FILE NO. 081213

RESOLUTION NO. 404-08

[Celebrating the Success of the Outside Lands Music and Arts Festival]

Resolution commending Another Planet Entertainment, Superfly Presents, Starr Hill Presents, the Recreation and Park Department, the Mayor's Office, the San Francisco Bicycle Coalition, the San Francisco Police Department, the Municipal Transportation Agency, the Department of Public Works, and the Department of Parking and Traffic for the outstanding success of the Outside Lands Music and Arts Festival.

WHEREAS, from August 22nd through August 24^{th,} the Outside Lands Music and Arts Festival featured 65 rock and roll, hip-hop, Latin, reggae, and folk musical acts on six stages in Golden Gate Park; and

WHEREAS, this event was the first concert in Golden Gate Park which included performances after dark and the first multi-day ticketed event held in the park; and

WHEREAS, the festival organizers connected the event to the history of Golden Gate Park and the City's west side by using the name "Outside Lands," which was the original name for the Sunset District before the park was built when it was an inaccessible area covered in sand dunes; and

WHEREAS, the festival organizers focused on including local performers, with 25% of the lineup coming from the Bay Area, including such artists as Sean Hayes, Two Gallants, the Coup, and Lyrics Born; and

WHEREAS, the Outside Lands festival had a tremendous impact on the local economy with about half of the 130,000 attendees coming from more than fifty miles away, which helped fill many local hotels and restaurants; and

WHEREAS, many businesses near the park reported enjoying their largest gross sales ever during the weekend; and

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Page 1 9/9/2008 WHEREAS, the festival organizers conducted extensive, multilingual community outreach prior to the festival; and

WHEREAS, the festival organizers worked to be a "green" event by including a solarpowered stage, an eco-village, a farmers' market, and exhibits and activities related to environmental conservation, and

WHEREAS, the festival organizers conducted a thorough four-day clean up that reportedly left the park in better condition than before the festival; and

WHEREAS, based on permit fees and portions of the ticket proceeds, and in a time when the City is facing chronic deficits, Outside Lands will contribute \$815,000 to the City, vastly more than the previous record of \$150,000 for an event in the park; and

WHEREAS, the San Francisco Bicycle Coalition provided complimentary bicycle valet parking, which helped encourage thousands of San Franciscans to ride their bikes to the festival, freeing up space on Muni and the roads for out-of-town visitors; and

WHEREAS, the San Francisco Police Department analyzed security concerns and worked well with the event's peer-security volunteers to ensure a safe event; and

WHEREAS, considering the massive size of the festival, there were in a minimal number of complaints from the neighbors about noise or other disturbances; and

WHEREAS, the Recreation and Park Department worked extensively with the festival organizers to help with community outreach as well as the preparation and cleanup of the event; and

WHEREAS, the Mayor's Office offered extensive help with the organization of the event including help with issues relating to the contract and labor negotiations; and

WHEREAS, Muni deployed an additional forty buses, as well as portable lighting and SFMTA on-street staff to help with the difficult task of shuttling tens of thousands of concertgoers from the park back to the City center; and

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WHEREAS, the Department of Parking and Traffic deployed traffic control staff to help keep the streets safe and orderly for the unprecedented late night departure from the park; and

WHEREAS, the Department of Public Works deployed additional staff and street sweeping resources to clean the streets after the festival attendees departed; and

WHEREAS, the success of the Outside Lands festival enhances both the prospects for new and continuing outdoor events in the City, as well as the status of San Francisco as a haven for outdoor music and cultural events; now, therefore, be it

RESOLVED, that the Board of Supervisors of the City and Country of San Francisco hereby commends Another Planet Entertainment, Superfly Presents, and Starr Hill Presents for their vision and hard work in creating the Outside Lands festival; and, be it further

RESOLVED, that the Board of Supervisors thanks the neighbors of the park in the Sunset and Richmond for their patience and tolerance in sharing their neighborhoods for the enjoyment of festival attendees and the betterment of the City; and, be it further

RESOLVED, that the Board of Supervisors commends the Recreation and Park Department, the Mayor's Office, the San Francisco Bicycle Coalition, the San Francisco Police Department, the Municipal Transportation Agency, the Department of Public Works, and the Department of Parking and Traffic for their help in making this event such a success and for demonstrating the great work the city family can do when San Francisco works together.

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Tails

Resolution

File Number: 081213

Date Passed:

Resolution commending Another Planet Entertainment, Superfly Presents, Starr Hill Presents, the Recreation and Park Department, the Mayor's Office, the San Francisco Bicycle Coalition, the San Francisco Police Department, the Municipal Transportation Agency, the Department of Public Works, and the Department of Parking and Traffic for the outstanding success of the Outside Lands Music and Arts Festival.

September 16, 2008 Board of Supervisors --- CONTINUED

Ayes: 10 - Alioto-Pier, Chu, Daly, Dufty, Elsbernd, Maxwell, McGoldrick, Mirkarimi, Peskin, Sandoval Absent: 1 - Ammiano

September 23, 2008 Board of Supervisors - ADOPTED

Ayes: 9 - Alioto-Pier, Ammiano, Daly, Dufty, Elsbernd, Maxwell, Mirkarimi, Peskin, Sandoval Noes: 1 - Chu Excused: 1 - McGoldrick File No. 081213

I hereby certify that the foregoing Resolution was ADOPTED on September 23, 2008 by the Board of Supervisors of the City and County of San Francisco.

n Angela Calvillo Clerk of the Board Mayor Ga n Newsom

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Date Approved

File No. 081213