

Subject: Hayes Valley Meeting Regarding Head West

From: "Thompson, Marianne (ECN)" <marianne.thompson@sfgov.org>

Date: 6/13/24, 7:21 AM

To: "Chapman, Nick (MTA)" <Nick.Chapman@sfmta.com>, Jimmy Brower <jimmy@headwestmarketplace.com>, "Woo, Bryant (MTA)" <Bryant.Woo@sfmta.com>

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On Thursday, April 11th Head West participated in an ISCOTT hearing to amend an existing Hayes Valley permit, and to seek approval for their fourth Hayes Valley event, proposed for Saturday, October 12th. At the April 11th ISCOTT hearing members of the Hayes Valley small business community and residents voiced their concerns for the frequency of events, (four times a year) and its use of the public streets.

On Tuesday, June 4th the Office of Small Business convened a group of stakeholders at the request of ISCOTT regarding Head West's October 12th permit. There were 35 participants at this meeting with representation of residents and businesses.

The following is a list of concerns expressed at the meeting:

- Hosting Head West four times a year as opposed to their original bi-annual permit.
- The four street closures on a Sunday, adjacent to the existing Saturday Shared Street.
- Having similar street vendors to those in the existing brick and mortar spaces, i.e. a jewelry vendor near a jewelry store.
- A lack of foot traffic to the existing businesses.

Head West agreed to the following at the meeting:

- Ensure that they will not place similar businesses together.
- Work with their team to better promote the existing businesses to those attending the street fair.
- Utilize the Saturday, October 12th event as a way to test the effectiveness of a Saturday event, minimizing the impact of a two-day closure.

Based on the agreement reached between community stakeholders and Head West, the Office of Small Business recommends that ISCOTT issue the Saturday, October 12th permit to Head West. Further, we recommend that SFMTA work with stakeholders to come to a consensus on the frequency of events held in Hayes Valley before issuing any permits for 2025.

Best,
M.

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—Attachments:—

Hayes Valley, Head West Meeting - Attendance report 6-04-24 (1).csv

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