

Public Convenience or Necessity Application
Attachment
International Art Museum of America
1025 Market St. San Francisco, CA 94103

As a non-profit organization, the International Art Museum of America is dedicated to enriching our community through unique and diverse exhibitions, educational programs, and inclusive community events. In efforts to further our mission to enrich the lives of community members and visitors alike through low-cost events and exposure to world class artwork, we are seeking approval for a type 90 on sale general music venue liquor license in order to responsibly serve alcoholic beverages at special events featuring live music such as music performances, fundraising, and art show events.

These events are undeniably vital to the financial sustainability of our organization by generating essential revenue that supports our programming and community engagement efforts including, but not limited to, free guided museum tours, art fairs, and youth art competitions. It also provides support to our Tenderloin Artist Initiative, started in October 2024 to help offset exhibition fees and assist in providing artists a platform to showcase art. Our aim is to continue hosting programs and events that serve as a means to support and foster relationships with museum guests, artists, small businesses and partner organizations, and ultimately play a role in the midmarket revitalization efforts by the City of San Francisco. We hope to continue contributing to a welcoming environment by providing alcoholic beverages in a safe and controlled setting that aligns with standard practices of cultural institutions across the country.

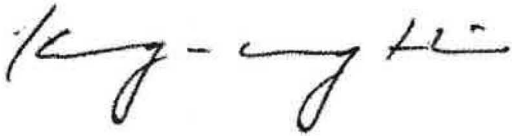
As an organization, we have been applying for daily general liquor licenses in order to sell alcoholic beverages to supplement certain events. It is our belief that we have been nothing short of exemplary in ensuring that we follow the laws and regulations pertaining to daily liquor licenses, and we will continue to do so with an approved license. As we are approaching the limit of daily liquor licenses that we can attain for the year, the type 90 on sale general music venue liquor license will allow us to continue to serve alcoholic beverages and expand our programming and events that directly benefit the community through providing opportunities for arts and culture. In addition to supporting the financial sustainability of the museum, a type 90 liquor license would allow us to focus our efforts on other aspects of event planning without having to worry about approval for daily liquor licensing.

As a non-profit art museum, we are committed to complying with all applicable laws pertinent to the sale and service of alcoholic beverages. All staff and hires involved in our beverage service will be appropriately trained in safe and responsible beverage service practices, and security measures will be in place to ensure a safe and respectful environment for all visitors.

The ability to offer alcoholic beverages on a limited, event-specific basis will considerably enhance the fundraising capacity of our museum and support us in our efforts to continue

offering accessible and high quality art experiences to the public. We respectfully ask for your careful consideration and approval of our type 90 application.

Thank you for your time and consideration,

A handwritten signature in black ink, appearing to read 'KC Hsieh', written in a cursive style.

The International Art Museum of America
KC Hsieh, President

Property Description:

The proposed venue applicable to the license is an existing portion of the museum that primarily serves as the museum entrance and garden, in addition to spaces reserved for staff usage only. There will be no patios or tables outside and all activities will take place inside the premises. The main entrance is located at 1025 Market Street, while the rear exit on Stevenson street is closed to patrons. The second floor of the venue holds IAMA's permanent art collection and can be opened for after-hours event guests at no extra cost for select events.

Business Operations**Events**

IAMA's primary use involving the liquor license will be to supplement Candlelight Concerts by Fever. Fever hosts live music events across San Francisco's Bay Area, and IAMA has maintained a business relationship with the company for the past 3 years. Candlelight concerts at IAMA are typically string quartets covering popular singers, composers, or bands. There are two 1-hour shows per night when the venue is booked by Fever. Doors open at 5:45 for a 6:30-7:30 show, and doors open again at 8:00 PM for an 8:45-9:45 PM show. The museum is open to ticketed guests before and after each show until 10 minutes prior to doors close. Each show has seated capacity for 150 guests.

Fever provides five to seven team members, including a Team Manager or Leader each event that serves as general event staff, ticket scanners, and security. IAMA also oversees the venue and event by maintaining administrative staff, program coordination, one store associate, and one to two security guards. To manage the bar, IAMA will hire a bartender for each Candlelight event day and the hours for bar operation will be 5:30 - 10:00 PM.

Method of Operation

In accordance with all applicable state and local regulations, all employees shall meet the minimum age requirement. Additionally, all personnel acting in the capacity of a manager and all employees who serve alcoholic beverages will hold a valid alcohol server certification (BPC § 25682) and have valid Responsible Beverage Service (RBS) training.

Non-alcohol products

Product selection is not limited to alcoholic beverages. In addition to beverages like water, soda, and juices, there will be a selection of non-alcoholic beverages such as non-alcoholic beer.

INFORMATION AND INSTRUCTIONS -**SECTION 23958.4 B&P**

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
 - Part 2 is to be completed by the applicant, and returned to ABC.
 - Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED BY ABC

1. APPLICANT'S NAME

International Art Musuem of America

2. PREMISES ADDRESS (Street number and name, city, zip code)

1025 Market St. San Francisco, CA 94103

3. LICENSE TYPE

90

4. TYPE OF BUSINESS

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Private Club |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club | <input type="checkbox"/> Night Club | <input type="checkbox"/> Veterans Club |
| <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Brew Pub | <input type="checkbox"/> Tavern: Beer | <input type="checkbox"/> Fraternal Club |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Theater | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only | <input type="checkbox"/> All | | |

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Membership Store | <input type="checkbox"/> Service Station | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store | <input type="checkbox"/> Department Store | <input type="checkbox"/> Convenience Market | <input type="checkbox"/> Drive-in Dairy |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline | |
| <input checked="" type="checkbox"/> Other - describe: Music Venue | | | |

5. COUNTY POPULATION

875010

6. TOTAL NUMBER OF LICENSES IN COUNTY

☐ On-Sale ☐ Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

293 ☒ On-Sale ☐ Off-Sale

8. CENSUS TRACT NUMBER

176.04

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

14

☒ On-Sale ☐ Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

10

☒ On-Sale ☐ Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- ☐ Yes, the number of existing licenses exceeds the number allowed
- ☒ No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- ☒ Yes (Go to Item #13) ☐ No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

208

14. TOTAL NUMBER OF REPORTING DISTRICTS

648

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

55745

16. AVERAGE NO. OF OFFENSES PER DISTRICT

86.02

17. 120% OF AVERAGE NUMBER OF OFFENSES

103.23

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

878

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

- ☒ Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17
- ☐ No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

- ☐ a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
- ☐ b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.
- ☒ c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, an on-sale general (public premises) license, or an on-sale general music venue license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name:

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

ROR

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

Ky-lyti

5/18/2025

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

28. CITY/COUNTY OFFICIAL PHONE NUMBER

30. DATE SIGNED _____