

# FWCBD Updates

FWAC Nov 5, 2025



# Desert Shark Installation



Artist: Peter Hazel

Location: Pier 45 Plaza

Big Art Loop – Portside: Art Parade +  
Launch Celebration

- Nov 6 from 4:30 -6:00p
- From Pier 14 to Exploratorium
- RSVP to the Event:



# Upcoming Events: Fish Market

Pop up market in partnership  
with local fishers in the Wharf

## Featuring:

- Pre-cut & packaged fish
- Crab cooking for guests of excursion charter boats
- Sale of complementary items, beer & wine

Location: Crab Wheel Plaza

Weekly Event Beginning Late Nov  
– Early Dec on Saturdays



# Upcoming Events – Holidays & Winter Season



## Holiday Market

- 2 Dates (Tentatively Nov 29 & Dec 13)

## Lighting & Decor

- Annual Crab Wheel lighting being installed next week
- Replacement of flower baskets on Jefferson with bows

## Winter Indoor Events

- Trivia, Poetry, Sip & Paint, Arts Workshop nights on weekdays at different participating restaurants
- If you're interested in hosting, please contact Kaitlin Thresher ([kaitlin@fwcbd.com](mailto:kaitlin@fwcbd.com))



# Potential Fisherman's Wharf Entertainment Zone

## FWAC Meeting



SAN FRANCISCO

OFFICE OF ECONOMIC &  
WORKFORCE DEVELOPMENT

November 5, 2025

# 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/SB 969 - Wiener) and local implementation framework (Admin Code, Chapter 94B).

# 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

*Case study: San Francisco's first Entertainment Zone events on Front Street has drawn over 10,000 attendees to signature events with participating bars reporting 5x -15x average sales, and significant positive press.*

# Where are the First Entertainment Zones?

## Established and Active:

- Annie Plaza Entertainment Zone
- Arena Entertainment Zone
- Castro Entertainment Zone
- Cole Valley Entertainment Zone
- Ellis Street Entertainment Zone
- Folsom Street Entertainment Zone
- Front Street Entertainment Zone
- Harlan Place & Mark Lane Entertainment Zone
- Jessie Alleys Entertainment Zone
- Maiden Lane Entertainment Zone
- Mid Market Entertainment Zone
- Minna Alley Entertainment Zone
- Pier 39 Entertainment Zone
- Valencia Street Entertainment Zone
- Yerba Buena & Jessie Square Entertainment Zone

Additional Zones have been introduced or adopted with upcoming implementation

# 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, including picking an **Entertainment Zone Lead**.
2. **Get Everyone Involved:** Talk to important stakeholders like nearby business owners and tenants, law enforcement, relevant city agencies (MTA, PW, Fire, Port, Rec & Park, SFPD, etc.) and your District Supervisor.
3. **Provide Basic Information for Legislation:** Including proposed boundaries 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 Operational Plans:** The Entertainment Zone Specialists will write a **Management Plan**, working with you, city officials, and community stakeholders to outline important operational details. The City will then approve and publish the Plan. You must also provide SFPD with a **Security Plan** for each event type.
- 6. Notify State and City Officials:** All participating bars, restaurants, wineries, and breweries must notify ABC of their intent to participate annually. You must notify OEWD of events at least two weeks in advance.
- 7. Get Ready:** Gather materials like the cups and signage described in the Management Plan. Participating businesses should discuss liability with their insurers.
- 8. Get Permits:** 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**.
- Must follow the operational guidelines outlined in a **Management Plan** written by OEWD with input from participating businesses, City agencies, and community stakeholders, and the **Security Plan** approved by SFPD.
- 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 **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.

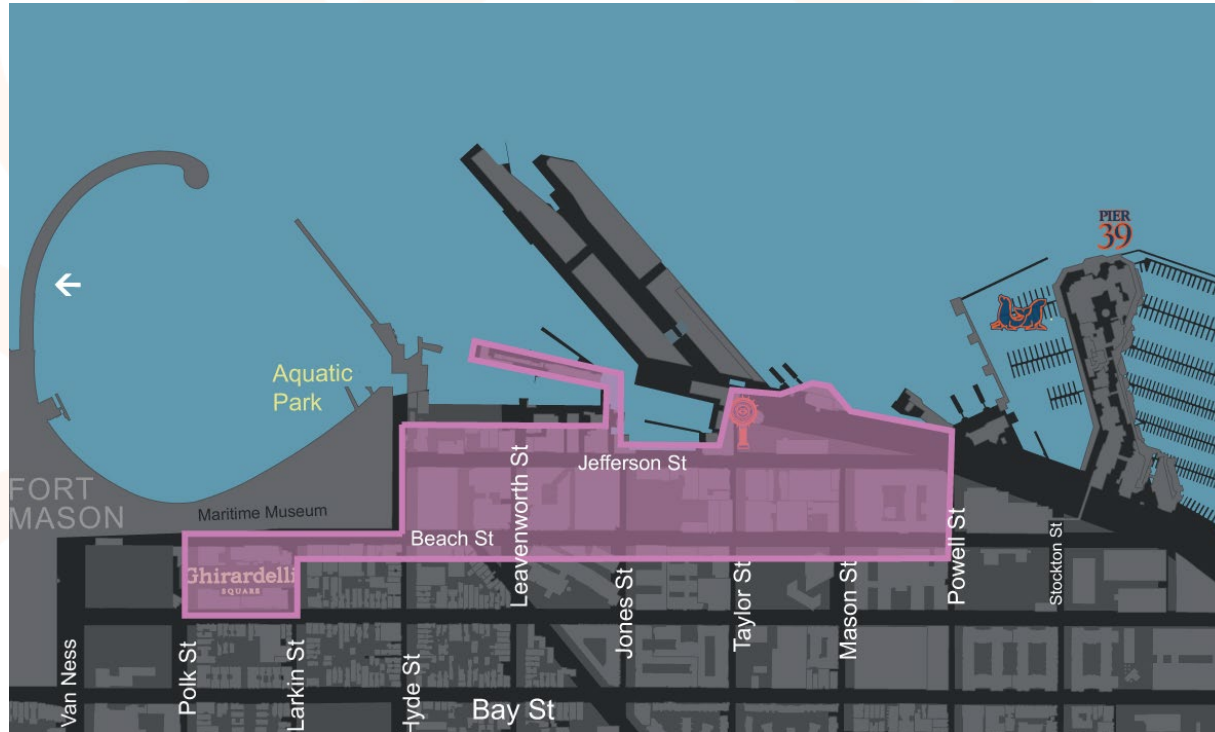
# Details to be Presented by the Wharf Community Benefit District

## Fisherman's

- Vision and neighborhood benefits
- Map
- Participants
- Possible events
- Event frequency and operating hours
- Street closure plans
- Cleanliness and security measures
- Opportunities for community input and collaboration leading up to a spring 2026 launch

# Fisherman's Wharf Entertainment Zone - Map

Purpose: allows the FWCBD and partners to direct sales directly into Fisherman's Wharf restaurants and bars during events and programming.

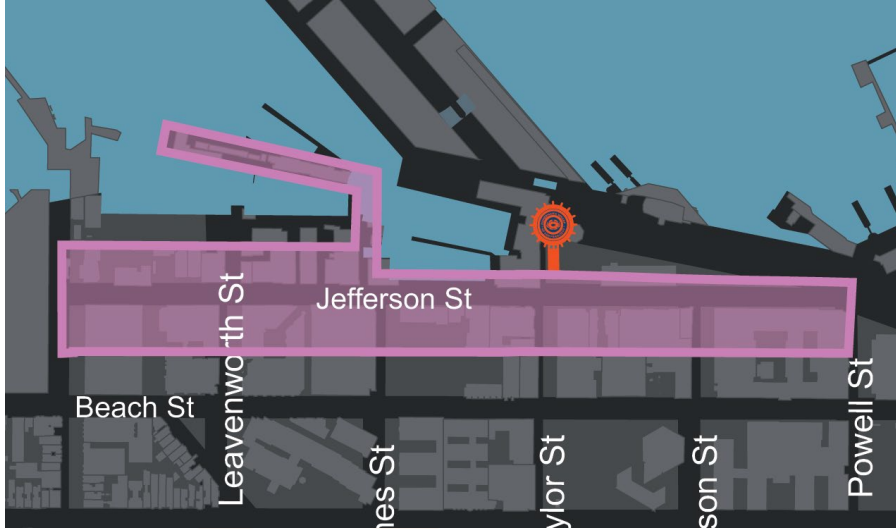


FWCBD plans to start small within 3 key activation zones.



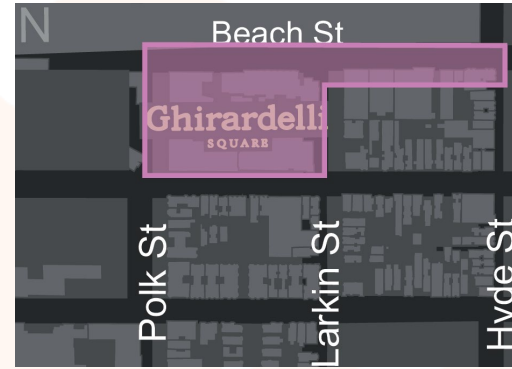
# Fisherman's Wharf Entertainment Zone

## Key Activation Zones:

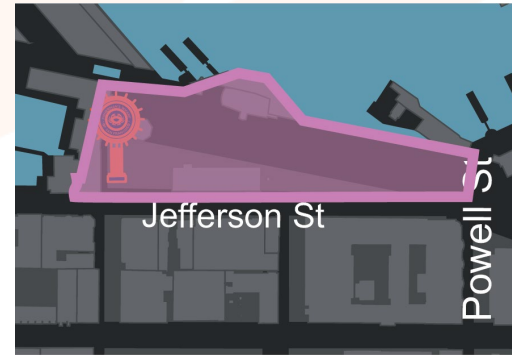


#1: Jefferson Street (Powell to Hyde)

*\*Activation of Entertainment Zone can take place without a street closure*



#2: Beach St & Ghirardelli Square



#3 Crab Wheel Plaza & Fisherman's Wharf Promenade



# Fisherman's Wharf Entertainment Zone

## Events:

- Wharf Fest
- Retail/Dining Showcases
- Pier Party at the Wharf
- Concerts & Festivals
- Cars & (Irish) Coffee
- Markets
- Bar crawls & wine walks
- Cultural celebrations & events

## Details:

- Frequency: 2 -3 times a month targeting different activation areas in the district
- Street closures: only for large scale events & as necessary
- Safety: partnerships with SFPD & private security for large events
- Cleaning: FWCBD will staff additional cleaning ambassadors when EZ is activated



# Fisherman's Wharf Entertainment Zone

## Next Steps:

### Legislation:

- Supervisor Sauter's office proposing legislation to BOS.

### Full Management Plan

- FWCBD will finalize management plan with OEWD.

### Community Input & Collaboration

- FWCBD to hold Entertainment Zone forum to provide participating bars with information and discuss collaboration opportunities.

### Launch:

- FWCBD is aiming to launch the Entertainment Zone with the kickoff of Spring 2026 events



# Questions



# THANK YOU

For more information, email:

[entertainmentzones@sfgov.org](mailto:entertainmentzones@sfgov.org)