

Member, Board of Supervisors  
District 4



City and County of San Francisco

## JOEL P. ENGARDIO

May 16, 2023

Dear Recreation and Park Commissioners,

On May 12<sup>th</sup>, Recreation and Park Department staff shared the Department's proposed plans with Another Planet Entertainment to produce two or three additional concerts at Golden Gate Park's Polo Fields. These smaller-scale events would follow the annual Outside Lands weekend and utilize the same event infrastructure.

According to the Department, reduced general fund support will create significant budget constraints over the next fiscal year. New revenue opportunities need to be pursued to help cover expected funding shortfalls, starting in 2024.

The Outside Lands concert series has become a key part of San Francisco's culture scene. The event is a major economic driver for the City and funds a considerable amount of the Department's maintenance and programming activities.

As the City has learned over the past decade, events of this magnitude create logistics and accessibility challenges for nearby communities. That's why the City requires Another Planet Entertainment to allocate monies towards a community benefits fund, dedicated to District 1 and District 4. Should RPD permit these additional weekend concerts, Another Planet Entertainment should be required to provide additional community benefit funds to help offset neighborhood event impacts.

Large-scale, multi-day events like Outside Lands creates a significant strain on City resources and department operations. Impacts to residents, traffic circulation, public transit, and public safety can all be successfully mitigated with proper planning and preparation. However, I have not received any assurances that City departments directly affected by Another Planet Entertainment's proposal, including MTA, Fire, and Police, were afforded the opportunity to evaluate the terms of the permit agreement. RPD's financial gain should not come at the expense of other City departments.

I wholeheartedly support new opportunities to program and activate our City parks through creative partnerships. Unfortunately, this concert proposal appears to be hastily prepared for mitigating westside neighborhood concerns. Has there been any consideration to having the additional concerts downtown, which needs events to draw people back?

I encourage the Recreation and Park Department and Another Planet Entertainment continue to refine this proposal to better serve adjacent neighborhoods, event participants, and the City of San Francisco.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Joel P. Engardio".

Joel P. Engardio  
Supervisor, District 4  
San Francisco Board of Supervisors

Member, Board of Supervisors  
District 1



City and County of San Francisco

**CONNIE CHAN**

**陳詩敏**

第一區市參事

May 17, 2023

Dear Recreation and Park Commissioners:

On May 12th, I was informed by Recreation and Park Department staff about the Department's plan to permit Another Planet Entertainment to hold additional ticketed concerts starting August 2024, beginning the weekend after Outside Lands, for three consecutive years. According to the department, this proposal is a way to close the Department's budget deficit.

Given the fact that the current Outside Lands concert series already imposes the park closure for two weeks every year, the additional concert series will increase the park closure to the entire month of August. The traffic, public transit, and neighborhood impact on our communities, especially families with school-aged children, will be significant as most schools – public and private – begin sometime in August. Golden Gate Park is not the most ideal location for additional concert series to Outside Lands.

Moreover, city leaders are doing everything possible to revitalize downtown and bring back visitorship with vibrant arts and cultural activities. The City is in great need of joint investment in our Downtown and business leaders would welcome the partnership from Another Planet Entertainment.

This is the perfect opportunity for Another Planet Entertainment to partner with your Department to hold ticketed concerts in downtown parks, such as Union Square, Embarcadero Plaza, and Civic Center Plaza, all under the Department's jurisdiction.

While my colleagues, Supervisors Myrna Melgar, Joel Engardio, and I support the partnership with Another Planet Entertainment for additional concert series in our City, together we sincerely urge you to reconsider the location for this permit, and explore locations that can be most helpful to our local economic recovery, especially for our struggling Downtown.

Thank you for your time and consideration.

Best regards,

A handwritten signature in blue ink that reads "Connie Chan".

Connie Chan  
District 1 Supervisor

Cc: Aaron Peskin, President of the Board of Supervisors  
Myrna Melgar, District 7 Supervisor  
Joel Engardio, District 4 Supervisor  
Matt Dorsey, District 6 Supervisor

# ANOTHER PLANET ENTERTAINMENT

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San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689

*VIA EMAIL TO: [connie.chan@sfgov.org](mailto:connie.chan@sfgov.org)*

Supervisor Chan,

Thank you for your letter of May 17th, 2023 and your time meeting in person last week. We appreciate your thoughtful questions about the proposed additional events in Golden Gate Park, as well as your commitment to activate parks and plazas in Downtown San Francisco.

Another Planet Entertainment shares your interest in activating the public spaces described in your letter – Union Square, Embarcadero Plaza, and Civic Center Plaza. We believe these venues are best suited to free, outdoor programming. To that end, Another Planet Entertainment will commit to program one concert in each of Civic Center Plaza, Union Square, and Embarcadero Plaza every year for the duration of the permit for the additional Polo Fields concert. We look forward to coordinating with the Board of Supervisors to make those events a success.

If the goal of the City, the Mayor and the Recreation & Parks Department (RPD) is to host 2-3 large scale, world class concerts that raise \$1.4M-\$2.1M for the Recreation and Parks Department and tens of millions of dollars for the City's economy, we believe the only place to host these events is in the Polo Fields in Golden Gate Park.

Based on third-party economic impact studies of the Outside Lands Festival in the past, we expect that 80% of the audience for concerts like those proposed at the Polo Fields would come from outside San Francisco and generate tens of millions of dollars in economic impact to the City. This includes spending at neighborhood restaurants, stores and other small businesses as well as overnight stays at City hotels.

Another Planet Entertainment is excited by the possibility of hosting an additional ticketed event that would bring a world-class artist to the Polo Fields as part of our joint proposal with the Recreation and Parks Department. Staging an event on a weekend adjacent to the Outside Lands Festival would take advantage of infrastructure already in place for the festival while minimizing impacts to Golden Gate Park. Another Planet Entertainment has learned quite a bit about operating large events in the park since the first Outside Lands Festival in 2008, and we

are committed to bring that expertise to the proposed additional event to make sure impacts to your district and the surrounding community are minimized.

We look forward to discussing further with you and your office in the coming weeks.

Best,

Allen Scott



AARON PESKIN  
市參事佩斯金

May 18, 2023

Dear Recreation and Park Commissioners,

After reviewing Supervisor Chan and Engardio's letters regarding plans to grant Another Planet Entertainment permission for additional ticketed concerts in San Francisco, I write to underscore the opportunity this presents for Downtown economic recovery.

In collaboration with Mayor Breed, I have been working to revitalize Downtown and attract visitors by promoting dynamic art and cultural activities. Investing in our Downtown area would greatly benefit the City, and the partnership with Another Planet Entertainment in the Downtown area would be most welcome. This is an excellent opportunity to utilize downtown venues, such as Union Square, Embarcadero Plaza, and Civic Center Plaza.

Downtown San Francisco offers numerous advantages: Its central location and accessibility make it an ideal choice for hosting large-scale events that draw diverse audiences. The proximity to a multitude of public transportation options, such as BART, ensures easy travel for concertgoers while minimizing traffic congestion.

In conclusion, I strongly urge you to consider the potential of Downtown San Francisco as the location for these additional concerts.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin".

Aaron Peskin  
Supervisor, District 3  
San Francisco Board of Supervisors

Cc: London Breed, Mayor of the City and County of San Francisco  
Connie Chan, Supervisor, District 1  
Joel Engardio, Supervisor, District 4  
Myrna Melgar, Supervisor, District 7  
Matt Dorsey, Supervisor, District 6  
Philip Ginsburg, General Manager, San Francisco Recreation and Parks Dept.  
Marisa Rodriguez, Chief Executive Officer, Union Square Alliance  
Christopher Wright, Senior Vice, President Advance SF

Recreation and Parks Commission

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Robbie Silver, Executive Director, Downtown SF Partnership

John Bryant, Chief Executive Officer, BOMA SF

David Harrison, Manager, Government and Public Affairs, BOMA SF

Rodney Fong, President & CEO, San Francisco Chamber of Commerce