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May 11, 2022

Alisa Somera
Legislative Deputy Director
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Dear Alisa,

We hereby request a Public Convenience or Necessity Determination from San Francisco in support of our permanent type 51 license.

1. Applicant's name and contact information, including a daytime phone number and email address:
South End Rowing Club
(415) 776-7372
office@serc.com

For the purposes of this PC and N, the point of contact is Josh Sale (415) 847-3357 jsale@tril.com

2. The name and address for the applicant's business:
South End Rowing Club
500 Jefferson St, San Francisco, CA 94109
3. The applicant's mailing address (if different from the above):
N/A
4. The license type the applicant is seeking from the California Department of Alcoholic Beverage Control, and whether the license will be a new issuance or a transfer of an existing license:
The South End Rowing Club is applying for a new, permanent, type 51 license.
5. The proposed business hours of operation:
The South End Rowing Club has been in existence since 1873. It is a private sports club for adults operating under a lease from the City of San Francisco. The club serves to advance its four sports (rowing, swimming, handball and running). The club is open to its members 7 days a week from 5:00am until midnight and is open to members of the public on Tuesday, Thursday and Saturday from 9:00am to 6:00pm.

Alcohol is only served in conjunction with club events such as holiday parties, every other Friday club social hour and following organized rowing, swimming and handball events plus infrequent rentals for weddings, memorials, etc.

6. When and how the applicant filed the application for the liquor license with the California Department of Alcoholic Beverage Control:
Our application was hand delivered to the ABC office on New Montgomery Street on April 14, 2022.
7. When and how the applicant completed the noticing requirements for the liquor license, pursuant to state law:
A poster was placed on the front door of the club on April 23, 2022. There are no residences within 500' of the club to notice.
8. An explanation for how the license will serve the public convenience or necessity in the neighborhood and city-wide:
As mentioned above, this adult sports club has been in existence since 1873. Part of the club's traditions involve the incidental consumption of alcoholic beverages following club sporting events. The social fabric of the club is also enhanced via social hours that occur every other Friday after work. The sporting events and social hours are open to club members and their guests and not the general public.

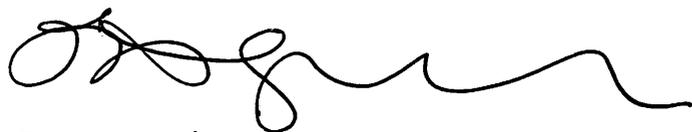
Club tradition also includes the celebration of certain occasions of the annual calendar (St Patrick's Day, Gay Pride, Winter Holidays, etc). Alcohol is typically served at those events.

Before COVID, we rented the club out approximately 3 to 5 times per year for weddings, memorials and the like. It would be common for these rentals to include an alcoholic toast.

Under no circumstances is alcohol served at the club taken off premise.

In conclusion, this permanent ABC license will allow us to carry on the many long standing traditions of the club.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read 'Frances Hegeler', with a long, wavy horizontal line extending to the right.

Frances Hegeler
President, South End Rowing Club