

Fw: Re: Street Closure Inquiry

From communications@hvsafe.com <communications@hvsafe.com>

To team@hvsafe.com

Date Friday, February 16th, 2024 at 2:56 PM

----- Forwarded Message -----

From: Mich [REDACTED]

Date: On Friday, February 16th, 2024 at 2:03 PM

Subject: Re: Street Closure Inquiry

To: Jimmy Brower <jimmy@headwestmarketplace.com>

CC: info@hvsba.org <info@hvsba.org>, info@hvsafe.com <info@hvsafe.com>

Jimmy:

I am not convinced that you understand the primary concern that many of us share === to be crystal clear we take issue with your event frequency being increased from 2x to 4x a year. I would like to remind you that we received reassurance in recent years that your event would take place only 2x a year.

If you understood this... the pertinent question would be: why are you insisting on 4 days?

Bottom line:

we have repeatedly heard from small businesses in our merchant corridor that this event negatively impacts their sales. HVSafe and the HVSBA believe in listening to our community members, putting their needs first --- rather than providing preference to an event host who has not been a good partner.

Our Hayes Valley businesses pay some of the highest rents in San Francisco. This business community has been through a lot of changes in the last decade alone and those changes have only been compounded by gentrification, COVID and varying real estate interests. These factors bring to the forefront your lack of willingness (as an event host) to understand the business challenges our independent operators continue to endure....while you seemingly ignore our asks and demonstrate an inability to acknowledge a broad community concern by not including our groups in your planning efforts. This thread alone is proof of your lack of inclusiveness.

You should realize --- minimizing our community needs is really taking a toll on our tolerance level.

M

On 2/15/24 5:17 PM, Jimmy Brower wrote:

Hi Mich,

I heard your (and other merchant's) concerns clearly at last year's ISCOTT hearings, focused on impeded traffic on the 500 block of Hayes, as well as the loss of parking and store visibility on Octavia to Birch, north of Hayes. There

was also general concern voiced about our event during Pride Weekend for safety and traffic issues.

I'm disappointed that you feel disregarded. I did take your concerns seriously, and made changes to resolve these issues.

-Jimmy

On Thu, Feb 15, 2024 at 12:41PM Mich [REDACTED] wrote:

Jimmy:

Thanks for the insight.

It's both disappointing and troubling that you have consistently disregarded 2 neighborhood groups in Hayes Valley- therefore we cannot in good faith refer to you as a good community partner or demonstrate support.

M

On Feb 15, 2024, at 12:24 PM, Jimmy Brower <jimmy@headwestmarketplace.com> wrote:

Hi Mich,

Thanks for reaching out, I'm happy to answer your questions.

Our community and merchant partnership is officially with the Hayes Valley Merchant Council and the Hayes Valley Neighborhood Association. Our new footprint (see below) will activate the 400 Block of Hayes Street. Since HVMC and HVNA hold the permit for the approved Shared Streets program, they are best equipped to assist us with the additional Sunday closures, which is overwhelmingly supported by the 400 block merchants. With HVMC and HVNA's support, we will be applying for 4 dates this year, similar to 2022 and 2023, however altering the cadence so as to not land on any City-sponsored event days such as Pride Weekend. The Dates are as follows: 4/14, 6/9, 8/11 + 10/13.

Additionally, we are no longer requesting street closures on Octavia between Hayes and Birch. This will allow traffic to flow unobstructed both East and West on the 500 block of Hayes Street and will not utilize any parking spaces on Octavia. I hope this change will please merchants on the 500 block of Hayes and along Octavia up to Birch, knowing traffic will run as normal with no obstruction to their businesses.

Hope this helped to clarify,

-Jimmy :)

On Thu, Feb 15, 2024 at 10:01AM Mich [REDACTED] wrote:

Jimmy.

Received notification that you are applying for 4 dates this year.

HVSafe and HVSBAs have received zero outreach from your company about this.

Why?

M

On 3/8/23 9:54 AM, Jimmy Brower wrote:

Hi Mich,

Our sincerest apologies re: the lack of communication and misstep. After a year at the helm, I'm beginning to fully understand the many neighborhood and merchant organizations, with their own stakes in the merchant corridor. At the end of the day... myself, Danielle and HEAD WEST as a whole are here to add value to Hayes Valley, not distract or money grab (as some have accused). We are a small business as well, with a tiny team and tiny budget -- but because so many people come together to create this creatives-supporting-creatives endeavor, we are able to bring the masses and support locals in employment through labor, security, photographers, videographers, musicians and more... all while lifting up Hayes Valley merchants, eateries and the neighborhood simultaneously.

Going forward, we will be communicating with ALL organizations, not just some as we have in the past, as we understand that if there is going to be a partnership for cross promoting, support and facilitating the mutual benefits that we all want, then everyone must be involved so that HEAD WEST brings us together rather exacerbate the already deep fractures that exist.

Thanks again for being vocal on your concerns, on behalf of the organizations you represent :)

On Mon, Mar 6, 2023 at 12:38 PM Mich [REDACTED] wrote:

Jimmy:

When I reached out to you last year, I asked that you communicate/keep in the loop HVSafe and HVSBA ---- regarding any future planning. I assumed that communications about this years event planning would be forthcoming, instead both organizations did not receive any news. It's concerning to witness *yet again* planning/permit efforts that are being deliberated on solely between you/HW and the HVNA/HVMA.

HVSafe and HVSBA are now in 'reactionary' mode to what is unfolding rather than having an equal seat at the table. This does not bode well.

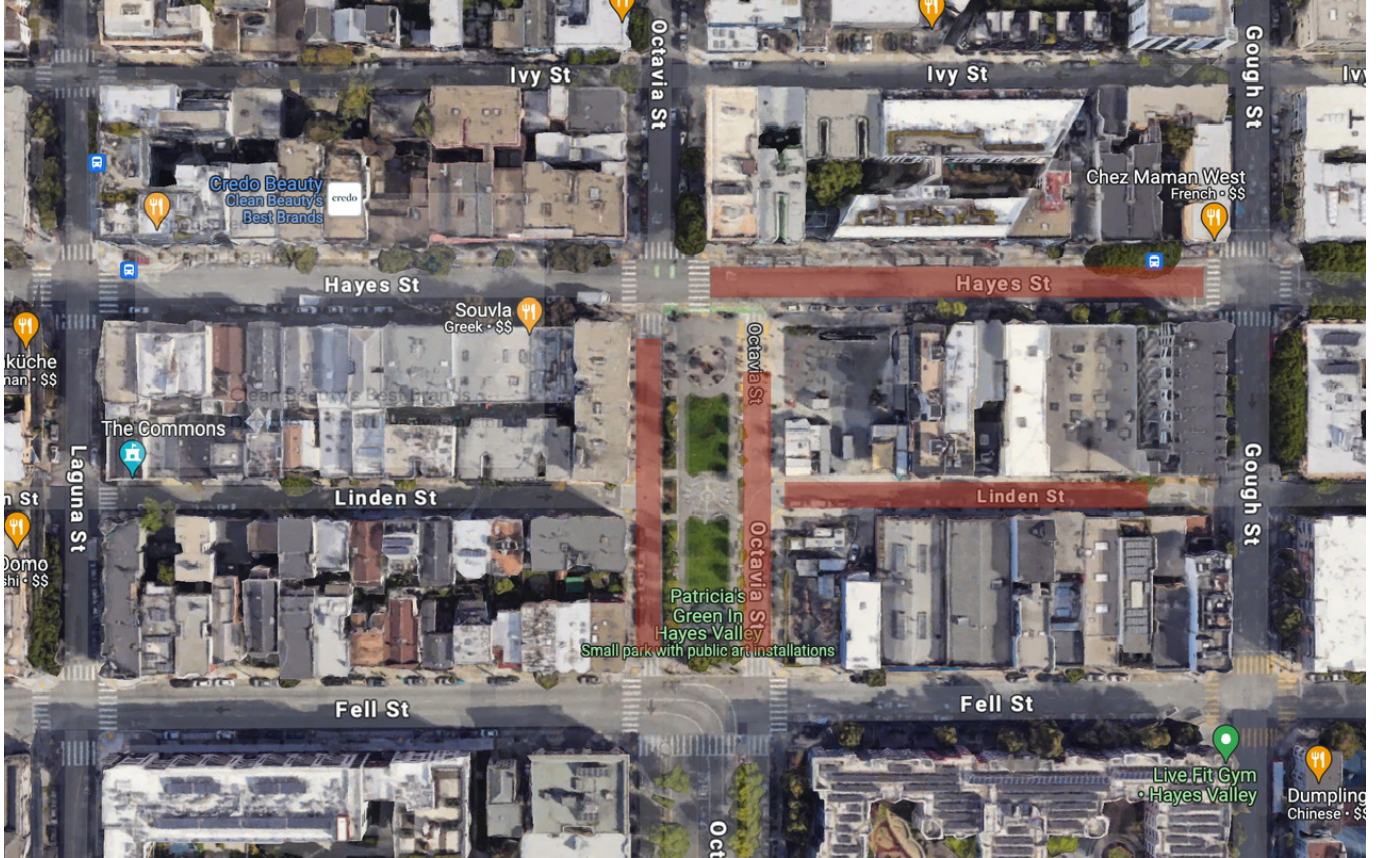
M

--

Jimmy Brower | Founder



FIND MORE: [ONLINE](#) | [INSTAGRAM](#) | [FACEBOOK](#)



--
Jimmy Brower | Founder



FIND MORE: [ONLINE](#) | [INSTAGRAM](#) | [FACEBOOK](#)

428.32 KB 1 embedded image

HW@HV2024.jpg
428.32 KB