

Southern Advisory Committee

So-SF - Pride Music Festival

Presented by:

Jordan Langer - CEO NPU

Ian Molloy - Producer NPU

Event Quick Facts

Dates on site: 6/20 - 6/30

Event date: 6/28

Indoor Event Hours: 3 PM - 11 PM

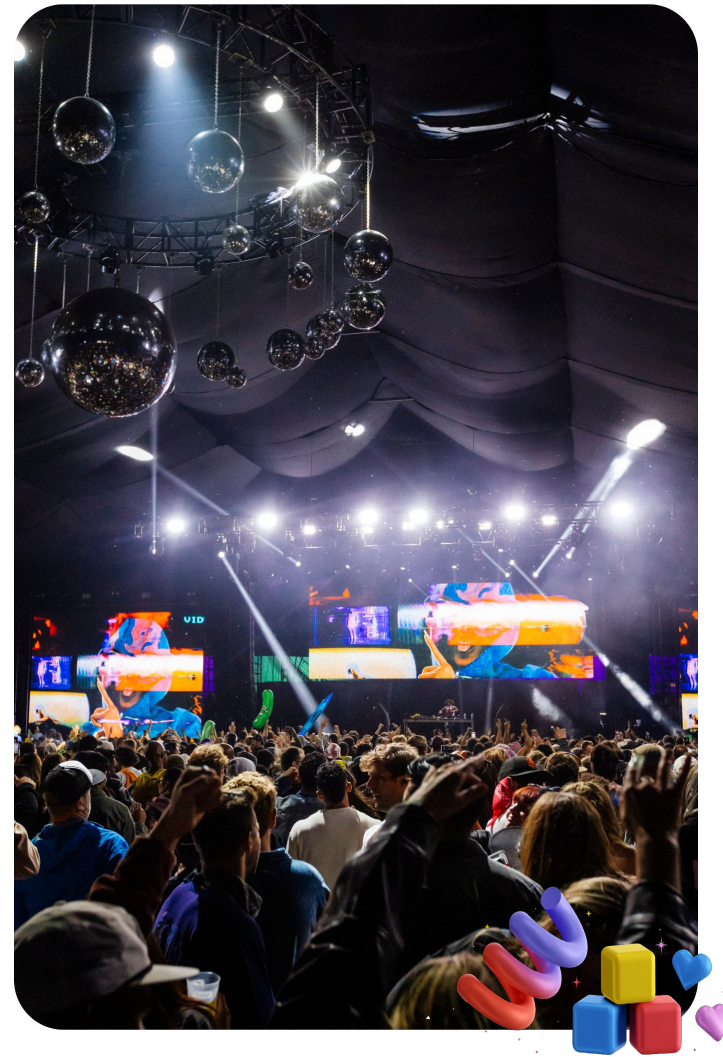
Soundcheck Dates: June 26 - 28

Soundcheck Hours: 12 PM - 10 PM(occasional)

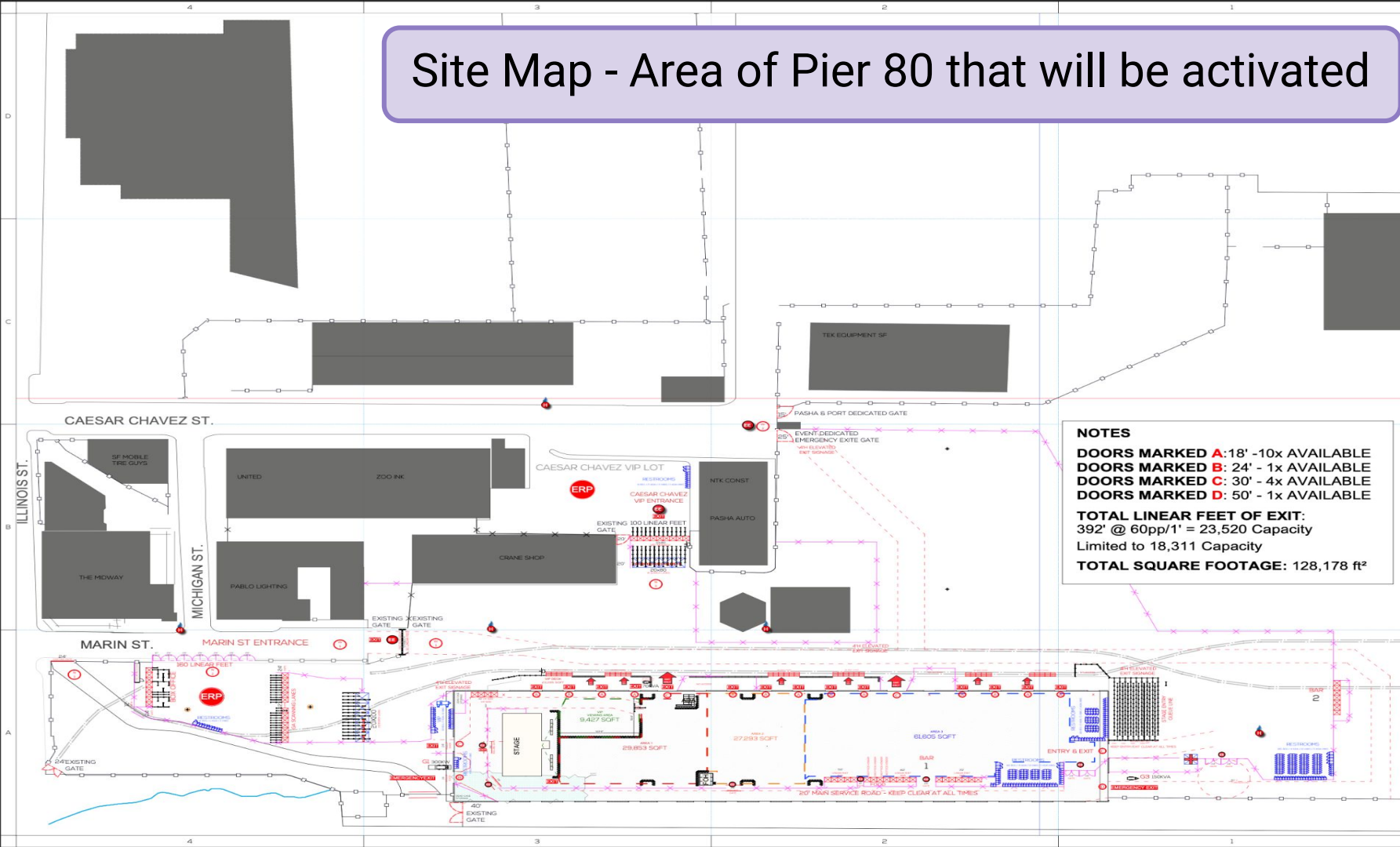
Event capacity: 18,000

Event Ages: 18+

Event Demographics: Predominantly 25-36



Site Map - Area of Pier 80 that will be activated



NOTES

DOORS MARKED A: 18' - 10x AVAILABLE
DOORS MARKED B: 24' - 1x AVAILABLE
DOORS MARKED C: 30' - 4x AVAILABLE
DOORS MARKED D: 50' - 1x AVAILABLE

TOTAL LINEAR FEET OF EXIT:
 392' @ 60pp/1' = 23,520 Capacity
 Limited to 18,311 Capacity

TOTAL SQUARE FOOTAGE: 128,178 ft²

non
plus
ultra

Pier 80/Shed A Template
 Shed A - Pier 80
 401 Cesar Chavez St, San Francisco, CA 94124



Non Plus Ultra

NO.	DATE	DESCRIPTION

Site Layout Plan

Outreach & Relations (Pre-Announce)

Communication

- Initiated conversations with immediate commercial neighbors to hear & address any commercial impact concerns
- Initiated conversation with SF Entertainment Commission

Outreach & Relations (Post-Announce)

Community Engagement

- Hyper-local hiring. Over 80% of our workforce will be SF residents

Community Access

- Launching website with outreach details, event information, and phone connection



Community Relations

All of our food & beverage vendors on-site will be locally owned & operated

Expanding on the same standard of neighborhood cleaning demonstrated during our Midway block parties, ensuring residential/commercial satisfaction post-event

Door to door flyering via existing neighborhood contacts

A portion of all proceeds will be donated to the charitable foundation, Lyric Center for LGBTQQ+ Youth



So-SF adjacent shows

Seven shows across three venues

Harm reduction efforts will be spearheaded by our medical partner at Mutual Aid Response Services



Site Improvements

Adding ten(10) HD indoor/outdoor cameras that the Terminal Operator will have permanent access to

Repairing the Northern rollup doors ahead of the event

Continue with safety and patron right of way improvements throughout the site.

Clean, repair and mediate roof, gutter and drainage systems



Sound Management

- The majority of previous complaints were derived from outdoor noise and a much larger scale production. Indoor only entertainment will greatly reduce residential impact
- Midway produces over 12 outdoor block parties per year with large sound systems and receives minimal to no sound complaints.
- Deploying a dedicated roaming dB reader for San Francisco region
- Purchasing & deploying sound treatment for Shed A to further reduce potential impacts



Recap

Dates on site: **6/20 - 6/30**

Event Date: **6/28**

Event Hours: **3 PM - 11 PM**

Sound Management

- Only deploying indoor sound will drastically cut down on the sound complaints experienced historically. Engaging a dB meter locally who can respond to complaints in real time to communicate necessary adjustments.

Community

- Engaging with our immediate residential neighbors in order to minimize disruptions to their standard business practices, while ensuring the optimal event experience.

Traffic

- Working w/ various local agencies & vendors to determine the best possible plan for closures providing ample guest security but minimal commercial disruption.



THANK YOU

SOSF