

1 [Approving the plan to allow a gated \$10 admission charge to the Lovevolution festival in Civic
2 Center Plaza, pending the approval of the Interdepartmental Staff Committee on Traffic and
3 Transportation (ISCOTT).]

4 **Resolution approving the plan to allow a gated \$10 admission charge to the**
5 **Lovevolution festival in Civic Center Plaza, which is scheduled to take place on**
6 **Saturday, October 3rd 2009, pending the approval of the Interdepartmental Staff**
7 **Committee on Traffic and Transportation (ISCOTT).**

8
9 WHEREAS, San Francisco Lovevolution, formerly known as Lovefest, is an annual
10 electronic music event that consists of a parade down Market Street and a festival in Civic
11 Center Plaza; and

12 WHEREAS, San Francisco Lovevolution is now the largest electronic music event in
13 America and attracts attendees from all over the world; and,

14 WHEREAS, The 2009 San Francisco Lovevolution parade and festival is scheduled to
15 take place on Saturday, October 3rd 2009; and,

16 WHEREAS, Lovevolution is a major destination event that generates business for the
17 local economy and tax revenue for the City, as well as contributing to the City's reputation as
18 a global creative center; and

19 WHEREAS, Lovevolution is classified as full cost-recovery event, which means the
20 event is required to reimburse the City for all police, fire, public works, and other expenses
21 related to the event; and,

22 WHEREAS, In recent years San Francisco has raised a number of fees related to
23 outdoor events including the cost of permits for the use of City parks and Fire Department
24 fees for street fairs; and,

25

1 WHEREAS, In addition to these increases in city fees, San Francisco's outdoor events
2 are also suffering from declining revenues caused by the economic downturn that threaten the
3 viability of many of the City's cherished outdoor events; and,

4 WHEREAS, In order to keep Lovevolution a financially viable event, Lovevolution
5 proposes charging a \$10 admission fee for the festival portion of the event at Civic Center
6 Plaza, while maintaining the parade as a free event; and,

7 WHEREAS, Lovevolution is a non-profit organization that invests any profits into future
8 events and regularly donates to other non-profit organizations; and

9 WHEREAS, The organizers of Lovevolution have worked with the staff of the
10 Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT) on all of their
11 plans for the event, including the proposal to charge admission to the festival; and

12 WHEREAS, Civic Center Plaza is an appropriate place to charge admission because
13 there are no residences located within the gated area of Lovevolution that would be impacted;
14 now, therefore, be it

15 RESOLVED, That the Board of Supervisors of the City and County of San Francisco
16 approves of the plan to allow a gated \$10 admission charge for the 2009 Lovevolution festival,
17 pending approval of the application by ISCOTT.



City and County of San Francisco

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

Tails
Resolution

File Number: 090967

Date Passed:

Resolution approving the plan to allow a gated \$10 admission charge to the Lovevolution Festival in Civic Center Plaza, which is scheduled to take place on Saturday, October 3, 2009, pending the approval of the Interdepartmental Staff Committee on Traffic and Transportation.

August 4, 2009 Board of Supervisors — ADOPTED

Ayes: 11 - Alioto-Pier, Avalos, Campos, Chiu, Chu, Daly, Dufty, Elsbernd, Mar, Maxwell, Mirkarimi

File No. 090967

I hereby certify that the foregoing Resolution was ADOPTED on August 4, 2009 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

8/14/09

Date Approved

UNSIGNED

Mayor Gavin Newsom

Date: August 14, 2009

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.

Clerk of the Board

File No.
090967