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SAN FRANCISCO, CALIFORNIA 94109

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June 26, 2024

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

Via Messenger

Re: Talldoor Entertainment, LLC dba Reverb **REVISED 7.3.24**
Original California ABC Liquor License Transfer- Type 90 Music Venue License
2801 Leavenworth St. #J32, San Francisco, CA 94133
Public Convenience and Necessity Determination Request
ABC Type-90 —Music Venue General License.

Dear Ms. Calvillo:

This office represents Talldoor Entertainment dba Reverb. My client has applied to the California Department of Alcoholic Beverage Control (ABC) for an original Type-90 Music Venue General License. Currently, Talldoor Entertainment is a successful Electronic Dance Music (EDM) promoter and DJ company and is opening their first venue. There is no ABC license at this location, but prior to COVID-19 there was a Type -48 license at this nightclub- bar, which is located at Fisherman's Wharf in the Cannery Building. This new venue will feature EDM music and events.

A Type-90 ABC license is a new license (2023) that authorizes the sale of beer, wine, and distilled spirits at retail for consumption on the premises of a music entertainment facility, as defined in Business and Professions Code Section 23550. Sale, service, and consumption of alcoholic beverages are limited to the time period from 2 hours before a live performance until one hour after the live performance. Minors are allowed on the premises.

There are no residences within 100 feet of this music venue and bar. The location has been a bar and nightclub for several decades. This request is to allow Talldoor Entertainment, LLC to add a Type-90 ABC license to the premises.

The area is zoned C-2 Commercial Business. We do not see any problems with the San Francisco Police Department approving this new ABC license, with conditions. We have the support for this application from many of our neighbors, and are open to the imposition of conditions, if necessary,

to this license. We have the support of this application, also, from local community and arts groups.

Talldoor Entertainment is locally owned, and thus revenue and taxes from the business will stay in the community. It will sustain the pedestrian traffic to other businesses in the neighborhood and keep more “eyes on the street” and make the neighborhood safer after 10 PM.

Talldoor Entertainment has been well-managed by the current owners and non-problematic since 2020 with their promotion business. With this new ABC music venue license they will be respectful to the neighborhood and to its customers. Foremost, they will be Good Neighbors.

For the reasons outlined above, applicant **Talldoor Entertainment** dba Reverb respectfully requests that this letter be forwarded to the Public Safety & Neighborhood Services Committee of the Board and that this Committee, and the full Board of Supervisors make a determination under California Business and Professions Code Section 23958.4 that the public need or convenience would be served by allowing this new ABC Type-90 liquor license to issue a this location.

Thank you for your consideration of this request.

Yours truly,

A handwritten signature in blue ink that reads "Mark E. Rennie". The signature is written in a cursive style.

Mark E. Rennie

MER/mb

Cc: Officer-in-Charge SFPD ALU

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6.99)

MARK RENNIE

415 621 2300

TO: Department of Alcoholic Beverage Control
33 NEW MONTGOMERY STREET
STE 1230
SAN FRANCISCO, CA 94105
(415) 356-6500

File Number: 658290
Receipt Number: 2885478
Geographical Code: 3800
Copies Mailed Date: April 18, 2024
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: TALLDOOR ENTERTAINMENT, LLC

Name of Business: REVERB

Location of Business: 2801 LEAVENWORTH ST
UNIT J32
SAN FRANCISCO, CA 94133

County: SAN FRANCISCO

Is Premises inside city limits: Yes Census Tract: 0102.02

Mailing Address:(If different from premises address)

Type of license(s): 90 Dropping Partner: Yes No

Transferor's license/name:

Table with columns: License Type, Transaction Type, Master, Secondary LT And Count, License Type, Transaction Description, Fee Code, Dup, Date, Fee. Includes rows for Application Fee and Annual Fee.

Have you ever been convicted of a felony? No
Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? No

STATE OF CALIFORNIA County of SAN FRANCISCO Date: April 18, 2024

Applicant Name(s)

TALLDOOR ENTERTAINMENT, LLC

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