

POLO FIELD CONCERT PROPOSAL

SAN FRANCISCO BOARD OF SUPERVISORS
BUDGET AND FINANCE COMMITTEE

SEPTEMBER 6, 2023

SAN FRANCISCO
RECREATION
& PARKS



BACKGROUND

- The City currently faces a two-year budget deficit of \$780 million
- In May 2023, the City presented the Polo Field Concert Proposal, a plan to bring more summer concerts to Golden Gate Park for three years, starting in 2024
- The proposal would generate \$1.4 – 2.1 million a year, as well as provide citywide benefits to the economy, jobs, hotels, local musicians, restaurants & bars, small businesses and community groups



CITYWIDE ECONOMIC BENEFITS



JOBS



**SMALL
BUSINESSES**



**RESTAURANTS,
BARS & VENDORS**



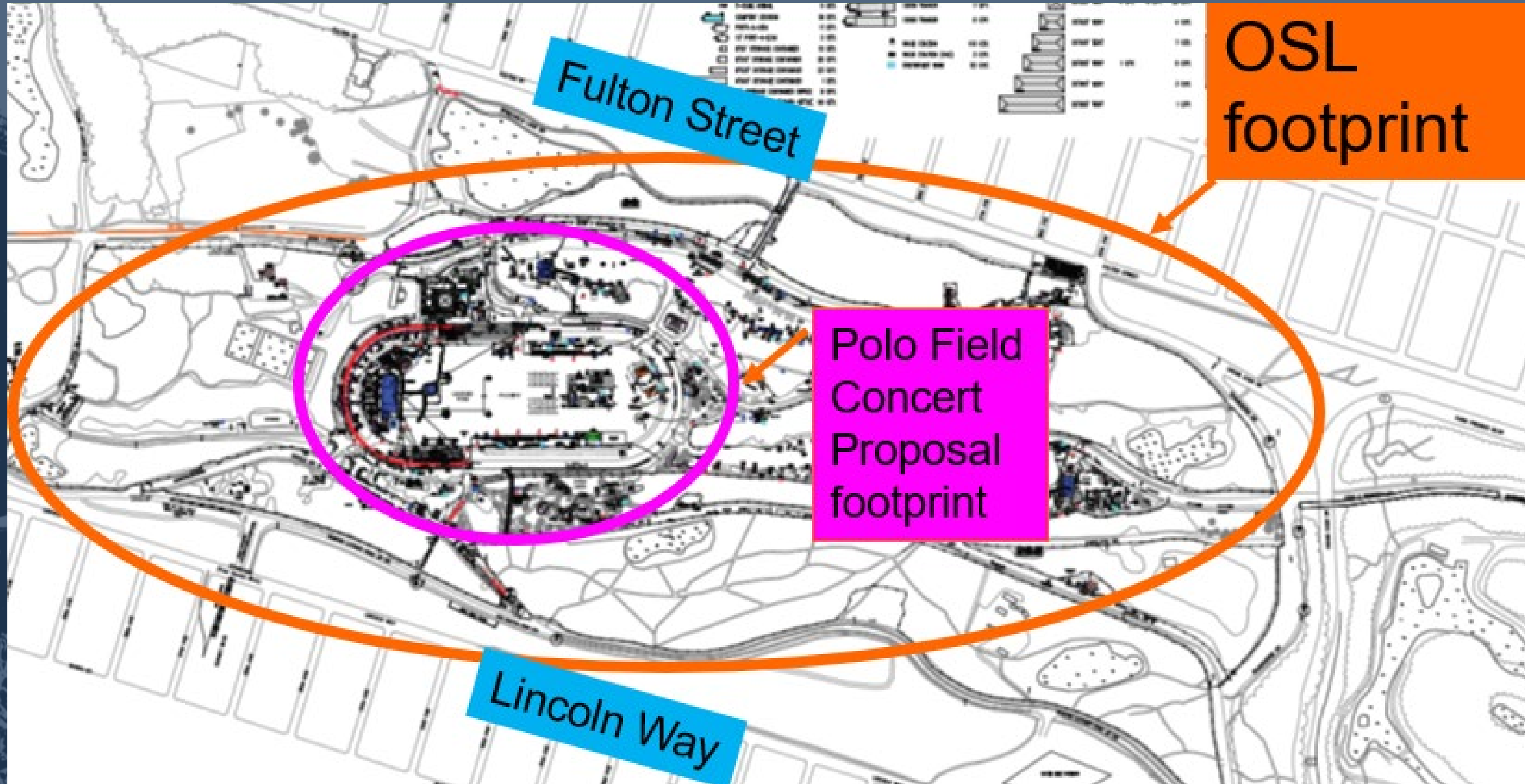
HOTELS

THE PROPOSAL

- Two or three days the weekend after Outside Lands in August, for three years, starting in 2024
- One stage, a single musical headliner with supporting musical acts
- Footprint one-third the size of Outside Lands

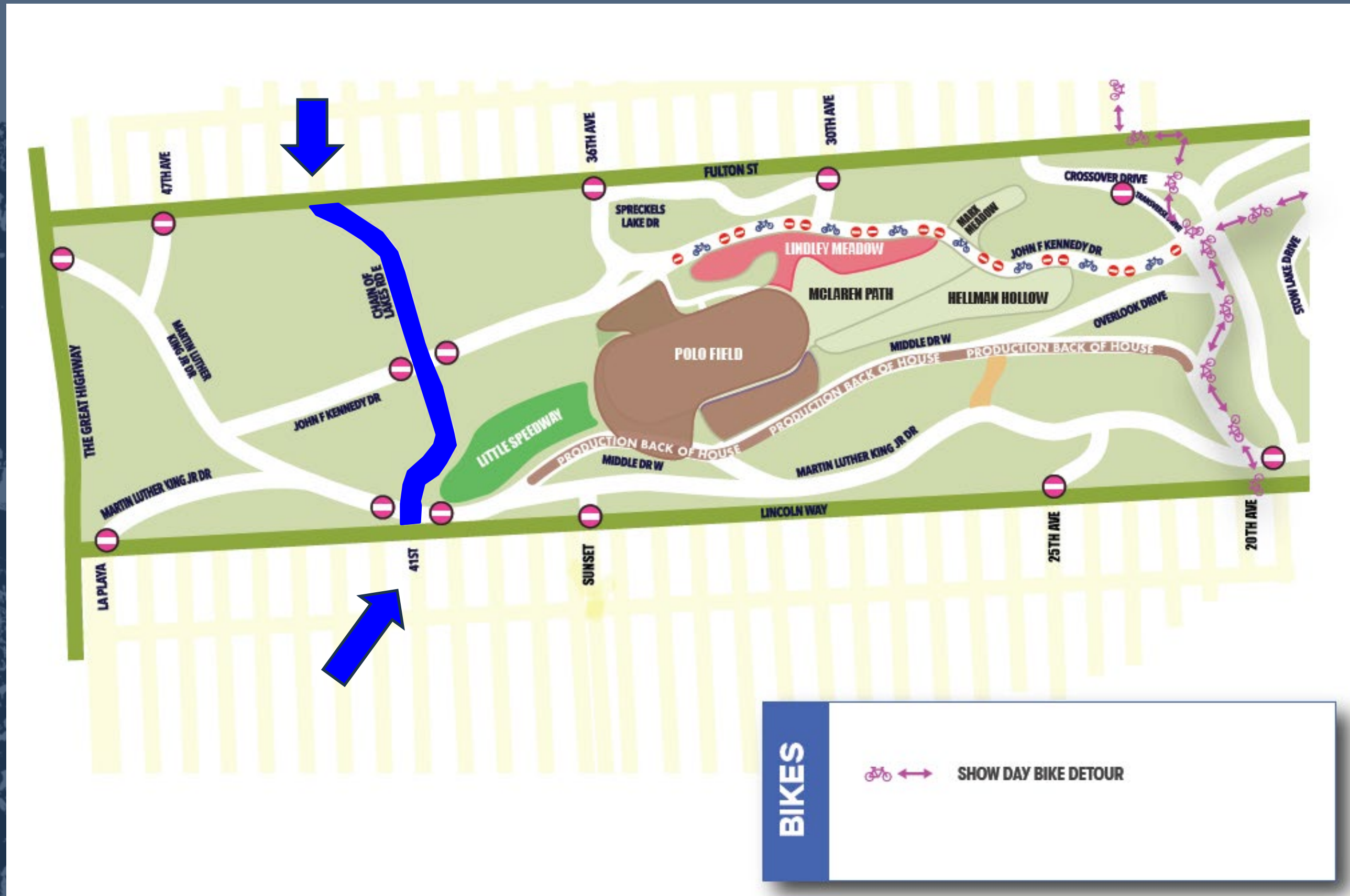


MAP COMPARISON



OSL:	• 8 Stages	• 5 Event Areas	• 75 acres
Polo Field:	• 1 Stage	• 1 Event Area	• 25 acres

PROPOSED ROAD CLOSURES



ADDITIONAL BENEFITS



**FREE DOWNTOWN
CONCERTS**



**FREE MUNI FOR
CONCERT GOERS**



**COMMUNITY
BENEFIT FUND**

COMMUNITY FEEDBACK

- Public comment provided at the Recreation and Park Commission (May)
- 3 community meetings (July & August)
- 200+ emails and letters in support and opposition
- Four press releases, extensive media coverage (approximately 20 news stories)

COMMUNITY MEETING

Proposed 2024 Polo Field Concert

Thursday, July 20, 2023

6:00 PM - 7:00 PM

Golden Gate Park

Senior Center

6101 Fulton St

Community meeting with Another Planet Entertainment, Rec and Park, SFMTA, SFPD, and the District Supervisors to provide information and take feedback and suggestions from the community on the proposed 2024 Polo Field Concert.



SUPPORT



SHUTTLES & RIDESHARE

Shuttles to and from the event will be provided to attendees, dedicated area for rideshare drop off & pick up, and SFMTA officers will handle parking and traffic issues



SOUND MITIGATION

Trained staff for a community hotline number will be available during concerts to directly address neighborhood concerns



COMMUNITY HOTLINE

Trained staff will respond during concerts to directly address neighborhood concerns reported to the hotline



CLEANUP CREW

A cleanup crew will continuously monitor and respond to neighborhood sites that need cleaning, including appropriate teams to ensure three-stream recycling

THANK YOU

SAN FRANCISCO
RECREATION
& PARKS

