

CHIEF

July 1, 2022

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

**Re: Determination Request of Public Convenience (PC) or Necessity (N) for
Project 1972, Inc. (“Applicant”)**

Dear Ms. Calvillo:

On June 14, 2022, Project 1972, Inc. (“Applicant” and/or “Chief SF”) delivered its Double Transfer Liquor License Application package to the San Francisco District Office of the California Department of Alcoholic Beverage Control (the “ABC”). The ABC has determined that Applicant needs a Public Convenience (“PC”) or Necessity (“N”) determination from the San Francisco Board of Supervisors (the “Board”). Accordingly, we are requesting a determination from the Board that Applicant’s proposed service of alcoholic beverages at its facility located at 735 Montgomery Street., 3rd Floor, San Francisco, CA 94111 (the “Premises”) will serve a PC and/or N. As set forth below, the Applicant business serves both a Public Convenience and Necessity.

Chief SF is the only private membership network organization focused on connecting and supporting women executive leaders throughout the country, including Los Angeles, New York, Chicago and now in San Francisco. The focus of the organization is to provide a space for interaction, mentoring, cultivating, elevating and retaining women in top-level positions in the business world, in private, corporate and non-profit sectors, respectively. In San Francisco, there is both a public need and necessity to provide a safe and healthy environment for women leaders to network, support one another and create friendships and professional relationships that will enable them to be successful and which can be life changing. Women from diverse backgrounds, industries, and organizations will come together and engage in business programming aimed at personal and professional growth. There will be peer to peer programming, including providing local women business leaders access to a national community of professional peers who understand the challenges and needs of working in a business and corporate environment.

While Applicant already has venues in New York, Los Angeles and Chicago, they are now opening a new San Francisco location to expand its California and West Coast presence. The San Francisco venue will attract visitors to San Francisco from around the greater Bay Area to participate in networking opportunities and programs. In addition, the venue will attract participation from members from across the United States

Please see below for the itemized information required as part of the PC or N determination:

1. Applicant Name: Project 1972, Inc.
Applicant Contact Information:
 - Carolyn Childers | President/CEO, Co-Founder | Ph.(917) 376-5871/ Email: carolyn@chief.com
 - Taryn Weiss |Senior Director, Development & Local Operations | Ph.(631) 433-4273 Email: taryn@chief.com
 - Lauren Neiger | Project Manager | Ph.(714) 585-5331/ Email: lauren.neiger@chief.com
 - Christina Lo | Sr. Director, Strategic Finance | Ph.(425) 785-4112 / Email: chrissy@chief.com
2. Name and Premises Address of Business:
 - Name: Chief S.F.
 - Premises Address: 735 Montgomery Street., 3rd Floor, San Francisco, CA 94111
3. Applicant's Mailing Address: 13 E. 19th Street, New York, NY 10003
4. Seeking License Type: Type 57 (Special On-Sale General for Private Club), converted from a Type 47 (On-Sale General for Bona Fide Eating Place).
This will be a Premise to Premise/ Person to Person license transfer, also known as a "Double Transfer".
5. Proposed Business Hours of Operation: Monday thru Sunday: 7 AM to 1 AM
(Note: this is also as referenced in the Planned Operation form (ABC-257 (Reverse)) of the liquor license application submitted to the ABC)
6. Application Filing Date with the ABC:
 - June 14, 2022
7. Noticing Requirements, when and how it was completed:
 - Public Notice of Application to Sell Alcoholic Beverages was posted to the Premises front door (facing out towards the public) on June 16, 2022 and will be removed 30 days from the date of posting.
 - Notice of Intention to Engage in the Sale of Alcoholic Beverages (ABC-207-E) are being mailed out on or about July 13, 2022 to neighboring residences within 500 feet of the Premises Address.
8. Explanation for how the license will serve the public convenience or necessity in the neighborhood and citywide:

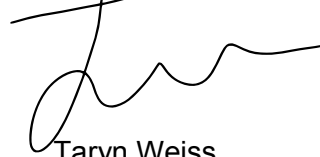
In San Francisco, there is both a public need and necessity to provide a safe and healthy environment for women to network, support one another and create friendships and professional relationships that will enable them to be successful in their careers, and mentor others who will be or have just started their careers. Chief SF's location in the City will provide

its members with a convenient location and exclusive access to each other that other facilities simply cannot otherwise provide.

Chief SF is fully committed to diversity, equity, inclusion and access for its members, which is a core value and central to its mission. Chief SF recognizes that there is a public concern and necessity to provide women from underrepresented communities with opportunities to be positioned at the highest levels of leadership. Chief SF's facility will provide its members and their guests, including men, with access to such opportunities citywide in San Francisco and throughout the greater Bay Area. Chief SF will provide these opportunities and access primarily to women but open to all, regardless of race, ethnicity, sex, gender, gender identity, physical disability, religion, sexual orientation or any other traditional discriminatory factors. Through these efforts, Applicant's objective is to take action to dismantle racism and support diversity, equity and inclusion through its membership. Doing so is a necessity in our society, including in San Francisco and Applicant is committed to continuing to produce diversity and inclusion-focused workshops and conversations.

Thank you for your anticipated cooperation in this regard. In the meantime, please feel free to contact our counsel Victor Marquez at (415) 314-7831 or by email to vmarquez@nossaman.com, with any questions or follow-up information requests.

Sincerely,

A handwritten signature in black ink, appearing to read 'Taryn Weiss', with a long horizontal flourish extending to the right.

Taryn Weiss
Senior Director, Development