


RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2019 DEC 19 AM 9:50



December 13, 2019

BY: 
Angela Calvillo
Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, California 94102

Re: Request for Resolution of Public Convenience or Necessity
MG-SC, LLC/Snack 15, LLC, dba Shack15
One Ferry Building, Ste. 201, San Francisco, California 94111

Dear Ms. Calvillo:

MG-SC, LLC and Snack 15, LLC have applied to the Department of Alcoholic Beverage Control for a person-to-person, premises-to-premises transfer of a Type 47 license which, upon transfer, will be converted to a Type 57 Special On-Sale General license, for Shack15's new space in the Ferry Building. We are requesting a determination by the Board of Supervisors that public convenience or necessity will be served by issuance of the Type 57 license.

Shack15 will operate a new kind of social space dedicated to entrepreneurship, community, and big ideas. The brainchild of Jorn Lyseggen, founder and CEO of global media intelligence company Meltwater, and headquartered in San Francisco, Shack15's mission is to provide a unique platform for connecting entrepreneurial communities in the technology, software, and data science spaces. Through this sharing platform, Shack15 will serve as a hub for cross-disciplinary entrepreneurs, startup founders, and innovators from around the world to build the next generation of startups and products aimed at tackling issues at both the local and global level.

The premises will span approximately 46,000 square feet on the third floor of the Ferry Building and is primarily designed to support startups, founders, investors, and venture capitalists in their goals of technological innovation. Shack15 will create and curate specific programming with this objective in mind, including industry meet-ups, technical tutorials, conferences, roundtable discussions, hackathons, and the like. Complementing such professional offerings will be other programs designed to nourish and fulfill other aspects of the "life of the mind," including innovative art installations, music featurttes, group yoga practice, and other wellness-focused exercises.

A key component of Shack15's offering will be exceptional food and beverages, prepared and serviced by San Francisco's premier restaurant group The Mina Group, helmed by Michelin-starred Chef Michael Mina. The restaurant, bar, and cafe will offer Scandinavian-influenced cuisine inspired by the Nordic tradition of hunting and farming in harmony with the land. The menu will place emphasis on a variety of fresh seafood, fish, and produce from local suppliers, prepared using eco-forward cooking techniques to highlight the elegant simplicity of Scandinavian cuisine. A unique collection of beers, wines, and spirits will be selected by a Mina-trained bar team, who will offer handcrafted cocktails that reflect seasonality consistent with the Nordic tradition. Award-winning Norwegian barista Tim Wendelboe will also develop a one-of-a-kind coffee program to ensure that the Shack15's culinary offerings are unparalleled, from start to finish.

The premises is highly unique in that Shack15 will serve specialty Scandinavian-inspired cuisine in an upscale environment overlooking the San Francisco Bay that no other restaurant in the vicinity can match. Shack15 will offer varied priced meals for breakfast, lunch and dinner for its members and their guests who seek to enhance their professional and social gatherings with excellent seasonal fare served in an unprecedented Nordic-San Francisco setting. The proposed operations will be in

complete harmony with other commercial businesses located in the building and in the area. Beer, wine and spirits sales and service will be incidental to Shack15's operations, but will enhance the amenities that contribute to the unique platform we will be providing to foster local and global entrepreneurship. Shack15 will employ numerous local residents, including but not limited to individuals trained through the City and County of San Francisco's First Source Hiring Program, and the company's operations will contribute to the local economy and add to state and local tax revenues. Shack15 will abide by all laws, including those related to the sale and service of alcoholic beverages.

For the above reasons, we believe that the issuance of the Type 57 license to Shack15 will serve public convenience and necessity.

Sincerely,



Beth Aboulafia, Partner
Hinman & Carmichael LLP

MG-SC, LLC/Snack 15, LLC



Ashraf Michael Mina, Manager



December 16, 2019

By Hand-Delivery

John Carroll
Office of the Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, California 94102

Re: Request for Resolution of Public Convenience or Necessity
MG-SC, LLC/Snack 15, LLC, dba Shack15
One Ferry Building, Ste. 201, San Francisco, California 94111

Dear Mr. Carroll,

Enclosed please find a request for a resolution of public convenience or necessity on behalf MG-SC, LLC and Snack 15 LLC.

Sincerely,

A handwritten signature in cursive script that reads "Beth Aboulafia".

Beth Aboulafia, Partner
Hinman & Carmichael LLP

Encl.

A vertical stamp from the Board of Supervisors, San Francisco, dated 2019 DEC 16 PM 3:38. To the left of the stamp is a handwritten mark that appears to be a stylized signature or initials.