

1 [Celebrating the Success of the Outside Lands Music and Arts Festival]

2
3 **Resolution commending Another Planet Entertainment, Superfly Presents, Starr Hill**
4 **Presents, the Recreation and Park Department, the Mayor's Office, the San Francisco**
5 **Bicycle Coalition, the San Francisco Police Department, the Municipal Transportation**
6 **Agency, the Department of Public Works, and the Department of Parking and Traffic for**
7 **the outstanding success of the Outside Lands Music and Arts Festival.**

8
9 WHEREAS, from August 22nd through August 24th, the Outside Lands Music and Arts
10 Festival featured 65 rock and roll, hip-hop, Latin, reggae, and folk musical acts on six stages
11 in Golden Gate Park; and

12 WHEREAS, this event was the first concert in Golden Gate Park which included
13 performances after dark and the first multi-day ticketed event held in the park; and

14 WHEREAS, the festival organizers connected the event to the history of Golden Gate
15 Park and the City's west side by using the name "Outside Lands," which was the original
16 name for the Sunset District before the park was built when it was an inaccessible area
17 covered in sand dunes; and

18 WHEREAS, the festival organizers focused on including local performers, with 25% of
19 the lineup coming from the Bay Area, including such artists as Sean Hayes, Two Gallants, the
20 Coup, and Lyrics Born; and

21 WHEREAS, the Outside Lands festival had a tremendous impact on the local economy
22 with about half of the 130,000 attendees coming from more than fifty miles away, which
23 helped fill many local hotels and restaurants; and

24 WHEREAS, many businesses near the park reported enjoying their largest gross sales
25 ever during the weekend; and

1 WHEREAS, the festival organizers conducted extensive, multilingual community
2 outreach prior to the festival; and

3 WHEREAS, the festival organizers worked to be a "green" event by including a solar-
4 powered stage, an eco-village, a farmers' market, and exhibits and activities related to
5 environmental conservation, and

6 WHEREAS, the festival organizers conducted a thorough four-day clean up that
7 reportedly left the park in better condition than before the festival; and

8 WHEREAS, based on permit fees and portions of the ticket proceeds, and in a time
9 when the City is facing chronic deficits, Outside Lands will contribute \$815,000 to the City,
10 vastly more than the previous record of \$150,000 for an event in the park; and

11 WHEREAS, the San Francisco Bicycle Coalition provided complimentary bicycle valet
12 parking, which helped encourage thousands of San Franciscans to ride their bikes to the
13 festival, freeing up space on Muni and the roads for out-of-town visitors; and

14 WHEREAS, the San Francisco Police Department analyzed security concerns and
15 worked well with the event's peer-security volunteers to ensure a safe event; and

16 WHEREAS, considering the massive size of the festival, there were in a minimal
17 number of complaints from the neighbors about noise or other disturbances; and

18 WHEREAS, the Recreation and Park Department worked extensively with the festival
19 organizers to help with community outreach as well as the preparation and cleanup of the
20 event; and

21 WHEREAS, the Mayor's Office offered extensive help with the organization of the
22 event including help with issues relating to the contract and labor negotiations; and

23 WHEREAS, Muni deployed an additional forty buses, as well as portable lighting and
24 SFMTA on-street staff to help with the difficult task of shuttling tens of thousands of concert-
25 goers from the park back to the City center; and

1 WHEREAS, the Department of Parking and Traffic deployed traffic control staff to help
2 keep the streets safe and orderly for the unprecedented late night departure from the park;
3 and

4 WHEREAS, the Department of Public Works deployed additional staff and street
5 sweeping resources to clean the streets after the festival attendees departed; and

6 WHEREAS, the success of the Outside Lands festival enhances both the prospects
7 for new and continuing outdoor events in the City, as well as the status of San Francisco as a
8 haven for outdoor music and cultural events; now, therefore, be it

9 RESOLVED, that the Board of Supervisors of the City and Country of San Francisco
10 hereby commends Another Planet Entertainment, Superfly Presents, and Starr Hill Presents
11 for their vision and hard work in creating the Outside Lands festival; and, be it further

12 RESOLVED, that the Board of Supervisors thanks the neighbors of the park in the
13 Sunset and Richmond for their patience and tolerance in sharing their neighborhoods for the
14 enjoyment of festival attendees and the betterment of the City; and, be it further

15 RESOLVED, that the Board of Supervisors commends the Recreation and Park
16 Department, the Mayor's Office, the San Francisco Bicycle Coalition, the San Francisco
17 Police Department, the Municipal Transportation Agency, the Department of Public Works,
18 and the Department of Parking and Traffic for their help in making this event such a success
19 and for demonstrating the great work the city family can do when San Francisco works
20 together.



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails Resolution

File Number: 081213

Date Passed:

Resolution commending Another Planet Entertainment, Superfly Presents, Starr Hill Presents, the Recreation and Park Department, the Mayor's Office, the San Francisco Bicycle Coalition, the San Francisco Police Department, the Municipal Transportation Agency, the Department of Public Works, and the Department of Parking and Traffic for the outstanding success of the Outside Lands Music and Arts Festival.

September 16, 2008 Board of Supervisors — CONTINUED

Ayes: 10 - Alioto-Pier, Chu, Daly, Dufty, Elsbernd, Maxwell, McGoldrick,
Mirkarimi, Peskin, Sandoval
Absent: 1 - Ammiano

September 23, 2008 Board of Supervisors — ADOPTED

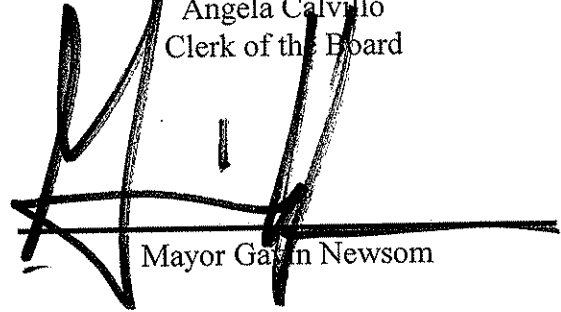
Ayes: 9 - Alioto-Pier, Ammiano, Daly, Dufty, Elsbernd, Maxwell, Mirkarimi,
Peskin, Sandoval
Noes: 1 - Chu
Excused: 1 - McGoldrick

File No. 081213

I hereby certify that the foregoing Resolution was ADOPTED on September 23, 2008 by the Board of Supervisors of the City and County of San Francisco.



Angela Calvillo
Clerk of the Board



Mayor Gavin Newsom

10/2/2008

Date Approved