

Entertainment Zones Status Report

A status report on the implementation of entertainment zones, including effectiveness, cost implications, and other key findings to inform the establishment of future entertainment zones.

Community & Economic Development Committee
February 23, 2026

Item (d)3

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BACKGROUND: What are Entertainment Zones?

A new event tool to foster vibrant, safe, and welcoming spaces, to support local businesses and energize public life.

Policy And Ordinance Adoption

CA Senate Bill 969 Effective January 2025, allows cities to create local ordinance for Entertainment Zones

San Jose Entertainment Zone Ordinance approved by San Jose City Council May 2025

What is an Entertainment Zone?

Designated areas where patrons can purchase alcoholic beverages from Alcohol Beverage Control licensed establishments and consume them in public outdoor common spaces during permitted special events

Provides for safe, lively experiences in managed public settings that support local businesses and bring people together



Where are the Entertainment Zones?

Entertainment Zone Locations:

- 1 Alum Rock Avenue
- 2 Fountain Alley
- 3 Little Italy
- 4 Paseo de San Antonio
- 5 Post Street
- 6 San Pedro Street
- 7 Sharks Way
- 8 South First Street



Outreach and Engagement Efforts

Dedicated Entertainment Zone webpage launched

Business district presentations:

- Eastside Small Business Town Hall
- SoFA
- Post Street
- San Pedro
- Little Italy / Sharks Way

San José Downtown Association-hosted City-wide webinar for SJ26 preparation

Direct coordination with event producers and public safety partners



Pilot Activations

Locations

- San Pedro Block Party, 7/31/2025
- Qmunity District Mural Celebration & SV Pride Kickoff, 8/29/2025
- Big Easy Block Party & Beer Fest, 8/30/2025

Assessments

- Operational coordination
- Public safety controls
- Business participation

Feedback

- Interest in more flexibility
- Business District-wide cohesion
- Clearer pathways for participation



San Pedro Superfest

First Entertainment Zone Activation

- Three-day event, February 6-8
- Estimated attendance: approximately 48,000
- Strong preliminary business performance reported
- Multi-department coordination refined through real-world application



Lessons Learned & Refinements

Entertainment Zones are a New Event & Economic Activation Tool

- Fully integrated within the existing Special Event framework
- Intentional, phased implementation approach

Opportunities for Standardized Practices to Strengthen Consistency

- Guidance and models for clearly defined boundaries and consistent signage
- Standardized approved beverage containers and protocols
- Front-line business training and operator coordination
- Early and ongoing enforcement alignment

Ongoing Outreach & Education

- Refine written guidelines – add clarity
- Pre-event coordination with operators and event producers
- Continued collaboration with business districts
- Ongoing engagement and program marketing

Activations: Looking Ahead

Planned Activations

- March Madness
 - Music Mania
- FIFA World Cup related events
 - CityDance Series on SoFA

Positioning

- Scalable tool supporting both local and major regional and international events
- Continued business district-level interest and engagement



Next Steps

- Continued outreach and engagement through San José Downtown Associations and business districts
- Refine education and training materials
- Track economic and operational data
- Biennial review per state legislation
- Evaluate feasibility of future expansion



<https://www.mercurynews.com/2023/06/20/can-downtown-san-jose-block-party-repeat-its-success/>

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