenderloin Community Benefit District
- Tenderloin Neighborhood Development Center
- Tenderloin Community Benefit District
- Hastings College of Law
- Mid-Market Business Association
- Larkin Street Merchants
- Central Market Community Benefit District
- Heart of the City Farmer's Market at UN Plaza

Community Benefit: The Comedy Festival will provide the benefits to neighborhood organizations including

- Donating \$1 per ticket sold will be allocated between neighborhood nonprofits including:
 - Larkin Street Youth,
 - Downtown Streets Team

- Tenderloin Museum.
- The Comedy Festival will host a free show on Saturday or Sunday morning for local youth groups
- The Comedy Festival will host an activation (either a podcast or kickoff event) at the Tenderloin Museum the Thursday prior to event
- The Comedy Festival will partner with Notes for Notes, a 501(c)3 organization that provides professional recording studios to Boys and Girls Clubs.
- The Comedy Festival will work with the Downtown Streets Team job training program and their team members will be hired as event staff.

Impact on Civic Center Plaza: The event will result in the installation of a large stage and event booths on the plaza. The installation raises two areas of concern: (1) ensuring that the weight of the installation does not create an issue for the underground garage; and (2) potential impacts on the grass from the installation and the length of time that the grass cannot be watered. The Event Organizer will be required to obtain a report from a structural engineer that the weight of the stage does not exceed the weight limits if the stage is larger or heavier than other stages or placed in a different location than prior approved stages. This would apply to any other heavy installations. The Event Organizer will be required to protect the grass by both installation of duradecking protective surfaces (which we have used at this and other sites) and providing the Department with funds to aerate and reseed the grass immediately following the event. In areas with excessive use, they will be required to pay the Department for resodding.

During the event, the construction of the playground will need to be suspended. This was contemplated in the playground construction contract and the contractor agreed. In addition, we are planning to install a temporary pop up playground on the decomposed granite area of Civic Center. The Event Organizer will pay for its temporary removal and reinstallation.

Security: The Event Organizer is working closely with a private security firm and the San Francisco Police Department, as well as the Department of Emergency Management, to provide full security for this event.

Clean-Up: The Event Organizer has engaged a clean up crew to clean the site continuously during the event. They have engaged appropriate teams to ensure 3-stream recycling.

Transportation Plan: The event will emphasize that there is limited parking available at the site. Bike parking will be provided and attendees will be encouraged to use public transit.

Fees and Expense Reimbursement:

- **Fees.** The Event Organizer will pay the Department full fees for the use of Civic Center Plaza for this event. The fees for Civic Center Plaza will be \$29,658 per day for the three event days, plus a park impact fee of \$14,858 per day for each set up and take down day for a total of \$207,600.

- **Staff Expense:** The Event Organizer will also be required to reimburse the Department for all staff expenses including staff time to monitor set up and take down and for security. These expenses are expected to totally approximated \$40,000 with \$4,000 to cover the cost of park staff time and \$36,000 to cover the cost of Park Patrol
- **Ground Restoration:** As described in more detail above, because it will not be possible to water the Civic Center grass during the event and due to the intense use of the grass, it is anticipated that there will a ground regeneration fee. The exact amount will depend on the level of use and impact but we anticipate it to be at least \$25,000 and no more than \$60,000.

Insurance: The Event Organizer will be required to provide insurance in the amount of \$3 million individual and \$10 million aggregate naming the City and County of San Francisco as an additional insured.

Damages and Indemnity: The Event Organizer will be required to reimburse the Department for any damage arising out of the event and shall indemnify, defend and hold harmless the City and County of San Francisco, and its officers, agents, and employees, from and against any and all claims, losses, costs, liens, judgments, damages and liabilities of any kind arising from the event.

Security Deposit: The Event Organizer will provide the Department with a \$15,000 security deposit.

Staff Recommendation: Approval

The Department has worked successfully with Another Planet Entertainment and Superfly LLC for many years on the Outside Land’s Music Festival in Golden Gate Park. They have been a responsive partner and have worked to improve park protections, support the community and limit neighborhood impact. It is our hope that this event could similarly develop over the years and will help to improve activation in the Civic Center Area.

Opposed By: No known opposition

Supported By: Civic Center Community Benefit District
 Downtown Streets Team
 Tenderloin Housing Clinic
 Larkin Street Youth
 Tenderloin Museum
 Asian Art Museum
 San Francisco Public Library
 IATSE Local 16

Attachments: Exhibit A- Overall Map of Installations and Map Showing Open Areas of Civic Center Plaza and Path of Travel Through Civic Center Plaza by Day