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**FW: SJDA Letter of Support for Entertainment Zones**

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**From** City Clerk <city.clerk@sanjoseca.gov>  
**Date** Mon 5/19/2025 8:00 AM  
**To** Agendadesk <Agendadesk@sanjoseca.gov>

 1 attachment (79 KB)  
SJDA\_entertainmentzones.pdf;

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**From:** Gumby Marques - [REDACTED]  
**Sent:** Sunday, May 18, 2025 4:16 PM  
**To:** City Clerk <city.clerk@sanjoseca.gov>  
**Subject:** SJDA Letter of Support for Entertainment Zones

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Hello-

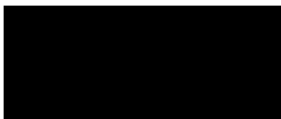
Attached is a letter of support from the San Jose Downtown Association for the Entertainment Zones to be discussed at City Council's session on May 20.

Best regards  
Gumby

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Gumby Marques  
Interim CEO  
San Jose Downtown Association



[sjdowntown.com](http://sjdowntown.com)



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**San Jose Downtown Association**  
28 N. First Street, Suite 1000  
San Jose, CA 95113

sjdowntown.com  
408.279.1775



Dear Honorable Mayor and City Councilmembers,

On behalf of the San Jose Downtown Association, I am writing in support of the Entertainment Zone Ordinance. The SJDA is excited to represent all the areas included in the first entertainment zones in the City.

Entertainment zones will enliven Downtown by enabling enhanced special events in multiple locations, and we are looking forward to seeing all six locations activated simultaneously in 2026!

We do want to make sure that OEDCA's special events team is sufficiently staffed to meet increased demand for special events permits within entertainment zones. In addition, we would like guidance about whether staff thinks this will add more lead time to the special events permitting process, because then we will need to communicate that with businesses and other special event producers.

The fabric of Downtown is our existing residents and businesses. We are hopeful new rules like the Entertainment Zone Ordinance will most assist these long-term investors. Please ensure that the implementation of the zones and the benefits are focused on these businesses. The local SJDA neighborhood committees are best suited to work with OEDCA to ensure that implementation brings benefits without unintended consequences.

Please note that Safety is our number one priority. Please make sure that there are enough SJPD Secondary Employment officers available for these special events.

The SJDA is looking forward to working with you to spread the word about this new ordinance with our Downtown businesses and event producers after it is passed.

Thank you for continuing to look for creative solutions to bring people and vibrancy to the San Jose Downtown.

Onwards and Upwards,



Alan "Gumby" Marques  
Interim CEO of the San Jose Downtown Association




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**FW: SJ Chamber Support for Items 8.1 and 10.2**

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**From** City Clerk <city.clerk@sanjoseca.gov>  
**Date** Mon 5/19/2025 5:06 PM  
**To** Agendadesk <Agendadesk@sanjoseca.gov>

 2 attachments (573 KB)

SJ Chamber - Support for Supergraphics 051925.pdf; SJ Chamber - Support for Entertainment Zones 051925.pdf;

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**From:** Kat Angelov <[REDACTED]>  
**Sent:** Monday, May 19, 2025 3:55 PM  
**To:** The Office of Mayor Matt Mahan <mayor@sanjoseca.gov>; District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>  
**Cc:** City Clerk <city.clerk@sanjoseca.gov>; Leah Toeniskoetter <[REDACTED]>  
**Subject:** SJ Chamber Support for Items 8.1 and 10.2

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Dear Mayor and Honorable Councilmembers,

Please find attached support letters for items 8.1 and 10.2. We urge your support of both items.

Should any questions arise please reach out to myself or our CEO Leah Toeniskoetter (copied). Thank you for the consideration of our comments.

Regards,  
Kat

**Kat Angelov**

Policy Manager

San Jose Chamber of Commerce

**Email:** [REDACTED]

**Office:** [REDACTED]

**Mailing Address:** [REDACTED]



**San Jose  
Chamber of Commerce**

May 16, 2025

City of San Jose City Council  
200 E. Santa Clara St.  
San José, CA 95113

**RE: Item 8.1: Amendment to Chapter 13.16 of Title 13 of the San José Municipal Code for Entertainment Zone Ordinance Related to 2026 Sports Events.**

Dear Mayor Mahan and Honorable Councilmembers,

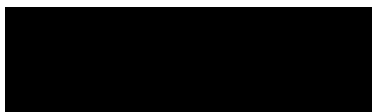
On behalf of the San Jose Chamber of Commerce, I would like to express our support for the proposed ordinance to establish and regulate Entertainment Zones in accordance with Senate Bill 969 and the subsequent memorandum authored by Mayor Mahan, Vice Mayor Foley, and Councilmembers Kamei, Salas, and Mulcahy. We believe this initiative represents a timely and strategic investment in downtown San Jose's economic vitality and encourage expanding our Entertainment Zones to include the recently approved Sharks Way.

This ordinance empowers local restaurants, bars, breweries, and wineries to participate in curated special events where alcoholic beverages can be enjoyed in designated outdoor areas, thus fueling events like watch parties for the coming 2026 sporting programs. This ordinance update provides flexibility to better support small business recovery, stimulate foot traffic, and activate public spaces in a way that enhances both the city's economy and cultural vibrancy at a time when San Jose and the Bay Area are still seeing less foot traffic than pre-pandemic.

We are especially encouraged by the timeliness of this proposal and the ordinance's ability to support large-scale activations, such as FIFA World Cup and Super Bowl watch parties in 2026. These large, dynamic sporting events will draw visitors from all over the world and could translate into significant economic returns for our city's hospitality, retail, and cultural sectors.

We commend the city for its thoughtful, phased approach that prioritizes safety and operational quality. We urge your full support and approval of this ordinance update and the adjoining memorandum.

Sincerely,



Leah Toeniskoetter  
President & CEO  
San Jose Chamber of Commerce